Gunnersbury Park and Museum
Gunnersbury Park– Parks Project

Consultation

• To date we have consulted and delivered trial activities with 11,000 people

• We carried out a significant amount of community engagement and consultation on our project prior to our round one submission to the Heritage Lottery Fund, including events, questionnaires, focus groups and

• 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

• Pop Up Museum - Approximately two thirds of visitors to the Pop Up Museum were from ethnic minorities compared to only one third of the museum’s visitors.

• We have met with a wide range of local and regional organisations e.g. Action Acton, Accession Social Enterprise, Building Crafts College, London Transport Museum and Hounslow Community Network to develop partnerships for the future
The overall aims for the activity plan are to:

• Build on existing and develop new audiences for the park

• Develop activities for the museum and park that meet the needs of Ealing and Hounslow’s diverse communities while protecting and conserving the heritage value of Gunnersbury and the museum’s collections.

• Build in a training and learning opportunities into every aspect of Gunnersbury Park and Museum’s development and maintenance

• Use heritage and horticulture as a tool for community development by working in partnership with the local community and service providers

• To provide income generating activities to ensure the long term sustainability of the site in line with the business plan
<table>
<thead>
<tr>
<th></th>
<th>Current (per year)</th>
<th>Future (per year)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Park Visitors</td>
<td>600,000</td>
<td>1,000,000</td>
</tr>
<tr>
<td>Museum Visitors</td>
<td>30,000</td>
<td>50,000</td>
</tr>
<tr>
<td>Schools Visits</td>
<td>9,000</td>
<td>18,000</td>
</tr>
<tr>
<td>Other Learning Visits</td>
<td>minimal</td>
<td>2,500</td>
</tr>
<tr>
<td>(e.g. further and higher education, community groups, early years)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Training</td>
<td>minimal</td>
<td>600</td>
</tr>
<tr>
<td>Volunteering</td>
<td>minimal</td>
<td>1,700</td>
</tr>
<tr>
<td>Jobs</td>
<td>9</td>
<td>24</td>
</tr>
<tr>
<td>Apprenticeships and paid internships</td>
<td>0</td>
<td>8 (total in project)</td>
</tr>
<tr>
<td></td>
<td>Existing key audiences</td>
<td>Future target audiences</td>
</tr>
<tr>
<td>----------------</td>
<td>----------------------------------------------------------------------------------------</td>
<td>--------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Park</td>
<td>• Families • People using the park for exercise • Adults aged 25-49 • Dog walkers</td>
<td>• Regular Arts, Culture and Heritage visitors • People with disabilities and long term illnesses • Schools • Over 65s • Black, Asian and Minority Ethnic communities</td>
</tr>
<tr>
<td>Museum</td>
<td>• Regular Gunnersbury Park Museum visitors • Regular Arts, Culture and Heritage visitors • Families • Primary Schools</td>
<td>• Adults aged 25-49 • Adults aged 50+ • People with disabilities • Asian and Black ethnic groups • Secondary Schools • Young people</td>
</tr>
</tbody>
</table>
Gunnersbury Park– Parks Project

• Return family boating activities to the newly repaired Round Pond
• Interpret the unique heritage and landscape of Gunnersbury park through a wide range of media including new sculptural interpretation hub features, park collection ‘labels’ and a range of ‘portable’ media trails
• Run a range of learning, volunteering and training activities linked to existing and new features in the park
• Develop a range of nature trail activities and resource packs
Gunnersbury Park – Parks Project

Gunnersbury Masterplan - Showing ‘Parks for People’ Works and Future Development Phases

KEY

Parks for People Project
1. Repair and Conservation Work
   1. Museum frontage and drive improvements - restore the unique historic parkland setting and views.
   2. Terrace Improvements - restore the historic setting of the two mansions and improve access down to the south lawns and gardens.
   3. Restore the Wraggery for use as an events venue.
   4. Recreate the wet section of the Horseshoe Pond.
   5. Repair the round pond and bring back public boating activities.
   6. Restore and repair the listed heritage parkland structures to remove them from the Risk Register.
   7. Open up central parkland (pitch and putt course to be relocated see item 20).
   8. Restore the heritage planting beds and rockeries and improve access around the south lawns.
   9. Works to heritage trees and designed views across the whole park (park-wide, not shown on plan).

New Building Work
10. New café on site of existing café building

Other Physical Work
11. Improve the parks entrance areas, welcome signage and wayfinding.
12. New interpretation features and information
13. Create a community kitchen garden with learning and volunteering opportunities
14. Improved café landscape with ‘museum collection’ themed play area
15. Create a new nature trail and develop existing and new habitats to increase the wildlife value of the park.

Future phases of work
16. Gunnersbury House (small mansion) - commercial / community options under investigation
17. East and West Stables - commercial / community options under investigation
18. Carriage Display Building - HLF Heritage Grant application 2014 includes the new carriage display building to be connected to the new café.
19. Potomac Lake - community wildlife and fishing project under discussion
20. Sports facilities - community sports hub options under investigation including relocation of Pitch and putt course.
21. Infrastructure (e.g. Car park/footpaths) - future improvements as part of planned maintenance programme (park-wide - only car park shown)
22. Waisted Garden (Greenscene) - find a more suitable use for the site when lease ends in 2017
23. Waisted Garden (Capel Manor) - future scope to expand Capel Manor College site.
24. Japanese Garden - future community garden project
Parks for People – Heritage Views

Restore, interpret and manage the designed views including:

- Views from the terrace across the south lawns
- Views of the Orangery and Horseshoe Lake
- Views of the large Mansion from the main gate
- Views from the terrace western viewpoint across the central parkland
Parks for People – Heritage Core Landscape Works

North Lodge volunteer centre fitted out and brought into use ahead of HLF project

Museum Forecourts resurfaced, reconnected and decluttered

Temple

Round pond repaired and boating brought back

Improved Cafe

Play area

Mansion repaired and Museum Improved

Terrace Arches and steps restored and rockery replanted

West Horseshoe Pond recreated and bridge restored

Heritage parkland opened up by relocating the pitch and putt course to the north playing fields see drawing GNS/PFP/P/028

Orangery Restored for events

New nature trail and habitats created along new link path from historic gardens to connect them to the outer parkland. See drawing GNS/PFP/P/028

New ramped access path

Half Bridge repaired and heritage planting beds replanted

New Community history garden and repairs to Gothic Ruins

Gothic screen and terrace steps restored

Environment & Cultural Services
Major Projects and Development Team
London Borough of Ealing
Percival House
14 - 18 Old Middle Road
London W3 6JE

Gunnensbury Park Parks for People - Stage D landscape

JEA

JEA

JAN 14

1/1250 @ A3

GNS/PFP/P/029

Revision
Repair the Round Pond, install new pumps and pipework and bring back boating.
Recreate the west half of the Horseshoe Pond to re-establish the historic setting for the Orangery
Restore the parkwide pipe network to reconnect the Round Pond and Horseshoe Pond to the Potomac Lake
Gunnersbury Park – Park Project

Orangery
• Repair of roof glazing
• Joinery repairs to roof lantern
• Overhaul of gutters & rainwater goods
• Masonry repairs
• Replacement of Perspex glazing
• Redecoration of external masonry
• Redecoration of all joinery
• Reformation of external ground finishes
Gunnersbury Park – Park Project

Parkland Structures - Full Repairs

• The Temple
• Terrace, West Viewpoint & Steps
• South West Terrace Arch
• Terrace, Wall and Urns
• South East Terrace Arch
• Gothic Screen
• Terrace, East Steps
• South Lawn Half Bridge
• South Lawn Middle Bridge
• Potomac (Gothic) Tower
Parks for People – Community Garden

Develop our community history garden in the east walled garden, including a ‘plants and gardens’ timeline, Victorian kitchen garden beds, skills and learning activities and volunteers plots
Parks for People – Infrastructure and Information

- New footpath links to open up and reconnect the inner and outer parkland
- Improve disabled access to the south lawns by installing a new ramped path from the terrace down to the Bathhouse and improving the footpaths around the south lawns.
- New signage and interpretation throughout the park to tell the stories of the Gunnersbury Park estate and its people
- Welcoming and informative park entrances and improved way-finding
- Employ dedicated project staff for park development, management, outreach and education
- Develop the park stakeholder and volunteer groups and provide training to empower them to help run the park
Gunnersbury Park – Museum Project

Historic Building - Project Aims:
• To Conserve the significant heritage asset and contribute to its increased sustainability by:
  – Repairing and conserving the building fabric, including the roofs, exterior facades, and the historic interiors.
  – Renewing the services within the House to ensure that the Museum can be run cost effectively and efficiently with modern services.
  – Improving conservation and interpretation of the principal rooms.

• Reconnecting the Mansion with the surrounding landscape.

• To increase the scope of exhibition galleries, and the number of artefacts on display.

• To Improve storage of the collection, allowing for some of it to be “accessible” to visitors.

• Providing new education and learning spaces, with improved opportunities for schools and other groups.
Gunnersbury Park – Museum Project

As Existing

As Proposed

Basement Floor Plan

Layout for B2-4 is based on archive survey information.

Visitor information to be displayed on walls. These will involve "light touch" exhibits and would be part of a guided tour presented by Museum staff. Use of text will be dependent upon the suitability of fire escape arrangements.
Gunnersbury Park– Museum Project

As Existing

As Proposed

First Floor Plan
Gunnersbury Park Museum Project

**Scenario C**

- Museum
- Function in the Heritage Spaces
- Historic Kitchen exhibit
- Education Suite (mezzanine level)
- Residential flats

[Diagram showing floor plans for Mezzanine, First, Second, and Ground levels with various labels and colors indicating different functions and areas.]
Cafe & Carriage Display

Site Analysis Sketch
Cafe & Carriage Display

Site Layout Plan
Cafe & Carriage Display

Building Structure:
Plated foundations supporting a concrete ground slab and steel column support to a light weight roof frame.

External Walls:
Cavity construction concrete blockwork with panes/plastered internal finish and vertical boarded external timber cladding.

Roof:
25 ga. steel metal, standing seam finish, dressed down the fascias.

Windows/Doors:
UPVC aluminium framed double glazed system. Frame finish 'U' grey' or similar.

Outline of existing trees to be reviewed on site and possible removal required, dependent upon specialist report.

Floor Plan
## Key Changes

<table>
<thead>
<tr>
<th>Project Element</th>
<th>Current</th>
<th>Future</th>
</tr>
</thead>
<tbody>
<tr>
<td>Governance structure</td>
<td>Joint Committee</td>
<td>Joint Venture</td>
</tr>
<tr>
<td>Management Structure</td>
<td>Off site</td>
<td>Team on site</td>
</tr>
<tr>
<td>Visitors to the Park</td>
<td>660,000</td>
<td>1,000,000</td>
</tr>
<tr>
<td>Visitors to the Museum</td>
<td>30,000</td>
<td>45-50,000</td>
</tr>
<tr>
<td>School users</td>
<td>11,400</td>
<td>24,000</td>
</tr>
<tr>
<td>Museum staff costs</td>
<td>£210,000</td>
<td>£355,060</td>
</tr>
<tr>
<td>Park staff costs</td>
<td>£62,000</td>
<td>£344,210</td>
</tr>
<tr>
<td>Museum staff numbers</td>
<td>5</td>
<td>12.5</td>
</tr>
<tr>
<td>Park staff numbers</td>
<td>4</td>
<td>11.5</td>
</tr>
<tr>
<td>Income</td>
<td>£203,250</td>
<td>£1,182,116</td>
</tr>
<tr>
<td>Museum/Mansion maintenance p/a</td>
<td>£78,000</td>
<td>£194,023</td>
</tr>
<tr>
<td>Park and Structures maintenance p/a</td>
<td>£515,000</td>
<td>£577,035</td>
</tr>
</tbody>
</table>