

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

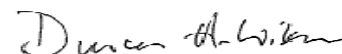
**1. Purpose**

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 2015

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)**

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 6<sup>th</sup> 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, 20<sup>th</sup> 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.

### **6.2 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.

### **6.3 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 24<sup>th</sup> 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 24<sup>th</sup> March to update them about the workshops and forthcoming plans.

#### **6.4 History Tours 11<sup>th</sup> and 12<sup>th</sup> April 2015**

To accommodate the demand for History Tours, Alexandra Palace will be opening its doors for one hour guided tours on Saturday 11<sup>th</sup> and Sunday 12<sup>th</sup> April. Tickets went on sale to people on the current Tours waiting list on Thursday 12<sup>th</sup> March and at the time of writing this report (24<sup>th</sup> March) over 350 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.

#### **6.5 Trading Company cross-over**

The Learning Team ran a stall at “Excursions” (Saturday 25<sup>th</sup> 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.

#### **6.6 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 has 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 1<sup>st</sup>-7<sup>th</sup> 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.

## **7. Community Update**

- 7.1 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.
- 7.2 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.

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

## **8. Legal Implications**

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

## **9. Financial Implications**

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

## **10. Use of Appendices**

- 10.1 N/A