

Report Title: **Report of the Chief Executive, Alexandra Park and Palace**

Report of: Duncan Wilson, Chief Executive Alexandra Park and Palace

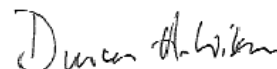
1. Purpose

1.1. To update the Committees on the overall position in relation to the HLF project, the latest position on events at the Palace and in the Park, the learning and community programme report, and progress with sponsorship and fundraising

2. Recommendations

2.1 That the SAC and CC notes the above reports

Report Authorised by: **Duncan Wilson, Chief Executive Alexandra Palace and Park**



Contact Officer: **Duncan Wilson Chief Executive Alexandra Park and Palace**

3. Executive Summary

3.1 As reported by the Director of Regeneration and Property, the planning consent process for our HLF project is now underway and by the time of the SAC/CC meeting our bid will have been submitted in full. On balance we have received strong support from partner organisations and local community representative groups, although we must acknowledge that support for some aspects of the scheme is not universal. We now await the outcome of both the planning and the HLF processes.

3.2 In the meantime the events business continues to run successfully, with one of our busiest years ever.

3.3 Similarly the APP learning programme, including the temporary exhibition Alexandra Palace: War on the Home Front, has continued to make good progress. The Head of Learning and Community's update on the learning, volunteer and community programmes, and the HLF Activity Plan which will give them new impetus if our HLF bid is successful, is given below.

3.4 Finally a short update on fundraising and sponsorship activity is attached

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

N/A

5. Local Government (Access to Information) Act 1985

N/A

Background – HLF project letters of support

6. Letters of support for our HLF bid have been received from all the bodies listed at 19.1 Appendix 1, including the Chairs of both the SAC and CC on behalf of the Relevant Committees. I am sure the Committees will agree that it is an impressive list, and represents a lot of hard work by the APP team.
7. Details about the processes now being followed and the timetable for decision making are given in the Director of Regeneration and Property's report.

Background – events

8. A schedule of confirmed public events for the first quarter of 2015 is attached at 19.2 Appendix 2 for information. January and March are both set to be busy months at the Palace, although February is relatively quiet.
9. The Circus and funfair are both set to return to the Park around Easter time, subject to contract. The Circus performances will be from 2 April to 12 April with the earlier latest finish time of 8.50pm (previously 9.30pm), which we have negotiated in response to complaints from a neighbour.

Background – Learning and Community

10. War on the Home Front (Exhibition and Learning Programme)

Alexandra Palace's Heritage Lottery Funded (HLF) temporary exhibition telling the story of the Park and Palace as a Belgian refugee and camp for interned enemy aliens has been well received since its launch in September with over 690 people visiting the exhibition to date. The majority of visitors have expressed surprise at discovering the significant role the Palace played during the Great War.

Tickets for the exhibition are now available via Eventbrite (<http://www.eventbrite.co.uk/e/war-on-the-home-front-exhibition-tickets-14162956785?aff=es2&rank=9>). Following the Private View a number of changes have been made including the layout of the room to increase engagement with the story, and additional content and a table of replica objects which has been incorporated to bring the story to life. Feedback following the changes has been positive with an increase in visitor dwell time currently estimated to be between 30-45 minutes.

As soon as the changes had been made, visitors began initiating conversations with the Volunteer Exhibition Assistants to share personal memories of similar events, connections to Alexandra Palace and in a few cases stories of relatives who were interned at the Palace. Any visitors with family stories of how the Park and Palace were used have been encouraged to email the Learning & Community team, all new information received is being kept on file and will be used to form part of our ongoing research and incorporated into resources for schools and community groups.

Alongside the exhibition the Learning and Community team are running a bespoke programme of events including a series of lectures. The first in the series was by Christophe Declercq (Centre of Translation Studies at University College London) on the 17th December in the Transmitter Hall. Christophe spoke about what it would have been like for the refugees celebrating Christmas in a new country without family or friends. He also explored the reactions of local people who reacted positively to the arrival of the Refugees and in a remarkable act of generosity donated a lavishly decorated tree, food for a Christmas meal and presents for all the children. A further update will be provided at the meeting.

To support the War on the Home Front exhibition a programme of drop-in family activities has also been developed. The family activities were promoted through the learning programmes School network, the Haringey's school bulletin and in an e-shot to all Ice Rink pantomime ticket holders for Sunday, 21st December. Families taking part in the activities will have the opportunity to view archive photos to imagine what Christmas might have been like for the thousands of refugees at the Palace. As part of the festivities families will also have the opportunity to make a Christmas decoration to take home and hang on their own trees. An update will be provided at the meeting.

In partnership with the Explore Co-ordinator at Heartlands High School, 3 new learning programmes were developed to link in with local schools studying the First World War. Over 160 pupils have already visited the Palace and through our schools network we will continue to promote the workshops to local schools. A teacher's event is currently being developed for early 2015 with the purpose of raising awareness of the learning programme and the opportunities onsite to compliment the national curriculum.

11. Core Learning Programme

Interest in the core learning programmes remains high, in the first eight months of the financial year the number of pupils visiting the Palace has doubled from last year to over 800. All local schools that are not currently engaging with the learning programme have been contacted to arrange meetings with Heads or individual, this has already resulted in 3 additional bookings by new schools.

To accommodate schools with a year group over 35 (capacity of the Transmitter Hall) the Learning team has developed themed art and craft activities. On 8th December a local school brought a group of 90 Year 3 pupils (aged 7) to learn about the Palace in Victorian times. The pupils were divided into 3 groups for a treasure hunt in the Theatre, a workshop in the Transmitter Hall and a self-led sketching activity in the Palm Court. After ½ an hour each group rotated until all groups had completed each activity.

This was the first time such a large group had taken part in the learning programme, feedback from staff was really positive and planning is now taking place for another visit of 90 pupils from the same school in January 2015.

12. History Tours 24th and 25th January 2015

A waiting list of people unable to visit during Open House in September was created and has been added to the waiting list for the January History Tours. An e-shot advising people of the January tour dates was sent to those on the waiting list on Saturday, 6th December with tickets going on general sale on Monday, 10th December. Within 24 hours over 150 tickets had been sold, we are expecting all tours to be fully booked by the 10th January 2015.

A team of 17 volunteers have been recruited to deliver the tours and we will be working closely with the Events team to ensure that both the History Tours and Excursions, taking place in the Great Hall are a success.

13. Trading Company cross-over

Feedback on the BTEC Music visit from staff and pupils at Alexandra Park School was really positive. The next steps are to explore the possibility on incorporating the Music programme on a yearly basis within our existing learning programme

To promote the lifelong learning opportunities at Alexandra Palace the Learning Team will be having a stall at the Excursions Travel Fair (Saturday, 25th January). Visits from U3A (University of the third age), PROBUS (retired business professionals) and specialist interest groups have proved popular with 8 groups of over 200 people between April 14 and January 15 already booked. Having a presence at the show will raise awareness of the visits to the Palace to groups from around the UK and will hopefully result in increased visitors as part of the learning programme.

14. Volunteering Update

With a busy programme of activities and events for December the volunteers will be supporting the Learning and Community team with the War on the Home Front evening talk and drop in family activities over the Christmas period.

The Learning Volunteers have been instrumental in the continued success and growth of the learning programme. With additional resources the Learning Officer is now able to offer workshops to a larger number of pupils and bookings for 2015 are being taken on a regular basis.

With a steady stream of visitors to the War on the Home Front exhibition additional volunteers are needed to support the existing exhibitions team. The Exhibition Assistant role has been advertised locally in Borough libraries, volunteer broker centres and community venues as we are keen to attract volunteers from within the local community.

As we approach the end of 2014 volunteers have donated over 2000 hours in volunteered time. APPCT has successfully integrated staff and volunteers within the organisation with volunteers regularly present at social events. Volunteer retention rate remains steady at 85% with the most common reason for leaving being permanent employment.

15. Community Update

Following on from the community engagement work in the Activity Plan consultation strong relationships have been established with the following organisations;

- Exposure
- Age UK
- Haringey Play
- Kaleidoscope
- Border Crossings
- Wave
- Haringey Shed
- Total Boxer
- Haringey Disability Forum
- Youth Entertainment Sound System
- Black Minority Ethnic Television and Media
- Tottenham Hotspurs Foundation
- A Fairer Chance
- Jacksons Lane

The team will be looking to develop the existing Learning and Community programme in consultation with local community groups and organisations. Plans are under way to ensure these groups remain aware of the existing programme of events across the site, either by using more traditional forms of marketing for those with limited IT resources, or by attending regular meetings at community venues.

16. Activity Plan

The Activity Plan content was presented to the Board on 9th December, highlighting the purpose of having a strong programme of activities for schools, communities and local residents. Particular attention was drawn to the list of potential project partners with Board Members expressing approval at the support of local and national organisations and welcomed the approach highlighted within the Activity Plan.

17. Legal Implications

The Council's Assistant Director, Corporate Governance has been consulted in the preparation of this report, and has no comments.

18. Financial Implications

The Council's Chief Financial Officer has been consulted on the contents of the report and has no additional comments to add.

19. Use of Appendices

19.1 Appendix 1 : list of organisations who provided letters of support for AP bid to HLF

1. A Fairer Chance
2. Age UK
3. Alexandra Palace Organ Appeal
4. Alexandra Palace Television Group
5. Alexandra Palace Television Society
6. Alexandra Park and Palace Statutory Advisory Committee
7. Alexandra Park and Palace Consultative Committee
8. Alexandra Park Club
9. ArtAngel
10. BBC – Director General Tony Hall
11. Border Crossings
12. Bruce Castle Museum and Archives
13. Campsbourne School
14. Crouch End Festival Chorus
15. CUFOS
16. Edmonton Hundred Historical Society
17. Exposure
18. Greater London Authority – Head of Culture
19. Friends of Alexandra Palace Park
20. Friends of Alexandra Palace Theatre
21. Haringey Council – Leader
22. Haringey Disability First Consortium
23. Haringey Shed
24. Haringey Play Association
25. Haringey Sports Development
26. Heartlands High School
27. Heritage Broadcasting Limited
28. Highgate Society
29. Highgate Wood School
30. Hornsey Historical Society
31. Jacksons Lane
32. Just Add Spice
33. Kaleidoscope
34. Lynne Featherstone MP
35. Malcolm Baird
36. Middlesex University
37. Muswell Hill Fortis Green Residents' Association
38. National Media Museum
39. Sir Kenneth Branagh
40. St Ann's and Haringay Area Forum
41. St Mary's C of E School
42. The British Vintage Wireless Television Museum
43. Total Boxer
44. Tottenham Hotspur Foundation
45. We're All Valued Equally (WAVE)
46. Youth Entertainment Sound System
47. Wood Green Area Forum

19.2 **Appendix 2: Schedule of confirmed APTL public events Q1 2015**

Event	Type	Dates
World PDC Darts	Live sport	18 Dec 14 / 4 Jan 15
World Snooker	Live sport	11/18 Jan
Model Engineering	Exhibition	15/18 Jan
Ping Pong championships	Live sport	22/26 Jan
Wave	Learning and community	23 Jan
Excursions	Exhibition	23/24 Jan
History tours	Learning and community	24 Jan
Southern Homes Show	Exhibition	29 Jan/1 Feb
RYA	Exhibition	25 Feb/1 March
Royal College of Music orchestra	Live music	5 March
Antiques show	Exhibition	7/8 March
Clean Bandit	Live music	13 March
Queensbury Boxing	Live Sport	14 March
UCAS exhibition	Exhibition	15/18 March
Edible Garden Show	Exhibition	19/22 March
Mechanix	Exhibition	23/25 March
London Festival of Modelling	Exhibition	26/29 March
Big Stamp	Exhibition	9/10 April