



## **JOINT MEETING OF THE STATUTORY ADVISORY AND CONSULTATIVE COMMITTEES**

**9 MARCH 2022**

**Report Title:** Mast Lighting Policy  
**Report of:** Emma Dagnes, CEO  
**Purpose:** To provide the SAC & CC an opportunity to consider the new Mast Lighting Policy.

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

### **1. Recommendations**

- 1.1 To consider the Mast Lighting Policy attached at Appendix 1 and provide any comments/ advice to the Trustee Board.

### **2. Summary**

- 2.1 At its meeting on 11 October 2021 the Trustee Board approved a new Mast Lighting Policy, for the Mast on top of the BBC tower, at Alexandra Palace. The Policy sets out the rationale for lighting the Mast, and the process for dealing with requests to light the mast in a consistent and equitable way.
- 2.2 The purpose of lighting the mast is to highlight the heritage of Alexandra Park and Palace Charitable Trust, to draw attention to our messages and highlight our activities.
- 2.3 To ensure it was lit for appropriate purposes an operational policy was created that stated the appropriate decision maker and process before the mast was lit. Over time the Trust received an increasing number of external requests to light the mast for various purposes. The policy was varied to take account of external requests and an application process was added to ensure all requests were handled fairly, assessed against our charitable purposes and channelled into the same decision making process.
- 2.4 Whilst the purpose of lighting the mast was not to create a beacon for general public messaging, the iconic nature of the building and visibility of the mast generated a number of requests to take part in wider campaigns. Where these were felt to be aligned with the Trust's charitable purposes and activities the Trust participated.
- 2.5 Not all requests internal or external were approved. A record of all applications and the outcome has been kept.

- 2.6 However the Trustees were recently questioned about their involvement in decision making on mast lightings following a refusal to light the mast, according to the policy at the time.
- 2.7 Whilst lighting the mast is generally an operational issue that would not involve the Trustee Board this particular refusal combined with the increased number and range of requests highlighted the need to review the policy.
- 2.8 The policy attached at Appendix 1 is a newly written policy and not an amended version of the previous operational policy. It has been created following consultation with the Trustee Board and enables the Trustees to take a decision on lighting the mast for purposes other than to deliver the Charity's purposes or on requests from external organisations that also that do not fall within the purposes.

### **3. Is the decision/ action consistent with the Charity's Vision, Mission Purpose and Values? Five Year Plan priority pillars?**

- 3.1 The new policy aims to ensure the Charity's resources are focused on delivering our Vision, Mission and Purpose. The willingness of the Trustees to review and revise the policy when questioned on it also demonstrates our value of being open and genuine.
- 3.2 Whilst the review and revision of the policy itself does not deliver the Five Year Plan Pillars it provides a clearer and more transparent process that will enable the Trust to use its resources more effectively to contribute to:
- Raising the Charity's profile and therefore increasing public trust and confidence in charities in general;
  - Strengthening engagement and relationships with local stakeholders and funders.
  - Raising Funds for the Charity via its Trading Subsidiary charging commercial fees

### **4. Equality, Diversity & Inclusion (EDI)**

- 4.1 The mast policy ensures that all requests are treated equally, assessed and processed via the same procedure.
- 4.2 The policy if approved will be summarised and published on the website.
- 4.3 The policy of lighting the mast provides a means for the Trust to showcase its diverse programme of events and activities.
- 4.4 There have been no adverse impacts identified on any groups with protected characteristics.

### **5. Legal Implications**

- 5.1 The policy takes into account general regulatory guidance by the Charity Commission including: *Managing the charity's resources responsibly to make sure the charity's assets are only used to support or carry out its purposes and to avoid exposing the charity's assets, beneficiaries or reputation to undue risk* (The Essential Trustee) and *'Charity trustees must use their charity's funds and assets only in furtherance of the*

*charity's purposes'* (Compliance Toolkit: Protecting Charities from harm: Chapter 2: Due diligence, monitoring and verifying the end use of charitable funds).

- 5.2 The policy takes into account Charity Commission Guide (CC9): Campaigning and political activity on the Trustees responsibilities in relation to political campaigning '*a charity can't undertake political activity that is not relevant to the charity's charitable purposes' and 'must not allow the charity to be used as a vehicle for the expression of the personal or party political views of any individual trustee or staff member.'*
- 5.3 The Council's Head of Legal & Governance has been consulted in the preparation of this report, has no comments.
6. **Use of Appendices**  
Appendix 1 – Record of Mast lightings and annual mast lighting events  
Appendix 2 – Mast Lighting Policy.

### **Appendix 1: Mast Lighting Record & Annual Events**

#### Calendar of Annual Events for which the mast might be lit:

1 May	Opening of the (second) Palace in 1875
24 May	Opening of the (first) Palace in 1873
23 July	Opening of Alexandra Park in 1863
Mid-October	Green Flag Award
27 October	The World Day for Audiovisual Heritage
2 November	First Television Service Broadcast (1936)
21 November	World Television Day
November	Fireworks Festival
Nov-Dec (1 week)	APTL Christmas Programme Launch
1 December	Re-opening of the Theatre (2018)

#### Requested Events

5 December 2017	Test
14 & 21 December 2017	Darts
11 January 2018	Test
4 July 2020	72 Years NHS celebration
30 Sept 2020	'Light it Red' awareness of event venues
14 October 2020	Green Flag Award & support for parks and green spaces
7 December 2020	Green for NSPCC Christmas Campaign
8 December 2020	Yellow for Grief Awareness Week
4 & 11 February 2021	Light it Blue for the NHS campaign
22 February 2021	Red for World Encephalitis Day
15 March 2021	'Light it Red' awareness of event venues
17 March 2021	Corporate Trustee request: Sarah Everard, violence & harm against women)
10 August 2021	'Light it Red' awareness of event venues
26 August 2021	World Alzheimer's Awareness Day
8 October 2021	Commercial request BBC Earth Shot Awards Event
25 November 2021	Commercial request: Artist Filming
21 December 2021	NSPCC Christmas Campaign
24 January 2022	Commercial request: Artist Filming

*Note: 21 Dec 2021- 4 January 2022 – due to failure of automatic switch off, the mast inadvertently remained lit for 14 days.*