



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**

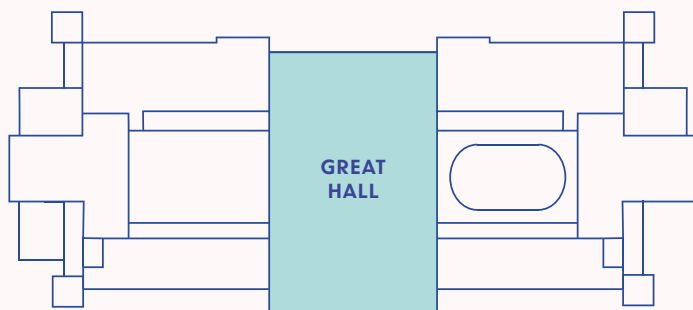
**Underwater feats in
a crystal water tank
1888**

Great Hall



GREAT HALL BANQUET

FLOORPLAN



GREAT HALL PRICES

EVENT OPEN	£27,000
BUILD DAY	£20,000
HOURLY STAFFING* EVENT OPEN	£688
HOURLY STAFFING* BUILD DAY	£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

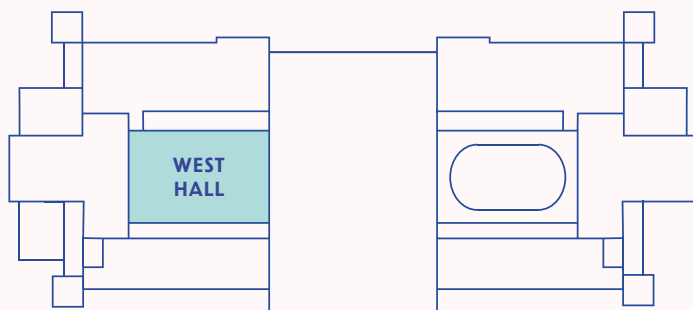
West Hall

“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.

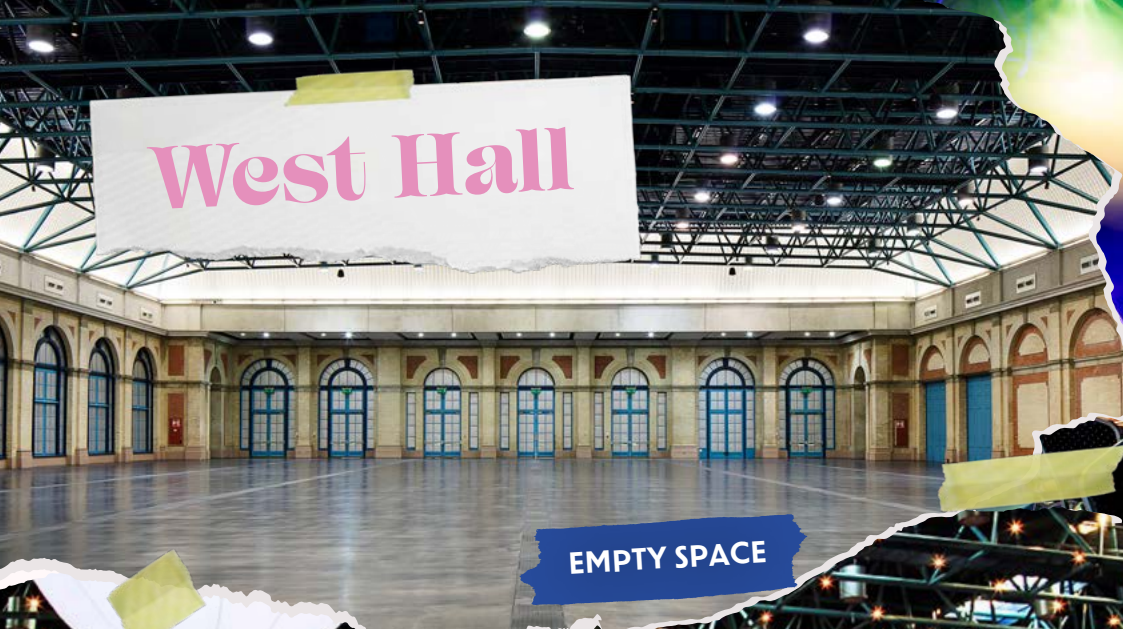
- Room hire is based on a maximum of 12 hours per build and event day (subject to requirements and room)
- Palm Court as your main entrance
- Complimentary public Wifi
- Assigned Event and Catering manager
- Catering packages available on request

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



The first dedicated children's programme Muffin the Mule

1946



WORLD CHAMPIONSHIP OF DARTS

All night festival of jazz

1962

Darts Championship are hosted

1963

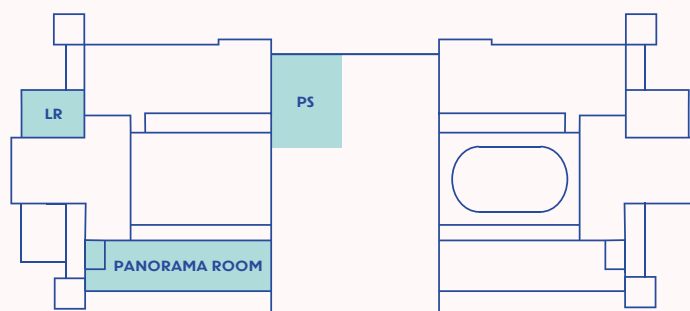
Break Out Spaces

“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

FLOORPLAN



BREAKOUT ROOM PRICES

PANORAMA ROOM

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

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

- 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](#).

BBC Two launched
1964

The Rolling
Stones play
1964

14 hour
technicolor dream
1967

Theatre



THEATRE BANQUET

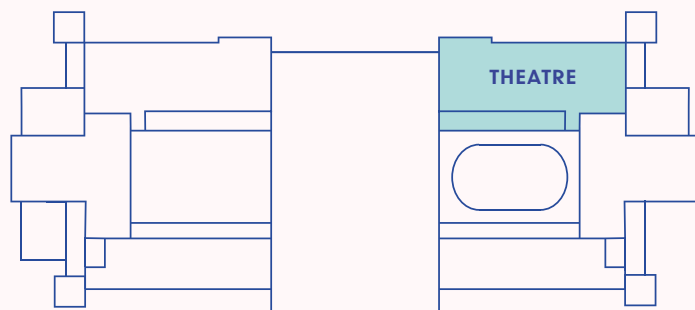
“

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

LONDON SQUASH CLASSIC



BANQUETING



THEATRE FOYER



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 ²	6,426m ²	2,700m ²

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 ²	364m ²	216m ²

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

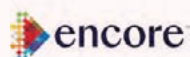
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Fraser@luxtechnical.co.uk
luxtechnical.co.uk

veo Veo
Events.

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Liam James Peake
0118 327 3910
info@veoevents.co.uk
VeoEvents.co.uk



Jama Productions
Matt Bates
07841197244
matt@jama-productions.com
jama-productions.com



Encore Global
Alex Bingham
07714136626
Alexandra-palace@
encoreglobal.com
encoreglobal.com



Video Illusions
Chris Burnett
07770 271287
chris@videoillusions.net
www.videoillusions.net

EXTERNAL CATERERS



Kerb
020 3355 6874
hello@kerbevents.com
kerbevents.com



Moving Venue
Oliver Gough
0208 102 8995
greatfood@movingvenue.com
0208 102 8995
movingvenue.com



Bubble Food
020 7703 2653
info@bubblefood.com
bubblefood.com



Blur play Parklife
1994

MTV Europe Music Award
1996

MOBO Awards
2000



2023/24 CARBON
FOOTPRINT FOR THE
PARK AND PALACE WAS
2,163 TONNES
CO₂e



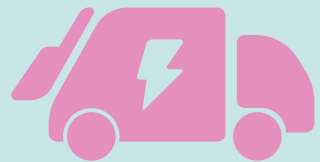
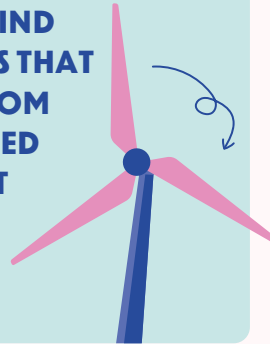
DOWN
FROM THE 2019/20
BASELINE

29%

ICE CREAM VANS
HAVE BEEN CONVERTED
TO **SOLAR POWER**,
REMOVING DIESEL
ENGINES
FROM THE
PARK



GUSTY SPINFIELD, THE WIND
TURBINE FROM OCTOPUS THAT
CAME TO **ALLY PALLY** FROM
GLASTONBURY, PROVIDED
POWER FOR THE BARS AT
OUR SUMMER SERIES,
GENERATING ABOUT
9.5KWH PER DAY



OUR NEW
WASTE AND
RECYCLING
CONTRACTOR,
INTRODUCED **ELECTRIC DUST CARTS**
SAVING **268 DIESEL** POWERED
JOURNEYS A YEAR

THE RECYCLING RATE
INCREASED FROM **34%**
TO **37%**. WITH **57%** OF



2024/25
DARTS'
WASTE
RECYCLED

TWO GRANTS FROM THE
HARINGEY COMMUNITY
CARBON FUND THAT WILL
PAY FOR:



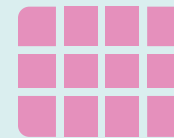
#1

LEDS TO REPLACE
THE SODIUM LAMPS
ON THE TERRACE.
WITH A REDUCED
ENERGY
CONSUMPTION OF
7,300 KWH A YEAR

#2

24 SOLAR PANELS
FOR THE SPORTS CLUB.
THIS IS EQUIVALENT TO
ABOUT

60%



OF THE CLUB'S
CONSUMPTION.
COMING SOON



SET UP TWO
DEDICATED
PARKING AREAS FOR
E-BIKES TO
ENCOURAGE
ACTIVE TRANSPORT



DIGITAL TICKETING
ACROSS SITE
TO REDUCE
PAPER



THE NEW TOKEN
SYSTEM FOR SKATE
HIRE WILL SAVE
ABOUT
100,000
DISPOSABLE
WRISTBANDS
A YEAR!



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...