

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

Appendix 1

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

Appendix 1

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

Appendix 1

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.	