

Alexandra Palace & Park Board

on 18 October 2011

Report Title: **Car Park Charging Project Update**

Report of: **Rebecca Kane, Managing Director of APTL**

1. Purpose

- 1.1 To report back on progress made into the potential instigation of car park charging at Alexandra Palace.
- 1.2 To advise Trustees of indicative timeframes and consultation methods for this activity.

2. Recommendations

- 2.1 That the Board notes progress made to date, agrees the direction of travel and awaits further detail at its next meeting.

Report Authorised by: Duncan Wilson, CEO, Alexandra Park & Palace

Contact Officer: **Rebecca Kane, Managing Director, APTL, Alexandra Palace Way, London N22 7AY Tel No. 020 8365 2121**

3. Executive Summary

- 3.1 The APTL Managing Director was tasked by the Trustees to lead a project team with the aim of looking at the introduction of car park charging at Alexandra Park & Palace.
- 3.2 Income from Car Park Charging would help assist delivery of the large-scale regeneration project to which the Trustees are committed.
- 3.3 Alexandra Palace is looking to improve its environmental management and the introduction of car park charging would assist in doing so.
- 3.4 Alexandra Palace will consult with stakeholders through a variety of methods ensuring transparency and effective communication throughout.
- 3.5 If approved, revenue from parking is not expected until the start of the new financial year.
- 3.6 A more detailed report will be submitted to the next Board meeting.

4. Reasons for any change in policy or for new policy development (if applicable)

- 4.1 NA

5. Local Government (Access to Information) Act 1985

- 5.1 NA

6. BACKGROUND AND RATIONALE

- 6.1 At their last Board meeting (21 July 2011) the Trustees asked that options for introducing car park charging at AP be further investigated.
- 6.2 Revenue generated from such a levy could be used to assist delivery of the Regeneration project at Alexandra Palace which will enable the Trustees to deliver their vision for a sustainable future for the site. In addition, new revenue streams such as this could help Trustees meet their obligations towards the maintenance of the asset.
- 6.3 Improved environmental management of the Park & Palace is a priority emerging for 2012/13 and the introduction of charges, combined with improved promotion of public transport, could symbolise positive progress towards a more effective and 'greener' site operation.

7. PROGRESS TO DATE

- 7.1 A small project team consisting of AP staff has met twice to date to consider options for charging, different users of the site, practical issues and the impact on current and future business activity.
- 7.2 Colleagues in the parking department at the London Borough of Haringey have provided initial guidance and will be further engaged to advise how parking is managed in the areas directly surrounding the Park and Palace.
- 7.3 Traffic data collected over a 73 day period in 2010 is in the process of being analysed to identify trends and peak periods of use.
- 7.4 Advice has been sought from the Charity Commission with regards the need to secure a Section 36 to enable charges to be introduced if agreed at a future date.

8. COMMUNICATION AND CONSULTATION

- 8.1 It is recognised that, whilst other comparable London venues already charge for parking and free parking in the capital is a rare commodity in the 21st century, such a change would have an impact on current and future visitors to Ally Pally and this warrants thorough and transparent consultation and discussion.
- 8.2 AP is committed to a process of transparent communication with all its stakeholders and commercial partners and this work begins in earnest at the next Stakeholder Forum to be held on 20 October at the Palace.
- 8.3 In addition other methods such as letters, email and meetings will be used to ensure the widest possible engagement over the coming months regarding this possible change.
- 8.4 Effective consultation is also a pre-requisite for gaining the necessary approvals from the Charity Commission.

9 INDICATIVE TIME FRAMES

- 9.1 If a system of charging is deemed appropriate, it is envisaged that it would not go live on site until the New Year. Thereby allowing sufficient time for effective communication and engagement, and a thorough analysis of the options available for delivering such a service.
- 9.2 A more detailed report will be submitted to the Board of Trustees at their next meeting (29 November 2011).

10 Legal Implications

- 10.1 The Trust's Solicitor has no comment on the report.
- 10.2 The Council's Acting Head of Legal Services has no comments on the proposals contained in this report, but may have comments on the more detailed report to be submitted to the Board on 29th November 2011.

11 Financial Implications

- 11.1 At the time of writing the project is being managed internally. External procurement support may be necessary but the Trustees would be asked to approve any expenditure in advance. The Project Manager would ensure that any costs arising would be drawn down from the future revenue stream.

12 London Borough of Haringey Chief Finance Officer comments

- 12.1 The London Borough of Haringey Chief Finance Officer notes the contents of this report.

13 Use of Appendices/Tables/Photographs

- 12.1 None.