



ALEXANDRA
PALACE

SUMMARY REPORT

WE'VE BEEN BUSY

2018 HAS SEEN THE MOST SIGNIFICANT DELIVERY OF ALEXANDRA PARK AND PALACE'S CHARITABLE PURPOSES SINCE THE 1980S AND ANOTHER YEAR OF MAJOR GROWTH AND INNOVATION.

This year has seen the Park and Palace open up to the community. With the completion of the East Wing Restoration Project, we have delivered two new incredible public spaces and through our Creative Learning and Interpretations Team, we are finding new ways to share our story, work with our community and reach new audiences.

These developments not only transform how the charitable trust is able to operate; giving us new event spaces, but also changes how the public are able to interact with the building and our work.

Alongside a once in a lifetime regeneration project, the team at the Palace have continued to deliver our year-round activity programme to the highest standard - as well as launching several brand new events.



WE'RE HERE TO INSPIRE

THE PALACE HAS ALWAYS BEEN A DESTINATION FOR RECREATION, EDUCATION & ENTERTAINMENT FOR ALL

In the spirit of our Victorian founders, this mission continues today through our creative learning programme, which receives funding from the Heritage Lottery Fund and Haringey Council.

The creative learning team works with the people of Haringey and beyond to deliver experiences that utilise our physical assets and our extraordinary heritage - something no other venue can offer. Creative learning gives people, from all walks of life, the opportunity to learn new skills and increases access to great entertainment and inspirational art.

This crucial activity has grown to reach thousands of people each year and has developed innovative and

life enhancing programmes such as the Sensory Suitcase. This project has been taken into local care homes across to engage residents and their carers in reminiscence, discussion, creative and cognitive activities. Big Schools Day with BAFTA Kids returned for another year and welcomed more children from local schools than ever.

Creative Learning was at the heart of The Great Fête, a reimagined version of our free summer festival that attracted over 10,000 people. This year's festival saw all elements of the charity come together to programme the event with a focus on telling our story and highlighting the work we do with partners including Haringey Shed, Mama Quilla, Arts Emergency, Jackson's Lane and Community Music.



“If you’ve got even the slightest inclination toward the romantic you will be taken away with the “new” Alexandra Palace Theatre. It isn’t so much like stepping back in time as walking into a novel.”

- Will Gompertz, BBC

On 1st December, we opened the Theatre and East Court to the public. This was a hugely challenging project but the end result is a testament to the hard work of all involved. For its opening weekend The East Court was transformed into a Christmas Carnival, with more than 1,000 people joining our volunteers on free tours.

In December, the Theatre welcomed over 24,000 people who attended one of 33 performances from Horrible Histories – Horrible Christmas, the BBC Concert Orchestra, Courtney Pine, Take 6, Dylan Moran, Gareth Malone, Gilbert & George, Letters Live and more. During its run, Horrible Histories – Horrible Christmas welcomed more than 3,500 children for schools performances.

Throughout Christmas, The East Court was filled with the sound of choirs including Alexandra Palace Chorus, London House Cats, Tottenham Singers, Alexandra Park School and Singing For The Brain. Working with Haringey Music Service, we hosted three days of performances featuring 14 different schools from the Borough.

In total, 900 people from all walks of life lent their voices to the celebrations. We also programmed workshops and events for 600 people with charities and organisations including Haringey Shed, Chicken Shed, Candoco Dance Company and Groundswell Art.

The East Wing Restoration Project would not have been possible without the support of the National Lottery, Haringey Council, and thousands of donations from organisations and members of the public.



800,000

WE HAVE DELIVERED MORE EVENTS & WELCOMED MORE VISITORS THAN EVER...

The trading company has delivered another successful year for the charity and cemented the reputation of our own brand events as major dates in the capital's calendar. Ally Pally's Fireworks Festival, our highest profile event, continues to grow year on year and in 2018 enjoyed its highest audiences to date with more than 90,000 attendees.

We also launched Kaleidoscope, a brand new music and arts festival. Despite operating in a competitive market, the festival stood out from the competition with its mix of major headliners and creative programming. This included opening up our basements for an immersive theatre piece with Tottenham-based company RIFT. Kaleidoscope captured the public's imagination and showcased what we can deliver across this unique site – it also returned one of our highest ever spends per head.

Events have exceeded expectations and in total we hosted more than 144 events including 38 live music nights and 22 exhibitions and welcomed more than 800,000 customers

Improving the customer experience has also been one of our key objectives. As part of a site-wide review of our catering offer, we have welcomed a new bar supplier, One Circle. They have installed new bars for our concerts which are already delivering fantastic results and customer feedback.

The Ice Rink remains a hugely important part of our year-round entertainment and leisure offering – attracting everyone from casual skaters to international competition-winning athletes. In 2018 more than 200,000 people visited the rink, which regularly receives coverage in lists of the capital's best ice rinks. The Ice Rink's varied programme includes public skating sessions, courses and ice hockey - which continues to grow in popularity. The annual panto on ice showcases the talents of our regular skaters and sold over 4,500 tickets.





TELLING TALES

Throughout our history we have attracted those who combined creativity with invention. From pioneering spectacles in the Park, early flight and cinema right through to the advent of television, many great minds have been drawn to the Palace to test their latest projects.

In 2018 we celebrated this legacy and explored our impact on the entertainment industry through collaborations with exciting new tech players, higher education and the BBC. We have been telling the story of innovation through innovative technology.

We were proud to be one of the first venue partners for MelodyVR, who will be streaming our concerts via VR and offering virtual tickets to our sold-out shows. This will enable an unlimited number of fans to experience our in-demand concerts.

Through our partnership with BBC R&D we were able to open up the historic TV studios - giving people all over the world the opportunity to explore this historic space through their mobile or headsets.

Working with Lincoln Conservation, we 3D mapped the Theatre's understage machinery. One of the last-remaining of its kind, the machinery was a marvel of engineering. Through mapping, we are better able to understand how this extraordinary machinery would have worked.

With so many fascinating stories to share, the East Court is now home to a new interactive installation. This flexible structure not only gives us the opportunity to discuss our history through curated exhibits but also showcase the bold work we are doing with our partners.



SHARING THE LOVE

“The special thing about volunteering at the Palace is that it affords opportunities to get to know and understand this fascinating historic building and to play a part in the next stage of its development.”

- Roger - Volunteer

Volunteers play a crucial role in supporting the Trust and helping us to deliver our charitable aim. In 2018, we have worked with a number of partners and stakeholders to develop our volunteers so that they feel supported, engaged and valued. As a result, our 134 volunteers have donated over 4650 hours to support our operations in a wide range of capacities and projects: from supporting flagship creative learning events like the Great Fete and Big Schools Day; BAFTA Kids; to visiting care homes residents in the Borough; to engaging with over 2600 visitors on heritage tours. Our dedicated volunteers have worked incredibly hard and have passionately shared their enthusiasm with our audiences.

In 2019 we are expanding our volunteer pool by creating bespoke volunteer programmes for young people aged 16-17 as well as supported opportunities for people with learning disabilities across our site.



FRESH AIR



ALEXANDRA PARK IS AN
ESSENTIAL GREEN LUNG
FOR LONDON, OFFERING
VISITORS AN ESCAPE FROM
BUSY CITY LIFE SINCE 1863.
TODAY MILLIONS OF PEOPLE
VISIT THE PARK AND ITS 196
ACRES OF LAND.

GREEN SPACE

The attraction of public parks goes beyond mere escapism - they strengthen and enhance communities. Health benefits are plentiful – giving us the space to exercise, better air quality and improving our mental wellbeing. Studies have shown that a green view can reduce stress in just three minutes, and few places offer a better view than the Alexandra Park. Happier people means happier communities.

However, it's not just humans who take advantage of the Park's facilities. Home to 694 different types of plants, animals and fungi – including 212 different types of insects, 26 types of arachnids and the stag beetle, the UK's largest.

The Trust is responsible for the conservation, maintenance and restoration of the Park and also provides a year-round programme of educational and leisure activities.

This year good progress was made implementing the park management plan with the work of the grounds maintenance contractor enhanced by input from partners such as Capel Manor College, Friends of Alexandra Park and The Conservation Volunteers. The park benefited from over 1,400 volunteer hours, who played a huge role in the maintaining the highest standards. We received our 11th consecutive Green Flag award and the much-coveted additional Green Heritage Site Accreditation for the management of the historic features.

This takes an immense amount of hard work and costs over £500,000 a year to maintain – paid for by the revenue generated by our trading subsidiary through events, ticket sales and donations. In 2018/19 this has included investigating, repairing and installing solutions to tackle the continuing challenge of drainage, repair and maintenance of outdated infrastructure, increased litter management measures and addressing damage from vandalism.

We're just... GETTING STARTED

Alexandra Palace is alive like never before, delivering more events and opportunities for learning and well-being. However, we are not resting on our laurels - we want to do even more.

With your support, we want to continue to grow our creative learning programmes, to champion arts and culture, support our local schools, and establish a thriving cultural hub that supports the local economy and supports people, particularly the young, to realise their potential.

The opportunity is huge and we would love you to join us.

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11
GREEN FLAG
AWARD WINS
IN 11 YEARS



4601
HOURS DONATED
BY OUR 125 ACTIVE
VOLUNTEERS



32,000
PEOPLE ENJOYED
THE EAST COURT &
THEATRE OPENING



£ 810,000
INVESTED TO ENSURE
THE BUILDING FABRIC
REMAINS SAFE



3,688
LOCAL SCHOOL
PUPILS VISITED
THE PALACE



£698,000
FUNDS RAISED



38
CONCERTS
HELD IN 2018



1
THEATRE REOPENED
AFTER OVER 80
YEARS OF SLUMBER



800,000
PEOPLE ATTENDED
EVENTS AT THE
PALACE



£150M
ECONOMIC
IMPACT



ALEXANDRA PARK AND PALACE CHARITABLE TRUST IS A REGISTERED CHARITY.
CHARITY REGISTRATION NUMBER: 281991

THE ANNUAL REPORT AND ACCOUNTS FOR ALEXANDRA PARK AND PALACE
CHARITABLE TRUST 2017/18 ARE AVAILABLE IN FULL AT WWW.ALEXANDRAPALACE.COM