



Heritage Grant Pre-Application

Notes

Please use this short form to tell us about your project idea; this pre-application form is a good way of getting feedback from us before you start work on a full application. The pre-application form is not part of the assessment process.

We support projects that relate to the national, regional or local heritage of the UK.

To receive a grant your project must:

- Help people to learn about their own and other people's heritage.

Your project must also do either or both of the following:

- Conserve the UK's diverse heritage for present and future generations to experience and enjoy.
- Help more people, and a wider range of people, to take an active part in and make decisions about heritage.

Our website holds a range of examples of projects we have funded to help you see how other projects have met our aims.

Fill in this form as fully as you can but do not worry if you do not have enough information at this stage to answer all the questions.

When we receive this form, we aim to contact you within 10 working days.

What is the title of your project?

Alexandra Palace: Reopening of Theatre and BBC Studios

Reference number

HG-12-05612

Section One - Your Organisation

Your Organisation

1a Name and address of your organisation

Name of your organisation Alexandra Palace & Park Charitable Trust

Address of your organisation:

Address line 1 Alexandra Palace Way

Address line 2

Address line 3

Town / city London

County

Postcode N22 7AY

Main contact

1b Details of main contact person

Name Anne Kaiser

Position of main contact person Regeneration Programme Manager

Is the main contact address the same as 1a?

Yes

Daytime phone number (inc area code) - this should not a mobile number. 0208 365 4366

Mobile number (optional) 07403 548 108

Please tell us your preferred contact number

Email address anne.kaiser@alexandrapalace.com

1c Are you a not-for-profit organisation? Yes

1d Where did you hear about the Heritage Lottery Fund? Please pick from list or specify below.

Previous application/ pre-application to HLF

Section Two - The Heritage

What is the heritage that your project will focus on and why is it important?

INTRODUCTION

Alexandra Palace (AP) was first opened in 1873 as a private commercial venture to provide a "People's Palace" for public entertainment and recreation, a concept that followed on from the success of the Great Exhibition of 1851 and the development of Crystal Palace in 1865. Although twice rebuilt after fire damage, firstly in 1873 within two weeks of opening, and again in 1980, AP represents a rare survival of this building type. AP is located in a Conservation Area - the Palace is Grade II listed with English Heritage and the surrounding 196 acre park is also Grade II listed on the English Heritage Register of Parks and Gardens. AP is the largest building on English Heritage's Buildings at Risk Register and the AP Theatre is on the Theatre Trust's Theatre Buildings at Risk Register. Public access to the Palace is guaranteed under Act of Parliament. AP is an un-missable landmark on a prominent hill above north London, providing spectacular views from east to west. The surviving BBC studios are of national significance as the place where world's first high definition television broadcast took place in 1936.

THE PROJECT

Our project focuses on two key periods within the history of AP - the surviving but derelict Victorian Theatre, and the original BBC television studios, unused since 1981. It aims to revive and restore these two nationally important historic spaces and open them for regular public use for the first time in over 40 years. The strategy for regeneration of the entire Palace is based on a masterplan design by leading architects Farrells and a Conservation Management Plan by conservation architects Donald Insall Associates. The Theatre and BBC Studios fit within this strategic framework and are the most significant surviving historic interiors of AP, also providing the greatest potential learning and community benefits. Given its age and history, AP currently has little or no structural environmental and sustainability features. As part of the master planning and design process, we will seek to make improvements in this area, within the limitations of the building.

THEATRE

The structure of the Theatre dates back to 1875 and originally featured two tiered balconies, although the second tier balcony was removed to make way for a cinema projection box in 1907. Of particular international significance is the original Victorian wooden stage machinery below the stage. The Theatre's original capacity of 2,500 will be reduced to around 1,200 after the proposed refurbishment works. In 1936, the Theatre was leased to the BBC as part of the development of the first TV studios in the South Eastern Wing of AP. It was later used by the BBC as a rehearsal room, a workshop for stage sets and a costume store until 1981.

BBC STUDIO

The project proposes to refurbish Studio A, the former Marconi-EMI television studio and the Transmitter Hall below. These two historic spaces have been largely untouched since the BBC left. Their restoration would bring to life the early history of AP as a place of popular entertainment and the place where television broadcasting was born. This will be the main theme of our learning and community engagement programme, together with the earlier history of the Theatre. We are in early discussions with the AP Television Group (APTG) and other partners to bring the interpretation of the BBC Studios and Theatre space to life. The APTG collections, currently housed in Studio A, include a reconstruction 1930s studio set, a collection of studios cameras and television sets dating from the 1930s-1980s, and other associated TV broadcasting equipment. APTG's fellow organisation, the Alexandra Park Television Society (APTS), has a significant holding of undigitised material from the 1930s onwards and a range of film footage from early shows. We have agreed a partnership, in principle, which would allow AP to access this archive in digital form, both online and onsite. We are at an early stage of discussing with the BBC whether we could access early television archive footage to be used as part of our learning programme. We have also had initial discussions with a range of potential partners, including Bruce Castle (Haringey's local history museum) which holds archives and objects relating to AP and the National Media Museum in Bradford, with whom we are discussing loans of material and the provision of curatorial advice.

THE LOCAL AREA

Alexandra Palace is located within the London Borough of Haringey and over 50% of its residents are from ethnic minority backgrounds. It has a young population with over half aged under 35 years. Haringey is one of the poorest boroughs in the country with pockets of extreme deprivation in the east. It is the 13th most deprived borough in England and the 4th in London. The three mile catchment area immediately around AP has 411,836 residents and is very mixed, with nearly 31% of the population being classed as economically inactive. Whilst there are areas of wealth and well-educated professionals in the catchment, over 20% of

residents are classed as low income.

AP AND THE COMMUNITY

AP is an important and prominent amenity to the local area, with an estimated one million visitors each year. Of these, in 2011/12, over 400,000 attended a range of events held the Palace, including exhibitions, live music events, weddings, corporate awards, banquets, film shoots, conferences, charity events and live sporting events. Events in the Park include the regular Farmers' Market, the Moscow State Circus, YMCA Fun Run, BMX competitions and Nightrider cycling events. The Ice Rink attracts over 120,000 visitors a year, through a combination of leisure and club activities that are targeted towards young people, students and families. While the Park and some areas of the building are open to the public daily, the Studio and Theatre are currently accessed by appointment only, during the annual London Open House programme, and special events held several times a year. Open House attracts nearly 1,000 people each year, whilst special events, such as the celebration of 75 years of television attracted 1,400 people over two days, demonstrating the depth of interest in the Studio and Theatre. These events are staffed by volunteers from the AP Television Group and Society and by the Friends of AP Theatre. We regularly receive enquiries about greater access to the BBC Studios and Theatre both directly and via our Friends groups, which suggests that there would be strong demand for regular tours on a more frequent basis. During our recent public consultation on the broader AP regeneration plans, 63% of respondents ranked the reopening of the Theatre as their first and second priority, whilst 37% wanted to see the BBC Studios re-opened to the community.

PUBLIC CONSULTATION

In June/July 2012, the Trust conducted a public consultation exercise across North London, asking local residents and businesses, Palace and Park users, and a range of community stakeholders to contribute their feedback on the AP masterplan and regeneration proposals. Consultation information was circulated through a range of hard copy and on-line resources (from our website and iPad interviews) to reach the widest possible audience. The consultation included an on-site exhibition at AP, targeted email shots to our visitor and community databases, hard copy mail shots, distribution through local libraries and schools, and an on-line survey. A total of 2,146 questionnaires were completed, with 21,000 brochures distributed across the local area to residents, council channels, community groups and businesses. 88% of the respondents were local to North London and 25% of respondents were from ethnic minority communities. The results indicated that 32% of respondents had visited AP between one and three times each year, whilst over 30% had visited on more than eight occasions. Feedback during the consultation evoked much passion and enthusiasm - from the scale and prominence of the building, to personal and childhood memories of historic events and associations. Overall, 87% of respondents supported the broader regeneration plans, and prioritised the redevelopment of the Theatre and BBC Studios. During the consultation period, the regeneration section of our website received over 5,600 detailed views and home page traffic totalling 70,000 users.

LOCAL SUPPORT

A diverse range of groups and individuals are passionate about the heritage and future of the site. With over a million annual visitors to the Palace and Park, we work closely with special interest groups and local government representatives, many on a voluntary basis, to ensure we remain engaged with the community and improve the programmes and services available. Groups with whom we meet regularly include APTS/APTG, Friends of AP Theatre, Friends of the Alexandra Palace Organ, Friends of Alexandra Park and Hornsey Historical Society, as well as a range of community, schools and local resident groups.

Recent examples of AP's community engagement work include:

- working with, Exposure, on specialist video clips covering the Olympic Torch Relay and Sacrilege community event
- offering complimentary tickets to Haringey residents to attend the Holland Heineken House event - the official Dutch cultural house during London 2012
- managing corporate volunteer groups to undertake activities in the Park, including fence repairs and painting around the Lake
- working with Hampstead School of Art to create an art exhibition in the Palm Court

Our governance structure also involves engagement with a wide range of local groups through the Statutory Advisory and Consultative Committees, whose advice on important issues is considered by the Trust's Board.

Section Three - Your Project

3a Is the address of your project the same as the address of your organisation?

Yes

3b What are the aims of your project?

The aim of the project is to restore and open up spaces in the Palace not seen for generations and engage the community in their sustainable future. In support of this we will:

- (i) restore the historic fabric of the Theatre and surrounding areas to enable its use as a multifunctional space, for community and learning programmes, concerts and other theatrical and commercial events
- (ii) restore and convert the former TV Studio A and adjacent rooms as a visitor resource and a base for the Palace's expanded learning programmes incorporating exhibits and historic objects bringing the technology and digitized archive footage of early television to a modern audience
- (iii) establish learning, community engagement and volunteering programmes by building up partnerships with local and London wide cultural partners, making use of both the Theatre and Studios.

3c What capital work do you plan to do (if any?)

Capital work is work to a physical object, like conservation of a ship, repair work to a building, restoration of a natural habitat etc.

Currently both spaces are unused and in near-derelict condition. Through the capital works we will:

- refurbish the existing glazed East Court as a public welcome space, linking the Theatre and the BBC Studios with interpretative displays, using loaned material and copies that show the role that the Theatre and BBC Studios played in providing entertainment
- refurbish the BBC Studio A and ground floor Transmitter Hall to form a new visitor experience, targeted at guided tours and school parties, explaining the early history of television in a creative and interactive way, and giving on site access to archives relating to the early history of television
- provide a BBC foyer space off the East Court with a new lift to provide access to the BBC Studio on the first floor
- restore the interior finishes of the Theatre (where they survive), taking a minimal intervention approach to retain its historic heritage fabric and character, but fitting out to modern standards consistent with its planned use as a community and commercial venue
- preserve the Victorian stage machinery
- restore, refurbish and provide new rooms both behind the stage and in the NE tower, for use as green rooms, storage rooms to meet the needs of its community and commercial use
- provide a secure area for the storage of archive material.

We have researched the options for the Theatre extensively through specialist theatre consultants Bonnar Keenleyside and through the strategic spatial Masterplanning process undertaken by Farrells.

3d What activities do you plan to do?

Activities are the ways you incorporate learning and participation opportunities in your project such as workshops with schools, open days and community events etc.

The interpretative, community engagement and learning programmes will focus on reinstating the site as the 'People's Palace' and are likely to comprise:

- interpretative and innovative displays in the BBC Studios and East Foyer about the history of British broadcasting and the wider history of AP
- Cross curricular formal education programme inspired by the history of the Theatre and Studios
- bespoke formal education programmes for SEN groups
- run school INSET days to promote to teachers the opportunities available at AP
- outreach education sessions via conference call and/or available to download on the website
- resources for breakfast and after school clubs
- tailor made community projects targeted at specific groups run in partnership with other third sector organisations
- community engagement projects inspired by the heritage of the venue, including an oral history project to capture people's memories and stories about their leisure time at AP, in addition to the people who worked here
- informal activities, including activity trails, summer holiday activities and drop-in workshops for families

- Arts Award for young people aged 7 - 25
- a range of apprenticeships and work placements (NQT, BA, and MA) during and after the refurbishment of the Theatre and BBC Studios in partnership with others (from technical to event services to administration)
- a volunteering programme to support the front and back of house operation of the Theatre and BBC Studios
- sorting, cataloguing and digitising the APTS archives and other associated material held by partners
- a dedicated area of the website with on-line exhibitions, trails, downloadable resources and archive catalogue for all audiences to use both on and off site
- tours of the BBC Studios
- tours of the Theatre and its Victorian stage machinery
- talks about the history of the Theatre and Studios, linking with the social history of the local area and Greater London.

It is intended that East Court will be open to the public seven days a week and will contain 2D displays interpreting the wider history of AP and the history of the BBC Studios and Theatre, plus a cafe. The Studios and Theatre will be open at the weekends to the general public and by appointment for tours during weekdays. The initial focus will be on delivery of our full-time schools and community engagement learning programmes.

We are also aiming to recruit an archivist to sort, catalogue and digitise the APTG and APTS archives and work closely with the BBC and other national bodies, such as the National Media Museum in Bradford to increase access to their archives through a facility at AP and to share information

A proposed learning programme covering the history of AP and Park has been devised by the Building Exploratory and will be trialled by our newly appointed Learning Officer from later in 2012. It is focused on formal learning and her work is designed to begin to build awareness and audiences for the refurbished venue. In our bid we are proposing to appoint a Community Engagement Officer and their focus will be informal learning - engaging communities on and off site.

Our apprenticeships and training programmes will be central to our mission and we will work with local organisations, such as the Bernie Grant Arts Centre, to implement the programme. We will work with other local organisations, such as Exposure, a local award-winning youth media enterprise to develop photographic, filming a digital media projects around the BBC Studio and Theatre, like the recent Haringey Uncovered project.

Following our extensive public consultation on the Masterplan in May and June 2012, we are now embarking on further more detailed community group consultation to find out how those groups would like to use AP and to build new partnerships to deliver practical and comprehensive community engagement with AP.

We plan to strengthen links with existing voluntary groups with the appointment of a Volunteer Coordinator, and to recruit new volunteers from target audiences to help with the delivery of learning and community programmes, development of the interpretation and website, digitising the archives, delivering tours and welcoming the public at weekends. We have already been approached by The Challenge Network, which is a national network supported by the National Citizen Service (NCS) that aims to bring together 16 year olds from diverse backgrounds and through a set of challenges, prepare them to design and deliver a project that will make a difference in their community.

We are in preliminary discussions with a number of arts and theatre groups, including the English National Opera, regarding potential use of the Theatre space, including short and medium term tenancy, rehearsal scheduling and specialist/seasonal productions that will take advantage of the unique facilities available. We are also looking to explore ways to increase community engagement and learning opportunities through existing and future clients/tenants (such as the Bernie Grant Arts Centre and Mount View Academy of Theatre Arts) to link the Theatre and Studios, utilising existing programmes as well as developing new relationships that offer interest and relevance to the North London area.

The APPCT will continue to be landlord of the rest of the Palace and Park site, including the Great and West Halls as event spaces, a possible hotel development on the site of the Panorama Room, and the existing community Ice Rink. There are possibilities for cross-fertilisation and economies of scale in running commercial and community events in the Theatre in tandem with these other spaces. This will deliver economies of scale in running the place (eg facilities management, security) and creative opportunities for

partnerships, eg between hotel and Theatre, and for smaller concerts than we can provide for in the 10,000 capacity Great Hall.

Section Four - Project Benefits

4a What benefits will your project bring to heritage?

The project will enable increased public access to the most significant surviving historic parts of AP, being the Theatre and the Studios, by restoring them to good condition with minimal intervention to preserve the maximum amount of fabric and ambience.

4b What benefits will your project bring to people?

Our project will:

- help more people to learn about and enjoy the heritage of the Theatre and BBC Studios through imaginative interpretative displays on site and on line, plus trails and downloadable resources, talks and tours
- inspire young people through our formal education programmes to learn about the history of film, photography and theatre
- enhance the skills of the people who are taken on as apprentices to help us restore and maintain the Theatre and Studios
- engage more people with the work of the Trust in general and the Theatre and Studios in particular, through our volunteering and work placement programmes
- provide people with access to archival material about Alexandra Place
- strengthen our existing partnership with the various Friends groups on site
- enable the Trust to work effectively with a range of local regional and national partners.

Section Five - Project Development and Delivery

5a When will your project start and how long do you expect it to last?

If we attain a Round 1 pass in April 2013, our Round 2 bid will be submitted in December 2013. If we then attain Round 2 approval in March 2014, procurement is expected to be completed by September 2014 and, with an 18 month construction phase to follow, completion of the construction phase of the project is expected by March 2016.

Section Six - The Costs Of Your Project

6a How much is your project likely to cost? If you know, tell us what the major costs are likely to be.

Our project is estimated to cost £23.155 million.

The breakdown of major costs is as follows:

DEVELOPMENT PHASE - April 2013 to March 2014

Professional fees	£1,100,000
Staff costs	£100,000
Recruitment	£15,000
Other costs	£50,000
Total Development:	£1,265,000

DELIVERY PHASE - April 2014 to March 2016

Professional fees	£1,800,000
Capital works	£17,400,000
Activity costs	£700,000
Contingency	£1,990,000
Total Delivery:	£21,890,000

Total Project Cost: £23,155,000

6b How much are you likely to request from us? (£)

£16,500,000

Additional Information

Information about your organisation

This part of the form aims to collect the information we need to report on funding. We will not use this information to assess your application.

If your organisation will specifically benefit a particular group or groups of people, tell us which groups by ticking all relevant boxes below.

If your organisation represents a wide range of people and does not specifically represent any particular group, tick this box only.

✓