

Report Title: **Report of the Chief Executive APPCT**

Report of: **Duncan Wilson, Chief Executive, Alexandra Palace Charitable Trust**

1. Purpose

1.1. To update the Board on the recent developments and activities, in particular

- The regeneration programme and the successful HLF bid
- The events calendar
- Progress with the fabric repair programme
- Views on the impact of the possible introduction of a local Controlled Parking Zone on free parking on Alexandra Palace Way

2. Recommendations

2.1. That the Board notes the contents of the report and gives it views where appropriate.

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

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3. Executive Summary

- 3.1. The first section of the report provides an update on Regeneration activities since the last meeting, including the HLF grant decision, forthcoming regen. strategic workshop, property advice assignment, recruitment and masterplanning
- 3.2. The second section gives a regular update on the forthcoming events calendar, and outline in more detail the Red Bull "soapbox derby" event in the Park on 14 July and the 150th anniversary event on 21 July.
- 3.3. The third section outlines good progress with the DBR repair contract on the central section of the SW colonnades and SE pavilion roofs
- 3.4. Finally the fourth section suggests that we should explore the feasibility of charging for parking on AP way (the section of road leading down to the station) because if a CPZ is introduced locally there may be a displacement effect. The SAC and CC will be discussing this issue on 13 May and their views will be reported to the Board meeting.

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

4.1. N/A

5. Local Government (Access to Information) Act 1985

5.1. N/A

6. Regeneration programme update (paras 6-11 below)

6.1. HLF Major Heritage Grant Application

- 6.1.1. The Trustee Board of the Heritage Lottery Fund have unanimously approved the Trust's Round 1 application to restore the BBC Studios, Theatre and East Court.
- 6.1.2. From a total application request of £16.8 million, £844,800 has been initially granted for Development phase work (72% of costs), which will support the development of a Round 2 application which is expected to be submitted in late 2014.
- 6.1.3. Approval was given for the entire amount requested for the Development phase, with no special conditions attached.
- 6.1.4. Match funding for the Development phase (28% of costs) will be provided by the Trust from the existing regeneration budget.
- 6.1.5. During the Development phase, the project team will focus on refining the design to RIBA D stage, including
 - developing and agreeing fit out and restoration/construction approach,
 - detailing learning community engagement, volunteering and fundraising strategies,
 - continuing to research and develop the project business plans to test viability and sustainability, and
 - commissioning a range of studies including sustainability, transport and economic impact which will be required as part of the Round 2 application.
- 6.1.6. If the Round 2 application is successful, approval will be given for Delivery phase funding. The total project cost is estimated at of £23.9m, of which HLF's contribution would be £16.8m. The balance of funding will be sourced from a range of public and private sources, which will be addressed by the Fundraising Strategy. It is hoped that the Borough would be a lead donor, although no firm commitment has yet been made pending the development of a fundraising strategy for the matched funding.

6.2. HLF "Remembering the First World War" Grant Application:

- 6.2.1. Under advice from the HLF, a revised application for a grant of £55k through a different funding stream specifically connected with the WW1 anniversary will be submitted in late May/early June. The project will be education and learning-focussed, and allow us to maintain the momentum created by the appointment of our new Learning Officer in 2012. The use of AP during WW1 as a refugee and then internment camp is a particularly strong theme for us. The project covers some (mostly cosmetic) modernisation of the Transmitter Hall as a learning and meeting space, and programme costs of the activity and a small exhibition, drawing on the rich archive of the period at Bruce Castle. A further update will be provided at the next Board meeting.

7. Property Advice

- 7.1. Knight Frank are progressing with their Stage 1 market research and are expected to report initial findings in late June, which will be digested and fed in to the July Board Meeting.
- 7.2. As part of the Stage 1 research, specialist consulting group TRI were commissioned to conduct a feasibility study on the proposed hotel based on a size of 195 rooms. Initial findings indicated that a limited service, 3+ star hotel would be best suited to the location and potential target group, offering a room rate of £60-£75 a night; while this

sector will be included in the soft market testing, other hotel operators will also be contacted to determine demand at other more sophisticated levels. The TRI report will be used to support and inform the soft market testing exercise which will commence the week of 20 May.

- 7.3. A costing is being prepared to indicate potential construction/development cost of a hotel based on the TRI recommendations, which will assist with assessing the longer term viability and attractiveness of the potential hotel site.
- 7.4. A representative sample of potential hotel and events operators and developers is being approached, on Knight Frank's advice, so as to inform the development of further advice on market potential.

8. Strategic Workshop - 14 May 2013

- 8.1 A workshop with Board members, APTL Trustees, the Regeneration Working Group, special advisors to the Regeneration programme and key consultants will be coming together on Tuesday 14 May 2013 for a review and discussion of the Regeneration programme.
- 8.2 Cllr Claire Kober, Leader of the Council, and Nick Walkley, CE of LBH, will also be attending. The session will be chaired by Cllr Matt Cooke, Chair of APPCT and APTL Boards.
- 8.3 Key agenda items will include a review of the HLF project, next steps and proposed timelines, an update on the Property Advice project from Knight Frank, including plans for soft market testing and the results of the TRI feasibility study on the proposed hotel, an update on the master planning process, and a review of recommendations to update AP's vision in light of the Regeneration programme and future direction of the site.
- 8.4 This will not be a decision-making forum, but rather an opportunity to review and discuss progress on a range of issues to date and for our various stakeholders to contribute and meet one another.

9. Recruitment

- 9.1 Following a two-stage interview process, Kerri Farnsworth was appointed into the new post of Director of Regeneration and Property and commenced on 22 April 2013. Kerri has an extensive background in developing and delivering complex major regeneration projects in the UK and beyond, including a number in challenging heritage environments.
- 9.2 The Trust's Estates and Facilities Manager resigned in March 2013. First round interviews have been completed with four candidates for the appointment of a replacement, with second and final interviews to take place the week commencing 6 May 2013. A further verbal update will be provided at the meeting.

10 Master planning

- 10.1 Farrells have been briefed to prepare revised plans outlining potential usage for currently unused and derelict spaces across the Alexandra Palace site.
- 10.2 Draft plans have been prepared for basement, ground and first floor levels, with a separate plan highlighting potential for areas such as the hard standing at the eastern end of the building.
- 10.3 The plans will be reviewed and discussed during the Strategic Workshop on 14 May, and will be used by Knight Frank as a reference during the soft market testing exercise.

11 Regeneration, Procurement and Governance

- 11.1 A review of procurement options and approach is being undertaken for both on-going Trust and HLF project requirements. Using a range of tender processes that will comply with both LBH and HLF guidelines, a number of lead and specialist consultants will need to be selected and appointed to support the Development and Delivery phases of the project.
- 11.2 Discussions are on-going with LBH about the best and most efficient way of approaching procurement, being mindful of the need to proceed as soon as possible on the HLF project as the Development phase cannot be commenced without a consultant team in place.
- 11.3 To support on-going governance and progress of the Regeneration programme, a second Gateway Review has been provisionally scheduled for October 2013.

12.0 Forthcoming events calendar

- 12.1 Inside the Palace we will be showcasing a number of new exhibitions including the Mums Show Live, Edible Garden Show, Tattoo Show, YouTube Summer in the City, Medical Expo and Young at Heart. Concerts to come include Madness, Above and Beyond and The National.
- 12.2 The Park has also got an exciting summer ahead with the Redbull Soapbox Race being held on the 14th July followed by the celebration of the parks 150th year on the 21st July.
- 12.3 Details of the programme and each of these two big events are attached at Appendices 17.1 – 17.3 below. The Red Bull event promises once again to attract a new and young audience to the Park and presents a major positive PR opportunity. The 150th anniversary celebrations have developed into a major community event, with performers from all over the Borough.

13.0 Fabric Repair Programme and on-going repair and maintenance requirements

- 13.1 The English Heritage-part funded works to the middle bay of the SW colonnade and the SE pavilion roof are progressing well and are currently running to schedule. The construction cost was originally set at £421k, of which English Heritage are contributing c.50%. Agreed extensions of scope and changes amount to a further £50k. This extension has allowed us to reinstate the fabric repairs to the facades originally dropped from the project to bring it within budget, and to add items such as safe access systems so that we can maintain the building better in future (plant growth was a real problem, on close inspection). The additional funding is provided for in the 2013/14 capital budget.
- 13.2 The re-roofing of the SE pavilion has rendered useable a substantial section of the Palace previously derelict, with holes in the roof, pigeons roosting and full grown trees inside the building. Fit-out costs would be substantial and are not currently programmed, but it does demonstrate real progress.
- 13.3 A representative from English Heritage undertook a site inspection of the works on 24 April and was very happy with the quality of works completed to date, and the proposal to extend the scope of the project to make best use of the scaffolding and provide a better quality of repair.
- 13.4 The project has highlighted the need to appoint an appropriately experienced and skilled external consultancy practice (conservation architect and/ or building surveyor) to prepare a 5-10 year Fabric Maintenance Plan for the entire Palace, and to design and oversee individual works packages arising for (say) the next 3 years (subject to the availability of capital resources).

13.5 The contract value is likely to be in the region of £165k. The intention is to procure using an open market tender process to ensure that we get the best possible

14. Possible introduction of local Controlled Parking Zone – impact on free parking in Park on AP Way

14.1 The Borough has consulted the public about proposals to introduce a Controlled Parking Zone in the streets to the east of the Park. The implications for parking in Alexandra Park are potentially significant, in that commuter parking close to Alexandra Palace station may be displaced onto the free parking bays running up the hill along Alexandra Palace Way. There is a prima facie case for considering the introduction of parking charges in this area, and monitoring the effect on other free parking in the Park, especially in the East car park outside the ice rink.

14.2 Due diligence needs to be carried out to assess the legal and financial viability of any set of options for metering and enforcement. However at this stage views on the general issue are sought.

14.3 Any emerging proposal would have to be fully consulted on, and Charity Commission approval would need to be obtained. SAC and CC members' views will be reported to the meeting.

15.0 Recommendations

15.1 That the Board notes the contents of this report

16.0 Legal Implications

16.1 The Council's Head of Legal Services has been consulted in the preparation of this report, and has no comments save to say that he will work with officers to ensure an efficient procurement process for the HLF project.

17.0 Financial Implications

17.1 The Council's Chief Financial Officer notes the positive progress made with regeneration and refurbishment activities and the plans in place to attract funding for future events such as the WW1 activity. The Board have confirmed that all those taking part in the 150th celebration events will comply fully with necessary H&S and insurance requirements. It is noted that full due diligence will be undertaken on introducing charges for parking if this is something the Board recommends investigating further.

18.0 Use of Appendices/Tables

18.1 Events Schedule

Confirmed public events and first provisional options to September 2013

Event	Location	Open Date	Timings
Conference	Panorama Room	Thursday 9th May	09:00 - 21:00
Party	Londesborough Room	Saturday 11th May	11:00 - 16:00
Antiques & Collectors Fayre	Great Hall	Sunday 12th May	09:30 – 16:30
Segway	Park	Thursday 16th - Monday 20th May	Pre Book

Funfair	Pavilion Car park	Friday 24th May - Sunday 2nd June	
Hornsey YMCA Fun Run	Park	Sunday 19th May	09:30-11:30
Mums Show Live	WH/PR/LR/PC Suites	Thursday 16th - Sunday 19th May	Various
Beginners Tree Walk - Friends of the Park	Park	Sunday 19th May	TBC
Study Club	PCS5/4	Wednesday 22nd May	18:00 - 21:00
School Trip	TH	Wednesday 22nd May	10:00 - 12:00
APPCT Meeting	TH	Thursday 23rd May	19:30 - 22:30
Tattoo Show	Great Hall	Friday 24th - Sunday 26th May	Various
Farmers Market	Paddock	Sunday 26th May	
Lakeside Art Show	Lake/Park	Saturday 25th Sunday 26th May	TBC
Pirate Week - Half term activities	Ice Rink/East Court	Monday 27th May - Sunday 2nd June	10:00 - 17:30
Organ Concert	Great Hall	Wednesday 29th May	TBC
Tree Adventures	The Grove	Saturday 1st and Sunday 2nd June	TBC
Wedding	PR	Sunday 2nd June	18:00 - 00:00
Sponsored Walk	Park	Sunday 2nd June	11:00 - 14:00
Farmers Market	Paddock	Sunday 2nd June	
Brass Band	The Grove	Sunday 9th June	TBC
Farmers Market	Paddock	Sunday 9th June	
Knight rider	Park	Sunday 9th June	TBC
ACCA	Great Hall	Monday 3rd - Wednesday 12th June	09.00-15.30
APTV Society	LR	Thursday 13th June	11:00 - 17:00
5k Yoga Run	Park	Sunday 16th June	08:00 - 14:00
Wedding	West Hall	Sunday 16th June	18:00 - 00:00
Farmers Market	Paddock	Sunday 16th June	
Music (Prov)	All Areas	Wednesday 19th June	
Wedding	PR	Saturday 22nd June	TBC
Longest Park run	ME	Sunday 23rd June	TBC
Farmers Market	Paddock	Sunday 23rd June	
Charity Ice Rink event	Ice Rink	Sunday 23rd June	1300-2000
Haringey Boxing	Great Hall	Thursday 20th - Sunday 23rd June	TBC
Mid-Summer Garden Party	The Grove	Sunday 23rd June	10:00 - 14:00
Wedding	Panorama Room	Sunday 23rd June	17:30 - 00:00
Walk through the Park	Park	Wednesday 26th June	18:30
Cyprus Wine festival	Great Hall	Saturday 29th - Sunday 30th June	TBC
Medical Expo	GH/WH/PR/PC/PS	3 rd - 6 th July	Various
Hornsey Carnival	Park	Saturday 6th July	08:00 - 16:00
Farmers Market	Paddock	Sunday 7th July	
Red Bull	Park/All Areas	Saturday 13th - Sunday 14th July	12.00-18.00
Teambuilding	PR, Upper Field	Wednesday 17th July	TBC
Segway	Park	Friday 19th - Monday 22nd July	TBC
Moonlight Walk	Park	Saturday 20th July	22:00 - 06:00
40th Birthday Party	LR	Saturday 20th July	17:00 - 00:00

Funfair	Pavilion Car park	Friday 19th July - Thursday 8th Sept	TBC
Parks 150th Anniversary	Park	Sunday 21st July	11:00 – 16:00
Farmers Market	Paddock	Sunday 21st July	
Farmers Market	Paddock	Sunday 28th July	
Wedding	PR	Saturday 3rd August	18:00 - 00:00
Farmers Market	Paddock	Sunday 4th August	
Segway	Park	Friday 9th - Monday 12th August	TBC
Wedding	PS	Saturday 10th August	1600 - 0000
Farmers Market	Paddock	Sunday 11th August	
Summer in the City	All Areas	Saturday 17th August	TBC
Farmers Market	Paddock	Sunday 18th August	
Wedding	Panorama Room	Friday 23rd August	17:30 - 23:30
Wedding	PS	Saturday 24th August	1800 - 0000
Farmers Market	Paddock	Sunday 25th August	
Teen Queen (prov)	Palm Court	Friday 30th August	19.00-00.00
Wedding	Palace Suite	Saturday 31st August	1900 - 0000
Wedding	Panorama Room	Saturday 31st August	17:00 - 00:00
Bird Walk	Park	Sunday 1st September	TBC
Farmers Market	Paddock	Sunday 1st September	
Dolls House	WH	Sunday 1st September	06:00 - 20:00
Wedding	PR	Sunday 1st September	TBC
Wedding	PR	Saturday 7th September	14:00 - 00:00
Wedding	PS	Saturday 7th September	TBC
Wedding	PR	Sunday 8th September	08:00 - 16:00
Farmers Market	Paddock	Sunday 8th September	
Segway	Park	Friday 13th - Monday 16th September	TBC
Antiques	GH	Sunday 15th September	
Bat Walk	Park	Wednesday 18th September	TBC

18.2 Update on Red Bull Event

Numbers

We are expecting 20,000 people, tickets are purchased pre-event via the website and capped at this number.

Demographic

- The audience is expected to be between 16- 40 with a split of 55% Male 45% female
- Marketing aimed at attracting families of all ages

Expectation of ticket holder's locations

- Approximately 25% of the attendance comes from London area
- 50% coming from the home counties
- 25% from the rest of the country

Public and Transport Management

- 80% of the audience arriving into the park will come from AP station. With 20% arriving from Priory Road / Muswell Road.
- The route from the AP station end of Alexandra Way road will approach along the low road of Alexandra Park and then up towards the Place next to Paddock Car park
- The route from Priory Road will walk along Alexandra Way Road onto the south terrace and arrive at BBC car park

Exiting from the event

- There are several exit points within the Park, the main exit point will be the bottom of Alexandra Way road with Bedford road, alongside AP Station, and the alternative exit route will be along Alexandra Palace Way towards Priory Road
- The routes within the Park will contain the spectators as much as possible, we will ensure that the routes to AP station ensures that volumes of spectators are sparse and spread out along the route to avoid disruption to the residents.

Impact on Bedford Road

- The impact on Bedford road will be managed with CSP and Traffic marshals plus event stewards to ensure crowd management is effective, and disruption to residents is kept to a minimum.
- Road suspension / TTRO (temp, Traffic Road Order) has been applied for within a stretch of Bedford road to ensure management of spectators

Noise

- A full noise management contractor has been appointed Vangaurdia to ensure the noise levels are monitored, maintained and limited amount of disruption to the residence as possible.
- A full noise management plan has been produced and available if requested.

Impact on boating lake, garden centre, mini golf, little dinosaurs

- The Boating Lake reference access and operation will not be affected as this is outside of the event space within the park. Access routes from both Avenue Road and South terrace will be maintained
- Garden Centre is business as usual and access to the operation will not be affected

- Mini Golf is business as usual and access to the operation will not be affected
- Little Dinosaurs is business as usual and access to the operation will not be Affected.

Road closures / Car Parks

- Alexandra Palace Way will be closed from Saturday 00.01 13th July 2013 until 05.00 Monday 15th July 2013
- Car parks that will be open to the public: Grove & Paddock Car Parks
- Car parks that will be closed to the public: East, BBC, Pavilion

Ice Rink

- The Ice Rink will be available as business as usual, access by foot will be from the south terrace and boating lake, and public on foot from the Garden Centre / Grove end on foot will be directed along the south terrace and into the East Light well. If arriving by vehicle will park within the Great Hall via Slip Road.

18.3 150th Event Overview

In celebration of the rich history, current activity and exciting future the 150th event has been zoned to encourage the public to explore all of the park not just one area. The zones are outlined below:

Village Green – The Grove

This will be the beating heart of the event and will showcase local community groups, concessions, food stalls and craft groups, including Friends of the Park, London Wildlife Trust, Natural History Museum, Face Painting, The Tempest Community Workshop, and the RSPB.

The Bandstand – The Grove

We have had a high return on our Expression of Interests from local performers for both the bandstand and the Beach stage. Due to the high number of acts we want to ensure that as many groups as possible have the opportunity to perform therefore sets will be between 15 – 20 minutes. Performers who need longer performance times will be located elsewhere in the event.

Children’s Funfair Rides – The Grove

Mannings funfair will be providing x1 or x2 children’s traditional rides to be located on The Grove they have been asked to provide rides that reflect their history with the park.

Funfair – The Pavilion

The funfair is supplied by Mannings funfair and is situated on the Pavilion which is located by the entrance to the Ice Rink. The funfair would have been in situ if the event wasn’t happening but the provider John Mannings has agreed to run a special rate for the day.

The Long Lunch – South Terrace

The Long Lunch is an opportunity for neighbours and local community to sit down at a long table and have lunch together. The table will be located on the South Terrace and trestle tables and chairs will be provided by Alexandra Palace & Park.

Pitch & Putt – Golf Course

Alexandra Palace Park has a 9 hole par 3 golf course which operates throughout the year dependent on the weather. The operator has confirmed that the Golf Foundation will be providing free golf workshops aimed at introducing the sport to young people.

Sports Zone – Old Race course

This is a very exciting area with a number of activities taking place we have verbal confirmation from the following organisations. Tottenham Hotspur Foundation, RFU, LB Haringey Sports Development, Waltham Forest Hockey Club, Rugby Munchkins, Aquarius Archery Club, Segway, LBH England Athletics (providing pop up running track), Basketball, Bowls, Gymnastics, Cricket and Hackney Playbus.

Sports Zone – Cricket Pitch

There will be two cricket matches playing on the same day as the event. The times of these matches will be part of the event programme.

Sports Zone – Archery

When the park first opened its gates there was an Archery club located on the park. As a nod to this fascinating part of the parks history the Parks Manager Mark Evison

has located a local club that is willing to hold archery displays and workshops during the day.

A location must be confirmed for this activity but an initial idea is to hold it on the circus site * refer to map for location.

Farmers Market

The farmers market will be taking place on the day of the event. The market attracts an estimate 3000 people throughout the day. It is imperative that all those attending the market are aware that the event is taking place and are encouraged to explore further into the park. The Market Manager has agreed to a Brass Band being located in the market sponsored by the event ensuring people are aware that more is happening in the park. We will also be locating promotion staff in this area to ensure that the event is well publicised.

Tethered Balloon

Alexandra Palace Park has a long history with Ballooning and therefore it was a vital component of the event. We have found a provider called David Groombridge from www.flyingenterprises.com they are currently reviewing the park to find a suitable location. The rides on this balloon will be free of charge and will take place at allotted times during the day.

Trackless Train

Alexandra Park used to have its own train station, to reflect this part of its heritage we have tried to secure a trackless train which is currently an outstanding action. Should a provider be found, the train will run between the area known as "The Beach" which is situated outside the Bar & Kitchen and along the south terrace and into the Ice Rink car park.

Red Bull Soap Box Derby Cars

The weekend prior to the 150th celebration event Red Bull will be holding their soap box derby on Alexandra Palace Way. Red Bull has allowed us to borrow five soap boxes to have on display at the event. They will be located on the "The Beach" where they can be closely monitored.

Roaming Performers

Because of the parks size it was felt important that some of the entertainment were to be "mobile" several acts have been identified who can provide roaming performance that will engage and entertain as the public move around the park. They will also highlight to those who have attended the park for an enjoyable day out.

Boating Lake

Located at the top of the park the Pedalo operator has agreed to hold fun races with prizes that link in to the event during the day.

Sunset Sessions – The Beach

Located on the concrete area directly outside the Bar & Kitchen pub, a small stage will be erected to hold performances throughout the day. In the evening this area will continue to play music until 10pm (acoustic). The production service provider will need to provide a stage manager for this area and schedule the performances up to 4pm from there the in-house team will take over the management of this area.

The Big Tree Climbing Company – Behind the Grove

The Big Tree Climbing Company will be providing Zip Wire and Tree Climbing rides.

Event Management

Organising an event of this size and nature with the volume of content providers, suppliers and performers requires a higher level of resource than is currently available in-house. It was therefore considered prudent to employ a specialist firm to manage the consolidation of the delivery including site management, concession, community, performers and supplier management and on the day management based on previous experiences within the Borough, including the Tottenham Festival and Continental Drifts have been brought on board as the Production Service Provider, they will work closely with the in-house team including our Health and Safety manager to ensure a smoother operation is delivered.

Estimation of attendance

This is a free event and therefore it is always difficult to predict how many people will attend throughout the day. However on previous experience it is estimated that 7,000 –10,000 will flow through the park enjoying some or all of the activities on offer between 11am – 4pm. Therefore our risk assessments, method statements, provision of infrastructure; water, toilets etc have been based on this estimate. We have also forecasted that there will be between 100 to 150 people in any area at any one time with the number being higher for the Village Green which we predict will be very popular.

Marketing

A number of marketing initiatives will be taking place prior to the event. However it is also important that we measure the number of attendees and their customer satisfaction rate. We will be utilising the in-house team to deliver both of these elements.

Critical Path

The below outlines the milestone dates of the project and the deliverables:

- 22nd April 2013 hand over complete to production service provider
- 3rd May 2013 first draft site plan (CAD) with zones produced
- 17th May 2013 first draft EMP produced for review
- 14th June 2013 all content, concessions, performers etc confirmed no more applications or expressions of interest accepted
- 21st June 2013 second draft EMP produced for client review
- 28th June 2013 SAG to be held at AP (TBC)
- 2nd July 2013 updates from SAG to be included in EMP
- 10th July 2013 deadline for all concessions, stallholders, exhibitors etc receiving their exhibitors packs which contain site maps, zone maps, car passes, site passes, terms and conditions etc
- 21st July 2013 (am) site build commences arrival of concessions, stall holders
- 21st July 2013 11am – 4pm event open to the public
- 21st July 2013 4pm onwards site de-rig
- 31st July 2013 Production Service Debrief document delivered to client
Debrief meeting date to be confirmed

The celebration of 150 years of Alexandra Park is at the heart of this event. However the ambition for the project is that a high number of new visitors will be attracted to enjoy this phenomenal green space and hopefully use it in the future for entertainment and recreation