

Alexandra
Palace the
people's palace.



Alexandra Park & Palace

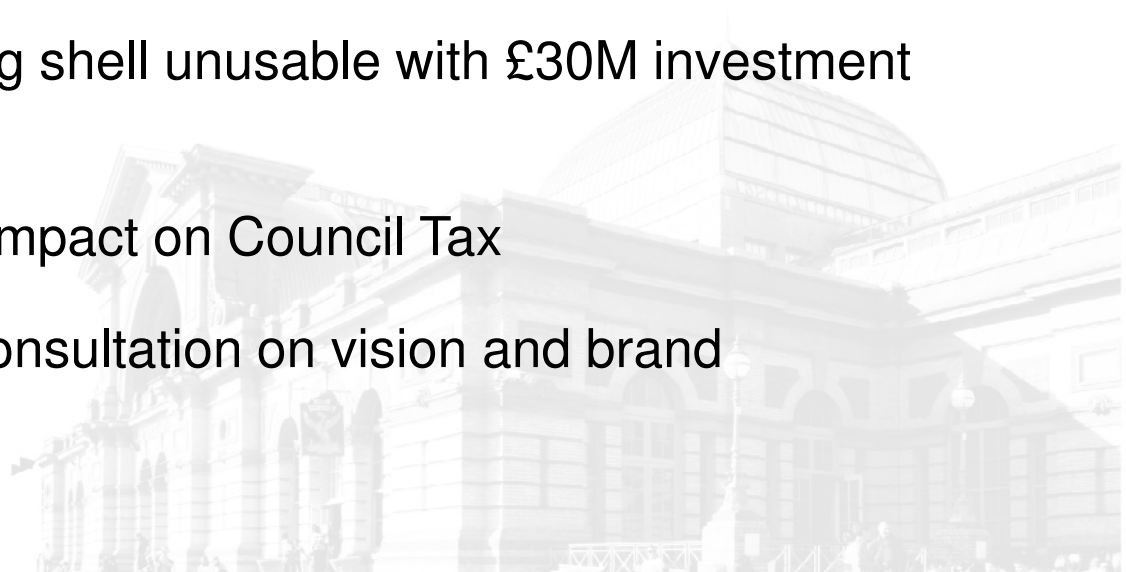
Options Appraisal & Feasibility Study Report Back

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Background

- Prestigious heritage legacy of assets
- Much loved community space and building
- Deteriorating building fabric requiring significant capital investment in the very immediate future
- Over 50% of the existing shell unusable with £30M investment required
- £2M LBH annual bill – impact on Council Tax
- Previous stakeholder consultation on vision and brand



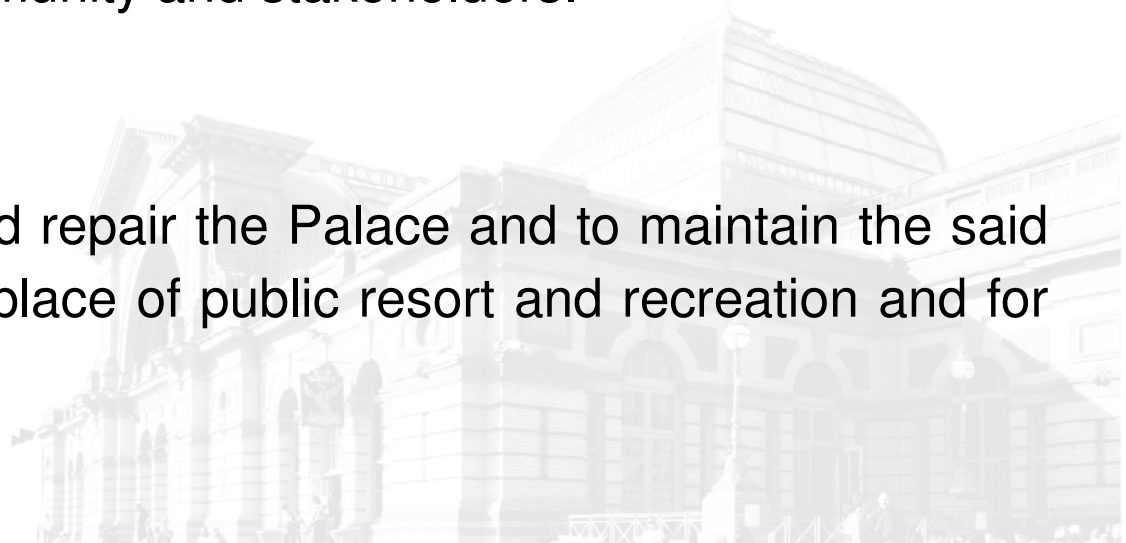
Vision & Mission

Vision

To regenerate Alexandra Palace and Park, in the pioneering spirit of our founders, creating a proud, iconic London Destination with global appeal, a successful, valuable and sustainable asset for all, including the local community and stakeholders.

Mission

To uphold, maintain and repair the Palace and to maintain the said Park and Palace as a place of public resort and recreation and for other public purposes.



Brief

- Detailed assessment of APP (previous studies as a base)
 - Assess appropriate/credible content options to address:
 - Vision and Mission of the Trustees
 - Heritage and iconic status
 - Customer demand/market analysis
 - Brand alignment and recognition
 - Sustainable commercial viability
 - Consultation
 - 'preferred' strategic option assessed and undertake initial market soundings
 - Recommendations for next steps re delivering wider regeneration of APP
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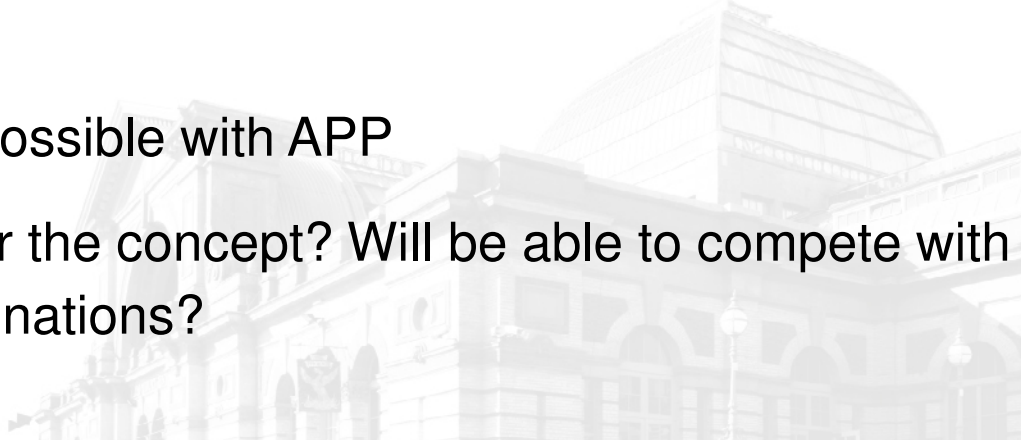
Strategic Options – Why?

Brand – defining the ‘attractor’ and a coherent concept

Funding – defined investment strategy related to ‘anchor’

Supporting uses – symbiotic uses & wider regen. Benefits

Long list of strategic concepts assessed against key criteria:

- Vision/mission
 - Option physically possible with APP
 - Is there demand for the concept? Will be able to compete with similar supply destinations?
 - Fundable
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Consultation

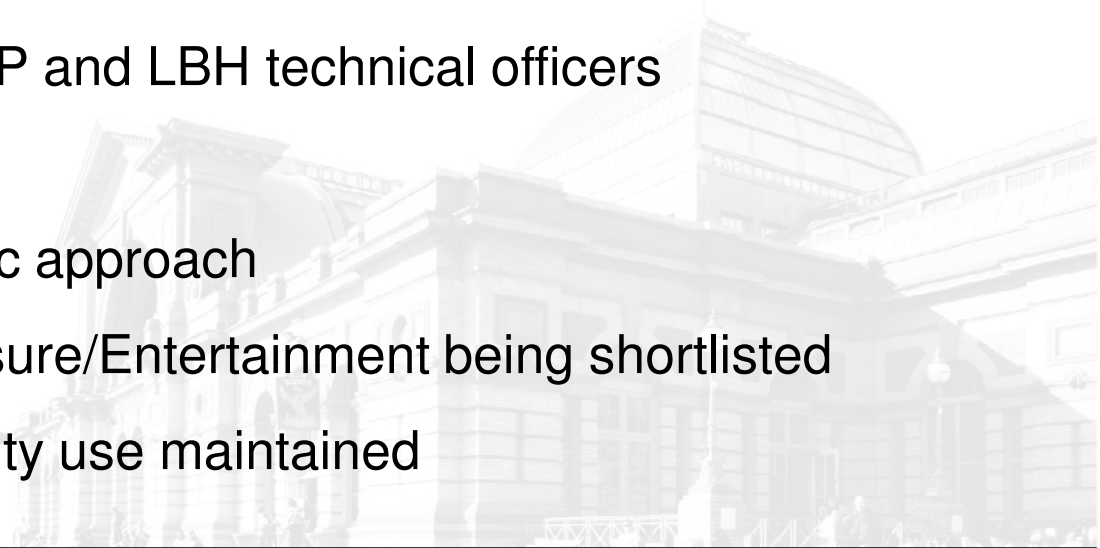
Consultation used as part of the evidence base in assessing strategic options

Included:

- Two sessions with variety of local stakeholders/interest groups
- One Report Back session to all stakeholders
- 1-2-1 interviews with APP and LBH technical officers

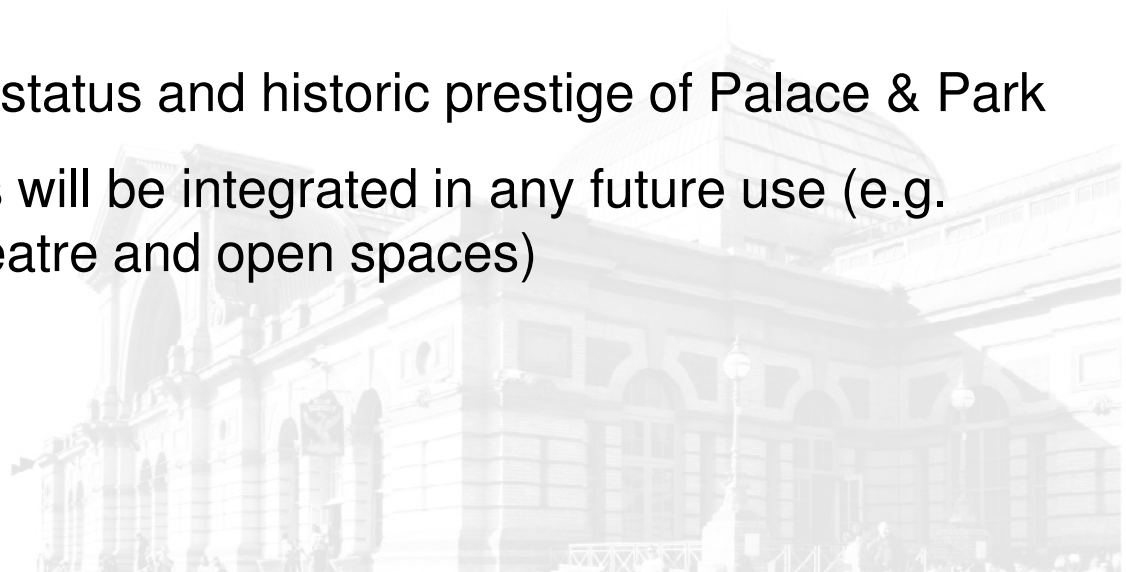
Local Stakeholders:

- Positive about a strategic approach
 - Wide acceptance of Leisure/Entertainment being shortlisted
 - Anxious to see community use maintained
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Conclusions

- Preferred strategic concept
 - Leisure and Entertainment Focus
 - Live music – core use anchor
 - Parallel developments and supporting uses in Palace & Park
 - Maintain iconic status and historic prestige of Palace & Park
 - Heritage assets will be integrated in any future use (e.g. BBC Studios, theatre and open spaces)



Next steps

APPB Trustees to:

- agree and approve recommendations
- Approve the RWG to undertake next steps 2a, b and c of the report

RWG to report back to APPB with a detailed project plan and key milestones

