

Gunnersbury Park and Museum

Introduction

Vision

Gunnersbury Park and Museum will become a vibrant community hub and a leading visitor destination. It will be a place of enjoyment, discovery and learning by engaging local, national and international audiences drawn to its historic landscape and building set within an extensive parkland offering a wide range of facilities and an inspiring programme of events and activities.

Ealing and Hounslow Councils are planning a major programme of works to restore and develop Gunnersbury Park and Museum.

Gunnersbury 2026 is a masterplan that aims to renovate and restore the entire site by 2026, which is the centenary of Gunnersbury becoming a public park. This will involve restoring heritage features, finding uses for key buildings and new sports and community facilities.

In order to make such a large project manageable, it will be undertaken in phases, beginning with the Heritage Lottery Fund (HLF) project.

Heritage Lottery Funded (HLF) Projects:

1. Large Mansion (Gunnersbury Park House) & Museum (See boards 5, 6, & 7)

2. Gunnersbury Park Improvements (See boards 8, 9 and 10)

Future phases of works:

3. Gunnersbury House (small mansion) - commercial / community options under investigation

4. East and West Stables - commercial / community options under investigation

5. Japanese Garden - future community garden project

6. Potomac Lake - community wildlife and fishing project under discussion

7. Sports facilities - community sports hub options under investigation

8. Children's Playground - refurbishment through planned maintenance programme (completed)

9. Pitch and putt course - relocation within the park under discussion as part of works under HLF projects

10. Infrastructure (e.g. Car park/ footpaths) - future improvements as part of planned maintenance programme

11. Walled Garden (Capel Manor / Greenscene) - future scope to expand Capel Manor College site and find a more suitable use for the depot site

12. Carriages - Find a new on-site display opportunity for the carriages currently in the museum



The Big Lunch 2013 in Gunnersbury Park



We are interested to know what you think of the project proposals. To give us your feedback please email us at gunnersbury@ealing.gov.uk or visit www.ealing.gov.uk/gunnersbury

Gunnersbury Park and Museum

The History

Gunnersbury Park is a Grade 2* 'at risk' registered historic public park lying between Acton, Brentford, Chiswick and Ealing. It has 72 hectares of parkland and 22 Grade 2* and Grade 2 registered historic buildings and structures. The estate has strong historic significance having been owned and developed as private 'country' estates by both Princess Amelia (daughter of King George II) in the C18th and Baron Lionel de Rothschild and his family in C19th, before finally becoming a public park in 1926. The Heritage Lottery Fund will enable Ealing and Hounslow councils to restore both outdoor and indoor spaces to their former glory and create accessible and up to date facilities for all to enjoy.



Indenture map, 1802



Old Gunnersbury House and Horseshoe Pond, 1797; formerly the home of Princess Amelia



The Large Mansion from the south during Hannah Rothschild's ownership. A watercolour of the late 1830s

The Temple and the Bath House existed in Princess Amelia's time. The latter is a garden folly in a 'Gothik' style incorporating features such as buttresses, pinnacles and castellations to the external elevations. This was extended and a fernery added in the 19th Century.

The estate was purchased by John Morley in 1800. Morley demolished Amelia's original house and sold the land off in 13 lots. The majority of these lots were purchased by Alexander Copland who built the Large Mansion, that became known as Gunnersbury Park House. The Small Mansion (Gunnersbury House) was built soon after by Stephen Cosser.

In 1835, Gunnersbury Park House (the Large Mansion) was purchased by financier Nathan Mayer Rothschild. It was not until 1889 that the estate was reunited when the Rothschild family purchased the Small Mansion and its grounds from the descendants of Thomas Farmer in 1889. Prior to this they had also purchased the Old Brentford Common Field (now the sports pitches) and the 'Cole's Hole' clay pit became known as the Potomac lake. The gothic tower there is built on the base of the old tile kiln.

Following the death in 1917 of Nathan's grandson, Leopold de Rothschild, the family decided to sell the estate and buildings to the local authority. The grounds were opened as a public park by the future Prime Minister Neville Chamberlain in 1926.

The Large Mansion was opened as a local history museum in 1929 to house donations by local collectors. The museum currently attracts some 30,000 visitors per year of which 9000 are education based visits. The building comprises of a number of museum galleries, storage and office rooms and residential flats.



The opening of the public park by Prime Minister Neville Chamberlain in 1926

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Gunnersbury Park and Museum

The Museum Collections

Gunnersbury Park Museum is primarily the local history museum for the people of the two Boroughs and for West Londoners in general. The museum collection is wide ranging. It contains mainly local and regional material, but also items of national or international importance.



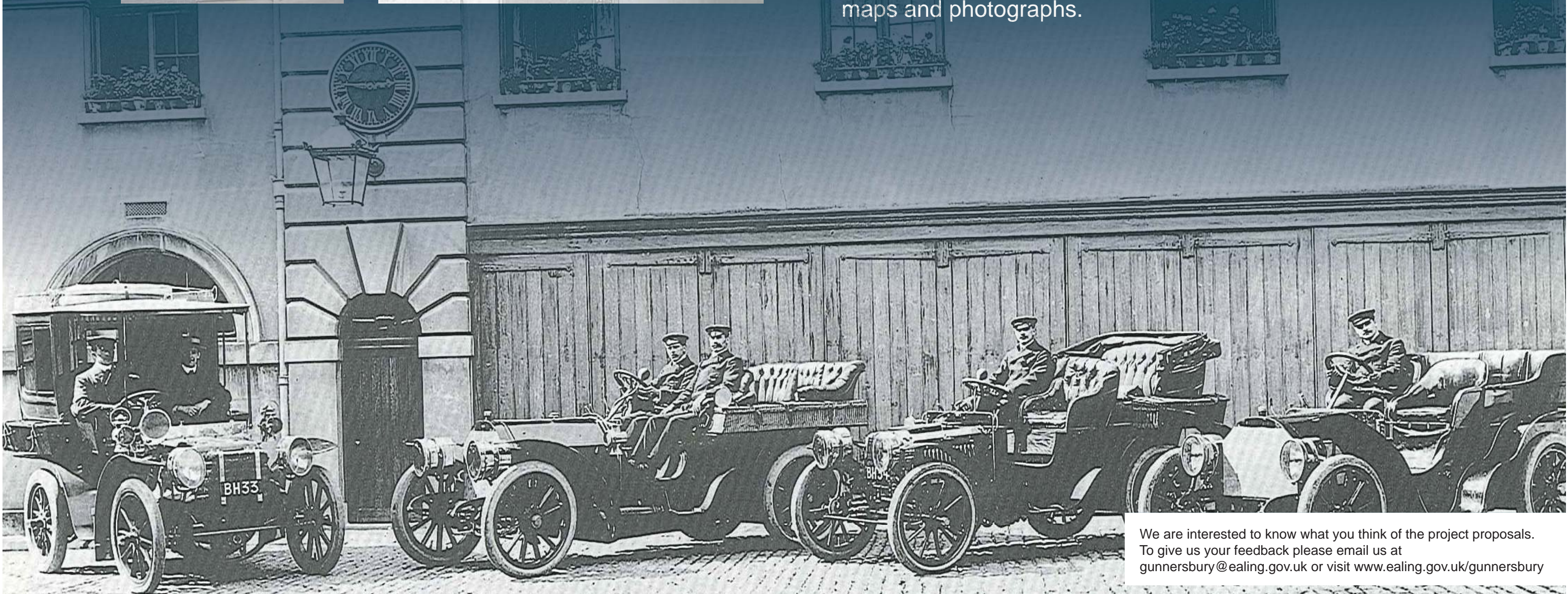
Above and below: Items from the collections at Gunnersbury Park Museum



Founded in 1929, the museum was initially formed around the collection of Major Frederick Sadler, the borough surveyor of Acton. This included archaeology, books, maps and views of the local area. Over the next decade, Susan M. Smee, J.P. the first honorary curator expanded the collection in many areas including Victorian costume, toys, glass bottles, as well as archaeology and local views.

The collection has expanded over time. As well as being developed to show the history of the area, it reflects the interests of various curators and diverse material donated by the general public.

Gunnersbury Park Museum's collection now contains around 40,000 objects. It covers material relating to the development of the Gunnersbury estate and its owners; archaeological material mainly of local origin; local crafts, trades and industries; entertainment, including Ealing Studios material; transport including carriages used by the Rothschild family and a local Hansom cab. There are collections related to childhood and education and an extensive collection of costume. Local peoples' stories are reflected in collections of recorded memories and in photographs such as those of the South Asian community in Southall taken in the 1970s. Local places are represented through paintings, prints, watercolours, maps and photographs.



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Gunnersbury Park and Museum

Aims of the Heritage Lottery Fund (HLF) Projects



The aims of the Gunnersbury Park Museum HLF project are:

- To **conserve and repair** the external and internal fabric of the Large Mansion, making more areas of the building open to the public, re- establishing the views into and out of the building to re-**connect the house with the park**
- To **create museum display rooms** on the ground and first floor to showcase the importance, scale and breadth of the museum collections and present new approaches to their interpretation
- A **temporary exhibition gallery** to stage exhibitions for and by local people that draw a diverse range of local residents and visitors to the boroughs
- To **refurbish key historic rooms**: the Drawing Room, Long Gallery and Dining Room and the unique historic kitchen and servants rooms
- To **create new learning spaces** to improve access and facilities for schools, community groups and the general public which support provision of enhanced and extended programmes of events and activities
- To **improve visitor reception, orientation and gift shop**
- To **improve physical access** to the public areas of the building through provision of a lift to the upper floors

The aims of the Gunnersbury Park HLF project are:

- To **restore the park's unique heritage features** and open up the centre of the park which was previously inaccessible.
- To provide and maintain an **excellent range of facilities, activities** and attractions accessible to all park users.
- To revitalise the park through a range of new and improved **community engagement, participation and learning activities**
- To empower local people with **new skills and knowledge** by working with Capel Manor as an engine to transform the public's perception of the park as a special place
- To conserve the parks natural spaces and wildlife by **protecting, enhancing and interpreting the biodiversity** of the park
- To train and support local people to act as guardians and carers for their park and ensuring that community participation is fully integrated into the development and management of the park

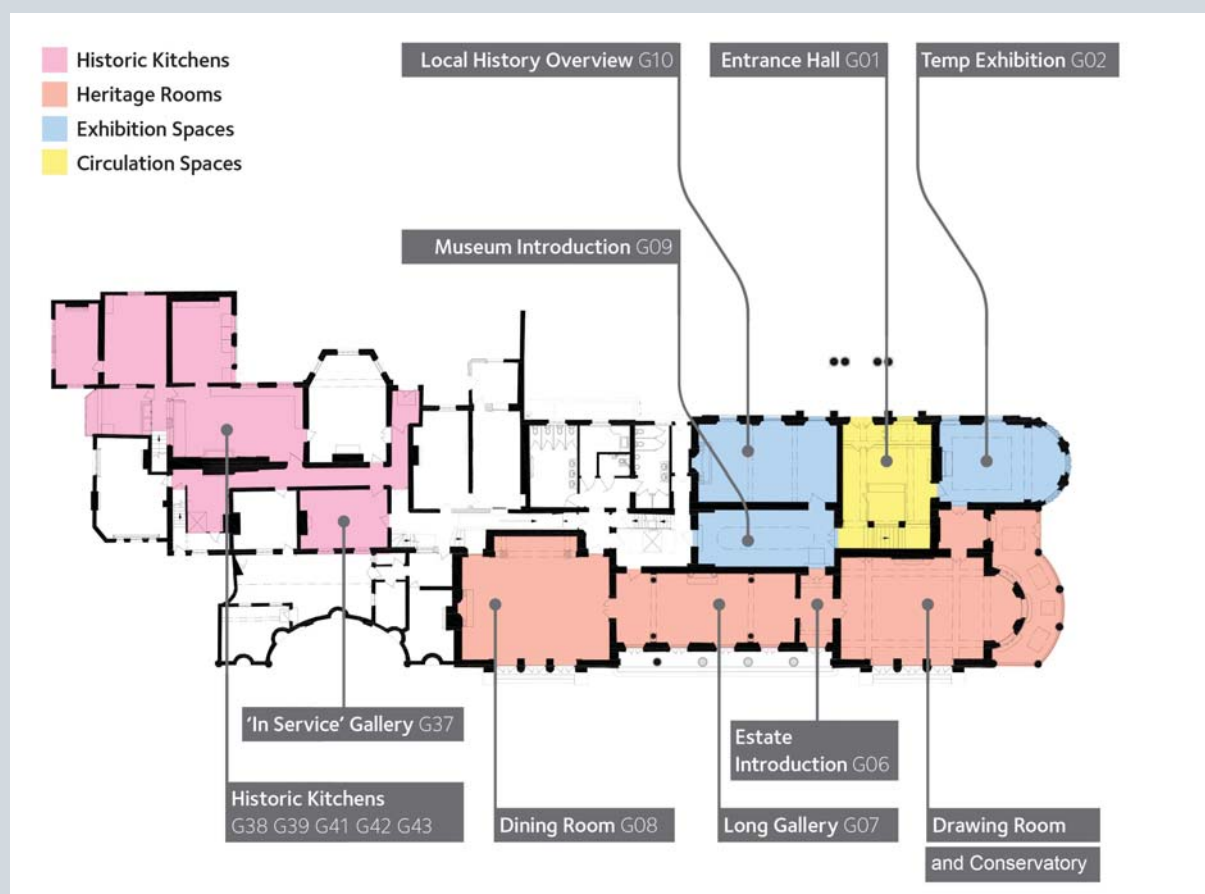


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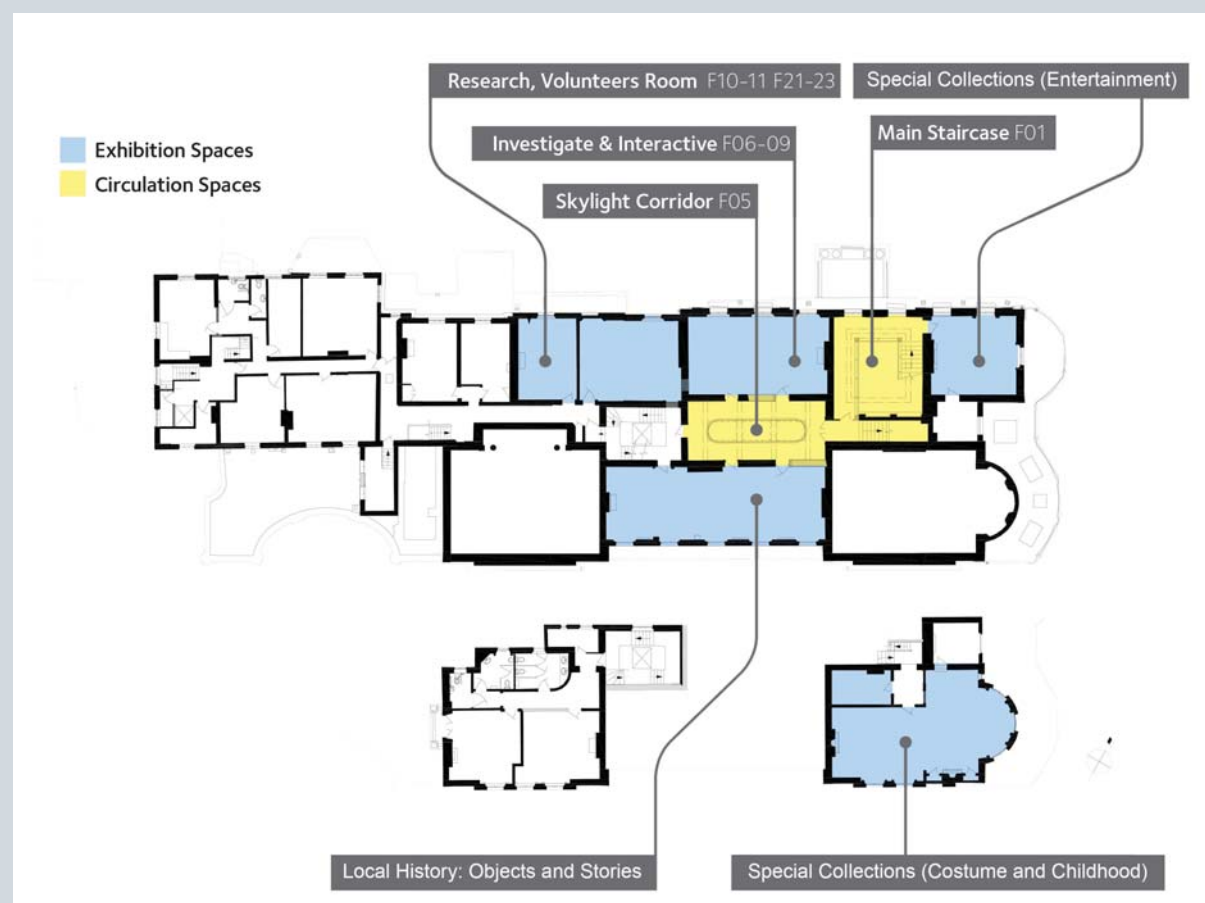
Gunnersbury Park and Museum

HLF Museum Project: Museum Layout

The project will enable us to conserve the Large Mansion and increase its sustainability by restoring and conserving the building fabric, including the roofs, exterior facades, and the historic interiors.



Ground Floor Plan



First Floor Plan

The project will see a significant increase in the number of exhibition galleries and improved storage for the museum collections. Visitors will have access to much more of the building – through greater access to the Victorian kitchens and to rooms on the upper floors of the building.

As well as new galleries in the museum there will be space for temporary exhibitions, learning and volunteering. The key historic rooms on the ground floor, the Drawing Room, Long Gallery and Dining Room – refurbished to show their original splendour and interpret the story of the house for visitors, will also be available to hire for private events such as weddings and other celebrations. These rooms will help to generate income for the museum and support its long term sustainability.

Consideration is being given to providing residential accommodation for a caretaker and others to improve security on site.



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Gunnersbury Park and Museum

HLF Museum Project: Museum Galleries, Ground Floor

The museum displays and layout will allow visitors to explore local history and the history of the Gunnersbury Estate in a welcoming environment. There will be a range of displays and hands-on activities that are relevant to the present and the future of Ealing and Hounslow as well as the past. There will be something to appeal to all generations, as well as an enhanced programme of learning activities to accompany our collections and exhibitions.

Museum Entrance & Reception

– a welcoming space filled with natural light. This will have a small shop and be the main area for visitor orientation and way-finding.

Museum Overview – an exciting introduction to the museum using a double height display of selected objects and images.

Temporary Exhibition Gallery – this space will offer a flexible environment for the display of small-scale temporary exhibitions.

Local History Overview – an overview of the history of Ealing, Hounslow and their communities. Stories will be told through images, key objects, sound and film.

Gunnersbury Park Estate – a brief introduction to the Estate and its history.

Drawing Room & Conservatory – these rooms offer views across the park. The interpretation will reflect these rooms' past use.



Example image showing use of imagery and textures



Example image of historic kitchen being used as educational space



Example image showing use of audio and film to convey an overview of the local history



Example image of a flexible display space.

Long Gallery – stories about the house and estate will be told through sound and handheld graphics.

Dining Room – the Rothschilds', their family, important guests and the household servants will figure here, told through audio visual presentations and a 'laid out' dining table.

Historic Kitchens – these rooms will be displayed to show their original function and tell the stories of life 'below stairs' both within Gunnersbury and in the wider area. Public access will be through guided visits and they will continue to be used as education spaces.

In Service Gallery – further displays relating to life 'below stairs' told through servants' eyes and drawing on the museum's strong domestic life collections.



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Gunnersbury Park and Museum

HLF Museum Project: Museum Galleries, First Floor

The first floor will be an opportunity to explore the range and uniqueness of the museum's special collections.

Main Staircase – visitor orientation and way-finding space leading to first floor rooms and galleries.

Local History Overview – a continuation of objects from the ground floor, displayed in a double-height glass case. This gallery continues to introduce the local history stories.

Special Collections-Entertainment – this gallery will show material from the Ealing and BBC film studios, local theatres, sports clubs and other leisure activities

Local History: Investigate and Interact – stories of local history and communities told through film, objects, images and recordings of local people. Displays will be interactive and encourage visitors to add their comments, ideas and memories.



Example image of a Special Collections display



Example image of an interactive local history event

Local History: Objects and Stories – a more in-depth gallery focussing on the histories of Ealing and Hounslow. Featuring key collections highlighting important local trades, industries and transport. Items from the important Martinware collection will figure here.

Special Collections Costume and Childhood – changing displays on making, wearing and buying clothes, from the 18th century to the present day and including material from the culturally diverse communities of Ealing and Hounslow. The lives of children rich and poor, their toys and games, schools and education. Includes objects to touch and interactive displays.



Example image of a Special Collections display



Example image of an interactive display



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Gunnersbury Park and Museum

HLF Museum Project: Museum Activities

We want to encourage more people to get involved with Gunnersbury Park Museum through an exciting and engaging programme of events and activities for all ages throughout the year.



School children at Gunnersbury Park Museum



Young people at Gunnersbury Park Museum



Actor playing Princess Amelia in the Bath House



Volunteers at Gunnersbury Park Museum

Formal Learning Programme

The museum's Education Service delivers National curriculum-based workshops to over 9,000 students per year and is highly regarded by the schools which use it. Many pupils have repeat visits as they progress through the primary curriculum. We plan to expand provision to work with more secondary schools in Ealing and Hounslow. Improved research facilities and bespoke projects with Further and Higher Education institutions.

Early Years, Children and Families

We will offer special sessions and activities for very young children and their parents, including art and creative workshops, and opportunities for play and storytelling. During holidays and weekends the museum's learning team offer very popular and often oversubscribed, activities for children and families. We will offer an expanded programme of activities for children and families throughout the year, including holiday workshops, Arts Award projects, special tours and a children's panel.

Young People

We plan to further engage young people with the museum through youth panel and Arts Award projects, exciting collaborations with partner organisations and work placement opportunities.

Lifelong and Community Learning

In addition to volunteering and training opportunities, we will continue to run a diverse programme of walks, talks, events, concerts and workshops relating to local history and the history of the Gunnersbury Estate. The museum will continue to work with community groups from within the two boroughs, running tours, workshops and bespoke projects. The addition of a temporary exhibition space would allow for community-curated exhibitions giving groups a voice within the museum.

Volunteering

We plan to increase volunteering opportunities across the museum, for example supporting learning sessions and events, helping to look after museum collections and carrying out administrative duties.



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Gunnersbury Park and Museum

HLF Park Project: Restoration to Heritage Core

This project aims to transform Gunnersbury Park, with a view to encourage more people and a wider variety of people to use it. We propose to restore the Park's unique heritage features and provide a newly accessible space by opening up the centre of the park to the public.

Key works proposed are:

- Restoring the historic parkland setting for the mansions by restoring some planting beds and repairing many of the listed park structures so that they are no longer on English Heritage's 'At Risk' register
- Restoring the Orangery for use for events
- Recreating the west section of the Horseshoe Pond
- Relocating the pitch and putt course and creating a new nature trail to give people better access to the central parkland
- Repairing the Round Pond and reintroducing boating
- Developing a community run garden in the East Walled Gardens to show the history of food growing and gardening
- Restoring some of the historic 'designed views' by careful pruning of low branches, or in a few cases removal of some more recently planted trees
- Improving park entrances and signage



Artist's Impression of the proposed horseshoe pond and terraced area outside the restored Orangery



Artist's Impression of the proposed restored terrace outside the Large and Small Mansions



Example image: Terrace at Oxford Botanical Gardens



Example image: Outdoor area at Kensington Palace Orangery



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Gunnersbury Park and Museum

HLF Park Project: Park Interpretation

Gunnersbury Park will be a place to discover a rich and inspiring heritage. We want to explore this heritage and reveal the stories and secrets the park holds. We will improve the quality of the visitor experience by giving context and meaning to the historic landscape, encouraging curiosity, exploration and learning. We will do this through the following four themes.



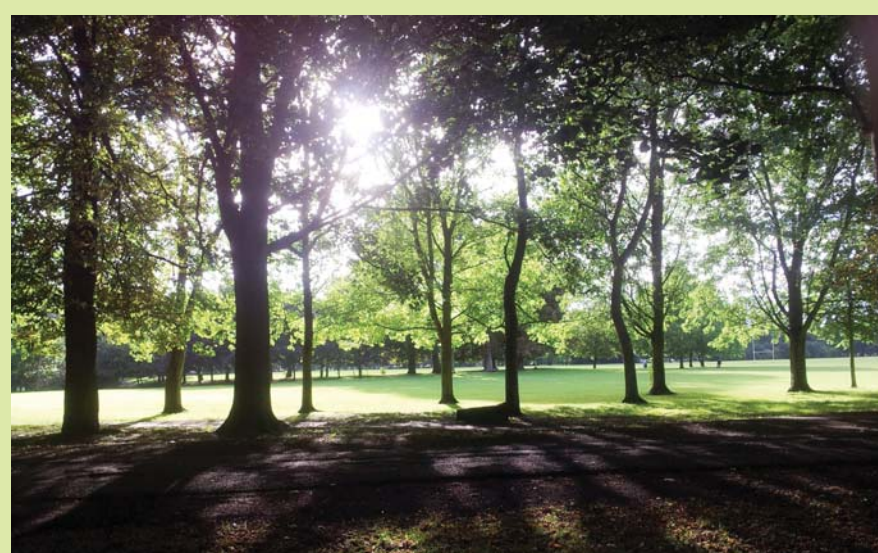
Gunnersbury Timeline:

The growth and history of the park as well as more contemporary social and cultural events will be highlighted and drawn to the visitor's attention. Throughout the park key viewpoints will be enhanced with information about what the visitor is looking at and, where relevant, its historical or contemporary context.



Park People:

Throughout the park the stories and experiences of people will be represented in a way that gives voice to the different ways people have used the park and to the encounters that have occurred within it. It may be possible to incorporate spoken experiences in some locations, ensuring that the park's stories can be enjoyed by everyone, including those with visual impairments. We may also develop a mobile app or include information on a website.



Natural Gunnersbury:

Horticulture and wildlife within the park will be identified by graphic interpretation elements and simple key information will be provided.



Play and Party in the Park:

The public park and before that the private estate has long been a place that people have used for their leisure activities – from sport to family and public gatherings and events and as a place for physical and mental relaxation and rejuvenation. Interpretation will look at how the Park has been used for leisure historically and is still used today.



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Gunnersbury Park and Museum

HLF Park Project: Park Activities

We want to attract greater numbers of visitors and new, diverse audiences to Gunnersbury Park through an exciting range of events, activities and opportunities for involvement. There will be a wide range of ways for people to get involved in the park but one of the key areas will be a community kitchen garden in the eastern walled garden. The community garden will be a hub for learning, training and volunteering.



Above and below: Activities in Gunnersbury Park



Formal Learning Programme

We will develop a schools programme for both primary and secondary, delivering outdoor and indoor learning sessions supporting National Curriculum subjects. We are also exploring ways to work with Further and Higher Education organisations, particularly linking to training courses in Horticulture and Landscaping.

Children and Families

We will run a programme of park-based workshops and family learning sessions to tie in with and complement the museum offer.

Young People

The museum's youth panel will also work across the park, developing exciting projects and installations for park outbuildings, such as the Bath House. We will also offer park-based volunteering opportunities and work placements specifically aimed at young people.

Lifelong Learning

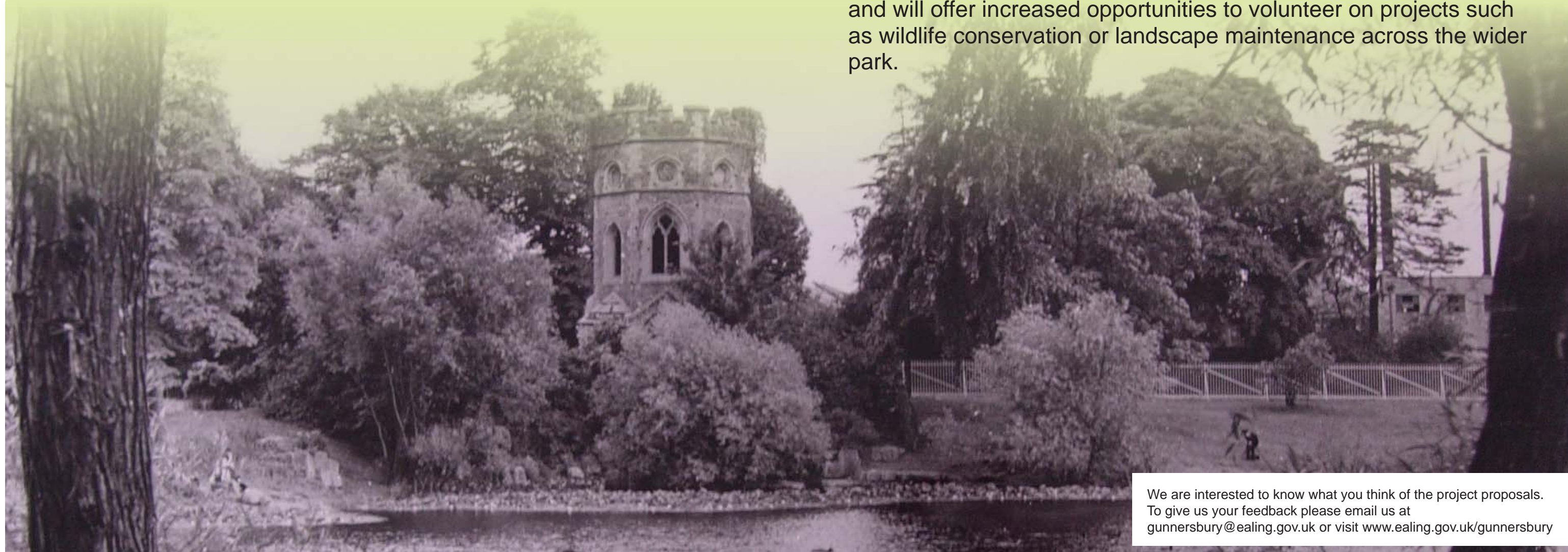
We will run a seasonal programme of events, walks and workshops focussing on different elements of the park – from its history and heritage, through to practical horticulture workshops.

Community Learning

We will continue to work with a range of community groups, offering the opportunity to develop bespoke projects in partnership or to become involved with existing initiative such as our community kitchen garden.

Volunteering

We will continue to run regular drop-in community garden sessions, and will offer increased opportunities to volunteer on projects such as wildlife conservation or landscape maintenance across the wider park.



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Gunnersbury Park and Museum

How we arrived at the project



We have carried out a significant amount of community engagement and consultation on our project prior to our Heritage Lottery Fund round one submission, including events, questionnaires, focus groups and workshops. This totalled over 6,500 participations in the project prior to our round one submission and we have continued to build on this work as the project has developed.

How have we involved local people and stakeholders in the project?

- Ward Forum Meeting
- Gunnersbury Park Joint Advisory Panel
- Project exhibition in Gunnersbury Park Museum, in the café and in the park with opportunities to feedback about the project
- Stalls at the London Mela
- Press and other marketing
- Working with local stakeholders and community groups to consult on the project



Core Design Team

Architect and Lead Design Consultant: Rodney Melville+Partners
 Landscape Architect: Ealing Council
 Heritage Consultant: Purcell
 Interpretation Consultant: Redman Design
 Business Consultant: Barker Langham
 Quantity Surveyor: Turner & Townsend
 Museum Development Consultant: Invigour Ltd.
 Collection Consultant: Halahan Associates
 Landscape Management Consultant: Land Management Services

What happens next?

- Submissions to Heritage Lottery Fund: Spring 2014
- Heritage Lottery Fund decision: Summer 2014
- Further project development: Autumn 2014 - Late 2015
- Works commence on site: Late 2015
- HLF works complete: 2018



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Gunnersbury Park and Museum

Let us know what you think



Let us know what you think about the project proposals.

- Go to www.ealing.gov.uk/gunnersbury to complete our online survey by 9th December 2013 or pick up a paper copy from the museum front desk and café.
- We will review all feedback and plan a further event to update you on how the plans have developed in response.
- Join our mailing list to be kept up to date about the project, as well as our regularly changing programme of events and activities, email gunnersbury@ealing.gov.uk to join.
- You can also join the Friends of Gunnersbury Park & Museum at www.gunnersburyfriends.org/ or GUV (Gunnersbury Users & Volunteers) to become more actively involved in Gunnersbury.

