

The Royal Parks

Park noticeboards and maps

Brief

Not updated since first installation in the early nineties, new noticeboards in The Royal Parks needed to fulfill many functions, statutory as well as the more parochial, as well as being the visible face of the Parks brand within the eight Royal Parks.

Solution

We took a systematic and modular approach to the design and production – orchestrating stakeholders and suppliers throughout the complex production process. Working closely with other specialists, we collated data, visually audited the existing signage and produced prototypes for testing.

Result

A phased roll-out of over 200 signs in three different sizes is currently nearing successful fulfillment across The Royal Parks.



The Royal Parks are: Bushy Park, The Green Park, Greenwich Park, Hyde Park, Kensington Gardens, The Regent's Park & Princess Hill, Richmond Park, St James's Park, Brongton Cemetery

Stanhope Place Gate

Welcome to Hyde Park



Park regulations

Opening hours: 5am-midnight all year round.

No cycling except on designated paths. Children under 10 are allowed to cycle on footpaths.

Dogs under control: Dogs are welcome in Hyde Park but must be kept under control. Please respect the dog-free and dogs-on-leads areas.

Dog fouling: It is an offence not to clear up after your dog anywhere in Hyde Park.

No fires or barbecues: It is an offence to light a fire or barbecue anywhere in Hyde Park.

A full list of park regulations is available from www.royalparks.org.uk

Steve Edwards | The Park Manager

The Old Police House T: +44 (0)20 7298 2000

Hyde Park, London W2 2UH F: +44 (0)20 7402 3298

www.royalparks.org.uk

E: hyde@royalparks.gov.uk



HIGHLIGHTS AND FEATURES

What's on?

Royal Gun Salutes are fired at 12 noon on April 21st to celebrate the birthday of Her Majesty, on June 2nd for Coronation Day and on June 10th for the birthday of the Duke of Edinburgh.

Free guided walks on the second Friday of each month, 1pm-2.30pm. See the special notice for details. T: +44 (0)20 7298 2083 to book a place and find out where the walk starts.

Children's entertainment three times a day at the Lido playground during school summer holidays.

All Royal Parks events are listed in our What's On in The Parks brochure, available from The Dell & Lido restaurants or The Old Police House. Details are also available at www.royalparks.org.uk

What to look for

In summer look out for butterflies feeding on the wildflowers in the meadows. Listen for the sound of song birds in the shrubberies. Enjoy the scents and colours of the rose garden near Hyde Park Corner. And if you're in the park at dusk, watch out for bats flying over the Serpentine.

All year round, why not visit Marble Arch, near Speakers' Corner at the junction of Oxford Street and Park Lane. Or head towards Hyde Park Corner for the Statue of Achilles, the biggest statue made in honour of the Duke of Wellington.

Dianna, Princess of Wales Memorial Fountain

You'll find the unique memorial fountain to Dianna, Princess of Wales between The Serpentine and Rotten Row. It was opened by Her Majesty The Queen on 6th July 2004. From a distance, the design, by Kathryn Gustafson and Neil Porter, looks like a necklace of moving water.

Swimming and sport

Swimming every day from late June-early September at the Lido on the south bank of the Serpentine. Or you can join the Serpentine Swimming Club for early morning swims all year.

Tennis all year round at Hyde Park Tennis Centre, near the junction of South and West Carriage Drives. T: +44 (0)20 7262 3474 for opening hours and booking.

Bowls and adventure golf at Hyde Park Tennis Centre from early May-October.

Boating on the Serpentine from the boathouse from Easter-October. A solar-powered shuttle runs all year round.

Quick history

1536 King Henry VIII acquired Hyde Park to hunt deer

1637 King Charles I opened the park to the public

1690: 300 oil lamps installed on Rotten Row, the country's first artificially-lit road

1730: The Serpentine lake created for Queen Caroline

1851 The Great Exhibition was held at the temporary Crystal Palace

1872 People allowed to speak on any subject at Speakers' Corner

1930 The Lido was established for sunbathing and swimming

www.royalparks.org.uk

FACILITIES IN HYDE PARK



Cafes at The Dell, The Lido and Hyde Park Tennis Centre. Refreshment points at Serpentine Road, West Carriage Drive, the playground, Hyde Park Corner, Speakers' Corner and the Parade Ground



The Dell and The Lido licensed restaurants overlooking The Serpentine lake



Near the Diana, Princess of Wales Memorial Fountain, between Rotten Row and The Serpentine



The Old Police House, north of the Serpentine



At The Dell and the Lido restaurants and at Marble Arch, Serpentine Road and The Look Out



In an emergency T: 999
For other calls T: +44 (0)20 7706 7272.
Police station at The Old Police House



April-September during daylight



Flat surfaced paths. Electric buggies with wheelchair facilities from Liberty Drives. T: +44 (0)7767 498 096 to book




The Green Flag Award is the national standard for parks and green spaces in England and Wales. The award scheme is a means of recognising and rewarding the best green spaces in the country.

The Royal Parks are: Busby Park, The Green Park, Greenwich Park, Hyde Park, Kensington Gardens, The Regent's Park & Primrose Hill, Richmond Park, St James's Park, Brompton Cemetery

Canada Gate

Welcome to The Green Park



 The Green Flag Award is the national standard for parks and green spaces in England and Wales. This award scheme is a means of recognizing and rewarding the best green spaces in the country.

Park regulations

Opening hours 5am-midnight

No ball games

No cycling except on marked routes

Dogs under control Dogs are welcome in St James's Park but must be kept under control. Please keep dogs on leads on lakeside paths

Dog fouling: It is an offence not to clear up after your dog anywhere in St James's Park

No fires or barbecues: It is an offence to light a fire or barbecue anywhere in St James's Park

Please do not feed or touch the pelicans

A full list of park regulations is available from:
www.royalparks.org.uk

Mark Wasilewski | The Park Manager

The Storeyard, Horse Guards Rd

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www.royalparks.org.uk

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FACILITIES IN ST JAMES'S PARK



Refreshment points at: Marlborough Gate, the Arcillery Memorial (junction of The Mall and Horse Guards Road), the playground and opposite West Island (Horse Shoe Bend)

Imb is the Park licensed restaurant and self-service, overlooking the lake. T: +44 (0)20 7451 9999



Near Birdcage Walk, opposite West Island



The Park Office, St James's Park, The Storeyard, Horse Guards Road



Marlborough Gate (including facilities for disabled visitors) and next to the Storeyard, Horse Guards Road



In an emergency T: 999. For other calls T: +44 (0)200 123 1212. Assistance phone outside the Police Station at Storey's Gate Lodge, (junction of Birdcage Walk and Horse Guards Road)



April-September during daylight




Flat surfaced paths. Toilets with facilities for disabled visitors at Marlborough Gate

The Royal Parks are: Busby Park, The Green Park, Greenwich Park, Hyde Park, Kensington Gardens, The Regent's Park & Primrose Hill, Richmond Park, St James's Park, Brompton Cemetery

Horse Guards Parade

Welcome to St James's Park



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The Royal Parks

Park noticeboards and maps

Map seen on the reverse of the noticeboard structure (as seen on previous page. Equivalent maps (in various size formats) where produced for all eight Royal Parks in London.

A BRIEF HISTORY OF ST JAMES'S PARK

- 1531 Acquired by Henry VIII and Court of St James established
- 1602 Park laid out for James I with menageries and duck decoys
- 1608 Park redesigned for Charles II to favour French style
- 1663 Horsingrade constructed
- 1667 Estate built introduced, including palaces
- 1793 Buckingham House developed which later became the official Royal residence
- 1827 John Nash appeared to carry out present landscape in informal style for George IV
- 1837 Queen Victoria Memorial Garden created

FAMOUS LANDMARKS

BUCKINGHAM PALACE has served as the official London residence of British sovereigns since 1837. Changing of the Guard takes place at 11.00am every day in the summer and afternoon only in the winter.

CLARENCE HOUSE was designed by John Nash and built between 1825 and 1827 for the Duke of Clarence, later William IV, who lived in the London home in the late Queen Elizabeth The Queen Mother.

QUEEN VICTORIA MEMORIAL is a 12-metre (39ft) high edifice by the sculptor Thomas Brock and the architect Aston Webb. The whole edifice and statues are of white marble, of which a generation 2,300 tons were used.

ST JAMES'S PALACE was built by Henry VIII alongside the newly acquired deer park in 1531. It is still the official Royal Court apartments.

ICA GALLERIES is home to the best new art and culture from Britain and around the world.

MALL GALLERIES is central London's local point for new artworks by living British artists.

HORSE GUARDS PARADE is the park's ceremonial parade ground and is the scene of Trooping the Colour on the Queen's official birthday in June. The Lifeguard change takes place here at 11.00am daily and 10.00am on Sundays.

ST JAMES'S PARK LAKE is the centrepiece of the park's romantic landscape. It is the home to the park's collection of waterfowl including the heron, pike and swans.

DUCK ISLAND is a nature reserve for the park's bird collection. It also houses the water treatment facilities and ponds for the lake and fountain.

THE PARK RESTAURANT is where you can feast on the best of British food using the finest seasonal produce from small independent producers.

THE CHURCHILL MUSEUM & CABINET WAR ROOMS are dedicated to the life of the greatest Briton. The secret underground headquarters were the nerve centre of Britain's war effort.

THE GUARDS MUSEUM contains a wealth of information and artefacts relating to the five regiments of Foot Guards.

THE ROYAL PARKS OF LONDON

ALL OF THE INFORMATION GIVEN TO THE VISITOR HERE

PARK MANAGEMENT

Mr Park Woodville
The St James's Park Office
The Sergeant Horse Guards Road
St James's Park, London, SW1A 1JH
T: +44 (0) 20 7510 7193
F: +44 (0) 20 7510 7439
E: sp@royalparksgarden.gov.uk

METROPOLITAN POLICE

Stony's Gate Lodge, St James's Park
London SW1A 1JH
T: 999 for emergencies
T: +44 (0)20 7510 1212 for non-emergencies within the park.
The park is open from 5am until midnight.

THE ROYAL PARKS

www.royalparksgarden.gov.uk