

Alexandra  
Palace the  
regeneration.

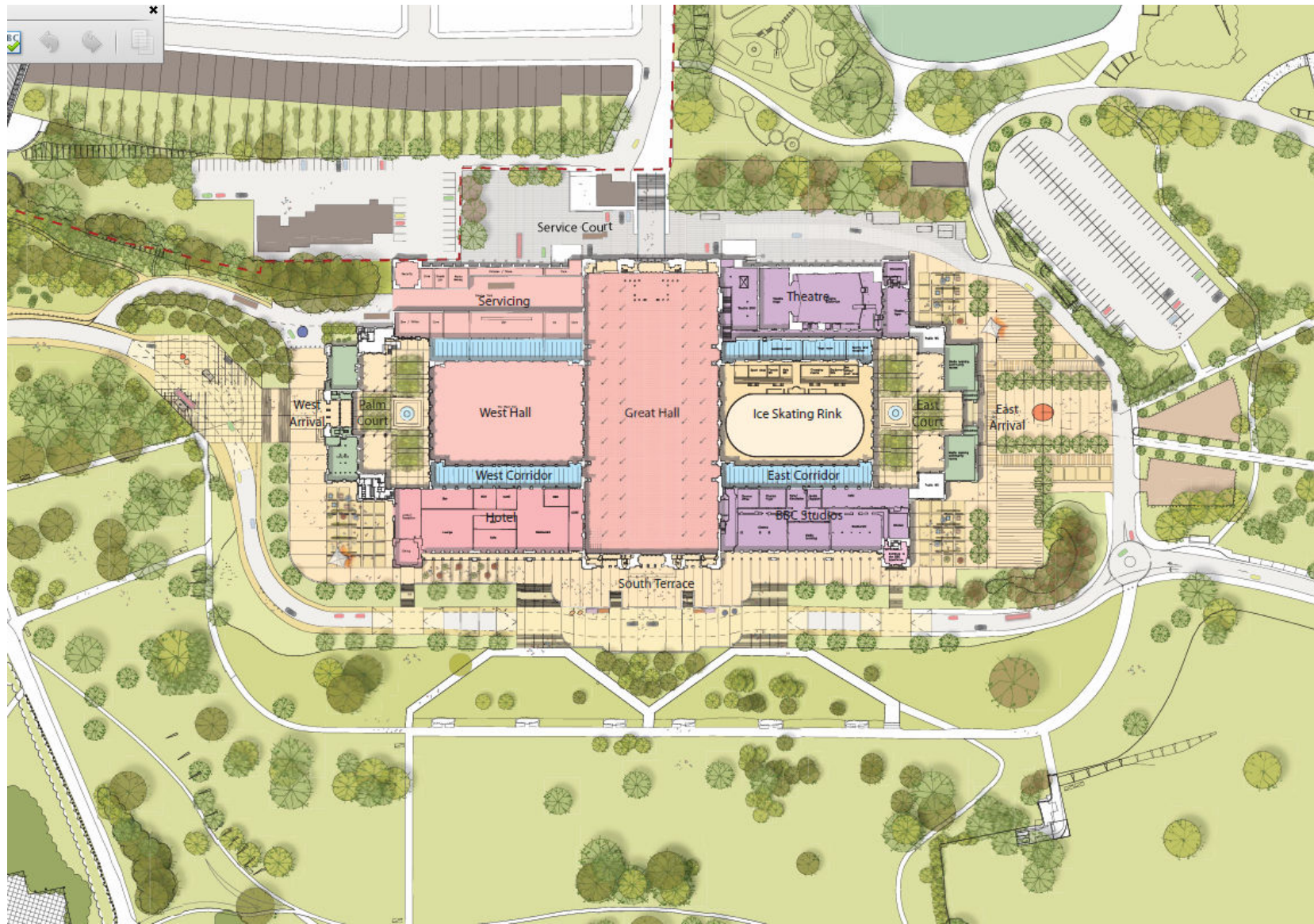
TOMORROW'S  
ALLY PALLY

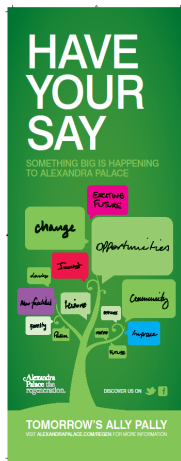
[ALEXANDRAPALACE.COM/REGEN](http://ALEXANDRAPALACE.COM/REGEN)

# Consultation The Results

Interim Report of 1350 completed surveys.  
June 2012

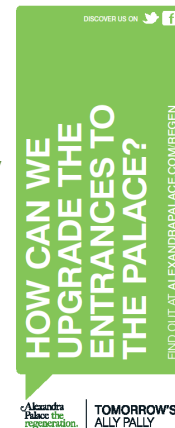






# What we did.

1. Created a master plan segmented to 6 big ideas for the future of Ally Pally.
2. Created the sub brand for Alexandra Palace the regeneration using the strap line Tomorrows Ally pally and focused on the key call to action – Have your Say.
3. Created a new section on alexandrapalace.com website creating the direct URL alexandrapalace.com/regen giving the full information of the regeneration plans and interactive tools to explore the master plan.
4. Created and online and printed survey accessible to all to have their say with the incentive to win a pair of tickets to an event of their choice.
5. Created an Exhibition for the public to showcase the master plan and the 6 big ideas. Open from May 18<sup>th</sup> to June 29<sup>th</sup> open every day 9am – 6pm.
6. Took over the Alexandra Palace social media channels with the regeneration branding and key messages promoting and linking our reach to Have your say and take the online survey with the same incentives.
7. Sent eshots to our consumer, business and diversity agencies.
8. Appointed, trained and briefed a professional street to target people of North London to Have their say on the plans.
9. Installed street banners along Alexandra Palace Way targeting commuters and park users to have their say asking 6 questions about the six big ideas.





# How we did it.

1. Created a new section on alexandrapalace.com/regen including interactive tools to explore the master plan and an online survey. During the consultation this section had 5000 views.
2. Printed 21k survey books to proactively target North London.
  1. 1900 books and letters were mailed to the surrounding residents of Alexandra Palace.
  2. 900 were circulated via Haringey internal mail and libraries.
  3. 7500 books and letters mailed to residents in N8 sector 7; N10; N8 sector 0; N22.
  4. Surveys were at all outlets in the Palace and Park.
3. Staff manning the exhibition on key dates targeted footfall at Alexandra Palace during weekend and event days.
4. Social Media engaged with xxx people.
5. Eshot to the Ally Pally consumer and business database went to 8813 people. 4720 people opened it. 746 clicked through to the site.
6. The Street Team covered the following areas during the consultation period; Muswell Hill; Wood Green High Road; New Southgate; Finsbury Park Station; Tottenham Hale: Wood Green Mall; Alexandra Park Art and Music Festival; Hornsey Library; Finsbury Park; Seven Sisters; Turnpike Lane; Bounds Green; Crouch End; Green Lanes; Tottenham Green; White Hart Lane; Highgate; East Finchley; Palmers Green; Northumberland Park.  
The Street team have collected (so far) 806 completed surveys.



# What we asked.

## WHAT ARE WE PLANNING?

WE HAVE IDENTIFIED SIX "BIG IDEAS" FOR TRANSFORMING ALEXANDRA PALACE. THESE ARE SET OUT ON PANELS 5 TO 10, EACH ON A SEPARATE PANEL.

Not all of these initiatives will happen at once. Some may take a number of years to realise. Our intention is that each of the Big Ideas can stand independently of one another and be taken forward on their own. However, the pieces of a jigsaw, they will all fit together over time to create a picture of the Alexandra Palace of the future.

Our aim is to make the Palace more efficiently accessible. By using options to generate income, we will be able to ensure that the Palace is self-sufficient and is conserved for future generations.



ORIGINALLY THE EAST AND THE WEST WINGS OF THE PALACE WERE LINKED TOGETHER BY FOUR GRAND CORRIDORS, LOOKING OUT ONTO LANDSCAPED COURTYARDS WHERE THE WEST HALL AND ICE RINK ARE CURRENTLY LOCATED.

We are looking to improve circulation in the Palace by re-opening the unused corridors and refurbishing the existing ones. This will provide a number of benefits:

- It will allow visitors to move more freely around the Palace, without having to go outside
- It will significantly improve the use of the building for public events
- It will open up areas of the building which are currently quite inaccessible
- It will allow spaces such as the Theatre, Ice Rink and Main Halls to operate independently
- It will mean visitors can continue to enjoy using the Palace when there are large events taking place



## UPGRADING THE MAIN HALLS

IN RECENT YEARS, ALEXANDRA PALACE'S REPUTATION AND SUCCESS AS A VENUE FOR LIVE EVENTS HAS GROWN SIGNIFICANTLY, ATTRACTING ARTISTS SUCH AS JANE AND FLORENCE AND THE MACHINE AND KEY SPORTING EVENTS SUCH AS THE MASTERS SNOOKER.

In order to capitalise on the growth of live events, we are looking to upgrade the Main Halls and backstage areas to make them more attractive to organisers and provide an even better experience for visitors.

## IMPROVING YOUR FIRST IMPRESSIONS

WHEN ALEXANDRA PALACE FIRST OPENED, THERE WAS A GRAND SENSE OF ARRIVAL BY TRAM AND TRAIN OR ALONG A TREE-LINED AVENUE LEADING TO THE PALACE.

Today many of these arrival points have been lost or degraded and first impressions as you arrive at the Palace are not that memorable. We would like to recapture that sense of arrival.

We are looking at ways to improve the eastern and western approaches to the Palace. Possible ideas include changing the East Court car park and improving the road layout and terraces outside the Palm Court. This would create two new public spaces, providing natural meeting points for visitors and the local community.



## UPGRADING THE ENTRANCES TO THE PALACE



WHEN ALEXANDRA PALACE FIRST OPENED, THERE WAS A GRAND SENSE OF ARRIVAL BY TRAM AND TRAIN OR ALONG A TREE-LINED AVENUE LEADING TO THE PALACE.

We are exploring ways to upgrade the entrance spaces for visitors including new paving, water features and seating in the Palm Court and East Court. We are also assessing the accessibility of all the Palace entrances to ensure that they are DDA-compliant.

We are planning to make better use of the main entrance on the South Terrace, underneath the magnificent rose window. This would provide direct access to the Great Hall for visitors from the South Terrace, making it a more active space and strengthening access to the Park.



## A HOTEL IN THE PALACE



AS ALEXANDRA PALACE CONTINUES TO GROW AND BECOMES A MORE SUCCESSFUL DESTINATION, THERE IS LIKELY TO BE DEMAND FOR A HOTEL ON SITE TO ACCOMMODATE PERFORMERS, ORGANISERS, CONTRACTORS AND THE PUBLIC.

We are examining the feasibility of a new hotel in the Panorama Room space with a potential lobby off the Palm Court and guestrooms looking out over the skyline of London. The hotel would be built behind the existing Victorian facade of the Palace in order to keep the symmetry of the building. It would make use of the imposing West Tower, which has been closed for many years.

The public spaces of the Hotel would be open to all, providing restaurant, bar and meeting room facilities overlooking the South Terrace.

## OPENING UP THE DERELICT SPACES

MANY OF THE MOST FASCINATING AND HISTORICALLY SIGNIFICANT PARTS OF THE PALACE, SUCH AS THE THEATRE AND BBC STUDIOS, ARE CLOSED TO THE PUBLIC AS THEY ARE IN POOR STRUCTURAL CONDITION.

The Trust is committed to finding funding solutions which will bring these spaces back to life, providing public access and appreciation as well as learning opportunities for local schools, colleges and the community.



TO FIND OUT MORE ABOUT ALLY PALLY'S TOMORROW VISIT ALEXANDRAPALACE.COM/REGEN OR SCAN THIS QR CODE.

## 1. How often have you previously visited Alexandra Palace in the last year? (Please tick one box only)

Never  1-3 times  4-7 times  8+ times

## 2. Please rank the following in order of importance from 1-3 (1 being the most important)

A. Improving first impressions  1  2  3

B. Upgrading the entrances to the Palace  1  2  3

C. Making it easier to move around inside the Palace  1  2  3

## 3. Please rank the following in order of importance from 1-5 (1 being the most important)

A. Upgrading the Main Halls  1  2  3  4  5

B. Building a Hotel in the Palace  1  2  3  4  5

C. Opening up the Theatre  1  2  3  4  5

D. Opening up the BBC Studios  1  2  3  4  5

E. Opening up the basement  1  2  3  4  5

## 4. Please identify how far you agree with the following statements: (Please tick one box only)

A. Overall, I am supportive of the Alexandra Palace proposals

Strongly agree  Agree  Mutual  Disagree  Strongly disagree

B. The Trust should look to fund the regeneration programme from a variety of possible sources including public, private and non-profit institutions

Strongly agree  Agree  Mutual  Disagree  Strongly disagree

C. Once the proposals are realised, I am likely to visit Alexandra Palace more frequently

Strongly agree  Agree  Mutual  Disagree  Strongly disagree

## 5. Please add any other comments

Name   or  Post Code

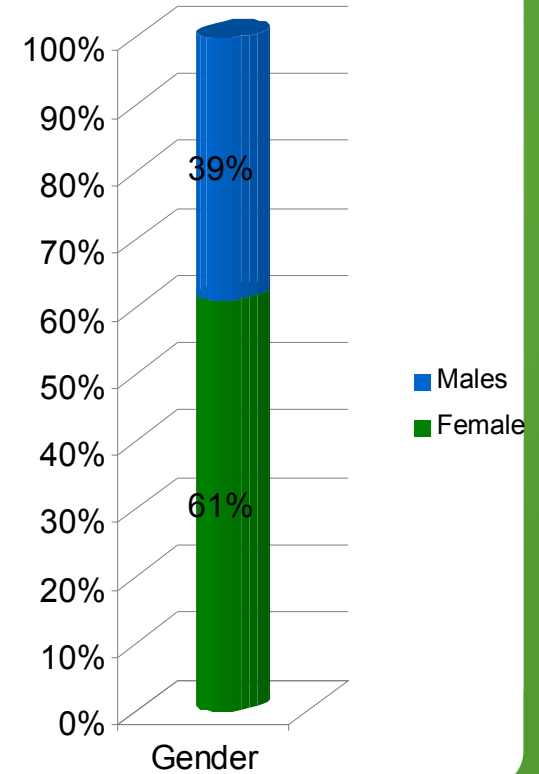
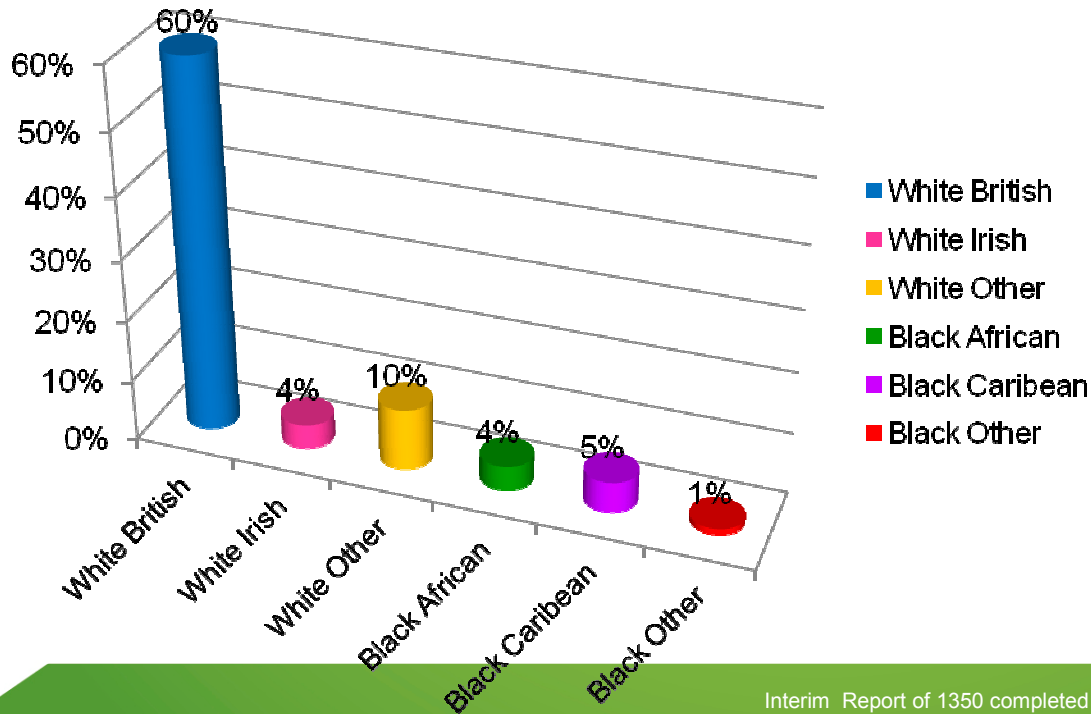
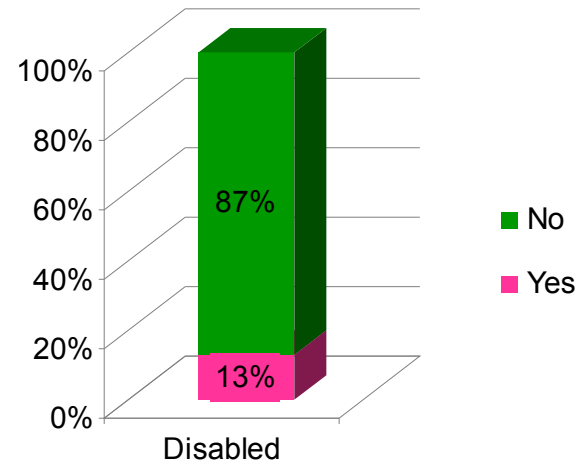
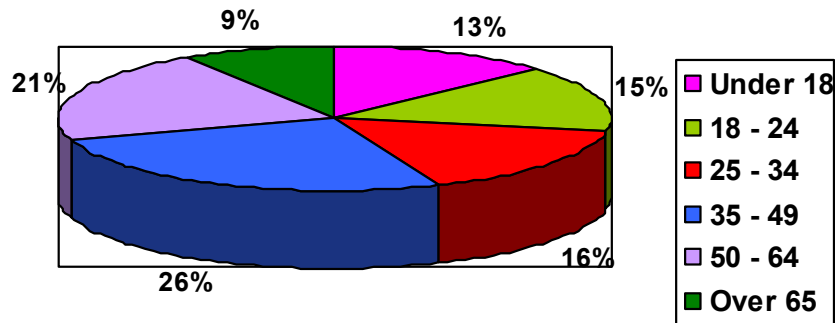
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# Overall Response 1350



# Profile Summary



# Question One

How many times have you visited Alexandra Palace in the year?

How often	Amount of people
Never	16%
1 – 3 times	35%
4 – 7 times	14%
Over 8	35%





# Question Two

Rank your priority?

Option	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>
Improving your first impressions	48%	24%	28%
Upgrading the entrances	23%	52%	25%
Make it easier to move around	29%	24%	47%



# Question Three

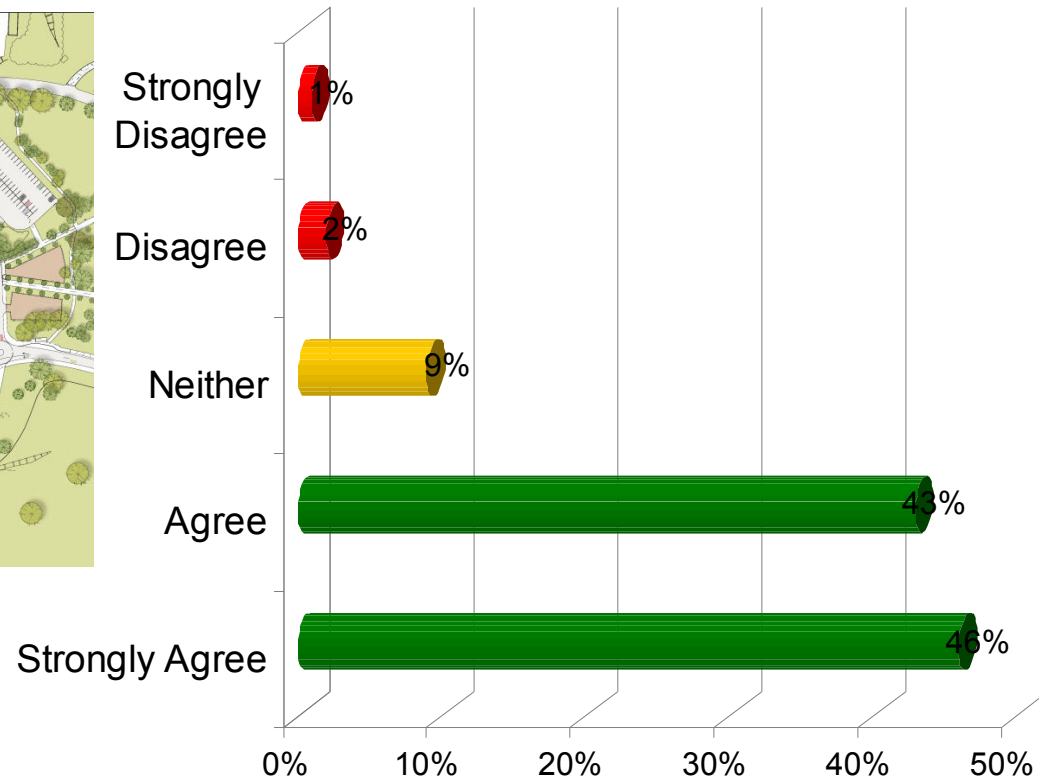
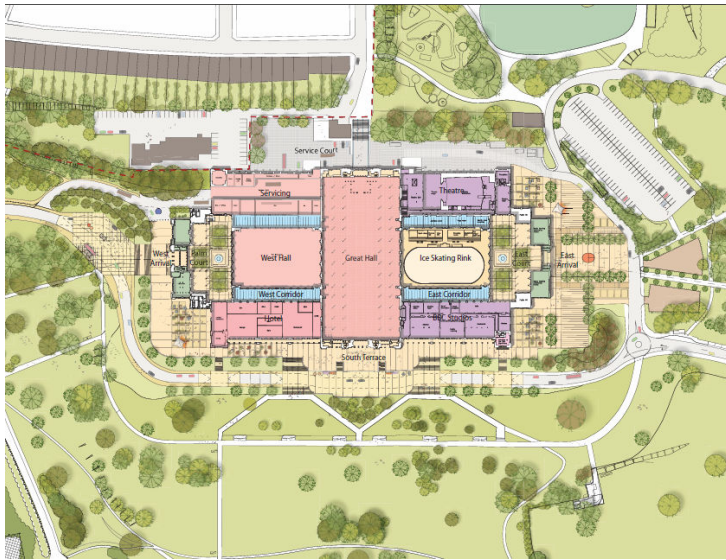
Rank your priority?



Options	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>
Upgrade the main halls	32%	20%	19%	18%	11%
Building a Hotel	11%	14%	13%	20%	42%
Opening up the Theatre	32%	30%	21%	11%	5%
Opening up the BBC Studios	14%	22%	26%	25%	13%
Opening up the Basement	11%	13%	21%	28%	30%

# Question 4

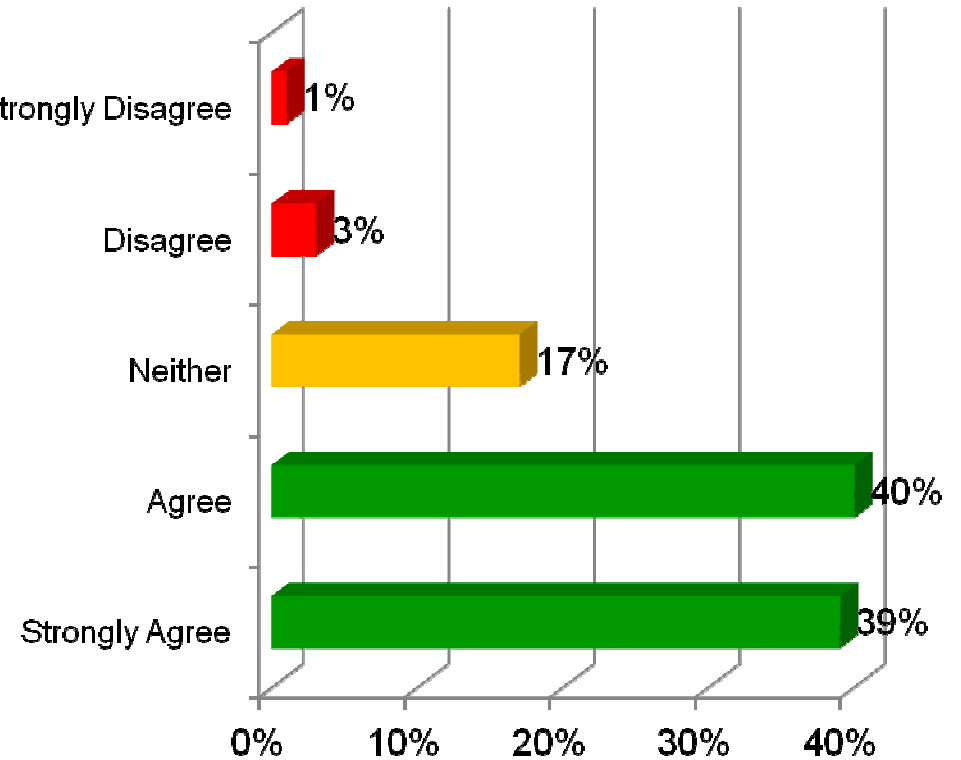
## Do you support our proposals?





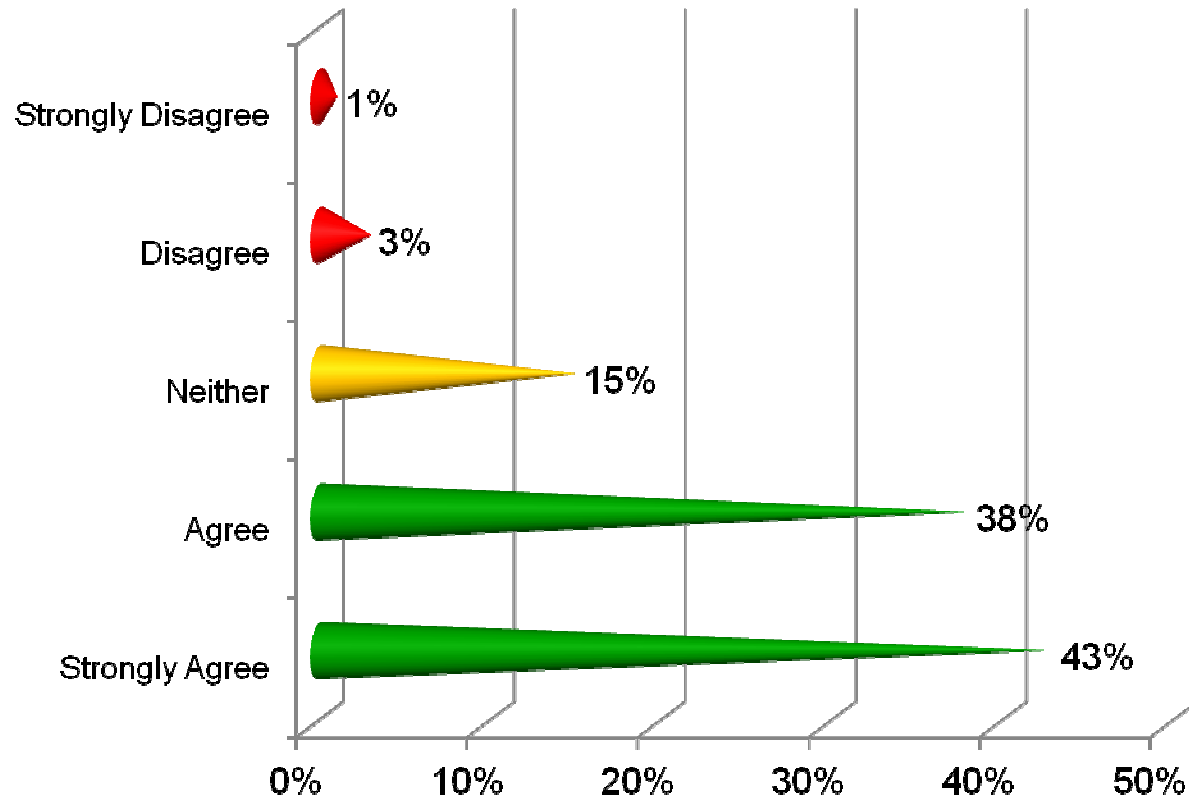
# Question 4

The Trust should look to fund the regeneration programme from a variety of possible sources including public, private and non-profit institutions?



# Question 4

Once the proposals are realised I am likely to visit Alexandra Palace more frequently?



# Alexandra Palace The Regeneration

