



## **ALEXANDRA PARK AND PALACE CHARITABLE TRUST**

### **19 JULY 2023 APPCT BOARD**

**Report Title:** 2022/23 End of Year Monitoring Report

**Report of:** Emma Dagnes, CEO

**Purpose:** This report provides a summary of complaints, theatre activity and the outdoor event monitoring framework.

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

#### **1. Recommendation**

To consider and note the end of year monitoring report.

#### **2. Complaints and Feedback**

- 2.1 375 formal complaints were made to the Trust about its service and facilities in the period from 1<sup>st</sup> April 2022 to 31<sup>st</sup> March 2023. A central complaints log records all complaints and does not attribute to or distinguish between charitable or trading activities:
  - 295 were event related and ice-rink customer complaints.
  - 45 related to event noise.
  - 49 were around other issues with the Park
- 2.2 Complaints about event security personnel and event security measures such as the bag drop operation were repeated themes in customer complaints.
- 2.3 All complaints were resolved within the Complaints Policy timeframes and no complaints were escalated for internal investigation / to the Trustee Board.
- 2.4 We are not aware of any complaints made to the Charity Commission or the Fundraising Regulator about the Charity.
- 2.5 When a noise complaint is received during the event, a sound engineer will visit the location of the complaint (if agreed by the caller) to test sound levels are within licensed limits.

2.6 The noise complaints are attributed to the following events:

Date	Event	Number of complaints
4 June	Streatlife	1
3 July	Red Bull	2
16 July	Primal Scream	6
22 July	Fat Freddy's Drop	15
23 July	Kaleidoscope	10
22 October	Aitch concert	1
23 October	Paulo Nutini	1
29 October	Kasabian	1
4 November	Fireworks build (sound checks)	4
15 Dec-3 Jan	Darts	2
11 Feb	You Me At Six	1
22 Feb	Gojira	1
<b>Total complaints to date</b>		<b>45</b>

### Other feedback

- 2.7 In addition to the formal complaints recorded, the Trust's Security Control and Parks Team recorded more than 1000 calls/emails from members of the public, leaseholders and other stakeholders notifying the organisation of issues. Regular items reported were litter, graffiti, unauthorised activities (such as parking, BBQs), access and security issues (such as gates locked/ open) and suspicious activity around the site.
- 2.8 Social media channels are monitored daily and comments responded to as appropriate. Due to the scale of social media activity much of the feedback is not captured in this report, however, individuals who contact us with complaints via social media channels are encouraged to email our Visitor Services team, so that issues can be formally addressed according to the complaints policy and are captured above.
- 2.9 Many positive comments and compliments were received through various touch points during the year regarding customer service with particular staff and departments being praised.

## **3. Theatre Activity – 1 April 2022 to 31<sup>st</sup> March 2023**

3.1 The Theatre hosted 300 performances and welcomed 85,500 visitors.

- 14 music and 7 *an audience with...* shows
- 11 BBC Concert Orchestra rehearsal days
- 81 shows
- 47 Christmas shows
- 0 Festive Films as part of our Christmas offering
- 7 days of Creative Learning and participation events
- 11 days community use
- 43 Shoot days

### 3.2 Music concerts highlights

- 3.2.1 4 standing concerts, beginning with the second sold out show of Ed Sheeran's warm ups for his Wembley residency.
- 3.2.2 14 seated concerts including: Joan As Policewoman and London Gay Men's Chorus: spectacularly staged choral shows presented by Europe's largest LGBT+ choir, with more than 200 singing members – they celebrated their 30th birthday last December, and have been marking this milestone with a year-long programme of celebrations including the Halloween Ball hosted by the theatre.

### 3.4 Theatre Programme Highlights:

- 3.4.1 Persuasion - <https://www.alexandrapalace.com/blog/pictures-and-reactions-ajoyfully-silly-take-on-jane-austens-persuasion-at-ally-pally-theatre/>;
- 3.4.2 Tom Dick & Harry: we developed an immersive in the round format for the summer run with a bespoke lighting and sound set up (reviews attached) and;
- 3.4.3 Buggy Malone: widely tipped in the press as the festive show to see last Christmas. Our most technically complex musical run so far (reviews attached) - <https://www.alexandrapalace.com/blog/recap-buggy-malone-the-musical-at-alexandra-palace-theatre/>
- 3.5 Comedy & Spoken Word - Our comedy programme highlights include Jimmy Carr, Simon Amstell, Dylan Moran and Grace Campbell and spoken word with Rev. Richard Coles as well as Alice Oseman – writer of the award winning Heartstopper graphic novels and Netflix series.
- 3.6 Filming - The theatre became the home for Later... With Jools Holland with two seasons filmed with us, including an Arctic Monkeys special, the award winning team behind the upcoming Bob Marley feature film codenamed Exodus shot in the theatre for ten days in January, using the Great Hall, Palace Suites, Pavilion and Paddocks as production space due to the large number of scenes shot with more than 200 extras. As well as the Apple Classical shoot and the Jungle Album Music Video shoot.
- 3.7 Orchestral & Classical - BBC Concert Orchestra, London Symphony Orchestra, London Philharmonic Orchestra all rehearsed and recorded with us. This Classical Life recorded with an audience and Radio 3 live recorded with an audience.
- 3.8 A number of Private Events & Award Ceremonies were held in the Theatre including:
  - Krug Champagne multisensory experience created by Ryuichi Sakamoto and Krug; European launch including dinner served on our stagehouse <https://www.linkedin.com/feed/update/urn:li:activity:6988952943244812289/>.
  - The G & G Event: used the full capabilities of the theatre; we pushed our technical resources to its limits to achieve a private event that included a reception, dinner and performances including Robbie Williams and Michael McIntyre.
  - Barcadia returned with the Women in Finance Recognition Awards
  - The London Off Westend Awards – the great and the good of the Off West End and subsidised theatre world gathered in the theatre for the 13<sup>th</sup> Annual Offies Awards. Presenters included Catherine West MP, Linda Marlowe, Dame Maureen Lipman and Emma Dagnes.

### 3.9 Creative Learning & Community Events

- 3.9.1 Our Young Actors Company presented Fragments: their first show, designed in traverse;
- 3.9.2 Queens shoot –Featuring a diverse, multi-generational selection of Black British ‘Queens’ from the local area of Tottenham, London, QUEENS aims to shine a spotlight on the Black British experience.
- 3.9.3 North London disability dance charity icandance returned to the theatre to stage their annual celebratory performance.
- 3.9.4 Bibliobuzz – we had some really nice feedback –  
<https://www.alexandrapalace.com/blog/biblio-buzz-2023-and-the-winner-is/>
- 3.9.5 As well as performances by The Rainbow Nation Charity Gala to raise funds and awareness of issues facing the LGBTQ+ community, the Crouch End Festival Chorus.

## 4. Summary of Outdoor Events Monitoring

- 4.1 In 2017 the Board approved a framework for monitoring the impact of outdoor events. Overall performance is reported to the Board annually, with updates throughout the year, as necessary, to the Board and the Stakeholder Committees. The framework applies to all events in the Park and involves the Park and Events Teams conducting site walks 48 hours after each event to ensure the site has been cleared and is free of damage to the parkland.
- 4.2 In 2022/23 five large outdoor events were held: Red Bull Soap Box (3 July 2022), Primal Scream (16 July 2022), Fat Freddy’s Drop (22 July 2022), Kaleidoscope (23 July 2022), and Fireworks (5 November 2022). The sites were reopened within 48 hours of the events, although due to the event infrastructure remaining in place between 16 July and 23 July, the post-event clear-up after Primal Scream and Fatt Freddy’s Drop focused on litter clearing.
- 4.3 3 July 2022 - Red Bull – Alexandra Palace Way was closed from 0100hrs on Friday 1 July until 1600hrs on Monday 4 July as advertised. During the post event site walk four areas of concern were identified, damage to a manhole cover a missing reflective bollard (those these first two are believed to have been damaged prior to the event taking place). Damage did occur to the wild flowerbed and a tree branch was broken in the Rose Garden. Lessons learnt have been learnt from these incidents and will be addressed for future years.
- 4.4 16 July 2022 - Primal Scream – The road was closed from 0600hrs on Friday 15 July until 1400hrs on Sunday 17 July as advertised. Whilst marquees and steel fencing were removed post event and litter cleared by 1100hrs the following day, the “event site (deemed a construction site whilst not in event mode) was kept closed for the build of the following events.  
  
During this event, cracks began to appear in the heavily used South Slope Path, which had recently been resurfaced.
- 4.5 22 July 2022 – Fat Freddy’s Drop – The road was closed as advertised at 0630hrs on Thursday 21 July and was reopened on after Kaleidoscope, at 2pm on Sunday 24 July.

A branch was in the way of the rear stage platform which was removed prior to the event . During the post clean up inspection it was reported that the South Slope path continued to crack on the side as there was nothing on the edges keeping it compacted and the Park was very dry under foot due to very hot weather.

4.6 23 July 2022 - Kaleidoscope

AP Way reopened at 2pm on Sunday 24th July and the lower section of the South Slope re-opened at 9am on Wednesday 27th July and the main staging area was cleared by 9am on Friday morning as planned. Post-event clearing took place in phases agreed by operational teams prior to the event and, with the exception of a water ballast in the Fairground which was collected a day late, site clearing targets were met. The parkland suffered some discolouring of grass and minor small divots.

4.7 5 November 2022 - Fireworks:

The Park was very boggy in some areas particularly on the Lower Field and at Gate 5 and the team will consider mitigations in future planning, such as bark or trackway or one way systems in high footfall spaces. Site cleaning took place overnight.

4.8. Long Term Environmental Monitoring

- A general ecology study was conducted late in 2021 with no major concerns raised although continued and potentially increased levels of recreational pressure was identified as a future risk.
- The report included recommendations: to improve the condition of grass and parkland such as relaxation of mowing regimes and additional seeding, and additional features to support species (platforms/boxes for nesting birds, bat rooting features on trees and buildings and hedgehog hibernation structures).
- A set of 20 bird and bat boxes have been installed on trees and more will be installed this autumn. Dead wood is retained on site where possible which, along with dead hedges provide refuges for invertebrates and potentially for hedgehogs.

**6. Legal Implications**

6.1 The Council's Head of Legal and Governance has been consulted on this report and has no comments.

**7. Financial Implications**

7.1 The Council's Chief Financial Officer has been consulted in the preparation of this report has no comments.

**8. Appendices**

None

**9. Background documents**

None