

Report Title: <b>Fireworks Event Feedback</b>
Report of: Simon Fell, Head of Event Operations, Alexandra Palace
<b>1. Purpose</b> To provide an update on the operations of the annual fireworks event.
<b>2. Recommendations</b> To note the report.
Report Authorised by: Louise Stewart, Chief Executive Officer, Alexandra Park and Palace
Contact Officer: Natalie Layton, Executive Assistant, Alexandra Park and Palace Email: Natalie.layton@alexandrapalace.co.uk, Telephone: 020 8365 4335
<b>3. Executive Summary</b> This report provides information relating to concerns previously raised by stakeholders about entrances to the fireworks event.
<b>4. Reasons for any change in policy or for new policy development (if applicable)</b> N/A
<b>5. Local Government (Access to Information) Act 1985</b> N/A

## 6. Introduction

Following a successful fireworks event in November 2015 concern was raised by the Joint Advisory and Consultative Committee (SAC/CC) about the decisions on which gates to open and close for this ticketed event. Detailed below is information to explain these decisions and why in particular the Campsbourne Road entrance was closed.

## 7. Gate usage and overview

### 2013

In 2013 there were 7 gates opened for the event with the lowest footfall coming in via Gate 5 Redston Road.

### 2014

In 2014 Redston Road gated was not used due to low take up in 2013. There was an increase in queuing time at Gate 6 and Dukes Avenue. This may also have been due to the change in start time and late arrivals.

### 2015

In response to the issues over the past 2 years in 2015 Redston Road Gate was opened and an additional gate was opened on the Avenue. No reports of significant queuing were received at Gate 6 (Hornsey Gate) or Gate 10 (Dukes Ave)

For reference the table below shows the footfall through each of the ticket holder gates:

GATE NUMBER	GATE LOCATION	2014		2015	
		ENTRY NUMBERS	% OF VISITORS	ENTRY NUMBERS	% OF VISITORS
1	Alexandra Park Road	1870	6%	1,598	4%
2	Bedford Road	15381	48%	22,059	50%
3	Campsborne	CLOSED	n/a	CLOSED	n/a
4	North View Road	CLOSED	n/a	CLOSED	n/a
5	Redston Road	CLOSED	n/a	2,409	5%
6	Hornsey Gate (pedestrian)	8106	25%	8,783	20%
7	Hornsey Gate (car)	110	0.3%	114	0.2%
8	Springfield	CLOSED	n/a	CLOSED	n/a
9	Grove	2428	8%	4,015	9%
10	Dukes Ave	3972	12%	2,464	6%
11	The Avenue	CLOSED	n/a	2,115	5%
12	The Avenue	CLOSED	n/a	CLOSED	
<b>TOTAL</b>		<b>31,867</b>		<b>43,557</b>	<b>n/a</b>

## 8. Gate 3 Campsbourne

- 8.1 Campsbourne Gate is the only area of the park with an unobstructed opening. All other entrances to the park are either via road, a footpath between houses or through a gate. The open area along Campsbourne is 175m. Because of the ticketing nature of this event it is key all entry points are secure to stop illegal entry by non-ticket holders. Using low level Heras fencing would not be suitable for this area as this is not a robust security defence for such an extensive run and is easy

to pull down or climb over. If Heras fencing was to be used in this area then it is estimated that another 10 Security guards would be needed to ensure this area was kept secure. A decision was therefore made to use 3m steel shield along this boundary to ensure security was maintained across the site.

8.2 A decision was made in 2013, 2014 and 2015 not to open Gate 3 for the following reasons

- Gate 3 is not close to any pathway which would mean in wet weather all visitors would enter the park on soft ground. This is not a positive customer experience and the heightened use in this specific area would have a large impact on the ground
- As per the above, Gate 3 is remote and away from any pathway so moving infrastructure to this gate would involve either moving items by hand or using vehicles to cross the soft grass which again would have a considerable impact on the park
- Opening up Gate 3 for a pedestrian entrance would equate to approximately £2300. This would be the cost of equipment and crew to set up and the security and ticketing staff on the day
- It was felt that with such a small percentage of guests using Gate 5 (approx. 5% of visitors) one gate in this area is a fair reflection of the desired usage
- It is a 5 minute walk (550 metres) from Gate 3 to Gate 5 which was felt to be an acceptable distance to walk for an event of this size

8.3 The decision to only operate one Gate at Gate 5 Redstone Road is based on sound operational factors as outlined above. With the high numbers attending this event a balance has to be struck to ensure that resources are being used in a sensible and appropriate manner.

8.4 In 2015 improved signage was put up on the fencing and gate informing those with tickets to the event where the nearest gate was located on Redstone Road. We have received no feedback from those attending the event that the walk from Gate 3 to Gate 5 was a concern to them.

8.5 The elements as outlined above which leads to the closure of Gate 3 would be in place no matter where in the park such a gate existed the soft ground, lack of pathway and low usage of Gate 5 are sound operational factors for the remaining closure of Gate 3.

## **9. Impact on Alexandra Park**

9.1 The lead up to the 2015 event saw a significant amount of rainfall which had an impact across the entire site. Poor drainage across the park exacerbated the problem resulting in moving water along the main access routes for the event infrastructure. The current roadways and paths are in a poor state of repair due to water damage which again had an impact on how vehicles could move across the site.

- 9.2 A meeting was held immediately after the event between the Head of Operations and the Parks Manager to discuss repair of damages to the park. As soon as all infrastructures were off site a team of labourers were commissioned to flatten any areas that had suffered damage due to vehicle movements or crowd movement.
- 9.3 Several areas were reseeded and it was agreed that due to inclement weather and the time of year other areas would be reseeded at the end of the winter.
- 9.4 A debrief took place after the event and reduction of any physical impact to the Park was a key agenda item. Due to the experience gained from the team on site it was agreed that a variety of measures can be implemented at any future events taking place during prolonged periods of inclement weather to reduce impact to the Park.

## **10. Additional Concerns**

### **110 DUKES AVENUE**

In 2013 a heras fence panel was put across the gate from 110 Dukes Avenue that opens directly into Alexandra Park. In 2014 and 2015 the production team have been instructed not to do this as the gate falls outside the ticketed site.

## **11. Legal Implications**

The Council's Assistant Director of Corporate Governance has been consulted in the preparation of this report, and has no comments.

## **12. Financial Implications**

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

## **13. Use of Appendices**

Appendix 1 – Fireworks Park Map (colour copies will be provided at the meeting)