

**YOUR REF:**  
**Our Ref:** CH  
**This matter is being dealt** Clifford Hart  
**by:**  
**Direct line:** 020 8489 2920  
**Fax no:** 020 8489 2660  
**Email:** clifford.hart@haringey.gov.uk

23 November 2009

To: All Members of the Alexandra Palace and Park Board

Dear Member,

Alexandra Palace and Park Board - Tuesday, 24th November, 2009

I attach a copy of one of the remaining reports which were marked 'TO FOLLOW' on your agenda for the forthcoming Board meeting tomorrow evening - 24 November 2009:

**12. FIREWORKS 2009 - UPDATE ON THE EVENT (PAGES 1 - 2)**

The remaining Item which was marked 'TO FOLLOW' – Agenda Item 10 – Governance Update will be tabled at the Board meeting tomorrow evening.

Yours sincerely

Clifford Hart  
Committees Manager

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Agenda item: 12

**ALEXANDRA PALACE & PARK BOARD****On 24<sup>th</sup> November 2009**Report Title: **FIREWORKS UPDATE**Report of: **Helen Downie, Head of Finance, Alexandra Palace & Park****1. Purpose**

1.1 To update the Board on the 2009 Fireworks event

**2. Recommendations**

2.1 The Board is asked to note the report

Report Authorised by: **Andrew Gill, Interim General Manager**

Contact Officer: Helen Downie, Head of Finance, Alexandra Palace & Park, Alexandra Palace Way, Wood Green, London N22 7AY. Telephone number 0208 365 4310.

**3. Executive Summary**

- 3.1 The 2009 Fireworks event was a great success, generating very positive media coverage for the Palace. Approximately 50,000 people attended the event, compared with an estimated 42,000 in 2008.
- 3.2 Cash donations collected totalled £26,995 compared with £21,529 in 2008, a 25% uplift. The monies collected will be used to off set the running costs of this event which were in excess of £100k. See 3.6 below.
- 3.3 The decision to move the German Beer Festival from the West Hall to the Great Hall had a very positive impact on both the success of the event and APTL's catering income, which was £20k higher than the previous year. This will make an important contribution to the Trading Company's £600k profit target for 2009/10.
- 3.4 Positive media coverage for the event included articles in the local press: Ham & High and Hornsey Journal, national coverage including Time Out, the Independent, the Sunday Times and radio coverage on LBC, Radio 2 and local radio.
- 3.5 The Metropolitan Police hailed the event a great success from a public order perspective. There were only three arrests and two reported crimes; one public order offence and one theft of a mobile phone.
- 3.6 The profit and loss statement for the event is still being finalised as final invoices are outstanding from suppliers. The cost savings previously outlined to the Board were largely implemented, but indications are that there will be an over spend against the £100k budget due to the need to ensure the event ran smoothly and the public were

not placed at risk. Approximately 70% of the budget is directed towards essential expenditure to ensure public safety, such as stewarding, barriers, lighting, CCTV and medical services.

**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 No specific background papers were used in compiling this report.

**6. Consultation**

6.1 N/A

**7. Legal and Financial Comments**

7.1 The Interim General Manager decided that this update report would not be sent for legal or financial comments.

**8. Equalities Implications**

8.1 There are no perceived equalities implications in this report.