

ALEXANDRA
PALACE



ANNUAL REVIEW 2019

INTRODUCTION

- We've been working hard -

2019 was one of the most transformative years in the 140-year history of Alexandra Park and Palace. It was fun, bold and busy, one of reaching new audiences and realising our potential.

We've entertained millions of people, innovated in ways we never thought possible, created exciting new partnerships and picked up some top awards along the way.



We've hosted genre-defining live performances and world class sports events. It feels like we've welcomed the whole world to north London at least a couple of times this year. While some of our most memorable events have been the quieter ones, for enthusiasts or intimate performances.

Delivery of our charitable objectives has reached new heights: our creative learning programme supported growing numbers, helping to boost people's knowledge and well-being. We now also have more volunteers giving more of their time than ever before.

Improvements to the Park and Palace infrastructure mean they're arguably in better condition than they have been for decades.

The restored Theatre and East Court has now been open for a year, enhancing our public offering in so many positive ways. It goes to show what we can achieve when others see the opportunities that we do (thanks to major funders the National Lottery Heritage Fund and Haringey Council and public donations).

We want to enrich people's lives, through great experiences, forever. And we want people to leave Ally Pally inspired, exhilarated and happier. In 2019 - one of our biggest and best years yet - we accomplished this 🏆

YEAR IN NUMBERS



3,100,000
PARK
VISITORS



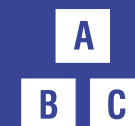
6,493
VOLUNTEER
HOURS



4,100,000
BENEFICIARIES



8,000
PEOPLE REACHED
THROUGH OUR CREATIVE
LEARNING PROGRAMME



3,000
LOCAL SCHOOL
PUPILS VISITED
THE PALACE



29,000,000
ENGAGED THROUGH
SOCIAL/DIGITAL
MEDIA



247
EVENTS
HELD



49,000
PEOPLE ENJOYED
A PERFORMANCE IN
THE THEATRE



800,000
EVENT
ATTENDEES



£3.6m
SELF GENERATED
INCOME

*Please refer to our annual report 2018/19 for a full set of published accounts

ENRICHING LIVES

We've pushed the boundaries with the activities, entertainment and learning opportunities we've offered people, providing a slice of escapism from everyday life.

From the first theatrical production in our theatre for 80 years, to the Great Fete, a free festival for families in the park enjoyed by 12,000 people. Or opening the Palace to hundreds of yogis to AJ Tracey's jaw-dropping grime performance in the round, which welcomed a new generation of fans to Ally Pally – there's been something for everyone to benefit from and enjoy.

Our Creative Learning programme uses art and culture to help people to develop new skills and boost their health and well-being. It opens the doors of the Palace to people from all walks of life, providing activity almost every day. Our programmes are now reaching over 8,000 recipients and we've diversified the disciplines we've covered and the partners we've worked with.

Singing for the Brain and Angles of Kaos, choirs for people with dementia and deafness and hearing-loss respectively, are mainstays of the Ally Pally calendar.



“ Our programmes are now reaching over 8,000 recipients and we've diversified the disciplines we've covered... ”

Arts and the rich history of the Palace have also been used to build partnerships with older people, the LGBT community, mark Windrush Day and support refugees. It's been a great year and our programme is set to push the boundaries again in the next 12 months.

- CASE STUDY -

I first heard about Rhythm Stick when a woman at my dance class asked me if I would be interested in taking part. I love meeting new people, and I hadn't taken part in Rhythm Stick before so I wanted to give it a try. I have loved making ideas with everyone for the club night. We went to see the Theatre where the club night will be – it's an amazing place to have a disco. Everyone has been really friendly, supportive and sweet. There's been lots of fun games so anyone who likes having fun should sign up.

**– Elizabeth
(participant)**



The 196 acres of Alexandra Park has been offering visitors a haven from London's busy streets since 1863. With increasing amounts of research demonstrating the value of green space in improving physical and mental health, our park offers much, much more than just a beautiful panoramic view of the capital.

The green space is now supporting over 60 sports teams, hosts weekly park runs and volunteers from the Friends of Alexandra Park hold regular wildlife walks.

Modern life means the challenges we face to keep improving the park - pollution, waste and environmental factors - are at their most acute. At the same time it feels like our park is more relevant and important to people than ever before.

We've developed new partnerships and strengthened existing ones throughout the year to ensure people continue to benefit from their trips to the Park and Palace.

Partners include Haringey Library service, Parks Alliance, BAFTA, Parliament Learning, Emergency Exit Arts, London Bubble, Literacy Trust, Discovery Learning, to name a few. This also includes Matchroom Sports Charitable Foundation ■

“ **Alexandra Palace itself is an iconic building which is used superbly for the benefit of the wider community...** ”



- CASE STUDY -

The Matchroom Sport Charitable Foundation is pleased to be associated with Alexandra Palace's Young People's Park Programme, with our £150,000 donation spanning an initial three-year period.

The funding has helped to develop Alexandra Park as a place of learning through an outdoor activity programme and additional infrastructure like bird feeders, shelters and wayfinding to encourage children and young people to discover what the great outdoors has to offer.

In addition to ecology and conservation, the programme has used the park for performance,

sculpture and more, and is set to have a transformative effect on the lives of thousands of young people in Haringey.

Alexandra Palace itself is an iconic building which is used superbly for the benefit of the wider community, both through projects like this and also the wide range of facilities on offer around the year.

Being able to support Alexandra Palace in this way has been another great initiative for us to be involved with and we look forward to continuing our partnership over the coming year ■

Matchroom Sport Charitable
Foundation Chairman
Susan Hearn

GREAT EXPERIENCES

A ginormous part of our job is to put smiles on people's faces and this year millions of people – including those watching worldwide via television and the internet – have danced, sung and partied their lives away at the Palace. Our packed schedule of events and activities has further enhanced our reputation as an industry leader in the entertainment and cultural learning sectors.



FOREVER



We've continued to restore, reopen and reimagine parts of the Park and Palace, transforming how people can use them. We've also found new ways to tell our story and got more support to do so, which is vital to ensuring Alexandra Palace's relevance can endure now and into the future.

Following on from the major works to the Theatre and East Court, in 2019 our new Creativity Pavilion was constructed. The Pavilion is an adaptable space that will become home to our Creative Learning programme. Its unique design means it can be adapted to meet the needs of our learning sessions; its acoustics, lighting and size can be altered to create interactive workshop space for schools, film screenings, performances, community-curated exhibitions and family drop-in activities.

We also joined forces with AkzoNobel (Dulux) to refresh the Transmitter Hall and turn it into our new Wellness Centre. The design was based on ground-breaking work undertaken by Dulux Trade that uses colour schemes to create optimal environments for those using the spaces. The finished scheme is now more welcoming, particularly for our classes that support people with dementia.

Ongoing maintenance of the Palace keeps us busy. Our small but mighty team have replaced old carpets, revamped vents and ensured our electrical system is up to scratch. These are just a few of the behind-the-scenes works that rarely get celebrated but are essential to keeping the 140 year old Palace operating 365 day of the year.

We've found new ways to tell the amazing story of Alexandra Palace in 2019, bringing visitors closer to our history and better demonstrating our relevance to them.

One of the highlights of the year for our Archive and Interpretation team has been the introduction of the Digital Asset Management System, which revolutionises the way we store the Palace's historic photos, illustrations and materials – the very documents that capture all the fascinating history and events here.

This is the first phase of our work in this area, with later phases further growing the content on offer and making it more accessible to the public.

We got the Ally Pally story out to the wider destination sector in ways we've not previously tried, such as taking part in events to celebrate London Metropolitan Archive, London History Day, and Explore your Archive.

In spring we refreshed our brand identity and the onsite signage across the venue, giving a bit of extra fanfare to peoples' visit. In autumn we pressed 'go' on our new website, with upgrades making the customers experience of the Park and Palace online just as exciting as in the flesh.

We are forever grateful to the increasing number of volunteers who give their time, skill, experience and energy to help us achieve our charitable objectives. Throughout the year volunteers have donated over 6400 hours, an increase of 39% from the previous year.

Volunteers have been busy throughout this year supporting our Creative Learning events, running regular tours and supporting theatre performances. They have also helped our curatorial team in a range of tasks dedicated to our archives. We couldn't have made the progress we have without them.

In addition to those that volunteer directly with our teams, we've also received support from existing volunteer groups such as Friends of Alexandra Park and The Conservation Volunteers, who helped with a variety of initiatives in the park.

Tens of thousands of visitors will have benefited directly from the contribution and passion of our volunteers, particularly community groups, families, people living with disabilities and dementia.

“ We are forever grateful to the increasing number of volunteers who give their time, skill, experience and energy... ”



- CASE STUDY -

As a volunteer at Ally Pally, 2019 was a very busy year for me. I'm involved with the Creative Learning programme, where I worked with many different age groups, cultures, and the wider community. I supported the Caribbean community, for example, in celebrating Windrush day with "Rum, Lime and Rhythms" and steward walks and tours.

“ By supporting others you feel a sense of accomplishment, pride and identity... ”

A big part of my role is in the Theatre doing front of house, meet and greet and showing patrons to their seats. I worked on many shows: Peter Pan Goes Wrong, Richard III, BBC music productions, comedy shows, music and jazz performances, to name just a few.

I thoroughly enjoyed working with the many activities at Ally Pally but my highlight would be the Wellness Café, which caters for elderly people, providing meaningful support in sing-a-long, games, arts and crafts. It's amazing to see the joy in their faces when they sang and the pride they took in doing the activities. For me this is so rewarding and meaningful.

By supporting others you feel a sense of accomplishment, pride and identity. You are more open minded, compassionate and have a positive attitude. You are able to empathise with people and not be judgemental.

And by volunteering you are doing something good for others and the community. You feel a sense of



accomplishment and pride. You interact with others in a relaxed atmosphere and in so doing reduce stress, anxiety, loneliness and improve your overall well-being. This is a two way process, you give your time for the benefit of others in the community and simultaneously you feel a great sense of satisfaction through giving.

**Alexandra Park and Palace volunteer
Shirley Beharry**

In 2019 we invested over £500,000 in our park. For the twelfth year in a row we secured a prestigious Green Flag. We also achieved London in Bloom's Large Park, Heritage Park and Large Conservation Area awards. These awards are a testament to everyone who helps our teams to look after the park.

We've been collaborating with other industry experts, such as the London Parks Benchmarking Group, Parks for London and the Parks Alliance, to share knowledge and best practice. And we secured £15,000 of funding from the Mayor of London's Greener City Fund to plant 34 new trees and 2,000 saplings, helping to reinstate historic avenues and hedgerows across the park.

Our Restoration Levy has enabled us to carry out crucial habitat improvement across the site; clearing glades in woodland, creating dead-hedges which are good for invertebrates and fungi, as well as building a new pond in the Grove 🌱

- Found in our park -

- 🌱 7,500 trees
- 🌱 694 different types of plants, animals and fungi
- 🌱 212 different types of insects
- 🌱 26 types of arachnids
- 🌱 26 varieties of butterfly
- 🌱 1 Peregrine Falcon

“ Our Restoration Levy has enabled us to carry out crucial habitat improvement across the site; clearing glades in woodland, creating dead-hedges... ”



AWARDS

- ALEXANDRA PALACE -

RIBA NATIONAL AWARD 2019
Alexandra Palace Theatre Restoration

RIBA LONDON CONSERVATION AWARD 2019
Alexandra Palace Theatre Restoration

RIBA LONDON AWARD 2019
Alexandra Palace Theatre Restoration

LONDON BUILDING EXCELLENCE AWARDS 2019
Winner Best Small Commercial Project

LONDON VENUE AWARDS 2019
Winner Best New/Refurbished Venue

ARCHITECT'S JOURNAL AWARDS 2019
Winner Heritage Project of the Year

PAINTER OF THE YEAR 2019
Winner Commercial & Leisure Category

- ALEXANDRA PARK -

GREEN FLAG AWARD
12th year in a row

LONDON IN BLOOM'S LARGE PARK
Heritage Park and Large Conservation Area award

- TAKING THE - NEXT STEPS

Alexandra Palace is alive like never before, delivering more events and opportunities for learning and well-being. However, the work never stops. With your support, we want to continue to restore and repair the Palace, improve the Park, grow our creative learning programmes, champion arts and culture, support our local schools and communities, and establish a thriving cultural hub that supports the local economy and supports people to realise their potential.

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

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