



Car Park Charging Proposals – Information Briefing

November 2019

INTRODUCTION

In February 2019, Alexandra Park and Palace Charitable Trust (APPCT) announced that we were going to investigate the feasibility of introducing parking charges across the site. Over the past six months, we have been working with Integrated Transport Planning Ltd. (ITP), an independent sustainable transport planning and research consultancy, to assess, develop and test an appropriate proposal for Alexandra Park and Palace, its operations and the different needs of our visitors.

We are keen to hear the views of the public before making a decision about progressing the proposal. From Monday 11th November to Tuesday 31st December 2019 we will be asking our stakeholders, beneficiaries, visitors and local residents for views on the proposals via our online survey available at www.alexandrapalace.com/parking. This is your opportunity to tell us how the proposal could impact you. If you need assistance to complete the survey please email consultation@alexandrapalace.com

We will also be holding a series of informal drop-in sessions at Alexandra Palace for people to meet with APPCT staff to talk about the proposal and share your views. The drop-in sessions will be held in the Transmitter Hall (entrance located on the South Terrace next to the BBC Tower) on the following dates:

Thursday 14 th November	8am – 11am
Tuesday 19 th November	5pm – 8pm
Monday 25 th November	11am – 2pm
Tuesday 3 rd December	10am – 1pm
Wednesday 11 th December	1pm – 4pm
Monday 16 th December	5pm – 8pm

THE REASON WE ARE PROPOSING TO CHARGE FOR CAR PARKING

We want to continue to provide great experiences, spaces and entertainment, for everyone, for generations to come. To do this, it is vital to continue to build physical and financial resilience, finding new ways to generate more income that can be re-invested back into the Park and Palace.

It costs £3.6million each year to keep Alexandra Park and Palace open. All the money we generate from events, fundraising and other activities onsite contribute towards this. However, our costs are rising and the backlog of repairs and list of significant maintenance works required is growing each year. We need to generate more income; at least another £0.5million - £1million per year to be able to continue our work to repair, maintain and restore the Park and Palace.

ITP estimate that we can expect to generate income upwards of £550,000 per year if we charge for car parking on site (this does not include any Penalty Charge Notice revenues generated through parking enforcement activity, as the purpose of enforcement is compliance and not revenue generation).

All monies raised by parking charges, as with all income raised from our activities on site, would go directly towards our charitable purposes. We also believe that managing our car parks as outlined in this proposal will help to deter the increasing levels of antisocial behaviour that has a negative impact on our visitors' enjoyment, our neighbours, and increases our security, repair and litter collection costs.

In addition, if by introducing charges we encourage people to walk, cycle and use public transport more often, it will reduce the level of traffic on site and benefit the Park and visitor enjoyment of it.

We have looked at other options to increase income generation and have plans to bring more of the Palace back into use over the coming years. We have also increased income generation from our existing activities, but we must balance the intensity of use of the building, and particularly the parkland, with the need to protect and conserve it. Ultimately we feel that charging for parking would bring significant benefit to APP and everyone who visits. But before we go any further, we want to hear your views on how parking charges could impact you.

CURRENT PARKING ARRANGEMENTS AT ALEXANDRA PALACE

Alexandra Park and Palace is unusual as an events venue and as a site open to the public for recreation, in that it is currently free to park on site at all times.

There are seven car parks in operation. Some are in daily use (East and Grove), others are frequently opened (Dives, Pavilion, Paddocks and Fairground) depending on the activity happening on site. The Lower Road car park is used very occasionally when parking demand is especially high.

The car parks can currently accommodate 1,282 vehicles, based on current parking arrangements. If all car parks were redesigned to modern car parking standards (e.g. lining and spacing), the maximum capacity would be 1,101 vehicles. There is opportunity to improve the car parks from a user perspective e.g. creating dedicated pedestrian walkways. This could reduce the capacity further to c.1,000 vehicles. However based on the surveys undertaken as part of the feasibility work, this would be sufficient to accommodate existing parking demand (as measured without any charges) across a typical week.



CURRENT INVESTMENT IN PARKING

Whilst car parking is currently free of charge to our visitors, it is not free for the charity to provide. The costs associated with managing our car parks are more than £400,000 each year.

This expenditure is a result of a combination of repairs, dealing with litter, anti-social behaviour and daily management of the car parks e.g. managing the flow of traffic in and out of the site. These costs are based on the costs of management on non-event days. The event-day costs of parking are covered by the event income.

SURVEY DATA

In June 2019, in conjunction with ITP, a series of surveys were undertaken to understand the patterns of traffic movement and parking activity across the site. Surveys were commissioned across all seven car parks, Alexandra Palace Way and neighbouring streets. Over a period of eight days (selected as a typical AP week), the findings were:

- 65,073 vehicles travelled along Alexandra Palace Way, an average of 8,134 per day
- Almost 80% of this traffic was estimated to be through traffic
- The total parking demand for all car parks across the survey period was 13,395 vehicles – an average of 1,674 per day
- Total daily parking demand ranged from 467 to 3,330 vehicles
- The average car park occupancy across the survey period was 30% and this peaked at 62% across the eight-day period

- Of the vehicles that stopped, 33% stayed between 5min and 30min, suggesting a high proportion of vehicles were dropping off or picking up. 38% stayed between 30min and 2hr. Vehicles that stayed 4+ hours made up 13% of the total stay data
- Of the vehicles that parked along Alexandra Palace Way, 55% are long-stay parking for purposes other than visiting the Park or Palace (rail commuter and residential overflow parking)

The parking surveys highlighted that some visitors to the Park and Palace may be parking on residential streets already when attending activities on site. This is a matter of convenience, which reflects that most of the local streets are also unregulated with some providing more direct access to parts of the Park and Palace than the car parks.

However, there was also evidence that parking occupancy on residential streets is affected by factors other than Alexandra Palace. Non-residential parking cannot be attributed to APP with any given certainty, given the complexity of competing parking demand in the local area.

PROPOSED CAR PARK CHARGING ARRANGEMENTS

The system we propose introducing is a barrier-free, pay-on-exit system that will use Automatic Number Plate Recognition (ANPR). It is felt that this system is the most appropriate to the context and operational requirements of Alexandra Park and Palace and our visitors, especially at peak times.

There are no proposals to add more car parks. However we are considering removing the parking spaces along Alexandra Palace Way.

It is proposed that all car parks will be charged for and the tariffs charged will be consistent across the site. As we stated in our announcement in February, Blue Badge holders will be able to park for free. It is proposed that there will also be a free courtesy period for car parking up to 30 minutes in all of the car parks.

In developing the proposed tariffs for Alexandra Park and Palace, the prices of similar comparable sites (including Hampstead Heath, Hampton Court Palace, Greenwich Park, the O2 arena, Westfield Stratford City) and more local parking charges were considered alongside the needs of our broad range of user groups and their patterns of visitation.

The charges will apply 7 days a week, 365 days a year. The car parks will close at night, as they do now, as there is no wish to encourage long stay or overnight parking on site. The proposals have been based around the needs of visitors to Alexandra Park and Palace.

Daily Tariff Band	Tariff £
0 – 30min	Free
30min – 1hr	£1.50
1hr – 2hr	£3.00
2hr – 3hr	£4.50
3hr – 4hr	£6.00
4+ hours	£8.00

PAYMENT METHODS

We are proposing cashless payment options both on site and remotely, in order to reduce queuing at the number of payment machines provided and to assist with traffic flow on busy event days.

Payment Machines: We propose locating machines in the car parks. They will be cashless, to protect against the threat of theft.

Pay by Mobile: There will be the option to pay via mobile phone, a well-used method at other sites. Pay by Mobile is a preferred method for visitors who do not have cash to hand and can allow the visitor to pay remotely, up to two weeks after parking on site.

Cash: We know that some of our visitors would prefer to pay with cash. We are still working on the detail of this, and are open to providing an option for visitors to pay by cash on site.

ENFORCEMENT

We appreciate that enforcement is a sensitive issue, but if the proposed parking system is to be effective, some enforcement will be necessary to be fair to all of our visitors and help to mitigate the antisocial behaviour and undesirable activities that take place in our car parks on a daily basis. We are also considering installing ANPR cameras on Alexandra Palace Way to prevent parking happening on site outside of the designated car parks.

We are proposing that when there is a failure to comply with our parking charges a Penalty Charge Notice of £100 is issued, the maximum charge recommended by the British Parking Association (BPA) for private land, which for the purposes of this exercise the Park and Palace is considered to be. Independent advice recommends it is appropriate to charge the maximum penalty because of the high public transport accessibility of Alexandra Palace, given its London location. However, it is also proposed that if a penalty is paid on time, then a significantly reduced charge could be payable instead.

ITP have recommended that a specialist provider be contracted to provide the service. We will be assessing this further, if we proceed with the proposal. However we recognise that as a potential new area of operation, the Trust and our visitors could benefit from the expertise and responsiveness, to both customers and maintenance issues that a dedicated specialist provider could offer.

WHAT COULD BE ACHIEVED

First and foremost, parking charges would create a new income stream that would be fairer means of financing car park operation and maintenance. It could provide surplus revenue that would be used for investment back into the Park and Palace, contributing to the long-term sustainability of the site for the benefit of everyone. The income generated could go towards:

- Bringing more spaces back into use for the public to enjoy, such as the recent restoration of the Victorian Theatre and East Court;
- Repairs to heritage features, tree management, enhancement of horticultural features in the parkland and improvements to routes and trails;
- Future upgrades and refurbishment of car parks and site infrastructure (i.e. lighting, signage and CCTV) to provide a better visitor experience overall;
- Our [creative learning programmes](#) that enable and support people to enjoy the Park and Palace such as Singing for the Brain (for dementia sufferers), Sensory Suitcase (outreach in local care homes), family Creativity Challenges, school workshops and adult learning;
- Improved signage, wayfinding and interpretation across the site;
- Improvements to cycle parking on site and installation of electric vehicle charging points.

NEXT STEPS

Feedback on the proposal will be consolidated into a report. The report will summarise the responses and if appropriate make recommendations about changes that could be made, to respond to feedback we have received. We will also use the feedback received to inform an Equalities Impact Assessment of the proposal.

The proposal, the feedback report, the Equalities Impact Assessment and recommendations on any changes to the proposal as a result of the exercise will be presented to the Trustee Board for consideration.

To implement the proposal the Trust will need Charity Commission approval. The decision for the Trustee Board will be whether to progress the proposal by presenting it to the Charity Commission for their consideration.

ENDS