

Report Title: **Review of Regeneration Consultation Results and Next Steps**

Report of: **Mark Hopson, Head of Regeneration and Development, Alexandra Palace**

### **1. Purpose**


1.1 To update the Board on the results of the public consultation in relation to the strategic spatial masterplan and regeneration programme.

### **2. Recommendations**

2.1 That the Board notes the results of the public consultation outlined in this report and the attached independent reports at Appendix 2 and 3.

2.2 That the Board approves the recommended next steps at section 8 of this report.

Report Authorised by: **Duncan Wilson, Chief Executive**



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### **3. Executive Summary**

3.1 This report summarises the results of the responses from the public consultation in relation to the strategic spatial masterplan and the next steps in the regeneration programme. In summary:

- A public exhibition was set up on site displaying the masterplan proposals, open daily from Friday 18 May to Friday 29 June 2012. Specialist staff teams were also set up to engage with visitors on event days (Red Bull event and Jubilee weekend) and as well as visitors to the Park on weekends.
- 21,000 consultation booklets were printed. These were then distributed locally to residents, libraries and community focal points in the Borough. Additionally, many booklets were used to engage with the public directly both around the site and in various key locations around the Borough.
- A street engagement team were deployed to speak with people in various key locations around the Borough including tube stations, high streets and shopping centres as well as other community focal points. This resulted in over 1,000 people being engaged directly by the team.
- Over 8,000 e-shots (electronic emails) were sent to contacts held on business and consumer databases informing subscribers of the consultation with a further 800 e-shots sent to voluntary and diversity organisations in the Borough promoting the consultation.
- A social media campaign was launched on Facebook and Twitter, regularly promoting

<p>and updating subscribers about the consultation with messages and tweets.</p> <ul style="list-style-type: none"> <li>- A team from URS (with expertise in equalities and diversity) delivered three specialist diversity workshops to engage with specific demographic groups in the Borough identified to be under-represented in our consultation. Two sessions were held on site and one at the Bernie Grant Arts Centre in Tottenham.</li> <li>- A variety of local residents associations, community group, voluntary organisations and area forums were directly engaged by Palace staff to discuss the masterplan proposals and canvass opinion.</li> </ul> <p>3.2 In total, 1,925 responses were received at the end of the public consultation which officially closed at midday on Friday 6<sup>th</sup> July. Although this report is based on the first 1,925 responses received until that date, over 2,000 responses have now been received. The Trust will continue to collate and review all the responses that come in and report back any significant changes to the Board should they arise.</p> <p>3.3 To ensure a statistically robust assessment of the consultation feedback received, the Trust has appointed the PPS Group, an independent communications specialist with an expertise in delivering public consultations and assessing responses, to prepare a report analysing the consultation process, statistics and comments. Additionally, URS have also assisted the Trust with engaging with hard-to-reach ethnic and community groups, ensuring that our consultation has effectively monitored the responses from these groups.</p> <p>3.4 In summary, the conclusions of the feedback show:</p> <ul style="list-style-type: none"> <li>- The public consultation reached a good demographic cross-section of local residents, communities and stakeholders from within the Borough and beyond.</li> <li>- There was overwhelming support for the proposals and ideas outlined in the strategic spatial masterplan.</li> <li>- The majority of consultees are in favour of ‘improving first impressions’ in relation to the external areas of the building and repairing the Main Halls and opening up the Theatre for proposals relating to the internal areas of the building.</li> <li>- That people would certainly visit the site more regularly if the ideas in the masterplan were realised.</li> </ul>
<p><b>4. Reasons for any change in policy or for new policy development (if applicable)</b></p> <p>4.1 N/A</p>
<p><b>5. Local Government (Access to Information) Act 1985</b></p> <p>5.1 N/A</p>

**6. Public Consultation**

- 6.1 The public consultation and associated exhibition for the strategic spatial masterplan and regeneration proposals started on Friday 18<sup>th</sup> May 2012 and lasted for a period of six weeks. Whilst the exhibition closed on Friday 29<sup>th</sup> June, the proposals and information remain on the website giving the opportunity for people to view the ideas and submit their comments to the regeneration team if they did not have an opportunity to visit.
- 6.2 The public consultation was delivered through a variety of formats and communication channels. In summary:

- I. A public exhibition in the Palm Court, and later the Ice Rink Foyer was set up for the duration of the six week period. This featured 18 large colour display panels detailing the full strategic spatial masterplan and regeneration proposals. The exhibit was staffed on key event days, weekends and throughout the half-term week.
  - II. Targeted engagement of public by Alexandra Palace staff on event days (Redbull, Queens Jubilee, festivals and concerts) and weekends on site and in the park.
  - III. A dedicated consultation webpage was created and developed ([www.alexandrapalace.com/regen](http://www.alexandrapalace.com/regen)) with interactive tools to explore the spatial masterplan proposals and provide feedback through an online survey.
  - IV. 21,000 booklets were designed and printed to pro-actively target local residents and stakeholders. Of these:
    - a. approximately 1,900 booklets and letters were delivered to surrounding residents in the immediate area
    - b. approximately 7500 booklets were in N8 and N10
    - c. approximately 900 were distributed amongst Haringey libraries and sports centres
    - d. a continuous supply was also available at all outlets across the Palace and Park
  - V. An e-shot (electronic email) was sent to all users registered on the Alexandra Palace consumer and business database – of the 8,813 e-shots sent, 4720 people opened the email of which 746 people clicked through to the regeneration webpage. Additionally, an e-shot was also sent to over 800 voluntary and diversity organisations within the Borough promoting the consultation.
  - VI. Our social media – Facebook and Twitter portals – were sending regular updates to all users registered with an estimated audience of up to 6,000 and an average message readership of 2,000.
  - VII. A special street engagement team were deployed to speak with people in local shopping centres, transport hubs and community focal points. The street team engaged with approximately 1,000 people and covered the following areas:
    - Muswell Hill, Crouch End, Highgate, New Southgate, East Finchley
    - Palmers Green, Bounds Green, New Southgate, Wood Green High Road/shopping centre
    - Turnpike Lane, Green Lanes, Finsbury Park
    - Tottenham Hale, Tottenham High Road and Tottenham Green
    - Seven Sisters, Northumberland Park and White Hart Lane
  - VIII. A team from URS (with expertise in equalities and diversity) delivered three specialist diversity workshops to engage with specific demographic groups in the community that were assessed to be under-representative. Of these, 2 workshops were held on site at Alexandra Palace and once at the Bernie Grant Arts Centre in Tottenham. The sessions engaged with youth and elderly people, people with disabilities and residents from the east of the borough. In total, 20 people were involved in these workshops with some individuals representing wider community organisations.
  - IX. Various stakeholder groups, area committees, publications and press have been briefed and presented to about the plans which resulted in good coverage promoting the consultation. A full breakdown of this engagement is available at **Appendix 1**.
- 6.3 In total, 1,925 responses were received at the end of the public consultation which officially closed at midday on Friday 6<sup>th</sup> July. Although this report is based on the first

1,925 responses received until that date, over 2,000 responses have now been received. The Trust will continue to collate and review all the responses that come in and report back any significant changes to the Board should they arise

- 6.4 To ensure a robust assessment of the consultation feedback received, the Trust has appointed the PPS Group, an independent communications specialist with an expertise in delivering and assessing public consultations. Additionally, URS have also assisted the Trust with ensuring the public consultation has engaged with hard to reach ethnic and community groups, ensuring that our consultation has effectively monitored the responses from these groups – as detailed at point VIII in paragraph 6.2 above.
- 6.5 This report summarises the 1,925 responses received from the consultation and is supported by the independent reports of PPS and URS at **Appendices 1 & 2** respectively. It should be noted that certain fields e.g. age, postcode, ethnic diversity were in some cases omitted and therefore results can only be based on data provided.

## 7 Summary of results

### Profile Summary

- 7.1 Of the responses received, the following summary can be drawn in relation to the profile of consultees:

- the highest amount of responses were received from people aged 35-49 (25%) followed by 50-64 year olds (22%) followed by 25-34 and 18-24 year olds (18% and 15% respectively)
- 10% of respondents declared themselves as having a disability
- the break down between female and male consultees is 58% and 42% respectively
- In relation to ethnicity – data collected shows that the highest response rate is attributed to people of White British background at 60%. Collectively, people selecting black and ethnic minorities made up 26% of the responses.
- Of the 961 respondents who provided postcode information, the vast majority (848) came from North London – N22 (176), N8 (166), N10 (129), N17 (67) and N15 (63). Respondents from outside London numbered 61.

- 7.2 Of the responses received so far, the vast majority of individuals had visited Alexandra Palace at least once in the last year with 32% of respondents having visited more than 8 times. 17% of individuals responding had not visited Alexandra Palace at all demonstrating that the Palace continues to attract first time visitors and that this broad mix of visitors provided a good sample range in relation to the questions being asked in our consultation.

### Feedback on 'Big Ideas'

- 7.3 In relation to proposals for the external areas of the Palace, the headline results show that:

- 'Improving your first impressions' idea was most preferred with 49% of respondents selecting this as their first option
- the second most selected option referred to 'upgrading the entrances' which was selected by 51% of respondents
- the third priority, 'making it easier to move around the Palace' was selected by 48% of respondents.

- 7.4 Of the five options suggested for improvements to the internal spaces of the Palace, the results show the following order of priority:
- First preferences show upgrading the main Halls as the most important priority with 33%
  - The second preference show opening up the Theatre being the second most popular choice at 31%.
  - The third preference related to opening up the BBC studios, with 27%.
  - The fourth preference related to opening up the basement at 27%.
  - Building a hotel was the fifth preference at 40%.

- 7.5 Further analysis in relation to these responses is provided on p.6 of the attached report by the PPS Group in **Appendix 2**.

### **Support for Regeneration**

- 7.6 Overall, the overwhelming majority of respondents have been in support of the proposals outlined in the spatial masterplan (nearly 87% of respondents either strongly agreed or agreed with the proposals).

- 7.7 Similarly, respondents also agreed with the approach in relation to funding some of the key projects in the masterplan (75% of respondents either strongly agreed or agreed). Indeed, the overall message from respondents was that they would certainly visit the Palace more often if the ideas outlined were realised.

- 7.8 Whilst most consultees were in agreement with the proposals, some did object and it is worth noting some of the analysis behind these answers. This can be found on p.9 of the attached consultation report in **Appendix 2**.

### **Diversity Workshops**

- 7.9 In addition to the public consultation a specialist team from URS were engaged to carry out three workshops/discussion groups that targeted specific demographic groups that were deemed to be under-represented in our consultation. Two workshops were held at Alexandra Palace and one at the Bernie Grant Arts Centre in Tottenham. The discussion groups focussed on the following target groups: older and disabled people, young people from across the Borough and people from diverse ethnic backgrounds from East Haringey.

- 7.11 The specific results of these workshops are presented in a summary report by URS at **Appendix 3** of this report and will be used to inform the overall recommendations of the spatial masterplan.

## **8 Next steps**

- 8.1 As already outlined in this report, the Trust will continue to accept and review responses to the public consultation throughout the summer and report back any significant developments to the Board should they arise.
- 8.2 Subject to Board agreement, it is proposed the results of the public consultation and independent report by the PPS Group are made available on the website as feedback.

## **9 Recommendations**

- 9.1 That the Board notes the results of the public consultation outlined in this report and the attached independent report attached at **Appendices 2 & 3**.
- 9.3 That the Board approve the recommended next steps at section 8 of this report.

## **10 Legal Implications**

- 9.1 The Council's Head of Legal Services has been consulted in the preparation of this report, and comments that although there is no express statutory requirement to consult on proposals of this nature, the very nature of the proposals would make it necessary to consult in order to properly administer, and carry out, the statutory trustee objective to "hold and manage the [the Palace and Park] as a place of public resort and recreation and for other public purposes and to make all provisions necessary or proper in that behalf
- 9.2 This is further reinforced by the fact that it is an underlying feature of most recent planning legislation to require consultation before formulation of policy affecting the public.
- 9.2 The Trust's solicitor notes the contents of this report.

## **11 Financial Implications**

- 10.1 The Council's CFO has been consulted on the contents of this report.
- 10.2 The Trust's Finance Director notes the contents of this report.

## **12 Use of Appendices/Tables/Photographs**

- Appendix 1 – Summary of key groups and media engaged.  
Appendix 2 – PPS Group independent public consultation report.  
Appendix 3 – URS independent report of the diversity work groups.