

Report Title: **Fireworks, Alexandra Park and Palace**

Report of: Duncan Wilson, Chief Executive Alexandra Park and Palace

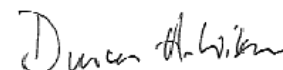
**1. Purpose**

1.1 To seek the Committees' views on the prospect of bringing back a public firework display in Alexandra Park, in November 2013, on a self-financing commercial basis. A reasonable entry fee would be charged, with advance booking only to assist event management.

**2. Recommendations**

2.1 That the Committee notes the report and advises the main Board accordingly

Report Authorised by: **Duncan Wilson, Chief Executive Alexandra Palace and Park**



Contact Officer: Simon Fell, Head of Event Operations, Alexandra Palace and Park, 0208 365 4399

**3. Executive Summary**

- 3.1 A public fireworks display has not been held at AP in recent years because of the cost. When last stage the overall cost was about £120k of which only about £25k was recovered in voluntary collections. Against a background of the Palace and Park needing to drive down our operating deficit this was unsustainable
- 3.2 The event has been redesigned on a commercial basis. The costs will be recovered by the promoter from admission charges and food and beverage sales
- 3.3 The event would entail enclosing the Park and closing the road during Saturday 2 November, with Park and road reopening shortly after the end of the display.
- 3.4 The promoters have a track record of delivering successful and safe fireworks events in other London parks. Our events team also has such experience, and will work closely with the promoters, the police and Borough licensing authorities over the coming months if the decision is made to go ahead.
- 3.5 Details are subject to contract. The Board will be asked to make a decision on this event at its 16 July meeting.

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

4.1 N/A

**5. Local Government (Access to Information) Act 1985**

5.1 N/A

**Background**

**6. Entry Fee / Ticketing**

6.1 The Alexandra Palace fireworks display had been a regular feature in the Haringey calendar for a number of years and attended by over 50,000 annually. The event was last held in 2009. Our events team has attempted since this time to find a sponsor but to date this has not been successful.

6.2 However earlier this year the events team were approached by potential promoters about a fully commercial event for 2013. The promoters are looking for a three year commitment on our part to allow them to recover a significant initial outlay and risk. In order to achieve the necessary revenue to host this event without subsidy or sponsorship an entry fee will be required to pay for the event.

6.3 This is likely to be in the region of £6/head for adults booking in advance, with reduced prices for children. Tickets will be sold on line and through local shops willing to act as outlets. Encouraging advance sales will enable us to estimate crowds more accurately, and arrange appropriate levels of stewarding and policing.

6.4 Part of the commercial viability of the event is to link it to a food and drink festival in the Great Hall open from 1 pm on the event day

**7. Park Access restrictions**

7.1 The event site will include most of the Park, but is likely to exclude the Grove

7.2 Access restrictions will only be in place on the day of the event. There will be no restrictions on Friday 1<sup>st</sup> November and Sunday 3<sup>rd</sup> November

7.3 At the following entry points there will be access for ticket holders and cash sales:

- Alexandra Palace Way (east side): This will give access to the lower road and also up Alexandra Palace Way toward the East Side of the building
- Campsbourne Entrance: There will be no access to the event or park along this area. Fencing will be put in place to deter access
- Northview Road Gate: There will be access through Northview Gate Access will then be direct to the lower road
- Redstone Road: Entry via this gate is still in discussion
  
- Alexandra Palace Way (west side): Access will be through the Hornsey Gate only and along The Avenue. There will be no pedestrian or vehicle

access up Alexandra Palace Way (west side) throughout the event. Vehicle access to the Garden Centre along this road will be allowed until 16:30

- Springfield Avenue Gate will be closed.
- Muswell Hill Grove Gate; Access will be available through this gate throughout the day. The ticket point will be just above the Grove Car park. This will ensure access is available to the Grove Café and Little Dinosaurs at all times.
- Dukes Avenue: Access will be available through this gate. No access will be allowed past the bridge without a ticket / payment.
- The Avenue / Playground area. There will be a soft closure in place at the entrance to this area informing of closures. A security gate will be in place further into the park from the exit by the water towers to the wall of the boating lake cafe. Access will be allowed in and out of this point until 15:00 after which time no access will be allowed in to the park. There will be no ticket purchase or entry for ticket holders in this area
- Alexandra Park Road entrance will be open as an entry point into the event site.

#### **8.4 Curfews**

- At 15:00 the site will be swept of all people; this operation will be carried out in daylight to ensure success.
- The park will then be accessible to ticketholders and cash sales from 16:00.
- The Great Hall main venue will be open from 13:00 for ticket holders of the event only
- The Ice rink will be open for lessons until 15:00. All public skating sessions after 15:00 will be available on a pre-booked basis only as part of the event ticket price

##### **8.4.1 Road Closure**

- Alexandra Palace Way will close at 15:00. There will be no through traffic (including buses) after this time
- Access to the Garden centre will be available from the West side of Alexandra Palace Way until 16:30 for Garden centre traffic only. The road will be closed beyond the Garden centre to ensure traffic does not continue along AP way
- Alexandra Palace Way will re-open as soon as the road has been litter picked, the barrier along fire lane has been removed and it is safe to open.
- Liaison will take place with TFL regarding when the buses can re-use the road. It will be expected that the road will be open from 21:30

#### **8.5 Car Park Access**

- In order to limit any traffic movement after the event there will be restrictions in place within all car parks.
- The East Car Park will be closed all day from 06:00 until the road reopens.

- The Grove Car Park will be closed all day from 06:00 until the road reopens.
- The Paddocks Car Park will have limited parking access in Bay 1 & 2 only until 15:00. Any vehicles still within bay 1 & 2 after 15:00 will be locked in until the road reopens or it is safe to open. There will be signage on site explaining this to all car park users.

## 9.0 **The Event Site**

### 9.1 **Firing Zone**

- The firing zone will be on the south section of the south slopes in front of the Main Building. This is the same position that was previously used as the firing zone.

### 9.2 **Main spectator areas**

- The main spectator area will be north of the firing zone on the road and the Terrace and all other area on the south slope that are not taken up by the firing zone or fenced off by the golf course. A large congregation is expected on the road

### 9.3 **Disabled Viewing Area**

- A viewing area for those with limited mobility will be in place on the hard standing area on the corner of the South Terrace outside the bar and Kitchen

### 9.4 **Site Infrastructure**

- There will be temporary toilets strategically placed around the site. Where possible this will be on hard standing to avoid and damage to the fabric of the park
- Temporary tower lights will be placed around the park in areas of poor lighting or in areas of disrepair.
- There will be several catering concessions across the site

## 10 **The Palace**

### 10.1 **Food and Drink Festival**

- There will be a food and drink festival in the Great Hall
- In addition to this there will be a stage with musical entertainment
- This part of the event is likely to start at 13:00

### 10.2 **Ice Rink**

- The Ice Rink will be open for normal business until 15:00
- All public session and private lessons will operate as normal
- After 15:00 the Ice Rink will be open for pre booking only
- Tickets for Ice rink pre bookings will be available only in conjunction with event tickets

## **11 Recommendation**

- 11.1 That the Committee notes the contents of this report and advises the Board accordingly. Subject to finalisation of details and relevant licensing and statutory approvals, the officer recommendation is that the Trust proceeds with the event as a way of bringing back a very popular event at a reasonable cost

## **12 Legal Implications**

- 12.1 The Council's Head of Legal Services has no comments on this report, save to say that any proposed events must be organised in consultation with the Council's licensing team as appropriate.

## **13. Financial Implications**

- 13.1 As this is a report requesting views only, there are no financial implications to highlight.
- 13.2 Members of the committee should though note that the event is proposed on a fully self-financing basis with no financial support to be provided by the Trust. As with other large events taking place at the Park & Palace, it will be imperative to ensure that the promoter has sufficient and appropriate insurance & crowd management in place.

## **14 Appendices**

- 14.1 Event site plan