

ALEXANDRA PARK AND PALACE CHARITABLE TRUST
JOINT STATUTORY ADVISORY COMMITTEE AND
CONSULTATIVE COMMITTEE

Thursday 29th September 2016,

Report Title: Alexandra Park Premises Licence Application

Report of: Simon Fell, Director of Event Operations

Report Authorised

by: Louise Stewart, Chief Executive Officer, Alexandra Park and Palace

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Recommendation to consider the report and advise the Alexandra Park and Palace Charitable Trust Board where appropriate.

Purpose:

The purpose of this report is to seek the views of the Joint Statutory Advisory Committee and Consultative Committee (SAC-CC) on the application for a premises licence to enable the organisation to deliver events effectively in Alexandra Park.

The report outlines the mitigating/management actions to address anticipated concerns. Consideration has been given specifically regarding the potential environmental impact on the Park and potential impact on local residents.

A special, exempt, Board meeting will take place immediately after the SAC-CC for final approval of the recommendation to submit a Premises Licence application for Alexandra Park. The application will then be subject to approval by the licensing authority and its procedures for consultation and approval.

Local Government (Access to Information) Act 1985

N/A

1. Introduction

- 1.1 Since 2010 a variety of events have taken place within Alexandra Park. With careful management the Park has been able to accommodate several events and the majority of these have been delivered with little impact on the Park or local residents. The Park is suitable for hosting events such as multi discipline arts programmes, theatre, spoken word and music alongside continuing our current external program for events such as Foodie Festival, Red Bull and Fireworks.
- 1.2 There is demand for events to be hosted in the Park. However to meet and manage this demand the Trust needs to provide more clarity on the type of events that are suitably hosted in the Park and their management. A way in which to achieve this is to have in place a premises license for the Park.
- 1.3 Restrictions within a licence relate to a variety of factors such as size (capacities), frequency of events, noise limits, agreed egress plans etc. It should also be noted that it is not the intention of the Trust to replicate the events programme in the Palace in the Park. The Park provides an opportunity to broaden the events programme and therefore broaden the appeal.
- 1.4 The Trust operates its events programme through its wholly owned trading subsidiary, Alexandra Palace Trading Limited, (APTL). APTL currently has a licence for the events in the Palace building but there is no licence for events in the Park. For each Park event a licence has to be granted for activity to take place. Each licence details a variety of restrictions dependent on the event and relevant at that time.
- 1.5 If APTL is granted a premises licence for the Park 3rd parties will still be required to apply for a licence and will be required to provide an operating schedule. The standard operating procedures that APTL puts in place for its events to comply with the licence can be automatically provided to clients, providing us with additional assurance on the operation of 3rd party events. All 3rd party event operators will be contractually obligated to present APTL with their licence application prior to formal submission to Haringey Council.

2. Managing the impacts on the Park and local residents

- 2.1 Whilst the Trust has a successful track record of holding events in the Park it is likely that formalising the arrangement could raise concerns about the appropriateness of the events to be hosted, the impact on the Park and on local residents.
- 2.2 APTL has a strong track record of programming and delivering events and managing their impacts. It is well aware of the constraints of hosting outdoor events in the Park and what is and is not suitable activity. We do not accept all approaches or proposals for events in the Park. In the past we have turned down large rock concerts, such as The Stone Roses, because events are not suitable for the Park or the consequential impact on local residents cannot be managed effectively and to our satisfaction.

2.3 The licence process itself will involve identifying the licensable activities that APTL wish to take place within Alexandra Park.

2.3.1 The types of events envisaged include:

- The performances of plays
This will allow for performances of plays and other similar activity to take place across the Park. It would also allow APTL to explore and expand the programme activity for the new Theatre and help generate unique interest in the venue as a credible arts space for this activity. For example APTL are in discussions with theatre companies about a performance of Midsummer Night's dream. This licence would enable both of these activities.
- The exhibition of film
As with the Alexandra Palace Summer Festival and Luna Cinema, outdoor cinema screenings are very popular and this would enable this activity to take place.
- Performance of live music
This would cover all types of music from jazz and classical to contemporary music. The wide appeal of this area makes it a commercially viable option for APTL and would allow us to work with some very high profile artists across a wide range of genres.
- Performance of dance
This would cover any external dance performances. Again this would link very closely with the intended program for the Theatre and would give an exciting opportunity for a variety of partnerships with relevant promoters within this field.
- The playing of recorded music
This would cover any activity when people were attending to hear pre - recorded music. This could be a fireworks display that was programmed to a specific musical sound track i.e. War of the Worlds, The Wall (both popular examples) or events when some of the entertainment was provided by DJs such as the Alexandra Palace Summer Festival.

2.3.2 Note that with all of the examples given above, the decision to host or deliver any event in the Park will be subject to the controls explained throughout this report regarding noise, location, size, safety etc.

2.3.3 The key part of any licence application is demonstrating how the applicant (APTL) intends to comply with the 4 key licensing objectives that fall under the 2003 Licensing Act. Proposed events are likely to vary significantly meaning a one size fits all Operating Plan would not be a practical solution. Each event that falls under the proposed licence would carry its own event management plan (EMP), much the same as happens inside the Palace. The purpose of this EMP would be to define the areas that are at risk of breaching the key licensing objectives and demonstrating ways of mitigating and controlling these risks to ensure compliance.

The 4 licensing objectives are,

- i. Prevention of Crime and Disorder
- ii. Public Safety
- iii. Prevention of Public Nuisance
- iv. Protection of Children from Harm

(i) Prevention of Crime and Disorder

As with all internal events each event will be risk assessed from the initial proposal stage. If it is felt that an event carries with it an unnecessary risk to create crime and disorder this event will not take place. All suitable events will involve a detailed crowd management plan that will demonstrate how the crowd will be managed and the agreed response for a variety of situations.

Alexandra Palace will also ensure that for large events when required stewarding will be in position at key exit points of the site to help minimise any disruption.

(ii) Public Safety

A risk assessment will take place highlighting any potential risk within the event activity and layout. Every effort will then be made to mitigate these risks or if required eliminate it. All key elements of an event will be delivered by professional contractors in agreement with Alexandra Palace. All structures and potential risk areas will be signed off as suitable for use prior to public entering the site.

In addition a site survey was undertaken by The Event Safety Shop (TESS) who are one of the country's leading event safety consultants. This identified safe capacities within each area of the Park and also the types of events that would be suitable in each space.

(iii) Prevention of Public Nuisance

Every effort will be made to limit the impact of event activity on local residents. The most likely impact from an event is noise. Alexandra Palace have been working with Vanguardia Acoustics one of the country's leading acoustic consultants in the event industry to look at ways of limiting noise impact outside of the Park. Certain areas have been identified as not suitable for amplified noise due to the proximity of houses. This assessment created 11 different scenarios, each with differing noise impact, produced on 11 detailed maps. The results of the noise assessment are included in the summary of suitable event spaces at Appendix B. The detailed report and maps can be made available if any Committee members wish to view them.

All greenfield sites in the UK that host events will have an upper noise limit and APTL will be requesting one of these as part of the licence. This limit will protect residents from noise exceeding the threshold and also allow for potential clients to understand what restrictions are in place and therefore accurately assess if Alexandra Park is suitable for their event. For each event a sound monitoring team will, be in place to monitor noise levels and ensure they stay within the agreed limits.

In addition to noise a crowd management plan will be in place, this will identify and potential areas of anti-social behaviour around the park due to the event and mitigate this accordingly. For certain events this may result in stewards in position to ensure people leave in an orderly fashion and access public transport as quickly and safely as possible.

Within the licence there will be a restriction on curfew times for events with all large events finishing no later than 22.00hrs and 21.30hrs on a Sunday.

There will also be a restriction on the frequency of events taking place. This will give assurance to local residents that large events will not happen every weekend during the summer.

(iv) Protection of Children from Harm

All events will be risk assessed appropriately to decide on any age restrictions that need to be in place. This could be affected by content of material or site content that may pose a risk to younger children.

As with all events a Challenge 25 policy will be in place on all bars to ensure no minors are served alcohol. The security will also be briefed to confiscate any alcohol in the possession of minors.

A lost child and vulnerable adult procedure will be in place to reunite any children or vulnerable adults with their guardians as soon as possible and an appropriate policy will be in place for how this is escalated to the police should this not happen.

2.4 Proposed Restrictions on frequency and size (capacity)

The licence application can be split into two separate sections.

A) Events where music is the primary part of the content and,

B) Events where music is not the primary part of the content.

Separating them in this way will give more freedom for events such as food festivals and Cinema Screenings etc. and limit events where noise may have a limiting impact on residents. For a breakdown of these frequencies please refer to Appendix A.

2.5 Significant work has taken place between Alexandra Palace one of the country's leading event safety specialists. This work involved surveying the topography of the Park to identify safe capacities within suitable areas. Capacities varied across the Park.

Each space has had an independent assessment to determine what impact specific events would have in each area with specific attention to noise, capacity, access and topography. The work identified six spaces as potential areas for licensable activity to take place and the types of activity that would be suitable in those spaces.

A breakdown of the areas most suited to events and the potential restrictions, considerations and impact are shown in Appendix B.

3. Impact on Alexandra Park

- 3.1 Managing the impact on the Park will be key to achieving a sustainable management approach, ensuring minimal impact in the first instance and quick and effective remediation after each event.
- 3.2 As with all current park events the Alexandra Events teams will work closely with the Alexandra Palace Park Manager and the Friends of Alexandra Park to establish best working practice for each event.
- 3.3 As with current events areas of significance, such as areas protected due to environmental importance, will continue to be protected and where possible excluded from an event site. This will be done in conjunction with the Alexandra Park Manager and in consultation with the Friends of Park.
- 3.4 Any significant damage to the park above general wear and tear will be repaired immediately and every effort will be made to carry out any repairs within suitable time frames.
- 3.5 Access and closure of the Park will vary depending on each event. A full closure of Alexandra Park is not requested under the terms of the licence. For all events the event team will work closely with the Park Manager and in consultation with the Friends of the Park to agree a workable build schedule that limits restrictions across the Park. Safety of the public due to assembling an event space will be a consideration as will the safety of equipment from theft and damage and management of the physical impact on the Parkland.

4.0. Legal Implications

- 4.1 If the Trustees agree to the license application it is the intention to apply for a full premises licence for Alexandra Park in October 2016 in order to have a decision by November 2016.
- 4.2 The licensing application will,
 - lay out what terms of operation are required as covered previously within this paper.
 - include the safeguarding measures APTL intend to take to ensure compliance with the key licensing objectives
 - demonstrate how impact to local residents has been considered and mitigated.
- 4.3 Once the licence is submitted APTL will be required to notify stakeholders via signage within Alexandra Park and also an advert in a London wide newspaper. The process will take 28 days for representations to be sent to the licensing department. If it is felt these objections represent valid concerns it is likely a

licensing hearing will take place. This forum gives the opportunity for discussion from both parties before a decision on the licence and its terms are made.

- 4.4 The Council's Assistant Director of Corporate Governance has been consulted in the preparation of this report, and makes the following comments.
- 4.5 The legislation which governs the type of activity which can take place in the Park is the Alexandra Park and Palace Act 1913 (the Act) as amended by the Alexandra Park and Palace Act 1985.
- 4.6 Section 2 of the Act permits the Trust to enter into "contracts agreements and arrangements" with third party companies or persons "for holding at the park exhibitions shows or other displays and may for any such purpose close for any period or periods not exceeding nine months at any one time any portion, not exceeding fifty acres in extent, of the park and exclude the public therefrom otherwise than upon payment". In addition, Section 7 of the Act permits "temporarily set apart appropriate and enclose any part of the park not exceeding fifteen acres for the purpose of concerts, meetings or entertainments and make an admission thereto". Accordingly, all of the types of events listed at paragraph 2.3.1 of the report would, on their face, come within Section 2 or 7 of the Act.
- 4.7 The Act goes on to make clear that the Trust along with, in effect the third party licensee, will be liable for any nuisance which is caused or permitted. It is for this reason why care would be taken by the Council, acting as local planning authority, to impose appropriate event management controls in the form of conditions on the grant of any licence.
- 4.8 Finally, the Act also restricts events under Section 2 "for periods longer in the aggregate that two years in any one period of six years". There does not appear to be a similar restriction in relation to Section 7 events. However, as Appendix A to the report makes clear, the intention is that the proposed licence application will voluntarily submit to a limit on the frequency of the 2 categories of events envisaged.

5. Use of Appendices

Appendix A – Events under the proposed licence

Appendix B – Areas of the Park most suited to events

APPENDICES

Appendix A:

The following gives an understanding of the maximum amount of events that could take within Alexandra Park under the proposed licence

Category A: Restrictions in frequency

The following chart shows the limit of events sought within this licence for events where music is the primary part of the entertainment.

CATEGORY A: EVENTS WHERE MUSIC IS PRIMARY PART OF CONTENT		
EVENT TYPE	CAPACITY	REGULARITY
LARGE	15,000 - 30,000	4 times per year
MEDIUM	4,000 – 14,999	3 times per year
SMALL	0 – 3,999	9 times per year

There are a variety of events that could fall under category A, many of which are events that clients have already approached APTL about but have been declined due to no licence being in place.

This category could allow for a Kenwood style series of events, a weekend long arts festivals and smaller entertainment in areas such as the Grove.

Category B: Restrictions in Frequency

The following chart shows the limit of events sought after within this licence for events where music is not the primary part of the entertainment.

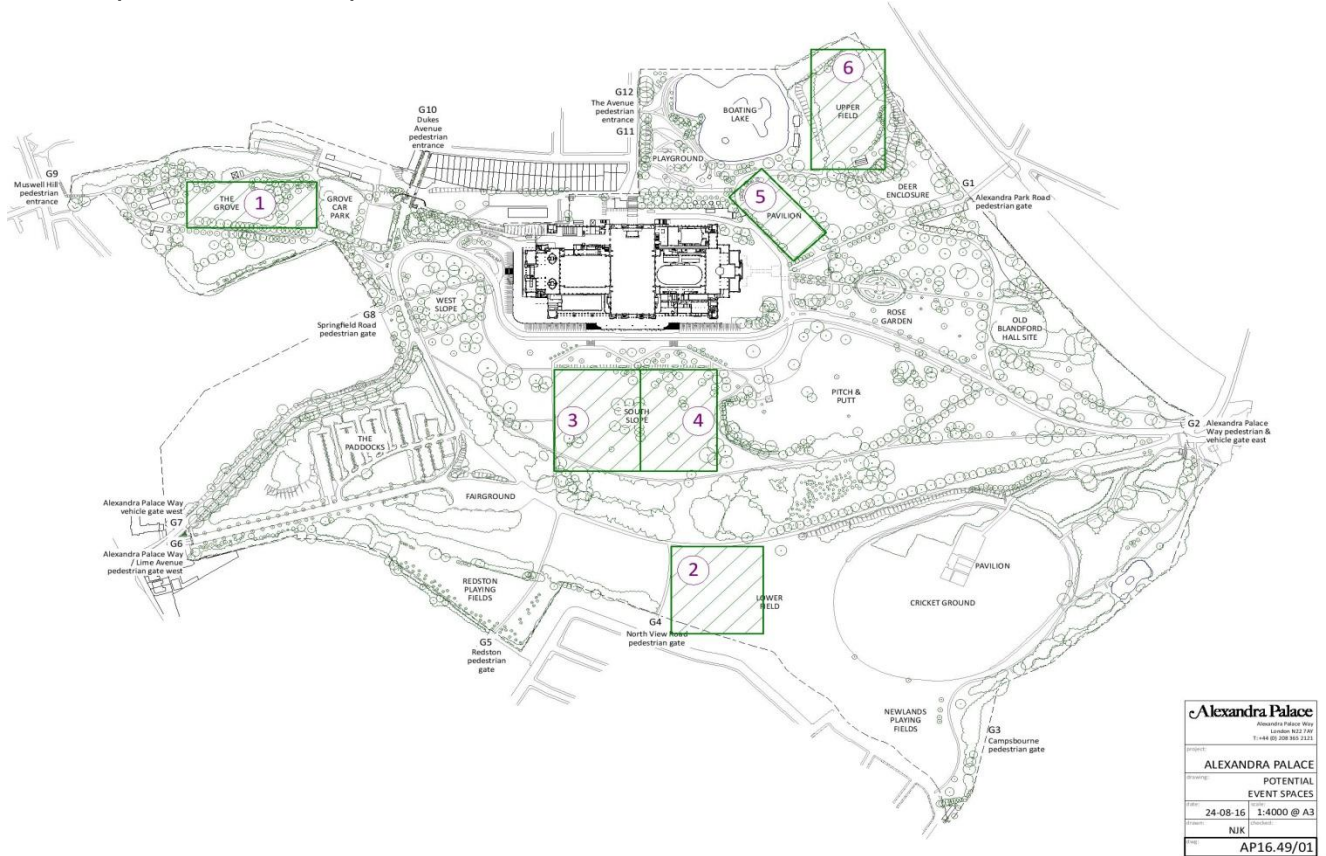
CATEGORY B: EVENTS WHERE MUSIC IS NOT PRIMARY PART OF CONTENT		
EVENT TYPE	CAPACITY	REGULARITY
LARGE	15,000 - 50,000	4 times per year
MEDIUM	5,000 – 14,999	8 times per year
SMALL	0 – 4,999	15 times per year

A lot of the current external events program falls under this category such as the Alexandra Palace Summer Festival, Red Bull Soap Box, Fireworks Festival, Cinema Screenings and The Foodie Festival

Appendix B

The following map and chart show the most suitable spaces within Alexandra Park for events and the considerations and restrictions in hosting them in these areas

B1 Plan of potential event spaces with Alexandra Park



B2 The Newland Field area has the largest potential capacity of up to 38,000 but is not suitable for any events with significant amplified music needed for those numbers due to the proximity for residents

B3 The most appropriate areas for any medium sized event would be the south east and south west slopes. These areas can hold up to 20,000 people. These spaces would not be suitable for music events that attract a crowd who like to dance or jump about due to the incline of the land. Therefore any music in this area would not fall in to a category of dance music or heavy rock music. Noise in these areas can be managed in a way that has limited impact on some isolated residential areas whilst being able to accommodate client expectations.

B4 With consideration of the works carried out by TESS and the acoustic survey carried out by Vanguardia the following table shows relevant considerations' and potential suitable event types in each area

#	AREA	CONSIDERATIONS	MAX CAPACITY	POTENTIAL EVENT
1	Grove	Reasonable noise impact Flat ground Good access Easy to isolate with natural perimeters	5,000	Low amplification event Theatre Opera
2	Newlands Field	Large flat area Close proximity to houses not suitable for events with amplification	38,000	Food festivals Sporting event
3	South Slope (W)	Sloped area Not suitable for large amounts of infrastructure Access would need to be carefully planned Would need to close AP Way Noise impact would need to be managed	9,000	Music events with low impact dancing Arts festival (across entire slope) Opera Theatre
4	South Slope (E)	Sloped area Not suitable for large amounts of infrastructure Access would need to be carefully planned Would need to close AP Way Noise impact would need to be managed	11,200	Music events with low impact dancing Arts festival (across entire slope) Opera Theatre
5	Pavilion Car Park	Car park aesthetic Reasonably close proximity to houses	9,000	Small music event Food event Sporting event
6	Upper Field	Very close proximately to houses Limited on any amplified sound Working in conjunction with Go Ape!	8,000	Corporate events Silent cinema / disco Day time sports