

**Alexandra Park & Palace Informal Joint Meeting of the  
Advisory Committee and Consultative Committee**

**on 17 July 2012**

Report Title: **Regeneration public consultation: interim feedback report**

Report of: **Mark Hopson, Head of Regeneration and Development, Alexandra Palace**

**1. Purpose**

1.1 To update the Committees on the emerging results of the public consultation in relation to the strategic spatial masterplan and regeneration programme.

**2. Recommendations**

2.1 That the Committees note the content of the report.

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



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**3. Executive Summary**

- 3.1 This report summarises the emerging results for the first 1,350 responses of the public consultation in relation to the strategic spatial masterplan and the next steps in the regeneration programme. In summary:
- A public exhibition was set up on site displaying the masterplan proposals daily from 18 May – 29 June 2012. Special staff teams were also set up to engage with visitors on event days (Redbull event and Jubilee weekend) and as well as visitors to the park on weekends.
  - 21,000 consultation booklets were printed. These were then distributed locally to residents, libraries and community focal points in the borough. Additionally, many booklets were used to engage with the public directly both around the site and in various key locations around the Borough.
  - A street engagement team were deployed to speak with people in various key locations around the Borough including tube stations, high streets and shopping centres as well as other community focal points. This resulted in over 1,000 people being engaged directly by the team.
  - Over 8,000 e-shots (electronic emails) were sent to contacts held on business and consumer databases informing subscribers of the consultation with a further 800 e-shots sent to voluntary and diversity organisations in the borough promoting the consultation.
  - A social media campaign was launched on Facebook and Twitter, regularly promoting and updating subscribers about the consultation with messages and tweets.
  - 3 specialist diversity workshops were also held to engage with specific demographic

<p>groups in the Borough identified to be under-represented in our consultation. Two sessions were held on site and one at the Bernie Grant Arts centre in Tottenham.</p> <ul style="list-style-type: none"> <li>- A variety of local residents associations, community groups and voluntary organisations and area forums were directly engaged by Palace staff to discuss the masterplan proposals and canvass opinion.</li> </ul> <p>3.2 The next steps will involve collating all of the consultation responses received and importantly, assessing the additional comments submitted by respondents. This will result in a summary report and presentation being produced for consideration at the next Trust Board meeting on 24 July. In addition to the summary consultation report and presentation, a number of other documents will need to be finalised in preparation for the next Trust Board meeting of the 24 July 2012. These include:</p> <ul style="list-style-type: none"> <li>- Strategic Spatial Masterplan with proposed recommendations</li> <li>- Conservation Management Plan (CMP)</li> </ul> <p>3.3 Interim conclusions from this sample report show that:</p> <ul style="list-style-type: none"> <li>- The public consultation has reached a good demographic cross section of local residents, communities and stakeholders from within the Borough and beyond.</li> <li>- Many respondents, in general, agree with the proposals and ideas outlined in the strategic spatial masterplan and would visit the site more regularly if the ideas were realised.</li> <li>- The emerging preferences for the options presented within masterplan show that consultees are in favour of 'improving first impressions' in relation to the external areas of the building and repairing the Main Halls and opening up the Theatre for proposals relating to the internal areas of the building.</li> </ul>
<p><b>4. Reasons for any change in policy or for new policy development (if applicable)</b></p> <p>4.1 N/A</p>
<p><b>5. Local Government (Access to Information) Act 1985</b></p> <p>5.1 N/A</p>

## 6. Public Consultation

- 6.1 The public consultation and associated exhibition for the strategic spatial masterplan and regeneration proposals started on the 18<sup>th</sup> May 2012 and lasted for a period of six weeks. Whilst the exhibition closed on the 29<sup>th</sup> June, the proposals remained on the website until the 6 July giving the opportunity for people to view the ideas and submit their comments to the regeneration team if they did not have an opportunity to visit.
- 6.2 The public consultation was delivered through a variety of formats and communication channels. In summary:
- A public exhibition in the Palm Court and Ice Rink Foyer was set up for the duration of the six week period. This featured 18 large colour display panels detailing the full strategic spatial masterplan and regeneration proposals.
  - Targeted engagement of public by Alexandra Palace staff on event days (Redbull, Queens Jubilee, festivals and concerts) and weekends on site and in the park.

- A dedicated consultation webpage was created and developed ([www.alexandrapalace.com/regen](http://www.alexandrapalace.com/regen)) with interactive tools to explore the spatial masterplan proposals and provide feedback through an online survey.
- 21,000 booklets were designed and printed to pro-actively target local residents and stakeholders. Of these:
  - o approximately 1,900 booklets and letters were delivered to surrounding residents in the immediate area
  - o approximately 7500 booklets were in N8 and N10
  - o approximately 900 were distributed amongst Haringey libraries and sports centres
  - o a continuous supply was also available at all outlets in the Palace and Park
- An e-shot (electronic email) was sent to all users registered on the Alexandra Palace consumer and business database – of the 8,813 e-shots sent, 4720 people opened the email of which 746 people clicked through to the regeneration webpage. Additionally, an e-shot was also sent to over 800 voluntary and diversity organisations within the borough promoting the consultation.
- Our social media – Facebook and Twitter portals – were sending regular updates to all users registered with an estimated audience of up to 6,000 and an average message readership of 2,000.
- A special street engagement team were deployed to speak with people in local shopping centres, transport hubs and community focal points. The street team engaged with approximately 1,000 people and covered the following areas:
  - o Muswell Hill, Crouch End, Highgate, New Southgate, East Finchley
  - o Palmers Green, Bounds Green, New Southgate, Wood Green High Road/shopping centre
  - o Turnpike Lane, Green Lanes, Finsbury Park
  - o Tottenham Hale, Tottenham High Road and Tottenham Green
  - o Seven Sisters, Northumberland Park and White Hart Lane
- 3 specialist diversity workshops were organised to engage with specific demographic groups in the community that were assessed to be under-representative. Of these, 2 workshops were held on site at Alexandra Palace and 1 at the Bernie Grant Arts Centre in Tottenham. The sessions engaged with youth and elderly people, people with disabilities and residents from the east of the borough. In total, 20 people were involved in these workshops with some individuals representing wider community organisations.
- Various stakeholder groups, area committees, publications and press have been briefed and presented to about the plans which resulted in good coverage promoting the consultation. A full breakdown of this engagement is available at **Appendix 1**.

6.3 At the time of writing, over 1,350 responses have been received with the final figure expected to be in the region of 2,000. Whilst the public exhibition finished on the 29<sup>th</sup> June, the masterplan proposals remained on the website until the 6<sup>th</sup> July with the final results being reported to the Alexandra Palace Trust Board on the 24<sup>th</sup> July.

6.4 This report presents the interim results of the first 1,350 responses received from the consultation (it should be noted that certain fields e.g. age, postcode, ethnic diversity were

in some cases omitted and therefore results can only be based on data provided). A summary presentation of these initial results is attached at **Appendix 2**.

### **Profile Summary**

6.5 Of the responses received, the following summary can be drawn in relation to the profile of consultees:

- the highest level of responses have so far come from people aged 35-49 (26%) followed by 50-64 year olds (21%) followed by 25-34 and 18-24 year olds (16% and 15% respectively)
- 13% of individuals responding so far have declared themselves as having a disability
- the break down between female and male consultees so far is 61% and 39% respectively
- In relation to ethnicity – data collected shows that the highest response rate is attributed to people of White British background at 60%. Collectively, people selecting black and ethnic minorities made up 26% of the responses.

6.6 Of the responses received so far, the vast majority of individuals had visited Alexandra Palace at least once in the last year. 16% of individuals responding had not.

### **Feedback on 'Big Ideas'**

6.7 In relation to proposals for the external areas of the Palace, the emerging headline results show that:

- 'Improving your first impressions' idea was most preferred with 48% of respondents selecting this option as their first option
- the second most selected option referred to 'upgrading the entrances' which was selected by 52% of respondents
- the third priority, 'making it easier to move around the Palace' was selected by 47% of respondents.

6.8 Of the five options suggested for improvements to the internal spaces of the Palace, the results so far show the following order of priority:

- First preferences show the main Halls and opening up Theatre as the most important priorities each at 32%.
- The second preference show opening up the theatre being the second most popular choice at 30%.
- The third preference related to opening up the BBC studio, with 26%.
- The fourth preference related to opening up the basement at 28%.
- Building a hotel was the fifth preference at 42%.

### **Support for regeneration**

6.9 Overall, the majority of people that have responded so far have been in support of the proposals outlined in the spatial masterplan. Similarly, people responding also agree with the approach in relation to funding some of the key projects within it. Indeed, the overall message in response was that people would certainly visit the Palace more often if the ideas outlined were realised. Specific figures relating to the responses of these questions are outlined on slides 11, 12 and 13 of the summary in **Appendix 2**.

- 6.10 Whilst this report aims to give a snap shot of the emerging data from the responses received so far, it should be noted that a full report containing all of the data and a full analysis of the additional comments made will be presented to the Trust Board at the next meeting on the 24<sup>th</sup> July. This will include a review of the key themes and trends people were most interested in and concerned about as well as suggestions for any changes to the proposals within the existing spatial masterplan.

## **7 Next steps**

- 7.1 Looking ahead, next steps will involve collating all of the consultation responses and importantly, assessing the additional comments submitted by consultees in relation to the masterplan and regeneration proposals. This will result in a summary report and presentation being produced for consideration at the next Trust Board meeting on 24 July. In addition to analysing the quantitative data trends from the consultation, key themes from additional comments will also be extracted so as to inform the current draft of the masterplan through a series of recommendations.
- 7.2 In addition to the summary consultation report and presentation, a number of other documents will need to be finalised in preparation for the next Trust Board meeting of the 24 July 2012. These include:
- Strategic Spatial Masterplan with proposed recommendations
  - Conservation Management Plan (CMP) – this will be available on the website in final format from the 15th July.

## **8 Recommendations**

- 8.1 That the Committee notes the content of this report.

## **9 Legal Implications**

- 9.1 The Council's Head of Legal Services has been consulted in the preparation of this report, and adds his support to the degree of consultation which has been undertaken to date, as a means of contributing to a quality decision making process.
- 9.2 The Trust's solicitor has no comment on this report.

## **10 Financial Implications**

- 10.1 The Council's Chief Finance Officer notes the contents of this report.
- 10.2 The Trust's Finance Director notes the contents of this report.

## **11 Use of Appendices/Tables/Photographs**

- Appendix 1 – Summary of key groups and media engaged
- Appendix 2 – Summary of interim public consultation results