

**ALEXANDRA PARK AND PALACE**  
**JOINT MEETING OF THE STATUTORY ADVISORY AND**  
**CONSULTATIVE COMMITTEES**  
Thursday 30<sup>th</sup> June 2016

**Agenda Item:** 6

**Report Title:** Chief Executive Officer's Report

**Report of:** Louise Stewart, Chief Executive Officer, Alexandra Park and Palace

**Report Authorised**

**by:** Louise Stewart, Chief Executive Officer, Alexandra Park and Palace

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**Purpose:**

This report updates the Statutory Advisory and Consultative Committees on: Governance and Strategic Vision, the West Yard Storage Unit project, Events, Park activities and Learning and Participation activities.

**Local Government (Access to Information) Act 1985**

N/A

## **1. Recommendations**

To note the content of the report and advise the Alexandra Park and Palace Board where relevant.

## **2. Governance and Strategic Vision**

- 2.1 The Trust has now appointed a Company Secretary who has commenced the review of governance.
- 2.2 The work to develop a Strategic Vision for the Park and Palace is due to commence in September. Procurement of advisors is currently underway.

## **3. West Yard Storage Unit Project**

- 3.1 The proposal to build a new storage unit and additional multifunctional space in the West Yard was discussed at a special meeting of the SAC on 5<sup>th</sup> April 2016. The Alexandra Park and Palace Trust Board is due to make a decision regarding this project at their meeting in July.
- 3.2 If the Trust decide to proceed with the project, the time available to obtain permissions and listed building consents will impact the ability to deliver the project by the time the building is required. Therefore listed building consent is being sought and the planning application for the West Yard Storage Building has been submitted in advance of the Trust's Board meeting.

## **4. East Car Park**

- 4.1 The onsite security team at Alexandra Palace have highlighted concerns about the growing antisocial behaviour taking place in the early afternoon within cars in the East Car Park. This is at a time of day when the car park is extremely busy with young families.
- 4.2 Through monitoring it was noted that when traffic marshals were deployed at the entrance to the car park for events the anti-social behaviour declined. This led to a trial run of stationing traffic marshals on the entrance point on non-event days, had a positive impact on limiting the antisocial behaviour.
- 4.3 It is not, however, financially sustainable to have traffic marshals on the gates 24/7. Therefore we are investigating the options for automatic barriers which will also have the capacity to record registration numbers as cars enter and exit the car park.
- 4.4 We are aware that, at times, due to the current entry point and where the traffic marshals are stationed a traffic jam can be created so as part of the scheme we will also be considering an approach which will minimise this impact.

4.5 We are also aware that the traffic marshals have faced some challenges in relation to the customer service requirements of our diverse customer base.

## 5. Events

### 5.1 Commercial Highlights: January – March 2016

The Palace had 90% occupancy in January attracting 36,400 visitors. February attracted 63,000 visitors (including 7 nights of live music) and March attracted 45,700. In total 145,100 visitors attended 17 events in the last quarter, an increase of 74,880 visitors and 9 additional events over the same period in 2015, an increase of 48%.

### 5.2 Summary of the Financial Year 2015/16

5.2.1 The Palace hosted 180 incredible events, attended by over 720,000 visitors. In addition, high profile events such as Darts, Ping Pong, Snooker, Haringey Box Cup, Legends of Gaming and Redbull were viewed live by millions of viewers on TV and online.

5.2.2 In total 100,000 visitors attended the 8 Alexandra Palace in-house events, including 4 x Street Food Craft Beer Festival, Summer Festival, Fireworks, German Bier Festival and Springfest.

5.2.3 The 21 exhibitions held at the Palace attracted 150,000 visitors.

### 5.3 Future events

5.3.1 The table below summarises confirmed, public events for the 2<sup>nd</sup> quarter of the calendar year:

Event	Event Type	Date
Phex plumbing show	Exhibition	18 <sup>th</sup> -19 <sup>th</sup> May
Great British Tattoo Show	Exhibition	28 <sup>th</sup> -29 <sup>th</sup> May
Street Food Craft Beer Festival	Park Event	28 <sup>th</sup> -29 <sup>th</sup> May
Funfair	Park activity	26 <sup>th</sup> May- 11 <sup>th</sup> June
Haringey Boxing	Sport Event	16 <sup>th</sup> -19 <sup>th</sup> June
Street Food Craft Beer Festival	Park Event	18 <sup>th</sup> -19 <sup>th</sup> June
Yoga Show	Park Event	19 <sup>th</sup> June
ABTT theatre Show	Exhibition	22 <sup>nd</sup> – 23 <sup>rd</sup> June
Cyprus Wine Festival	Community Event	25 <sup>th</sup> -26 <sup>th</sup> June
The Last Shadow Puppets	Concert	15 <sup>th</sup> – 16 <sup>th</sup> July
Segway	Park activity	22 – 24 <sup>th</sup> July
Summer Festival	Park Event	23 <sup>rd</sup> July
Funfair	Park activity	23 <sup>rd</sup> July – 1 <sup>st</sup> August
Street Food & Craft beer Festival	Park Event	24 <sup>th</sup> July
Luna Cinema	Park Event	6 <sup>th</sup> – 7 <sup>th</sup> August
Street Food Craft Beer Festival	Park Event	20-21 <sup>st</sup> August
Segway	Park activity	19-21 August
Foodies Festival	Park Event	27 <sup>th</sup> & 29 <sup>th</sup> August

Antiques	Exhibition	4 <sup>th</sup> September
Legends Of Gaming	Exhibition	10 <sup>th</sup> – 11 <sup>th</sup> September
Crafting at Alexandra Palace	Exhibition	17 <sup>th</sup> & 18 <sup>th</sup> September

5.3.2 Over the past 2 months the teams have launched all the summer activities taking place within the Park and Palace. This is listed in appendix 2.

5.3.3 The Craft Beer Festivals have been extended across 8 days and 4 weekends between May – August 2016. Detailed planning goes into all our own in-house events and we aim to improve content year on year to attract new audiences as well as regular Park users and the local community.

5.3.4 The Summer Festival will follow the same format as last year with activities including a cinema screening E.T in association with Picturehouse, waterslide, silent disco, afternoon tea on the terrace, organ concert, leaning zone, showcase of fundraising opportunities and the restoration project, 3 music stages, stalls for local businesses, conga on ice, club de fromage on ice and activities from our Friend's groups.

#### 5.4 Marketing activity

In addition to preparing for the launch of the new website the Marketing Team have been focussing on digital advertising and social media platforms to engage with new and existing customers. This will be integral to our future marketing campaigns for new East Wing spaces the Palace will be opening in 2018.

#### 5.5 The Phoenix Bar and Kitchen

New initiatives currently under review include branding, menus and overall presentation.

#### 5.6 Ice Rink

5.6.1 The ice rink spring campaign has recently been launched and includes numerous promotional materials, flyers, posters, Facebook advertising, featured digital advertising, social media support and e-shots.

5.6.2 The increasingly popular Club de Fromage continues on the last Friday of every month. The next event date is 29<sup>th</sup> April 2016.

5.6.3 The Ice rink café has recently introduced a new menu and a new aesthetic around the serving area. The look and feel has been extended across the ice rink café to include historical elements and touches of Victoriana.

### 6. **Park Activities**

#### 6.1 **Go Ape Proposal**

6.1.1 Go Ape was granted planning permission by the London Borough of Haringey in a notice dated 15 March 2016 (attached as Appendix 1 to this report).

- 6.1.2 The planning permission is subject to seven conditions as set out in the notice. The Ecological Survey was carried out in mid-May. At the time of writing, the survey report has not been received. An update will be provided at the meeting. We are confident that Go Ape will work with the Park Manager to implement the required mitigation measures appropriate to the Parkland.
- 6.1.3 Go Ape have considered the concerns raised during the planning process and will be making minor amendments to the project to address some of the concerns. Approval of the minor amendments is subject to a three-week timescale.
- 6.1.4 An updated indicative programme for the project is the Junior course will be installed in July/August, opening to the public in August. The main course is expected to open around Easter 2017.

## **6.2 Grounds Maintenance**

The current Grounds Maintenance provider, John O'Conner Ltd has been awarded a new four year contract. The specification has been expanded to encourage increased partnership working with volunteers and others.

## **6.3 Surface Water issues**

A report on potential grounds works is due following a site visit by a sustainable drainage consultant. The report will entail plans to manage existing surface water problems with minor land works (swales through grasslands and small channels across hard surfaces). The progress of any suggested work will depend on availability of funding, but an initial phase of work is expected to take place over the summer.

## **6.4 Commemorative Benches**

- 6.4.1 Under the present system, an existing Park bench is replaced with a new bench and a commemorative plaque is added. Around eleven benches have been dedicated in the past three years. The current costs for supply, delivery and installation of a Park bench and commemorative plaque is £950.00.
- 6.4.2 There is an intention to consolidate the numerous styles to a standard design in future. This will eventually mean replacing dedicated benches. At the same time the Trust is also considering introducing a ten-year policy for commemorations. This system is in place at other Parks such as, Lee Valley Regional Park. However, the contact details of those who donated benches many years, or even decades ago are often missing. How to manage this sensitive issue will be discussed by the Trust at a future Board meeting.
- 6.4.3 A suggested approach is to offer the option of renewing existing commemorations when they reach their tenth anniversary. The donors will be

offered the option of renewing the dedication and paying for a new bench. If the details of the donor cannot be found, the plaque will be removed and after a certain time period, potentially six-months, the bench will be allocated for a new dedication. In future new donors will be made aware of the ten year renewal from the outset.

## **6.5 Cycle network – Quietways proposal**

- 6.5.1 The Trust was approached in early Spring by Sustrans. This is a UK charity that enables people to travel by foot, bike or public transport for more of their daily journeys. They work with families, communities, policy-makers and partner organisations so that people are able to choose healthier, cleaner and cheaper journeys, with better places and spaces to move through and live in. Sustrans are working with Transport for London's cycle Quietways schemes.
- 6.5.2 The scheme includes the existing cycleway through Alexandra Park. This route currently enters the Park at Gate 4, North View Road and passes on the western side of the Palace and exits onto Dukes Avenue.
- 6.5.3 Some of the surfaces on the current route are currently in poor condition and this scheme would offer Capital Funding to improve those sections.
- 6.5.4 Another option for consideration is re-routing the cycleway into the Park at Newland Road to provide a traffic free section that avoids Newland Road and North View Road. This would entail construction of a new hard-surfaced route along a section of the southern boundary of the Park.
- 6.5.5 The expectation is to start construction in mid -2017, although a small scheme could happen sooner. The timescale is dependent on the scheme details (such as lighting, surfaces, consultation and so on).
- 6.5.6 Appendix 2 shows the plan of local Quietway routes.
- 6.5.7 The Trust is currently assessing the opportunities and impacts of such a route, but it is likely that any decision of what would be a permanent route through the Park will be considered as part of the Strategic Vision work.

## **7. Learning and Participation**

### **7.1 Schools**

- 7.1.1 In the first three months of the financial year the Learning and Community Team have welcomed over 830 pupils to the Palace. This is the highest number of visits since the programme launched in 2013 and includes new bookings from St Martin of Porres in Haringey in addition to Wren Academy in Barnet and Firs Farm in Enfield. Of the 63 borough primary schools the Learning & Participation Department are currently engaging with 27.

- 7.1.2 In June and July, the Palace is supporting Year 3 and Year 4 pupils from St Paul's and All Hallows through the Explore Arts Award. Run by Arts Council England, the award aims to encourage children to take part in the arts, be inspired by different art forms and develop leadership and presentation skills. It is hoped that the Trust will be able to offer this to other schools in Haringey from September. The Trust is also keen to pilot other awards from September including opportunities for Year 7 and 8 pupils.
- 7.1.3 Planning is already underway to develop new workshops for the new academic year to launch in September. Ideas include an outreach project focusing on the East Wing project (in partnership with Wilmott Dixon), taught workshops about the flora and fauna in the Park and a Year 7 and 8 local area research project.

## **7.2 Families**

### **7.2.1 Discover Alexandra Palace – Easter Activities**

Over 6 days of the Easter holidays the Palace ran free drop-in family activities based in Meeson House in the Grove. With the new Xplorer programme (family friendly navigational activity) families used basic map reading skills to find markers placed around the Grove before taking part in nature themed art & craft activities. The activities were manned by the Palace volunteers supported by the Friends of the Park with in excess of 200 people taking part.

### **7.2.2 Holiday Craft & Skate – May Half Term**

For 2 days of the May Half term (1<sup>st</sup> and 2<sup>nd</sup> June) the Learning and Participation department worked with the ice rink to offer a morning of activities. Families explored the Boating Lake and South Terrace using the Xplorer maps whilst collecting twigs, leaves and flowers from the ground. On returning to the East Court children contributed to a giant collage of the Palace before making their own Palace inspired picture to take home. The morning ended with a 1 hour skate on the Ice Rink.

## **7.3 Lifelong Learners (Adults)**

### **7.3.1 Park Walks**

To encourage repeat visits from people signed up to the History Tour database the Learning and Participation Team piloted Park Walks on Saturday, 7<sup>th</sup> May. Supported by our team of volunteers a new script was written for 70-minute walk of the Park leaving from CUFOS and finishing in the Palm Court. Ticket prices included a brochure with a map of the park and historical images to take away and tea, coffee and cake. 100% of attendees gave positive feedback and plans are now underway to start promoting the July tours.

### **7.3.2 Open House – 17<sup>th</sup> September**

In order to open up areas of the Palace not usually accessible to the public we are making safe areas of the nasements, using income from the history tours. Half hourly tours will leave from the South Terrace and enter the basement from Traitors Gate. Visitors will have the opportunity to see the bunk bed, jail, bread ovens and workshop machinery remaining from when the Palace was used as an internment camp in the First World War.

### **7.3.3 Upstairs Downstairs – October**

The Trust is currently planning a weekend of tours in October that will provide an opportunity for visitors to access the basement and the Rose Window balcony. The dates are yet to be finalised. All income raised will be put towards the £1 million fundraising target.

## **8. Legal Implications**

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

## **9. Financial Implications**

The Council's Chief Financial Officer has been consulted in the preparation of this report, and has no comments.

## **10. Use of Appendices**

Appendix 1 – Go Ape Planning Application notice  
Appendix 2 – Plan of Quietway routes.



