

# ALEXANDRA PALACE REGENERATION PUBLIC 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](http://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 imply 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

**Key: MC – Matt Cooke**

**DW – Duncan Wilson**

<b>Date</b>	<b>Activity</b>	<b>Target Audience</b>	<b>Completed</b>
13 April	Alexandra Palace's Newsletter to be issued promoting consultation to the consumer database	Alexandra Palace's consumer database	Completed
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	Completed
13 April	Send consultation plan to Board for comment	Board of Trustees	Completed
17 April	Deadline for Board of Trustees comments on consultation plan	Board of Trustees	Completed
17 April	DW to review public consultation plan and Board's comments	DW	Completed
25 April	DW briefing Exposure Organisation Ltd on regen opportunities	Local disadvantaged children charity	Completed
25 April	DW to sign off design of the website, social media pages, survey book and exhibition style.		Completed
26 April	DW to give a presentation on regeneration to Alexandra Palace Residents Association and test out consultation questions.	Alexandra Palace Residents Association	Completed
End of April/Early May	DW and MC to brief council members on regeneration and public consultation.	Local council members	In Progress
May	Feature on Regeneration/Public Consultation in Haringey People magazine.	Local community	Completed
1 – 4 May	Production and development of consultation material.		Completed
4 May	DW to brief Lynne Featherstone MP on the regeneration and public consultation		Completed
8 May	DW to brief David Lammy MP and Lynne Featherstone MP on regeneration.	Local MPs	Completed
8 May	DW & Matt Cooke to brief Labour Party members on regen and public consultation	Local Labour Party members	Completed
9 May onwards	DW to brief key interest groups, telling them about the public consultation and regeneration plans.	Chairmen of Alexandra Palace's Friends Groups, Residents Associations, and Local Trade/Business Groups	In Progress
9 May onwards	DW to brief key ambassadors and influencers telling them about the public consultation and regeneration plans.	Opportunity to attract support for our vision	In Progress
9 May	DW to brief Gordon Hutchinson and Friends of Alexandra Park AGM on consultation and regeneration	Friends of Alexandra Park	Completed
10 May	DW to brief Building Design and give journalist a site tour	Trade Press	Completed
14 May	DW to brief Ham & High, Hornsey Journal on public consultation	Local Press	Completed
16 May	DW to brief The Times on regeneration and public consultation and give journalist a tour.	National Press	Completed
17 May	Press release issued on masterplan and consultation	National, Local, Trade, Event, Heritage, Arts, Business & Property Media	Completed

17 May	Potential local press articles to start appearing	Local community	Completed
17 May	DW to brief Alexandra Palace Organ Trust (Hugh MacPherson) on regen and public consultation	Interest group	Completed
18 May	Launch alexandrapalace.com/regen section of the website	General Public	Completed
18 May	Launch the new section of the Facebook Page	General Public	Completed
18 May	Launch the Regeneration Exhibition	General Public	Completed
18 May	Launch the updated twitter site for Regen	General Public	Completed
18 May	Potential London/national press articles to start appearing	London community	In Progress
18 May	Public Consultation begins with public exhibition of Farrell's master plan exhibition in Palm Court	All public, Palace & Park users	In Progress
18 May onwards	DW to brief statutory bodies telling them about the public consultation and regeneration plans.	Opportunity to attract support for our vision	In Progress
19 –20 May	Weekend 1: Red Bull BMX Event in the Park	10k plus Event attendees and park users.	Completed
18-23 May	Exhibition to Londesborough Room		
20 May	Send release to event trade	Events trade	Completed
19-21May	Send out images and release to local press for the launch of the exhibition linked to the Redbull event	North London	Completed
20 May	First set of regen social media messages	Facebook users an twitter followers	Completed
21 May	DW to brief Haringey Independent (originally planned for 14 May)	Local press	Completed
21 May	DW to brief park tenants on regen and public consultation	Park Tenants	Completed
23-30 May	Exhibition moves to the Palm Court	Public	In progress
21 – 25 May	Public exhibition continues in Palm Court	All public, Palace and Park users targeting footfall in the Bar and Kitchen.	In progress
21 –25 May	One-to-one stakeholder briefings to be held	Stakeholders, interest groups, influencers, statutory authorities.	In progress
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	Completed
22 May	DW 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	Completed
23 – 30 May	MC letter to be sent to local councillors promoting regen	Local councillors	
25 May	Send residents mailer with survey book, exhibition time table and covering letter.	Local residents	
25 May	Second Set of Social Media messages	Facebook users an twitter followers	
25 may	Lamp post banners being installed to Alexandra Palace Way	Targeting 220k cars driving through the road	In progress
25 –27 May	"I'll be your Mirror" – festival	6k event goers - family and over 25 audience.	
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,	
29 May	MC to brief Haringey Business Board (& North London Business Board) on regen and public consultation	Local businesses	
4 June	Regen e-shot to all AP database		
1-28 June	Exhibition moves to Ice Rink	Public	
1 June	Third Set of social media messages inc DJ	Facebook users an twitter followers	

3 June	Exhibition moves to South Terrace	Public	
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 June	4 <sup>th</sup> set of social media messages	Facebook users and twitter followers	
7 June	Board of Trustees to consider SAC's advice on regeneration.	Board of Trustees	
8 June	DW to brief GLA – London Mayor's Office	GLA	
9 May	5 <sup>th</sup> Set of social media messages	Facebook users and twitter followers	
9 –10 June	Weekend 4: Public exhibition: Ice Rink Foyer	Ice Rink users, local community.	
11 June	DW to brief Muswell Hill and Fortis Green Association on regen and consultation	Local residents	
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.	
14 – June	DW to brief The Rookfield Association on regeneration and public consultation	Local residents	
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 or 20 June TBA	DW to brief Palace View Residents' Association on regen and public consultation	Local residents	
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 thank everyone that got involved and results will be published soon...	General Public	
25-29 June	Post consultation analysis		
26 June	DW to brief Libby Blake, Director of Children's Services, London Borough of Haringey on regeneration, learning opportunities and public consultation	London Borough of Haringey	
27 – 28 June TBA	Diversity group workshops at AP	Young, elderly, and disabled groups locally	
2 July	DW to brief Warner Estate Residents Association's AGM on regen masterplan	Local residents	
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.		
3 July	DW group briefing with Schools Literacy Coordinators on regen and learning possibilities	Local school literacy coordinators	
10 July	New London Architecture Awards – Farrells nominated for 2012 Masterplanning category for Alexandra Palace	Potential trade and local press story	
11 July	Potential press announcement if Farrells win award	Local press	
Tues 17 July	SAC/CC will be briefed on public consultation feedback	SAC/CC	

Tues 24 July	DW 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.		