

Alexandra  
Palace the  
people's palace.



# Park Management Plan

2008-2018

This version: January 2011



# Alexandra Palace the people's palace.

## **Green Flag and Green Heritage Award Application Foreword**

We are delighted to submit this Green Flag and Green Heritage Award application as part of the Alexandra Park and Palace Charitable Trust's commitment to improving its park. The submission of this application also honours the commitment made by the Trust with the Heritage Lottery Fund to ensure the Park is maintained to the highest standard following the £3.5 million landscape development project.

The Alexandra Palace and Park Board is delighted to have achieved the Green Flag Award annually since 2008.

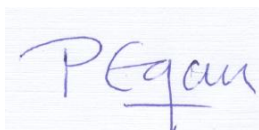
The members of the Board, Advisory & Consultative Committees, together with the friends, users and community organisations involved in the management of Alexandra Park and Palace have seen that the Green Flag Award drives up quality of greenspace and offers the best means of measuring the management of parks.

In further recognition of the importance of the site, the park is the achievement of the Green Heritage Award 2010-11. The palace and park have been providing opportunities for recreation of all kinds for nearly 150 years and so there is a rich history which is well celebrated by all involved.

If you require any further information with regards to this application and management plan please contact Mr Mark Evison the Park Manager on 020 8365 4144.

We look forward to welcoming you here in the very near future.

Yours sincerely

A handwritten signature in blue ink that reads "PEgan". The signature is written on a light blue grid background.

*Councillor Pat Egan*  
Chair of the Board of Trustees

## 1. INTRODUCTION



The South Font

### 1.1 General

*Alexandra Park and Palace Charitable Trust* owns and manages the 196 acres of open space surrounding Alexandra Palace. The trust's strategic decisions are made by the Alexandra Palace and Park Board. The Board members are currently seven councillors from the London Borough of Haringey, reflecting the political balance of the council, together with four other non-voting members. The trust is in the process of recruiting two independent advisers to the Board. The trust is responsible for managing and maintaining both the Palace and Park. *Alexandra Palace Trading Limited* is a company wholly owned by the trust, and is responsible for the commercial activity – exhibitions, shows, banquets for example.

Designed over 140 years ago, the park now offers a historic landscape alongside modern facilities and a focus for the community in the 21<sup>st</sup> Century. There is provision for a variety of sports and play activities. The park is surrounded by the north-London suburbs of Wood Green, Muswell Hill and Hornsey. It is a major landmark in the area and evokes great emotion in local residents and visitors from further afield.

A Heritage Lottery grant was awarded in 2002 to fund a Landscape Development project. The total grant was £3.5 million, 75% being awarded by the Heritage Lottery Fund and the remaining 25% being contributed by the London Borough of Haringey.

*Land Use Consultants* were appointed as Landscape Architects for the project. They designed and managed each of the main project packages. A Landscape Development Manager was appointed in December 2002 with responsibility for managing the existing grounds maintenance contract and overseeing the 5 year project. A Landscape Management Plan was developed in 2004 as a condition of the grant to ensure good ongoing management of the site.

The Landscape Development project concluded in 2007 and a new park management plan was written at this time. In August 2008 a launch event celebrated the success of the project, representatives from the council and the HLF, the main funders, took a tour of the project.



The Mayor tours the site

Following two unsuccessful Green Flag Award applications, the management plan was rewritten to incorporate the guiding principles of the Green Flag Award scheme. The relevant details from the 2004 Landscape Management Plan were included. The plan has now been updated incorporate the work carried out over the last year and other changes in the park. The Park Manager continues to implement this plan to ensure the good management of park and maintenance of the features and facilities improved by the grant.

Due to the increasing size of the plan and it's appendices two main changes occurred last year, a new Executive Summary outlines the ideas of the plan and the appendices have been removed from the green flag submission, but are available on request or through the website. In June 2010 the Board discussed and noted the summary management plan.

The park has recently achieved four awards:

**2007**

BALI Award, Mainly Hard Landscaping Construction over £100,000

**2008**

Green Flag Award

**2009**

Green Flag Award

London in Bloom Large Park or Public Garden (silver gilt)

**2010**

Green Flag Award

Green Heritage Award

These are the eight key criteria in the Green Flag scheme:

1. A Welcoming Place
2. Healthy, Safe and Secure
3. Clean and Well Maintained
4. Sustainable Use of Resources
5. Conservation and Heritage
6. Community Involvement
7. Marketing
8. Management

The site plans, species information, proposals and developments and a wide range of supplementary information can be found in the appendices. Due to the ever increasing file size of these documents, the appendices are available on request.



The successful team!

## **1.2 Park Management Plan: Executive Summary**

This Executive Summary has been produced to enable readers to understand the main ideas of the management plan without becoming swamped by the details of any particular subject. The full plan and appendices are available to provide any details required.



The summary is laid out along the lines of the Green Flag Award (GFA) desk assessment criteria as requested by GFA judges in 2009.

### **Presentation**

The aims and objectives of the management plan follow the GFA judging criteria. This new executive summary, together with the main plan and the appendices provide comprehensive details of the management of the park. The documents are available on request from BBC reception and the park information centre.

### **Health, safety and security**

The full suite of Health and Safety documents has been reviewed and were reissued in 2009 by the new Facilities Management Team. The full list of documents is detailed in section 6.2 of the main plan. The top level documents cascade down to departments and there are a number of specific documents and management actions that relate to the park.

### **Maintenance of equipment, buildings and landscape**

The palace and park contain a wide range of buildings and equipment, some historic, some functional and these are managed by the trust staff and their contractors. The designed landscape is of great importance and this is recognised by the staff and trustees. Future improvements will always balance the importance of the landscape and the views with the other benefits of any proposal.

### **Litter, cleanliness, vandalism**

The dedicated park team work hard to keep the site free of litter and graffiti. The presence of site security and partnership with the police help to reduce vandalism and fly-tipping. All incidents of criminal damage and graffiti are reported to the local police. Vandalism is quickly repaired to try to avoid an air of neglect. The cleanliness of the site is appreciated by park users.

### **Environmental sustainability**

The recycling of cans, glass and green material contribute to a reduction of waste leaving site. Energy and water conservation takes place around the palace and park. The distance of suppliers from site has been reviewed and forms part of the decision making process. The carbon footprint & energy use of the palace has been reviewed by the carbon trust and some recommendations have been implemented to reduce energy consumption.

### **Conservation of heritage and nature**

The Heritage value of the site is of utmost importance and the successful application for a green heritage award acknowledges this. The Conservation and Heritage Plan for the park has been updated for 2011.

The importance of the site for nature conservation is well known. The park hosted the Natural History Museum and the BBC for the London region's Springwatch Wild Day Out in June 2010. A separate report is available on request, but over 8,000 people attended a day of events in the park. The Natural History Museum carried out the first 24-hour bioblitz in a large London Park. The BBC organised a fete with many activities based around the theme of biodiversity. The whole event was facilitated by London Borough of Haringey as part of their annual Green Week. As a result 694 types of plants, animals and fungi were identified by naturalists and the public.

### **Community involvement**

For the local community the palace and park are hugely important. A formal committee structure exists in which many local residents associations and user groups are represented. There are a number of community events that take place throughout the year. These include a funfair and circus, farmers' market and outdoor art exhibition.



Volunteers can get involved through various groups such as the Theatre Society and the BTCV. Five trees were planted by volunteers for the 'Tree O'clock' world record attempt (pictured above).

Recent work on reviewing the governance of the palace and park has included these groups and other community representatives and stakeholders in the consultation process.

A new community page has also been created on the palace's (generally more commercial) website.

### **Marketing strategy**

A marketing strategy was written for the park and this sits alongside the Trading Company's marketing work to promote the palace as a venue, exhibition centre and destination. In 2010 the Board adopted a single identity for the whole site. The new logo is on the front cover of this plan and will be added to the suite of park leaflets when they are next updated.

### **Overall management**

The park manager is a key member of the Charitable Trust's staff, this role is complemented by the skills of the facilities management team and General Manager of the Trust. A great deal of coordination takes place between the trust staff and the team running the palace's commercial events.

The Board has recently set up a Regeneration Working Group to look at creating a Master Plan for development of the site. As part of this process the Board has adopted a new mission statement and vision:

**Mission:** "To uphold, maintain and repair the Palace and to maintain the Park and Palace as a place of public resort and recreation and for other public purposes" (Alexandra Park and Palace Act 2985).

**Vision:** "To regenerate Alexandra Palace and Park, in the pioneering spirit of our founders, creating a proud, iconic London destination with global appeal - a successful, valuable and sustainable asset for all including the local community and stakeholders."

## 2. SITE DETAILS: Alexandra Park and Palace

<b>Address:</b>	Alexandra Palace Way, Wood Green, LONDON N22 7AY
<b>Grid Ref:</b>	TQ 296 900
<b>Tenure:</b>	Freehold
<b>Area:</b>	196 acres = 79 hectares
<b>Site Designations:</b>	
Green Heritage Award	2010-11
Green Flag Award	2008-09; 2009-10; 2010-11
London in Bloom	2009 Silver Gilt: Large Park or Public Garden
BALI Award 2007	Mainly Hard Landscaping >£100,000, for the Landscape Development Project
Conservation Area	In 1979 the Palace & Park was designated a conservation Area. This is “an area of special architectural or historic interest, the character of which it is desirable to preserve or enhance”
Metropolitan Open Land	The whole of the Park, including the Garden Centre and allotments, is designated as Metropolitan Open Land. (MOL)
Historic Parks & Gardens	The Park is Grade II listed on the English Heritage “Register of Parks and Gardens of Special Historic Interest in England”
Metropolitan Park	The park is designated as a “Metropolitan Park” by the Local Authority
Nature Conservation	The Nature Conservation area at Alexandra Palace Park is designated as “An Ecologically Valuable Site of Borough Importance Grade I”, the remainder of the Park is designated Grade II
<b>Byelaws</b>	The applicable byelaws were made in 1929 by the Alexandra Park & Palace Trustees under Section 18 of the Alexandra Park and Palace (Public Purposes) Act 1900 Refer to <b>Appendix A</b> for details
<b>Access</b>	Alexandra Palace Way is a private road open to the public and it connects to the public highway network at each end of the site. There are a further ten formal access points into the park, these are open for pedestrians 24 hours a day, with vehicle access allowed on a limited basis (e.g. for large events)  The W3 bus service between Finsbury Park and Tottenham travels the length of the park and has a number of designated stops in the park. Alexandra Palace station is located 50 metres from the Bedford Road entrance and has direct trains to Finsbury Park, Hertford, Welwyn Garden City and Stevenage  Access from Wood Green tube station (Piccadilly line) is possible on foot (30 minutes) or by W3 bus. A courtesy bus often operates during exhibitions at the palace

# 5. SITE PLAN



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Alexandra Park and Palace Charitable Trust  
Charity Reg. No: 281991