

Report Title: **Report of the Chief Executive, Alexandra Park and Palace**

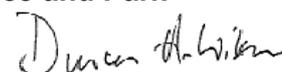
Report of: Duncan Wilson, Chief Executive Alexandra Park and Palace

1. Purpose

1.1 To advise members of the Statutory Advisory Committee and the Consultative Committee and seek views on

- * progress with the AP regeneration project
- * learning update
- * forthcoming events calendar, including major outdoor events planned in the summer
- * fabric repairs and the intention to appoint a Surveyor to the Fabric with responsibility for a long term maintenance strategy
- * the implications for car parking arrangements at AP of the possible CPZ in surrounding streets
- * appointments of advisory members to the main Board

Report Authorised by: **Duncan Wilson, Chief Executive Alexandra Palace and Park**



Contact Officer: Duncan Wilson, Chief Executive Alexandra Palace and Park

2. Executive Summary

2.1 Regeneration project

A detailed report on progress with the regen. project is set out below (3.1). Further work on the "vision" and completion of the masterplan is in underway and the SAC/CC will be consulted on final drafts of both at the next meeting. An oral report will be given on the outcome of the HLF grant application.

2.2 Learning

A report on progress with the learning programme at the Palace is attached for information

2.3 Events report

Following the success of 2012 the Alexandra Palace Trading Team have been proactively pursuing a number of new opportunities including conferences, exhibitions, music, sport, weddings and team away days. This has delivered a very strong start to the new financial year and a packed and exciting calendar which is presented within this report.

Following their Empire of Dirt event which took place May 2012 Red Bull have returned to Alexandra Park and Palace with their soapbox derby. Though different in content and length of time on site the press and media coverage has been extensive with full page adverts in the Metro and Evening Standard and significant coverage online. With this report is an update from the AP Events Operation Team on matters which they believed would be of interest to the SACCC and a presentation prepared by Red Bull showcasing the event.

A full description of the programme for the Red Bull event on 14 July and the 150th Park anniversary celebrations on 21 July is set out below, together with the detailed events calendar for the next 6 months.

Alexandra Park covers 196 acres (79 hectares) on a south facing slope, surrounding Alexandra Palace. In 2013 it will be celebrating its 150th year. The Park has seen various developments, changes and improvements since opening in 1863. It has been used for a huge range of facilities and activities throughout its history, including a banqueting hall, a race course, a bandstand and a dry ski slope. Today it includes a boating lake, cricket and football pitches, a garden centre and allotments, and various ancillary enterprises.

The 150 years celebration aims to consolidate the past, present and future of the park in a spectacular day of The Extraordinary! We are aiming to attract people from all over the Borough of Haringey to celebrate this amazing open space. The event will be passionately safeguarded by our local statutory advisory committee and closely scrutinised by local Councillors.

2.4 Fabric repairs

Progress with the programme of repairs to the South Colonnade and the SE pavilion is described. The project is on time and within budget, although some extra work is being considered to take advantage of the scaffolding.

The intention to appoint a Surveyor to the Fabric and to prepare a long-term maintenance plan is set out below.

2.5 Consultation on proposals to introduce CPZ

The Committees' views on the possible introduction of parking charges in neighbouring streets for free parking on Alexandra Park Way are sought.

2.6 Advisory Appointment

The Committee is advised that Bob Kidby, a local resident with considerable experience of property and development and a lawyer, has been appointed as an advisory member of the Board. His CV is attached for information at Appendix 7.3

Background

3. Regeneration project update

3.1 Heritage Lottery Fund Major Grants Application

The HLF decision is pending at the time of writing and will be announced on 9 May 2013. An oral update will therefore be provided at the meeting, including proposed next steps.

3.2 Hotel/Approach to Market

A feasibility study for the hotel, conducted by consultancy TRI, was completed in early April to provide initial recommendations on potential commercial positioning. The report indicated that an offer of up to 195 rooms at 3+ star level would potentially be financially viable. This by no means excludes the possibility of a more upmarket development, but indicates that this would be a more risky investment.

Knight Frank have already been approached by a number of operators mostly at 3 star or 3 star "plus" level. However, to ensure we thoroughly explore all options, the soft market testing exercise will be extended to a wider range of different hotel operators to include a range of perspectives.

Soft market testing will be begun after the outcome of the HLF Major Grants application is known. Testing will now commence from 20 May 2013, with Knight Frank to contact a target list of over 40 companies. The list includes hotel operators, investor developers, competitors, visitor attractions, event organisers and potential complementary uses that include an element of public/social benefit.

A questionnaire will be included in the process to assess interest and perceived potential across the site (excluding the HLF project scope).

3.3 Masterplanning

To support the approach to the market by Knight Frank, Farrells are in the process of refining the masterplan drawings of AP to include further detail on potential usage based on the vision and within the current legal framework under the various Acts.

Revised plans have not yet been received but an oral update will be provided at the meeting and further consultation will take place at the next SAC/CC meeting.

Progress and plans will also be discussed in further detail at the workshop on 14 May (refer below).

3.4 Regeneration Strategic Workshop - 14 May 2013

A workshop to discuss key strategic developments and issues regarding the Regen programme will be held on Tuesday 14 May in the Transmitter Hall. The group will include representatives from both APP Trust and APTL Boards including representatives of the SAC/CC, the Regen. Working Group, LBH and a number of specialist advisors.

The agenda will include an update of the masterplan by Farrells, feedback on the hotel feasibility study and details of planned soft market testing by Knight Frank, a review of the Vision conducted by Jo Bergdahl, and an overview of the HLF Major Grants decision and implications/next steps.

The new Director of Regeneration and Property, Kerri Farnsworth, commenced on 22 April and will also be introduced to the group.

4. Learning Update – April 2013

School visits

- i) Two key stage 2 workshops have been developed and piloted at Alexandra Palace. The first session focuses on the idea of Alexandra Palace as a Victorian People's Palace and the other looks at the early history of the BBC and technological advances made whilst at Alexandra Palace.
- ii) Feedback from teachers from both sessions has been received and lesson plans will be changed where necessary
- iii) Recurrent comments from teachers has been that a visit to the Studio for the BBC work is essential, the Transmitter Hall is not an inspiring learning space and handling objects and/or replica costumes would help groups engage with the history of the Palace.
- iv) Currently looking into creative ways of adapting sessions including a digital tour of the Studio, working with a university to create handling objects and costume and displaying archive images relating to the workshop on the walls of the Transmitter Hall.

Upcoming projects

- i) 22nd July Heartlands High Year 8 Local History visit (162 kids)
- ii) 1st May St Paul's and All Hallows primary school 150th Park anniversary project. Pupils will create poems and short stories to be performed on the Bandstand (21st July) inspired by the history of the Park.
- iii) Looking to work with 1 other local primary school and 2 secondary schools on Park anniversary project.

U3A Visits

- i) 22nd March Brixworth and District U3A visit "150 years of Alexandra Palace" talk and Theatre visit
- ii) 3rd June Havering U3A visit
- iii) Creating a coach tour package for groups visiting Alexandra Palace

5. Events report

A schedule of events is attached at Appendix 9.1

5.1 Update on Red Bull Event

The plans for the red Bull event are illustrated at Appendix 9.2

Numbers

We are expecting 20,000 people max, tickets are purchased pre event via the website and capped at this number

Demographic

- The audience is expected to be between 16- 40 with a split of 55% Male 45% female
- But aiming to attract families of all ages
- Expectation of ticket holder's locations
- Approximately 25% of the attendance comes from London Area
- 50% coming from the Home Counties
- 25% from the rest of the country

Where they are entering from

- The event is looking at expecting 80% of the audience arriving into the park from AP station end of Alexandra Palace Way. With 20% coming from Priory Road / Muswell Road.
- The route from the AP station end of Alexandra Way road will approach along the low road of Alexandra Park and then up towards the Place next to Paddock Car park
- The route from Priory Road will walk along Alexandra Way Road onto the south terrace and arrive at BBC car park

Exiting from

- There are several exit points within the Park, the main exit point will be the bottom of Alexandra Way road with Bedford road, alongside AP Station, and the alternative exit route will be along Alexandra Palace Way towards Priory Road
- Basic plan of how we get them off site without disrupting residents
- The routes within the Park will contain the spectators as much as possible, we will ensure that the routes to AP station ensures that volumes of spectators are sparse and spread out along the route to avoid disruption to the residents, marshalling and stewarding along the route will ensure that the crowd management is enforced as agreed.

Impact on Bedford road

The impact on Bedford road will be managed with CSP and Traffic marshals plus event stewards to ensure crowd management is effective, and disruption to residents is kept to a minimum. Road suspension / TTRO (temp, Traffic Road Order) has been applied for within a stretch of Bedford road to ensure management of spectators

Noise

- A full noise management contractor has been appointed Vangaurdia to ensure the noise levels are monitored, maintained and limited amount of disruption to the residence as possible.
- A full noise management plan has been produced and available if requested.

Impact on boating lake, garden centre, mini golf, little dinosaurs

- The Boating Lake reference access and operation will not be affected as this is outside of the event space within the park. Access routes from both Avenue Road and South terrace will be maintained
- Garden Centre is business as usual and access to the operation will not be affected
- Mini Golf is business as usual and access to the operation will not be affected
- Little dinosaurs is business as usual and access to the operation will not be affected

Road closure times

- Alexandra Palace Way will be closed from Saturday 00.01 13th July 2013 until 05.00 Monday 15th July 2013
- How much of park will be out of bounds
- The car parks not available for public will be Pavilion, BBC, and East. Available to public will be Grove, Paddock
- Will any car parks be available on site (paddocks)
- Available to public will be Grove, Paddock

Ice rink plans

The Ice Rink will be available as business as usual, access by foot will be from the south terrace and boating lake, and public on foot from the Garden Centre / Grove end on foot will be directed along the south terrace and into the East Light well. If arriving by vehicle will park within the Great Hall via Slip Road.

5.2 150th Event Overview

Village Green – The Grove

This will be the beating heart of the event and will showcase local community groups, concessions, food stalls and craft groups, including Friends of the Park, London Wildlife Trust, Natural History Museum, Face Painting, The Tempest Community Workshop, Willow domes and habitat boxes, RSPB.

The Bandstand – The Grove

We have had a high return on our Expression of Interests from local performers for both the bandstand and the Beach stage. Due to the high number of acts we want to ensure that as many groups as possible have the opportunity to perform therefore sets will be between 15 – 20 minutes. Performers who need longer performance times will be located elsewhere in the event.

Children's Funfair Rides – The Grove

Mannings funfair will be providing x1 or x2 children's traditional rides to be located on The Grove they have been asked to provide rides that reflect their history with the park.

Funfair – The Pavilion

The funfair is supplied by Mannings funfair and is situated on the Pavilion which is located by the entrance to the Ice Rink. The funfair would have been in situ if the event wasn't happening but the provider John Mannings has agreed to run a special rate for the day.

The Long Lunch – South Terrace

The Long Lunch is an opportunity for neighbours and local community to sit down at a long table and have lunch together. The table will be located on the South Terrace and trestle tables and chairs will be provided by Alexandra Palace & Park.

Pitch & Putt – Golf Course

Alexandra Palace Park has a 9 hole par 3 golf course which operates throughout the year dependent on the weather. The operator has confirmed that the Golf Foundation will be providing free golf workshops aimed at introducing the sport to young people.

Sports Zone – Old Race course

This is a very exciting area with a number of activities taking place we have verbal confirmation from the following organisations. Tottenham Hotspur Foundation, RFU, LB Haringey Sports Development, Waltham Forest Hockey Club, Rugby Munchkins, Aquarius Archery Club, Segway, LBH England Athletics (providing pop up running track), Basketball, Bowls, Gymnastics, Cricket, Hackney Playbus.

Sports Zone – Cricket Pitch

There will be two cricket matches playing on the same day as the event. The times of these matches will be part of the event programme.

Sports Zone – Archery

When the park first opened its gates there was an Archery club located on the park. As a nod to this fascinating part of the parks history the Parks Manager Mark Evison has located a local club that is willing to hold archery displays and workshops during the day. A location must be confirmed for this activity but an initial idea is to hold it on the circus site * refer to map for location.

Farmers Market

The farmers market will be taking place on the day of the event. The market attracts an estimate 3000 people throughout the day. It is imperative that all those attending the market are aware that the event is taking place and are encouraged to explore further into the park. The Market Manager has agreed to a Brass Band being located in the market sponsored by the event ensuring people are aware that more is happening in the park. We will also be locating promotion staff in this area to ensure that the event is well publicised.

Tethered Balloon

Alexandra Palace Park has a long history with Ballooning and therefore it was a vital component of the event. We have found a provider called David Groombridge from www.flyingenterprises.com they are currently reviewing the park to find a suitable location.

The rides on this balloon will be free of charge and will take place at allotted times during the day.

Trackless Train

Alexandra Park used to have its own train station, to reflect this part of its heritage we have tried to secure a trackless train which is currently an outstanding action. Should a provider be found, the train will run between the area known as “The Beach” which is situated outside the Bar & Kitchen and along the south terrace and into the Ice Rink car park.

Red Bull Soap Box Derby Cars

The weekend prior to the 150th celebration event Red Bull will be holding their soap box derby on Alexandra Palace Way. Red Bull has allowed us to borrow five soap boxes to have on display at the event. They will be located on the “The Beach” where they can be closely monitored.

Roaming Performers

Because of the park's size it was felt important that some of the entertainment were to be “mobile” several acts have been identified who can provide roaming performance that will engage and entertain as the public move around the park. They will also highlight to those who have attended the park for an enjoyable day out.

Boating Lake

Located at the top of the park the Pedalo operator has agreed to hold fun races with prizes that link in to the event during the day.

Sunset Sessions – The Beach

Located on the concrete area directly outside the Bar & Kitchen pub, a small stage will be erected to hold performances throughout the day. In the evening this area will continue to play music until 10pm (acoustic). The production service provider will need to provide a stage manager for this area and schedule the performances up to 4pm from there the in-house team will take over the management of this area.

The Big Tree Climbing Company – Behind the Grove

The Big Tree Climbing Company will be providing Zip Wire and Tree Climbing rides.

Event Management

Organising an event of this size and nature with the volume of content providers, suppliers and performers requires a higher level of resource than is currently available in-house. It was therefore considered prudent to employ a specialist firm to manage the consolidation of the delivery including site management, concession, community, performers and supplier management and on the day management based on previous experiences within the Borough, including the Tottenham Festival and Continental Drifts have been brought on board as the Production Service Provider, they will work closely with the in-house team including our Health and Safety manager to ensure a smoother operation is delivered.

Estimation of attendance

This is a free event and therefore it is always difficult to predict how many people will attend throughout the day. However on previous experience it is estimated that 7,000 – 10,000 will flow through the park enjoying some or all of the activities on offer between 11am – 4pm. Therefore our risk assessments, method statements, provision of infrastructure; water, toilets etc have been based on this estimate. We have also

forecasted that there will be between 100 to 150 people in any area at any one time with the number being higher for the Village Green which we predict will be very popular.

Marketing

A number of marketing initiatives will be taking place prior to the event. However it is also important that we measure the number of attendees and their customer satisfaction rate. We will be utilising the in-house team to deliver both of these elements.

Critical Path

The below outlines the milestone dates of the project and the deliverables:

- 22nd April 2013 hand over complete to production service provider
- 3rd May 2013 first draft site plan (CAD) with zones produced
- 17th May 2013 first draft EMP produced for review
- 14th June 2013 all content, concessions, performers etc confirmed no more applications or expressions of interest accepted
- 21st June 2013 second draft EMP produced for client review
- 28th June 2013 SAG to be held at AP (TBC)
- 2nd July 2013 updates from SAG to be included in EMP
- 10th July 2013 deadline for all concessions, stallholders, exhibitors etc receiving their exhibitors packs which contain site maps, zone maps, car passes, site passes, terms and conditions etc
- 21st July 2013 (am) site build commences arrival of concessions, stall holders
- 21st July 2013 11am – 4pm event open to the public
- 21st July 2013 4pm onwards site de-rig
- 31st July 2013 Production Service Debrief document delivered to client

Debrief meeting date to be confirmed

The celebration of 150 years of Alexandra Park is at the heart of this event. However the ambition for the project is that a high number of new visitors will be attracted to enjoy this phenomenal green space and hopefully use it in the future for entertainment and recreation.

6. Fabric repairs, and Maintenance Plan/Surveyor to the Fabric

6.1 The fabric repair programme to the S colonnades and the SE pavilion re-roofing is going well and on course for finishing in August as planned. The clinker concrete slab on the first floor of the colonnades has been removed from the central bay as planned and the new steels are being installed as this report is being written.

The SE pavilion roof has been removed and replaced, and some additional brickwork repairs are being undertaken taking advantage of the scaffolding.

6.2 We are currently finalising a brief and invitation to tender for a Surveyor to the Fabric to oversee the development of a 5-10 year Fabric Maintenance Plan. The appointment requires the skills of a conservation architect and building surveyor. We are recruiting via a framework agreement, supported by the LBH procurement team.

Interviews are expected to be held in mid-May with an appointment confirmed by the end of May/early June.

The initial project is expected to take six months and will identify and prioritise essential repairs and on-going maintenance requirements. A strategy will then be developed to approach long term maintenance and future investment in the building fabric

7. Proposals to introduce CPZ in area to east of Park

The Borough has consulted the public about proposals to introduce a Controlled Parking Zone in the streets to the east of the Park. The implications for parking in Alexandra Park are potentially significant; in that commuter parking close to Alexandra Palace station may be displaced onto the free parking bays running up the hill along Alexandra Palace Way. There is a prima facie case for considering the introduction of parking charges in this area, and monitoring the effect on other free parking in the Park, especially in the East car park outside the ice rink.

Any such proposal would have to be fully consulted on, and Charity Commission approval would need to be obtained, but SAC and CC members' views are sought as an initial step.

8 Governance

The Board decided in February to appoint Bob Kidby as an independent adviser (non-voting) on a voluntary basis. His CV is attached Appendix 9.3 for information. I am sure that Committee members will agree that his particular experience in property and law at this important time will be very valuable to the Trust.

9 Recommendations

That the Committee notes the contents of this report and endorses the design proposals in detail/outline described at section 4-7 above (and associated Appendices 1-3 below) for each item as appropriate, for consideration by the main Board.

10 Legal Implications

The Council's Head of Legal Services has no comments on this report.

11 Financial Implications

The Council's Chief Financial Officer has no immediate financial implications to highlight. A number of items reported are likely to have financial implications for the Trust at a future date, such as the fabric repair programme and any change to parking restrictions. It is expected that these will be reported to the Board at the appropriate time ahead of any decision.

12 Use of Appendices

- 12.1 Schedule of Events
- 12.2 RedBull Soapbox Race SAG pdf
- 12.3 Bob Kidby CV