

MINUTES OF THE MEETING Alexandra Palace and Park Board HELD ON Monday, 10th March, 2025, Times Not Specified

PRESENT:

Councillors: Sean O'Donovan (Vice-Chair), Emine Ibrahim (Chair), Sarah Elliott and Anne Stennett, Jason Beazley (Three Avenues Residents Association (TARA)) (Co-Optee), Duncan Neill (Muswell Hill and Fortis Green Association) (Co-Optee)

ALSO ATTENDING:

Chris Liasi – Principal Committee Coordinator, Emma Dagnes - Chief Executive Alexandra Park & Palace.

19. FILMING AT MEETINGS

The Chair referred to the notice of the filming at meetings and this information was noted.

20. APOLOGIES FOR ABSENCE

Apologies for absence had been received by Councillor Ahmed Mahbub and Nigel Wilmott.

21. URGENT BUSINESS

There were none.

22. DECLARATIONS OF INTERESTS

There were none.

23. QUESTIONS, DEPUTATIONS OR PETITIONS

There were none.

24. MINUTES

RESOLVED

That the minutes of the meeting held on 4 November 2024 be agreed and signed as a correct record.

25. CHIEF EXECUTIVE REPORT

The scheme aimed to enhance entertainment and cultural offerings, delivering 259 event days and attracting 750,000 visitors. It featured 59 concerts, 51 corporate events, 14 weeks of theatre productions, 18 comedy and spoken word performances, 10 exhibitions, and 36 days hosting major sporting tournaments. Additionally, 150,000 skaters and 100,000 pub visitors contributed to an overall attendance of one million people, showcasing a remarkable calendar of in-house events.

- The application for funding had been submitted. Under the resilience goal, recent efforts had included initiatives such as powered screen fans and replacing wristbands with reusable tokens. Discussions were underway with the Greater London Authority (GLA) to support net-zero targets. Upgrades to switch gears and lighting were in progress, alongside replacements in the boiler house, where pumps drying hot water systems had been modernized.
- Funding for new pumps was being assessed through different capital allocations, and the appropriate funding source was yet to be confirmed.
- Regarding the North-East Office Building, which Louise oversaw, funding had been received from Historic England. An event celebrating the grant was scheduled for April 30th, where discussions about future plans would take place.
- The wetlands project work had commenced in January, focusing on the creation of new ponds, habitat improvements, and tree removal to enhance natural light. However, further funding for the next phase had not yet been announced by the Mayor.
- Grounds maintenance efforts had resulted in the removal of 130 tons of rubbish in 2024, a decrease compared to previous years. Business numbers had been slightly lower, potentially due to weather conditions.
- A French drain, described as a gravel-filled drainage system, was explained. The methodology for estimating park usage involved radio beam counters and volunteer-led visitor counting over two-hour periods.
- Efforts were underway to protect archives and artwork, celebrate heritage, and engage communities. Conversations were taking place with the Borough of Culture, positioning Ally Pally to play a role in these initiatives.
- Resilience efforts included a focus on technology and communication. A Technology Officer had been secured at a reduced rate, achieving significant progress with limited resources. Investing in this area was expected to drive efficiencies and safeguard the palace.
- Financial strategy discussions highlighted ongoing efforts to secure grants from trusts and foundations. The goal was to raise £750,000 through grants, fundraisers, and legacy gifts. A new Patreon scheme had been introduced as

- an unrestricted fundraising effort, with early reports on its progress expected soon.
- Trust and foundation applications were being re-submitted with a renewed approach. The Patreon scheme had engaged around 20 individuals so far, with the need to evaluate its return. Some contributors had donated towards new seating in the theatre.
 - In response to inquiries, it was clarified that the Patreon scheme was not transactional but driven by charitable belief. Contributions qualified for Gift Aid and were not taxable

RESOLVED:

The report was noted.

26. FRACC REPORT

The board received a verbal update

RESOLVED:

The update was noted.

27. CAR PARKING CHARGES REVIEW

In April 2019, Integrated Transport Planning Ltd (ITP), an independent consultancy firm, was commissioned to support APPCT in reviewing the existing car parking arrangements at Alexandra Palace. Following this review, ITP assisted in developing proposals for the introduction of parking charges across the site.

Between 11th November 2019 and 10th January 2020, stakeholders, beneficiaries, visitors, and residents were invited to provide feedback on the proposals via an online survey, with 2,121 responses submitted. Additionally, informal drop-in sessions were held at Alexandra Palace, where approximately 20 individuals engaged with APPCT staff to discuss their views.

After the Trustee Board approved the introduction of parking charges on 14th September 2020, the Charity Commission granted approval through an official Order. However, due to pandemic-related delays, the charging scheme was implemented in July 2023, with tariffs ranging from free parking for up to 30 minutes to £8 for a full day.

In March 2024, the Board endorsed a recommendation to increase parking charges to £1.75 per hour. Various options were considered, and this rate was selected to maximize income while streamlining the tariff structure for customers and discouraging long-term or overnight parking.

At the September 2020 Board meeting, it was agreed that Trustees would approve any future changes to parking tariffs. Given the Trust's financial situation and the need

to mitigate its projected deficit for 2025/26, a 14% increase was proposed, as outlined in Table 1. This adjustment aimed to align income with financial forecasts.

Additionally, a flat fee of £15 was introduced for parking in the Paddocks during Great Hall concerts from 17:30 onwards, to be applied at APP's discretion.

RESOLVED:

The board approved the following:

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

28. 2025/26 TRUST DRAFT BUDGET

The Board gathered all information and discussed they will make a decision in the exempt part of the committee.

29. NEW ITEMS OF URGENT BUSINESS

There were none.

30. EXCLUSION OF THE PUBLIC AND PRESS

Items 13 was subject of a motion to exclude the press and public from the meeting as they contain exempt information as defined in Section 100a of the Local Government Act 1972; Para 1 – information relating to any individual, Para 2 – Information which is likely to reveal the identity of an individual, Para 3 - information relating to the business or financial affairs of any particular person (including the authority holding that information), and Para 5 – Information in respect of which a claim to legal professional privilege could be maintained in legal proceedings.

31. EXEMPT 2025/26 BUDGET INFORMATION

The Board considered the exempt information.

32. ANY OTHER EXEMPT BUSINESS THE CHAIR CONSIDERS TO BE URGENT

There were none.

CHAIR: Councillor Emine Ibrahim

Signed by Chair

Date