

**Alexandra Park and Palace SAC/CC Working Group**

**6 March 2012**

Report Title: **Forthcoming Events**

Report of: **Rebecca Kane, Managing Director, Alexandra Palace Trading Limited**

**1. Purpose**

- 1.1 To advise the SAC/CC Working Group of the forthcoming events to March 2013
- 1.2 To update on progress for two major events previously reported on to the SAC/CC.

**2. Recommendations**

- 2.1 That the Working Group notes the report.

Report Authorised by: **Rebecca Kane**:.....Date: **24 February 2012**



Contact Officer: **Rebecca Kane, Managing Director APTL 0208 365 2121**

**3. Executive Summary**

- 3.1 APTL has contracted a strong calendar of events for 2012/13. This paper provides a snapshot of the large events planned and activity in the Park. The lead-time for the majority of our events is 9 months or less. Live music has grown significantly with a number of confirmed gigs and more in the pipeline. Red Bull and HHH remain key/high profile events which will take AP into the Olympic limelight.

**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 Further information about this report can be obtained from Rebecca Kane, Managing Director, Alexandra Palace Trading Limited, Alexandra Palace Way, Wood Green, London N22 7AY. Telephone number 020 8365 2121.

**6. Description**

- 6.1 Confirmed public events and first provisional options to 31 March 2012.

| EVENT           | DATE          | AREA  |
|-----------------|---------------|---|
| Bike Show       | 23-26 Feb     | Great Hall, West Hall, Panorama Room, Palace Suite, Londesborough Room  |
| Organ Concert   | 27 28 Feb     | Great Hall  |
| Rush unit       | 28 - 29 Feb   | Paddock   |
| RYA Dinghy Show | 29 Feb -4 Mar | Great Hall, West Hall, Palace Suite, Londesborough Room, Palm Court Suites, Beach, Palm Court Terrace, Palm Court |

|  |              |  |
|--|--------------|--|
| Live music event – Florence & the Machine              | 8, 9, 10 Mar | Great Hall, West Hall, Palace Suite, Panorama Room             |
| Compost Giveaway – Warner Estate Residents Association | 11 Mar       | Paddock Carpark  |
| Farmers Market   | 11 Mar       | Hornsey Gate   |
| Exams  | 13 Mar       | Great Hall   |
| Antiques   | 18 Mar       | Great Hall   |
| Private Conference                                     | 19 – 21 Mar  | Palace Suite   |
| Railway Modelling Exhibition                           | 24-25 Mar    | Great Hall, West Hall, Palace Suite, Londesborough Room        |
| Corporate Banquet*                                     | 27-28 Mar    | West Hall, Londesborough Room, Palace Suite, Palm Court Suites |
| Farmers Market   | 1 Apr        | Hornsey Gate   |
| Children's Funfair                                     | 1 -17 Apr    | Pavillion Carpark  |
| International Circus                                   | 2 – 15 Apr   | Fairground Carpark   |
| Farmers Market   | 8 Apr        | Hornsey Gate   |
| Wedding Reception*                                     | 9 Apr        | Panorama Room  |
| Organ Tuning and Concert                               | 10 - 12 Apr  | Great Hall   |
| Wedding Reception*                                     | 11 Apr       | Panorama Room, Palm Court Suite 4                              |
| Private Conference                                     | 12-13 April  | Palm Court Suite 5   |
| Big Stamp & Scrapbooking Show                          | 14 – 15 Apr  | West Hall, Palace Suite, Londesborough Room                    |
| In Wedding Show  | 22 Apr       | Panorama Room  |
| Farmers Market   | 22 Apr       | Hornsey Gate   |
| Wedding Reception*                                     | 22 Apr       | Palace Suite   |
| Bombay Bicycle Club - live music*                      | 26 – 29 Apr  | Great Hall, Palace Suite, West Hall, Panorama Room             |
| Farmers Market   | 29 Apr       | Hornsey Gate   |
| Election Count   | 2 – 5 May    | All Areas  |
| Fun Fair   | 2 – 9 May    | Pavilion   |
| Farmers Market   | 6 May        | Hornsey Gate   |
| Charity Walk   | 6 May        | Park   |
| Live music event*                                      | 9-11 May     | Great Hall   |
| Antiques   | 13 May       | Great Hall   |
| Food Services Exhibition                               | 16 May       | Panorama   |
| Outdoor Event: BMX                                     | 19 – 20 May  | Park/South Terrace   |
| Hornsey YMCA Fun Run                                   | 20 May       | Park   |
| ATP Festival*  | 25 – 27 May  | All Areas  |
| Sponsored Walk   | 26 May       | Park   |
| Live music event - David Guetta                        | 1 - 2 Jun    | Great Hall/West Hall   |
| Live music event                                       | 3 Jun        | Great Hall/West Hall   |
| Lakeside Park Exhibition                               | 2 - 10 Jun   | Park   |
| Farmers Market   | 3 Jun        | Hornsey Gate   |
| Live music event - Maccabees                           | 7 – 8 Jun    | Great Hall   |

|   |                            |  |
|---|----------------------------|--|
| Nightrider bike race*                           | 10 Jun                     | Park   |
| Farmers Market                                  | 10 Jun                     | Hornsey Gate   |
| Exams   | 11 – 15 Jun<br>18 – 20 Jun | Great Hall, West Hall  |
| Wedding Reception*                              | 17 Jun                     | Palace Suite   |
| Farmers Market                                  | 17 Jun                     | Hornsey Gate   |
| Farmers Market                                  | 1 Jul                      | Hornsey Gate   |
| Wedding Reception*                              | 7 Jul                      | Panorama Room  |
| Holland Heineken House – Olympic Cultural House | 13 Jul – 19 Aug            | All sites  |
| <i>Live music event</i>                         | <i>24 – 26 Aug</i>         | <i>Great Hall, West Hall</i>   |
| Farmers Market                                  | 26 Aug                     | Hornsey Gate   |
| Farmers Market                                  | 2 Sept                     | Hornsey Gate   |
| Farmers Market                                  | 9 Sept                     | Hornsey Gate   |
| Conference                                      | 17 Sept                    | West Hall, Panorama Room, Palace Suite, Londesborough Room                     |
| Conference                                      | 25-26 Sept                 | West Hall, Panorama Room, Palace Suite, Londesborough Room                     |
| Farmers Market                                  | 30 Sept                    | Hornsey Gate   |
| National Apprenticeship Expo                    | 4 – 5 Oct                  | West Hall, Panorama Room, Londesborough Room                                   |
| Knitting and Stitching Show                     | 9 – 14 Oct                 | All sites  |
| Wildlife Exhibition                             | 20 – 20 Oct                | Great Hall, West Hall  |
| Dolls House Exhibition                          | 21 Oct                     | Great Hall   |
| Community Event                                 | 21 – 26 Oct                | Great Hall, West Hall, Panorama Room   |
| Festival  | 27 – 28 Oct                | Great Hall, West Hall, Panorama Room   |
| <i>Live music event</i>                         | <i>2 - 4 Nov</i>           | <i>Great Hall, West Hall</i>   |
| <i>Live music event</i>                         | <i>16 - 17 Nov</i>         | <i>Great Hall, West Hall, Panorama Room</i>                                    |
| <i>Awards</i>                                   | <i>22 Nov</i>              | <i>Palm Court</i>  |
| <i>Live music event</i>                         | <i>28 - 29 Nov</i>         | <i>Great Hall, West Hall</i>   |
| Exams   | 4 – 7 Dec                  | Great Hall, West Hall  |
| <i>Live sports event</i>                        | <i>13 Dec – 6 Jan 2013</i> | <i>Great Hall, West Hall</i>   |
| <i>Live sports event</i>                        | <i>12 – 21 Jan 2013</i>    | <i>West Hall, Londesborough Room</i>   |
| Model Engineering Exhibition                    | 18 – 20 Jan 2013           | Great Hall, Palace Suite   |
| Excursions                                      | 25 – 26 Jan 2013           | West Hall, Panorama Room, Palace Suite, Londesborough Room                     |
| <i>Exhibition</i>                               | <i>31 Jan – 3 Feb 2013</i> | <i>Great Hall, Panorama Room, Palm Court, Palace Suite, Londesborough Room</i> |
| <i>Exhibition</i>                               | <i>10 Feb 2013</i>         | <i>Great Hall</i>  |
| <i>Exhibition</i>                               | <i>22 – 24 Feb 2013</i>    | <i>Great Hall, West Hall, Panorama Room, Londesborough Room</i>                |
| RYA Exhibition                                  | 28 Feb – 3 Mar             | All sites  |
| <i>Exhibition</i>                               | <i>16 – 17 Mar 2013</i>    | <i>Great Hall, West Hall</i>   |
| Railway Modelling Exhibition                    | 22 – 24 Mar 2013           | Great Hall, West Hall, Palace Suite, Londesborough Room                        |

Note: 1<sup>st</sup> Option Provisional Bookings are typed in Italics  
\*Denotes expected finish after 11.00 pm

## **7. Major Events**

### **7.1 Red Bull**

Following the presentation at SAC/CC by AP staff and the Head of Sports at Red Bull in January 2012, considerable progress has been made. The Boards of APTL and APPB both agreed to contract with Red Bull for this event, which will open to the public on 19 and 20 May 2012.

Since the last SAC/CC, Palace staff and the organiser have refined the event management plan, progressed the statutory permissions required and integrated the main recommendations of the Ecology report. Queries raised by the SAC/CC members were addressed at APPB on 16 February 2012 and related to noise, access, egress, promotion, safety and general logistics.

### **7.2 Holland Heineken House**

Preparation for this major Olympic House continues apace and the Boards of APTL and APPB were recently appraised of the communications opportunities afforded AP. In summary, the event is now on sale in The Netherlands and is live on the AP website. Tickets will go on sale in March for non-Dutch attendees. A series of messages and promotions have been agreed between AP and our client, culminating in the hosting of VIPs/clients/stakeholders at pre-opening events and during the event itself.

In addition, AP staff are assisting local businesses who will be featured on both our website and in information packs sent to Dutch visitors. Competitions will help drive footfall to local high streets.

Holland Heineken House represents a unique opportunity for Alexandra Palace to showcase itself before existing and potential clients, influential authorities and potential partners in its ambitious regeneration plans. The profile afforded this event and the high quality delivery record of the client (this is the 20<sup>th</sup> anniversary of HHH) bode well for all concerned and the AP events team are 100% focussed on helping deliver the best House yet.

## **8. Summary and Conclusions**

8.1 APTL has contracted a strong calendar of events for 2012/13. This paper provides a snapshot of the large events planned and activity in the Park. Live music has grown significantly with a number of confirmed gigs and more in the pipeline. Red Bull and HHH remain key/high profile events which will take AP into the Olympic limelight.

## **9. Recommendations**

9.1 The SAC/CC Working Group notes the report.

## **10. Legal Implications**

10.1 The Trust's Solicitor's has no comments on this report.

10.2 The Council's Head of Services has no comment on this report.

## **11 Financial Implications**

11.1 The Council's Chief Finance Officer notes the contents of the report.

## **11. Equalities Implications**

11.1 There are no perceived equal opportunities implications in this report.