

Alexandra Palace & Park Board

7 June 2012

Report Title: **Regeneration Working Group Update**

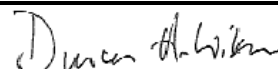
Report of: Mark Hopson, Head of Regeneration & Development, Alexandra Park & Palace

1. Purpose

- 1.1 To report back on overall progress made by the Alexandra Park & Palace Regeneration Working Group (APPRWG) since the last Board meeting on the 4 April 2012
- 1.2 To update the Board on the public consultation in relation to the regeneration proposals and strategic spatial masterplan.
- 1.3 To update on the Board on the commissioning of a theatre and HLF specialist
- 1.4 To outline forthcoming key regeneration activity.

2. Recommendations

- 2.1 That the Board notes the on-going regeneration related work particularly in relation to public consultation
- 2.2 That the Board notes the theatre and HLF appointments
- 2.3 That the Board notes the forthcoming regeneration activity



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

Contact Officer: **Mark Hopson, Head of Regeneration & Development, Alexandra Park & Palace**

3. Executive Summary

- 3.1 This report summarises the work of the APPRWG since the last regeneration update to Board on the 4th April 2012.
- 3.2 Public consultation
 - The regeneration and spatial masterplan public consultation was successfully launched on the 18th of May as scheduled. The public exhibition features large scale illustrated panels, 3D models and an electronic presentation. Additionally, a dedicated webpage was launched which includes all the proposals and feedback questionnaire together with a full social media presence including updates on Twitter and Facebook.
 - In addition to the exhibition, web and social media presence, approximately 15,000 pamphlets have been printed and some of these will be mailed to local residents. Leaflets will also be distributed in Haringey libraries, sports centres and community

focal points.

- E-shots and newsletters have also been sent to all the marketing contacts the Trust holds and an in e-shot will also be sent to approximately 800 voluntary organisations in Haringey via HAVCO.
- The feedback to date has, on the whole, been positive and initial data indicates that over 120 responses were received within the first two days of the exhibition opening.

3.3 Theatre specialists Bonnar Keenlyside have been appointed to undertake a feasibility assessment of the Theatre and produce an evidenced based business plan that will form the basis of our Heritage Lottery Fund bid in November. The aim of this work is to produce a business plan that ultimately (assuming capital investment funding from the HLF) allows the theatre to operate and be financially sustainable through a number of feasible uses.

3.3 A funding specialist has also been appointed to draw together a funding bid for submission to the HLF in November. Although the Theatre and it's respective business plan will likely make up the majority of the bid, funding for parts of the BBC studios (as a potential learning outfit) and upgrades to the East Court entrances are also likely to be included.

3.4 Forthcoming regeneration activity includes assessing the feedback from the public consultation and preparing for an external Gateway Review which is currently scheduled for the first week of July 2012.

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

N/A

5. Local Government (Access to Information) Act 1985

6. Progress update

6.1 The regeneration programme currently continues to progress in accordance with planned outputs.

Public Consultation

6.2 As reported at the last Board meeting on the 4 April 2012, the regeneration public consultation was successfully launched on the 18th May for a period of six weeks. The primary aim of the consultation is to engage with as many stakeholders, community groups, potential partners and visitors as possible to feedback on our draft regeneration proposals. The key documents underpinning this consultation are the (draft) strategic spatial masterplan and the conservation management plan (CMP).

6.3 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.

6.4 The main focus of the public consultation is a public exhibition centred around 18 illustrated storyboard panels that outline the key regeneration messages and spatial masterplan proposals. The key messages included in the story board have gone through an extensive process of internal consultation with the whole professional team and Trustees.

6.5 The public consultation will utilise a number of channels to engage with stakeholders. Primarily, these include:

- A full exhibition in the Palm Court (until 1st June) and East Foyer (from the 1st - 28th June) which will contain 18 large scale illustrated storyboards detailing our masterplan proposals.
- A mobile exhibition on special event days (Diamond Jubilee) which will act as an additional focal point for public engagement in marquees pitched along the South Terrace. Palace staff will be actively promoting the consultation and asking visitors 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 and newsletter updates 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.

7 Theatre Specialist

7.1 Theatre specialists Bonnar Keenlyside have been appointed by the Trust to undertake an assessment of and evaluate the possibilities for use of the Theatre with a view to developing a sound and sustainable business case. The final business plan will be a fundamental document that will underpin our Heritage Lottery Fund (HLF) grant application in November 2012.

7.2 Bonnar Keenlyside have a wealth of experience in the sector and have worked on a number of high profile projects including the Roundhouse, Hampstead Theatre and the Royal Opera House.

8 Heritage Lottery Fund Specialist

8.1 A specialist HLF consultant has been appointed by the Trust to lead on the preparation and development of a comprehensive HLF bid 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).

9 Communications Strategy

9.1 Further revisions have been made to the communications strategy and the timetable has been updated to reflect the changes in the programme related to the public consultation. An updated consultation plan is attached at Appendix 1

10 Summary of forthcoming regeneration milestones

10.1 Key forthcoming regeneration milestones are summarised as follows:

Professional services stage 3

- 10.2 An initial brief for future professional services has been prepared for review. The main services the Trust is expecting to procure in support of the regeneration programme include high level project management services along with specialist procurement, finance and legal services which will likely be required in progressing approaches to the market for commercial partners.

Gateway Review

- 10.5 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.
- 10.6 A Gateway Review has been provisionally timetabled for the first week in July. The process will give an independent and strategic review of the regeneration programme in relation to areas such as governance, risk, finance and overall success. The results of the Gateway Review are expected to be reported to the Board meeting scheduled for the 24 July.

11 Programme Timescales

- 11.1 Final approval from Trust Board to proceed to the next phase of the regeneration programme is now expected to be requested at the July 2012 Board meeting.
- 11.2 The next phase of the regeneration programme will focus on the feasibility of procuring/partnering with an events operator for the live entertainment operation and a hotel operator. Additionally, a major HLF bid will begin to focus on investment requirements and uses of the Theatre and parts of the BBC studios.

12 Consultation

- 12.1 There has been no specific consultation in relation to this report.

13 Recommendations

- 13.1 That the Board notes the on-going regeneration related work particularly in relation to public consultation
- 13.2 That the Board notes the theatre and HLF appointments
- 13.3 That the Board notes the forthcoming regeneration activity

14 Financial Implications

- 14.1 The Trust's Director of Finance notes the contents of this report.

15 Legal Comments

- 15.1 The Head of Legal Services does not consider there to be any immediate legal implications arising from this report.

16 Financial Comments

- 16.1 The London Borough of Haringey CFO notes the contents of this report.

17 Use of Appendices/Tables/Photographs

Appendix 1 – Consultation Plan