



NOTICE OF MEETING

Alexandra Palace and Park Board

TUESDAY, 28TH OCTOBER, 2014 at 19:30 HRS - ALEXANDRA PALACE, ALEXANDRA PALACE WAY, WOOD GREEN, LONDON N22.

Councillors:

Councillor Christophides (Chair), Councillor Mann (Vice-Chair), Councillor Berryman, Councillor B. Blake, Councillor Gallagher and Councillor Hare

Non-voting representatives:

Gordon Hutchinson, Colin Marr and Nigel Willmott
(Alexandra Palace and Park Consultative Committee).

Advisory Non-voting Board Members

Mr R Kidby and Mr R Hooper

Observer:

David Liebeck
(Chair, Alexandra Park and Palace Advisory Committee).

AGENDA

- 1. APOLOGIES FOR ABSENCE**
- 2. URGENT BUSINESS**

The Chair will consider the admission of any late items of urgent business. (Late items will be considered under the agenda item where they appear. New items will be dealt with at items 11 & 18 below)

3. DECLARATIONS OF INTERESTS

A member with a disclosable pecuniary interest or a prejudicial interest in a matter who attends a meeting of the authority at which the matter is considered:

- (i) must disclose the interest at the start of the meeting or when the interest becomes apparent, and
- (ii) may not participate in any discussion or vote on the matter and must withdraw from the meeting room.

A member who discloses at a meeting a disclosable pecuniary interest which is not registered in the Register of Members' Interests or the subject of a pending notification must notify the Monitoring Officer of the interest within 28 days of the disclosure.

Disclosable pecuniary interests, personal interests and prejudicial interests are defined at Paragraphs 5-7 and Appendix A of the Members' Code of Conduct.

4. QUESTIONS, DEPUTATIONS OR PETITIONS

To consider any questions, deputations or petitions received in accordance with Part 4, Section B29 of the Council's Constitution.

5. GOVERNANCE

Return of signed declaration forms by Board Members.

6. MINUTES (PAGES 1 - 6)

- i. To confirm the unrestricted minutes of the Alexandra Palace and Park Board held on 22 July 2014 as an accurate record of the proceedings.
- ii. To receive the draft minutes of the Alexandra Park and Palace Advisory Committee meeting held on 7 October 2014 and to consider any recommendations from that Committee.
- iii. To receive and consider the draft minutes of the joint Alexandra Park and Palace Statutory Advisory Committee and the Alexandra Palace and Park Consultative Committee, held on 7 October 2014.

Items 5 ii and 5 iii are to follow or will be tabled if available

7. HLF SCHEME PLANNING APPLICATION - NOVEMBER SUBMISSION

Presented by Andy Theobald, Fielden Clegg Bradley.

8. REGENERATION AND PROPERTY REPORT (PAGES 7 - 12)

To receive the report of the Director of Property & Regeneration, advising members of the Board on a number of areas relating to property and regeneration at Alexandra Palace and Park.

9. COMMERCIAL DIRECTOR'S REPORT (PAGES 13 - 26)

To receive the report of the Acting Commercial Director updating the Board on recent developments, in particular:

- Commercial activity update
- The events calendar.

10. LEARNING AND COMMUNITY REPORT (PAGES 27 - 30)

To receive the report of the Head of Learning and Community Programmes on learning and community programmes.

11. ANY OTHER UNRESTRICTED BUSINESS THE CHAIR CONSIDERS TO BE URGENT

12. FUTURE MEETINGS

To note the dates of future meetings:

10 February 2015
28 April 2015

13. EXCLUSION OF THE PUBLIC AND PRESS

Items 14-18 are likely to be subject of a motion to exclude the press and public from the meeting as they contain exempt information as defined in Section 100a of the Local Government Act 1972; Para 1 – information relating to any individual, Para 2 – Information which is likely to reveal the identity of an individual, Para 3 - information relating to the business or financial affairs of any particular person (including the authority holding that information), and Para 5 – Information in respect of which a claim to legal professional privilege could be maintained in legal proceedings.

14. CHIEF EXECUTIVE REPORT AND RESTRICTED ITEMS (PAGES 31 - 36)

To receive the report of the Chief Executive.

15. APPCT FINANCIAL RESULTS (PAGES 37 - 40)

16. APTL MANAGEMENT ACCOUNTS (PAGES 41 - 44)

17. APTL RISK REGISTER (PAGES 45 - 48)

18. ANY OTHER EXEMPT BUSINESS THE CHAIR CONSIDERS TO BE URGENT

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20 October 2014

**MINUTES OF THE ALEXANDRA PALACE AND PARK BOARD
TUESDAY, 22 JULY 2014**

Councillors Christophides (Chair), Gallagher, Hare and Mann (Vice-Chair)

Non-Voting David Liebeck and Nigel Wilmott
Representatives:

Observer: Gordon Hutchinson

Also present:

Duncan Wilson (Chief Executive, Alexandra Palace), Kerri Farnsworth (Director of Property & Regeneration, Alexandra Palace), Emma Dagnes (Commercial & Development Director, Alexandra Palace), Melissa Tettey (Head of Learning and Community Programmes, Alexandra Palace), Frances Palopoli (Head of Finance – Central Services, London Borough of Haringey), Andy Theobald (Fielden Clegg Bradley), Ben Davis (Go Ape) and Felicity Foley (Clerk).

MINUTE NO.	SUBJECT/DECISION
APBO366.	APOLOGIES FOR ABSENCE Apologies for absence were received from Councillor Berryman, Bob Kidby and Colin Marr. The Chair paid tribute to Councillor Pat Egan, who passed away on 19 th July 2014, following a short illness.
APBO367.	URGENT BUSINESS There was no such business.
APBO368.	DECLARATIONS OF INTERESTS None.
APBO369.	QUESTIONS, DEPUTATIONS OR PETITIONS None.
APBO370.	MINUTES The minutes of the meeting held on 10 June 2014 were approved as a correct record.
APBO371.	ANNUAL REPORT AND APPROVAL OF APPCT ACCOUNTS Duncan Wilson – Chief Executive, Alexandra Palace - introduced the report as set out. NOTED:

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	<ul style="list-style-type: none"> • The contents had been approved by the auditors. • The Chair's report had been amended to include a paragraph about the late Councillor Egan. • The £950k Gift Aid contribution from the Trading Company was better than had been expected, and the accounts themselves showed a relatively healthy profit and loss. There was still a large deficit on the balance sheet due to the loan from the Council, but work was being carried out to change the way that the loan was classified in the future. <p>RESOLVED that</p> <ul style="list-style-type: none"> i) The Annual Report and Review covering the year 2013/14 be adopted and published. ii) That the Chair be given authority to sign the financial statements on behalf of the Board.
<p>APBO372.</p>	<p>RIBA STAGE 2 DESIGN PROPOSALS</p> <p>Duncan Wilson – Chief Executive, Alexandra Palace - introduced Andy Theobald of Feilden Clegg Bradley, who provided an overview of the RIBA Stage 2 design proposals. HLF had seen and cleared the proposals, and work would now move to the final stage of the design process.</p> <p>Following the presentation, Andy Theobald responded to questions from the Board:</p> <ul style="list-style-type: none"> • The entrance for pedestrians through the car park would be clearly defined. The issue of cycle routes would be addressed in parallel to the scheme. • The walls in Studios A and B would have a new structure and lining to encapsulate the asbestos which had been found. • The theatre floor would be flattened to allow for flexible use and different seating arrangements. The balcony would be re-raked to improve sight-lines into the auditorium. There was also only room for one row of seats above the corridors at the side of the theatre – any extra rows would require extending out into the theatre – the one row would utilise the existing space. • There would be a new roof covering over the theatre, which may help in terms of sound-proofing between the Great Hall and the theatre. This could lead to occasions where events could be held in each area, but it would depend on the type of event taking place. <p>RESOLVED to note the update.</p>
<p>APBO373.</p>	<p>REPORT OF THE CHIEF EXECUTIVE</p> <p>Duncan Wilson – Chief Executive, Alexandra Palace - introduced the report as set out.</p> <p>NOTED:</p> <ul style="list-style-type: none"> • The overall budget of the scheme had increased due to inflationary rises, however HLF have experienced this on a number of other projects, and so were prepared for this eventuality. • The increased budget meant that there would be pressures, and the trade off between quality and cost had been discussed with the HLF.

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	<ul style="list-style-type: none"> • Initial fundraising and sponsorship approaches had been made. There were five realistic prospects for sponsorship at present. Further information would be available at the next meeting. <p>RESOLVED that</p> <ul style="list-style-type: none"> i) The overview of the regeneration report be noted. ii) The progress with fundraising and sponsorship be noted.
<p>APBO374.</p>	<p>REPORT OF THE DIRECTOR OF PROPERTY AND REGENERATION</p> <p>Kerri Farnsworth – Director of Property and Regeneration, Alexandra Palace - introduced the report as set out.</p> <p>NOTED:</p> <ul style="list-style-type: none"> • Initial consultation had begun on the next stage of the regeneration plans, and officers from Alexandra Palace had visited local Area Forums and Neighbourhood Committees. The Statutory Consultation stage would be during the last week in September and the first week in October. • HLF had said that the change in the budget was below the level of uplift seen in other projects, and that they were pleased with the way Alexandra Palace had managed to contain costs. • The 10 year fabric maintenance plan had been completed, and since the last meeting, the costs had been refined downwards. It was noted that much of the work relied on large projects – the HLF would not provide money to restore the fabric alone, there would also have to be a large element of community benefit. <p><u>Go Ape</u></p> <ul style="list-style-type: none"> • Ben Davies, Go Ape, was in attendance to provide an overview of the plans. The company was looking to expand the Go Ape offer into city parks, which would mean smaller courses with multi-levels. There would also be a new pricing structure, which would make it more affordable. • The Statutory Advisory Committee had raised concerns in regards to the plane trees. Ben Davies had met with the Chair of the Friends of Alexandra Park (Gordon Hutchinson) to understand the concerns, which would be addressed as the plans were worked through. • The siting of the course would be to the east of the Lakeside café. • If the Board were agreeable to the plans, the next stages would be for Go Ape to develop a detailed proposal for the planning application, present this to the Statutory Advisory Committee, Consultative Committee and the Board, before submitting the planning application to the local authority. <p>RESOLVED that</p> <ul style="list-style-type: none"> i) Progress with the regeneration programme and in particular the HLF RIBA Stage 2 presentation as the basis for developing the design be noted. ii) The position regarding Dinosaurs Playgroup at the Campsbourne Centre and the intention to commission a section 36 Charities Act report and prepare a tenancy for approval of the Board be noted. iii) Landlord’s consent for the location of the climbing frame outside Little

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	<p>Dinosaurs playgroup in the Grove following planning consent (now obtained by the tenant) be granted.</p> <p>iv) The further development of the Go Ape proposal be approved.</p>
APBO375.	<p>REPORT OF THE COMMERCIAL DIRECTOR, ALEXANDRA PALACE</p> <p>Emma Dagnes – Commercial & Development Director, Alexandra Palace – introduced the report as set out.</p> <p>NOTED:</p> <ul style="list-style-type: none"> • There had been a good start to the year in terms of commercial activity. • A major transformation had taken place on the ‘beach’ at the bar and kitchen. Work would be carried out in the bar, and would show the Palace and Park’s ‘past, present and future’. The seating would also be changed to increase the number of covers by 40. <p><u>Fireworks</u></p> <ul style="list-style-type: none"> • The Safety Advisory Group had met on 23 June 2014. There were two items highlighted – an independent review involving the blue light services in regards to utilising Alexandra Palace Way as a viewing area; and splitting the funfair into two, one for children’s rides and one for older rides. • A licensing application would be made to the local authority in August, which would look to increase the maximum number on site to 35,000. • There had been 300 complaints made following the fireworks in 2013, with the two main areas of concern being the beer festival and customer services. <p>RESOLVED that</p> <p>i) The contents of the report be noted.</p> <p>ii) The approach to the fireworks event for 2014 be approved.</p>
APBO376.	<p>REPORT OF THE HEAD OF LEARNING AND COMMUNITY PROGRAMMES</p> <p>Melissa Tetley – Head of Learning and Community Programmes, Alexandra Palace – introduced the report as set out. Contact had been made with one third of primary schools in the borough, and the team had requested to attend the Headteachers forum. The main focus over the next six months would be the 2014 WW1 anniversary.</p> <p>RESOLVED to note the report.</p>
APBO377.	<p>ANY OTHER UNRESTRICTED BUSINESS THE CHAIR CONSIDERS TO BE URGENT</p> <p>There was no such business.</p>
APBO378.	<p>FUTURE MEETINGS</p> <p>NOTED the dates of future meetings:</p> <p>28 October 2014</p>

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	10 February 2015 28 April 2015
APBO379.	EXCLUSION OF THE PUBLIC AND PRESS RESOLVED that the public and press be excluded as items 15 & 16 contain exempt information as defined in Section 100a of the Local Government Act 1972; Para 1 – information relating to any individual, Para 2 – Information which is likely to reveal the identity of an individual, Para 3 - information relating to the business or financial affairs of any particular person (including the authority holding that information), and Para 5 – Information in respect of which a claim to legal professional privilege could be maintained in legal proceedings.
APBO380.	MINUTES The exempt minutes of the meeting held on 10 June 2014 were approved as a correct record.
APBO381.	ANY OTHER EXEMPT BUSINESS THE CHAIR CONSIDERS TO BE URGENT There was no such business.

COUNCILLOR JOANNA CHRISTOPHIDES

Chair

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Report Title: **Report of the Director of Property & Regeneration, Alexandra Park and Palace**

Report of: Kerri Farnsworth, Director of Property & Regeneration, Alexandra Park and Palace

1. Purpose

1.1 To advise members of the Board on a number of areas relating to property and regeneration at Alexandra Palace and Park.

2. Recommendations

2.1 That the Board notes progress with the regeneration programme, in particular the HLF project planning submission and HLF Round 2 submission (both separate agenda items).

2.2 That the Board notes the updates regarding Fabric Maintenance and the Park.

Report Authorised by: **Duncan Wilson, Chief Executive Alexandra Palace and Park**



Contact Officer: Duncan Wilson, Chief Executive Alexandra Palace and Park

3. Executive Summary

3.1 HLF Project Progress

3.2 Fabric Conservation Update

3.3 Park Update

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 N/A

6. Regeneration Update

Key HLF Stakeholder Relationships

- 6.1 A draft Memorandum of Understanding (MOU) has been shared with the BBC for comment. No response has been received as yet from the BBC on this, but a verbal update will be given at the meeting should there be any further progress following issue of this report.
- 6.2 Positive meetings have been held with BBC Worldwide, the commercial arm of the BBC, with regards to establishing a formal relationship. Initially this is focused on the potential for a small retail facility within the demise of the HLF project within the East Court which would be operated by the BBC, plus associated object/prop loans.
- 6.3 The call upon the collections required by the HLF project held by a range of other key stakeholders such as the Science Museum Group (including National Media Museum) and the BFI is now established, and discussions are underway to develop the necessary loan terms and conditions. At this stage it is not envisaged that the Trust will acquire any items via a financial purchase.

HLF Design and Consultation

- 6.4 The Trust and the design team have undertaken a major programme of awareness-raising and consultation on the HLF scheme over the summer, including with Area Forums, neighbourhood/residents associations, Friends' and specialist interest groups and statutory stakeholders. Feedback has been very positive to date.
- 6.5 A Public Exhibition of the HLF design proposals was held in the East Court from 27th September to 7th October inclusive and on 12th Sept at Wood Green Shopping Mall. The exhibition was staffed by Trust staff and trained volunteers. Opening times included weekends, plus early morning, daytime and evening sessions to facilitate as many potential visitor requirements as possible. Feedback is still being collated and figures and results will be reported to the meeting.
- 6.6 The Trust was requested by LB Haringey Planning to attend a Design Review Panel on 2nd October. The Trust offered to host the Panel's entire meeting at the Panel, which was accepted. Formal written feedback will not be available until after this meeting but it is hoped that informal results may be shared.
- 6.7 The design team, Feilden Clegg Bradley will have already presented their final design proposal for the Planning submission as a separate agenda item. A presentation was made to the SACC-CC last night (27 October): a verbal update of their views on the proposals will be given at the meeting.
- 6.8 Subject to the recommendations of the SAC-CC to the Board, and the Board's views, the intention is to collate all of the required information into a submission which will be sent to LB Haringey Planning in week commencing 10 November. LB Haringey will confirm the dates of the Statutory consultation period to us after the documents are submitted and validated: we will notify Board members of these dates by email and letter.
- 6.9 An update on the status of the Round 2 submission to HLF, including the Activity Plan, will be covered under a separate agenda item.

HLF Project Budget

- 6.10 The construction cost estimate for the current RIBA Stage 3 design is currently £240k above the HLF Round 1 submission budget (just over 1% increase). It should be noted that these figures assume value engineering savings from a process which at the time of writing this paper was still ongoing: a verbal update will be given at the meeting on the final outcome of this process.
- 6.11 Construction inflation - which is determined by the wider market and hence beyond the control of the HLF professional team or the Trust - is now £887k greater than the HLF Round 1 submission. Technical adjustments have been agreed with the HLF on this which reduces the net effect of construction inflation to £642k.
- 6.12 This was discussed at the most recent review session with our appointed HLF Project Monitor. He indicated that the relatively low level of construction cost increase was commendable on a project of such scale and complexity, and was low compared to that of other current HLF projects at this stage.

HLF Project Programme

- 6.13 The project remains on programme, and hence there is no change to forward key milestones reported at the last meeting, which were:-

Oct 2014	SAC-CC and APPCT Board review and approvals
Nov-Dec 2014	submission of Planning and Listed Building applications LBH Planning Statutory Consultation period submission of Round 2 HLF funding application
March 2015	decisions on Planning and Listed Building applications
March/April 2015	HLF Stage 2 funding decision (<i>NB. decision on consents req'd before HLF decision can be made</i>)
spring 2015	technical design & tender package production (part 1) contractor OJEU procurement part 1 (pre-qualification)
to winter 2015	technical design & tender package production (part 2) final contractor OJEU procurement & appointment
winter 2015	construction commences onsite
winter 2017	construction complete

HLF reporting

- 6.14 A formal Gateway Review of the project was undertaken by the HLF in July. The project passed this review (essential to continuing), with the HLF strongly welcoming the overall design, interpretation & content concept and being solidly assured of progress in all areas to budget and programme. The feedback from this Gateway Review has been incorporated into the project design and business plan where appropriate.

A further review meeting was held with our HLF Project Monitor in late-Sept, at which he indicated his general contentment with progress to date and that the level of information provided was sufficient for submission of Planning, and subject to

some further refinement, for the Round 2 submission too. A final review session with our HLF Project Monitor will take place in mid-November.

- 6.15 The fifth required quarterly progress report was submitted on programme to HLF in September and was accepted as a good record of progress.

Other (non-HLF) activities

- 6.16 Palace Building Commercial Leases/Licences: The procurement of specialist advisors for the Trust's telecoms-related interests has now been concluded, with TCPL Ltd appointed. They are currently working on a formal rent review relating to the mast and 5th floor of the BBC Tower.

7. Fabric Conservation

Surveyor to the Fabric

- 7.1 The 10-year Fabric Maintenance Plan (FMP) is being currently updated in line with latest Stage 3 cost estimates ahead of its submission as part of the HLF project planning submissions in Nov 2014. The first batch of Priority 1 work packages from the FMP have been delivered, including high-level roof and glazing repairs, lift repairs and boiler management system upgrades. A further package of works is currently being finalised ready for issue for contractor tender.
- 7.2 The North East pavilion - which was omitted from the scope of the HLF project even though it sits in a prominent position within the centre of the project area - has been identified as a major project for 2015/16. Surveys and cost estimates are currently being sought; once the scale of the works is understood AP staff will make approaches to potential external funders.
- 7.3 In addition an update of the Conservation Management Plan was commissioned from the Surveyor to the Fabric, Purcell, as this will be a requirement of both the Planning and the Stage 2 HLF submissions. This update will be completed by the end of October so that it can be submitted as a supporting document for the HLF project planning application.

8. Park Update

Update on Campsbourne Section 106 project

- 8.1 After a very long lead-in, this project finally commenced on 1st September. The contractors have set up a working compound near the Bedford Road entrance and the footpath resurfacing is well underway.
- 8.2 This project is the result of the S106 agreement via LB Haringey, and has only cost the Trust staff time (mainly the Park Manager). It has a 10-week construction programme and hence is expected to complete in early-November. The scope of works includes new railings along Newland Road, a new hedge and wild flower meadow in Newland Field, finger posts, adjustment and resurfacing of the track to the rail depot to make this more welcoming for Park visitors.
- 8.3 Feedback from Park users has been largely positive.

Campsbourne Playcentre Refurbishment (occupiers: Dinosaurs Playgroup)

- 8.4 Interior works are now complete, as AP staff managed to agree an accelerated work programme with the contractor who worked out-of-hours and over weekends to complete the works within budget in time for the start of the new school-year. The existing occupiers are delighted with the results, which includes new flooring, lighting, heating, alarm system, bathrooms facilities and a complete redecoration.

Exterior works to repair the roof, guttering and hard surfaces will be completed by the end of October coming weeks at times pre-agreed with the occupier, Dinosaurs Playgroup.

- 8.5 The final stage of the Trust taking over management of the building will come with a lease agreement with Dinosaurs Playgroup once their new management committee is elected in the autumn. APPCT staff have commissioned the valuation required in line with the Charities Act 2011.

Planning Applications

- 8.6 There have been no new applications for planning-controlled changes by tenants.

WWI Poppy commemoration

- 8.7 The poppy and wildflower beds sown along the southern frontage of the Palace have proven to be a great success, with good media coverage and the Trust and LB Haringey receiving many positive comments from members of the public in person, and by phone, email and letter. The wildflower displays along the road verge will be retained next year.

Park Development Projects Update

Alexandra Park Volunteers

- 8.8 The Trust has recruited its first-ever Park Volunteers in what is hoped will become a bigger programme to carry out a wide variety of roles on site. This has been possible as the volunteering infrastructure has been put in place by the learning and community team.
- 8.9 The first two volunteers were recruited over the summer and have been deployed in the Rose Garden removing temporary fencing, weeding and dead-heading roses. It is hoped more volunteers will be recruited.
- 8.10 Future volunteer projects include assisting with re-planting of annual bedding, creating a new bed linked to the original BBC Television garden, collecting and growing acorns to ensure the continuity of the old field boundaries.

Urban Orchard at AP

- 8.11 Following further discussions with the Urban Orchard Project (UOP) a species list and planting plan have been agreed. The trees will be planted on the old railway field in the Grove. This location has been chosen because it is not expected that the trees will conflict with any established use of this area, and the site is easily accessible.
- 8.12 The planting day will take place on 3rd December and will involve the new Park Volunteers and staff from John O'Conner's head office. The Trust's Education Officer is also exploring opportunities for local school children to get involved.

- 8.13 Attempts are being made to recruit volunteer 'Orchard Leaders' as part of the embryonic Park Volunteer scheme. These leaders will receive training from the UOP and the management of the trees over the initial three to five years will be carefully planned out.

High-level Adventure Course / Go Ape

- 8.14 Following a meeting with the representative of the SACC-CC and Friends of the Park, Go Ape have been working on a revised course design. Simultaneously Go Ape and the Trust have been negotiating on contractual and commercial arrangements.
- 8.15 It was anticipated that the revised proposals could be submitted to the October cycle of Board meetings, but this has not proved possible. Given the next Board cycle is not until Jan-Feb, a special board meeting may need to be convened to consider final designs and a planning application and contractual terms.
- 8.16 Members should note that the previously-referenced Planning consent for a similar Go Ape course at Battersea Park has now been approved by LB Wandsworth. This will now be Go Ape's first facility in inner London.

Dog Control Orders

- 8.17 Signage: Council Officers have provided example signage that can be adapted to promote the Dog Control Orders as they currently apply to the Park. These are being redesigned to fit the Alexandra Palace style guidelines.
- 8.18 Enforcement: There is an option to arrange for the Council's Enforcement Officers to patrol the Park and issue Penalty Charge Notices. However, consideration of contracting a specialist company to carry out Patrols to take an initial "soft" approach, that is, to engage with dog walkers and provide information and advice on the existing regulations. There is no specific budget for enforcement in the Park, so the costs are currently being reviewed before a decision is made.

9. Legal Implications

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

10. Financial Implications

- 10.1 The Council's Chief Financial Officer has been consulted in the preparation of this report, and notes that estimated costs for the HLF design & construction have increased. The Board should be apprised of how the Trust intends to address this and manage any further changes.

11. Use of Appendices

- 11.1 There are none.

Report Title: **Report of Commercial & Development Director APTL**

Report of: **Lucy Fenner Acting Commercial Director** (maternity cover for Emma Dagnes)

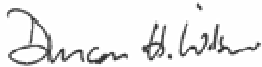
1. To update the Board on the recent developments and activities, in particular:-

- Commercial activity update
- The events calendar

2. Recommendations

- 2.1. That the Board notes the contents of the report and gives its views where appropriate.
- 2.2. That the Board approve in principle the return of the Redbull Soapbox Race to be held in the park June / July 2015 (subject to negotiation)

Report Authorised by: **Duncan Wilson, Chief Executive, APPCT & APTL**



Contact Officer: Lucy Fenner, Head of Client Sales APTL

Email: Lucy.Fenner@alexandrapalace.com

3. Executive Summary

- 3.1. This report highlights the activity taking place across the commercial areas of the trading company including the Ice Rink, Events Halls and Catering including Bar & Kitchen.
- 3.2. The report gives an update on the strategic commercial projects currently in development
- 3.3. The report outlines the up and coming events schedule

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. N/A

6. EVENT SALES HIGHLIGHTS July 2014 – September 2014

6.1 Exhibitions and Shows

In July Alexandra Palace hosted The Big Bang Fair, an exhibition targeted at 7-19 year olds celebrating science and technology. It was the first time the show had exhibited in London and saw a footfall of over 2,000. Alexandra Palace's Learning Officer, was also given the opportunity to exhibit at the show to promote the venue's learning and community programme. The client was extremely happy with the feedback received from the children and teachers who attended and was delighted with the management of the event. It is likely this will be a repeat booking for the Sales team.

Queensbury Boxing returned in July after a successful event held in March. Ticket sales were not as high as previously achieved due to the time of year, however the event was still considered a success and both the promoter and Alexandra Palace events team are now planning a forthcoming winter show.

Taking advantage of the successful drive we had from filming in the earlier part of the year, the West Hall became a studio for Nickelodeon to film children's programme "Get Your Skills On" which was sponsored by Fruit Shoots. The production team were delighted with the flexibility of the space and are keen to rebuild the studio in future months.

The BBC also took occupancy of our Victorian Theatre for two weeks to shoot a new "Ident" which is to be broadcast in October.

A high profile corporate client returned from last year with an even larger event, increasing their numbers and utilising all halls. The Great Hall was used as an exhibition area showcasing new products and our catering team delivered a BBQ for 700 guests on the South Terrace.

Summer In the City returned for a second year in early August and is now considered the largest UK event dedicated to the YouTube community, allowing creators and fans of online content to engage. The two day event sold out twice as quickly as last year with 14,000, 15-17 year olds attending the event. An industry day for 500 guests was also added to the line-up, giving an opportunity for the main sponsors to showcase their products. Due to the volume of "meet and greets" required at the event, the client is looking at ways of improving the delivery of this element of the show. Overall SITC was very successful and the promoter is keen to rebook for next year.

The greatly anticipated new beer garden outside the Bar & Kitchen at Ally Pally was launched with a street food and craft beer festival for the local community organized by our events team. The team's initiative attracted over 5,000 visitors across the day and due to its success was repeated on a larger scale four weeks later. The team are scheduling further beer garden events in 2015.

In addition over the past three months the Palace has hosted 17 weddings, accommodating in total over 8,000 guests.

6.2 Live Music

Palm Court hosted an event for the Camden Light Orchestra attracting 250 guests in July. On a slightly bigger scale, the Crouch End Festival Chorus performed Verdi's Requiem in our Palm Court at the beginning of September to an audience of over 700.

Alexandra Palace has recently announced gigs for Alt-J, The Libertines, Jamie T, Gas Light Anthem, Metronomy and Jake Bugg.

7. **CATERING HIGHLIGHTS** July 14 – October 14

Throughout the summer the catering team have continued with an intensive training programme. 6 people have gained their Bill liquor licences and 4 have achieved first aid and defibrillator training certificates.

Events Catering has been busy through what is normally a quiet trading period for events. There have been 15 weddings / party functions held on site, a major corporate event for Pret a Manger catering for 900 guests, and a 3 day Summer In the City event attracting 7,000 people on each of the 2 days.

7.1 Bar & Kitchen

The refurbishment works to the Bar & Kitchen and outdoor beer garden continued through the summer period and are close to completion. The B&K continues to achieve its stretching financial budget which was assisted through holding two very popular Street Food & Craft Ale events within the beer garden area.

7.2 Ice Rink Café

The Ice Rink Café continues to perform against its challenging targets for 2014/15. Extra attention to the vending machine operations during the summer period has helped maintain sales.

7.3 Park Catering (Ice Cream, Outdoor Event Catering, Coffee Offer)

The Park Catering team traded at every opportunity, weather permitting. This included ice cream sales, coffee van sales and a Pimms Bars on the outdoor beer garden at the 2 Street Food & Craft Ale events.

8. **ICE RINK HIGHLIGHTS** July 2014 – September 2014

The Ice Rink continues to perform ahead of trading forecasts and are implementing their Autumn marketing and pantomime on ice campaigns.

9. **FORWARD FOCUS: SALES & MARKETING**

October will see the return of Alexandra Palace's largest exhibition, the Knitting and Stitching Show. This year the organiser has increased the event open days to five and we anticipate increased footfall as a result. During this show the East Court is normally used as a picnic area, however in anticipation that the East Court might not be available for next year's show, the events team have agreed with the Client to place a marquee structure on the hard standing area in front of the pub where the Italian Beer Garden currently is. This will allow an improved catering offer which will drive up spend per head during the show. The structure will be in place for the five days of the show.

All teams are now moving into a busy season of concerts with 7 of the 13 live music nights taking place across 8 days. Artists include Libertines, Alt-J, 1975, Fat Freddy's Drop and Jake Bugg. The team expect up to 80,000 music lovers to go through Alexandra Palace over these dates.

In October, the venue will launch Purple Wifi, a strategic partner of Xirrus, our Wifi arrays system. The software obtains real time customer data and insight from all visitors that log on thereby gathering information that will allow the marketing team to identify and segment our audience, create tailor-made campaigns and drive customer loyalty, repeat custom and sales.

Sales packages for filming, boxing and experimental events have been put together to proactively target new business throughout the third quarter.

Alexandra Palace has been nominated for Best Venue and Best Venue team at the Event Awards taking place at the Troxy in October. The Head of Sales and Head of Event Operations will attend on behalf of Alexandra Palace.

10. FORWARD FOCUS: CATERING

Following the completion of the refurbishment of The Bar & Kitchen and outdoor beer garden the pub management will be focusing on improving sales and reaching its challenging financial 2014/15 budget. This should be achieved through the numerous music concerts taking place over September and November.

Forward planning is well under way to prepare for the forthcoming Knitting & Stitching Show and World Darts Tournament which are the catering department's biggest annual revenue earners.

11. FORWARD FOCUS: ICE RINK

The ice rink is moving into its busy period with the return of weekly ice skating courses. The Haringey Racers Ice Hockey home matches, Le Patin Libre Ice Skating Shows, and the Christmas Pantomime on ice.

12. SPONSORSHIP

BDS, our sponsorship agency, have sustained good progress with two brands in particular. Decision makers from these brands are scheduled to attend events at Alexandra Palace over the forthcoming weeks.

13. FIREWORKS 2014

The 2014 Fireworks festival was launched on Thursday 11th September and information went out across social media, the Alexandra Palace website and through mail outs to our existing database. Ticket sales are currently twice that which was achieved at the same time last year and a steady campaign will take place over the next month with increased coverage from 3 weeks prior to the event.

This year's event will see a variety of activities across the site and several additional tickets in operation. There will be a separate ticket for the Beer festival, which also gives access to the South Terrace, and separate tickets for the 4 ice rink sessions. We are working with ticketing provider See Tickets and all prices have been held at the 2013 prices.

14. REDBULL SOAPBOX

Following a very successful Redbull Soapbox Derby in July 2013 the Redbull team have made initial enquires about hosting the event again in 2015. A brief presentation will accompany this paper under Appendix 14.2 and Alexandra Palace Trading Ltd seeks the Board's permission to approve the Redbull Soapbox Derby in principle, to allow negotiations to continue and be successfully concluded.

15. CONCLUSION

APTL has performed strongly in the second quarter of 2014/2015; the event sales and catering targets have both been exceeded in this quarter and this will support the high targets outlined in quarter three, which are challenging.

The acting Commercial & Development Director, in conjunction with the Trading Company SMT, has started work on the strategy and profile for next financial year. The provisional order book is looking strong however focus will be on driving margins by achieving better value from suppliers and developing a holistic CRM / e-CRM function across the organisation. This initiative will incorporate the needs of the Fundraising strategy as well as preparing for the East Court functions coming online.

16. Legal Implications

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

17. Financial Implications

- 17.1 The Council's Chief Financial officer has been consulted in the preparation of this report and notes the positive commercial performance to date and action planned to maintain momentum this year and next.

18. Use of Appendices

- 18.1 Appendix 1 - Schedule of events
- 18.2 Appendix 2 – Redbull presentation

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Appendix 14.1Schedule of Events

Date	Event
Alt – J Live Music Concert	24 th September
The Libertines Live Music Concert	26 th -, 27 th & 28 th September
1975 Live Music Concert	30th September - 1st October
Fat Freddy's Drop Live Music Concert	17 th October – 19 th October
Jake Bugg Live Music Concert	21 st – 22 nd October
AMMA	27 th – 30 th October
Vertical Influences / Le Patin Libre	28 th – 31 st October
Jamie T Live Music Concert	14 th – 16 th November
The Gaslight Anthem Live Music Concert	19 th November
Silent Film Organ Concert	20 th November
Bonobo Live Music Concert	28 th November
Metronomy Live Music Concert	5 th December
Antiques	6 th – 7 th December
William Hill Darts	18 th December - 4 th January 2015
Masters Snooker	7 th - Thursday 8 th January
Model Engineering show	16 th - 18 th January
Ping Pong Championships	23 rd – 26 th January
Excursions	Saturday 24 th January
Southern Homes Show	Thursday 29 th January - Sunday 1 st February

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**RED BULL SOAPBOX
ALEXANDRA PALACE 2015**

BULL GIVES YOU WIINGS





Overview

- Date: Sunday 12th July 2015
- Capacity: 20,000 (= 2013)
- Competitors: 70 teams of 4 people (= 2013)
- Target demographic: 16-39 year olds/ families within London and surrounding area
- Tickets: £9 each, under 5s FOC
- Priority ticket booking for local residents (= 2013)



EVENT PRODUCTION



Event production

- Production agency: innovision (= 2013)
- Build start: Thursday 9th July 07:00 (= 2013)
- Build: Thursday 9th, Friday 10th, Saturday 11th July (=2013)
- Road closure: Friday 10:00 – Monday 05:00
- Event day: Open 10:00, event 12:00 – 17:00, close 18:00 (= 2013)
- Break days: Monday 13th July and Tuesday 14th July (= 2013)
- Site clear: Tuesday 14th July 17:00 (= 2013)
- 2015 site plan/ usage very similar to 2013



Site plan 2013



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Alexandra Park and Palace Board

on 28 October

Report Title: **Report of the Head of Learning and Community Programmes,
Alexandra Park and Palace**

Report of: Melissa Tetley, Head of Learning and Community Programmes Alexandra
Park and Palace

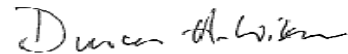
1. Purpose

1.1 To update the Committees on learning and community programmes

2. Recommendations

2.1 That the Board notes recent progress with the Trust's learning and community
programmes

Report Authorised by: **Duncan Wilson, Chief Executive**



Contact Officer: Melissa Tetley, Head of Learning and Community Programmes
Alexandra Palace and Park 020 8365 4321

3. Executive Summary

3.1 The Learning and Community team has taken significant steps since inception to
raise the profile of the learning programme and community engagement programme.
Interest in the programmes offered and joining the volunteer programme remains
high and new volunteering opportunities are continually being developed.

3.2 An overview of the Alexandra Palace - War on the Home Front is included within the
report.

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 N/A

6. Background

6.1 Learning and Community Update

6.2 Schools

An email encouraging teachers to bring their new classes to the Palace was sent Friday, 29th August and this will be followed up with regular emails to the learning contact list and presentations at the October Primary and Head Teacher's Forum. Within the last week there have been several enquiries regarding workshops in November 2014, January 2015 and May 2015.

Alexandra Palace hosted the September staff meeting for Campsbourne School and Children's Centre on Monday, 22nd September. During the meeting an overview was given of the current learning programme and the workshops linking to the First World War exhibition. Our learning offer continued to be promoted to other schools in the Borough.

6.3 Alexandra Palace: War on the Home Front

Alexandra Palace's exhibition commemorating the centenary of the First World War opened with a Private View on Monday 15th September marking 100 years since the first Belgians arrived at the Palace. Guests included delegates from the Heritage Lottery Fund, Alexandra Palace volunteer researchers, representatives from local and national museums and the collectors who have generously allowed us to borrow their objects. The event finished with a preview of the short film produced by our project partners Middlesex University which brings to life the story of the internees at the Palace with poems, letters and diary extracts.

The exhibition will be open to the public on Thursday mornings (10:00 – 12:00), Friday afternoons (14:00 – 16:00) and the first Saturday (10:00 – 13:30) of every month between 25th September 2014 and 30th September 2015. Additional opening days will be added subject to demand. The team are also exploring options to offer the exhibition as an add-on to clients such as Antiques and Big Stamp exhibitions. A verbal update on the progress of the exhibition will be given at the meeting by the Learning Officer.

To ensure our 2014 school workshops fit in with local schools' studies of the WW1 centenary, they have been developed with a member of the History Department at Heartlands High. We are currently looking at dates in October for Heartlands to bring their Gifted and Talented Year 9 and Year 7 students to visit the exhibition and take part in the learning programme. Capital Garden Centre has very kindly offered to donate a number of resources for the 2014 learning programme including straw, broad bean seeds and soil.

Our bespoke 2014 learning programme for schools and a talk and tour of the Palace for lifelong learners will be available Mondays, Tuesdays and Wednesdays. During opening times the exhibition will be manned by two Exhibition assistant volunteers with support from AP staff who will welcome visitors to the exhibition, provide additional information about the Palace's role, encourage visitors to complete evaluation forms as well as signing up to a newsletter.

An email was sent to learning contacts and all schools in Haringey on Friday, 29th August promoting the exhibition and the learning programme. A follow-up email will be sent the first week of October and an evening event for teachers is being planned for November to promote the exhibition and learning programme.

6.4 Events

Final preparations for the Alexandra Park BTEC music industry module are now taking place for late September 2014. The group will meet with Alexandra Palace event staff during build up for "1975" followed by a tour of the building. The group will return to watch the concert accompanied by school staff and the Learning Officer.

6.5 Open House

Alexandra Palace opened its doors on Saturday 20th and Sunday 21st September as part of the annual Open House event offering First World War themed tours of the building. Over the 2 days we welcomed over 440 people to the Palace, feedback from the event is still being collated from the visitors and volunteers who helped deliver the event but overall we were pleased with how both days ran.

6.6 Volunteering Update

Currently the Palace has over 50 active volunteers supporting the Trust in a variety of roles. These include WW1 researchers, History tours volunteers, history of the Palace researchers, volunteer co-ordinator and learning administrator volunteers. Interest in volunteering at the Palace remains high and has led to additional roles being created supporting the park and the regeneration team.

A team of park volunteers supported by the Park Manager and our park contractor John O'Connor worked on pruning and tidying the rose garden which was built by Belgian internees in WW1.

A team of volunteers have been supporting the Regeneration team cataloguing and archiving historical floor plans which have been vital in helping the team understand how the Palace was originally used and helped inform the current designs for the new spaces to be created as part of the HLF project.

From September 2014 the Learning and Community team will introduce additional volunteer roles supporting the team with the WW1 exhibition and the core learning programme for KS2 and KS3 pupils.

As the volunteer programme reaches its first anniversary a summer social event has been organised for volunteers and staff to come together to celebrate the success of the volunteer programme.

6.7 HLF Activity Plan

Public consultation is now underway for the activities and ideas that will inform the Activity Plan which is a requirement of all HLF grant submissions. The public consultation is designed to engage with stakeholders, special interest groups, economically disadvantaged and voluntary organisations, youth groups, senior groups, disability and mental health awareness groups, diversity awareness groups, educators and the general public to help shape the activities that could be of interest at Alexandra Palace.

The activity plan questionnaire entitled Have Your Say has received over 1639 responses and closed on the 12th September for online entries. Postal

entries were accepted until the 19th September.

Alternative accessible formats of the survey have also been produced to ensure the consultation is as inclusive as possible. Consultation is also taking place using a number of different methodologies in order to involve different groups of people in the consultation process. In addition we are also consulting specifically with a number of disability and mental health representatives within Haringey because people will engage in a variety of ways.

When analysing the results of the consultation we will not only be looking at the results of the survey but the public consultation as a whole, the *Have Your Say* Questionnaires are not the only way we are engaging with harder to reach groups and the survey is not representative of the consultation as a whole.

110 consultation requests via email have been sent to community groups and organisations in Haringey. As a result we are engaging with 40+ groups, either by phone interviews, email interviews or face-to-face meetings. The conclusions will be reported when analysis is complete. A verbal update of the consultation will be provided at the meeting.

Trustees are invited to note progress and activity on our Learning and Community programmes

7. Legal Implications

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

8. Financial Implications

- 8.1 The Council's Chief Financial Officer has been consulted in the preparation of this report and has no additional comments to make.

9. Use of Appendices

- 9.1 There are none.

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of the Local Government Act 1972.

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