

**Report Title:** Alexandra Palace Signage Strategy

**Report of:** Rebecca Kane APTL Managing Director

## 1. Purpose

- 1.1 To share with the SAC/CC Working Group the plans to update and improve signage across the site in two Phases:
  - Phase One - Like for like replacement of road signage
  - Phase Two - New promotional signage.
- 1.2 To elicit comments in advance of presentation to the Board of Trustees.
- 1.3 To propose a name change and re-branding of the on-site pub.
- 1.4 To explain the creative process, business rationale and positive outcomes of re-branding the on-site pub.

## 2. Recommendations

- 2.1 That SAC/CC Working Group acknowledge the need for new signage and its priority status.
- 2.2 That SAC/CC Working Group recognise the Trustees decision to implement new signage across the site.
- 2.3 That SAC/CC Working Group acknowledge the process undertaken to implement new signage, including formal consultation if required.
- 2.4 To acknowledge the rationale for a name change and the re-branding of the on-site pub to 'The Bar and Kitchen'.
- 2.5 To understand the business need for such a change and support the bid to enhance returns from the pub.

Report Authorised by: Rebecca Kane

Date: 25/3/11

Contact Officer: Rebecca Kane, Managing Director, Alexandra palace Trading Limited, Alexandra Palace Way, London N227AY. Tel number 02083654343

### **3. Executive Summary**

- 3.1 The new Alexandra Palace Brand was approved at the November Trust Board meeting, to be implemented in 2010/11 within the approved marketing budget including upgrading the signage across the site.
- 3.2 Phase One Proposal (Appendix 1) replaces 'like for like' signage along Alexandra Palace Way. Improving information and directions will make Ally Pally easy to navigate and will de-clutter the road of unnecessary signs. It is understood at this stage that no permissions are required to make these changes.
- 3.3 Phase Two Proposal (Appendix 2) includes the installation of four new promotional signs that enable Alexandra Palace to monitor and manage client use of promotional space around the building to promote up and coming shows as well as the facilities at Alexandra Palace.
- 3.4 Phase Two Proposal also includes the replacement of the banner systems outside Palm Court which will improve the view of Alexandra Palace and prevent clients installing ill fitting banners using the current wire frame system.
- 3.5 Phase Two includes the installation of new pub signage to improve visibility of the pub to passing trade.

### **4. Background**

#### **A) Signage**

- 4.1 The proposals were created from evaluation of current signage and consultation with staff and clients regarding improvements which would benefit the business. The consultation covered customer flow and use of the site to ensure clear directions and ease of navigation.

#### **B) Pub re-brand**

- 4.2 The Phoenix Bar's has successfully improved its financial position in 2010/11 from a loss making business unit with an ambition to generate returns in 2011/12. The bar was independently reviewed in January 2011 and a clear vision and strategy agreed.
- 4.3 A name change and re-brand are essential to this strategy to enable the marketing activities to have a full impact.
- 4.4 The Bar and Kitchen Proposal (Appendix 3) shows the proposed logo, brand proposition and style. The Alexandra Palace brand encourages naming facilities as they are. For example, The Ice Rink @ Alexandra Palace, The Boating Lake @ Alexandra Palace, The Bar and Kitchen @ Alexandra Palace. This naming rule ensures consistency and builds on the reputation of Alexandra Park and Palace as a Destination Venue.

The name clearly sets out what it is, and represents the style of the facility. It is not a restaurant; it is social dining that is informal and comfortable with top class welcoming service.

The Bar and Kitchen is not a pub or a wine bar, it is a bar that offers atmosphere and celebrates Alexandra Palace history through interior design that creates talking points and discovery.

4.5 The change in name of a business unit is a decision for the Board at Alexandra Palace. However, we welcome input from our associated committees in advance of this key change.

4.6 Business names are highly dependent on URL availability [thebarandkitchen.co.uk](http://thebarandkitchen.co.uk) and [thebarandkitchen.com](http://thebarandkitchen.com) are both available and the name the Bar and Kitchen is not a registered business with Companies House.

4.7 The name change and re-vamp of the on-site bar is essential for the strategy to enhance the returns from the bar in 2011/12. Without a high impact change PR and local promotion will not entice new customers to try out, enjoy and then spread the word that their friend must go.

The re-vamp allows Alexandra Palace to create PR and a profile around the business unit which underpins the full marketing strategy and aims to increase:

- footfall
- Spend per head
- Dwell time
- Regular customers
- Regular events
- And engagement.

## **5. Use of Appendices/Tables/Photographs**

4.8 Phase One proposal attached

4.9 Phase Two proposal attached

4.10 Bar and Kitchen proposal attached

## **6. Financial Implications**

5.1 Phase one is budgeted for within the £30k capital allocation within APPCT.

5.2 Phase Two covered within the APTL marketing budget 2011/12 with a 20% ROI in Year one from secondary income.

5.3 The Bar and Kitchen is covered within the APTL Catering and Marketing Budget for 2011/12.



Alexandria  
Palace the  
people's palace

# Alexandria Palace

## Phase 1 Like For Like Signage



Alexandria  
Palace the  
people's palace

www.12345.com

## Introduction

Alexandria Palace requires written confirmation that the following proposal does not need planning permission or advertising consent as per the advice from LBH representative at the on site meeting 22nd February 2011.

Alexandria Palace has undergone positive changes in the last 2 years with the appointment of a new Senior Management Team, the adoption of one brand for both Trust and Trading Company and a very exciting line up of new events in the calendar. The new brand that was adopted by both AP TL and AP CT boards is at the initial stages of implementation through material, a new website and signage across the site.

Alexandria Palace has the challenge to upgrade the current signage with the following aims:

- to improve essential information to visitors, customers and clients
- to de-clutter Alexandria Palace Way
- to create consistency in tone, information and design across Alexandria Palace site

The following proposal gives a clear understanding of what like for like signage needs updating, and what we propose to change it to. This essential project will mean that our visitors, customers and clients will be able to find their way around the site and use the venue like other destination venues can offer. This project is business critical and can increase secondary income to the organisation that could be invested back into Alexandria Palace.

The proposal takes you page by page through the site. Each page has a site plan in the bottom right hand corner and images in the middle show before and proposed. On the left hand side of each page you are shown the proposed sample design, a description of the sign with size and material details.

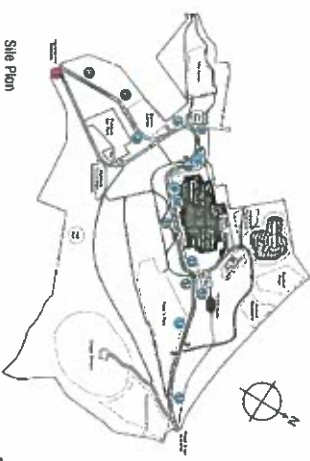


Proposed

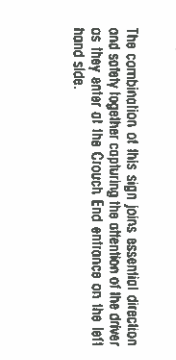
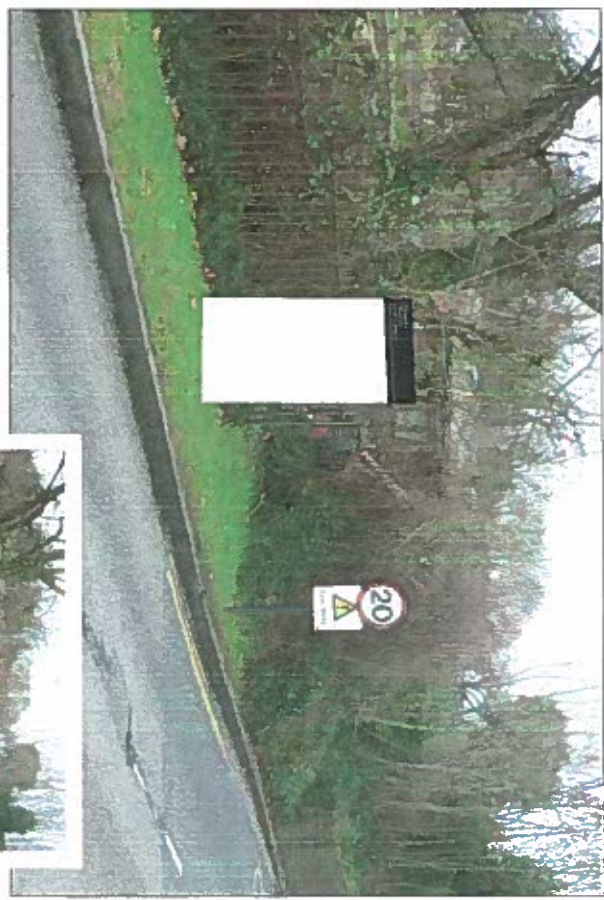
The like for like replacement sign is essential to maximising awareness of Alexandra Palace at the Crouch End Entrance for customers driving to Alexandra Palace for the first time. Also assisting customer exiting the park, home clear directional signage. The design in the bottom left hand corner shows what simple clear style we are proposing.

**Phase One**

- Ref**  
Street001
- Description**  
1 x Welcome/Speed  
1 x Thanks for Coming
- Location**  
See map
- Size**  
1870 x 2000mm
- Material**  
Diamond backed with grey vinyl. Reflective vinyl to face channeling 4 pieces with 8mm loops per sign.



Site Plan

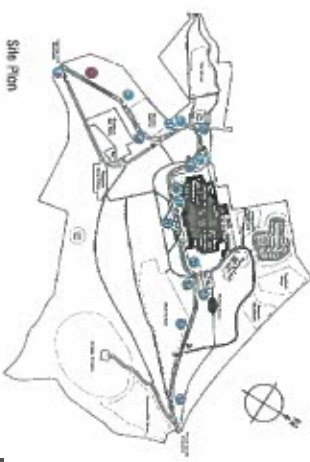


Proposed

The combination of this sign joins essential direction and solely together capturing the attention of the driver as they enter at the Crouch End entrance on the left hand side.

**Phase One**

- Ref**  
Street002
- Description**  
1 x Exterior marketing signage
- Location**  
See map
- Size**  
2000 x 630mm
- Material**  
Diamond backed with grey vinyl. Reflective vinyl to face channeling 4 pieces with 8mm loops per sign.



Site Plan



Proposed

This is a like for like replacement to improve directional signage to car parks and provide consistency across the site.



Existing

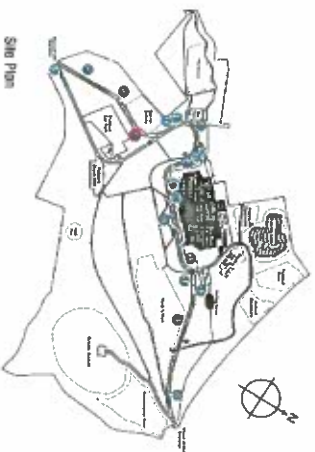
**Phase One**  
**Ref**  
Streahr004

**Description**  
1 x Directional sign

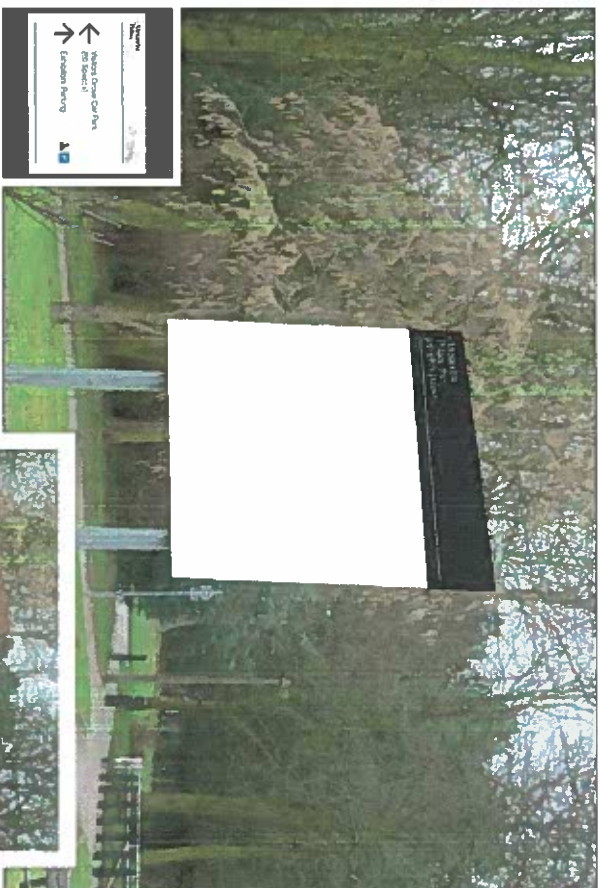
**Location**  
See map

**Size**  
1870 x 2000mm

**Material**  
Diamond backed with grey vinyl. Reflective vinyl to face channeling 4 pieces with 8mm loops per sign.



Site Plan



Proposed

The current faulty sign is in desperate need of replacement and improvement, this change will improve the information to visitors and allow us to use the back of the sign to show pedestrians where they are in the park and where they can find other facilities using a you are here map.



Existing

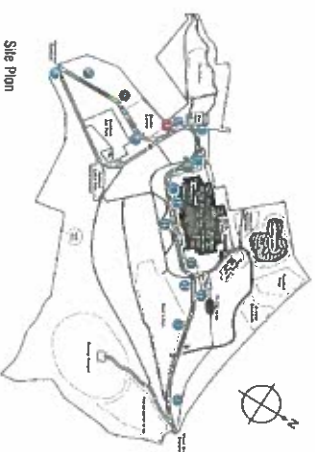
**Phase One**  
**Ref**  
Streahr017

**Description**  
1 x Grove car park  
1 x Mop

**Location**  
See map

**Size**  
TBA

**Material**  
Diamond backed with grey vinyl. Reflective vinyl to face channeling 4 pieces with 8mm loops per sign. Reverse for possible marking?



Site Plan



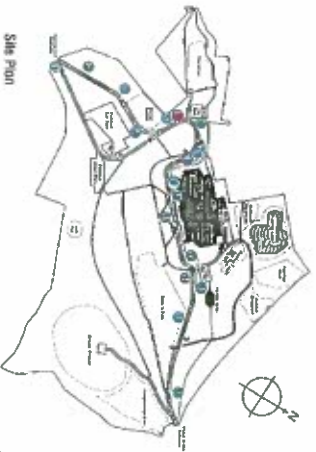
Proposed

This change will allow us to improve the essential information needed by our customers.



Existing

**Phase One**  
**Ref**  
Sireh005  
**Description**  
1 x West service yard  
**Location**  
See map  
**Size**  
2240 x 2000mm  
**Material**  
Dibond backed with grey vinyl. Reflective vinyl to face  
channeling 4 pieces with 8mm loops per sign.



Site Plan



Proposed

We will remove this old and unstable sign and not replace it. If we can update the current signage with improved information therefore de-clutter our road.

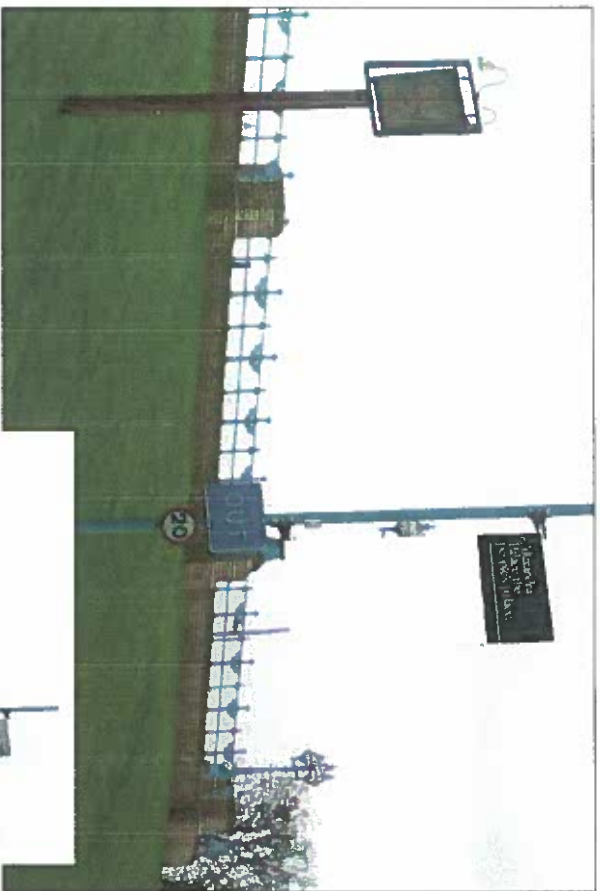


Existing

**Advice**  
Take existing signage down as not needed



Site Plan



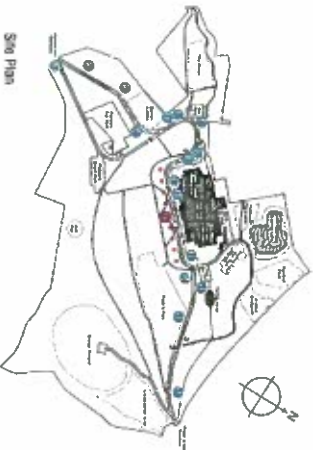
Proposed

Currently there are 25 lamppost signs with old information and situated in inappropriate places for example behind trees. We propose to remove 10 and use 15 more effectively with clear messages for the venue for example 'for the Ice Rink take next left'. Lamppost signs will change with every event has os promotion.



Existing

**Ref**  
Sireeh011  
**Description**  
8 x corners  
**Location**  
Lamposts at front of palace  
**Size**  
500 x 1800mm  
**Material**  
PVC Banner 400



Site Plan



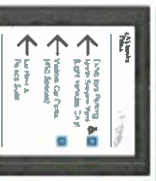
Proposed



Existing

**Advice**  
Take existing signage down as not needed





Proposed

This sign has incorrect information on it that needs to be improved for the business and consistency of the Brand.



Existing

### Phase One

#### Ref

Sireeh012

#### Description

1 x North service yard

#### Location

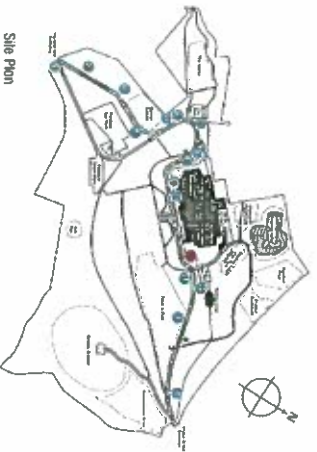
See map

#### Size

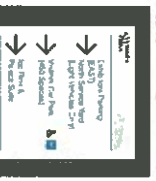
1870 x 2000mm

#### Material

Diabond docked with grey vinyl. Reflective vinyl to face channeling 4 pieces with 8mm loops per sign.



Site Plan



Proposed

This sign has incorrect information on it that needs to be improved for the business and consistency of the Brand.



Existing

### Phase One

#### Ref

Sireeh014

#### Description

Exhibition Deliveries

#### Location

See map

#### Size

2030 x 1900mm

#### Material

Diabond docked with grey vinyl. Reflective vinyl to face channeling 4 pieces with 8mm loops per sign.



Site Plan



Proposed

The file for the replacement sign is essential to maintaining awareness of Alexandra Palace of the Wood Green Entrance for customer driving to Alexandra Palace for the first time, also ensuring customer exiting the park have clear directional signage.

**Phase One**

**Ref**

Street016

**Description**

- 1 x Welcome
- 1 x Thanks for coming

**Location**

See map

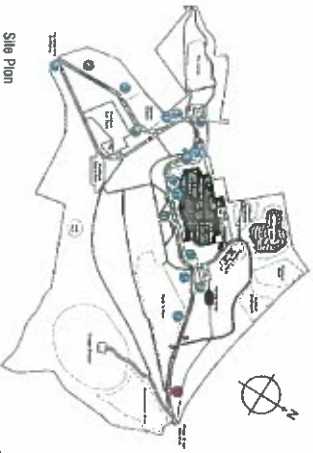
**Size**

1500x 2030mm

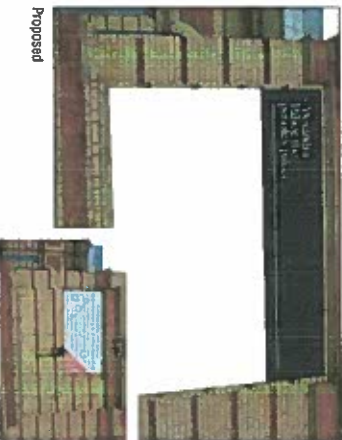
**Material**

Diabond backed with grey vinyl. Reflective vinyl to face channeling 4 pieces with 6mm loops per sign

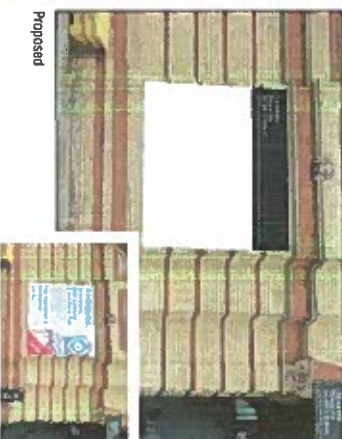
Existing



Site Plan



Proposed



Proposed

**Ref**  
Palm001

**Size**  
3580 x 2550mm

**Description**

- 1 x Banner system

**Location**

For pillar left hand side Palm Court end

**Material**

PVC Banner  
Replacement graphic price  
£500 each

Existing

**Ref**  
Palm002

**Size**  
3060 x 2550mm

**Description**

- 1 x Banner system

**Location**

Pillar left hand side Palm Court entrance

**Material**

PVC Banner  
Replacement graphic price  
£500 each

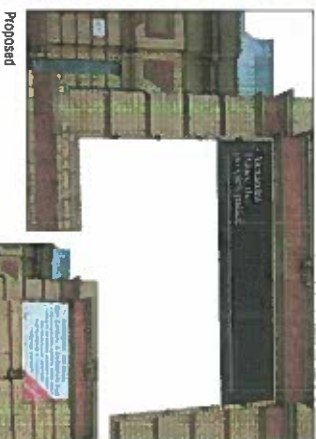
Existing



Proposed



Existing



Proposed



Existing

**Ref**  
Palm003

**Size**  
3060 x 2550mm

**Description**

- 1 x Banner system

**Location**

Pillar right hand side Palm Court entrance

**Material**

PVC Banner  
Replacement graphic price  
£500 each

For right hand side of Palm Court entrance

**Material**

PVC Banner  
Replacement graphic price  
£500 each



We propose to remove these signs and incorporate the messages in the new accurate road signage.



Signs to be removed



Alexandria  
Palace the  
people's palace.

# Alexandria Palace

## Phase 2 New Signage



Alexandria  
Palace the  
people's palace.

[www.a2pal.com](http://www.a2pal.com)

## Introduction

Phase Two of our signage project consists of new business critical external signage across the site. Phase One was the for like replacement road signage.

Previously Alexandria Palace has had the issue of clients needing spaces to promote shows to increase secondary income back into the Palace. Currently clients use the rollings of the building to hang promotional banners on. These look unprofessional and ruin the aesthetic of the Grade II listed building.

We proposed to install these new signs to promote events and facilities at Alexandria Palace to provide a full service to clients, increase secondary income and compete with competition.

Research carried out by an independent organisation measured the amount of cars that pass through Alexandria Palace way on a monthly basis which showed an average was 220k. This research shows Alexandria Palace way is prime location to promote events and facilities of the Palace.

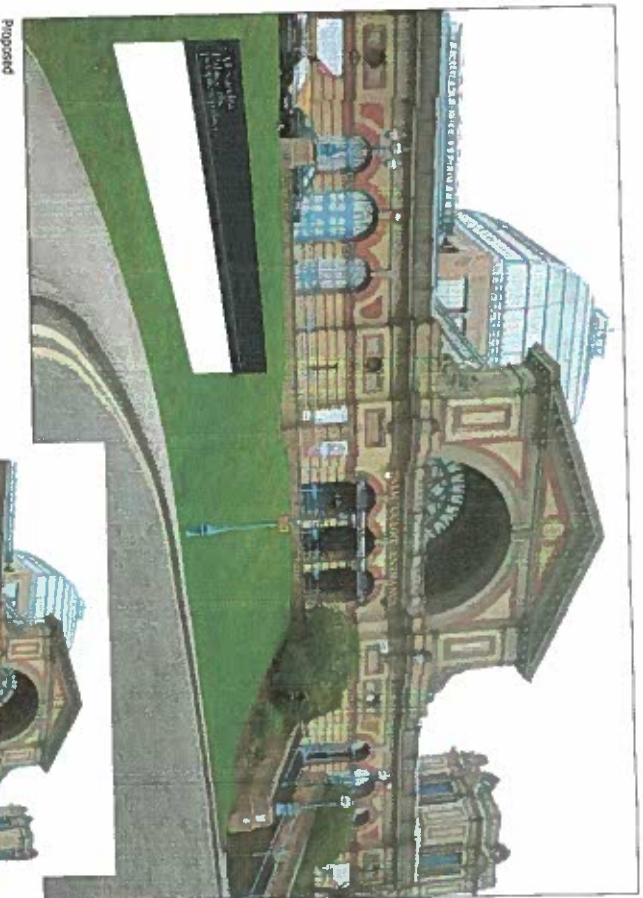
We propose to install these new permanent signs for promotional purposes that are critical to the business to increase awareness of what is happening at Aly Palace.

Each page of the proposal shows a site map and location of sign, the size and material of the structure with an image of what is currently in the position.



Proposed

Existing



Proposed

Existing



**Phase Two**

**Ref**

Streetm003

**Description**

3 pole system

**Location**

See map

**Size**

1500 x 2000mm

**Material**

Dibond



Site Plan

**Phase Two**

**Ref**

Streetm007

**Description**

Marketing board

**Location**

Left hand side of Palm Court entrance

**Size**

1000 x 4000mm

**Material**

Dibond 4, Viny 190



Site Plan



Proposed



Existing

**Phase Two**

**Ref**

Sheetno:008

**Description**

Marketing board

**Location**

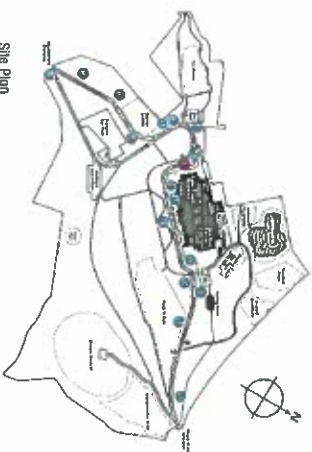
Left hand side of Palm Court entrance

**Size**

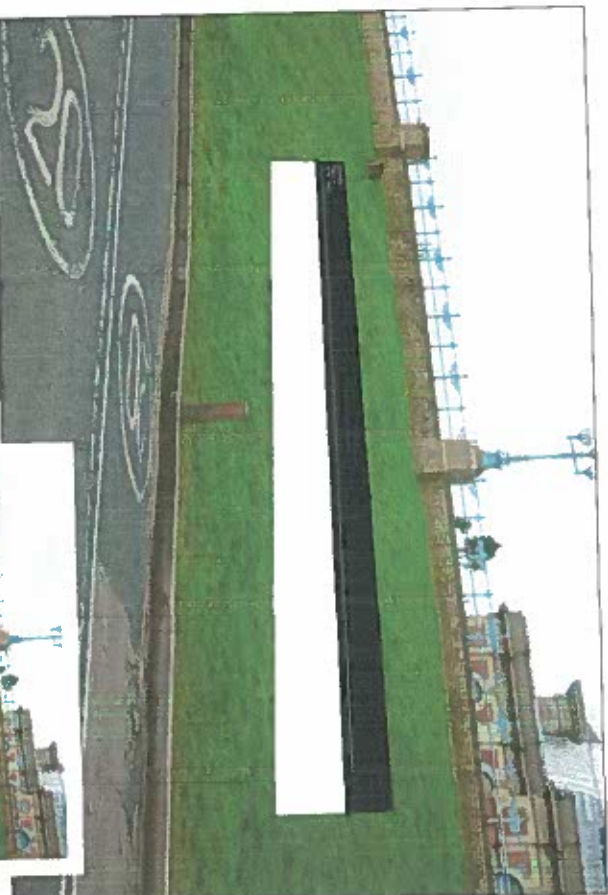
1000 x 4000mm

**Material**

Diabond 4, Vinyl 190



Site Plan



Proposed



Existing

**Phase Two**

**Ref**

Sheetno:009

**Description**

Marketing board

**Location**

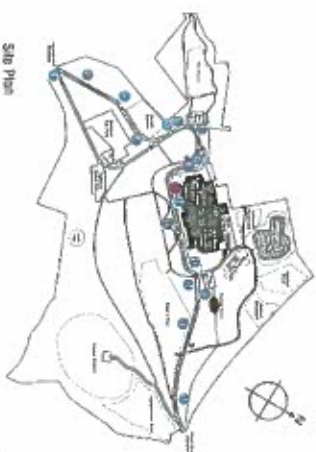
Left hand side of main front entrance

**Size**

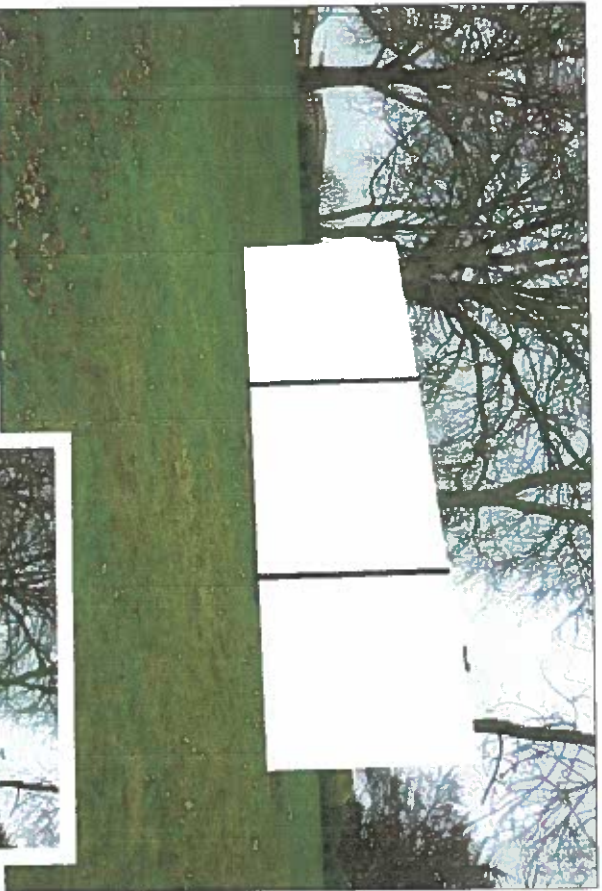
1000 x 4000mm

**Material**

Diabond 4, Vinyl 190



Site Plan



Proposed



Existing

### Phase Two

#### Ref

Sheet/D/13

#### Description

3 x Marketing panels

#### Location

Gross buntis by Ice Rink

#### Size

3 x 1330 x 1500 each panel

#### Material

PVC Banner

Replacement graphic price \$600 each



Site Plan



Proposed



Existing

#### Ref

P/bh/002

#### Description

Gold Lettering

#### Location

Above main entrance

#### Size

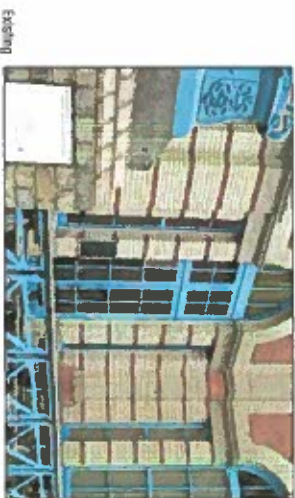
500 x 8660mm

#### Material

Acrylic

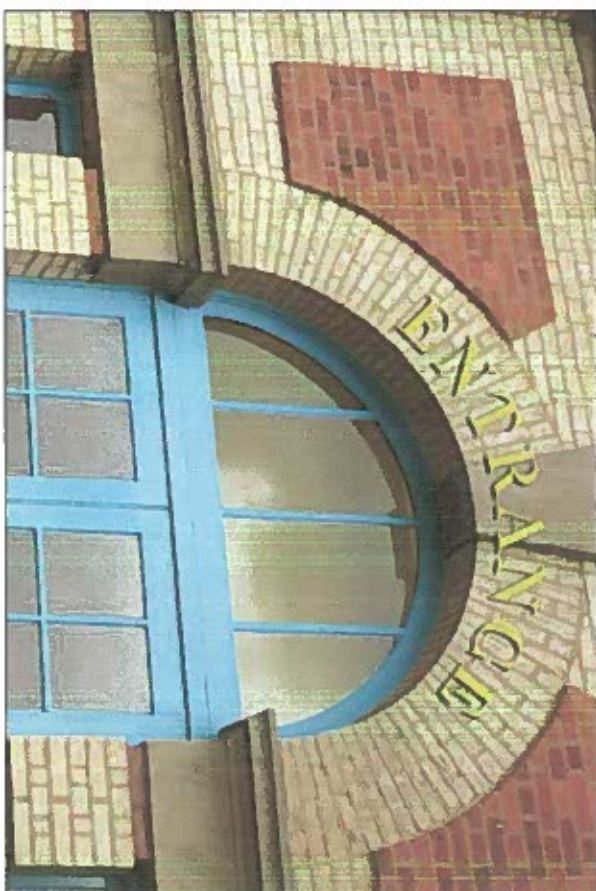


Proposed

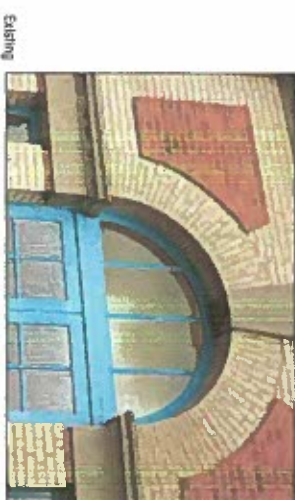


Existing

- Ref**  
Pubx005
- Description**  
1 x Chalk board
- Location**  
Right hand side of entrance
- Size**  
450 x 2350mm
- Material**  
Diabond



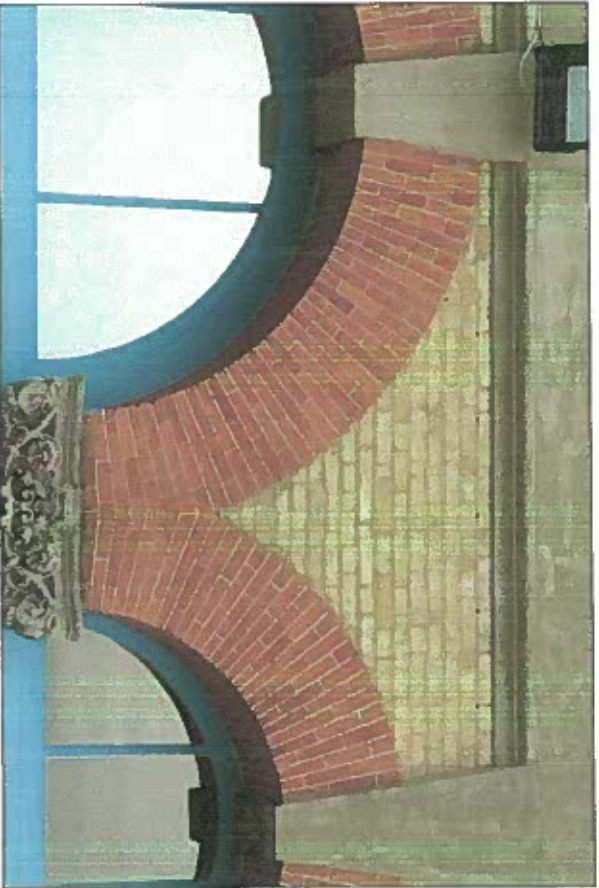
Proposed



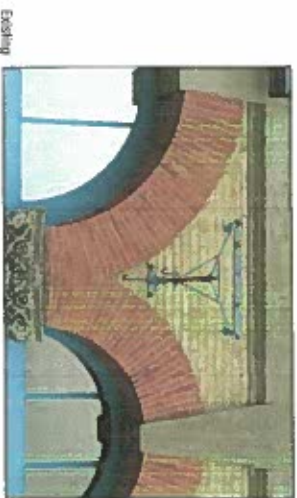
Existing

- Ref**  
Pubx007
- Description**  
Gold trail lettering
- Location**  
Above side entrance
- Size**  
TBA
- Material**  
Acrylic





Proposed



Existing

**Advice**  
Take existing signage down as not needed



Proposed



Existing

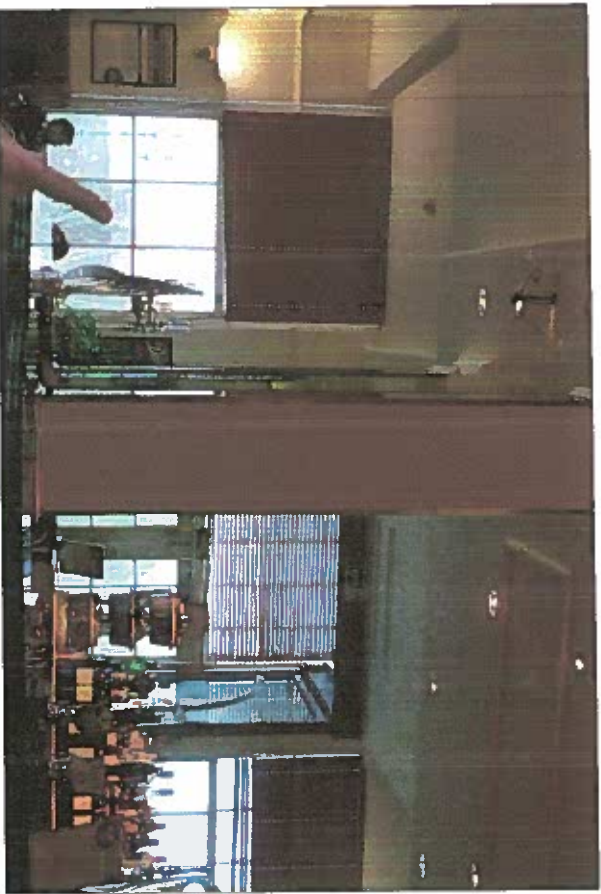
**Ref**  
Pubx008

**Description**  
1 x Hanging pub sign

**Location**  
Right hand side of gross bank

**Size**  
TBA

**Material**  
TBA



Proposed



Existing

**Ref**  
PubIn001

**Description**  
Vinyl graphics

**Location**  
4 x sides 6 x pillars

**Size**  
360 x 1980mm

**Material**  
Vinyl



Proposed



Existing

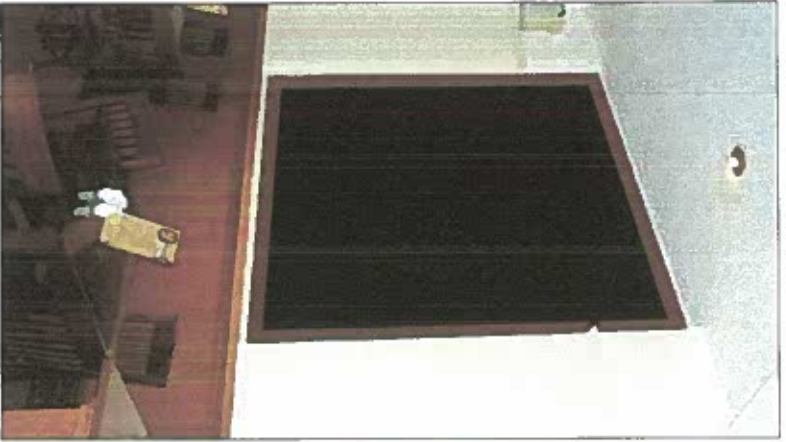
**Ref**  
PubIn002

**Description**  
Block boards

**Location**  
Above bar

**Size**  
2000 x 800mm

**Material**  
Block board



Proposed



Existing

**Ref**

PubIn005

**Description**

Large black board, RHS of bar

**Location**

RHS of bar

**Size**

2335 x 2440mm

**Material**

Black board with rustic wooden frame

## APPENDIX 3 – BRAND PROPOSITION

The Bar & Kitchen, which lies within Alexandra Palace, attracts customers from miles around offering a **locally sourced, cooked fresh, sensational Traditional British menu.**

A **genuine and friendly** welcome awaits you at this superb **location** with a superb view over **London**. With its high ceilings and open feel, it's a special place to kick back, **relax, eat, drink** and read the newspaper.

We try **not** to take reservation's in the **bar** area so that **regulars, travelers and walkers** can pop in while passing, ***Hungry People are always welcome at the Bar & Kitchen.***

**Genuine Welcome – Friendly & Interested with time to listen – Individual – Local – Regulars  
– Travelers -Walkers - Events**

**Location – Candles Flickering – Female Aware – Children Sensitive – Clear 'pub' values –**

**Exceed expectations "Create The Best Pub in The World"**

### POSITIONING STATEMENT

**Naturally inspired by food, drink & great service, our team's aim is to provide a relaxed & comfortable environment for customers to enjoy with friends, family or colleagues.**

BAR  
& KITCHEN

option 9: reversed

BAR  
& KITCHEN