

Alexandra Park and Palace Statutory Advisory Committee and Consultative Committee meetings and Joint Informal Meeting **17 July 2012**

Report Title: **Forthcoming Events**

Report of: **Anna Clover, Catering, Events and Leisure Director**

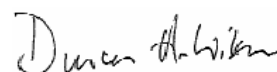
1. Purpose

- 1.1 To advise the SAC, CC and Joint Informal meeting of the forthcoming events to March 2013
- 1.2 To update on progress for two major events previously reported.

2. Recommendations

- 2.1 That the Committees note this report.

Report Authorised by: Duncan Wilson, Chief Executive Date: **6th July 2012**



Contact Officer: Anna Clover, Catering, Events and Leisure Director 020 8365 4316

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 Palace and Park. Live music continues to be a mainstay of the growth within Alexandra Palace obtaining great reviews from many of the music promoters. HHH remains the key/highlight of 2012 which will take AP into the Olympic limelight and beyond.

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 : Anna Clover, Catering, Events and Leisure 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 January 2013.

EVENT	DATE	AREA
2 July	Urban Reel Film Shoot	Park
4 July	Filming – (Belgium Food Advert) – Provisional	Park

4 July	Hallett Retail meeting- Confirmed	Londesborough
7 July	National Team Challenge	Ice Rink
8 July	Wedding – Contracted	West Hall
8 July	Farmers Market	Hornsey Gate
8 July	National Team Challenge	Ice Rink
14 July	345 Preschool – retirement party	345 Preschool – The Grove
10-12 July 13 Jul -17 Aug	Heineken Holland House - Soft Tenancy Heineken Holland House – Contracted	All Sites
15 July	Farmers Market	Hornsey Gate
22 July	Farmers Market	Hornsey Gate
25 July	Torch Relay	Park
24 July	APP Board	TH
10 th August	Sacrilege	Newland Playing Fields
12 Aug	Farmers Market – TBA – (HHH)	Hornsey Gate
18 Aug	Funfair – Confirmed	Pavilion Car park
19 Aug	Farmers Market	Hornsey Gate
26 Aug	Famers Market	Hornsey Gate
26 Aug	Wedding – confirmed	Panorama
28 Aug	Wedding Reception – Contract Issued	WH
30 Aug	Surrey Organ Associates	GH
31 Aug	Teen Queen – Contract Issued	PC/WH- SS
2 Sep	Farmers Market	Hornsey Gate
2 Sep	Wedding – Confirmed	PS
4 – 5 Sep	Organ Tuning and Event	GH
7 – 8 Sep	Eddie Hearn Boxing – Contract Issued	GH/WH
1 – 10 Sep	Segway	Park, Grove
8 – 9 Sep	The In Wed Show – Verbally Confirmed	PR
9 Sep	Farmers Market	Hornsey Gate
15 Sep	Wedding – Confirmed	Palace Suite
15 – 16 Sep	Antiques – Contracted	WH
17 – Sep	Finchley Synagogue – Contracted	WH/PR/PS/LR/PC3/PC4/PC5
20 – 22 Sep	London Open House	TH/TV Studio/ Theatre Foyer
20-23 – Sep	Big Stamp & Scrapbooking Show – Contract Issued	WH, PS, LR
22 Sep	Wedding	PR
25 – 26 Sep	Finchley Synagogue – Contracted	WH/PR/PS/LR/PC3/PC4/PC5
30 Sep	Farmers Market	Hornsey Gate
1 Oct	Gardeners Question Time – provisional	Palm Court
6 Oct	Wedding – confirmed	PS
8 – 14 Oct	Knitting and Stitching Show – Contracted	All Sites
19 Oct	Wedding Ceremony - VC	PC5

21 Oct	Dolls House Exhibition – Contracted	GH
22 – 26 Oct	AMMA - Verbally Confirmed	GH/WH/PR
27 Oct	Christian Women’s Conference – Contract Issued	GH/WH/PR
31 Oct	Wedding - VC	PS
29 – 30 Oct	Organ Tuning and Concert	GH
1-4 Nov	Live music event - Provisional	GH, WH
5 – 6	Exams	WH/PR/LR
6 Nov	APP Board	TH
7 Nov	Kuoni show case Provisional	PR
9 – 11 Nov	Van Warp – Contract Issued	GH/WH/PR
12 Nov	Gardener’s Question Time	Palm Court
14 – 17 Nov	Music Event – Provisional	GH/WH/PR
15 –Nov	Lunch Time Awards – Provisional (2nd Option)	Palm Court
16-17 Nov	Live music event - Verbally Confirmed	GH, WH
25 – 26 Nov	Live Music – Provisional	GH /WH
29 – 30 Nov	Organ Tuning and Concert	GH
1-12 Dec	ACCA Examinations – Contracted	GH/WH
15 Dec	Cross Country Race	Park
13 Dec – 6 Jan	Darts – Contracted	GH/WH
4 – 6 Jan	Sports Championship	
12 – 21 Jan	Snooker – Contracted	WH/LR
17 – 20 Jan	Model Engineering – Provisional	GH/PS

7. Major Events

7.1 Holland Heineken House

Both the team here at AP and the HHH delivery team are now in the final detailed stages of completing all the planning. All areas are on schedule as per the original plan.

- HHH team arrive on site from 10th July to take over the Great Hall, West Hall, Panorama Room, Palace Room, Palm Court and all adjoining small rooms only.
- Friday 12th July HHH will take over the Ice Rink and Bar and Kitchen.
- From Friday 12th Until Friday 17th August the entire Palace, East Car Park, South Terrace, the Beach and Slip road will be closed to the general public with access for ticket holders only during the Live event.
- Tickets still available at www.hollandheinekenhouse.nl for 10 euros.
- There will be full access to the Park, Garden Centre, Pitch and Put, Lakeside Café and the Cricket Club.
- Parking will be available within the Paddocks car park during this period.

7.2 Sacrilege (Bouncy Stonehenge)

10th August will see Alexandra Palace host this touring art installation for one day, the location will be on Newland Playing Field in SE corner of the Park where all local residents and visitors to the Park will be able to participate and bounce on the structure for free

7.1 November Month of Music at Alexandra Palace

With currently two confirmed acts for November and one very strong pencil the sales team are focusing on promoting the month of November to the music promoters. Running events like these back to back will reduce the operating costs significantly with potential uplift of the contribution to the trust.

8 Updates from last Quarter

Red Bull

Overall this event was seen as a great success, with the inclement weather clearly set to challenge all that were involved in the build-up and delivery, which saw 16,500 visitors attend over the two days. The YMCA 10k run was run alongside the Red Bull event in the park and proved to be very successful for all involved.

(see also Park Manager report)

9 Summary and Conclusions

- 9.1 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 continues to grow at a steady pace over the coming 12 months. Red Bull and HHH remain key/high profile events which will take AP into the Olympic limelight.

10 Recommendations

- 10.1 The SAC/CC notes the report.

11 Legal Comment

- 11.1 The Council's Head of Legal Services has no comments on this report.

12 Financial Comment

- 12.1 The LBH Director of Finance has been sent a copy of this report.

13 Equalities Implications

- 13.1 There are no perceived equal opportunities implications in this report.