

Report Title: **Report of the Head of Learning and Community Programmes,
Alexandra Park and Palace**

Report of: Melissa Tetley, Head of Learning and Community Programmes Alexandra
Park and Palace

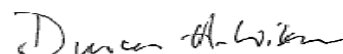
1. Purpose

1.1 To update the Committees on learning and community programmes

2. Recommendations

2.1 That the Board notes recent progress with the Trust's learning and community
programmes

Report Authorised by: **Duncan Wilson, Chief Executive**



Contact Officer: Melissa Tetley, Head of Learning and Community Programmes
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3. Executive Summary

3.1 The Learning and Community team has taken significant steps since inception to
raise the profile of the learning programme and community engagement programme.
Interest in the programmes offered and joining the volunteer programme remains
high and new volunteering opportunities are continually being developed.

4. Reasons for any change in policy or for new policy development (if applicable)

4.1 N/A

5. Local Government (Access to Information) Act 1985

5.1 N/A

6.0 Background

6.1 Learning and Community Update

6.2 History Tours 12th -13th April

Alexandra Park and Palace Charitable Trust (APPCT) welcomed 480 people on History Tours of the Palace on Saturday 12th and Sunday 13th April. Over 300 evaluation forms were completed, 99% of those attending enjoyed their visit with only 10% saying the History Tours were their first visit to the Park or Palace.

This financial year the Palace has welcomed 1,100 people on 5 days of tours including Open House in September

2 days of History Tours have been announced for the 12th & 19th July, tickets went on sale to the people on the waiting list on Friday, 13th June and on general sale on Monday, 16 June, all 480 places were sold within 48 hours. Whilst interest in the History Tours remains high postcode data collected from evaluation forms indicates that further work is needed to raise the profile of the tours in other wards within the Borough.

6.3 Lifelong Learners

Alexandra Palace offers a 45 minute talk exploring 150 years of Park and Palace history (including archive photos and footage from the BBC) in the Transmitter Hall followed by a 1 hour tour of the building to groups of between 20 & 30 people. The tour route changes depending on events booked in the diary.

This financial year the palace has welcomed 4 groups with 129 people in total, the Learning and Community team are looking at opportunities to promote these tours more widely.

6.4 Schools

Interest in our core learning programme of 3 key stage 2 workshops remains high, since March 2013 we have engaged with 440 pupils from 11 local schools. To raise awareness of our learning programme and promote our workshops information about our workshops was included in the Haringey Schools bulletin sent out in June.

To encourage schools using the ice rink as an end of year activity we have created a discounted price for skating for groups who take part in the learning programme. The joint visit has already been booked by 2 schools and a number of other schools are looking into available dates before the end of the summer term.

The new primary national curriculum will be implemented from September, to assist with the development of new workshops APPCT is creating a volunteer opportunity to investigate how the changes will affect school visits and brainstorm ideas for new workshops linking the history of the Palace to the new History, Citizenship and English syllabus.

A number of projects are being developed to pilot with local secondary schools including a Victorian STEM (Science, Technology, Engineering and Maths) workshop, BBC workshop charting the technological advances made whilst broadcasting from the Palace alongside our 2014 learning programme to mark the centenary of the First World War.

6.5 **Alexandra Palace: War on the Home Front**

All refurbishment work to the Transmitter Hall has now been completed, furniture has been purchased for use by school groups and an interactive white board has been installed.

The exhibition research is now complete and work has started writing the interpretation panels and accompanying souvenir brochure. Dr Johnson's House in Gough square has offered us two display cases free of charge for the temporary exhibition, the cases are planned to arrive at the Palace mid-August. An MA Museum Studies student from UCL started her 20 day placement at the beginning of June, her prime focus is assisting the Learning Officer delivering the temporary exhibition and learning programme.

Work has commenced exploring the possibility of borrowing two George Kenner paintings from Bruce Castle for the first six months of the exhibition (September 2014 – March 2015) followed by one painting from the Imperial War Museum for the second half (March – September 2015).

The exhibition will open with a private view on Monday, 15th September which marks 100 years since the Belgian refugees arrived at the palace. Alongside the exhibition there will be a programme of events for adults, families, schools and community groups to engage the widest possible audience with our story.

6.6 **Events**

The Learning and Community team are continually looking for new opportunities to promote the history of the Park and Palace to new and existing clients across the organisation. During meetings with new clients the Trading Company now promote a bespoke learning package to enhance new contract bookings.

A school workshop was offered to a Heartlands High, a local secondary school in May 2014 with a theatre company rehearsing Macbeth before a season in New York. Working closely with the Sales team a school workshop was organised for 20 Year 10 (14-15 year olds) drama students in the Theatre. The group had a 20 minute Q&A with Sir Kenneth Branagh, Rob Ashford and other cast members where the pupils were given the opportunity to ask the cast questions about careers in acting, and their own personal experiences in the acting profession. This was followed by vocal warm up exercises led by the cast and the ladies playing the 3 witches who talked about their connection on stage and how they had been preparing for the part. As a finale to the workshop the group were taken back to the Panorama Room to watch the first sword fight scene in Macbeth. The teachers and pupils were fascinated by the choreographed fight scene and the intensity of the acting. Staff leading the visit expressed their gratitude for the once in a lifetime opportunity, many of the pupils were inspired to see world class actors performing in a local venue.

The Learning Officer is also working with a Music Teacher at Alexandra Palace School to offer a Year 10 BTEC (Business and Technology Education Council) visit in September to learn about the live music industry. Working closely with the Sales and Events teams the group have been offered a tour during a concert build up with a Q&A session with the Health & Safety Advisor, Event Manager and the Head of Marketing who will give short presentations about their roles and answer any questions that may arise. The group will return the following day for the concert, accompanied by the Learning Officer where they will see how the venue has been transformed.

A stall has been offered at the Big Bang Exhibition in July to promote our learning programmes to schools, alongside the Centenary workshop available from September 2014. A verbal update from the Learning Officer will be provided at the meeting.

6.7 Volunteering Update

Currently the Palace has 40 active volunteers supporting the Learning and Community Team in a variety of roles these include WW1 Researchers, History Tours Volunteers, History of the Palace Researchers, Volunteer Co-ordinator and Learning Administrator Volunteers. Since September 2013 volunteers have donated an estimated 1035 hours, and as a thank you for their contribution in conjunction with National Volunteer Recognition Week a joint social event was organised for volunteers and AP staff. The event gave volunteers the opportunity to network with staff across the organisation and to share their experiences volunteering at the Palace. The social event also enabled our volunteers to get together as a team and for the Palace to officially recognise and thank them for their support to date.

6.8 Community Update

For the second year running as part of a community engagement programme on 4th June Alexandra Palace hosted Haringey Metropolitan Police's Volunteer Recognition Event in conjunction with National Volunteer Week. VIP's from across the Borough alongside members of the force and volunteers arrived for a series of presentations and awards to recognise the contribution volunteers make to Haringey Metropolitan Police. Awards were presented to 5 long standing volunteers who have been volunteering for the Police for over 10 years. Our in house caterers provided a hot buffet and the highlight of the evening was a bespoke talk and tour of the Theatre. Feedback received was incredibly positive with compliments ranging from the presentations the CE gave explaining the HLF programme and its context within Haringey to the exemplary standard of the catering provided. The bespoke talk and tour of the Theatre was the highlight of the evening with 60 people signing up to view the Theatre after dinner.

Due to the success of the event with support from our in house catering and House management team enquiries are now underway to explore the possibility of hosting the event for a third year in June 2015.

6.9 HLF Activity Plan

Public consultation is now underway for the activities and ideas that will inform the Activity Plan a requirement of all HLF grant submissions. The public consultation is designed to engage with stakeholders, special interest groups, economically disadvantaged and voluntary organisations, youth groups, senior groups, disability and mental health awareness groups, diversity awareness groups, educators and the general public to help shape the activities that could be of interest at Alexandra Palace.

7.0 Legal implications

7.1 LBH comments will be reported at the meeting

8.0 Finance Implications

8.1 LBH comments will be reported at the meeting

9 Use of Appendices

9.1 N/A