

Campaign News

October 2008



Historic Royal Palaces has launched a £20m fundraising campaign. This campaign will finance a number of bold and ambitious projects and will bring the palaces, their treasures and their stories to the widest possible audience.

This campaign will enable :

- The transformation of Kensington Palace
- The re-presentation and conservation of the White Tower
- The re-presentation of the Jewel House
- The celebrations for the 500th anniversary of Henry VIII's accession to the throne
- The strengthening and expansion of our education, outreach and conservation programmes

Our campaign is open to everyone. It will ensure the success of a wealth of exciting and ambitious projects and will allow them to be completed sooner than would otherwise be possible.

We aim to have achieved our ambitions by 2012.

This is the first of what will be regular news updates about our boldest fundraising efforts to date. We will bring you news and information about the campaign and the wealth of Historic Royal Palaces' work.

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White Tower conservation project begins and first premier partner is announced

On a crisp April morning, Historic Royal Palaces began its most ambitious conservation project to date - cleaning the White Tower.

Ever since the south elevation of the White Tower was cleaned in 1998 we have wanted to do the rest. The impressive results achieved on that occasion gave an exciting indication of what William I's fortress would look like if all of the Tower was conserved to the same high standards.

To bring the project to life in an entirely new and creative way, a competition, 'Hung, quartered and drawn!' was launched in October 2007. The drawing competition, in association with the Prince's Drawing School, was open to artists of all ages and abilities and invited entries that told the stories of the White Tower in new and interesting ways.

We were successful on a number of levels when on 10th April, Rydal Hanbury's winning entry was unveiled to the world. Members of the press, including BBC and ITV News, gathered on the steps of the Hospital Block to see the 75ft drawing revealed. In conjunction with this news we also announced the premier partnership between Historic Royal Palaces and Man Group plc.

This is just one example of our commitment to undertaking challenging and important conservation projects. In addition, this showed that we are bold and innovative in the way that we tell the stories of the palaces in our care and we work with partners in new and mutually beneficial ways to bring those projects to fruition!



The White Tower conservation project has been made possible thanks to the support of:

- Man Group plc Charitable Trust
- The H.B. Allen Charitable Trust
- The Getty Foundation
- CHK Charities Limited
- The Kirby Laing Foundation
- The Mercers' Company
- The 29th May 1961 Charitable Trust



The debts come to Kensington

June has always been the month for summer parties, especially in West London! The 10th of June, however, saw a summer party with a difference. Historic Royal Palaces launched its new exhibition for Kensington Palace, 'The last debutantes: 1958 the season of change'. This beautifully executed show brings together a multitude of objects and stories from that pivotal year, to tell the story of 'the last curtsey'. Patrons, members, sponsors and supporters gathered together with some of those last debts to celebrate, reflect and hear the stories of that fascinating period of history.



Henry in 2009

If you weren't already aware, 2009 marks the 500th anniversary of Henry VIII's accession to the throne. Historic Royal Palaces have an important role to play in these nationwide celebrations, as the guardians of both Henry's fortress, the Tower of London, and his pleasure palace, Hampton Court.

The Tower will be hosting, quite appropriately, the largest exhibition of Henry's arms and armour since, we believe, his daughter Elizabeth I mounted a similar display during her own reign. 'Henry VIII: Dressed to Kill' is the title that has been given to this dazzling exhibition, bringing pieces of Henry's armour from all over the world to tell the story of the prince and king whose life and girth can be uniquely depicted through these items and objects. A landmark partnership with the Royal Armouries, this exhibition is one of the most exciting sponsorship opportunities of the year!

Hampton Court Palace will be keeping pace with the Tower by undertaking the most substantial re-presentation of recent times. Base Court will be resurfaced, returning the court's 'arrival hub' to an appearance that Henry and his courtiers would recognise. The Tudor Palace will be given a total makeover, providing our visitors with an experience that they will never forget.

In addition, throughout the year, there will be events and celebrations worthy of this important anniversary, including an exhibition in the Council Chamber (the room where numerous decisions that were central to Henry's reign were made) telling the tales of his wives and children.

Our campaign is central to the success of Henry's 500th. The members will be rallying behind all of the year's activities. In addition, we recently launched 'Join Henry's 500' - an opportunity to buy a 'share' in Henry for his anniversary year of which there are only 500 at £500 each. The patrons won't, of course, be left out and some special Henry tours and events are being put together to entice them into the fold in 2009.



Membership

Nearly three years ago, Historic Royal Palaces launched a Membership Scheme for the first time in its history. The scheme was designed to provide value for money and a relationship with the palaces that brings the members coming back for more, time and time again!

The scheme has been an enormous success with over 20,000 members providing nearly £1/2m of support for Historic Royal Palaces annually.

2008 saw a celebration of this success in the form of a new look and headline for the scheme. 'Membership makes a difference' is the message. We would not be able to achieve a fraction of what we do without our members - they really do make a difference!

Membership makes a difference
Carry the card

'Top of the lots'!

Earlier this year we took the chance to support Historic Royal Palaces onto the worldwide web! Exclusive opportunities to see the palaces at closer quarters were placed as lots on the website eBay.

In addition to the funds raised through this endeavour, our work and cause were brought to a much wider audience than we could have possibly hoped for, not in the least due to the fact that the launch of 'TopLots' (the organisation behind this eBay-based fundraising programme) was held at Hampton Court Palace, with major news broadcasters interviewing Simon Daniels from our Development Team, on the roof of the palace.



The King's Presence Chamber is now open!

Although the palaces have been around for hundreds of years, the charity that cares for them was founded in 1998. Historic Royal Palaces was only able to fulfil the ambitions of the last ten years thanks to the support of generous donors and sponsors. In February we therefore celebrated ten years of Historic Royal Palaces' life and work as well as the contributions that have made it all possible. Guests were invited to Kensington Palace to celebrate the inauguration of the King's Presence Chamber. This is the name that we have given to those donors, supporters and sponsors who have made a significant contribution to our life and work, either in a one-off capacity or over a longer period. Guests were treated not only to dinner in the King's Dining Room but also a performance by HRH The Prince of Wales's official harpist, Claire Jones.



Your legacy

On a recent trip to one of our palaces you may have noticed leaflets telling our visitors of the many different legacies that have made the palaces' lives richer, more interesting and more vibrant.

Kensington, a palace for everyone

Built in the 17th century, Nottingham House expanded from a country house to become a palace at the centre of politics. William and Mary, with their architects Wren and Hawksmoor, made Kensington Palace into a stage for the birth of British parliamentary democracy.

In the mid-18th century it became the heart of the Court of George II where anyone who wanted to make an impression had to be seen on Wednesday afternoons. By the 19th century it was the childhood home of Princess Victoria, the eldest, legitimate, and British grand-daughter of George III. In the 20th century it was the home of two of the most fashionable recent royals: Princess Margaret and Diana, Princess of Wales.

Every year between six and seven million journeys are made past Kensington Palace. However, only 250,000 people actually come into the palace. The palace can appear closed, unwelcoming and intimidating and it is not always visited by members of the local community, particularly disadvantaged and at risk groups. Kensington's stories are, in every sense, hidden.

We aim to change all that. We intend to make Kensington a palace for everyone.

One of the cornerstones of our £20m campaign is our intention to make Kensington more welcoming and to tell the stories of the fascinating characters who lived, worked and visited the palace by using innovative storytelling techniques which will engage a larger and more diverse range of visitors of all ages and cultural backgrounds.

William the Conqueror left a grand legacy of the Tower of London whilst Henry VIII's legacy was probably the launch of the English Reformation after the break with Rome in 1533. The gardens of Hampton Court are the legacy of both Henry VIII, as well as William and Mary. King John's legacy was a collection of exotic animals at the Tower of London that many centuries later was to form the beginnings of London Zoo.

Charities such as ours endeavour to inspire their visitors and supporters to preserve their work for future generations. The properties in our care have been delighting their visitors for hundreds of years. The support that we might receive through bequests is another way that we will be able to continue that tradition.

There has never been a more exciting time to get involved!

More information on this unique transformation project will be found in the next edition of Campaign News.



Ian Barlow appointed as Campaign Board chairman

Ian Barlow, Senior Advisor, KPMG UK, has been appointed Chairman of Historic Royal Palaces' Campaign Board. Ian takes over from Angela Heylin OBE LVO who retires after ten years' service.



Charles Mackay, Chairman of Historic Royal Palaces said:

“Historic Royal Palaces is delighted that Ian Barlow has accepted the position of Chairman of the Campaign Board. Ian succeeds Angela Heylin who, in addition to chairing the Campaign Board, was a founder trustee of our charity. We are most grateful to Angela Heylin for her enormous contribution to our life and work over these last ten years and are delighted that her accomplishments have been recognised by being awarded a LVO in the recent Queen's Birthday Honours. We are also very pleased that Angela has agreed to remain as a member of the Campaign Board. Our Campaign has already received a number of notable gifts and pledges prior to its formal launch and we are confident that the projects that will be made possible by it will inspire sponsors and donors to get involved and help us achieve our ambitions. Under Ian's leadership, we are confident of success.”

The Americans come to Kensington!



We all know how important visitors from North America are to Historic Royal Palaces. The majority of tourists and visitors from the USA list one of our palaces as a 'must see sight' of their visit. You might not know that there are a wealth of stories that can be told about the palaces that speak directly to the interests and experiences of our American audiences.

In April, we hosted a very special evening at Kensington Palace for US expats and their friends. Noel Harwerth and John Anderson, two American-born members of our Campaign Board, spoke of their personal connections with the palaces and the hope that those assembled would find a similar connection and join our American Patrons of Historic Royal Palaces. Curators, Joanna Marschner and Lucy Worsley, took guests on special, American-themed tours of the State Apartments, in the hope that they would be intrigued enough to find out more!

We help everyone explore the story...

One of our core principles is to help everyone explore the story of how monarchs and people have shaped society. To this end we have, already in 2008, put together a host of programmes designed to entice and engage families, local communities and educational groups of all kinds.



This programme has already received the endorsement of not only 100,000 participants (we aim to increase this by 50% over the next few years) but also 3i, Elior and the Aldgate and All Hallows Barking

Exhibition Foundation. These are just a few of the supporters of our education and outreach programmes and, as part of our campaign, we intend to increase this body of support significantly by not only dovetailing our programmes with the aims and objectives of our potential sponsors but also by making the benefit of engagement more widely available.



News from around the palaces

New interactive displays and exhibitions at the Tower of London - 'Fortress'

Meet the new metal garrison on the battlements, handle crossbows and fire siege engines as you explore the Tower's history as a formidable royal fortress. New areas to explore and interactive exhibits are waiting for you!

Twilight Tours

Hosted by one of our world-famous resident Yeoman Warders, you will be amazed and appalled by the tales of past residents, royal gossip and the secrets kept within these ancient walls.

Get your Hands on History at the Tower of London

The enhanced Hands on History exhibition re-opens for year two on the top floor of the White Tower, with new and exciting hands-on activities for all.

The last debutantes: 1958. Season of change, at Kensington Palace

Discover the glamorous and alluring world of the debutante at Kensington Palace. See beautiful gowns, learn about what it meant to be a 'deb' and explore the spirit of a world in transition in this exciting new multimedia exhibition.

Diana, fashion and style, at Kensington Palace

A collection of exquisite dresses that once belonged to Diana, Princess of Wales, charting the development of her style and including seven dresses never displayed before at Kensington Palace.



See Hampton Court Palace in an eerie new light

Hear spine-chilling stories of residents past and unsolved mysterious goings-on in the palace. You will experience the unique atmosphere of Hampton Court Palace once the visitors leave for the day, as you creep through Henry VIII's State Apartments, including the infamous Haunted Gallery and explore the deserted palace courtyards at night. This is your chance to visit some of the supposedly most haunted rooms in the palace, which are out of bounds to our day-time visitors. Join us if you dare!

Tudor cookery at Hampton Court Palace

The Tudor kitchens come alive with the smells and sights of Tudor cookery. Our team of experimental archaeologists investigate how Tudor food was made and then cook it.



Historic Royal Palaces Campaign Board

Ian Barlow (Chairman, Campaign Board)
John Anderson
Bruce Carnegie-Brown
Margaret Doyle
Angela Heylin OBE LVO
Patricia Hodge
Glenn Hurstfield
Joyce Hytner CBE
Field Marshal the Rt Hon the Lord Inge KG, GCB, PC, DL
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For more information on any of the stories featured in Campaign News then please feel free to contact us or fill out and return the enquiry form.

Join our campaign!

Historic Royal Palaces is an independent charity that looks after the Tower of London, Hampton Court Palace, the Banqueting House, Kensington Palace and Kew Palace.

Our aim is to help everyone explore the story of how monarchs and people have shaped society, in some of the greatest palaces ever built.

Charity No. 1068852

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