



ALEXANDRA PARK AND PALACE CHARITABLE TRUST BOARD

10 March 2025

Report Title: Car Park Charging

Report of: Emma Dagnes OBE, Chief Executive

Purpose: To gain approval to increase car parking charges at Alexandra Palace as outlined below.

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

1. Recommendations

1.1 For the Board to approve the following:

Except for the first 30 minutes which will remain free, to increase in parking charges to a flat rate of £2 per hour and to approve the introduction of a flat rate for event parking of £15, this flat rate will only apply to visitors parking in the Paddocks car park for Great Hall events and will be at the discretion of the APP team to apply.

1.2 To note The APP team has conducted a benchmarking analysis of these charges against car parking fees in the surrounding area and at comparable venues. Based on this assessment, the charges are considered to meet the "reasonable" test as referenced in the Charity Commission Order Appendix One. Benchmarking set out in Appendix Two

2. Introduction

2.1 In April 2019, Integrated Transport Planning Ltd (ITP), an independent expert consultancy firm, were asked to provide support to APPCT to inform a review of existing car parking arrangements at APP. Following this review, ITP helped APP develop proposals for the introduction of parking charges across the site.

2.2 From 11th November 2019 to 10th January 2020 (60 days) we asked stakeholders, beneficiaries, visitors and residents for views on the proposals via an online survey. 2,121 completed surveys were received. We also held a series of informal drop-in sessions at Alexandra Palace for people to meet with APPCT staff to talk about the proposal and share their views, attended by approximately 20 people in total.

2.3 Following the Trustee Board's approval of the introduction of car park charges, at its meeting on the 14 September 2020, the Charity Commission approved the proposal, in the form of an Order (attached at Appendix 1). Due to the pandemic there was a delay in its introduction, however charging went live in July 2023 with the following tariffs:

Tarrieff	Cost
30 mins	Free
30 mins to 1 hour	£1.50
1 to 2 hours	£3.00
2 to 3 hours	£4.50
3 to 4 hours	£6.00
Up to 24hrs	£8.00

- 2.4 In March 2024, Board approved a recommendation to increase parking charges to £1.75/hour. Several options were presented, and it was agreed that the £1.75/hour charge would yield the highest increase in income, whilst simplifying the tariff structure for customers and disincentivise customers from leaving their cars for prolonged periods or overnight.

3. **Context**

- 3.1 It was agreed at the September 2020 Board meeting that the Trustees would approve any changes to the tariffs. This paper sets out our proposal.
- 3.2 Given the financial position of the Trust and the fact it needs to mitigate as far as possible its current deficit forecast for 25/26 (which includes an assumption of uplift on car park charging) we propose a 14% increase as set out in Table 1.
- 3.3 Table 1

	Current Charges	£2/hr	% increase
1 Hour	£1.75	£2.00	14%
2 Hours	£3.50	£4.00	14%
3 Hours	£5.25	£6.00	14%
4 Hours	£7.00	£8.00	14%
5 Hours	£8.75	£10.00	14%
6 Hours	£10.50	£12.00	14%
7 Hours	£12.25	£14.00	14%
8 Hours	£14.00	£16.00	14%
9 Hours	£15.75	£18.00	14%
10 Hours	£17.50	£20.00	14%
11 Hours	£19.25	£22.00	14%
12 Hours	£21.00	£24.00	14%
24 Hours	£42.00	£48.00	14%

- 3.4 In addition at Great Hall concerts, a flat fee of £15.00 will be charged to park in the Paddocks from 1730hr and will be applied at the discretion of the APP.

4. **The rationale behind the increase is as follows:**

- 4.1 A 25p increase across the tariff represents a 14% increase, which ensures the tariff structure remains in line with other car parks in the local area.
- 4.2 It ensures those parking more than 4 hours pay a fair price for every hour they park.

- 4.3 The simplification of the tariffs and the information that will be displayed across the site remains.
- 4.4 It will continue to disincentivise car drivers from leaving their car overnight or for long periods of time as this presents a security risk to the site.
- 4.5 The new tariffs would be presented as per the below table

Tariff	Cost
30 mins	Free
30 mins to 1 hour	£2.00
per hour thereafter	£2.00

- 4.6 By applying the 14% hourly increase and a £15 parking charge in the Paddocks at concerts, an additional income of £140,000 is forecasted versus the forecast outturn for 24/25.

5. Risks

- 5.1 The risks include:

- If the charge increases are not approved, the Trust's budget deficit position will worsen and the Trust's ability to achieve its mission to 'restore, repair and maintain' will be in jeopardy;
- Negative stakeholder perception - there is a risk that stakeholders, including staff and visitors, may perceive the increase in parking charges as an additional financial burden, leading to dissatisfaction or resistance.

- 5.2 The mitigation is:

- to ensure that our communication is effective, highlighting that for every pound spent at Alexandra Park and Palace the visitor is supporting a charity and the preservation of a cultural heritage site for generations to come;
- Continue to proactively promote public transport, our shuttle bus service on certain events and carpooling where appropriate;

6. Legal Implications

Charities may charge for the services or facilities they offer. Section 105 of the Charities Act 2011(CA11) empowers the Charity Commission to sanction any proposed action in the charity's administration that is expedient in the interests of the charity. The Assistant Director of Legal and Governance notes the Charity Commission Order dated 26th October 2020 and has no further comments on the report.

7. Financial implications

7.1 The Council's Chief Financial Officer has been consulted in the preparation of this report and

**8. Appendices: (1) Charity Commission Order 105
(2) Comparable sites (parking charges)**

9. Background Papers: None

Appendix 2

Comparable sites

Site	Rate
Alexandra Palace CPZ	£2.31/hour
Dukes Avenue	£3.63/hour
Muswell Hill Broadway	£3.63/hour
Seven Sisters Road (Finsbury Park) event day	£6.30/hour
Royal Air Force Museum	0-3 hour - £7.50 3-6 hour - £10
Wembley Park, non-event day (red or pink parking)	0-1 hour - £2.50 1-2 hour - £3.50 2-3 hour - £4.50 3-4 hour - £5.50 4-5 hour - £6.50 5-6 hour - £7.50 6-8 hour - £11.50 8-12 hour - £15.50 12-24 hour - £28
OVO Arena Wembley event-day parking	Starts from £16.25/day
Wembley Stadium event-day parking	Starts from £40/day
O2 Arena event-day parking	£27 (pre-book) or £32.50/day
Any other O2 activity (shopping, cinema, skywalk)	0-2 hour - £7 2-4 hour - £11 4-6 hour - £15 6-9 hour - £17 9-12 hour - £18 12-14 hour - £22 14-18 hour - £28 18-24 hour - £52