

Report Title: **Chief Executive's report , APPCT**

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

1. Purpose

1.1 To update the SAC and CC on developments in the last quarter and forthcoming business and events in the next three months

2. Recommendations

2.1 That the Committees note the contents of this report and advise the main Board where appropriate.

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



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3. Executive Summary

3.1 The Committees are asked to note

- *the success of the Trust's HLF grant application;
- * the summer events programme;
- * a very full programme of learning and community activities; and
- * the recruitment of an Interim Director of Regeneration

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 HLF Overall Update

- 6.1 SAC and CC members will be aware that the HLF confirmed their grant of £18.8m towards the Trust's £26.7m project on 25 March 2015, and will I am sure wish to join me in congratulating the project team on a remarkable effort. The aim is now to procure the Enabling Works package by the end of the summer, and to start the main contract at the beginning of 2016 for completion by the beginning of 2018.
- 6.2 This is written at the time of going to press with the report. A more detailed update will be given at the meeting on 14th April.

7 Background – Events

- 7.1 A schedule of confirmed public events for the second quarter of 2015 is shown below. We have a number of live music events coming up including Ben Howard, Axwell and Ingrossa and the Prodigy. Public notices went out 3 weeks ago informing stakeholders that the last two of these events will involve a late night finish.
- 7.2 The organiser of the Mind, Body and Soul exhibition, Prime Impact, are holding a free yoga event on the upper field on 21st June between 10:00-17:00. Springfest our ticketed beer festival with music and food in the Great Hall takes place in April will be Alexandra Palace's first in-house event of the summer. It is designed to complement the beer festival hosted alongside the fireworks last November and is strictly over 18s only.
- 7.3 We are in the process of contracting Luna cinema to screen two nights of films on the south slope across Saturday 1st and Sunday 2nd August. It is anticipated that these films will be The Goonies and Top Gun and will be shown between 17:00 – 22:30. This will be a ticketed event with access only granted on production of a valid ticket.
- Luna Cinema is the country's largest producer of open air cinema events and they have previously held screenings at Hampton Court Palace and Kew Gardens. The model has been designed to have minimal impact on the venue and will be fully de-ripped on the night of the final film. There will be little disturbance to regular park users, and the sound will be directed away from surrounding properties.

Event	Public Event	Date
Springfest - German Bier Festival	Palace Event	3rd April
The Netherlands National Circus	Park Event	2nd - 12th April
History Tours	Public Event	11th - 12th April
Big Stamp and Scrapbooking Show	Exhibition	11th - 12th April
Ben Howard	Live Music	16th - 18th April
Drive in Film Club	Park Event (in car park)	20th - 28th April
Funfair	Public Event	2nd - 4th May

Antiques	Exhibition	3rd May
The Prodigy	Live Music	15th - 16th May
Phex +	Exhibition	20th-21st May
The Great British Tattoo Show	Exhibition	23rd to 24th May
Axwell and Ingrossa	Live Music	6th June
Haringey Boxing Cup	Live Sport	19th - 21st May
Foodies Festival	Park Event	3rd - 5th July
Redbull Soapbox Race	Outdoor Event	12th July
Antiques	Exhibition	13th September
Big Stamp and Scrapbooking Show	Exhibition	19th-20th September

8. Learning and Community Report

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

The War on the Home Front exhibition is open to the public every Thursday morning (10:00 – 13:00), Friday afternoon (14:00 – 17:00) and the first Saturday of the month (10-13:00) and manned by a dedicated team of Volunteer Exhibition Assistants. To date the exhibition has welcomed over 1,940 people and the Learning and Community Team are working closely with the Marketing Team to maintain this interest with a varied programme of supporting activities.

To promote the exhibition to visitors already onsite there is now a pop-up banner for the Ice Rink and the Bar & Kitchen in addition to a poster outside the Transmitter Hall directing people inside. The new marketing material has had a positive impact on the number of walk-in visitors to the exhibition and we hope this trend will continue as the weather continues to improve.

Within the exhibition there is now additional reference material available, these include a newspaper, a programme of events and an introductory board providing a welcome and contextual timeline. The dwell time of visitors to the exhibition has increased to over 45 minutes with a number of requests to purchase the additional reference material available. The team are currently looking into making the reference material available online via our website.

Maggie Butt's talk "Ally Pally Prison Camp", the second talk in our First World War series, was held on the 6th February and was attended by 30 people. The date for the next talk by Ian Castle about the use of Zeppelins in the First World War has now been confirmed as Wednesday, 20th May, information will be added to the website 4 – 6 weeks in advance of the event and an e-shot will be sent to people on the History mailing list (approx 20,000) to promote the event.

8.2 Middlesex Locative App

Having produced a short film for the exhibition our project partners Middlesex University are now working on a locative media app for the Park. The app will be available for download from the App store and visitors will be encouraged to do this before visiting the Park. The app uses GPS (Global Positioning System) and the content is triggered by movement, as visitors walk around the Park they will hear personal accounts of the internees who were imprisoned at the Palace between 1915 & 1919. The app is now in the final stages of development with feedback and comments from the Palace's teams about content and the overall visitor experience being incorporated. It is hoped that the app will be ready to launch in April/May in line with the spring programme of activities for the exhibition.

8.3 Core Learning Programme

Within this financial year (March 14 – March 15) the Learning team has welcomed over 1,280 pupils to the Palace. This is three times the amount of pupils compared with the previous financial year. A number of schools are now booking multiple sessions for different year groups and we are continually developing new resources and activities in response to feedback from teachers for pupils to take part in onsite. The visits are primarily from the boroughs 62 primary schools however we will be looking at promoting the workshops in the boroughs neighbouring Haringey from the start of the academic year (September 2015.)

Initially the three workshops were targeted to key stage 2 pupils (7 – 11) linking in with the history and geography curriculum. In discussion with teachers the Learning Team has now started taking bookings for Key stage 1 (5 – 7) including a visit for 90 five year olds from Coldfall School on the 24th March.

To increase the numbers of pupils visiting the Palace, the Learning Officer has made appointments with Head Teachers to discuss the current learning workshops. These meetings have resulted in a number of new bookings and an increased awareness of the learning programme. In addition the Learning Team is hosting an afternoon tea event for key stage 1 & 2 teachers on the 24th March to update them about the workshops and forthcoming plans.

8.4 History Tours 11th and 12th April 2015

To accommodate the demand for History Tours, Alexandra Palace will be opening its doors for one hour guided tours on Saturday 11th and Sunday 12th April. Tickets went on sale to people on the current Tours waiting list on Thursday 12th March and at the time of writing this report (17th March) over 300 tickets have been sold. Working with the catering team visitors to the Palace are now offered tea, coffee and cake as part of their ticket. A verbal update on the tours will be provided at the meeting.

8.5 Trading Company cross-over

The Learning Team ran a stall at "Excursions" (Saturday 25th January) to promote the lifelong learning opportunities available to groups at the Palace. Interest from lifelong learners remains high with over 200 visiting the stall on Saturday and 4 bookings in response to promotional material available at Excursions. A new bespoke package has been developed in partnership with the catering team for visitors to finish their tour with meal from a set menu in the Bar and Kitchen.

8.6 Volunteering Update

Data gained during the Activity Plan consultation indicates the general public would like to see more volunteer opportunities available in conservation, archiving, events and marketing. 318 people expressed an interest in seeing marketing volunteer roles at the Palace, and the team are currently working with the marketing department to recruit a volunteer to support the Trust in raising awareness, and promoting for the current learning and community programme.

Three new volunteers from the Borough of Haringey have joined the Palace as exhibition volunteers. They will be supporting the existing volunteer team manage the increase in visitor numbers and programme of activities that run alongside the exhibition.

APPCT have recently undertaken a UK wide volunteer benchmarking exercise, and in the following categories of Travel Expenses, Subsistence, and Benefits we scored highly in line with large scale organisation such as national museums, heritage and trust bodies. The benchmarking exercise highlighted one area of development, the need to provide a more regular programme of specialised training, study and development to ensure our volunteers have the opportunity to continually develop their skills and interest. The Activity Plan has reflected the training needs of our volunteers, but in the interim the team will be looking to undertake a Training Needs Analysis (TNA) to identify if we can arrange in-house training to support our volunteers.

June 1st-7th marks National Volunteer Week and as a thank you to our volunteers APPCT is planning a volunteer event to reward and recognise the contribution volunteers make in supporting the Trust.

8.7 Community Update

APPCT is exploring the possibilities of a more collaborative approach to fundraising for community projects by partnering with community organisations to combine the strengths and skills of each organisation.

Research is currently underway to explore the ways community groups may choose to use the Transmitter Hall post September 2015 when the War on the Home Front Exhibition ends. There has been interest from arts organisations to hold a bespoke one-off drawing class using the Palace's history and changing landscape for inspiration.

9. Sponsorship and Fundraising Update

- 9.1 A fundraising target of £1 million has been agreed with the HLF for the Regeneration Project and is to be raised by the end of 2016. A permanent Fundraising Manager has been in post since November 2014 to progress both the long term strategy and meeting the HLF target. Initially the focus has been on trusts and foundations with a £50,000 grant received from the J Paul Getty Jr Charitable Trust and a decision due from another foundation in the near future.
- 9.2 Planning is now underway to launch a public fundraising campaign later in the year. Fundraising activities, ways to donate and the marketing and communications plan for this will be finalised by the end of May 2015 and details will be communicated in due course.

10. Recruitment Process – Executive Team

10.1 I am pleased to announce that we have appointed Tot Brill as Interim Director of Regeneration who will fill the vacancy left by Kerri Farnsworth's departure in February. She should be in post at the end of March. Tot comes from Kensington and Chelsea's Exhibition Road project, and has plenty of relevant HLF, local authority and heritage experience. She will attend the SAC/CC to introduce herself at the earliest opportunity.

10.2 The plan is to make an interim appointment to fill the CE role too, on the basis that will minimise any gap whilst the long term needs of the Trust and Trading Company are considered following the HLF decision. I hope to be able to provide more information about this at the meeting on 14th April.

11. Legal Implications

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

12. Financial Implications

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

13. Use of Appendices

13.1 There are none.