



ALEXANDRA  
PALACE

BE PART OF  
OUR HISTORY



1873 - Forever

# Why Hire Ally Pally?

Alexandra Palace – the ‘People’s Palace’ – is run by a charity for the benefit of everyone. Every pound we make supports our work to care for and restore the Park and Palace and deliver our cultural, leisure and learning programmes, that are enjoyed by millions of people each year.

Booking with us directly supports this work, as well as our 10-year vision to become a sustainable home for all that we do. A place where everyone can experience inspirational culture, world-class entertainment, unique heritage, life-enriching educational opportunities and restorative green space. Forever.



“  
Having these kinds of free opportunities is so important. Particularly creatively. This has opened my mind to a whole new world  
”  
Member of the  
Alexandra Palace  
Young Creatives Network



A look back  
in time



Alexandra Palace opened but tragically  
burned to the ground 16 days later

1873

The new Alexandra  
Palace reopens

1875

We've been  
entertaining people  
for over 150 years...

Opened in 1873 as an entertainment venue for Victorian London, Alexandra Palace has been at the centre of extraordinary events for over 150 years including the first regular television broadcast in 1936 by the BBC.

Since then, we've hosted everything from large, televised events such as The Brit Awards and The X Factor to incredible film shoots such as The Death of Stalin and Bob Marley: One Love, to Wireless Connect 360 Festival. And we've been the home of the World Championships of Darts since 2008!

Music has also been a central attraction at the Palace, seeing some of the greatest artists playing in the Great Hall, from legendary rock bands such as Led Zeppelin, The Who and The Rolling Stones to iconic artists such as Björk, Florence and the Machine, David Guetta, Wolf Alice and Coldplay.

Alexandra Palace never stops and after 80 years of slumber, we re-opened the doors to our Victorian Theatre back in 2018, preserved in a beautiful state of arrested decay and frozen in time and welcomed events such as Later... with Jools Holland, Barcadia and the Earth Shot Awards.

Surrounded by 196 acres of beautiful Park with the most outstanding views of London, Ally Pally also hosts fashion shows, The Knitting and Stitching exhibition, big brand product launches, awards, conferences and receptions.

Let your imagination run wild in our inspiring blank canvas spaces and host your event where some of the biggest stars, boldest events and creative film shoots have taken place and become part of our history.



First aerial  
photograph taken  
1882

Dr Barton and his  
airship built in grounds  
1888

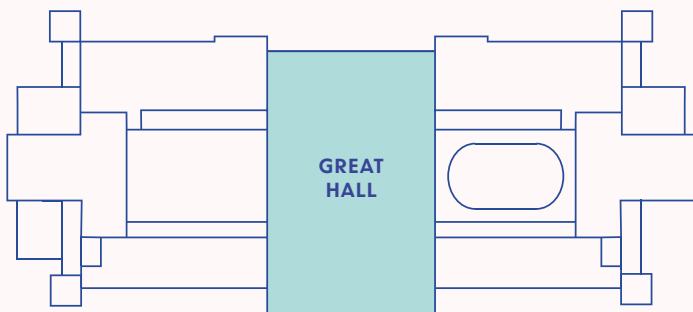
Underwater feats in  
a crystal water tank  
1888

# Great Hall



## GREAT HALL BANQUET

### FLOORPLAN



### GREAT HALL PRICES

<b>EVENT OPEN</b>	£27,000
<b>BUILD DAY</b>	£20,000
<b>HOURLY STAFFING* EVENT OPEN</b>	£688
<b>HOURLY STAFFING* BUILD DAY</b>	£204

\*Staffing prices are based on a private corporate event. Subject to your risk assessment and floor plans. Additional staffing charges may apply.

All staffing rates need to be based on a minimum of 6 hours and all staff need to be booked one hour prior and one hour post event open.

- Room hire is based on a maximum of 12 hours per build and event day (subject to requirements and room)
- Palm Court as your main entrance
- Complimentary public Wifi
- Assigned Event and Catering manager
- Catering packages available on request

All prices quoted are exclusive of VAT and subject to change. Get in touch with your account manager to enhance your event.

For full capacities click [here](#).

Colonel Cody's  
Wild West Show  
1898

Dolly Shepherd's  
parachute jump  
1906

Percy Henri's  
New Pavilion  
1910

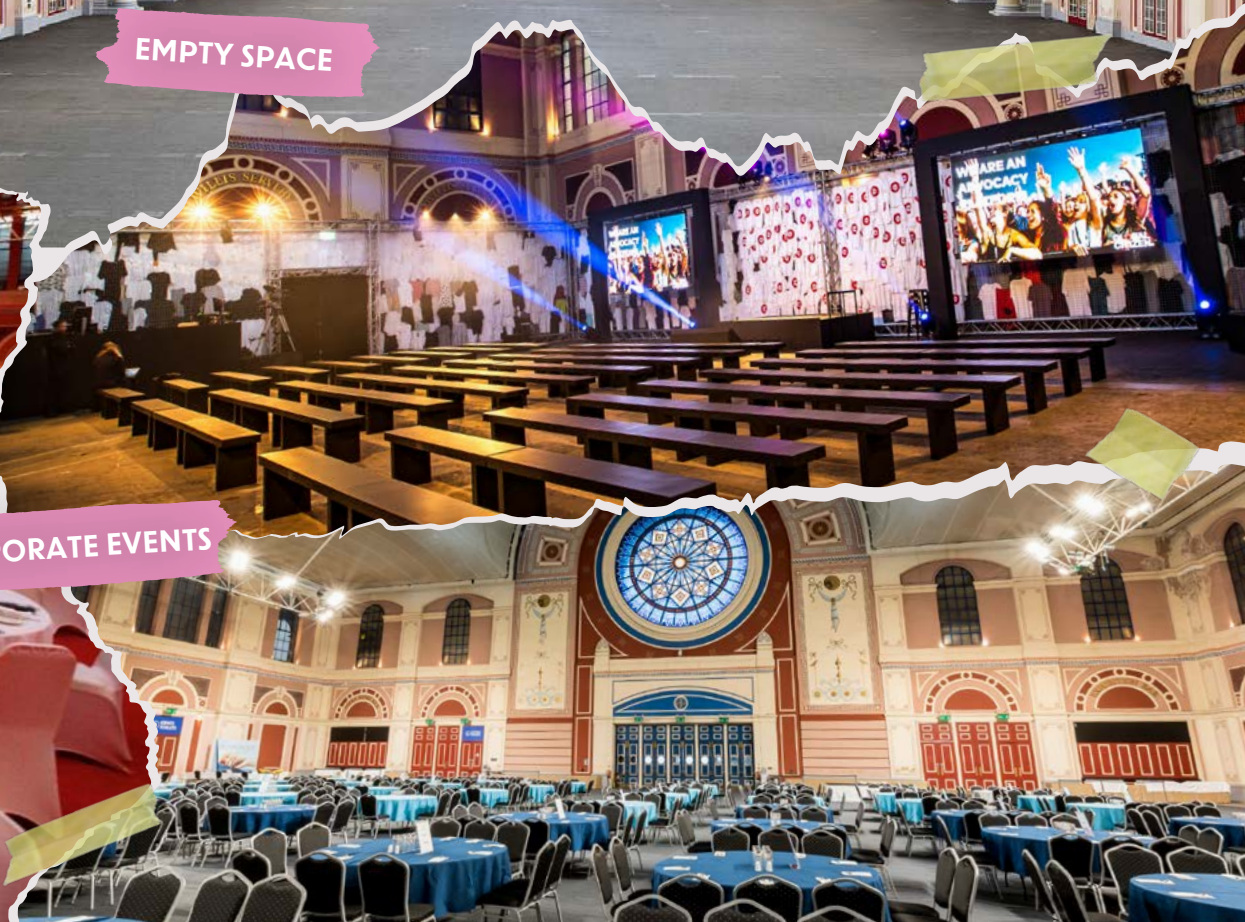
# Great Hall



EMPTY SPACE



CORPORATE EVENTS



Building used as chapel, hospital  
and internment camp during WWI  
1914

Scout Rally  
1922

Shakespeare  
Festival  
1925

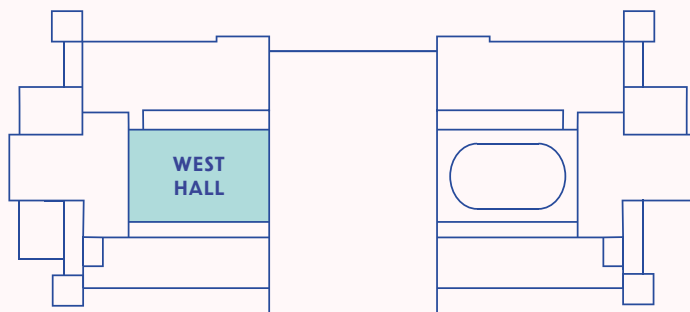
# West Hall

“  
There’s  
nothing quite  
like the magic  
of Ally Pally  
”

BBC Sport

## MOSCONI CUP

### FLOORPLAN



### WEST HALL PRICES

EVENT OPEN	£17,000
BUILD DAY	£10,500
HOURLY STAFFING* EVENT OPEN	£495
HOURLY STAFFING* BUILD DAY	£193

\*Staffing prices are based on a private corporate event. Subject to your risk assessment and floor plans. Additional staffing charges may apply.

All staffing rates need to be based on a minimum of 6 hours and all staff need to be booked one hour prior and one hour post event open.

- Room hire is based on a maximum of 12 hours per build and event day (subject to requirements and room)
- Palm Court as your main entrance
- Complimentary public Wifi
- Assigned Event and Catering manager
- Catering packages available on request

All prices quoted are exclusive of VAT and subject to change. Get in touch with your account manager to enhance your event.

For full capacities click [here](#).

Gracie Fields produces out  
of Alexandra Palace Theatre

1928

World’s first high-definition public  
broadcast from the BBC Studios

1936

# West Hall

EMPTY SPACE

WEST HALL BANQUET

WORLD CHAMPIONSHIP OF DARTS

The first dedicated children's programme Muffin the Mule

1946

All night festival of jazz

1962

Darts Championship are hosted

1963

# Break Out Spaces

“The venue, with its perfect configuration of space, both internal and external, coupled with its team of ‘can do’ people made working there an absolute joy

Bauer Media Awards

## PALACE SUITE

- Room hire is based on a maximum of 12 hours per build and event day (subject to requirements and room)
- The Palace Suite is located on the lower level, access via the rear of The Great Hall and West Hall

\*Staffing prices are based on a private corporate event. Subject to your risk assessment and floor plans. Additional staffing charges may apply.

All staffing rates need to be based on a minimum of 6 hours and all staff need to be booked one hour prior and one hour post event open.

All prices quoted are exclusive of VAT and subject to change.

**(ONLY AVAILABLE WHEN HIRING THE WEST HALL OR GREAT HALL)**

For full capacities click [here](#).

### LONDESBOROUGH ROOM (LR)

EVENT OPEN	£1,500
BUILD DAY	£900
HOURLY STAFFING* EVENT OPEN	£136
HOURLY STAFFING* BUILD DAY	£61

### PALACE SUITE (PS)

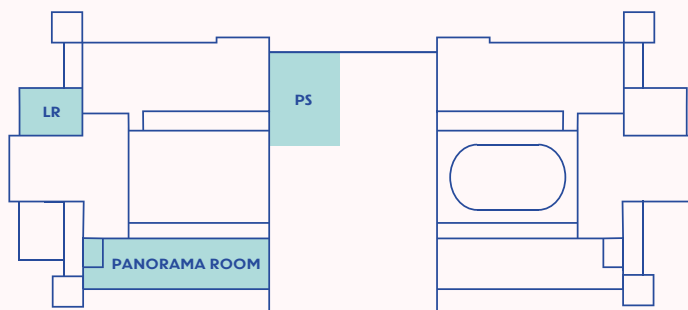
EVENT OPEN	£2,000
BUILD DAY	£1,200
HOURLY STAFFING* EVENT OPEN	£136
HOURLY STAFFING* BUILD DAY	£61

### BREAKOUT ROOM PRICES

#### PANORAMA ROOM

EVENT OPEN	£4,000
BUILD DAY	£2,500
HOURLY STAFFING* EVENT OPEN	£365
HOURLY STAFFING* BUILD DAY	£132

### FLOORPLAN



BBC Two launched  
1964

The Rolling  
Stones play  
1964

14 hour  
technicolor dream  
1967



# Theatre



## THEATRE BANQUET

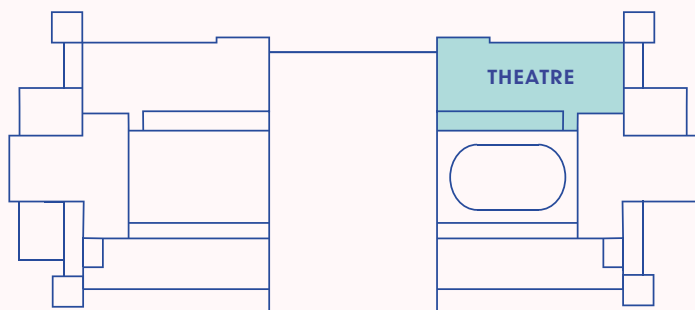
“

If I could've built the set of my dreams from scratch, that's what it would look like

”

Simone Rocha,  
Designer

## FLOORPLAN



## THEATRE PRICES

EVENT OPEN	£11,000
BUILD DAY	£5,500
HOURLY STAFFING* EVENT OPEN	£308
HOURLY STAFFING* BUILD DAY	£100

\*Staffing prices are based on a private corporate event. Subject to your risk assessment and floor plans. Additional staffing charges may apply.

All staffing rates need to be based on a minimum of 6 hours and all staff need to be booked one hour prior and one hour post event open.

- Room hire is based on a maximum of 12 hours per build and event day (subject to requirements and room)
- Non-Exclusive hire of the East Court for registration and/or additional catering area
- Complimentary public Wifi
- Assigned Event and Catering manager
- Catering packages available on request

All prices quoted are exclusive of VAT and subject to change.

For full capacities click [here](#).

Open University moves  
into the BBC Studios  
1970

Black Sabbath play  
1973

Capital Radio  
Jazz Festival  
1975



Theatre



BANQUETING



LONDON SQUASH CLASSIC



THEATRE FOYER



THE  
EARTHSHOT  
PRIZE

THE EARTHSHOT PRIZE AWARDS

EMPTY SPACE

Rock Against Racism  
1979

Beat the  
Blues Festival  
1980

BBC departure  
1982

# Room Capacities

## MAIN SPACES

CAPACITIES	THEATRE	GREAT HALL	WEST HALL
Concert / Reception	1000	10,250	2,500
Theatre	850	7,000	2,500
Banquet	300	5,000	1,800
Cabaret	240	3,500	1,200
Classroom / Exam	-	2,000	1,000
Exhibition	-	4,250	1,850
SQM Area	474m <sup>2</sup>	6,426m <sup>2</sup>	2,700m <sup>2</sup>

## BREAKOUT SPACES

ONLY AVAILABLE WHEN HIRING THE WEST HALL OR GREAT HALL

CAPACITIES	PANORAMA ROOM	PALACE SUITE (PS)	LONDESBOROUGH ROOM (LR)
Concert / Reception	800	400	200
Theatre	800	360	170
Banquet	600	300	130
Cabaret	480	200	104
Classroom / Exam	270	80	60
Exhibition	750	400	60
SQM Area	1,000m <sup>2</sup>	364m <sup>2</sup>	216m <sup>2</sup>



PANORAMA ROOM



LONDESBOROUGH ROOM

Palace Restoration  
1988

Ice Rink Installation  
1990

BRIT Awards  
1993

# Catering Suppliers

## ALEXANDRA PALACE IN-HOUSE CATERING

We've got you covered, with anything from bar snacks and pop-up street food trucks right up to a full banquet meal.

Sample menu [here](#).

# Production Suppliers

## LUX TECHNICAL

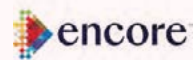
**Lux Technical**  
Fraser Norton  
07872128205  
02036960692  
[Fraser@luxtechnical.co.uk](mailto:Fraser@luxtechnical.co.uk)  
[luxtechnical.co.uk](http://luxtechnical.co.uk)



**Veo Events**  
Liam James Peake  
0118 327 3910  
[info@veoevents.co.uk](mailto:info@veoevents.co.uk)  
[VeoEvents.co.uk](http://VeoEvents.co.uk)



**Jama Productions**  
Matt Bates  
07841197244  
[matt@jama-productions.com](mailto:matt@jama-productions.com)  
[jama-productions.com](http://jama-productions.com)



**Encore Global**  
Alex Bingham  
07714136626  
[Alexandra-palace@encoreglobal.com](mailto:Alexandra-palace@encoreglobal.com)  
[encoreglobal.com](http://encoreglobal.com)



**Video Illusions**  
Chris Burnett  
07770 271287  
[chris@videoillusions.net](mailto:chris@videoillusions.net)  
[www.videoillusions.net](http://www.videoillusions.net)

## EXTERNAL CATERERS



**Kerb**  
020 3355 6874  
[hello@kerbevents.com](mailto:hello@kerbevents.com)  
[kerbevents.com](http://kerbevents.com)



**Moving Venue**  
Oliver Gough  
0208 102 8995  
[greatfood@movingvenue.com](mailto:greatfood@movingvenue.com)  
0208 102 8995  
[movingvenue.com](http://movingvenue.com)



**Bubble Food**  
020 7703 2653  
[info@bubblefood.com](mailto:info@bubblefood.com)  
[bubblefood.com](http://bubblefood.com)



Blur play Parklife  
1994

MTV Europe Music Award  
1996

MOBO Awards  
2000

## SUSTAINABILITY ACHIEVEMENTS

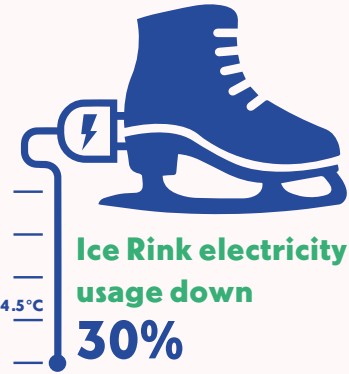


Gas consumption down **21%** compared to previous year



Carbon footprint reduced from **3,004** tonnes in 2019/20 to **2,243** tonnes in 2022/23

Equivalent to **187** homes



Ice Rink electricity usage down **30%**

New plastic-free cups and cutlery.

That's **1.5m** fewer plastic cups



**4m** less single-use plastic cutlery



No weedkiller used on site

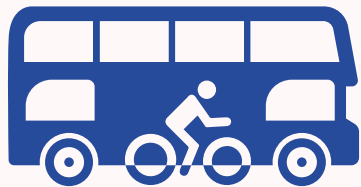


New bird and bat boxes installed across the Park

All theatre productions now have 'Albert Sustainable Production' accreditation



**50%** of staff travel to work on public transport



**22%** of staff use active travel (cycling and walking)



**34%** of waste is recycled

Last year we introduced food and battery recycling for staff



**£85,000**

awarded by the Mayor of London's Local Energy Accelerator fund for Clean Energy Masterplan

Queen Elizabeth and Prince Philip visit the Palace  
2002

PDC World Darts Championship returns  
2008

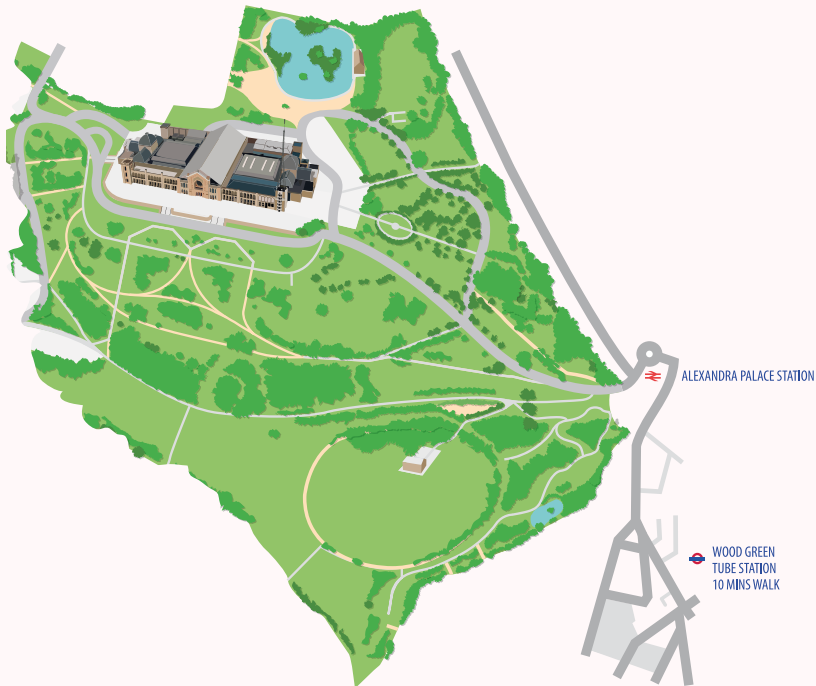
Concert in the round with Björk  
2013

# Travel

GREAT  
TRANSPORT  
INTO  
CENTRAL  
LONDON

1200  
PAID CAR  
PARKING  
SPACES

SHUTTLE  
BUSES  
AVAILABLE



## ACCOMMODATION

Click [here](#) to book a hotel close to the venue.

**FINSBURY  
PARK**  
7 Minutes

Connect for Victoria  
and Piccadilly Lines

**KINGS CROSS**  
13 Minutes

Just 3 stops direct from  
Alexandra Palace

**MOORGATE**  
20 Minutes

Direct from  
Alexandra Palace

**LONDON  
VICTORIA**  
28 Minutes

1 change at  
Finsbury Park



## By RAIL

Alexandra Palace overground station is on the Great Northern Line and runs from Moorgate to Hertford North with easy access into central London.



## By UNDERGROUND

Wood Green is the nearest Tube station on the Piccadilly line and only 3 stops from Finsbury Park.



## By BUS

The W3 bus route picks up from Wood Green and Finsbury Park underground station. There are alighting points at Alexandra Palace Ice Rink for direct access to the venue.



## BY ROAD

Alexandra Palace is 1 mile from the North Circular (A406) and 5 miles from Junction 2 on the M1 Motorway. Junction 25 is the nearest access to the M25 and is just 8 miles away. An easy route from the City is the A10 then west onto the A109. If you are using a sat nav service, the postcode is N22 7AY.

Car Parking charges details [here](#).

**Red Bull  
Soapbox Derby  
2013**

**Uk's first drone race  
2017**

**Theatre and East  
Court reopens  
2018**

# Let's Get Serious



Subject to the event profile, additional security may be required and will need to be booked through Alexandra Palace and paid for by the Client. In order to provide an accurate quote the Client is required to provide additional information including artist performing, an event profile, method statement, and risk assessments.



For electrical connections and electrical standby cover, please refer to our Electrical Rate Card.



All artists performing at the event need to be agreed and approved by Alexandra Palace.



If a police presence is required at the event, all costs are to be covered by the Client.



Shuttle Bus Hire (if required) starts from £650 + VAT per shuttle for an 8-hour period.



All production, decoration and entertainment is the responsibility of the Client. This includes stage, acoustic draping, PA, lighting, crowd control barriers and carpet. Alternatively Alexandra Palace can create a bespoke quote. Please forward a detailed production brief to your Account Manager.



Enhance your event with the hire of The South Terrace for a post conference reception or BBQ. Hire starts from £2,100.



The profile of the event, event management plan, risk assessment, fire risk assessment and floor plan will need to be provided at least 12 weeks prior to the event date. A Health and Safety Officer may need to be hired in by the Client.



Outback Rigging must facilitate all rigging points. Your production company can contact Outback Rigging directly on 020 8993 0066.



The Client agrees to provide ticket sale numbers to PRS. All PRS or PPL charges are to be covered and paid for by the Client. (PRS estimate is 3% of net box office ticket sales).



Insurance cover to be supplied on written confirmation of your event. Public liability insurance up to the value of £10 million will need to be provided by the Client.



Holding Monies will be required prior to the event and these will be held against any final services or damages. Monies will be refunded (if not required) 14 days after the event. All monies are required prior to tenancy. A payment schedule will be agreed with your Account Manager.



10% commission is paid on NET pre-contracted hall hire and catering only.



Should you choose a preferred caterer, all your negotiations with regards to food and beverages will be with your chosen partner caterer and a separate contract will need to be arranged directly. Alexandra Palace accepts no liability.



All prices quoted in this document are exclusive of VAT and subject to change without prior notice.



No contract is deemed to be formed between either party, until a signed contract is returned.



Alexandra Palace is accessible to all. In 2020 we were awarded Silver Standard by Attitude is Everything.

**Kaleidoscope – our own music  
and arts festival opens**

**2018**

**Nick Cave's Alone at Alexandra  
Palace and Top Gear filmed**

**2020**

**Alexandra Palace hosts the  
inaugural Earthshot Prize**

**2021**



ALEXANDRA  
PALACE

# GET IN TOUCH

Click [here](#) to contact us  
about your event



1873-Forever

The Theatre becomes a new home  
to BBC's Later... with Jools Holland  
2022

Ally Pally turns 150  
2023

Your event...