

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

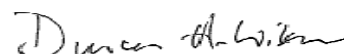
1. Purpose

1.1 To update the Board 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
Alexandra Palace and Park 020 8365 4321

3. Executive Summary

3.1 An overview of the Learning programme including the temporary exhibition Alexandra
Palace; War on the Home Front, progress update on the learning programme in 2014

3.2 An update on the volunteer programme

3.3 An update on the community programme

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. Background Learning and Community Update

6.1 War on the Home Front (Exhibition and Learning Programme)

Alexandra Palace's Heritage Lottery Funded (HLF) temporary exhibition tells the little known story of the Park and Palace as a Belgian refugee and camp for interned enemy aliens. The exhibition has been well received since its launch in September with over 900 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.

Initially tickets for the exhibition were available online through the Palace's ticketing partner See Tickets; however following discussions with visitors and the HLF, tickets 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 War on the Home Front story. In response to comments about the size of the exhibition we have provided additional content and a table of replica objects 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 specialist talks and workshops. The first in the series was a talk by Christophe Declercq (Centre of Translation Studies at University College London) which took place on 17th December in the Transmitter Hall. 41 people attend the evening talk with positive feedback from all attendees. Participants learned about Belgian refugees who fled to England during the First World War and what it would have been like for the refugees celebrating Christmas in a new country without family or friends. The talk also explored the reactions of local people who reacted positively to the arrival of the Refugees and their remarkable acts of generosity, donated a lavishly decorated tree, food for a Christmas meal and presents for all the children. Evaluation forms indicated that participants found the talks both informative and thought provoking.

The next in the series of evening talks will be by Dr Maggie Butt (Deputy Dean at Middlesex University and author of *Ally Pally Prison Camp*) taking place on 4th February in the Transmitter Hall. Tickets went on sale at the beginning of January, at the time of writing this report (20th January) 30 tickets have been sold. Maggie will be speaking about the little-known story of the Park and Palace as a camp for enemy aliens. The talk will combine the prisoners' own words from letters and memoirs with evocative photographs and copies of the watercolours painted by internee George Kenner.

To support the War on the Home Front exhibition a programme of drop-in family activities have also been developed. The family activities were promoted through the learning programmes School network, Haringey Schools and in an e-shot to all Ice Rink pantomime ticket holders booked to see Sunday, 21st December performance thereby widening the interest in the Palace's story. 64 people took part in the family activities,

participants had the opportunity to view archive photos to help them imagine what Christmas might have been like for the thousands of refugees at the Palace. As part of the festivities families also took part in Christmas decoration workshops and took home their decorations to hang on their trees. A selection of art work and photographs from the family activities is on display in the Transmitter Hall.

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.

6.2 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 increased significantly and currently stands at over 1010 pupils. All local schools that are not currently engaging with the learning programme have been contacted to arrange meetings with Heads or subject teacher, this has already resulted in 4 additional bookings by new schools.

To accommodate schools with a year group over 35 (capacity of the Transmitter Hall) the Learning team have developed self-led activities for groups not taking part in the workshop. 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.

6.3 History Tours 24th and 25th January 2015

An e-shot advising people of the January tour dates was sent to those on the waiting list (created during Open House) on Saturday, 6th December with tickets going on general sale on Monday, 10th December. Within 24 hours over 150 tickets had been sold, on the 6th January a further e-shot was sent to the whole Alexandra Palace mailing list and within 5 hours all remaining tickets had been sold. 5 walk in places are available on each tour to encourage visitors attending the Excursions exhibition to join the History Tours as part of their visit to Alexandra Palace.

Feedback from visitors indicates that they would like to purchase a keepsake of the Palace after their tours. In response to visitor feedback crockery used by the Palace's catering team in the 1980's featuring the old Palace logos (of which we have a large surplus) will be available to purchase in the Transmitter Hall at the end of the tour. This was piloted for Open House and proved very popular. A team of 17 volunteers have been recruited to deliver the tours and we will be working closely with the Events team ensure the both the History Tours and Excursions, taking place in the Great Hall and Ping Pong in the West Hall are a success.

6.4 Trading Company cross-over

Feedback on the BTEC Music visit from staff and pupils at Alexandra Park School was very positive. The next steps are to explore the possibility of 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 running 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 10 groups of over 250 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.

6.5 Volunteering Update

December 2014 marked a busy programme of activities and events for the volunteers who supported 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 the end of 2014 volunteers had donated over 2000 hours in volunteered time. APPCT has successfully integrated staff and volunteers within the organisation with volunteers regularly present social events. Volunteer retention rate remain steady at 85% with the most common reason for leaving being permanent employment.

6.6 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 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.

Trustees are invited to note progress and activity on our Learning and Community programmes

7. Legal Implications

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

8. Financial Implications

- 8.1 The Council's Chief Financial Officer has been consulted in the preparation of this report and has no additional comments to make.

9. Use of Appendices

- 9.1 N/A