



USER GROUP ASSESSMENT - SUGGESTIONS

March 2020

User Group	Panel discussion	Reduction/ Exemption
APPCT		
Board members	Board members should be treated the same as AP staff.	Exemption – treated like AP staff.
SAC/CC members	Exempt, but only for meetings. Consistent with approach for contractors and voluntary groups. Tech dependent, number plates can be collected and white-listed for set times/ dates.	Exemption - for meetings only.
Contractors	Contractors that are regularly on site (i.e. like AP staff – RNE, John O’Connors, Teamwork) to be treated like AP staff. Those contractors that are coming to site specifically for temporary/ short-term works, tech dependent, to be added to white-list for limited time or given a code/ voucher.	Exemption – treated like AP staff. (for regular contractors)
Phoenix B&K	In the surrounding area, there are very few places to park for free on a weekend to eat. If you choose to drive to AP for a meal in the B&K – ppl would expect to pay for parking. Would like to discourage visitors driving to a pub. No discount for now. One to watch.	No

ICE RINK		
Ice Rink – Coaches	Coaches generate a lot of money for the charity, and are therefore a significant contributor. If coaches were charged, their working patterns might change to accommodate – i.e. cramming sessions into less days rather than coming to site 5-6 times a week. This could then have a significant impact on the way their pupils use the rink. There are only 16x coaches, so minimal loss of income of parking charges when considering the reputational risk and bigger picture – tech dependent, number plates can be collected and added to white-list.	Exemption – treated like AP staff. Significant contributor to charity. Due to the variance of when coaches are on site (could be any day of the week, and could be between 0630 and 2200, it would be more efficient to give them blanket exemption.
Ice Rink – Hockey (Huskies)	Huskies generate a considerable amount of revenue for the charity. All players play for free (and the revenue generated from the matches they play is substantial), and the only ice time we give them is late at night, so this combined with heavy kit means they have to drive to site. Tech dependent, number plates can be collected and added to white-list.	Exemption - during specific training times with leeway either side plus for match days. Significant contributor to charity.
Ice Rink – Hockey (juniors)	Vocal group (lots of comments through the feedback survey). 150+ players, training up to 3x a week. They have been using rink since 1990. Juniors range from 6-18yo, and some then feed into the Huskies. Contribution to the charity financially, but also aligned with our purpose of providing recreation and public benefit (health and well-being agenda/ social value). Need to consider local competition's charging – Lea Valley charge £1.	Reduction – flat rate of £1 charge for all club members, during designated training hours only. Tech capabilities of how to do this to be discussed with provider.
Ice Rink – Hockey (Legion)	To ensure a level of consistency across the board regarding hockey teams, this group will be charged in the same way as the juniors. Need to consider local competition's charging – Lea Valley charge £1.	Reduction – flat rate of £1 charge for all club members, during designated training hours only. Tech capabilities of how to do

		this to be discussed with provider.
Ice Rink – Hockey (DemonXtreme)	Although DX are not like the other clubs (i.e. they are a commercial entity and are not an NFP), they are a feeder team to other parts of the IR business. Their Fri night session could be difficult to replace with something else that would generate a similar revenue. One to watch. Need to consider local competition's charging – Lea Valley charge £1.	Reduction – flat rate of £1 charge for all club members, during designated training hours only. Tech capabilities of how to do this to be discussed with provider.
Ice Rink – Hockey (Other)	This group have been with us a long time. Some have money (Rangers and Statesmen). Need to consider local competition's charging – Lea Valley charge £1. Need to ensure a level of consistency across the board regarding hockey teams.	Reduction – flat rate of £1 charge for all club members, during designated training hours only. Tech capabilities of how to do this to be discussed with provider.
Ice Rink Patch – Drop-in	This group should be treated the same as public/casual users. Only caveat is they may not be able to afford a season ticket for patch, and this might be an indication that they are on low income. Length of relationship is key, as to get to a level where you can patch skate means you have been skating for a number of years and have spent a considerable amount of money already. Patch drop-ins are popular, with a consistent customer base. Large majority are young girls – aligns with our purpose of recreation and public benefit (and contributing to the health and well-being/ social value agenda).	Reduction - with drop-in ticket purchase – level of discount and tech to be discussed.
Ice Rink Patch – Season ticket	Patch season ticket users come 3x a week minimum, for 2hr. The Patch sessions are at set times. Appropriate treatment would be	Reduction – flat rate of £1 charge for all Patch season ticket

	discounted parking to an acceptable level at what they pay at other ice rinks, for the patch sessions only.	holders, during designated training hours only. Tech capabilities of how to do this to be discussed with 3 rd party.
Ice Rink Courses – Drop-in	More vocal group. Coffee morning on a Weds. Large number of adults. Skate, group lesson and coffee. £13.50. v popular – gets people to have a private lesson after. Long-term commitment but no tie-in.	Reduction - with drop-in ticket purchase – level of discount and tech to be discussed.
Ice Rink Courses – Term booking	3x classes on Saturday morning from 0930 onwards. As part of the deal, after their course class, they are allowed to stay and skate on the public session for free, however there is a 45min gap between course times and public session – meaning we keep them on site, and they secondary spend in the café. Social groups are also formed in this time, adding to the health and well-being/ social value argument. Tech dependent, number plates to be taken at start of course and added to white-list.	Exemption – during specific training times with leeway either side but incorporated into ticket price over time.
Ice Rink – public	Not permanent/committed users, but accounts for 65% of IR users. Exemption or discount could be considered later down the line as part of a wider loyalty scheme, but for now, IR public should be treated the same as exhibition/ event public. Only issue to consider is the benchmarks of Lea Valley and Sobel. Potentially need to do some work on establishing the average length of stay in the IR for a public session. How could we protect secondary spend? Add an incentive, i.e. purchase a coffee and get X% off parking charge? (similar model we currently operate for spectator tickets). One to watch.	No

PARK AND TENANTS		
Little Dinos	<p>Whilst the tenant pays the Trust rent, the Trust receives no financial impact from visitors directly. Some of the visitors are regulars – but the degree of financial income that the tenants gain from visitors is unknown.</p> <p>Softplay is similar to Go Ape and Ice Rink in that it is a specific use/ destination in its own right.</p> <p>Exemption or discount could be considered later down the line as part of a wider loyalty scheme, but for now, treat as general public. Could add an incentive, i.e. spend £x and get X% off parking charge? (similar model we currently operate for spectator tickets). One to watch.</p>	No
Grove	<p>Whilst the tenant pays the Trust rent, the Trust receives no financial impact from visitors directly. Some of the visitors are regulars – but the degree of financial income that the tenants gain from visitors is unknown. Same approach to be taken as other F&B facility on site (pub).</p>	No
Lakeside	<p>Whilst the tenant pays the Trust rent, the Trust receives no financial impact from visitors directly. Some of the visitors are regulars – but the degree of financial income that the tenants gain from visitors is unknown. Same approach to be taken as other F&B facility on site (pub).</p>	No
345Pre-school (Grove)	<p>Majority are dropped off and picked up, so would benefit from the 30min grace period.</p>	No

Allotment holders	This group is not financially contributing towards charity – but there could be an argument that access to allotments is part of health/ well-being/ public recreation mission of charity. Time spent at allotments can be between 30min – 2hr. Some might be blue badge and if you are over 60 in some boroughs you get a discount on the price of the holding.	No
Go Ape	<p>There is a direct financial benefit to the Trust with the number of visitors – the more visitors they get, the more they earn and the more we get.</p> <p>Other Go Ape sites charge – Battersea, Moors Valley, Thetford and Bedgebury all have parking charges.</p> <p>The exception is Cockfosters which is at Trent Park.</p> <p>Go Ape is a destination in its own right.</p>	<p>No – Go Ape is a destination/ activity in its own right.</p> <p>We can monitor and if in 6 months' time after parking charges are introduced there is a huge drop-off in visitor numbers (and therefore our additional revenue) then we could look at potentially offering a discount – Go Ape would have the data for this conversation if needed.</p>
Friends of the Park Committee	<p>Friends of the Park Committee undertake a range of activities on behalf of the Trust including walks and talks, activities and opening and staffing the Visitor Information Centre. We know they have their regular times, but there is also a random element to the times they are on site as well.</p> <p>Element of trust required, but could white-list the 7x committee members only for the Grove car park only, and then monitor for abuse.</p>	<p>Exemption – Committee members only (x7); volunteers (x30) for opening and closing of Visitor Info Centre on weekends – exempt for those times only.</p> <p>All other members – treated like members of the public.</p> <p>Due to the valuable contribution they make to the charity – the service they are providing for</p>

	There are 30x members on the rota for the Visitor Information Centre. Tech dependent, number plates can be collected and added to white-list.	free is something we would have to pay for otherwise.
Sports Club	Their car park is outside of the parking charges project but we will need to work closely with them to ensure their car parks aren't abused as a result. Regular reviews of impact required. Work to be undertaken with tech provider/ during system design stage to ensure that their visitors are not penalized by the ANPR cameras for genuine use of the Sports Club car park.	Car park is outside of project scope but impact to be monitored and to be incorporated into early conversations with tech provider.
Garden Centre	Same as above. Work to be undertaken with tech provider/ during system design stage to ensure that their visitors are not penalized by the ANPR cameras for genuine use of the Garden Centre car park.	Car park is outside of project scope but impact to be monitored and to be incorporated into early conversations with tech provider.
Military fitness, personal trainers, segway	Activities fall under provision of recreation, health and wellbeing however as with the tenants, the charity does not receive any direct financial benefit from the users of these services. Proposed that like event organisers, exhibitors and the farmers market, the providers of these services are given exemption for the set times they are on site. Tech dependent, number plates can be collected and added to white-list.	Organisers – exemption for set times they are on site. Users of services – treated like members of the public.
GENERAL PUBLIC		
Dog walkers/ picnickers/ recreation	General public some of which use the facilities but don't contribute towards the charity.	No
Local residents	General public.	No

SALES AND EVENTS		
Exhibitors and Event Organisers (including Farmers Market)	Principle of discount for clients buying-out certain car parks is agreed (for Pavilion and Paddocks only). Organisers exempt for set-ups/ breakdowns only. North Service Yard (outside of parking charges) spaces to be allocated to certain organisers (depending on space booked, i.e. GH = 50 spaces). Key to this user group is flexibility of the preferred system.	Combination of Reduction/ Exemption For set-up and break-down times only - Exemption. Use of spaces outside of set-up/ breakdown times – Reduction. Note: FM attendees to be treated like general public
Exhibition and Event Attendees	Public events should be chargeable across the board. To be treated like general public.	No, but option for Organisers to buy-out for attendees – rate card to be established.
CREATIVE LEARNING		
Creative Learning – Older People	High percentage of users could already be on blue badge. A percentage would be dial-a-ride drop off and pick up. One to watch. Trying to grow and expand this area of the CL programme and activities are aligned with our purpose of recreation and public benefit. Small numbers. If not covered by blue badge/ drop-off pickup, then tech dependent, number plates can be collected and added to white-list.	Exempt – on grounds of income/ health
Creative Learning – Young People	30min drop-off will cover most of the users in this group. If something slightly unusual comes up we can deal with it on a case by case basis. One to watch.	No

Creative Learning – Disability Groups	High percentage of carers that drive would likely be on a blue badge. Trying to grow and expand this area of the CL programme and activities are aligned with our purpose of recreation and public benefit. If not covered by blue badge/ drop-off pickup, then tech dependent, number plates can be collected and added to white-list.	Exempt – on grounds of complexities re: income/ health
Creative Learning – Family Programme	<p>Family Programme is currently focused on activating the space – arrangements are that the CPav is given over to partners for free – and they take all the admission fees. Challenge with charging for these groups is about dwell time – the more that we programme in the space (and we ask the tutor to stay behind – ppl like to get the ear of the tutor) the more they might stay to get coffee etc. Need to start tracking what those groups might spend.</p> <p>If we know we are doing work that is absolutely targeting low income groups, we need to design something bespoke for those groups. Subsidised projects would factor in parking. Only issue is as we are getting projects off the ground, it could be a barrier to partners. Could we add value to the activity so that parking is not seen as a barrier? Provide refreshments as part of activity? Over time we might review and see where the income needs to come from. A cut from the provider, or car park charging.</p>	No – but one to watch and certain user groups might warrant a discount dependent on the target beneficiary of the activity (on a case by case basis)
Creative Learning – School Visits	Tend to use public transport. Rarely come in coaches. We could organize around this if needed.	No

* important to note that we need to collect as much data as possible from the preferred system – one way to collect data is to require individuals to actively engage with the system – i.e. a code on the bottom of a receipt – to establish patterns of behavior, including secondary spend