



STATEMENT OF COMMUNITY INVOLVEMENT

PARKING MANAGEMENT SYSTEM

ALEXANDRA PARK AND PALACE

JANUARY 2023

1.0. EXECUTIVE SUMMARY

- 1.1. The Statement of Community Involvement (SCI) outlines the work undertaken to involve stakeholders and members of the public in the proposals for the introduction of parking charges at Alexandra Park and Palace, and forms part of the planning consent application.

2.0. INTRODUCTION

- 2.1. Alexandra Palace is a Grade II listed building located in 196 acres of parkland in the London Borough of Haringey. The Palace has a rich history, having been the home of the BBC and the birthplace of television in 1936. The Park and Palace are managed by Alexandra Park and Palace Charitable Trust (APPCT), founded by an Act of Parliament in 1900. The Act requires the Trustees to maintain the Park and Palace and make them available for the free use and recreation of the public forever. The trusteeship is administered through APPCT by Haringey Council.

3.0. THE PROPOSAL: PARKING MANAGEMENT SYSTEM

- 3.1. It costs £3.6million each year to keep Alexandra Park and Palace open. All the money generated from events, fundraising and other activities onsite contribute towards this. However, costs are rising and the backlog of repairs and list of significant maintenance works required is growing each year. The charity needs to generate more income; at least another £0.5million - £1million per year to be able to continue its purpose - to repair, maintain and restore the Park and Palace.
- 3.2. All monies raised by parking charges, as with all income raised from activities on site, would go directly towards the charitable purposes. Managing the car parks through charging will help to deter the increasing levels of antisocial behaviour that has a negative impact on visitors' enjoyment, neighbours, and increases the security, repair and litter collection costs.
- 3.3. In addition, if by introducing charges people are encouraged to walk, cycle and use public transport more often, it will reduce the level of traffic on site and benefit the Park and visitor enjoyment of it.

4.0. ABOUT THE COMMUNITY AND STAKEHOLDER INVOLVEMENT ACTIVITIES

- 4.1. The approach used to consult on the parking charge proposals is set out in the following section of the SCI. The consultation ran for 60 days from 11th November 2019 to 10th January 2020 and aimed to seek the views of Alexandra Park and Palace's stakeholders, beneficiaries, visitors and local residents on the proposals. The consultation consisted of two components:
- Informal drop-in sessions; and
 - A consultation survey
- 4.2. It should also be noted that due to the governance arrangements, the Statutory Advisory Committee and the Consultative Committee as well as the Trust Board have been consulted and updated on the progress of the project from the outset.

5.0. INFORMAL DROP-IN SESSIONS

5.1. Six informal drop-in sessions were held to give an opportunity for people to meet with APPCT staff to talk about the proposals and share their views. The sessions were held in the Transmitter Hall at Alexandra Palace with three sessions taking place in November and a further three taking place in December. The sessions took place on the following dates/times:

- Thursday 14th November 8am – 11am;
- Tuesday 19th November - 5pm – 8pm;
- Monday 25th November - 11am – 2pm;
- Tuesday 3rd December - 10am – 1pm;
- Wednesday 11th December - 1pm – 4pm; and
- Monday 16th December - 5pm – 8pm.

6.0. CONSULTATION SURVEY

6.1. An online consultation survey was carried out to find out people's views on the parking charge proposals. The survey consisted of a series of closed questions to determine:

- Frequency and reasons people visit APP;
- How people travel to APP;
- Where people visiting APP travel from;
- People's views on the introduction of parking charges at APP;
- What, if any, impact the introduction of parking charges would have on people's visits to APP

6.2. These questions were supplemented with several open questions enabling respondents to provide more detailed answers about their views on the parking charge proposals. Demographic questions were also asked to ensure that respondents reflect the breadth and depth of different people who visit APP and determine whether the proposals affect some visitors more than others.

6.3. The survey was accompanied by a document outlining the proposals and a document providing answers to frequently asked questions. The survey and accompanying documents were published on the APP website (www.alexandrapalace.com/parking). Hard copies of the information and survey were made available at the Ice Rink and East Court receptions.

6.4. A copy of the car park charging consultation briefing is included as Appendix 1, with a copy of the car park charging survey included at Appendix 2.

7.0. PUBLICISING THE CONSULTATION

7.1. A variety of different ways were used to publicise the parking charges consultation, to ensure that local residents, stakeholders and visitors were aware and had the opportunity to provide their views. The key activities carried out were:

- Notices were put up in all seven car parks at Alexandra Park and Palace (APP);
- A press release was issued to the local media and a notice was published in the London Evening Standard;
- Letters were sent out to over 9,000 homes close to Alexandra Park and Palace APP);
- A dedicated consultation page was created on the APP website;
- A number of social media posts were sent out via Twitter and Facebook to promote the consultation;

- Ward Councillors and key stakeholder groups were notified of the consultation via email.

8.0. ANALYSIS OF CONSULTATION SURVEY RESPONSES

- 8.1. A total of 2,121 surveys were completed, made up of 2,118 (99.9%) online surveys and a further 3 (0.1%) hard copy surveys. This section of the report summarises the key findings from the consultation responses received. It should be noted that not all respondents responded to every question and as such the number of respondents for each question is clearly stated.

Location of respondents

- 8.2. Question 1 of the consultation survey asked respondents to provide their postcode sector¹ to identify where APP users reside. The locations of respondents based on their postcode district² are shown in Figure 3-1. The map indicates that respondents were from a wide variety of locations throughout the UK but, as might be expected, focused in the south-east of England closer to Alexandra Park and Palace.
- 8.3. Figure 3-2 provides a more detailed view of the location of respondents based on their post code districts. The map illustrates that respondents are predominantly located north of the River Thames and clustered close to the site. The post code districts with the highest numbers of respondents are:
- N10 - Muswell Hill (465 responses);
 - N22 - Wood Green (364 responses);
 - N8 – Crouch End (295 responses);
 - N11 - Southgate (82 responses); and
 - N2 - East Finchley (53 responses)
- 8.4. Figure 3-3 shows the location of consultation responses by postcode sector³ which gives a finer level of detail of locations than postcode district alone. The post code sectors with the highest numbers of respondents are:
- N10 2 - Muswell Hill (316 respondents);
 - N22 7 - Muswell Hill (273 respondents);
 - N8 7 - Crouch End (148 respondents);
 - N10 3 - Muswell Hill (91 respondents); and
 - N8 8 - Crouch End (76 respondents).

¹ A postcode sector combines a postcode area, a postcode district and a single character indicating the location's inward code. E.g. N10 1 is a subset in the north of the N10 postcode district of Muswell Hill

² There are approximately 2,800 postcode districts in the UK. A UK postcode district is made up of a postcode area and one or two numbers that are used to split the area into smaller geographical areas. E.g. the 'N10' postcode district covers Muswell Hill of Haringey in North London.

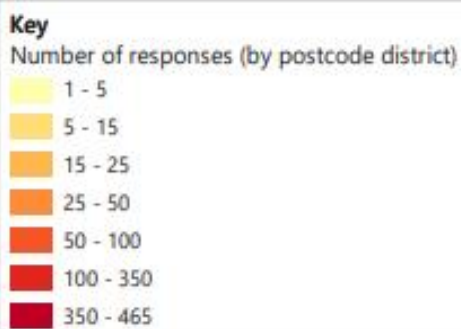


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Prepared	Reviewed	Date
GL	CM	March 2020



Client
Alexandra Park and Palace
Charitable Trust

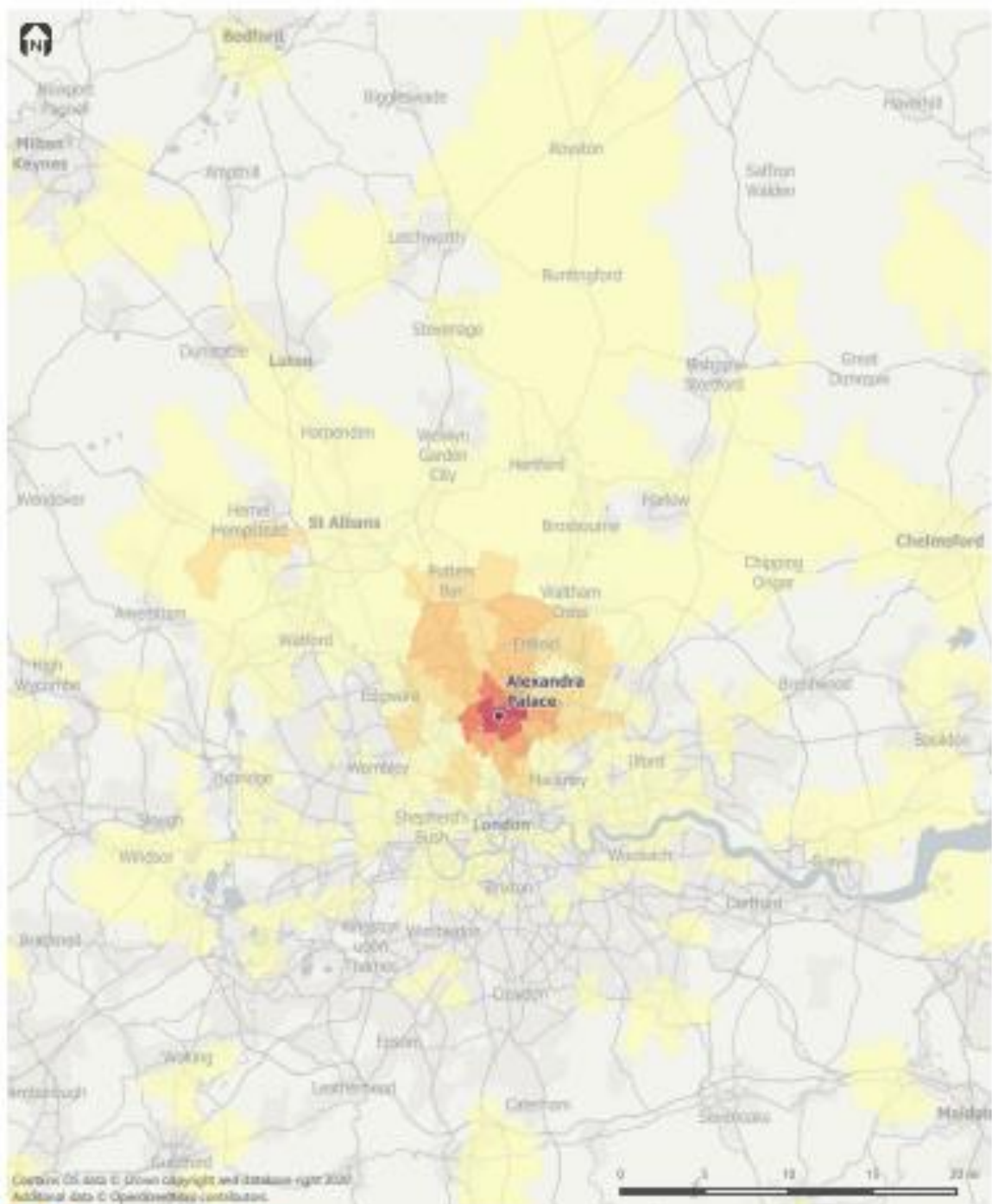


Project
APPCT Expert Car Parking
Consultancy Support

Figure title
Consultation responses by
postcode district (UK)

Revision
A
Figure number
Figure 3-1

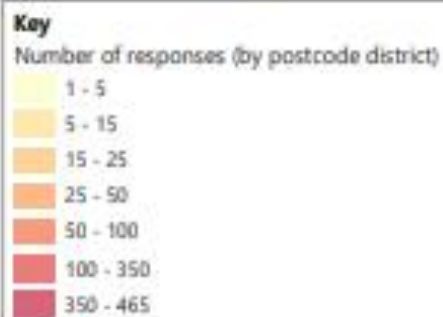
Project number
2889
Date
March 2020



Prepared GL
 Reviewed CM
 Date March 2020



Client
 Alexandra Park and Palace
 Charitable Trust

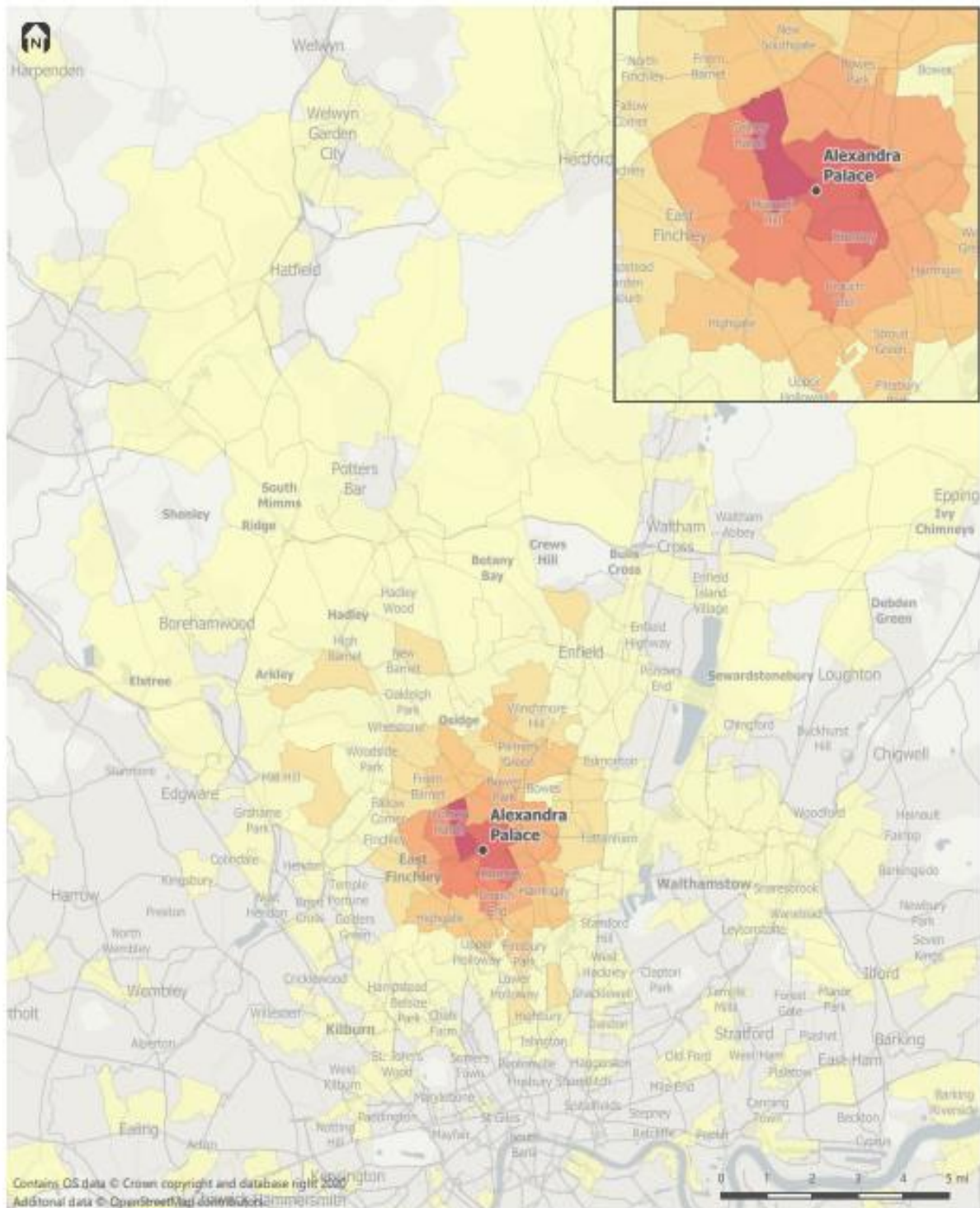


Project
 APPCT Expert Car Parking
 Consultancy Support

Figure title
 Consultation responses by
 postcode district
 (South East England)

Revision
 A
 Figure number
 Figure 3-2

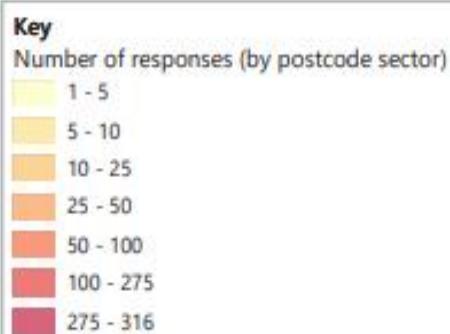
Project number
 2889
 Date
 March 2020



Prepared GL
Reviewed CM
Date March 2020



Client
Alexandra Park and Palace
Charitable Trust



Project
APPCT Expert Car Parking
Consultancy Support

Figure title
Consultation responses by
postcode sector

Revision
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Figure number
Figure 3-3

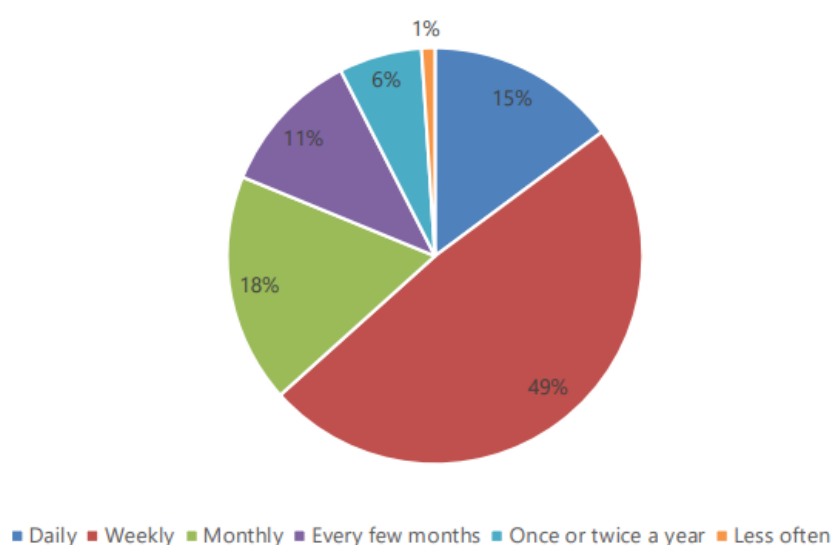
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Visits to Alexandra Park and Palace

Frequency of visits

- 8.5. Question 2 asked respondents about the frequency of their visits to APP, the results of which are shown in Figure 3-4. Most survey respondents visit the site on a regular basis, with over three quarters (81%) of respondents reporting visiting at least once a month. The highest proportion of respondents reported visiting APP on a weekly basis, accounting for almost half (48.5%) of the 2,121 surveyed. One in seven (15%) respondents visit APP on a daily basis. Figure 3-4: Frequency of visits to Alexandra Park and Palace (n=2,121).

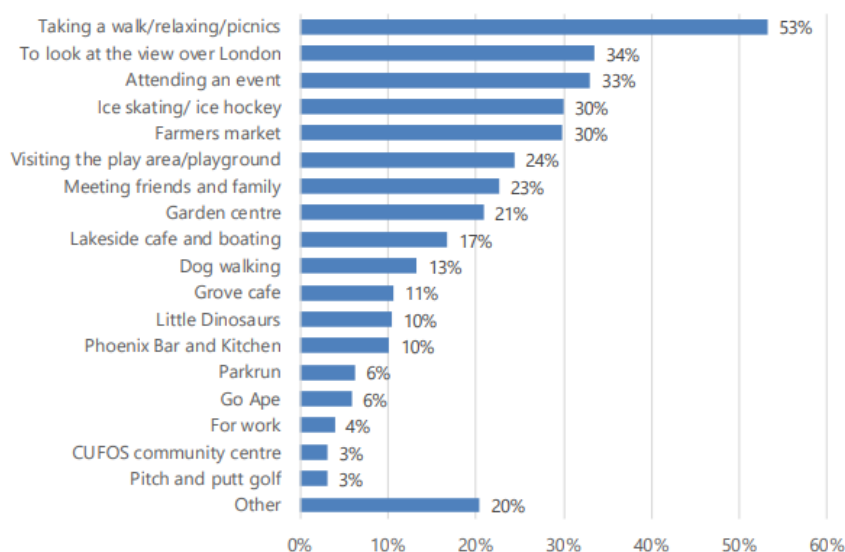
Figure 3-4: Frequency of visits to Alexandra Park and Palace (n=2,121)



Reasons for visits

- 8.6. Question 3 sought to determine the reasons people visit Alexandra Park and Palace (APP) with the main reasons respondents gave for visiting the site shown in Figure 3-5. Respondents reported a wide variety of reasons for visiting APP, reflecting the diverse nature of the site. The key reason for visiting APP, reported by more than half (53%) of respondents, was to take a walk, relax or have a picnic. A third of respondents reported visiting the site to look at the view over London (34%), to attend an event (33%), to go ice skating/play ice hockey (30%) or attend the farmer's market (30%).

Figure 3-5: Main reasons for visiting Alexandra Park and Palace (n=2,121)*

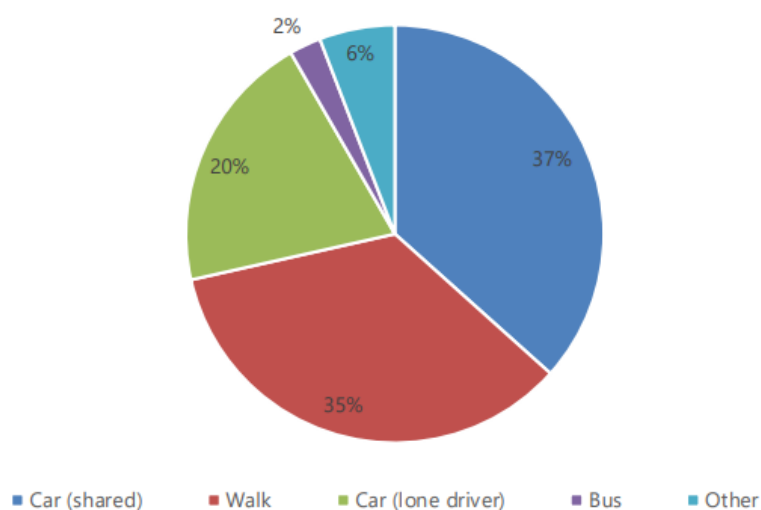


*Respondents were able to select multiple answers therefore the %s sum to more than 100% (7,452 responses)

Method of travel

- 8.7. Question 4 asked respondents what was the main mode of transport they used when visiting APP, as illustrated in Figure 3-6. Most respondents, more than half (56.9%), travel to APP by car; consisting of approximately a third (36.6%) travelling by car with other people and a fifth (20.2%) travelling by car alone. A third (34.8%) of respondents travel to the site on foot. Relatively low proportions of respondents reported travelling to APP by public transport (4.5%) and by bike (1.3%).

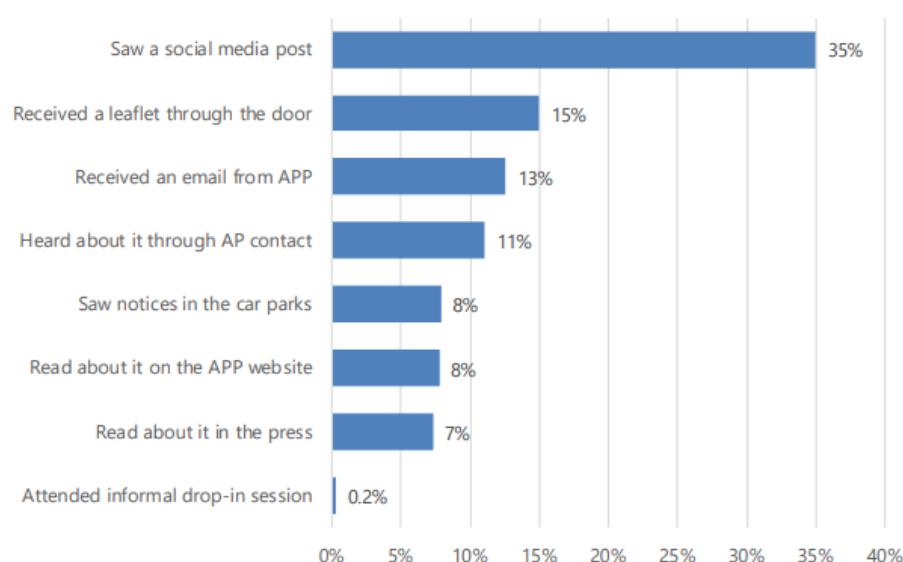
Figure 3-6: Main mode of transport to Alexandra Park and Palace (n=2,121)



Awareness of parking proposals

- 8.8. As detailed above a variety of different ways were used to publicise the parking charges proposals and the consultation on their possible introduction. Question 12 of the consultation survey asked respondents how they had heard about the parking charge proposals, the results of which are shown in Figure 3-7 and will help to inform how any future consultations could best be publicised. 3.9 A third (35%) of respondents reported finding out about the proposals through a post on social media. Approximately one in seven (15%) respondents reported finding out via a leaflet and a further one in eight (13%) via an email. A fifth (21%) of respondents reported hearing about the proposals by other means which included word of mouth, via a friend/neighbour and via Alexandra Park Neighbours, a community website for local residents.

Figure 3-7: Mechanism for finding out about the parking charge proposals
(n=2,026*)

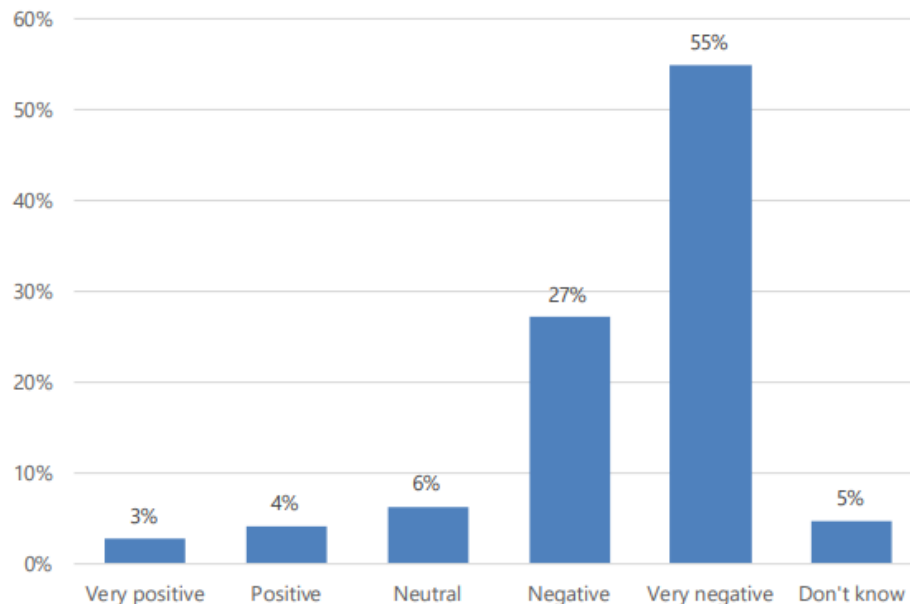


*Respondents were able to select multiple answers therefore the %s sum to more than 100% (2,384 responses)

Views on parking proposals

- 8.9. The survey asked local residents what kind of impact they thought the proposal to introduce parking charges might have on the local area (question 8). Figure 3-8 shows that more than three quarters (82%) of respondents felt that the introduction of parking charges would have a negative impact on the local area, more than half (55%) thought the proposals would have a very negative impact. Only one in fifteen respondents (7%) felt the parking charge proposals would have a positive impact.

Figure 3-8: Local residents' assessment of impact of parking charge proposals on the local area (n=1,416)



Views of respondents on the proposed system

- 8.10. The survey asked respondents whether they had any comments on the proposed car park management system based on a barrier free approach with Automatic Number Plate Recognition (ANPR) camera monitoring in the car parks and on the road. The key comments received related to the following aspects of the proposed system:
- Privacy / surveillance (63 respondents);
 - Overcharging (26 respondents);
 - ANPR reliability (25 respondents);
 - Concern over the payment method (23 respondents) and;
 - Concerns relating to penalties/fines (16 respondents).
- 8.11. The most common concern from respondents were about privacy or surveillance. Most respondents reported a general dislike for the use of ANPR whilst others were concerned in relation to the storage and use of the data collected. Other respondents did not support the placement of cameras along the roads as they felt this was an unnecessary intrusion.
- 8.12. A number of respondents were concerned about possible system malfunctions and that this may result in accidental overcharging for parking (26 respondents). Concerns were also raised about over the technical reliability of ANPR systems (25 respondents) with a similar number of respondents (23 respondents) concerned about the accessibility of the payment method for certain user groups, particularly older visitors.
- 8.13. It should be noted that many comments received did not relate to the car park management system itself but to more general aspects of the proposals such as parking displacement and the proposed charging levels. These aspects are covered in the subsequent sections of the report which discuss the potential negative impacts and comments about the proposals.

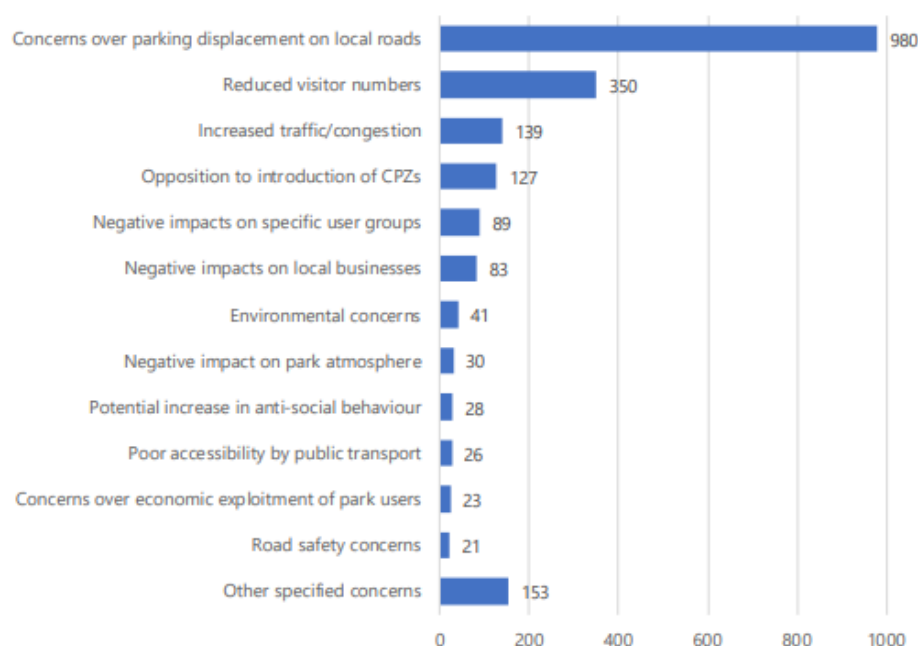
- 8.14. Respondents put forward several suggestions about how the parking management system might be improved. The key suggestion was that clear instructional signage needed to be provided to ensure visitors were aware of it and not penalised as a result of being unaware (28 respondents). A number of respondents requested a barrier be provided, primarily to ensure transparency in relation to the amount they would be charged for parking. Several respondents suggested that the option to pay by cash or card should be provided to improve accessibility for all visitors (12 respondents).

Views of local resident respondents on any negative impacts of parking charges on the local area

- 8.15. Respondents who identified as being local residents were asked how the proposal to introduce parking charges would negatively impact the local area, as illustrated in Figure 3-15. Over a thousand (1,109) people responded to this question and provided their views. Analysis of these responses indicated that parking displacement was the key negative impact, reported by a total of 980 respondents. Other expected negative impacts reported by respondents were:

- Reduced visitor numbers (350 respondents);
- Increased traffic/congestion in local area (139 respondents);
- Opposition to the introduction of CPZs in residential areas alongside the charges (127 respondents); and
- Disproportionate impact on certain user groups (136 respondents)

Figure 3-15: Perceived negative impacts of introduction of parking charges on the local area (n=2,090 negative references)



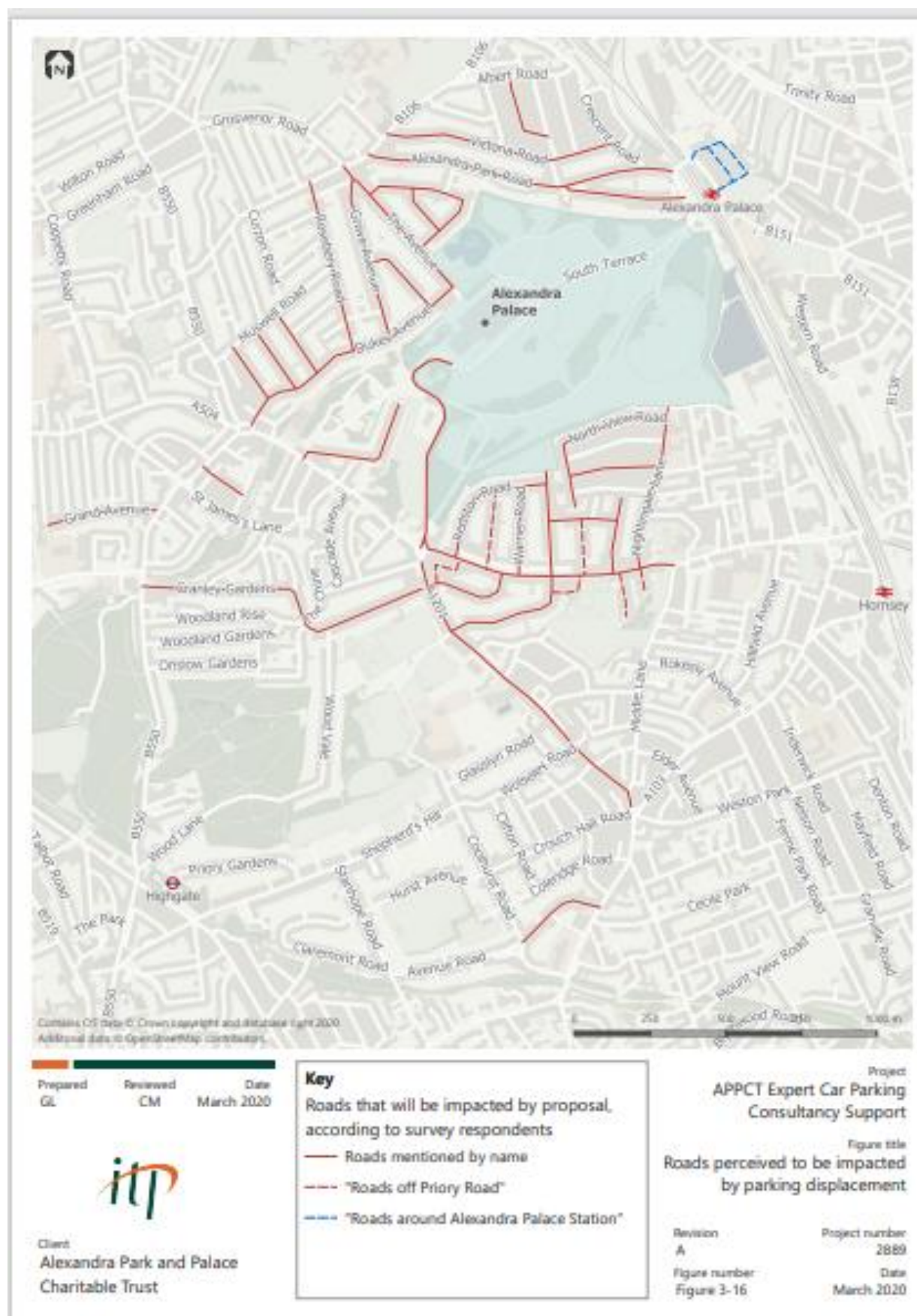
Parking displacement

- 8.16. Many of those who expressed concerns about parking displacement referred to specific areas and streets which they thought would be most badly affected (137 respondents). The streets referenced directly by respondents are summarised in Table 3-1. The highest number of concerns were raised about parking displacement on Dukes Avenue (30 respondents) and

The Avenue (20 respondents) which both have direct pedestrian access to Alexandra Park and Palace and do not have parking restrictions.

Table 3-1: Local roads which respondents reported will be affected by parking displacement

No. of references	Road Name	
10+	Dukes Avenue	The Avenue
6-10	Alexandra Park Road Muswell Hill Park Avenue South	Springfield Avenue Vallance Road
2-5	Farrah Road Grove Avenue Landsdowne Road Linzee Road North View Road	Park Avenue North Redston Road Roseberry Road Victoria Road
1	Alexandra Park Way Alexandra Park Road Clovelly Road Clyde Road Cranley Gardens Crescent Road Elgin Road Elms Avenue Grand Avenue	Grove Avenue Hawthorn Road Hill Field Park Methuen Park Nightingale Lane Palace Gates Road Park Road Priory Road Wellfield Avenue



- 8.17. The implementation of Controlled Parking Zones (CPZs) on roads surrounding APP was mentioned by 183 respondents. More respondents were against the introduction of CPZs (127 respondents) as a way of tackling parking displacement than in favour of their introduction (18 respondents). A number of respondents expressed concern that CPZ's would be ineffective against displaced parking in the evenings and at weekends due to the operating times (19 respondents). It should be noted that since this consultation, the Council have undertaken a consultation on CPZ introduction in surrounding areas.

Reduced visitor numbers

- 8.18. A total of 350 respondents felt the introduction of parking charges could result in fewer people choosing to visit. The most frequently mentioned negative impact as a result of the fall in visitors was the knock-on effect this would have on local businesses (83 responses).
- 8.19. Respondents referred to potential impacts on the garden centre, cafe, Little Dinos, local shops, local restaurants and local childcare facilities, as well as fewer visitors to the farmers market which would impact traders. Several respondents suggested that a significant reduction in visitor numbers would limit the potential for the palace to raise revenue through parking and render the introduction of charges ineffective (8 respondents).

Increased traffic/congestion in local area

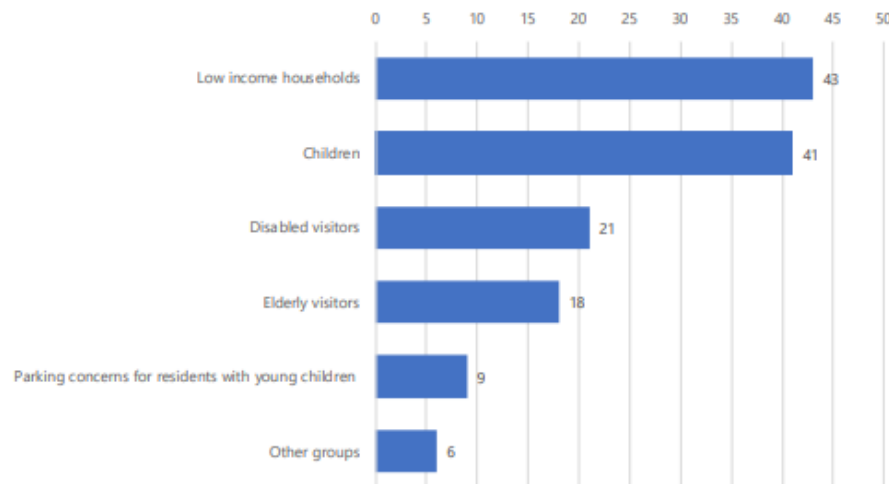
- 8.20. Many respondents indicated that one of the negative impacts of the parking charge proposals would be an increase in congestion and traffic (138 respondents), with many respondents stating that this was caused by parking displacement vehicles searching for parking spaces. Some respondents stated that traffic and congestion on local residential streets would likely be most problematic on event days. An impact which a number of respondents reported would result from the increase in traffic was poorer air quality and CO2 emissions (41 respondents). Some respondents also raised concerns over road safety as a result of the increase in traffic (21 responses).

Access issues for some user groups

- 8.21. A total of 136 respondents expressed concerns about the disproportionate impact of the introduction of parking charges on some user groups, as shown in Figure 3-17. The greatest numbers of respondents questioned the affordability of the proposed parking charges for households on low incomes (43 respondents) and children who will miss out on recreational/sport opportunities (41 respondents).
- 8.22. Analysis was carried out to determine whether respondents from low income households cited affordability as an issue. Approximately half (51%) of the 43 respondents who expressed concern about the disproportionate impact of parking charges on low income households preferred not to state their income. The median household income of this group of 21 respondents is £30,001 - £40,000 which is lower than the median of all respondents who provided income details (the median income band of the 994 respondents who provided details was £50,001 - £60,000 per household); however given the small size of the group it is not possible to draw inferences with any degree of certainty.
- 8.23. Disabled visitors (21 respondents) and elderly visitors (18 respondents) were also thought to be disadvantaged by the proposed charges, particularly as individuals in these groups might not meet the criteria to qualify for a Blue Badge. Over half (57%) of the 21 respondents concerned about the disproportionate impact of the proposed charges on disabled people reported that their day-to-day activities are limited due to a health problem or disability, half a little (6 respondents) and half a lot (6 respondents). Similarly, two fifths (44%) of the 18 respondents

who expressed concerns about the impact on elderly visitors were aged over 64 years, with only a fifth (22%) aged under 45 years. Public transport was not considered to be a viable alternative to driving (25 respondents) for many of the groups resulting in those who are less able to travel on foot with limited alternative options to access the site.

Figure 3-17: User groups respondents reported may be adversely impacted by proposals (n=138 references to adverse impacts on user groups)



Other comments provided

8.24. The survey asked whether respondents had any other comments on any aspect of the parking charge proposals, either positive or negative. The number of negative comments provided about the parking charge proposal outweighed those which were positive, with 1,256 negative comments compared to 164 positive ones.

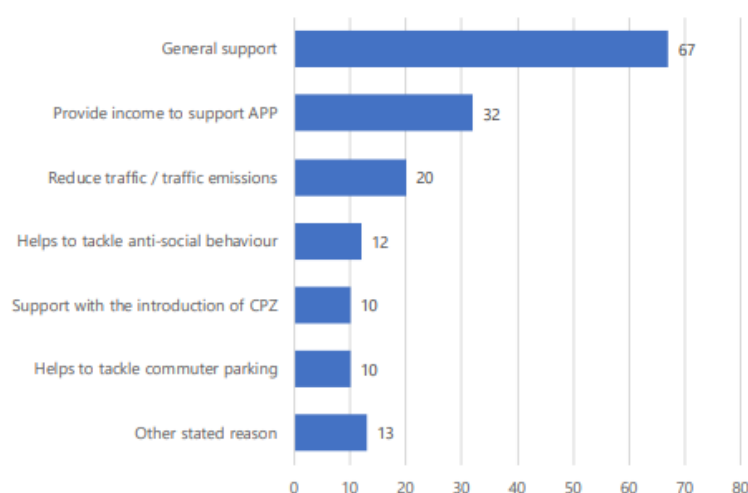
Positive comments about parking proposals

8.25. Figure 3-18 shows the positive comments provided by respondents relating to the proposal to introduce parking charges at APP. Most respondents who indicated they were supportive of the proposals did not outline the reasons behind their support. Of those respondents that provided an explanation the main reasons they were supportive were:

- That the proposals would provide income to support the maintenance and development of APP (32 respondents);
- That the proposals would help to reduce traffic or traffic emissions (20 respondents); and
- The proposals would help to tackle anti-social behaviour (12 respondents).

8.26. A handful of respondents indicated that they would support the proposals if a CPZ was introduced (10 respondents), this stemmed from concern that parking would be displaced onto nearby residential streets. The same number of respondents were supportive of the proposals as they felt it would help to tackle commuter parking at or around APP during the day.

Figure 3-18: Positive comments about parking charge proposals (n=164 reasons given for supporting proposals)



Negative comments about parking proposals

8.27. Negative comments reported by respondents relating to the parking proposals are summarised in Figure 3-19. Most of the comments were about:

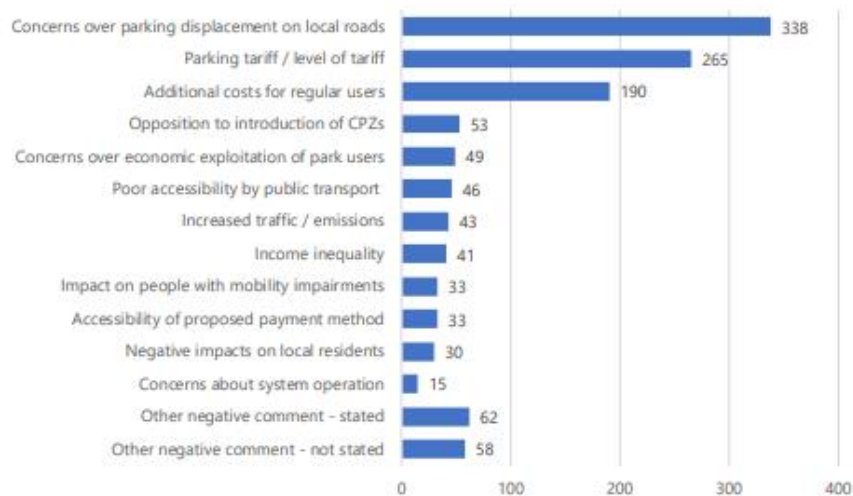
- Parking displacement onto local roads (338 responses);
- The fact that introducing charges was wrong, or the proposed tariffs are too high (265 respondents); and
- The additional costs faced by current users (190 respondents).

8.28. The main concern of respondents was parking displacement on to the roads around APP and the impact this would have on the ability for local residents to park close to their homes (338 responses). Strongly linked to this issue was concern over increased traffic and vehicle emissions on the local streets, with several respondents suggesting this was a result of cars circulating the streets searching for a parking space (43 responses).

8.29. The second largest group of negative comments related to opposing the introduction of parking charges and that the proposed tariffs were deemed to be too high (265 respondents). Of this group most respondents (163 respondents) opposed the introduction of parking charges with the remainder suggesting the charges were too expensive (102 respondents). The additional costs faced by current users, particularly those whom already pay to use the facilities, was a concern for many survey respondents (190 respondents).

8.30. Reasons which were raised by fewer respondents included concerns that the introduction of parking charges at APP would lead to the introduction of a Controlled Parking Zone (CPZ) on the roads where they live which they did not want (53 respondents) and that currently access to APP by public transport was poor (46 respondents). A number of residents were concerned over the disproportionate impact of the introduction of such charges on lower income households in the local area (41 respondents).

Figure 3-19: Negative comments about parking proposals (n=1,256 negative comments)



Proposed solutions

8.31. Many respondents put forward suggestions about changes to the proposals to address the concerns they identified. Almost 500 suggestions were made by respondents, with most suggestions focusing on changes to the proposed parking tariffs. The key suggestions were:

- Providing discounted or free parking for certain user groups (181 respondents);
- Reducing the proposed parking tariffs (93 respondents); and
- Increasing the proposed grace period (48 respondents).

8.32. A total of 181 respondents suggested that discounted or free parking should be provided for certain user groups or facilities users. Several different users who should receive free or discounted parking were proposed including:

- Ice hockey players / ice skaters;
- Local residents;
- Allotment holders;
- Users of Little Dinosaurs;
- Members of BBC Concert Orchestra;
- Employees; and
- Frequent visitors.

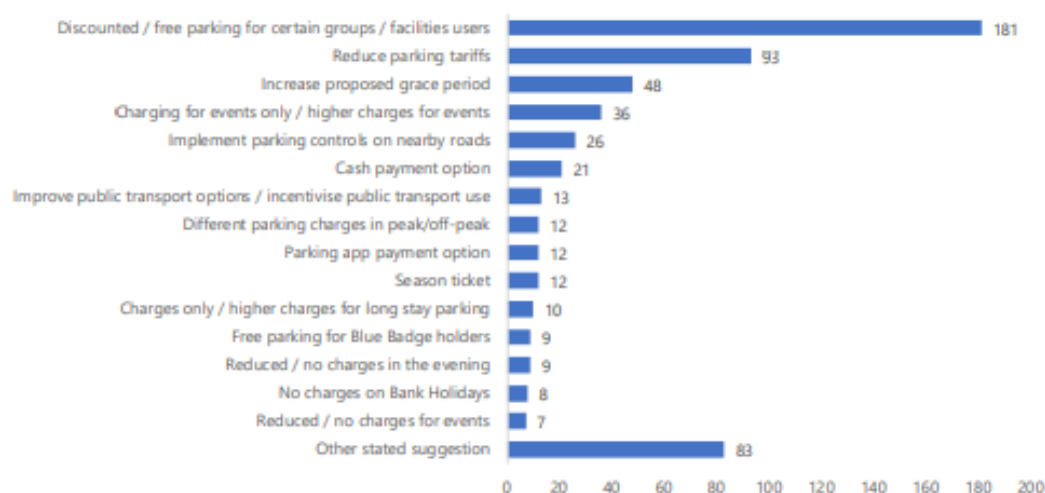
8.33. The central suggestion expressed was that those users who were already paying to use facilities at APP should receive some sort of dispensation from the proposed parking charges. Of the 181 respondents who made this suggestion 79 respondents (42%) had expressed concern about charging existing users.

8.34. Reducing the proposed parking tariffs was also a popular idea put forward by 93 respondents, as they felt those proposed were too high. In contrast 7 respondents indicated that they thought the proposed charges were reasonable. Some of the respondents stated that the proposed £8 tariff was too high suggesting this should be reduced (10 respondents). Three respondents suggested alternative tariffs of £2, £4 or £5. A wide variety of different charge

rates and methods were proposed. Flat rates for parking ranged from £1 upwards whilst proposed hourly rates started at 50p per hour to £1 per hour.

- 8.35. Many respondents suggested that the grace period should be increased from the proposed 30 minutes (48 respondents). Of those respondents that indicated a specific time period for free parking most respondents (20) suggested extending the grace period to an hour. Smaller numbers of respondents suggested longer grace periods such as 90 minutes (7 respondents) and 2 hours (8 respondents).

Figure 3-20: Proposed suggestions for parking charge proposals (n=567 proposed suggestions)



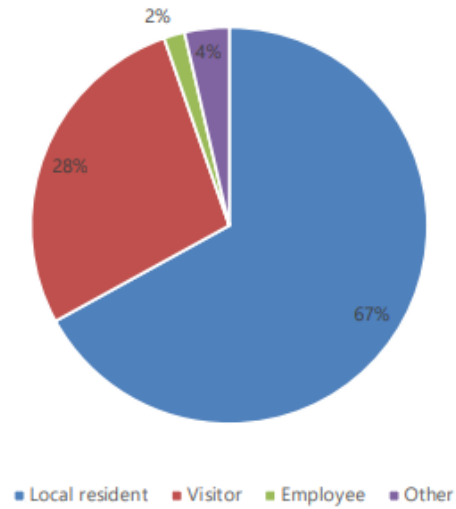
Respondent demographics

- 8.36. The consultation survey included a series of demographic questions to check that respondents reflected the breadth and depth of visitors to APP and determine whether the proposals affected some visitors more than others. A summary of the analysis of responses to these questions is presented below.

Respondent type

- 8.37. Question 7 asked in what capacity respondents were responding to the survey, e.g. as a local resident, as a visitor etc. As shown in Figure 3-21 approximately two thirds (67%) of survey respondents indicated they were local residents with a further quarter (28%) identifying as visitors. A relatively small proportion of respondents were employees (2%) with the remainder made up of volunteers (0.9%), suppliers/contractors/delivery partners (0.9%), organisers (0.8%), tenants/leaseholders (0.7%) or exhibitors (0.4%).

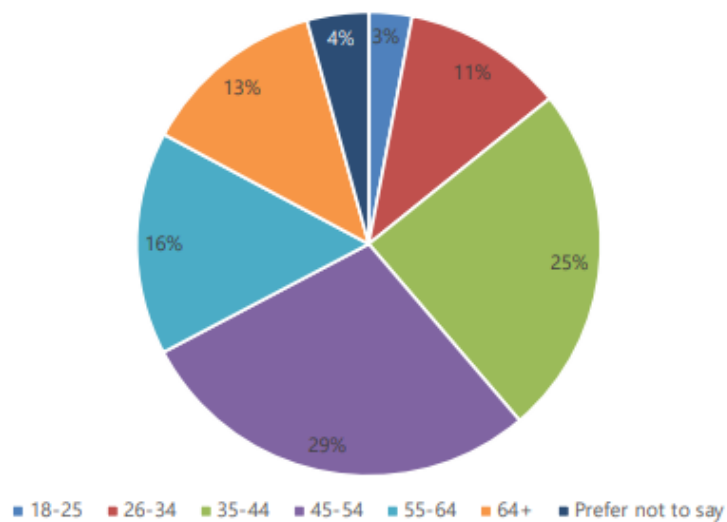
Figure 3-21: Survey respondents (n=2,121)



Age

- 8.38. Respondents were asked how old they were (question 13). Figure 3-22 shows the range of ages of respondents to the consultation. The greatest proportion of respondents were aged 45-54 years, accounting for almost a third (29%) of the 2,026 people that took part in the consultation. Approximately one in seven (14%) respondents was aged under 35 years.

Figure 3-22: Age of consultation respondents (n= 2,026)



Gender

- 8.39. Question 14 of the survey asked respondents to indicate their gender. Just over half (55%) of the 2,026 respondents were female, approximately two fifths (38.5%) were male, a small proportion of respondents (0.3%) identified as non-binary, with the remainder (5.8%) preferred not to say.

Ethnicity

- 8.40. Respondents were asked to indicate their ethnicity (question 15). More than half of the 2,026 respondents (60%) reported their ethnicity as being White – British, approximately a tenth (12%) reported it as being White – Any other white background and 3% as White – Irish. One in six (16%) respondents preferred not to say what their ethnicity was and the remaining 9% of respondents were made up of a mixture of different ethnic groupings.

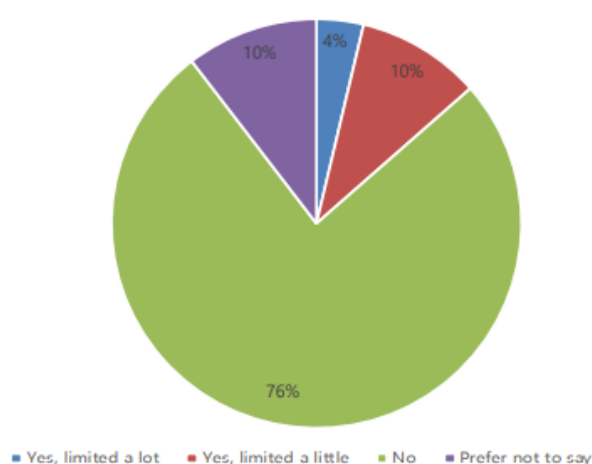
Religion

- 8.41. Question 16 asked respondents about their religious beliefs. The highest proportion of the 2,026 respondents (44%) reported that they had no religious beliefs. A quarter (25%) were Christian and a fifth (22%) of respondents preferred not to say what their religion was. The remaining 8% of respondents stated their religious beliefs were Jewish (3%), Muslim (1%), Hindu (1%), don't know (1%) and other religions (3%).

Health problem or disability

- 8.42. Respondents were asked whether they considered that their day-to-day activities are limited due to a health problem or disability (question 17), as illustrated in Figure 3-23. Whilst three quarters (76%) of respondents reported having no limitations, approximately one in every seven respondents (14%) reported their day-to-day activities were limited by a health problem or disability. Approximately a tenth (10%) of respondents reported that their activities were limited a little and four percent reported their activities were limited a lot.

Figure 3-23: Respondents whose activities are limited by health or disability (n=2,026)



Household income

- 8.43. The final question of the consultation survey (question 18) asked respondents to provide details of their household income. The majority (51%) of the 2,026 consultation respondents preferred not to say what their household income was.
- 8.44. Approximately a fifth (22%) of respondents were in households with income below £50,000. A tenth (10%) reported a household income over £100,000. The median income band of the 994 respondents who provided details was £50,001 - £60,000 per household.

9.0. SUMMARY

- 9.1. This section of the report summarises the results of the consultation on the proposed introduction of parking charges at Alexandra Park and Palace. Overall, most respondents disagreed with the introduction of parking charges and have a negative view of the proposals and the impacts they will have.

Views on the proposed car park management system

- 9.2. The key comments received in relation to the proposed car park management system were in relation to the following:
- Privacy / surveillance concerns;
 - Concerns over potential overcharging and;
 - Concerns over the reliability of Automatic Number Plate Recognition (ANPR).

Perceived negative impacts of parking charges on the local area

- 9.3. The main negative impacts of the introduction of parking charges on the local area put forward by respondents were:
- Parking displacement on local residential roads;
 - Reduced visitor numbers; and
 - Increased traffic/congestion on local residential roads

Other comments

- 9.4. The main positive comments provided on the introduction of parking charges were:
- Provide income to support the maintenance and development of Alexandra Park and Palace;
 - Respondents also supported the proposals as they felt they would help to reduce traffic or traffic emissions; and
 - Help to tackle anti-social behaviour.
- 9.5. The key concerns raised by residents about the parking charge proposals were:
- Parking displacement onto local residential streets;
 - The additional costs faced by current users of facilities at Alexandra Park and Palace; and
 - That the proposed tariffs are too high.
- The key suggestions given in relation to changes to the proposals were:
- Provide discounted or free parking for certain user groups;
 - Reducing the proposed parking tariffs; and
 - Increasing the proposed grace period from the proposed 30 minutes

10.0. CONCLUSION

- 10.1. APPCT has undertaken extensive consultation over a long period throughout the evolution and development of the parking management system proposals. As a result the Trust has been able to proactively engage with over 2,000 individuals through various media (online, on site posters, emails, letter drops, drop-in sessions). The Trust has used the feedback from this consultation to undertake further stress-testing and analysis of each user group. There will be some discounts and exemptions as a result, which was the top recommendation/ proposed solution provided by respondents (Providing discounted or free parking for certain user groups (181 respondents)).

APPENDIX I

Car Park Charging Proposals – Information Briefing

November 2019

INTRODUCTION

In February 2019, Alexandra Park and Palace Charitable Trust (APPCT) announced that we were going to investigate the feasibility of introducing parking charges across the site. Over the past six months, we have been working with Integrated Transport Planning Ltd. (ITP), an independent sustainable transport planning and research consultancy, to assess, develop and test an appropriate proposal for Alexandra Park and Palace, its operations and the different needs of our visitors.

We are keen to hear the views of the public before making a decision about progressing the proposal. From Monday 11th November to Tuesday 31st December 2019 we will be asking our stakeholders, beneficiaries, visitors and local residents for views on the proposals via our online survey available at www.alexandrapalace.com/parking. This is your opportunity to tell us how the proposal could impact you. If you need assistance to complete the survey please email consultation@alexandrapalace.com

We will also be holding a series of informal drop-in sessions at Alexandra Palace for people to meet with APPCT staff to talk about the proposal and share your views. The drop-in sessions will be held in the Transmitter Hall (entrance located on the South Terrace next to the BBC Tower) on the following dates:

Thursday 14 th November	8am – 11am
Tuesday 19 th November	5pm – 8pm
Monday 25 th November	11am – 2pm
Tuesday 3 rd December	10am – 1pm
Wednesday 11 th December	1pm – 4pm
Monday 16 th December	5pm – 8pm

THE REASON WE ARE PROPOSING TO CHARGE FOR CAR PARKING

We want to continue to provide great experiences, spaces and entertainment, for everyone, for generations to come. To do this, it is vital to continue to build physical and financial resilience, finding new ways to generate more income that can be re-invested back into the Park and Palace.

It costs £3.6million each year to keep Alexandra Park and Palace open. All the money we generate from events, fundraising and other activities onsite contribute towards this. However, our costs are rising and the backlog of repairs and list of significant maintenance works required is growing each year. We need to generate more income; at least another £0.5million - £1million per year to be able to continue our work to repair, maintain and restore the Park and Palace.

ITP estimate that we can expect to generate income upwards of £550,000 per year if we charge for car parking on site (this does not include any Penalty Charge Notice revenues generated through parking enforcement activity, as the purpose of enforcement is compliance and not revenue generation).

All monies raised by parking charges, as with all income raised from our activities on site, would go directly towards our charitable purposes. We also believe that managing our car parks as outlined in this proposal will help to deter the increasing levels of antisocial behaviour that has a negative impact on our visitors' enjoyment, our neighbours, and increases our security, repair and litter collection costs.

In addition, if by introducing charges we encourage people to walk, cycle and use public transport more often, it will reduce the level of traffic on site and benefit the Park and visitor enjoyment of it.

We have looked at other options to increase income generation and have plans to bring more of the Palace back into use over the coming years. We have also increased income generation from our existing activities, but we must balance the intensity of use of the building, and particularly the parkland, with the need to protect and conserve it. Ultimately we feel that charging for parking would bring significant benefit to APP and everyone who visits. But before we go any further, we want to hear your views on how parking charges could impact you.

CURRENT PARKING ARRANGEMENTS AT ALEXANDRA PALACE

Alexandra Park and Palace is unusual as an events venue and as a site open to the public for recreation, in that it is currently free to park on site at all times.

There are seven car parks in operation. Some are in daily use (East and Grove), others are frequently opened (Dives, Pavilion, Paddocks and Fairground) depending on the activity happening on site. The Lower Road car park is used very occasionally when parking demand is especially high.

The car parks can currently accommodate 1,282 vehicles, based on current parking arrangements. If all car parks were redesigned to modern car parking standards (e.g. lining and spacing), the maximum capacity would be 1,101 vehicles. There is opportunity to improve the car parks from a user perspective e.g. creating dedicated pedestrian walkways. This could reduce the capacity further to c.1,000 vehicles. However based on the surveys undertaken as part of the feasibility work, this would be sufficient to accommodate existing parking demand (as measured without any charges) across a typical week.



CURRENT INVESTMENT IN PARKING

Whilst car parking is currently free of charge to our visitors, it is not free for the charity to provide. The costs associated with managing our car parks are more than £400,000 each year.

This expenditure is a result of a combination of repairs, dealing with litter, anti-social behaviour and daily management of the car parks e.g. managing the flow of traffic in and out of the site. These costs are based on the costs of management on non-event days. The event-day costs of parking are covered by the event income.

SURVEY DATA

In June 2019, in conjunction with ITP, a series of surveys were undertaken to understand the patterns of traffic movement and parking activity across the site. Surveys were commissioned across all seven car parks, Alexandra Palace Way and neighbouring streets. Over a period of eight days (selected as a typical AP week), the findings were:

- 65,073 vehicles travelled along Alexandra Palace Way, an average of 8,134 per day
- Almost 80% of this traffic was estimated to be through traffic
- The total parking demand for all car parks across the survey period was 13,395 vehicles – an average of 1,674 per day
- Total daily parking demand ranged from 467 to 3,330 vehicles

- The average car park occupancy across the survey period was 30% and this peaked at 62% across the eight-day period
- Of the vehicles that stopped, 33% stayed between 5min and 30min, suggesting a high proportion of vehicles were dropping off or picking up. 38% stayed between 30min and 2hr. Vehicles that stayed 4+ hours made up 13% of the total stay data
- Of the vehicles that parked along Alexandra Palace Way, 55% are long-stay parking for purposes other than visiting the Park or Palace (rail commuter and residential overflow parking)

The parking surveys highlighted that some visitors to the Park and Palace may be parking on residential streets already when attending activities on site. This is a matter of convenience, which reflects that most of the local streets are also unregulated with some providing more direct access to parts of the Park and Palace than the car parks.

However, there was also evidence that parking occupancy on residential streets is affected by factors other than Alexandra Palace. Non-residential parking cannot be attributed to APP with any given certainty, given the complexity of competing parking demand in the local area.

PROPOSED CAR PARK CHARGING ARRANGEMENTS

The system we propose introducing is a barrier-free, pay-on-exit system that will use Automatic Number Plate Recognition (ANPR). It is felt that this system is the most appropriate to the context and operational requirements of Alexandra Park and Palace and our visitors, especially at peak times.

There are no proposals to add more car parks. However we are considering removing the parking spaces along Alexandra Palace Way.

It is proposed that all car parks will be charged for and the tariffs charged will be consistent across the site. As we stated in our announcement in February, Blue Badge holders will be able to park for free. It is proposed that there will also be a free courtesy period for car parking up to 30 minutes in all of the car parks.

In developing the proposed tariffs for Alexandra Park and Palace, the prices of similar comparable sites (including Hampstead Heath, Hampton Court Palace, Greenwich Park, the O2 arena, Westfield Stratford City) and more local parking charges were considered alongside the needs of our broad range of user groups and their patterns of visitation.

The charges will apply 7 days a week, 365 days a year. The car parks will close at night, as they do now, as there is no wish to encourage long stay or overnight parking on site. The proposals have been based around the needs of visitors to Alexandra Park and Palace.

Daily Tariff Band	Tariff £
0 – 30min	Free
30min – 1hr	£1.50
1hr – 2hr	£3.00
2hr – 3hr	£4.50
3hr – 4hr	£6.00
4+ hours	£8.00

PAYMENT METHODS

We are proposing cashless payment options both on site and remotely, in order to reduce queuing at the number of payment machines provided and to assist with traffic flow on busy event days.

Payment Machines: We propose locating machines in the car parks. They will be cashless, to protect against the threat of theft.

Pay by Mobile: There will be the option to pay via mobile phone, a well-used method at other sites. Pay by Mobile is a preferred method for visitors who do not have cash to hand and can allow the visitor to pay remotely, up to two weeks after parking on site.

Cash: We know that some of our visitors would prefer to pay with cash. We are still working on the detail of this, and are open to providing an option for visitors to pay by cash on site.

ENFORCEMENT

We appreciate that enforcement is a sensitive issue, but if the proposed parking system is to be effective, some enforcement will be necessary to be fair to all of our visitors and help to mitigate the antisocial behaviour and undesirable activities that take place in our car parks on a daily basis. We are also considering installing ANPR cameras on Alexandra Palace Way to prevent parking happening on site outside of the designated car parks.

We are proposing that when there is a failure to comply with our parking charges a Penalty Charge Notice of £100 is issued, the maximum charge recommended by the British Parking Association (BPA) for private land, which for the purposes of this exercise the Park and Palace is considered to be. Independent advice recommends it is appropriate to charge the maximum penalty because of the high public transport accessibility of Alexandra Palace, given its London location. However, it is also proposed that if a penalty is paid on time, then a significantly reduced charge could be payable instead.

ITP have recommended that a specialist provider be contracted to provide the service. We will be assessing this further, if we proceed with the proposal. However we recognise that as a potential new area of operation, the Trust and our visitors could benefit from the expertise and responsiveness, to both customers and maintenance issues that a dedicated specialist provider could offer.

WHAT COULD BE ACHIEVED

First and foremost, parking charges would create a new income stream that would be a fairer means of financing car park operation and maintenance. It could provide surplus revenue that would be used for investment back into the Park and Palace, contributing to the long-term sustainability of the site for the benefit of everyone. The income generated could go towards:

- Bringing more spaces back into use for the public to enjoy, such as the recent restoration of the Victorian Theatre and East Court;
- Repairs to heritage features, tree management, enhancement of horticultural features in the parkland and improvements to routes and trails;
- Future upgrades and refurbishment of car parks and site infrastructure (i.e. lighting, signage and CCTV) to provide a better visitor experience overall;
- Our [creative learning programmes](#) that enable and support people to enjoy the Park and Palace such as Singing for the Brain (for dementia sufferers), Sensory Suitcase (outreach in local care homes), family Creativity Challenges, school workshops and adult learning;
- Improved signage, wayfinding and interpretation across the site;
- Improvements to cycle parking on site and installation of electric vehicle charging points.

NEXT STEPS

Feedback on the proposal will be consolidated into a report. The report will summarise the responses and if appropriate make recommendations about changes that could be made, to respond to feedback we have received. We will also use the feedback received to inform an Equalities Impact Assessment of the proposal.

The proposal, the feedback report, the Equalities Impact Assessment and recommendations on any changes to the proposal as a result of the exercise will be presented to the Trustee Board for consideration.

To implement the proposal the Trust will need Charity Commission approval. The decision for the Trustee Board will be whether to progress the proposal by presenting it to the Charity Commission for their consideration.

ENDS

APPENDIX 2

Alexandra Park and Palace: Changes to Parking Survey

Thank you in advance for taking the time to give us feedback. It will take around 10min to complete.

1. Which best describes how often you visit Alexandra Park and Palace?

- ☐ daily
- ☐ weekly (can be once a week or several times a week)
- ☐ monthly (can be once a month or several times a month)
- ☐ every few months
- ☐ once or twice a year
- ☐ less often

2. What is your main reason/ most frequent reason for visiting Alexandra Park and Palace? (please tick all boxes that apply)

- ☐ visiting the play area/ playground
- ☐ taking a walk/relaxing/picnics
- ☐ to look at the view over London
- ☐ Alexandra Park Club (cricket and/or football)
- ☐ meeting friends and family
- ☐ dog walking
- ☐ Little Dinosaurs (Grove)
- ☐ ice skating/ ice hockey
- ☐ Parkrun
- ☐ Lakeside cafe and boating
- ☐ attending an event
- ☐ farmers market
- ☐ Grove cafe
- ☐ Phoenix Bar and Kitchen
- ☐ organised fitness session
- ☐ Go Ape
- ☐ garden centre
- ☐ CUFOS community centre
- ☐ pitch and putt golf
- ☐ 345 pre-school (Grove)
- ☐ Dinosaur Playgroup (Campsbourne)
- ☐ for work

- ☐ just to park my car
- ☐ volunteering
- ☐ creative learning activity (e.g. schools workshop, Singing for the Brain)
- Other (please specify)

3. When you visit Alexandra Park and Palace, what is your main mode of transport?

- ☐ walk
- ☐ cycle
- ☐ car (as a lone driver)
- ☐ car (shared with other people)
- ☐ motorbike
- ☐ bus
- ☐ train (overground, Alexandra Palace)
- ☐ tube
- ☐ taxi or private hire vehicle
- ☐ other (please specify)

4. Please enter the first 5 characters (e.g. N22 7A, IG11 7) of your postcode in the box below (the reason we are asking for this information is to analyse the impact of proximity to or distance from the site):

5. To what extent do you agree or disagree with the following statements (please tick a box on each line):

	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree	N/A
I support the principle of introducing parking charges at Alexandra Park and Palace						
Introducing parking charges would prompt me to consider visiting Alexandra Park and Palace less often						

Introducing parking charges would prompt me to reduce the length of time that I visit Alexandra Park and Palace for						
Introducing parking charges would have no impact on my usage of Alexandra Park and Palace						
Introducing parking charges would prompt me to consider travelling to Alexandra Park and Palace by alternative methods to the car						
Introducing parking charges would prompt me to look to park elsewhere and complete the final stage of my journey on foot						

6. If the introduction of parking charges would result in you choosing to spend less time at Alexandra Park and Palace, or visit less, please could you tell us where you would visit instead of Alexandra Park and Palace, using the box below. If not relevant, please move onto the next question.

7. Are you:

- ☐ local resident (go to Q8)
- ☐ visitor (go to Q10)
- ☐ tenant or leaseholder (go to Q10)
- ☐ organiser (go to Q10)
- ☐ employee (go to Q10)
- ☐ volunteer (go to Q10)
- ☐ exhibitor (go to Q10)
- ☐ supplier/contractor/delivery partner (go to Q10)

8. As a local resident, what kind of impact do you think the proposal to parking charges might have on the local area?

- ☐ very positive (go to Q10)
- ☐ positive (go to Q10)
- ☐ neutral (go to Q10)
- ☐ negative (go to Q9)
- ☐ very negative (go to Q9)
- ☐ don't know (go to Q10)

9. How would the proposal to introduce parking charges negatively impact on the local area? Please use box below.

10. Do you have any comments, positive or negative, on any aspect of the proposals to introduce parking charges at Alexandra Park and Palace that would affect you personally, including the proposed level of parking tariffs, methods of payment for parking and/or the likely impact of the charge? Please use the box below.

11. Do you have any comments to make about the car park management system proposed - barrier-free, monitored by Automatic Number Plate Recognition (ANPR) cameras in the car parks and along the road. Please use the box below.

12. How did you find out about the proposal to introduce parking charges at Alexandra Park and Palace? (please tick all that apply)

- ☐ read about it in the press
- ☐ read about it on the APP website
- ☐ saw notices in the car parks
- ☐ saw a social media post (Twitter, Facebook)
- ☐ received a leaflet through the door
- ☐ received an email from APP
- ☐ heard about it through AP contact
- ☐ attended informal drop-in session
- ☐ other (please specify)

The following questions are to help us to assess if we have sought feedback from as many sections of the public as possible and whether our proposal affects some of our visitors more than others. The information will also help to complete our equalities impact assessment.

All information will be kept confidential and used for analysis purposes only. You do not have to provide personal information if you don't want to. All information supplied will be managed in accordance with our Privacy Policy <https://www.alexandrapalace.com/privacy-policy/>

13. How old are you?

- ☐ 18-25
- ☐ 26-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ 64+
- ☐ Prefer not to say

14. Do you identify as:

- ☐ Male
- ☐ Female
- ☐ Non binary
- ☐ Prefer not to say

15. What is your ethnicity?

- ☐ Asian or Asian British - Bangladeshi
- ☐ Asian or Asian British – Chinese
- ☐ Asian or Asian British – Indian
- ☐ Asian or Asian British – any other Asian background
- ☐ Asian or Asian British – Pakistani
- ☐ Black or Black British – African
- ☐ Black or Black British – Caribbean
- ☐ Black or Black British – any other Black background
- ☐ Dual – Any other dual heritage background
- ☐ Dual – Asian and White
- ☐ Dual – Black African and White
- ☐ Dual – Black Caribbean and White
- ☐ Any Other Ethnic Group
- ☐ Other Ethnic Group – Arab
- ☐ Other Ethnic Group – Kurdish
- ☐ Other Ethnic Group – Latin American
- ☐ Other Ethnic Group – Turkish
- ☐ White – British

- ☐ White – Irish
- ☐ White – any other white background
- ☐ White - Gypsy or Irish Traveller
- ☐ Prefer not to say

16. What is your religious belief?

- ☐ no religion
- ☐ Christian
- ☐ Buddhist
- ☐ Hindu
- ☐ Jewish
- ☐ Muslim
- ☐ Sikh
- ☐ Pagan
- ☐ other
- ☐ don't know
- ☐ prefer not to say

17. Do you consider your day-to-day activities are limited due to a health problem or disability that has lasted, or is expected to last at least 12 months?

- ☐ yes, limited a lot
- ☐ yes, limited a little
- ☐ no
- ☐ prefer not to say

18. Please advise us of your household income.

- ☐ less than £5,000
- ☐ £5,001 - £10,000
- ☐ £10,001 - £20,000
- ☐ £20,001 - £30,000
- ☐ £30,001 - £40,000
- ☐ £40,001 - £50,000
- ☐ £50,001 - £60,000
- ☐ £60,001 - £70,000
- ☐ £70,001 - £80,000
- ☐ £80,001 - £100,000
- ☐ £100,001 - £120,000

- ☐ £120,001 - £140,000
- ☐ over £140,000
- ☐ prefer not to say