

NOTICE OF MEETING

Joint Informal meeting of the Joint Informal meeting of the Alexandra Park & Palace Statutory Advisory Committee and the Alexandra Palace and Park Consultative Committee

(Alexandra Park & Palace Advisory Committee established by Statute in 1985)

To: The Members of the
Advisory Committee (Statutory) and the Consultative Committee

David McNulty - Head of Local Democracy
and Member Services
5th Floor, River Park House
225 High Road, Wood Green
London, N22 8HQ

Contact: Felicity Parker, Principal Committee
Co-ordinator
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Felicity.Parker@haringey.gov.uk

Dear Member,

The **JOINT INFORMAL MEETING OF THE ALEXANDRA PARK AND PALACE
ADVISORY COMMITTEE AND THE ALEXANDRA PALACE AND PARK CONSULTATIVE
COMMITTEE** will take place on **TUESDAY, 22ND MAY, 2012** commencing at **19:45 hrs**, on
the rise of the Alexandra Park and Palace Advisory Committee in **THE TRANSMITTER
HALL, ALEXANDRA PALACE, ALEXANDRA PALACE WAY, WOOD GREEN, LONDON
N22** to consider the business set out in the Agenda detailed below.

Yours sincerely

Felicity Parker
Clerk to the Committee

AGENDA

1. ELECTION OF CHAIR

2. APOLOGIES FOR ABSENCE

3. DECLARATIONS OF INTEREST

Members of the Committee are invited to disclose any interest they may have in any of the items appearing on this agenda.

4. MINUTES AND MATTERS ARISING (PAGES 1 - 12)

- i. To approve the minutes of the informal Joint Statutory Advisory and Consultative Committees held on 6 March 2012.
- ii. To note the minutes of the Advisory Committee held on 6 March 2012.

5. PARK ACTIVITIES UPDATE (PAGES 13 - 18)

To receive the report of the Park Manager, Alexandra Palace, updating the Committee on events and works within the park.

6. RECENT AND FORTHCOMING EVENTS (PAGES 19 - 24)

To receive the report of the Chief Executive, Alexandra Palace Trading Limited (APTL) advising the Committee on forthcoming events to the end of the financial year.

7. REGENERATION (PAGES 25 - 44)

To receive the report of the Regeneration Manager, Alexandra Palace Trading Limited (APTL), on progress with the regeneration project and forthcoming milestones.

8. NON-VOTING BOARD MEMBERS FEEDBACK

9. ITEMS RAISED BY INTERESTED GROUPS

10. ANY OTHER BUSINESS OR URGENT BUSINESS

11. DATES OF FUTURE MEETINGS

Tues 17 July 2012
Tues 16 October 2012
Tues 15 January 2013

Advisory Committee Nominated Members of:

Alexandra Residents' Association	: Ms J. Hutchinson
Bounds Green and District Residents Association	: Mr K. Ranson
Muswell Hill and Fortis Green Association	: Mr Denis Heathcote
Palace Gates Residents' Association	: Ms J. Baker
Palace View Residents Association	: Ms E. Richardson
The Rookfield Association	: Mr D. Frith
Warner Estate Residents' Association	: Mr D. Liebeck
1 Vacancy	

****Subject to approval at the Statutory Advisory Committee meeting on 22 May 2012***

Advisory Committee Appointed Members:

Alexandra Ward	:	Councillor Beacham
Bounds Green Ward	:	Councillor Demirci
Fortis Green Ward	:	Councillor Erskine
Hornsey Ward	:	Councillor Reid
Muswell Hill Ward	:	Councillor Jenks
Noel Park Ward	:	Councillor Gibson
Council-wide Member	:	Councillor Griffith
Council-wide Member	:	Councillor Mallett

****To be confirmed following the Council's AGM on 21 May 2012***

Consultative Committee Nominated Members:

Alexandra Palace Amateur Ice Skating Club	Mr M. Tarpey
Alexandra Palace Allotments Association	Mr C. Mahony
Alexandra Palace Angling Association	Mr K. Pestell
Alexandra Palace Organ Appeal	Mr R. Tucker
Alexandra Palace Television Group	Mr J. Thompson
Alexandra Residents' Association	Ms C. Hayter
Alexandra Palace Garden Centre	Mr C. Campbell-Preston
Alexandra Park and Palace Conservation Area Advisory Committee	Mr C. Marr
Bounds Green and District Residents' Association	Mr K. Ranson
CUFOS	Mr J. Smith
Friends of Alexandra Park	Mr G. Hutchinson
Friends of the Alexandra Palace Theatre	Mr N. Willmott
Hornsey Historical Society	Mr J. O'Callaghan
Muswell Hill and Fortis Green Association	Ms D Feeney
Muswell Hill Metro Group	Mr J. Boshier
New River Action Group	Miss R. Macdonald
Palace View Residents' Association	Ms V. Paley
Vitrine Ltd - The Lakeside Café	Mr A. Yener
Warner Estate Residents' Association	Prof. R. Hudson

****Subject to approval at the Consultative Committee meeting on 22 May 2012***

Appointed Members:

Councillor Cooke
Councillor Hare
Councillor Peacock
Councillor Scott
Councillor Stewart
Councillor Waters
Councillor Williams

**To be confirmed following the Council's AGM on 21 May 2012*

Also to:

Interim General Manager, Alexandra Palace
Chief Executive
Trust's Solicitor
Director of Corporate Resources
Head of Legal Services

**MINUTES OF THE JOINT INFORMAL MEETING OF THE ALEXANDRA PARK & PALACE
STATUTORY ADVISORY COMMITTEE AND THE ALEXANDRA PALACE AND PARK
CONSULTATIVE COMMITTEE
TUESDAY, 6 MARCH 2012**

PRESENT: * denotes absence

NOMINATED BY LOCAL RESIDENTS' ASSOCIATIONS

Advisory Committee Nominated Members of:

Alexandra Residents' Association	: Ms J. Hutchinson
Bounds Green and District Residents Association	: Mr K. Ranson
Muswell Hill and Fortis Green Association	: Mr Denis Heathcote
Palace Gates Residents' Association	: *Ms J. Baker
Palace View Residents Association	: Ms E. Richardson
The Rookfield Association	: Mr D. Frith
Warner Estate Residents' Association	: *Mr D. Liebeck
1 Vacancy	

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Fortis Green Ward	:	*Councillor Erskine
Hornsey Ward	:	Councillor Reid
Muswell Hill Ward	:	Councillor Jenks
Noel Park Ward	:	*Councillor Gibson
Council-wide Member	:	Councillor Griffith
Council-wide Member	:	Councillor Mallett

Consultative Committee Nominated Members:

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*Councillor Stewart
Councillor Waters
Councillor Williams

Also attending

Duncan Wilson – Chief Executive, Alexandra Palace
Mark Evison – Park Manager, Alexandra Palace
Rebecca Kane – Managing Director, Alexandra Palace Trading Company (APTL)
Sam Davidson – Project Manager, Building Schools for the Future (LB Haringey)
Francis Maude – Donald Insall Associates
Felicity Parker – Clerk to the Committee (LB Haringey)

**MINUTE
NO.**

SUBJECT/DECISION

APSC51.	<p>ELECTION OF CHAIR</p> <p>The Clerk sought nominations for a chair for the meeting. Dennis Heathcote proposed Colin Marr and this was seconded by Colin Richell and it was:</p> <p>RESOLVED that Colin Marr act as Chair of the meeting.</p> <p style="text-align: center;">COLIN MARR IN THE CHAIR</p>
APSC52.	<p>APOLOGIES FOR ABSENCE</p> <p>Apologies for absence were received from Cllrs Demirci, Erskine, Gibson and Stewart, Caroline Hayter (Alexandra Residents' Association), David Liebeck (Warner Estate Residents' Association), John Thompson (Alexandra Palace Television Group) and Roger Tucker (Alexandra Palace Organ Appeal).</p> <p>Apologies for lateness were received from Nigel Willmott (Friends of the Alexandra Palace Theatre).</p>
APSC53.	<p>DECLARATIONS OF INTEREST</p> <p>Cllr Jenks declared a personal interest as he was a member of the Warner Estate Residents' Association (WERA).</p> <p>Cllr Hare declared a personal interest as he was a member of the Alexandra Palace Allotments Association.</p>
APSC54.	<p>MINUTES AND MATTERS ARISING</p> <p>i) <u>Joint Alexandra Park & Palace Advisory and Consultative Committees (SAC/CC)</u></p> <p>The minutes of the Joint SAC/CC held on 10 January 2012 be approved as a correct record.</p>

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	<p><u>Matters Arising</u></p> <p>APSC43, Forthcoming Events – The 5th bullet point referred to costs of £20k, this should read £120k.</p> <p>APSC41, Alexandra Palace and Park Board minutes – an update was requested on whether regular reviews of the Trust’s legal advisers would be carried out. The Chief Executive advised that the Trust was in the process of procuring a new set of advisers and it was hoped that a new appointment would be on place before the Board in July. The Board meeting in July would be the first opportunity for review of any outstanding concerns about the possibility of taking independent legal advice over the validity of the Firoka licence and any liability that might have arisen.</p> <p>ii) <u>Alexandra Park & Palace Statutory Advisory Committee</u></p> <p>The minutes of the Statutory Advisory Committee meeting held on 10 January 2012 were noted.</p> <p>iii) The draft minutes of the Alexandra Palace & Park Board meeting held on 16 February 2012 were not yet available for noting.</p>
<p>APSC55.</p>	<p>BUILDING SCHOOLS FOR THE FUTURE (BSF) PROPOSALS FOR THE CRICKET CLUB</p> <p>RECEIVED the Building Schools for the Future (BSF) Proposals for the Cricket Club report, introduced by Sam Davidson – Project Manager, BSF, LB Haringey – as detailed on pages 11 – 21 of the agenda pack.</p> <p>NOTED</p> <ul style="list-style-type: none"> • The 1st phase had not yet been started, as additional items needed to be agreed by the Board – a new water irrigation system including storage tank and pump; and connection to mains sewer system by installation of pipe work across Newland Field, to enable much improved foul drainage. • Planning permission would be required for the installation of the storage tank. • Concerns were raised that the irrigation issue should have been addressed at an earlier stage and that this was bad planning. Sam Davidson explained that it had initially seemed that the pitches were only affected by water logging in winter. However the dry spell in March / April 2011 had shown that the areas would also require irrigation. • In response to a question it was noted that if trees needed to be felled then an inspection for bats would be carried out. Concerns were expressed about any removal of trees “on the eastern side of the old racetrack”, which are important for screening of the park boundary and assurances were sought about prior consultation should this be necessary. • Concerns were raised that the storage tank would not be concealed sufficiently and that further options needed to be looked at (such as better screening or

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	<p>storage below ground) and brought back to a future meeting before any decisions would be made.</p> <ul style="list-style-type: none"> • The Chief Executive suggested that a compromise could be reached if a scheme to 'tidy up' the general area was carried out along with attempts to screen the tank. He suggested the large containers could be consolidated and any fly-tipping removed. <p>NOTED the Committee's request that further options be explored with regards to the installation of the storage tank for the irrigation system before a decision would be made.</p> <p>RESOLVED to note the report and request the Chief Executive's suggestions be considered before the project is presented to the Board.</p>
APSC56.	<p>PARK ACTIVITIES UPDATE</p> <p>RECEIVED the Park Activities Update as detailed on pages 23 – 25 of the agenda pack, introduced by Mark Evison – Park Manager, Alexandra Park.</p> <p>NOTED</p> <ul style="list-style-type: none"> • The ongoing maintenance works as set out on page 24 of the agenda pack. • In response to a question, the Chief Executive explained that there was not yet a target completion date for the street lighting project, as the surveys had not yet been finished. The cost of repairing a light could range from £100 to £8,000, depending on the defect and so further discussions needed to take place once the extent of problems was known. However, simple repairs were being undertaken as the survey progressed. <p>RESOLVED to note the report.</p>
APSC57.	<p>FORTHCOMING EVENTS</p> <p>RECEIVED the report on Forthcoming Events as detailed on pages 27 – 30 of the agenda pack, introduced by Rebecca Kane – Managing Director, Alexandra Palace Trading Limited (APTL).</p> <p>NOTED</p> <ul style="list-style-type: none"> • The report provided a snapshot of events due to take place over the coming year. • Arrangements for the Red Bull event were progressing well. Both the APTL and APPB Boards had agreed to contract with Red Bull. Councillor Cooke added that feedback had been sought from previous venues where Red Bull had held events and that all references had been positive. Red Bull had also been probed with regards to restrictions on Park access and how they could be reduced. The Board were impressed with the level of detail provided, for example, there would be no digging; surfaces would be protected with imported dirt to keep the surface intact; and the imported soil would be at the same pH level as the existing soil. • Publicity was due to start imminently – a trailer was due to be filmed inside the

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Palace, which would be shown on the Alexandra Palace website, Facebook, Twitter and the Red Bull channel.

- The PA system would only be used during the event, not out of hours and the speakers would be directed up-hill towards the Palace – this should stop the noise from travelling to neighbouring areas. The event would run from 11am to 5pm.
- Tickets would cost around £10/12 and APTL were aiming to procure a proportion of tickets to be available as a priority for local residents.
- In response to a question, it was noted that there were limitations on the type of music events held at the Palace due to the cost of renting fixed seating. It may be that fixed seating would be installed as part of a theatre in the future, and that would expand the range of events provided.
- In response to a question, the Chief Executive confirmed that it was unlikely there would be a fireworks display this year due to costs, however it may be an option in the long term. Rebecca Kane added that sponsorship this year was not a viable option due to the pressures on sponsors from the Olympics. It may be easier to get sponsorship in coming years.
- Holland Heineken House was booked from 13 July – 19 August and details were available on the Alexandra Palace website. This was a big opportunity to showcase the Palace at its best.
- Heineken were committed to involving the local community and a daily 'newspaper' would be produced to show which events would be taking place.
- In response to a question, it was explained that there would be a 'soft opening' on 26 July, 6,000 tickets would be available each day – which was relatively low compared with our capacity of 10,000. The build period would start on 12 July, but this would be mainly inside. There was nothing planned for the park itself. The hall would only be used in the evenings, and music could only be played until 1am. The site would be cleared by 2am.
- In response to a question, it was noted that plans for the exterior decoration / lighting had not yet been signed off, although suggestions had been made to Heineken with regards to lighting specific areas of the Palace.
- Heineken had paid for the use of the whole Palace, however not every space would be used for the public – some areas would be used for storage and other areas would be used for studio space. Due to security issues, it had been sensible to lease the building to Heineken for that period of time as a whole.
- With regard to clarification regarding the exclusion of the public to the Palace / Park during this time, it was explained that there were no restrictions on the use of the Park but that there had to be some restrictions on the amount of people attending the Palace due to Health & Safety / Security. This, however, did not exclude the public, as tickets were publicly available for sale.
- Overall it is expected that the Holland Heineken House event will be a major income generator for the Trust.
- The meeting noted at this point that this was APTL Managing Director Rebecca Kane's last meeting as she would be leaving to become General Manager at the O2 arena on 16 March. The meeting thanked Rebecca Kane for her hard work and success during her time with APTL.

RESOLVED to note the report.

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	<p>RECEIVED the report on the Regeneration Programme Update as detailed on pages 31 - 44 of the agenda pack, introduced by Duncan Wilson – Chief Executive, Alexandra Park and Palace. Francis Maude – Donald Insall Associates – was introduced and later spoke to the Executive Summary as laid out on pages 37 – 41 of the agenda pack.</p> <p>NOTED</p> <ul style="list-style-type: none"> • Terry Farrell & Partners (TF&P) had been appointed to undertake the strategic special master planning work at the Palace. This would form the basis of a public consultation in May. It was suggested that an informal SAC/CC would be held on 2 April to engage before the consultation. Public consultation would start on 18 May, subject to approval from the Board. • The Trust were looking into ways of borrowing funds, initially approaching the Local Authority. The alternative of private borrowing would be explored, although this might require part of the Palace to be leased. • The Chief Executive encouraged Committee members to publicise the consultation in their relevant organisations so that a wide range of people could take part. • The full copy of the Draft Conservation Management Plan would be made available for Committee members following the meeting. • The main purpose of the Plan was to summarise the existing state of knowledge and draw out the main strands of the historical development of the building. • This could be discussed in more detail at the proposed informal meeting on 2 April. <p>RESOLVED to note the report.</p>
APSC59.	<p>FABRIC REPAIR & LISTED BUILDING CONSENT APPLICATION</p> <p>RECEIVED the report on the Regeneration Programme Update as laid out on pages 45 – 46 of the agenda pack, introduced by Duncan Wilson – Chief Executive, Alexandra Park and Palace.</p> <p>NOTED</p> <ul style="list-style-type: none"> • The Trust had been successful in the award of the English Heritage grant funding. • The main body of work was to the South West corner of the terrace, although it was not intended to carry out the work before the Olympics. • Further information would be provided in due course. <p>The CBC application was noted without objection.</p> <p>RESOLVED to note the report.</p>
APSC60.	<p>NON-VOTING BOARD MEMBERS FEEDBACK</p> <p>NOTED the paper circulated by Nigel Willmott on the AP Board meeting of 16 February.</p>

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APSC61.	ITEMS RAISED BY INTERESTED GROUPS None
APSC62.	ANY OTHER BUSINESS OR URGENT BUSINESS None
APSC63.	DATES OF FUTURE MEETINGS Monday 28 May 2012.

The meeting ended at 21:15hrs

Colin Marr
Chair

Signed by the Chair Date

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**MINUTES OF THE ALEXANDRA PARK AND PALACE ADVISORY COMMITTEE.
TUESDAY, 6 MARCH 2012**

PRESENT: * denotes absence

NOMINATED BY LOCAL RESIDENTS' ASSOCIATIONS

Mrs J. Hutchinson	:	Alexandra Residents' Association
Mr K. Ranson	:	Bounds Green and District Residents' Association
Mr D. Heathcote	:	Muswell Hill and Fortis Green Association
*Ms J. Baker	:	Palace Gates Residents' Association
Ms L. Richardson	:	Palace View Residents' Association
Mr. D. Frith	:	The Rookfield Association
*Mr. D. Liebeck	:	Warner Estate Residents' Association
VACANCY		

APPOINTED MEMBERS

Councillor D. Beacham	:	Alexandra Ward
*Councillor A. Demirci	:	Bounds Green Ward
*Councillor S. Erskine	:	Fortis Green Ward
Councillor E. Reid	:	Hornsey Ward
Councillor J. Jenks	:	Muswell Hill Ward
*Councillor P. Gibson	:	Noel Park Ward
Councillor E. Griffith	:	Council Wide appointment
Councillor T. Mallett	:	Council Wide appointment

Also in attendance:

Mr Duncan Wilson – Chief Executive, Alexandra Palace
 Mr Mark Evison – Park Manager – Alexandra Palace
 Ms Rebecca Kane – Managing Director, Alexandra Palace Trading Limited
 Mr Francis Maude – Donald Insall Associates
 Ms Felicity Parker – Clerk to the Committee

**MINUTE
NO.**

SUBJECT/DECISION

APSC39.	APOLOGIES FOR ABSENCE Apologies for absence were received from Cllrs Demirci, Erskine and Gibson and David Liebeck (Warner Estate Residents' Association).
APSC40.	DECLARATIONS OF INTEREST Cllr Jenks declared a personal interest as he was a member of the Warner Estate Residents' Association (WERA). Cllr Hare declared a personal interest as he was a member of the Alexandra Palace Allotments Association.
APSC41.	MINUTES AND MATTERS ARISING

**MINUTES OF THE ALEXANDRA PARK AND PALACE ADVISORY COMMITTEE.
TUESDAY, 6 MARCH 2012**

	<p>i) <u>Alexandra Park & Palace Advisory Committee</u></p> <p>The minutes of the Advisory Committee held on 10 January 2012 were approved as a correct record.</p> <p>ii) <u>Alexandra Palace and Park Board</u></p> <p>The minutes of the Alexandra Palace and Park Board meeting held on 29 November 2011 were noted.</p> <p>The minutes of the Alexandra Palace and Park Board meeting held on 16 February 2012 were not available for noting.</p> <p>iii) <u>Joint Alexandra Park & Palace Advisory and Consultative Committees (SAC/CC)</u></p> <p>The minutes of the Joint SAC/CC held on 10 January 2012 were noted.</p>
APSC42.	<p>BUILDING SCHOOLS FOR THE FUTURE (BSF) PROPOSALS FOR CRICKET CLUB</p> <p>The Committee noted the discussion during the Joint SAC/CC meeting.</p> <p>RESOLVED that no recommendations be made until further options had been presented to the Committee.</p>
APSC43.	<p>PARK ACTIVITIES UPDATE</p> <p>The Committee noted the discussion during the Joint SAC/CC meeting.</p>
APSC44.	<p>FORTHCOMING EVENTS</p> <p>The Committee noted the discussion during the Joint SAC/CC meeting.</p>
APSC45.	<p>REGENERATION</p> <p>The Committee noted the discussion during the Joint SAC/CC meeting.</p>
APSC46.	<p>FABRIC REPAIR & LISTED BUILDING CONSENT APPLICATION</p> <p>The Committee noted the discussion during the Joint SAC/CC meeting.</p> <p>RESOLVED to note the report and endorse to the Board the LBC application in relation to the SW corner of the Terrace.</p>
APSC47.	<p>ANY OTHER BUSINESS</p> <p>None.</p>
APSC48.	<p>DATES OF FUTURE MEETINGS</p> <p>Monday 28 May 2012.</p>

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APSC49.	EXCLUSION OF THE PRESS & PUBLIC RESOLVED that the press and public be excluded from the meeting for the consideration of agenda item 12 (minute number 50) as it contained information as defined in Section 100a of the Local Government Act 1972; Para 3 – information relating to the business or financial affairs of any particular person (including the authority holding that information).
APSC50.	EXEMPT MINUTES The exempt minutes of the meeting held on 10 January 2012 were approved as a correct record.

The meeting ended at 21:40 hrs

Councillor Errol Reid

Chair

Signed by the Chair

Date

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**Alexandra Park & Palace Informal Joint Meeting of the
Advisory Committee and Consultative Committee**

on 22nd May 2012

Report Title: **Park Activities Update**

Report of: **Mark Evison, Park Manager, Alexandra Palace Charitable Trust**

1. Purpose

1.1 To inform the committee about progress on the Red Bull BMX event in the Park, the programme of infrastructure repairs and the water tank for the cricket ground.

2. Recommendations

- 2.1 That the Committee notes the progress of the Red Bull BMX event in the Park.
- 2.2 That the Committee notes the ongoing repair works along Alexandra Palace Way, the associated disruption and that representatives of groups inform their membership.
- 2.3 That the Committee notes the updated proposal for a water storage tank at the Cricket Club.

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

Contact Officer: **Mark Evison, Park Manager, Alexandra Palace & Park,
Alexandra Palace Way, Wood Green N22 7AY Tel No. 020 8365 2121**

3. Executive Summary

- 3.1 The Red Bull BMX event is due to take place on 19-20 May, so will be over by the time of the meeting. The preparations are underway at the time of writing.
- 3.2 Various repairs to street lighting, footpaths and Alexandra Palace Way will be taking place in May and June and there will be associated disruption.
- 3.3 The proposal for a water storage tank at the cricket ground has been revised and planning permission and Board approval will be sought over the next few weeks.

4. Reasons for any change in policy or for new policy development (if applicable)

4.1 N/A

5. Local Government (Access to Information) Act 1985

5.1 N/A

6. Red Bull BMX Event

- 6.1 The ecologist returned to site on 20 April and resurveyed the grassland. No unexpected or interesting species were identified so no new recommendations were made. The build-up for the event on 19-20 May commenced as planned. At the time of writing, preparations for the event are in full swing. By the time of the meeting the event will be over and dismantling of the event site will be underway.
- 6.2 A site office and storage yard has been set up on the Fairground car park and the dirt has been delivered to site. The event area and access lanes have been fenced off. The park is extremely wet underfoot because of the heavy rain in April and early May and some changes to the layout of the fencing have been necessary. The main access lanes for dumpers and other vehicles have been protected with temporary trackway. The fencing has been moved around on site by hand to prevent excessive vehicle movements.
- 6.3 The course itself is being constructed on a base of timber boards and plastic sheets. This is to protect the underlying grass from disturbance and prevent loss of dirt. The machinery will work on these boards. Red Bull have a vested interest in protecting the ground to maintain the appearance of the site for their event.
- 6.4 Some of the income from this event has been earmarked to directly fund some Park improvement projects. The work is likely to involve further improvements to street lighting and management of the trees on the South Front to improve the views of the London panorama.

7. Infrastructure repairs

- 7.1 The Council's programme of repairs along Alexandra Palace is progressing well. Repairs to the mini-roundabout and other areas of granite setts are due to be completed by 11 May. The footway resurfacing and patch repairs are scheduled to be completed by 17 May.
- 7.2 The main resurfacing of the road will start on Monday 21 May and continue until the middle of June. This will involve closing the road to **through traffic** between 9.00am and 5.00pm and a diversion of the W3 bus along the standard route. Minor variations to the programme may occur due to factors such as the weather or events in the Palace. The Ice Rink, garden centre and other businesses on site will be open as usual.
- 7.3 The street lighting repairs along Alexandra Palace Way and the south front have been ongoing for several weeks. A number of new cables have been laid to re-energise a number of lamps and the Grove is now the only major circuit with outstanding problems. This work is due to be completed by the autumn.

8. Improvements to Cricket Grounds

- 8.1 The committee will recall that the proposal for a water storage tank was discussed at the last meeting on 6 March. Concerns were raised that the tank would not be

concealed sufficiently and requested that further options were investigated before a decision was made.

- 8.2 The Park Manager met with representatives of the Alexandra Park Club and Building Schools for the Future (BSF) to discuss the options in March and a proposal was submitted by BSF (attached). This proposal uses landscaping and the current topography to minimise the impact of the tank when viewed from Newland Field. The existing four storage containers will also be relocated to the area east of the club house to reduce their visual impact.
- 8.3 The proposal will be subject to a planning application by BSF following this meeting. Due to the timescales, this application will run concurrently with the application for permission from the Board. Committee Members as individuals or through their representative associations or groups still have the opportunity to comment through the standard planning process.

9. Recommendations

- 9.1 That the Committee notes the progress of the Red Bull BMX event in the Park.
- 9.2 That the Committee notes the ongoing repair works along Alexandra Palace Way, the associated disruption and that representatives of groups inform their membership.
- 9.3 That the Committee notes the updated proposal for a water storage tank at the Cricket Club.

10. Legal Implications

- 10.1 The Trust's solicitor has no comments on this report.
- 10.2 The Council's Head of Legal Services has no comments on this report.

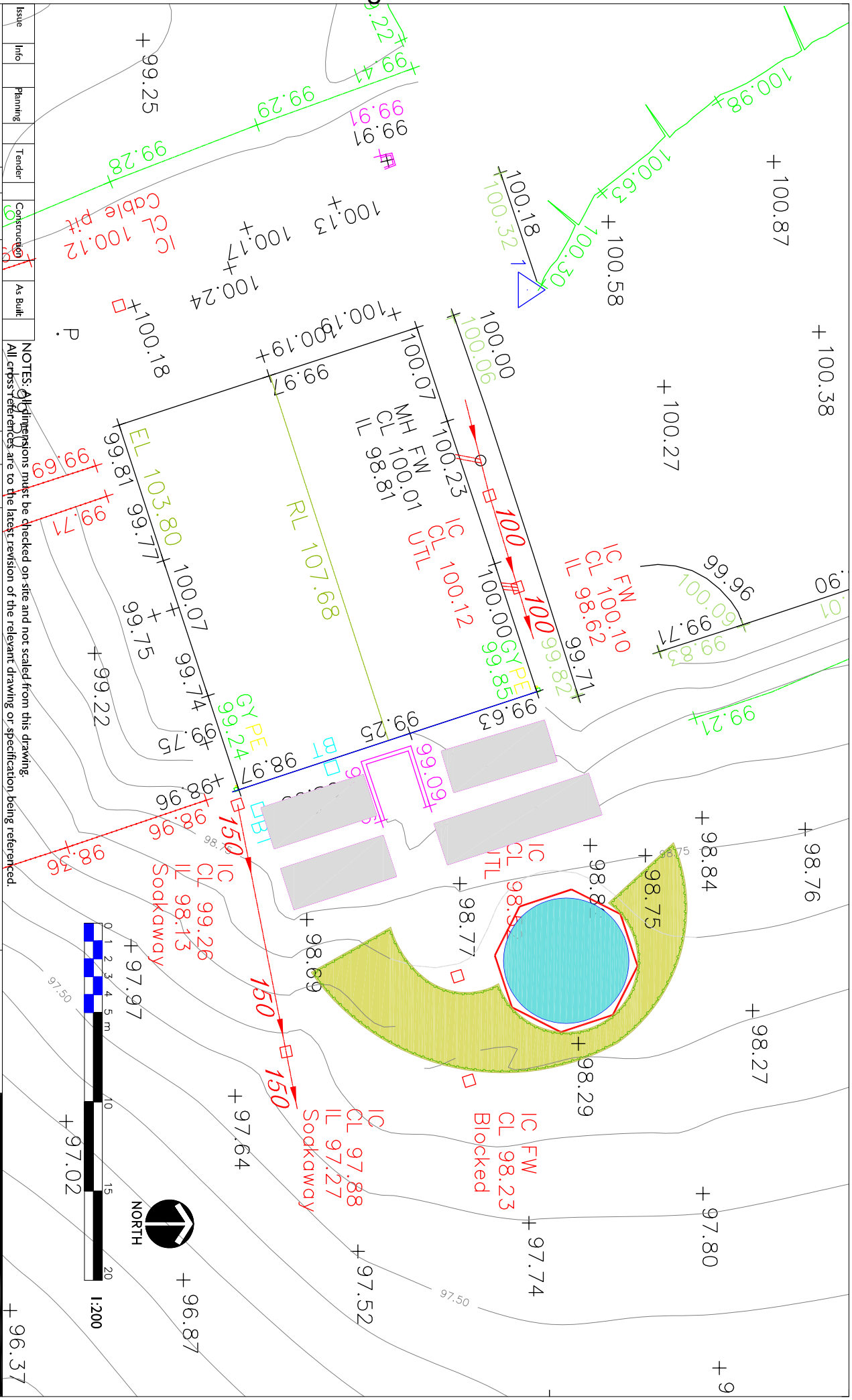
11. Financial Implications

- 11.1 The LBH Chief Financial Officer has been sent a copy of this report.

12. Use of Appendices/Tables/Photographs

- 12.1 Sketch plan of water storage tank relating to section 8 of the report.

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NOTES: All dimensions must be checked on site and not scaled from this drawing.
 All cross references are to the latest revision of the relevant drawing or specification being referenced.

Issue	Info	Planning	Tender	Construction	As Built
Client HARINGEY COUNCIL Job Title HEARTLANDS SCHOOL HARINGEY					
Scale 1:200 @ A3 Drawn JL			Date 23 Apr 12 Checked GWW		
Revisions					Drawn Checked
Rev	Date				
LANDSCAPE ARCHITECTS 1 Riverside, Leeds, West Yorkshire, LS10 1JH Tel: 0113 532000 Email: landscape@williams-associates.co.uk					

PROPOSED IRRIGATION TANK LAYOUT
 1031 SK 007

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Alexandra Park and Palace SAC/CC Working Group

22 May 2012

Report Title: **Recent and Forthcoming Events**

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

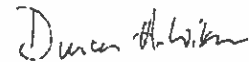
1. Purpose

- 1.1 To advise the SAC/CC Working Group of the forthcoming events to March 2013
- 1.2 To update on progress for two major events previously reported on to the SAC/CC
- 1.3 To inform the SAC/CC of the findings and recommendations of the independent review of the event held at AP on 25/26 November 2011.

2. Recommendations

- 2.1 That the SAC and CC note the report.

Report Authorised by: **Duncan Wilson, CE, APP as above 9 May 2012**



Contact Officer: **Duncan Wilson, Chief Executive, Alexandra Palace Tel. No. 020 8365 4340**

3. Executive Summary

- 3.1 APTL has contracted a strong calendar of events for 2012/13. This paper provides a snapshot of the large events and planned in the Palace and Park. Live music is still seeing growth with Alexandra Palace obtaining great reviews from many of the music promoters. Red Bull and HHH remain key/high profile events which will take AP into the Olympic limelight.
- 3.2 The findings of our event security consultants Sygma following the 25/26 November event at which two people tragically died are attached, together with management's response.

4. Reasons for any change in policy or for new policy development (if applicable)

- 4.1 N/A

5. Local Government (Access to Information) Act 1985

- 5.1 None

6. Forthcoming events calendar

- 6.1 Confirmed public events and first provisional options to July 2012 are tabulated below:

EVENT	DATE	AREA
8 May	Friends of Alexandra Palace Meeting	PCS3
8 – 11 May OR 14 – 16 May (TBC)	Fence removal & resurfacing work on the Beach area	Beach
9 May	Friends of Alexandra Palace meeting	Londesborough Room
10 May	Organ Practice	GH
10 May	Film Shoot	Rose Window Balcony
12 May	Wedding - Contracted	Londesborough Room
12 May	Westminster statesmen Hockey Match	Ice Rink
12-13 May	Antiques – Contract Issued	GH
14 – 15 May	Carriageway Repairs	Carriageway
15-16 May	Organ Tuning and concert - Confirmed	GH
15-16 May	Food Services Exhibition - Contracted	Panorama
16 May	Regen Team meeting (internal)	PCS3
19 May	Legion Summer Hockey League	Ice Rink
19 – 20 May	Red Bull – Contracted	GH/WH/PR
19 May	Legion Summer Hockey League	Ice Rink
20 May	Harrow School training Hockey	Ice Rink
20 May	Hornsey YMCA Fun Run – Provisional	Park
21 May	Internal Management Meeting	PC3
21-23 May	Carriageway repairs	Carriageway
21 – 24 May	Tree works in Palm Court	PC
22 – 27 May	ATP Festival - Contracted	All Areas
26 May	Sponsored Walk	Park
26 May	Legion Summer Hockey League	Ice Rink
27 May	Harrow School training Hockey	Ice Rink
27 May – 12 Jun	Funfair – Confirmed	Pavilion Car Park
30 May	Health & Safety Meeting - Confirmed	PC3
30- May – 2 Jun	David Guetta –Contracted	Great Hall/West Hall
2-11 Jun	Lakeside Art Exhibition	Park
3rd Jun	Live Music – Provisional	Great Hall/West Hall
3rd Jun	Farmers Market	Hornsey Gate
4th June	Management Team Meeting	PC3
6 June	AP TV Society – lunch – Contracted	LR
6-8 Jun	Maccabees Concert - Contracted	Great Hall
9 – Jun	Nightrider – Contracted	EC – Park

9 Jun	Westminster statesmen Hockey	Ice Rink
10 – Jun	Farmers Market	Hornsey Gate
16 Jun	Legion Summer Hockey League	Ice Rink
9 – 20 June	ACCA – Exams – Contracted	GH, WH
9 – 20 June	ACCA – Exams – Provisional	PS, LR, PCS
17 Jun	Wedding - Contracted	PS
17 Jun	Farmers Market	Hornsey Gate
17 Jun	Harrow school training Hockey	Ice Rink
18 Jun	Management Team Meeting	PC3
20 Jun	ITI Foundation – Provisional	PCS 5 / 4
23 June	Wedding – Contracted	PCS5
23 June	Legion Summer Hockey League	Ice Rink
24 Jun	Farmers Market - TBA	Hornsey Gate
21 -24 Jun	Haringey Boxing – Provisional	GH/PS/LR – SS
24 Jun	Harrow School training Hockey	Ice Rink
24 Jun	Longest Park Run	Park
29 June – 1 July	Cyprus Wine Festival – Provisional	GH, WH, SS, South terrace
29 June	Moonrider – Provisional	East Car park
30 June	Legion Summer Hockey League	Ice Rink
1 July	Farmers Market	Hornsey Gate
1 July	Private Hire	Ice Rink
6 July	Finance Audit Committee Meeting	PCS 2/3
7 July	National Team Challenge	Ice Rink
8 July	Wedding – Contracted	West Hall
8 July	Farmers Market	Hornsey Gate
8 July	National Team Challenge	Ice Rink
11 July	Health & Safety Meeting - Confirmed	PC 3
15 July	Farmers Market – TBA(HHH)	Hornsey Gate
13 Jul to 19 Aug	Heineken Holland House -	Event runs throughout Palace from 27 July to 12 August
25 July	Olympic Torch Relay	Road and East Car Park

Note: 1st Option Provisional Bookings are typed in Italics

8. Commentary on Major Events

8.1 Red Bull

Final preparations for this BMX cycling event are now being made in the Park. The current build timetable is on target, despite the weather. There is a wet weather plan in place if the forecast does not improve over the coming weeks.

8.1 Holland Heineken House

Both the team here at AP and the HHH delivery team are now in the final detailed stages of completing the planning. All areas are on schedule as per the original plan. Attention is drawn to

the You Tube link illustrating the event plan:

<http://www.youtube.com/watch?v=OilhuR-doQs>

8.2 November Month of Music at Alexandra Palace

With currently two confirmed acts for November and one provisional booking the sales team are focusing on promoting the month of November to the music promoters. Running events like these back to back will reduce the operating costs significantly with potential uplift of the contribution to the trust.

8.3 Diamond Jubilee Picnic in the Park

We are announcing a family focused event Sunday 4th June to celebrate HM the Queen's Diamond Jubilee. We will be working with key local charities and stakeholders to give them a presence on site, and organising family activities at the Eastern end of the Palace, at the same time as running our regeneration consultation "Tomorrow's Ally Pally" at the Western end of the Palace. This event is being delivered by the Trading Company team on behalf of the Trust to engage with the local community.

9. Findings of the Report on 25/26 November event at Alexandra Palace

8.4 SAC/CC members may be aware that independent event security advisers Sygma were appointed to review the security procedures and management of the event held at AP on 25 and 26 November 2011. This ensued from two tragic deaths following the event.

8.5 The findings and recommendations of the report are summarised below. Commercially sensitive information has been omitted, as has detail relating to specific security enhancements. In each case the Sygma comment is in bold and the AP response (where appropriate) is in italics:

- (i) **Based on information gathered through interviews and document reviews, the deaths of two attendees of the Lock N Load events at Alexandra Palace, though tragic and distressing, were not as a result of any actions, omissions, failings or mal-practice on the part of any employees, management or directors of APTL, Lock N Load or any contractors present at the events that took place starting on 25th and 26th November 2011.**
- (ii) **Despite the fact that the two men had apparently taken a quantity of drugs that had made them unwell, the security service on site and the medical team present dealt with their problems in a timely and professional manner and the men were transferred to hospital for further treatment where they both later died.**
- (iii) **The tragic deaths of these 2 men, as well as upsetting and disturbing staff of APTL, Lock N Load and contractors present, have caused unavoidable introspection and "soul-searching" across all areas and have already led to some improvements to services and procedures at Alexandra Palace.**

Response:

AP staff have worked even more closely with the local police to monitor and act upon intelligence provided in advance of subsequent events. We met with National Phone Crime Unit to take advice on reducing number of pickpockets at Alexandra Palace, and the results were rolled out by the team in time for the Black Keys and Florence and the Machine events with significantly reduced incidents at each event.

- (iv) **It is clear that there were wider organisational issues during these events which, although they did not in any way contribute to the deaths, did lead to crowd management issues on the nights of the events. These are not insurmountable**

problems and can be dealt with using strong management and inclusion of all staff in improvements.

Response:

A review of the Event Management Plan structure has been completed by the Director of Event Operations. A new and clear event management meeting structure has been implemented to fully document all agreed actions for each member of event management team.

- (v) The Alexandra Palace organisational problems were compounded by lack of experience on the part of the event manager on the first night.**

Response:

The structure of the Events Management team has been reviewed and the team is being strengthened to ensure that appropriately experienced staff are always available. We have also increased numbers of staff on duty on the night of each event to allow the senior Event Manager to be able to maintain a better overview of the entire event.

- (vi) The Lock N Load management, including Secure Ops, made some errors in their operation which they agree did not help matters.**

Response:

We are working closely with Lock N Load management. Since this event the tender for live security has been completed and 'Show & Event' are our preferred supplier. For all events we insist that only our security (Show & Event) are used. This now forms part of all contracts for all events at Alexandra Palace. As a policy decision Alexandra Palace takes Gold Command and control of all events, managing to the Event Management Plan and working with all stakeholders and the Event Liaison Team.

- (vii) Improvements are needed in the content, continuity, version control and suitability of documents used as planning and management tools for the events.**

Response:

This is in hand. We will be asking Sygma to review the improved documentation when work is complete. A live event audit has been commissioned pre- and post-event.

- (viii) There is a general issue of the nature of hires being "dry hire" (i.e. with the promoter responsible for security) or "wet hire" (with AP employing its own security contractor) with some senior management believing that "there are no dry hires" and other managers labelling these events as "dry hire".**

Response:

All event security is now managed by Show and Event security, who have won the tender for the Palace and who have previously managed security at most AP events. No other security supplier will be permitted at Alexandra Palace in future. Show and Event will work in partnership with the Event Management team at AP.

- (ix) Each partner to the events (AP, Lock N Load and contractors to Lock N Load – Secure Ops) mistakenly believed that they were in control of the event.**

Response:

All events at Alexandra Palace are now fully managed by our own onsite Events Management team with no exception; our responsibility is not relinquished at any stage. This is clearly outlined within the contracts and the subsequent Event Management Plan

- (x) **Alexandra Palace has a skilled events team with a great deal of experience. Continued inward investment, in the form of training, mentoring and, where possible, benchmarking against peers would be advantageous.**

Response:

We agree and have been reviewing training and benchmarking. AP is a member of National Arena Association where all members share intelligence about their experiences, which allows us to alter the Event Management Plan based on the latest event intelligence. A new training plan is being drafted by the Director of Event Operations and will be implemented by the end of June 2012.

- (xi) **There was an attempt during these events to re-state the command and control structure for the events following incidents; this is to be commended but should have been better documented.**

Response:

Noted. The importance of documenting decisions will be stressed in revised training and procedures. Where documentation of decisions is not operationally practical at the time while staff deal with any immediate security and/or health and safety issues, all staff will be reminded to document decisions as soon as practically possible after the event.

9 Summary

- 9.1 APTL has contracted a strong calendar of events for 2012/13. This paper provides a snapshot of the planned large events and activity in the Park. Live music continues to grow at a steady pace over the coming 12 months. Red Bull and HHH remain key/high profile events which will take AP into the Olympic limelight.
- 9.2 The independent review of the 25/26 November event has concluded that the two deaths were tragic but not in any way attributable to the actions or omissions of APTL, the promoter's or the contractor's staff. Recommendations that certain procedural improvements might be made, have been accepted and are being actioned.

10 Recommendations

- 10.1 That the SAC/CC notes the report.

11 Legal Implications

- 11.1 The Head of Legal Services considers that there are no immediate legal implications arising from this report.

12 Financial Implications

- 12.1 The Trust's Solicitor has no comments on this report.

13 Equalities Implications

- 13.1 There are no perceived equal opportunities implications in this report.

**Alexandra Park & Palace Informal Joint Meeting of the
Advisory Committee and Consultative Committee**

on 22 May 2012

Report Title: **Regeneration Programme Update**

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


1. Purpose

1.1 To update and consult with the Committees on progress in relation to the public consultation plan for the regeneration programme and update on the Committees on key regeneration activity.

2. Recommendations

2.1 That the Committees note the content of the report.

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



Contact Officer: **Mark Hopson, Head of Regeneration and Development, Alexandra Palace, Alexandra Palace Way, Wood Green N22 7AY Tel No. 020 8365 4399**

3. Executive Summary

3.1 This report summarises the key messages, format and activities in relation to the forthcoming public consultation event. In summary:

- the public consultation event will commence from the 18th May 2012 and will run for six weeks
- the event will be focussed around a public exhibition split between the Palm Court and East Court; additionally mobile exhibitions will also be situated on the South Terrace during major events such as Red Bull and the Diamond Jubilee
- the public consultation will be centred upon our masterplan proposals and key regeneration messages; these will be relayed through a number of channels including our website, social media, local mailshots, e-shots to voluntary organisations in Haringey as well as open days/tours/seminars throughout the 6 week period
- consultees will be invited to answer a series of questions in relation to the proposals; equalities data will also be collected so as to ensure a robust analysis of comments and demographic engagement can be carried out at the end of the process

3.2 This report also provides a brief update on other regeneration activity. Namely:

- that the regeneration programme remains broadly in line with the overall timetable of work

- that repair works to South Terrace, Theatre Roof and East End Buildings have now been programmed for autumn this year. In the meantime, temporary propping is being installed along the South Terrace over the summer to ensure free access between the Panorama Room and Terrace.
- that tenders are currently out for a theatre and Heritage Lottery Fund (HLF) specialist to develop a robust business plan and comprehensive HLF application for submission in November
- that a Gateway Review has been provisionally booked in for late June/early July to give an independent review of the regeneration programme
- that key decisions from Trust Board in relation to undertaking the next phase of work in the regeneration programme (procurement of potential events operator and/or hotel developer) is expected at the July meeting.

4. Reasons for any change in policy or for new policy development (if applicable)

4.1 N/A

5. Local Government (Access to Information) Act 1985

5.1 N/A

6. Public Consultation Update

- 6.1 As reported at the last Committee meeting on the 6 March 2012, a full public consultation will commence on the 18th May for a period of six weeks. The primary aim of this consultation is to engage with as many stakeholders, groups, potential partners and visitors as possible on our draft regeneration proposals. The key documents underpinning this consultation will be the (draft) strategic spatial masterplan and the conservation management plan (CMP).
- 6.2 It should be noted that the consultation is not statutory and as such, is a best practice approach to ensuring local stakeholders are given an early opportunity to respond, comment and ultimately shape our regeneration plans.
- 6.3 The main focus of the public consultation will be a public exhibition centred on 20 illustrated storyboard panels that will outline the key the regeneration messages and (see also paragraphs 6.5-6.8). The key messages included in the story board have gone through an extensive process of internal consultation with the whole professional team and Trustees.
- 6.4 The public consultation will utilise a number of channels to engage with stakeholders. Primarily, these include:
- A full exhibition in the Palm Court (first three 3 weeks) and East Foyer (second 3 weeks) which will contain 20 large scale illustrated storyboards detailing our masterplan proposals.
 - A mobile exhibition on special event days (Red Bull, Diamond Jubilee) which will screen electronic presentations of our proposals in marquees pitched along the South Terrace. This will be accompanied by Palace staff actively engaging with the visiting public and asking them to answer our key consultation questions.

- A dedicated webpage on the Alexandra Palace website showing the proposed regeneration plans and key consultation questions. Additionally, a dedicated Facebook page and regular Twitter feeds will continually promote and update users on the consultation.
- A letter and questionnaire mailshot to all local residents inviting them to comment on the proposals and send in a freepost reply.
- Regular electronic e-shots to customer databases and voluntary organisations in Haringey
- A number of tours, open days and seminars throughout the consultation period.

6.5 A draft consultation plan is included at Appendix 1 and details planned events for the six week period.

Spatial Masterplanning

6.6 Significant progress has been made by Terry Farrell & Partners (TF&P) on the strategic spatial masterplan for the Palace and Park and a final draft for consultation is now complete.

6.7 There are six key ideas that form the basis of the masterplan proposals for the Palace, these are:

- Improving your first impressions
- Upgrading the entrances to the Palace
- Making it easier to move around inside the Palace
- Upgrading the main halls
- A hotel in the Palace
- Opening up the derelict spaces

6.8 Each of the six ideas are supported by a series of proposals and illustrations that underpin each overarching idea. All of these key messages and proposals will be incorporated in to a storyboard that will, in addition to the aforementioned ideas, outline the need for regeneration, the Trusts ambitions and how such plans might be financed/realised as well as the next steps in the process.

6.9 A draft of the consultation story board along with the key consultation questions is included at Appendix 2.

Conservation Management Plan

6.10 Following the completion of the first draft in March, the CMP was circulated for comment internally amongst key groups (including the Board, SAC/CC and other key stakeholders). Comments have now been received and a final version will be drafted for inclusion in the public consultation.

7. Summary of other regeneration activity

7.1 Overall, the regeneration programme continues to progress in accordance with the timetable. The following section provides a brief update and outlines the progress of key areas of work.

- 7.2 Work has commenced on the South Terrace to structurally secure the colonnade through a series of props. This will ensure the South Terrace can provide secure public access to the panorama room through the summer period when key events such as Red Bull and HHH are taking place.
- 7.3 The South Terrace along with the Theatre Roof and East End Wings forms part of a wider package of English Heritage funded repair works that will commence later in the autumn.

Theatre and Heritage Lottery Fund (HLF) advisors

- 7.4 Two tenders are currently under way to appoint specialist advisors for the theatre and the Heritage Lottery Fund. Specially, these advisors will be responsible for:
- carrying out an appraisal and drawing together a viable business plan for the theatre to operate as financially sustainable business unit (assuming a successful grant application from the HLF) based on viable uses
 - preparing a comprehensive HLF application for formal submission in November 2012. This will likely be based around a large capital investment for the Theatre and supporting public areas (foyer and remodelled access from outside) East Entrance and BBC Studios (centred primarily around a learning and education function – although further thinking will be required).
- 7.5 A further update will be provided at the next committee meeting.

Gateway Review

- 7.6 Gateway Reviews deliver a 'peer review', in which independent practitioners use their experience and expertise to examine the progress and likelihood of successful delivery of a programme.
- 7.7 A Gateway Review has been provisionally timetabled for late June/early July in order to give an independent review of the programme prior to the Board making key decisions for progression on to the next stage of work in July.

8. Programme Timescales

- 8.1 Final approval from Trust Board to proceed to an operator procurement phase is now expected to be requested at the July 2012 Board meeting.
- 8.2 Subject to future agreement, the formal procurement of a live events operator may commence in late 2012.

9. Recommendations

- 9.1 That the Committee notes the content of this report.

10. Legal Implications

10.1 The Head of Haringey's Legal Services considers that there are no immediate legal implications arising from this report.

11. Financial Implications

11.1 The Trusts Chief Financial Officer notes the content of this report.

12. Use of Appendices/Tables/Photographs

Appendix 1 – Public consultation plan

Appendix 2 – Key consultation messages to be included in the story board.

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CONSULTATION PLAN

Our aim is to consult with as many people as possible on the strategic masterplan during our consultation period and promote what and how people can get involved in shaping the tomorrows Ally Pally.

Phase 1 – Pre-consultation 13 April – 17 May – promoting what consultation is, who should get involved, how to get involved and why.

Phase 2 – During the consultation – 18 May - 22 June – Activate the consultation plan at the end of this document. Have a detailed Q&A document available to download and pick up answering the majority of questions.

Phase 3 – Post consultation 25 June-9 July - feedback analysis to be created in to a final report. During this period the website is updated to thank everyone that got involved.

25 July launch feedback on the website using the interactive master plan to show main trends of feedback and 'you said we are considering XXX' on all key questions.

COMMUNICATION CHANNELS

- Alexandra Palace Website: Dedicated regeneration page, promoted from the home page. Visited by 120k per month.
- Exhibition at Ally Pally: the consultation time line at the end of this document explains the daily activity.
- Request or pick up a survey book: We will make survey booklets available at all events, across the site, local libraries, on request by phone or email with free post return.
- Promote the website page through social media channels.
- Promote the website page through local press.
- Host events as outlined in the timeline at the end of this document.

Event channel will ensure data capture so that we can communicate with them in the future and understand our reach post consultation.

THE WEBSITE

A dedicated webpage www.alexandrapalace.com/regeneration will be created on Alexandra Palace's website for further information about the public consultation, which people will be directed to from the home page, promotional literature and press coverage. The regeneration page will host a visual master plan and the main survey; it will be regularly updated with news of events taking place over the six-week period.

COMMUNICATION STRAP LINES

The strap line options for the regeneration sub-brand are:

- *Discovering Your Ally Pally* – collective verb – we are all doing it together –central strand to the brand. This is about the blossoming of Ally Pally. *Discover Your Ally Pally* is the call to action on all material therefore this extension works for regeneration.
- *Shape Your Ally Pally* – makes it about the people and encourages them to take ownership of the future Ally Pally. It's about the journey and signifies there are better things to come. We are looking for a sub brand for this journey which allows people to feel connection and ownership. The People's Palace isn't anything without the connection and ownership of the People.
- *Tomorrow's Alexandra Palace* – This could be a key message or description rather than a strap line. It could focus the consultation about the building not about people.
- ***Tomorrow's Ally Pally* - This could be a key message or description rather than a strap line. It could focus the consultation about the building not about people.**
- *Imagine Your Ally Pally* – collective verb – this invites people to get involved in shaping the future. It could cause confusion during the consultation as this is not a blank paper exercise.
- *Ally Pally Alive* – This could implies that Ally Pally is dead which it isn't – this is the end goal.

LANGUAGE DO'S AND DON'TS

Our aim is to inspire the public to take part in our consultation on masterplan proposals for Alexandra Palace. To do this we need to keep our language simple, jargon-free, to the point and inspirational.

Here's a list of good words and phrases to use and a list of bad ones to avoid.

DO USE

Activities
Asset
Being inspired
Benefits
Better
Boost
Breathe new life into
Change
Choices
Community
Conserve
Destination
Develop
Do you support...?
Energise
Enhance
Enjoy
Entertainment
Exciting future
Family
Famous
Get involved with Your Ally
Pally by...
Historic
Have your say
How this will affect you

Imagine
Impact
Invest
Improve
Learning
Leisure
Live events
Local economy
Magnificent
Modern(ise)
More activities
New facilities
Opportunities
People
People's Palace
Planning for the future
Positive
Potential
Re-awaken
Re-establish
Re-invent
Re-invigorate
Rejuvenate
Renovate
Reproduce
Restore
Revitalise
Revive

Strengthen
Take pride in your Palace
Transform
Uplift
What this means for you

AVOID

Capital repayment
Iconic
Income generation capacity
Prudential borrowing
Robust
RPI indexation
Spatial master plans
Third sector
Turnover
Comes alive

CONSULTATION TIMELINE

Date	Activity	Target Audience
13 April	Alexandra Palace's Newsletter to be issued promoting consultation to the consumer database	Alexandra Palace's consumer database
13 April	Press Release to be issued promoting the consultation. Launch the consultation promotion website page	Local press Stakeholders Website users Visitors to Ally Pally
13 April	Send consultation plan to Board for comment	Board of Trustees
17 April	Deadline for Board of Trustees comments on consultation plan	Board of Trustees
17 April	Duncan to review public consultation plan and Board's comments	Duncan Wilson

25 April	Duncan Wilson to sign off design of the website, social media pages, survey book and exhibition style.	
26 April	Duncan Wilson to give a presentation on regeneration to Alexandra Palace Residents Association and test out consultation questions.	Alexandra Palace Residents Association
End of April/Early May	Duncan Wilson and Matt Cooke to brief council members on regeneration and public consultation.	Local council members
May	Feature on Regeneration/Public Consultation in Haringey People magazine.	Local community
1 – 4 May	Production and development of consultation material.	
4 May	Duncan Wilson to brief Lynne Featherstone MP on regen and public consultation	
8 May	Duncan Wilson to brief David Lammy MP and Lynne Featherstone MP on regeneration.	Local MPs
8 May	Letter from Duncan Wilson to key interest groups, telling them about the public consultations and regeneration plans.	Chairmen of Alexandra Palace's Friends Groups, Residents Associations, and Local Trade/Business Groups
8 May	Letter from Duncan Wilson to key ambassadors and influencers telling them about the public consultation and regeneration plans.	Opportunity to attract support for our vision
8 May	Letter from Duncan Wilson to statutory bodies telling them about the public consultation and regeneration plans.	Opportunity to attract support for our vision
8 May	Duncan Wilson to brief Rt Hon David Lammy MP on regeneration and public consultation	Labour MP for Tottenham
8 May	Duncan Wilson & Matt Cooke to brief Labour Party members on regen and public consultation	Local Labour Party members
9 May	Duncan Wilson to brief Gordon Hutchinson and Friends of Alexandra Park AGM on consultation and regen	Friends of Alexandra Park
10 May	Duncan Wilson to brief Building Design and give them a site tour	Trade Press
14 May	Duncan Wilson to brief Ham & High, Hornsey Journal and Hornsey Independent on public consultation	Local Press
16 May	Duncan Wilson to brief The Times on regeneration and public consultation and give them a tour.	National Press
17 May	Potential local press articles to start appearing	Local community
17 May	Duncan Wilson to brief Architects Journal on regen and give them a site tour	Trade Press
18 May	Potential London/national press articles to start appearing	London community
18 May	Public Consultation begins with public exhibition of Farrell's master plan exhibition in Palm Court	All public, Palace & Park users
19 –20 May	Weekend 1: Red Bull BMX Event in the Park	10k plus Event attendees and park users.
21 – 25 May	Public exhibition continues in Palm Court	All public, Palace and Park users targeting footfall in the Bar and Kitchen.
21 –25 May	One-to-one stakeholder briefings to be held	Stakeholders, interest groups, influencers, statutory authorities.
22 May	SAC/CC to formally discuss regeneration proposals, have exhibition tour and put advice to the Board of Trustees.	SAC, CC, Board of Trustees

22 May	Duncan Wilson to brief Simon Vaughan (APTS), John Thompson (APTG), Clive Carter (Studios), and Bob Hare (Theatre)	Alexandra Palace Television Group, Alexandra Palace Television Society, Friends of the Theatre and Friends of the Studios
25 –27 May	“I’ll be your Mirror” – festival	10k event goers - family and over 25 audiences.
26 –27 May	Weekend 2: Open Day: BBC Studios, Theatre Foyer (and Theatre) & potential lectures by conservation architects Donald Insall Associates on history of Alexandra Palace and Farrells & Partners Architects	local community, equality groups and interest groups target 300-400.
28 May –1 June	Public exhibition: Palm Court	All public, Palace and Park users,
28 May – 1 June	One-to-one stakeholder briefings to be held	Stakeholders, interest groups, influencers, statutory authorities
28 May –1 June	Tenants Meeting to discuss proposals	Leaseholders
1 –2 June	David Guetta Concert	10k event goer’s 18-30 audience.
2 – 5 June	Weekend 3: Diamond Jubilee Celebrations in the Park. Marquee on the south terrace inviting passers by to complete a survey.	2k+ local families and 15-25.
5 – 8 June	Public exhibition: Palm Court	All public, Palace and Park users, including equality groups
5 –8 June	One-to-one stakeholder briefings to be held	Stakeholders, interest groups, statutory authorities.
7 June	Board of Trustees to consider SAC’s advice on regeneration.	Board of Trustees
9 –10 June	Weekend 4: Public exhibition: Ice Rink Foyer	Ice Rink users, local community.
11 –15 June	Public exhibition: Ice Rink Foyer	Ice Rink users, local community.
11 – 15 June	Primary School event -guided visit and competition for school children.	Haringey Primary Schools
11 –15 June	One-to-one off-site stakeholder briefings	Interest groups, cultural partners.
16 –17 June	Weekend 5: Public exhibition in the Ice Rink Foyer Potentially take this out to the South Terrace depending on Footfall.	Ice Rink users, local community, Park users.
18 –22 June	Public exhibition in the Ice Rink	Ice Rink users, local community.
18 –22 June	One-to-one stakeholder briefings to be held	Interest groups, cultural partners.
22 June	Public Consultation closes and feedback will be gathered	Alexandra Palace management
25 June	Update website and other channels to thanks everyone that got involved and results will be published soon...	General Public
25-29 June	Post consultation analysis	
2 July	Consultation findings report sent to Alexandra Palace	
2-6 July	Create and produce key outcomes to report back to the general public via the website page.	
Tues 17 July	SAC/CC will be briefed on public consultation feedback	SAC/CC

Tues 24 July	Duncan Wilson to report back to the Board of Trustees on public consultation feedback.	Alexandra Park & Palace Board of Trustees
25 July	Update regeneration page with consultation results.	

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Alexandra Palace

Public consultation key messages

27.04.12

Panel 1

'Tomorrow's Ally Pally'

Welcome to the Alexandra Palace Public Consultation

Over the past few months the Trustees of Alexandra Palace have been developing a 'spatial masterplan' for the future use of the building; looking at the whole site and how people might use it and move around it in years to come

Why do we need to 'regenerate' the Palace?

Currently, the Palace does not generate enough income to support its maintenance and there is a significant need for investment in facilities. As a consequence, much of the Palace is underused. So we have been developing a regeneration strategy which includes a design-led masterplan for the whole Palace.

What does the masterplan deliver?

Our vision for the long term future of the Palace and Park is to:

- establish the Palace firmly for the long term as a major entertainment destination
- realise the community and learning potential of the Palace and Park
- make the Palace more financially self-sufficient and reduce our dependence on public subsidy
- sympathetically conserve the Palace and Park for future generations

Our plans turn these objectives into design proposals for different parts of the Palace.

What stage are we at?

We are currently at the early stages of the regeneration process, in which we are exploring a whole range of related projects for each area of the Palace. These projects may be delivered to different timescales, depending on the priorities assigned to them and the availability of financial and commercial partners.

The masterplan sets out a long term, design-led strategy and direction of travel against which the projects can be assessed.

Panel 2

What is the Public Consultation about?

We would like to share our ideas with you, at this early stage, because Alexandra Palace is the People's Palace and we want to hear your views.

Your support is essential if we are to make progress with our ambitious plans. Whether you live locally or further away, whether you are a member of an interest group or an event organiser, we would welcome your feedback and comments. This will help us to prioritise our ideas as we move to the next stage of the regeneration process.

Panel 3

Who are we?

Alexandra Palace and Park are owned and managed by a charitable trust, created by an Act of Parliament in 1900. Our charitable objectives are to maintain the Palace and Park to be used as a place of public resort and recreation and for other public purposes.

Since 1980, Haringey Council has been the sole trustee of the Trust, and holds on-going responsibility for its administration. The members of the board are locally elected Councillors, and representatives of the local residents and user groups. The Trust is committed to driving forward the regeneration of the Palace and the maintenance of the Park.

Our team

The Trust has brought together an expert team to advise us on the options including:

- Terry Farrell and Partners, the world-renowned architects and urban designers
- WSP, the global transport advisors
- Donald Insall Associates, the historic building and conservation specialists

Panel 4

What are we planning?

We have identified six "Big Ideas" for transforming Alexandra Palace. These are each set out on a separate panel.

Not all of these initiatives will happen at once. Some may take a number of years to realise. Our intention is that each of the Big Ideas can stand independently of one another and be taken forward on their own. However, like pieces of a jigsaw, they will all fit together over time to create a picture of the Alexandra Palace of the future.

Our aim is to make the Palace more financially sustainable. By using spaces to generate income, we will be able to ensure that the Palace is self-sufficient and is conserved for future generations.

How are we proposing to conserve the historic building?

A Conservation Management Plan was prepared by world-class experts in the field at the beginning of the masterplan process, to guide and advise on proposals for the future use of the building. It identifies the parts of the building which are most historically significant as

well as the elements which are most vulnerable. You can download the Conservation Management Plan from our website.

Panel 5

1. Improving your first impressions

When Alexandra Palace first opened, there was a grand sense of arrival by tram and train or along a tree-lined avenue leading to the Palace. Today many of these arrival points have been lost or degraded and first impressions as you arrive at the Palace are not that memorable. We would like to recapture that sense of arrival.

We are looking at ways to improve the eastern and western approaches to the Palace. Possible ideas include changing the East Court car park and improving the road layout and terraces outside the Palm Court. This would create two new public spaces, providing natural meeting points for visitors and the local community.

Reducing the impact of the road

In Victorian times the access to the Palace was on the north side of the building and the South Terrace connected directly to the Park. Today a busy road divides the Palace from the Park.

We plan to make changes to the road in order to reduce its visual impact and to improve the connection between the Palace and the Park. We are exploring the idea of a shared space in front of the Palace for cars and pedestrians. Similar schemes have been successfully introduced elsewhere in London, including Covent Garden and, more recently, Exhibition Road in South Kensington.

Panel 6

2. Upgrading the entrances to the Palace

When the Palace was designed, back in the 1870s, the building had entrances on all four sides. Today, only two entrances exist, to the Palm Court and the East Court, and the building lacks a grand central front door.

We are exploring ways to upgrade the entrance spaces for visitors including new planting, water features and seating in the Palm Court and East Court. We are also assessing the accessibility of all the Palace entrances to ensure that they are DDA-compliant.

We are planning to make better use of the main entrance on the South Terrace, underneath the magnificent rose window. This would provide direct access to the Great Hall for visitors from the South Terrace, making it a more active space and strengthening access to the Park.

Panel 7

3. Making it easier to move around inside the Palace

Originally the East and the West wings of the Palace were linked together by four grand corridors, looking out onto landscaped courtyards where the West Hall and Ice Rink are currently located.

We are looking to improve circulation in the Palace by re-opening the unused corridors and refurbishing the existing ones. This will provide a number of benefits:

- It will allow visitors to move more freely around the Palace, without having to go outside
- It will significantly improve the use of the building for public events
- It will open up areas of the building which are currently quite inaccessible
- It will allow spaces such as the Theatre, Ice Rink and Main Halls to operate independently
- It will mean visitors can continue to enjoy using the Palace when there are large events taking place

Panel 8

4. Upgrading the Main Halls

In recent years, Alexandra Palace's reputation and success as a venue for live events has grown significantly, attracting artists such as Jay-Z and Florence and the Machine and key sporting events such as the Masters Snooker.

In order to capitalise on the growth of live events we are looking to upgrade the Main Halls and backstage areas to make them more attractive to organisers and provide an even better experience for visitors.

The Great Hall

The Great Hall is a fine example of a Victorian concert hall and it houses the magnificent Henry Willis organ, one of the largest in the country. It is a firm favourite of many event organisers and performers and is one of the largest standing venues in London, with space for more than 10,000 visitors. However the Great Hall requires significant investment to maximise its potential.

As a minimum we plan to upgrade the lighting and make repairs to the glass roof to enhance the experience for visitors and to improve the backstage areas for performers.

Should further investment become available, we are also working up more ambitious design options for the Great Hall. We are considering the introduction of colonnaded aisles with mezzanine balconies which would provide more flexible servicing, better acoustics, controlled daylight, zoning of space and would improve energy efficiency. We are also looking at the important conservation aspects of the Great Hall such as the rose windows and the organ.

Panel 9**5. A Hotel in the Palace**

As Alexandra Palace continues to grow and becomes a more successful destination, there is likely to be demand for a hotel on site to accommodate performers, organisers, contractors and the public.

We are examining the feasibility of a new hotel in the Panorama Room space with a potential lobby off the Palm Court and guestrooms looking out over the skyline of London. The hotel would be built behind the existing Victorian façade of the Palace in order to keep the symmetry of the building. It would make use of the imposing West Tower, which has been derelict for many years.

The public spaces of the Hotel would be open to all, providing restaurant, bar and meeting room facilities overlooking the South Terrace.

Panel 10**6. Opening up the derelict spaces**

Many of the most fascinating and historically significant parts of the Palace, such as the Theatre and BBC Studios, are closed to the public as they are in poor structural condition. The Trust is committed to finding funding solutions which will bring these spaces back to life, providing public access and appreciation as well as learning opportunities for local schools colleges and the community.

The Theatre

The Theatre is one of the hidden treasures of Alexandra Palace. Opened in 1875 it originally seated audiences of 3,000 and still has a complete set of Victorian stage machinery.

A feasibility study is currently being undertaken by theatre specialists to assess the potential viability of re-opening the Theatre as a performance space for community and commercial use. In addition to the main concert hall we are looking to introduce theatre workshops and performance studios as part of a wider learning programme with educational partners.

The BBC Studios

The BBC Studios, at the South-East corner of the Palace, have a unique heritage as the birthplace of public broadcast television. The BBC Tower with its iconic mast was the site from which the first high-definition television programme was transmitted in 1936.

We are exploring the potential for a Broadcast Learning Centre within the BBC Studios as both a local community and visitor resource. The range of possible uses subject to availability of funding might include a broadcast archive and learning centre together with working studios, use as a film and TV school, arts cinema, café and bar.

In the longer term, one of our strategic goals as a Trust is for the BBC Studios to be recognised as a World Heritage Site.

The Basement

Underneath the Palace there is a large basement, now derelict, which was used in the past for storage and kitchens. During World War I parts of the basement and the Great Hall were used as a refugee, and later an internment, camp.

Our plan is to refurbish the basement to provide facilities to support the operations at ground floor and above, like the hotel. We are also exploring the potential of opening up the basement arches underneath the South Terrace to provide café and restaurant spaces and a variety of other community and creative uses.

Panel 11

What will it cost?

Realising the project to regenerate Alexandra Palace will require significant investment over time. The total cost, if compared with the market rate for refurbishing buildings of its size, is likely to be tens of millions of pounds, spread over time. But each element will be judged on its merits and will only proceed if there is a sound business case and it can be financed.

How are we going to fund it?

In taking forward our regeneration proposals we will be looking to obtain finance via investments and loans from public and private bodies as well as grants. We will pay back loans with additional income generated from new uses.

Investment by private sector partners may require security in the form of a lease over parts of the Palace. This may involve further public consultation at a later stage.

How long will it take?

Given the ambitious and forward-looking proposals in the masterplan, these ideas will take a number of years to achieve. Our intention is to prioritise those projects which will most readily attract investment, improve the performance of the Palace for live events, or realise the biggest community benefits.

Panel 12

What will be the economic and wider benefits of the regeneration?

The regeneration of Alexandra Palace will have a positive impact on the local community and its economy:

- New employment and business opportunities will be created, during restoration and construction work, and in running new facilities such as the Theatre and the Hotel
- Enhanced leisure and entertainment facilities will increase economic activity in the area, benefitting not only Alexandra Palace, but also local suppliers, businesses and the local community
- Learning and education opportunities will be generated around enhanced heritage and ecological interpretation in the Palace and Park respectively
- There will be additional local benefits from increased tourism

Panel 13

What will happen next?

When the consultation process finishes at the end of June 2012 we will review all of the feedback we receive. Your views will be important in shaping the next stage of the masterplanning process over the summer and assigning priorities to the various projects. The conclusions from the consultation process will be fed back later in the year via our website.

Based on the public response to the consultation, we will be able to assess the support and demand for the Trust's ideas. We intend to approach potential partners for the event business and hotel operations later in the year. We will also be in discussion with potential donors, such as the Heritage Lottery Fund, later in the year.

What will be the future role of the Trust?

The Trustees are fully committed to their continuing stewardship role, upholding the need to deliver community benefit and public access as well as caring for the place and running a sustainable operation.

In order to meet its charitable objectives the Trust will remain as landlord of the Park and Palace. We will continue to run parts of the Palace and the Park directly and working with commercial and cultural partners in the events or hotel business where appropriate opportunities arise.

Panel 14

We'd love to hear your views

You can register your opinions in a variety of ways:

- Fill in the Freepost survey available at the Ally Pally exhibition and Haringey Public Libraries
- Feedback online at www.alexandrapalace.com/tomorrowsallypally
- E-mail us at tomorrowsallypally@alexandrapalace.com
- Share your thoughts on twitter @yourallypally or facebook (#tomorrowsap)
- Attend one of our discussion meetings where you will have a chance to put your view to Trustees and staff of Alexandra Palace

Register your support

- If you would like to register your support for the Alexandra Palace masterplan or be kept in touch as the project develops please visit us at www.alexandrapalace.com/regeneration or email us on regeneration@alexandrapalace.com

Consultation questions

1. How often have you visited Alexandra Palace in the last year?
Please tick one box only
Never 1-3 times 4-7 times 8+ times

2. Please rank the following in order of importance from 1-8

- | | |
|--------------------------|---|
| <input type="checkbox"/> | Improving first impressions |
| <input type="checkbox"/> | Upgrading the entrances to the Palace |
| <input type="checkbox"/> | Making it easier to move around inside the Palace |
| <input type="checkbox"/> | Upgrading the Main Halls |
| <input type="checkbox"/> | Building a Hotel in the Palace |
| <input type="checkbox"/> | Opening up the Theatre |
| <input type="checkbox"/> | Opening up the BBC Studios |
| <input type="checkbox"/> | Opening up the basement |

3. Please identify how far you agree with the following statements:

Overall, I am supportive of the Alexandra Palace proposals	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
The Trust should look to fund the regeneration programme from a variety of possible sources including public, private and non-profit institutions	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
Once the proposals are realised, I am likely to visit Alexandra Palace more frequently	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree

4. Please add any other comments (open box)