

# Alexandra Palace

## **ALEXANDRA PARK AND PALACE** **CHARITABLE TRUST BOARD** **2 NOVEMBER 2017**

**Report Title:** Outdoor Events Monitoring

**Report of:** Simon Fell, Director of Event Operations

**Report Authorised by:** Louise Stewart, Chief Executive Officer, Alexandra Park and Palace Charitable Trust (APPCT)

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### **Purpose:**

To propose an outdoor events monitoring framework to monitor and record the effect of events on the parkland and the Trust's management of those impacts.

### **Local Government (Access to Information) Act 1985**

N/A

### **1. Recommendations**

- 1.1 To approve the outdoor event monitoring framework;
- 1.2 That overall performance is reported to the Board annually, with updates throughout the year as necessary to the Board and the Statutory Advisory Committee/ the Consultative Committee.

## **2. Introduction**

- 2.1 Following concerns internally and externally regarding damage to the Park during outdoor events. This was also highlighted as a concern during the application process for the Park event licence, which was awarded in April 2017.
- 2.2 The Trust identified a need to introduce a formal mechanism to monitor the impact of events on the Park. There was also no consistent way of measuring damage.
- 2.3 Although not a licensing requirement it was proposed as part of the licence application process to implement a monitoring framework to record impacts from events both after the events and monitor potential longer term impacts on the Park.

## **3. Content of Monitoring Framework**

- 3.1 The framework was created as a joint effort between the Director of Event Operations and Park Manager under the direction of the Chief Executive.
- 3.2 The framework lays out all areas used both primarily (as event space) and secondary (i.e. for access etc.) by each event. This then allows for specific feedback on a variety of circumstances. Areas outside this will be monitored and assessed if the scope needs to be made wider in collaboration with park manager in a review meeting.
- 3.3 The expectation is that the Park is returned to its original condition within 48 hours of an event finishing. A site walk takes place at the 48 hour point with the event, cleaning teams and the Park Manager to review the site and record the impact.
- 3.4 A key performance indicator (KPI) is used to give consistent output to the reporting process. The target is that each event should receive a KPI result of 80% or above.
- 3.5 Longer term impacts such as soil compaction are also included. The Park Manager is currently establishing baseline data.
- 3.6 It was agreed that the results and framework would be reviewed and this has now been agreed internally to take place every 6 months.
- 3.7 The framework is attached at Appendix 1 and has been considered by the Finance, Risk and Audit Committee who were generally supportive of the document.

## **4. Results of Monitoring Framework to date**

- 4.1 The Outdoor Event Monitoring Framework was implemented for the first time at Red Bull and has since been used for the Royal Opera House, Summer Festival and Foodie Festival events.
- 4.2 To date the overall event KPIs have ranged between 86%-97%.

- 4.3 The Event Team and Parks Manager reviewed the results and the suitability of the framework. It was agreed by both parties that the framework and process should be rolled out for all outdoor events.
- 4.4 The framework will be adapted to improve and align the monitoring of smaller third party events or 'hires' in the Park.

## **5. Legal Implications**

- 5.1 The Council's Assistant Director of Corporate Governance has been consulted in this report and, having regard to the statutory obligation for the upkeep of the Palace and Park, supports the recommendations contained in the report.

## **6. Financial Implications**

- 6.1 The Council's Chief Financial Officer has been consulted in this report and has no comments.

## **7. Use of Appendices**

Appendix 1 – Outdoor Monitoring Framework indicators

