

## NOTICE OF MEETING

# ALEXANDRA PARK AND PALACE ADVISORY COMMITTEE

**Thursday, 25th April, 2019, 7.30 pm - The Londesborough Room,  
Alexandra Palace Way, Wood Green, London N22**

**Members:** Councillors Lucia das Neves, Josh Dixon, Scott Emery, Justin Hinchcliffe, Adam Jogee, Khaled Moyeed, Yvonne Say and James Chiriyankandath

**Statutory Members:** David Frith, Jane Hutchinson, Jason Beazley (**Chair**), Jim Jenks, Duncan Neill, Ken Ranson, Elizabeth Richardson and Kevin Stanfield

Quorum: 3 Council Members and 3 Statutory Members

### 1. **FILMING AT MEETINGS**

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### 2. **APOLOGIES FOR ABSENCE**

### 3. **DECLARATIONS OF INTEREST**

A member with a disclosable pecuniary interest or a prejudicial interest in a matter who attends a meeting of the authority at which the matter is considered:

- (i) must disclose the interest at the start of the meeting or when the interest becomes apparent, and
- (ii) may not participate in any discussion or vote on the matter and must withdraw from the meeting room.

A member who discloses at a meeting a disclosable pecuniary interest which is not registered in the Register of Members' Interests or the subject of a pending notification must notify the Monitoring Officer of the interest within 28 days of the disclosure.

Disclosable pecuniary interests, personal interests and prejudicial interests are defined at Paragraphs 5-7 and Appendix A of the Members' Code of Conduct.

#### **4. MINUTES AND MATTERS ARISING (PAGES 1 - 8)**

- i) To approve the minutes of the Advisory Committee held on 29<sup>th</sup> January 2019.
- ii) To receive the draft minutes of the meeting of the Alexandra Palace and Park Board held on 4<sup>th</sup> March to be noted.

#### **5. CEO'S UPDATE REPORT (PAGES 9 - 14)**

This report provides information to the Statutory Advisory and Consultative Committees on planning and policy issues in relation to Alexandra Park and Palace. It also provides additional information on the events programme and a range of activities of the Charitable Trust.

#### **6. PLANNING APPLICATION - BEER GARDEN (PAGES 15 - 24)**

To advise Committee members of a planning and listed building consent application for 4no shaded structures for the outdoor beer garden (The Beach).

#### **7. ANY OTHER BUSINESS**

#### **8. DATES OF FUTURE MEETINGS**

To note the dates of future meetings of the Advisory Committee as follow:

- 4<sup>th</sup> June 2019
- 8<sup>th</sup> October 2019
- 6<sup>th</sup> January 2020
- 10<sup>th</sup> March 2020

Glenn Barnfield, Principal Committee Co-ordinator  
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Bernie Ryan

Assistant Director – Corporate Governance and Monitoring Officer  
River Park House, 225 High Road, Wood Green, N22 8HQ

Thursday, 25 April 2019

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## **MINUTES OF THE MEETING OF THE ALEXANDRA PARK AND PALACE ADVISORY COMMITTEE HELD ON TUESDAY, 29TH JANUARY, 2019, 20:30 – 20:45**

**PRESENT:** David Frith (Advisory Committee Member), Jane Hutchinson (Advisory Committee Member), Jim Jenks (**Chair**) (Advisory Committee Member), Elizabeth Richardson (Advisory Committee Member), Cllr Lucia das Neves, Cllr Scott Emery, Cllr Adam Jogee, Cllr Khaled Moyeed and Cllr James Chiriyankandath

### **31. FILMING AT MEETINGS**

The Chair referred Members present to agenda Item 1 as shown on the agenda in respect of filming at this meeting, and Members noted the information contained therein.

### **32. APOLOGIES FOR ABSENCE**

Apologies received from Duncan Neill and Jason Beazley.

*Jim Jenks, as Vice-Chair of the Committee, Chaired this meeting in Jason Beazley's absence.*

### **33. DECLARATIONS OF INTEREST**

No declarations of interest were made.

### **34. MINUTES**

The following minor corrections were noted:

- Page 4, Item 15 – replace 'North West Tower' with 'storage building'.
- Page 9, Item 28 – to insert 'North' before 'West Tower'.

### **35. CEO'S REPORT**

The Advisory Committee endorsed the comments and observations made at the Joint Meeting. In addition, the Committee wished to emphasise the following:

- The consequences and implications of introducing parking charges on local residents should be carefully considered. The Trust should be mindful of how the recommendations take into account the circumstances of the various stakeholders and beneficiaries. The Committee supported the Trust's commitment to a thorough consultation taking place.

- The residents' associations should do all they can to encourage members to report instances of litter found around the Park.
- The Committee was concerned at the potential for emergency vehicles to get caught in traffic surrounding the Palace and Park and encouraged this to be monitored to ensure it did not become an issue.
- Regarding copies of the Patrick Baty and Donald Insall reports, the Trust had hard copies available and members would be able to borrow these.
- The Committee praised the work the Trust had put into the Theatre and congratulated staff on its success. There had also been widespread praise for the enthusiasm shown by staff and volunteers.

**36. ANY OTHER BUSINESS**

None.

**37. DATES OF FUTURE MEETINGS**

Noted the dates of future meetings: 25<sup>th</sup> Aril 2019.

CHAIR: Jim Jenks

Signed by Chair .....

Date .....

**MINUTES OF THE MEETING OF THE ALEXANDRA PALACE AND  
PARK BOARD HELD ON MONDAY, 4TH MARCH, 2019, 7.30 -  
8.50 pm**

**PRESENT:**

**Councillors: Anne Stennett (Chair), Dana Carlin, Erdal Dogan, Bob Hare,**

**Co-optees / Non-voting members: Jason Beazley, Duncan Neill, Val Paley  
and Nigel Willmott**

**324. FILMING AT MEETINGS**

Noted.

**325. APOLOGIES FOR ABSENCE**

Apologies for absence were received from Councillors da Costa and Williams.

**326. URGENT BUSINESS**

None.

**327. DECLARATIONS OF INTERESTS**

None.

**328. QUESTIONS, DEPUTATIONS OR PETITIONS**

Jacob O'Callaghan addressed the Committee with his questions:

- 1. Are members of the APP committee fully aware of the advice from the Information Commissioners Office to the Council's Democratic Services that the Council should review its decision (made under the previous administration) not to respond to requests under the Fol and Environmental Information Regulations for information about Alexandra Palace and Park. (The ICO wrote to the Council that it had been relying on a decision that has subsequently been overruled at a tribunal.)*
- 2. Will she kindly now confirm all officers will duly co-operate with future Fol and EIR requests to the Council.*

The Chair responded to say that the Council have responded to the letter sent by the Information Commissioner's Office, and were awaiting a reply from them. No further comment will be made until this is had been received.

**329. MINUTES**

**RESOLVED that**

- i. The minutes of the Alexandra Palace and Park Board meeting held on 6 November 2018 be approved as a correct record;
- ii. The minutes of the Alexandra Park and Palace Statutory Advisory Committee meeting held on 29 January 2019 be noted; and
- iii. The minutes of the Joint Alexandra Park and Palace Statutory Advisory Committee and Alexandra Palace and Park Consultative Committee meeting held on 29 January 2019 be noted.

**330. REPORT FROM THE CHAIR OF THE FINANCE, RISK, RESOURCE AND AUDIT COMMITTEE**

**RESOLVED that the report be noted.**

**331. FINANCIAL RESULTS**

Dorota Dominiczak, Director of Finance and Resources, introduced the report as set out. The figures were based on November closing figures. Negotiations with Willmott Dixon and Kier were being finalised in relation to final accounts and completion of works.

In response to questions from the Board, Dorota advised that the capital funding comprised of £470k budget, and £630k Gift Aid top up (from 2017/18). Donations and grants (paragraph 4.8) were received from individuals, See Tickets, the theatre campaign and Paypal.

**RESOLVED that the financial performance of the Trust and the pressure on the 2019/20 Trust budget be noted.**

**332. CAPITAL REPAIR AND MAINTENANCE PROGRESS REPORT**

Emma Dagnes, Deputy Chief Executive, introduced the report as set out. In response to questions from the Board, Emma explained that the disposal of non-historic goods was expensive due to compliance with standards in relation to disposal of electrical equipment. With regard to the basement works, there had been some progress, which could be seen near the Panorama Room.

**RESOLVED that the report be noted.**

**333. ANNUAL REVIEW OF RISK MANAGEMENT POLICY**

Louise Stewart, Chief Executive, introduced the report as set out.

**RESOLVED that the Risk Management Policy, including the risk appetite statement attached at Appendix 1 to the policy, be approved.**

### **334. SERIOUS INCIDENT REPORTING POLICY**

Louise Stewart, Chief Executive, invited questions from the Board. There had been no reportable incidents as defined by the Charity Commission Regulator. The policy would be shared with tenants and leaseholders to talk through the understanding and discuss any concerns. It was important for the Board to be aware that if an incident was required to be reported to the Charity Commission, an urgent meeting would need to be called.

#### **RESOLVED that**

- i. The Serious Incident Reporting Policy be approved;**
- ii. The responsibility for reporting be delegated to the Chief Executive, on the conditions outlined; and**
- iii. The policy be reviewed in 12 months or sooner, if the Charity Commission guidance should change significantly.**

### **335. ANNUAL REVIEW OF H&S POLICY**

Louise Stewart, Chief Executive, introduced the report as set out. The main change to the policy was the emphasis that the policy was shared between the Trading Company and the Trust.

**RESOLVED that the updated Health and Safety Policy, attached at Appendix 1 be approved.**

### **336. CAR PARK CHARGING**

The Chair reminded the Board of the comments made by the Statutory Advisory Committee and Consultative Committee: “The SAC and CC generally supported the proposal to consider a scheme for car park charging, in particular for a thorough consultation to take place, but the SAC emphasised that the Board should give particular consideration to the impact on local residents and various stakeholders and beneficiaries and invite discussion by the Board.”

In response to questions from the Board, Louise Stewart advised that:

- A consultation plan would be put forward when ready, and the SAC would have the opportunity to comment, based on their remit.
- Charging for parking would not require a change to the Act of Parliament, but would require a Charity Commission Order.
- It was likely that consultation would be carried out online, however if requests for paper based consultation were received, then the team would look into the cost of providing it. Anyone could comment on the consultation, it would not be restricted to local residents.
- Haringey Council would have the opportunity to assess the impact of parking charges, and this would be provided to the Board as part of the decision making process.

**RESOLVED that**

- i. **The CEO be authorised to undertake work to develop a proposal for the Board's future consideration, which will include the results of consultation with stakeholders and beneficiaries; and**
- ii. **The comments from the SAC and CC in response to being informed of the Board's intention to consider introducing car park charges be noted.**

### **337. COLOUR FRAMEWORK**

Louise Stewart introduced the report as set out. Papers for the Colour Framework had been circulated as part of the Statutory Advisory Committee pack on 29 January. The consultant's reports were not electronically available due to the large file size and hard copies were made available to Board Members.

#### **RESOLVED that**

- i. **The Colour Framework be approved; and**
- ii. **The feedback from the SAC/CC be noted.**

### **338. GOVERNANCE**

Louise Stewart, Chief Executive, introduced the report as set out. There were two governance programmes – the improvement programme and the proposal for governance change. There were two recommendations for the improvement programme: update to the Land Registry to say that the Park and Palace was a registered charity; and the appointment of an independent member to FRRAC. The Board would be kept up to date on further progress.

#### **RESOLVED**

- i. **That permission be sought from the Corporate Trustee, Haringey Council, to update the Land Registry in relation to Alexandra Park and Palace Charitable Trust and its charitable status;**
- ii. **That an independent member with appropriate expertise be appointed on to the Finance, Risk, Resource and Audit Committee (FRRAC); and the proposed role description, selection process and appointment of individuals on to the selection panel as proposed be agreed;**
- iii. **That the progress made on the Governance Improvement programme be noted; and**
- iv. **The progress made on the Governance Change programme be noted.**

### **339. APTL NED APPOINTMENTS**

Louise Stewart, Chief Executive, introduced the report as set out. The existing independent Non-Executive Director was due to step down, but had been asked to continue for three months to sign off the accounts and assist in the recruitment.

#### **RESOLVED that**

- i. **An appointment process for two independent, non-executive directors to the Board of the Trading subsidiary APTL be undertaken;**

- ii. **The role description and recruitment process recommended by APTL be noted;**
- iii. **The members of the selection panel be appointed as proposed; and**
- iv. **The term of office of the existing APTL Independent non-executive director be extended for four months.**

**340. ANY OTHER UNRESTRICTED BUSINESS THE CHAIR CONSIDERS TO BE URGENT**

None.

**341. FUTURE MEETINGS**

30 April 2019

**342. EXCLUSION OF THE PUBLIC AND PRESS**

**RESOLVED** that the press and public be excluded from the remainder of the meeting as items 20-25 contain exempt information as defined in Section 100a of the Local Government Act 1972; Para 1 – information relating to any individual, Para 2 – Information which is likely to reveal the identity of an individual, and Para 3 - information relating to the business or financial affairs of any particular person (including the authority holding that information).

**343. MINUTES**

**RESOLVED** that the exempt minutes of the Alexandra Palace and Park Board held on 6 November 2018 be approved.

**344. EXEMPT BRAND REPUTATION AND PROTECTION**

The recommendations were approved.

**345. EXEMPT INSURANCE REPORT**

The recommendations were approved.

**346. EXEMPT LEASE CHANGES**

The recommendations were approved.

**347. EXEMPT APTL CHAIR'S REPORT**

The recommendations were approved.

**348. ANY OTHER EXEMPT BUSINESS THE CHAIR CONSIDERS TO BE URGENT**

None.

CHAIR: Councillor Anne Stennett

Signed by Chair .....

Date .....



**ALEXANDRA PARK AND PALACE JOINT MEETING OF THE STATUTORY  
ADVISORY AND CONSULTATIVE COMMITTEES**  
**25<sup>th</sup> April 2019**

**Report Title:** CEO's Update

**Report of:** Louise Stewart, Chief Executive Officer

Contact: Natalie Layton, Executive Assistant and Charity Secretary  
Email: [Natalie.layton@alexandrapalace.com](mailto:Natalie.layton@alexandrapalace.com) , Telephone: 020 8365 4335

**Purpose:** This report provides information to the Statutory Advisory and Consultative Committees on planning and policy issues in relation to Alexandra Park and Palace. It also provides additional information on the events programme and a range of activities of the Charitable Trust.

**Local Government (Access to Information) Act 1985**

N/A

**1. Recommendation**

1.1 To note the content of this report including the closure of Alexandra Palace Way from 10am on Friday 5<sup>th</sup> July until 5am on Monday 8<sup>th</sup> July for the Red Bull event.

**2. Park Update**

2.1 The electrical cable for Go Ape has now been installed. At the time of writing the final connection and testing is outstanding, it is expected to be complete by April.. This will enable to the generator and temporary cabin to be removed.

2.2 The Park Manager has been undertaking a programme of repairs and maintenance to broken toilets, to bollards and railings damaged by drivers, and vandalised Park furniture. The programme of tree safety work continues as advised by independent tree inspectors. A number of hard surface repairs have been made to footpaths around site.

2.3 In response to the antisocial and potentially dangerous parking on the Pavement in front of the Palace Building, the Trust has installed a barrier of bollards as a preventative measure. We have communicated this on social media. The reaction has been largely understanding and supportive. It is intended to replace the barrier

with a more suitable solution, which has not yet been developed or costed. The Trust has no funds to deliver a more permanent solution to address this issue, at this time.

- 2.4 There has been an increase in anti-social behaviour from a small group of young teenage boys on BMX bikes around the site. We are liaising with the Police to address this issue.

### **3. East Wing and Theatre**

- 3.1 In January, the Theatre's Trust annual Theatre's At Risk Register announcement event was held in the Alexandra Palace Theatre. It was attended by representatives from theatres across the country, Michael Ellis MP (Parliamentary Under-Secretary of State at the Department for Digital, Culture, Media and Sport) and Jack Dee, a Patron of the Theatres Trust.
- 3.2 Alexandra Palace Theatre had been on the at risk list since the register was created and, following the completion of the restoration project, has now been removed – delivering one of the trust's major objectives. It is one of only two theatres removed from the list this year because they were returning to live performance use. (Others were removed due to the fact that efforts to save them had failed).
- 3.3 Following the success of the opening season, the Theatre held further performances from the BBC Concert Orchestra, Dons of Comedy and The Little Orchestra in February and March. The BBC Concert Orchestra's performances on 6<sup>th</sup> and 16<sup>th</sup> February were broadcast on BBC Radio 3 and can be listened to online at: <https://www.bbc.co.uk/concertorchestra/events/by/date/2019>
- 3.4 Later in the year, the Theatre will be seen on ITV as the venue for The All New Monty 2019: Who Bares Wins, which will be raising awareness for regular checks for breast, testicular and prostate cancer. We also recorded an episode for a new BBC 4 series celebrating Victorian ingenuity – the episode filmed in the Theatre will focus on early cinema and some of the pioneering figures who worked around Alexandra Palace.
- 3.5 On 14th March we hosted the press night for our co-production, Richard III. The performance was attended by critics from key titles including Evening Standard, Time Out, Daily Telegraph, The Observer, Financial Times and Metro, as well as a number of online reviewers. The production was very well received with many commenting on the theatre's restoration.
- 3.6 Willmott Dixon Construction have officially handed over and vacated the site, returning only to resolve snagging issues. The East Court is now open to the public each day from 9am. The information desk is staffed by the visitor services team normally until 5pm but later if there is a performance in the Theatre or the East Court is in use for a function or activity.

#### 4. Creative Learning

- 4.1 With the reopening of the East Court in March, the Creative Learning team has launched a family programme, which includes weekday morning sessions, and targeted weekend programmes that enhances the special bond through creative play between parents/guardians and their children (ages 12 and under). Families can experience a range of art forms and activities from arts and crafts making to dancing, drumming and song! This offers an ever-changing programme that includes hands-on activities developed in collaboration with teachers/artists, performers, tour guides, and curators. The programme offers regular activities that are either free or low cost.
- 4.2 The Transmitter Hall continues to be used for a host of different activities, such as Singing for the Brain and the monthly Wellness Café. Discussions are taking place with sponsors to support the redecoration of this space to make it more welcoming and more suitable for activities using colour, texture and layout, particularly for people with dementia. If the project goes ahead a team of apprentices from a local college will work on the project.
- 4.3 In March, students from Mountview's M.A. in Site-Specific Performance made a promenade performance piece inspired by APPCT's history in the basement for an invited audience. This is the first project in a 3-year relationship with Mountview site-specific course.
- 4.4 The Creative Learning team was awarded two grants to deliver the following projects: The Tottenham Grammar Foundation awarded £10,000 towards;

**Big Schools Day BAFTA Kids** (BAFTA: British Academy of Film & Television), which will take place in May. This is the first of two Big Schools Days at the Palace this year. This is an event for children with Special Education Needs in partnership with Para-dance and London Youth Games. This aims to engage with 400 pupils in schools across London.

**Biblio Buzz The Alexandra Palace Children's Book Award**, which took place on 8<sup>th</sup> April. 25 schools across Haringey voted for their favourite book from a shortlist of 6 young authors. Young readers in all of the borough's 9 libraries were able to vote and children's book author, Michael Rosen was the Master of Ceremonies at the event.

Other activities:

- 4.5 Palace Uncovered will target secondary schools and further education colleges and will give students the opportunity to present work in the theatre whilst creating performance work for their qualifications. Artists will work with teachers to help facilitate sessions (so there is CPD attached to the programme) and the students get to perform their exam projects in our world-class venue.
- 4.6 Speech Bubble is an outreach project in partnership with London Bubble which uses drama as an intervention to support speech and language development in schools with a high volume of pupils where English is their second language. We aim to reach a target of 3 new schools in the East of the Borough.
- 4.7 Rhythm Stick - A club night run for and by people with disabilities. 15 NEETs (Young People Not in Education, Employment or Training) with disabilities will learn how to

support an event over a 10-week training programme. The club night will create a safe space for adults with disabilities to socialise.

- 4.8 Haringey Has Pride - A community promenade performance with the final section taking place in the theatre – this project explores the history of LGBTQ+ issues in Haringey:
- Partner project with Jacksons Lane
  - Regular rehearsal taking place in the TH with Kay Adshead (published playwright who has had commissions at the Royal Court, Bush Theatre, Kiln Theatre, National Theatre & many more)
- 4.9 Creative Learning has taken a leading role in the design and delivery of a CPD event staged at the Bernie Grant Centre in May. This event showcases the work of cultural organisations and the opportunities they can provide to teachers in Haringey.
- 4.10 International Women’s Day in March was celebrated in some of the learning and wellbeing activities.
- 4.11 As part of our aim to diversify our volunteer base we are developing a programme for Supported Volunteering opportunities across the Palace for people with early onset of dementia and people with learning disabilities.

### **5. West Yard Storage Building**

- 5.1 The works to the main building and North West Tower are largely complete with ‘snagging’ works and defects taking longer to address. The new West Yard security gates have been working for 3 months and we are working with the events and security teams to refine their operation during ‘event’ and ‘non-event’ modes.
- 5.2 We anticipate the works will now be completed in May 2019 when the goods lift ramp and surface water attenuation tanks are installed in the North Yard, and Building Control sign off issued. The final sign off and installation of the new goods lift to go into production is anticipated during July 2019.
- 5.3 The outstanding matters, such as the control panel for the gates and external road treatments that may be subject to amendments, are nearer to concluding.

### **6. Events and noise management**

- 6.1 Following another successful run of the PDC World Darts Championship, January saw 30,000 people attend events at Alexandra Palace.
- 6.2 In February we expanded our hire tenancy to 20 days which saw more than 60,000 people attend shows including a world-class music line-up featuring Chruches, Frank Turner and Jungle.
- 6.3 After Richard III, Alexandra Palace Theatre’s programme features comedy from Tommy Tiernan, Reginald D. Hunter and Ardal O’Hanlon plus music from Graham Nah, Archive and Yolanda Brown. We are also delighted to be hosting the Montiverdi Choir and the transfer of English National Opera’s Olivier-nominated Paul Bunyan.

- 6.4 In March and April, The Great Hall will see a diverse range of exhibitions return, including Country Living, Crafting and Model Railway. We also have sold-out concerts from Anderson.Paak, The Free Nationals and Robyn.
- 6.5 Red Bull will take place on Sunday 7<sup>th</sup> July 2019 from 12:00 to 18:00 (gates open at 10.30am). Resident group representatives are reminded to notify their members that Alexandra Palace Way will be closed from 10am on Friday 5<sup>th</sup> July until 5am on Monday 8<sup>th</sup> July (two hours earlier than in previous years).
- 6.6 Table of noise complaints calendar Year to Date:

| Month   | Event  | No. of complaints |
|---|--|-------------------|
| July  | Kaleidoscope Festival                        | 11                |
| August  | The Great Fete                               | 4                 |
| October   | Chemical Brothers concert                    | 2                 |
| November  | Fireworks festival                           | 2                 |
| December  | 1 <sup>st</sup> Dec Theatre opening concert  | 1                 |
|   | 8 <sup>th</sup> Dec Mosconi Cup              | 1                 |
|   | 3 <sup>rd</sup> – 29 <sup>th</sup> Dec Darts | 6                 |
| February  | Jungle                                       | 1                 |
|   | Parkway                                      | 1                 |
| March   | School group making noise in Go Ape field    | 1                 |
| <b>Total number of noise complaints received (2018/19 1<sup>st</sup> Apr-31<sup>st</sup> March)</b> |  | <b>30</b>         |

- 6.7 Tottenham Stadium is now completed and operational. Pre booked shuttle buses on match and other event days are scheduled to pick up and drop off at Alexandra Palace Station. The Trust is assessing the impact of the shuttle buses on the operation of Alexandra Park and Palace, the road and car parking facilities.

## 7. Car Park charging project update

- 7.1 The Trust has undertaken a procurement process for expert support in readiness for the project to start in April 2019. One of the first tasks is to develop a timetable for the project, to include a period of consultation.

## 8. Recruitment of Independent Members

- 8.1 The recruitment campaign is now live for

- an independent member of the Trust's Finance, Resource, Risk and Audit Committee and;
- for two independent Non-Executive Directors of Alexandra Place Trading Ltd.

- 8.2 The role descriptions are available on

- the <https://www.alexandrapalace.com/about-us/jobs/>
- Guardian, Exec Appointments, Charity Jobs websites
- and posted on appropriate social media channels..

**9. Legal Implications**

9.1 The Council's Assistant Director of Corporate Governance has been consulted in the preparation of this report, and has no comments.

**10. Use of Appendices**

None



**ALEXANDRA PARK AND PALACE JOINT MEETING OF THE  
STATUTORY ADVISORY AND CONSULTATIVE COMMITTEES**

**25<sup>th</sup> April 2019**

**Report Title:** Planning and Listed Building Consent application for 4no shaded structures located in the Phoenix Bar and Kitchen Outdoor Beer Garden (The Beach)

**Report of:** Louise Johnson, Strategic Programme Manager

**Report Authorised by:** Louise Stewart, Chief Executive Officer

Contact: Natalie Layton, Executive Assistant and Charity Secretary  
Email: [Natalie.layton@alexandrapalace.com](mailto:Natalie.layton@alexandrapalace.com) , Telephone: 020 8365 4335

**Purpose:** To advise Committee members of a planning and listed building consent application for 4no shaded structures for the outdoor beer garden (The Beach)

**Local Government (Access to Information) Act 1985**

N/A

**1. Recommendations**

- 1.1 To note the content of this report, and;
- 1.2 To provide comments on the planning and listed building consent application.

**2. Rationale for applications**

- 2.1 The Phoenix, open every day from 11am to 11pm, achieves the majority of its business on event days. Non-event days and the winter months are a challenge however, and the busy event programme means that it can be difficult to provide a consistent pub offer that will attract a regular local audience.
- 2.2 During the summer the pub can attract a high footfall due to the incredible views from the spacious outdoor beer garden.. There is scope to improve the potential of the beer garden and enhance its overall look and feel.

- 2.3 To raise the Phoenix's profile and assist it to live up to its potential as London's best beer garden, a planning and listed building consent application for the erection of 4 shaded seating structures accompanied by planting, festoon lighting and seating is proposed.
- 2.4 As with all listed building consent, planning and advert consent applications, careful consideration has been given to the impact of the proposed structures on the setting and listing. The proposal has been sensitively designed to create a more attractive outdoor space, moving away from the current 'car park' look to a more integrated and sympathetic garden-like atmosphere

### **3. Noise**

- 3.1 The intention is for recorded music from the pub to be amplified into the beer garden on most days with occasional live music or DJ sets on weekends or to support larger events. Sound levels will be monitored and managed by the on-site team who will follow the standard operating procedures for the Phoenix bar and kitchen as per all activity that takes place inside the pub and out in the beer garden. Local residents can report noise nuisance using the switchboard telephone number. Noise complaints will be recorded and reported back to the SAC/CC in the usual monitoring section of the CEO's report at each meeting.

### **4. Project Brief**

- 4.1 The Project Brief included the following requirements:
- a) Bring the outdoor beer garden to life, moving away from the current 'car park' look and feel;
  - b) Create a more garden-like atmosphere, with planting, greenery and hanging baskets;
  - c) Use both heritage and brand colours to ensure consistency and legibility;
  - d) A selection of robust and flexible seating that can be up-scaled or reduced depending on the demand;
  - e) Shaded structures that encourage multiple groups seated within each;
  - f) Create height and volume to complement the existing Victorian scale of the Palace
  - g) Incorporate elements of the Park and Palace's heritage so visitors can learn more about our eclectic history;
  - h) Inclusion of festoon lighting to give warmth to the outdoor beer garden, akin to the look and feel of the Festival Village installed in the West Hall as part of the concert activity

## **5. Outcomes**

5.1 The following outcomes have been identified:

- a) Create a beer garden to be proud of;
- b) Encourage dwell time;
- c) Attract new customers;
- d) Increase spend in the pub;
- e) Support the ambition of the Phoenix in becoming the go-to pub/outdoor beer garden in London;
- f) Support Alexandra Palace as a destination site, not just a space to see an event and head home;
- g) Create interest for press to encourage editorials/ inclusion in the top ten and best of lists

## **6. Risks**

6.1 Operating procedures will be established to mitigate against the risk of anti-social behaviour such as littering, damage and graffiti and to maintain a high standard of site presentation:

- a) Deck chairs will be taken in each evening and stored;
- b) Pub staff will take ownership of the space and water the hanging baskets and planters, they will also be responsible for turning festoon lighting on and off;
- c) Painting and touch-ups will be programmed into the site-wide maintenance schedule on a quarterly basis;
- d) The monitoring of the outdoor beer garden will be added to AP Control's regular site patrols

## **7. Legal Implications**

7.1 The Council's Assistant Director of Corporate Governance has been consulted in the preparation of this report, and has no comments.

## **8. Use of Appendices**

Appendix 1 – Design, Access and Heritage Statement

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## Planning and Listed Building Consent for 4no shaded seating structures outside the Phoenix Bar and Kitchen, Alexandra Palace Way, N22 7AY

### **Introduction**

Alexandra Palace is a Grade II Listed building located within a Conservation Area. A significant proportion of the East Wing of the building, comprising the East Court and the Victorian Theatre, has recently benefited from a major restoration project. The East Court is now a main public arrival and gathering space, and the Theatre has been reimagined as an adaptable theatrical space for a range of events and activities.

The spaces located in the central and western parts of the building are predominately used for events, ranging from concerts to exhibitions to sports and trade shows. Also located at the western end is the on-site pub, the Phoenix Bar and Kitchen. The Phoenix, open every day from 11am to 11pm, achieves 58% of its business on event days. Non-event days and the winter months are a challenge however, and the busy event programme means that it can be difficult to provide a consistent pub programme that will attract a regular local audience.

During the summer however, the pub can attract a high footfall due to the incredible views from the spacious outdoor beer garden, known as The Beach. There is scope to maximise the potential of the outdoor beer garden and improve its overall look and feel – at present, it can look like a car park with some benches.

To raise the Phoenix's profile and ensure it regularly contends for the accolade of London's best beer garden, a planning and listed building consent application for the erection of 4no shaded seating structures accompanied by planting, festoon lighting and seating is proposed.

As with all listed building consent, planning and advert consent applications, careful consideration has been given to the impact of the proposed structures on the setting and listing. The proposal has been sensitively designed to create a more attractive outdoor space, moving away from the current 'car park' look to a more integrated and sympathetic garden-like atmosphere as outlined below.

### **The Design Process**

The team have developed a focussed brief for the beer garden improvements, the objective being to establish the Phoenix Bar and Kitchen as a destination pub, with year-round, multiple audiences enjoying what the pub and wider site has to offer.

The brief included the following requirements:

- Bring the outdoor beer garden to life, moving away from the current 'car park' look and feel
- Create a more garden-like atmosphere, with planting, greenery and hanging baskets
- Use both heritage and brand colours to ensure consistency and legibility
- A selection of robust and flexible seating that can be up-scaled or reduced depending on the demand
- Shaded structures that encourage multiple groups seated within each
- Create height and volume to complement the existing Victorian scale of the Palace
- Incorporate elements of the Park and Palace's heritage so visitors can learn more about our eclectic history

- Inclusion of festoon lighting to give warmth to the outdoor beer garden, akin to the look and feel of the Festival Village installed in the West Hall as part of the concert activity

The primary outcome of the beer garden improvements is to create an exciting and welcoming outdoor space, an inviting outdoor extension to the existing Phoenix Bar and Kitchen offer, encouraging dwell time, attracting new customers and increasing spend – all playing a key role in the Charitable Trust’s ambition to become a self-sustaining destination venue.

## **Amount**

The proposal is for 4no shaded seating structures, similar to cabanas (see images attached). Each structure will measure 3.5m x 3.5m, with a ridge height of 2.69m. The predominant material of the structures will be timber, treated to guard against weather/ rot. The roofs will have a felt covering.

## **Use**

The structures will offer an attractive alternative seating area for customers to the Phoenix Bar and Kitchen and those attending events. Surrounded by greenery and festoon lighting, the beer garden project will enhance the existing outdoor offer, raising the profile and customer expectations for the type of experience they should expect when coming to Alexandra Palace.

## **Layout**

The 4no structures will be located on the hardstanding area outside the Phoenix Bar and Kitchen known as The Beach. The flexibility of the structures (they will be freestanding and not attached in any way to the listed building) allows the layout to be altered as and when required. They can also be easily taken apart and stored if required.

## **Scale**

The 4no structures will be identical in size and scale (3.5m x 3.5m, with a ridge height of 2.69m).

**APPENDIX 1**

Materials, case studies and example products







