



Lighting the Mast Policy

1. Introduction

This document sets out the policy, and procedure for Alexandra Park and Palace Charitable Trust (APPCT) and its trading subsidiary APTL, hereafter known as 'Alexandra Palace' in relation to lighting the mast on the top of the South East tower, known as the 'BBC Tower'.

2. Scope

This policy applies to any requests for the Alexandra Palace mast to be lit, whether originating internally from employees, volunteers, Trustee Board members, APTL Directors, or externally from a stakeholder committee, individual members of those committees, external organisations, or members of the public.

3. Policy

- 3.1 It is the policy of the Trust that, as a charitable resource, the mast should primarily be lit in support of the Trusts' charitable purposes, to promote or raise awareness of those charitable purposes, including celebrating and commemorating the history, heritage and anniversaries of Alexandra Park and Palace and its current activities, events and celebrations. The charitable purposes are to 'repair, restore and maintain Alexandra Park and Palace for the purposes of recreation and enjoyment, forever'.¹
- 3.2 The Trustee Board recognises that as a landmark building, requests will be received from time to time to participate in lighting campaigns and it reserves the right to light the mast, at its own discretion if it feels it appropriate for the Trust to do so, with regard to Charity Commission Guidance.
 - 3.2.1 Therefore the mast may be lit for related and other purposes at the discretion of the Trustees.
 - 3.2.3 If a request is made that could be deemed to be political or in support of political campaigning the Trust will follow Charity Commission Guidance CC9 - 'Campaigning and Political Activity Guidance for Charities'. In summary this states that '*political activity, must only be undertaken by a charity in the context of supporting the delivery of its charitable purposes*'.
- 3.3 The number of days and times of lighting are governed by approved planning permission, which at the time it was granted was deemed to meet the future needs of the Trust. If the

¹ The full duties of the Charity are set out in the Alexandra Park and Palace Acts and Orders.

Trustees deem it appropriate, they reserve the right to apply for special permission from the planning authority for a one-off lighting or apply to extend the existing permission more if it is in the best interests of the charity to do so.

- 3.4 In recognition that the needs of the Trust and its context will change over time, any requests for a long-term commitment will not be granted. This does not mean that the Trust will not light the mast each year to celebrate or commemorate the same anniversaries, only that no dates are specially reserved, to allow the Trust as much flexibility as possible to meet its current and future needs.
- 3.5 Requests for the Trust to take part in a wider lighting campaign should come from the organisation/s orchestrating the campaign and not members of the general public. If members of the public wish the mast to be lit in support of such a campaign they should make contact with the appropriate organisation, who should then make the application to the Trust.
- 3.6 All requests will be reviewed and responded to within 28 days. However, not all requests will be granted. An explanation will be given to the applicant if a request is declined or only partially granted.
- 3.7 Requests may not be confirmed until the week of the requested lighting.
- 3.8 All requests will be treated equally under the terms of this policy

4.0 Policy Implementation

4.1 Approval Process

- 4.1.1 Requests falling within the charitable purposes will be reviewed and authorised by the CEO or in their absence the Deputy CEO or Director of Finance and Resource. This falls within the delegated powers of the CEO and therefore the decision is deemed final.
- 4.1.2 Requests being considered for refusal because they do not comply with the policy, do not fulfil or align with the charitable purposes, are potentially sensitive or political in nature will be assessed by the CEO and referred to the Chair of the Board to review. The Chair of the Board can request more information, if required, from the applicant via the Charity Secretary to inform their review.
- 4.1.3 The Chair of the Trustee Board reserves the right to consult with Trustee Board members in conducting their review.
- 4.1.4 The agreement by the Trustee Board of this Policy and the implementation process it sets out means that the Board does not need to arrange a formal meeting to make a decision, as it is following approved policy.
- 4.1.5 A decision following the review by the Chair of the Trustee Board is considered final. The Chair will provide a reason for the decision. If approved, the reason will be documented on the record of lightings for the Mast held by the Charity Secretary. If declined, the reason will be provided to the applicant, as well as being documented on the record.

- 4.1.6 Where appropriate Alexandra Palace may seek some form of promotion in return for lighting the mast such as a social media mention.
- 4.1.7 Records of all requests, accepted or declined will be held in accordance with our Data Retention Policy.

4.2 Application process

- 4.2.1 All requests to light the mast whether internal or external must be accompanied by a completed application form. The form is available on the Alexandra Palace website and a copy of this policy is appended to it. The request and application form should be sent to the email addresses listed on the form. Incomplete forms will be returned to the applicant and a request made for completion of all information before the request will be reviewed.
- 4.2.2 Alexandra Palace reserves the right to request further information and/or any appropriate official documentation before a request is considered.
- 4.2.3 Requests to light the mast originating from clients of APTL will follow the same approval process. All client & commercial requests will be charged a small fee or the opportunity will be negotiated as part of the hire fee.

5. **Associated documentation and further information:** Data Protection Policy, Privacy Policy

6. **Equality Statement:**

Alexandra Palace is committed to the fair treatment of its staff, prospective staff or users of its services regardless of age, disability (Physical and Mental), sex, sexual orientation, pregnancy and maternity, race or ethnicity, religion or belief, gender identity, marriage and civil partnership, or offending background.

7. **Status of policy:**

This is a statement of current Alexandra Palace policy taking into account current legislation and regulatory guidance.

Alexandra Palace reserves the right to amend the policy and related procedure, as necessary, to meet any changing requirements. The organisation will review this policy at regular intervals.

Created: August 2021 – replacing the previous versions of operational policy (originally created October 2017).
Reviews: March 2020, August 2021
Board: October 2021

Attachment: Mast Lighting Request Form

FORM TO REQUEST LIGHTING THE MAST AT ALEXANDRA PALACE

Please complete this form to request that the mast at Alexandra Palace be lit.

Before making an application we recommend that you read the Mast Lighting Policy attached to this form.

You should also be aware that our planning permission to light the Mast limits the number of days a year and the times that it can be lit.

All requests must align with our charitable objectives and activities. All requests are assessed against our policy. Not all requests will be approved. Information collected on this form will be recorded on our register of mast lighting requests whether the request is approved or not.

Please send this form back to visitor.services@alexandrapalace.com

Request made by:	<i>insert your name</i>
Date of request:	<i>insert the date this form is submitted</i>
Details of the mast lighting event:	<i>Please provide details e.g. awareness of specific organisation/ charity or celebratory event?</i>
Date of event:	<i>Is a specific date required/ or can you be flexible?</i>
Times the mast should be lit:	<i>Please give exact times you wish the lighting to take place Note that we are restricted to 15:00-23:00hrs</i>
Colour/ sequence requested:	<i>Please give details</i>
Reason for request:	<i>Please give details</i>
Benefit to AP:	
Contact name:	<i>Contact details for the person at the organisation requesting</i>
Telephone number:	<i>Please provide</i>
Contact email:	<i>Please provide</i>
Additional information:	<i>Please enter any other information you feel is relevant</i>
How will you thank Alexandra Palace publicly?	<i>Please give details.</i>

Internal USE ONLY

This section will be completed by Alexandra Palace.

Name of employee completing this section?	
Any fee agreed?	<i>Please detail, if not a charity/ community organisation</i>
Approved?	<i>Yes/No</i>
Decision by:	<i>CEO</i>
If no, reason for refusal:	<i>Give full reasons</i>
Date:	<i>Enter date</i>
Referred to Trustee Board Chair?	<i>Yes/No</i>
Date:	<i>Enter date referred to Chair</i>
Final decision:	<i>APPROVED/ DECLINED</i>
Reason for approval/ refusal:	
Added to events schedule?	<i>Yes/No</i>
Date Sales & Marketing notified	<i>Enter date</i>
Response to applicant?	<i>Enter date</i>
Passed to Head of Facilities:	<i>Enter date passed to Head of Facilities & Deputy CEO</i>

END