



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

15 MARCH 2021

Report Title: Park Licence Variation

Report of: Louise Stewart, Chief Executive Officer

Purpose: This report seeks the views of the SAC & CC on proposals to vary the Park Licence as laid out.

Local Government (Access to Information) Act 1985 - N/A

1. Recommendations

To consider this report and provide feedback to the APPCT Board on proposals to:

- i. Extend the licensable area of the Parkland to include the East & Pavilion Car Parks (currently under the Palace Licence) and Pitch and Putt area;
- ii. Maintain the cap of 30 licensable events days within the Park Licence;
- iii. Include within the Park Licence the ability to host an unlimited number of small scale licensable events for under 600 attendees.
- iv. Increase the number of events permitted over 55Db level (from 4 events at 65Db to 5 and from 0 events at 70db to 4) to accommodate events in the added areas, within the existing 30 event days permitted;
- v. Ring fence 2 of the 4 proposed event days at 70db, if the licence variation is approved by the Trustee Board, for the Pavilion Car Park;
- vi. Include, within the Park Licence, the ability to sell alcohol as part of an improved food and beverage offer across the Park site as detailed in this report.

2. Introduction

- 2.1 Alexandra Palace holds two licences for licensable activity (such as recorded/ live music and sale of alcohol). The Palace Licence predates the Park Licence and, as a result, covers the Palace Building, the South Terrace and some areas of the Park – the East and Pavilion Car Parks. The Park Licence covers non-tenanted areas of the Park and excludes the areas currently covered by the Palace Licence.

- 2.2 It would be more appropriate, and in line with best practice, to revise the Park Licence to incorporate the areas of the Parkland currently covered by the Palace Licence, and remove them from the Palace Licence.
- 2.3 In addition, tenanted areas of the Parkland were not included in the 2017 Park Licence. One of these areas is no longer tenanted and therefore it is intended to include this area within the Park Licence. This will not necessitate an increase in the number of large-scale event days already permitted in the existing Park Licence. However, the Park Licence will require additional capacity to accommodate the proposed increase in smaller scale events and reduce the dependency on and potential impact on the South Slope.
- 2.4 Alexandra Palace also seeks to increase the number of temporary catering outlets in the Park, as part of a daily offer at peak times, including the sale of alcohol at some of the outlets. Although not strictly licensable, including this activity within the Park Licence ensures a consistent framework of control is in place.
- 2.5 These proposed licence variations will support the overall objective of Alexandra Park and Palace being a world class destination for recreation and leisure, enabling the team to use the site in a variety of ways to meet the varied requirements of the public, whilst ensuring this takes place responsibly for the benefit of the long-term future of the site.

3. Background

- 3.1 The Park Licence was approved in 2017 covering all events within the permitted areas and providing clear operational parameters as well as clarity for partners and commercial clients.
- 3.2 The SAC/CC were first consulted on 29 September 2016 as well as consultation took place with local residents and other stakeholder groups at that time. This included a public meeting on 31 January 2017, followed by a formal meeting of the SAC/CC.
- 3.3 Since the licence was approved, 14 events have been delivered, all to a high standard with no licensing objections raised on any events that have taken place under the Park Licence.
- 3.4 Alexandra Palace has developed its visitor service operation to improve complaint response times and ensures independent noise consultants are on site to monitor and control sound levels at events with amplified music. In addition, Alexandra Palace undertakes short-, medium- and long-term monitoring of the impact of the events on the Parkland environment, from event clear up standards to soil compaction surveys.

4. The rationale for licence changes

- 4.1 Creating a consistent framework of control
Having areas of the Park under the Palace Licence means that some areas of the Park are subject to different licensing conditions. It would be clearer if all areas of the Park operated under the same licensing framework appropriate to outdoor spaces. In addition, Alexandra Palace plans to expand the catering offer in the Park

from summer 2021, to improve the visitor experience and generate income. Whilst the catering offer does not strictly require a licence it is felt to be best practice to include this activity within the Park Licence, to achieve a consistent framework of control.

4.2 Income generation

Diversifying income streams is a priority to generate income to support the work of the Trust (to repair, maintain and restore the Park and Palace). Alexandra Palace needs to be less reliant on income from large scale events inside the building. This was evident before the Coronavirus pandemic, although the pandemic has increased the need to generate income from other activities. The proposed licence changes will facilitate the creation of small-scale events in the Park, when pandemic restrictions are eased. This will vary and add to the offer provided to the public as well as generate income. Some of these events will have amplified music and will therefore need to be accommodated within the Park Licence. The 2017 Park Licence does not provide for this.

5. **Proposed Licence Changes**

5.1 Extend the licensable site to include the East and Pavilion Car Parks and the Pitch and Putt area.

5.1.1 The East & Pavilion Car Parks have been included within the building venue licence since the 1980s. The Pavilion Car Park hosted all of the venue's activities after the 1980 fire, during the rebuilding of the Palace. It has been the site of many events and activities since, from hosting the 2012 Olympics Torch Relay Ceremony, the food element of the Fireworks Festival, funfairs, the Norman Jay 'Good Times' event, Drive in Cinema and the hugely successful ENO Drive in Opera. Its concrete pad means it can be used throughout the year, minimising the impact on the Park's green spaces.

5.1.2 The intention is to place the East and Pavilion Car Parks under the Park Licence, the more appropriate licence for events in an outdoor space. The types of events envisaged, in addition to what is already hosted includes sports screenings, Christmas activities and seated music or comedy events.

5.1.3 The Pitch and Putt Golf Course was previously operated by a third party and was therefore not included within the 2017 Park Licence application. It is now under the direct management of the Trust's Trading subsidiary, APTL. Significant investment has taken place to deliver an improved quality experience, resulting in an upturn in footfall and increased awareness of the activity. Licensing the space will provide the ability to improve the experience further as a more complete social activity with drinks available at the end of the course and the potential to host corporate events that may include licensable activity such as film and music.

5.2 Include within the Park Licence the ability to host an unlimited number of small-scale licensable events for under 600 attendees.

5.2.1 The current Park Licence permits 30 event days per year.

5.2.2 In addition, Alexandra Palace would like to host a programme of small-scale events, such as Children's theatre, street theatre, local community music and

performance dance event. Ranging in audience size from 20 to 600 attendees. The events would be a mixture of commercial and non-commercial.

5.2.3 The existing Park Licence was developed to allow for large scale events but it does not differentiate between large and small scale events.

5.2.4 Whilst Alexandra Palace could apply for a Temporary Event Notice, in addition to the Park Licence, to permit activity for up to 499 people to accommodate for each of the smaller events this would not carry the same licensing conditions set out in the existing licence and it is not best practice or a good use of charitable resources when there is already a licence in place.

5.2.5 It is therefore proposed that we add small scale event capacity into the licence with no cap on the number of small scale event days taking place for audiences of less than 600, to enable the flexibility needed for programming.

5.3 Increase the number of event days permitted over 55db within the Park Licence

5.3.1 Of the 30 permitted event days in the existing Park Licence, 4 events at 65Db and 3 events at 75db are permitted. It is proposed that this is amended to provide an extra event day at 65db and 4 event days at 70db, whilst still remaining within the 30-day event day cap. Of the 4 proposed event days at 70db 2 of these would be ring fenced for the Pavilion Car Park and therefore not used to increase larger scale events on the South Slope.

5.3.4 The table below compares the current to the proposed licence (event over 600 capacity).

Permitted Event Day Noise levels	Current Licence	Proposed Variation
55db	23	18
65db	4	5
70db	0	2
70db for Pavilion Only	0	2
75db	3	3
Total	30	30

5.3.5 The cap of events (excluding those below 600) would stay at 30 per annum as per the 2017 Park Licence.

5.4 Licence to allow alcohol sales across the park

5.4.1 Alexandra Palace plans to expand its food and beverage offer, including alcohol, on non-event days in appropriate Park locations. The catering offer would be in place predominantly in the summer months and weekends, with some provision in school holidays and depending on the weather, some provision would also be made at other times of year. The desired offer would complement the park environment i.e. Wine, Pimms and Gin alongside non-alcoholic choices.

- 5.4.2 There is no intention to supplement the catering offer with other licensable activity such as music etc. Catering would be provided from suitable vehicles/temporary structures and most of the units will be on hard standing, some will be on the grass to ensure there is sufficient space for people to move around and keep to social distancing. The Park manager is advising on mitigating action to protect the grass. An appropriate level of seating may also be provided in some locations. A cleaning operation will be in place during hours of operation and additional litter bins provided at the vending sites, with clear signage to encourage responsible disposal of litter. Vendors will only be permitted to use low noise model generators and power will not be created via an idling engine.
- 5.4.3 Working with trusted traders and the Palace team will help to ensure the activity is being carried out responsibly and our Challenge 25 policy is in place - whereby anyone buying alcohol who appears to be below the age of 25, seven years above the age required to buy alcohol in the UK, can be asked to provide an acceptable form of ID.

6. Potential noise impact and mitigation

- 6.1 The 2017 Park Licence application focused on activity mainly taking place on the South Slope and therefore considered the impact this could have on residential properties to the south of the Park.
- 6.2 The inclusion of the East and Pavilion car park areas in the Park Licence would create very little crossover of sound impact with a South Slope event as shown in the 2016 Vanguardia report. Sound impact for Pavilion events is centred around Alexandra Park Road and Valance Road with South Slope sound impact focusing around the roads within the south residential areas around the Newland / Redston estates.
- 6.3 The Trustee Board will be recommended to place a cap of 6 event days at 65db or above that take place on the South Slope to ensure that events take place in various appropriate locations in the proposed expanded licensable area.
- 6.4 As with all events, the levels shown are maximum guides and the Alexandra Palace Team would work with all stakeholders to achieve off site levels below that of which is permitted. For example, the Kaleidoscope Festival had a maximum allowed sound level of 75Db at closest premises. However, working with sound engineers and existing knowledge of the site we were able to deliver a quality event for our audience whilst only producing 66Db at neighbouring properties.
- 6.5 These events would not exceed the hours of 22:30 Monday to Saturday and 22:00 on a Sunday.
- 6.6 Events with amplified sound would continue to be independently monitored to ensure noise levels stay within permitted levels.

7. Environmental impact considerations

- 7.1 Since the 2017 licence was granted Alexandra Palace have operated events in the Park cautiously and with respect, minimising both physical and environmental

impact with matters such as noise and littering. A monitoring framework is in place to help demonstrate which supports to ensure a consistent approach to impact on the Park and can quickly show where the standards are not being met. With the points above all adopted into a varied license this monitoring framework would still be in place alongside the other checks and balances that are in place such as licensing adherence and other AP related advisory stakeholder groups.

- 7.2 It is important to note that the additional events at 65Db noise level and above would take place over a small number of key weekends between May and September.
- 7.3 The addition of small scale events has been assessed as having a lesser impact overall on the Park's bird and bat population than larger scale events. The spread of event locations around the site, rather than being concentrated on the south slope, will also reduce impact. However, the guidance for large scale events will still be taken into consideration when planning and scheduling events and designing event layouts to avoid unnecessary impact on the park and its wildlife;
- avoiding known wet areas and weak paths
 - controlling light spill
 - mitigating noise and adhering to the event close times stated
 - avoiding too many events in too concentrated amounts of time, in the same location

8. Legal Implications

- 8.1 The Council's Head of Legal & Governance (interim) has been consulted in the preparation of this report, and in noting that the Recommendations all fall within the terms of reference for each Committee, has no comments.

9. Use of Appendices

None

10. Background Papers

SAC&CC meeting 29.09.2016 <https://www.minutes.haringey.gov.uk/mgAi.aspx?ID=50741>