

Alexandra Palace & Park Board	on 18 October 2011
Report Title: BBC 75th Anniversary event	
Report of: Rebecca Kane, Managing Director of APTL	
1. Purpose 1.1 To update the Board on the objectives and plans for the events to celebrate the 75 th anniversary of the first public television broadcast from Alexandra Palace and the 'birth' of the BBC.	
2. Recommendations 2.1 That the Board notes the progress made to date and supports the activities planned.	
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3. Executive Summary 3.1 The 2nd November 2011 marks the 75th anniversary of the first public transmission of television. 3.2 Alexandra Palace is working in close collaboration with the BBC's History Department and the Alexandra Palace Television Society to stage two events to mark the occasion. 3.3 The main objective is to tell the story of the BBC starting at AP and its evolution through to the innovations of today – engaging people with both the BBC and Ally Pally's legacies and the innovations planned for the future. 3.4 A private event will be held on 2 November. 3.5 A public event will take place on 5-6 November. 3.6 Media interest is building and various BBC programmes have already expressed interest in covering the story before and after the public weekend.	
4. Reasons for any change in policy or for new policy development (if applicable) 4.1 NA	
5. Local Government (Access to Information) Act 1985 5.1 NA	

6. BACKGROUND

- 6.1 The 2nd November 2011 marks the 75th anniversary of the first public transmission of television. A landmark, historic event that has transformed the world and the way we communicate, it also symbolises the pioneering spirit of Alexandra Palace's management in the 1930s that had the vision to lease part of the venue to the newly formed BBC at its embryonic outset.
- 6.2 Celebrations to mark this event have been regularly hosted through the decades at the Palace. The 75th year is particularly poignant as it also marks a turning point in Ally Pally's fortunes as the Trustees embark upon a large-scale regeneration project which seeks to bring new innovations to the site that will ensure its future relevance and ongoing status as The People's Palace.
- 6.3 Alexandra Palace is working in close collaboration with the BBC's History Department and the Friends of the TV Studio to stage two events to mark the occasion.
- 6.4 Ravensbourne College, a Higher Education facility devoted to cutting edge digital innovation, plus locally-based Exposure (online magazine written/produced by teens for teens) are also providing interactive content and helping deliver the event on site; supported by the generosity of Creative Technology who will provide the AV equipment for the Studio.

7. OBJECTIVES

- 7.1 Tell the story of the BBC starting at AP and its evolution through to the innovations of today engaging people with the BBC legacy and how it has impacted their lives.
- 7.2 Tell another facet of the story of AP and the role it played in hosting and providing inspiration for the TV formatting that we still recognise today.
- 7.3 Unique opportunity to see unseen footage and understand the race to transmit TV.
- 7.4 Interactive and immersive experience which inspires and educates by getting people involved e.g. experiments with 3D and preparing to 'go on air'.
- 7.5 Opportunity to collect oral histories about BBC and AP past, present and future which form part of an ongoing legacy programme for the Palace.
- 7.6 Opportunity to delve deeper into TV and the technical aspects that make it function – juxtaposed against the 3D innovations of today.
- 7.7 Involve younger people through reporting, creating & producing; and providing a platform to demonstrate innovations they are working on.
- 7.8 Create a platform for talking to new audiences about the large-scale regeneration plans for Alexandra Palace.

8. CONTENT

8.1 2 November 2011 - private event

- 8.1.1 An afternoon event will be hosted on site for a hand-picked group of individuals who will have exclusive access to Studio A and a sneak preview of the sound and visual show which is the focal point of the weekend event. Hosted by leading TV historian, John Trenouth, guests will enjoy a talk and tour whilst toasting the occasion. The BBC also plan to film on site and broadcast footage on the 2nd November which will promote the publicly-accessible weekend event.

8.2 5/6 November 2011 - public weekend

- 8.2.1 Visitors will enter the former Transmission Hall and embark on a journey which prepares them to 'go on air'. Interactive elements planned include:
- visit a BBC-inspired canteen (1930s food offerings)
 - make up: opportunity for kids (and brave adults) to get faces painted using the techniques applied in the 30s.
 - costume TBC
 - props TBC
 - displays and photographic evidence of AP in its TV hey day
- 8.2.2 In groups of 20 visitors will be led to the main Studio for a totally immersive experience which tells the story of television at AP and the race to broadcast TV using the cutting edge technology of the day. Previously unseen footage of TV at Ally Pally plus programmes made on site will be shown.
- 8.2.3 On exiting the Studio visitors will be invited to go 'on air' and answer a series of questions - providing an opportunity to collect oral histories and gain an insight into visitors' hopes for the future of AP and the BBC. Roving reporters will capture this on film.
- 8.2.4 Visitors will then be invited to visit the Theatre Foyer where various displays and demonstrations (High Definition and 3D TV) will be set up and more detailed technical information will be on show.
- 8.2.5 Ravensbourne College are in the process of finalising some further interactive material.

9. MEDIA COVERAGE

- 9.1 To date expressions of interest have been received from BBC Breakfast, The One Show and BBC London. A joint press release with the BBC is planned in addition to local press coverage on the weekend itself.

10. LEGACY

- 10.1 The event represents a unique opportunity for AP to cement its current relationship with the BBC and develop future collaboration as the Palace commences its regeneration plans in earnest.

- 10.2 Footage created by both events will be used in a variety of mediums to celebrate the impact and legacy of both the BBC and Alexandra Palace on the nation to date and provide a great resource for future innovations.

11. Legal Implications

- 11.1 The Trust's Solicitor has no comments on the report.
- 11.2 The Council's Acting Head of Legal Services has no comments.

12. Financial Implications

- 12.1 Both events are heavily reliant on the goodwill and collaboration of a number of partners. However there are some costs which AP itself will need to bear. The Trust will cover these costs through its existing Regeneration and Communications budgets.

13. London Borough of Haringey Chief Finance Officer comments

- 13.1 The London Borough of Haringey Chief Finance Officer notes the contents of this report.

14. Use of Appendices/Tables/Photographs

- 14.1 None.