

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

Report of: **Emma Dagnes, Commercial Director, APTL**

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.

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

3. Contact Officer: Emma Dagnes, Commercial Director, Alexandra Palace Trading Ltd, Alexandra Palace Way, Wood Green N22 7AY Tel No. 0208 365 4343

4. Executive Summary

- 4.1. 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.
- 4.2. The report gives an update on the planning for the 150th anniversary celebration event of the Park
- 4.3. The report outlines the up and coming events schedule

5. Reasons for any change in policy or for new policy development (if applicable)

5.1. N/A

6. Local Government (Access to Information) Act 1985

6.1. N/A

7. Commercial Update

Event Operations

- 7.1 A successful start to Live Music in 2013 with Suede, Two Door Cinema Club and ATP Festival all achieving high customer satisfaction rates. We also achieved zero reports of pick pocketing at these events. The police worked closely with the events team and were supportive in terms of their approach and visibility during events.
- 7.2 2 new exhibitions with very different content and audiences; Mum Show Live attracted a wide range of speakers and exhibitors focused on supporting parents at various stages of child development including seminars on education, use of internet and social media, health and wellbeing, as well as a number of other activities.
- The Tattoo Show attracted 7,000 people across 2 days with 85% of slots for tattoos booked in advance. This show had been very successful at Olympia however the organisers felt that the location of Alexandra Palace suited their customers better as the majority travel from the North of England. This exhibition is contracted for another 2 years.
- 7.3 With the appointment of a full time Health & Safety Manager a number of improvements have been made across the board including updates to documentation, processes and procedures. Alexandra Palace has also adopted a number of industry standards including The E-Guide (best practice for exhibitions), The Purple Guide (best practice for outdoor events) and the A-Guide (in development best practice for live events). As an organisation we have been contributing to the development of all of these guidance documents through our membership of the Association of Event Venues and National Arena Association.

Event Sales

- 7.4 Strong contracted business from the live music sector in the third quarter including Bjork, Madness, Above and Beyond and Van Warped. The sales team are holding further provisional bookings from this sector which they are confident in converting.
- 7.5 Continuing improvements to the infrastructure has developed a new market in corporate bookings with team away days, conferences and meetings increasing against previous years.
- 7.6 The number of weddings booked has increased against previous years with 25 weddings confirmed to date.

8. Catering Update

Event Catering

- 8.1. Review undertaken of current preferred caterers to reflect increase in wedding enquires and bookings from Caribbean, Turkish, Greek and Jewish communities.
- 8.2. Catering on events has achieved strong results against targets. The catering team has identified improvements in operational delivery and investment in equipment as the main drivers for the improved profits on P&L's. Retail offers on a like for like basis against previous years have also delivered and exceeded targets.

Bar & Kitchen

- 8.3. The Tattoo Show delivered a record Sunday for the Bar & Kitchen with £20,000 net taken in 1 trading day. A contributing factor was the 45 new picnic benches which helped increase dwell time and spend per head and can be seen on "The Beach".
- 8.4. Following a more proactive approach by the pub staff private bookings of the indoor beer garden has increased, contributing to the bottom line.
- 8.5. The Bar and Kitchen continues to develop as an additional retail space during exhibitions and works closely with the sales team to ensure all opportunities are exploited.

Ice Rink Cafe

- 8.6. Strong sales since the start of the new financial year in line with the increase in footfall in the Ice Rink. Key drivers for increase in sales include improved management of the vending machines with daily stock and function checks. 2 new vending machines utilised in other areas of the building. The Ice Rink cafe is also being used during non-ice rink events including Night Rider which delivered £4,000 profit in 1 nights' trading.

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

- 8.7. First quarter sales will be on target with the first two months pulling in a strong performance. Intelligent use of weather information assisted with improved sales by adjusting offer accordingly; coffee in cold weather, ice cream in warm weather.
- 8.8. Alexandra Palace Catering Team will be managing outdoor event food and beverage concessions during the Red Bull and 150th Anniversary of the Park events.
- 8.9. New coffee cart due to be delivered in July (please see Appendix 1) will be operational inside and outside (where and when appropriate).

9. Ice Rink

- 9.1 Strong start to the financial year with footfall up and revenue and profits ahead of targets. Ice Rink team have worked hard to improve with more creative offers including Pirates Week which saw the Zamboni transformed into a Pirate Ship complete with a Treasure Hunt and Bouncy Castles in the foyer.
- 9.2 Demon Extreme have successfully transformed the back of the reception unit into a shop. The Ice Rink team have been impressed with the level of footfall the shop has attracted including a new customer base from other ice rinks.
- 9.3 The Ice Rink team took advantage of the Romford ice rink closing for refurbishment with a flyer and leafleting campaign. The strategy has attracted a displaced customer base and increased the number of ice hockey teams using the rink for practice and matches.

10. 150th Park Anniversary Event Update (as per date report was authored)

- 10.1 Marketing for the event has been proactive with posters in local shop windows, distribution of flyers to local schools, adverts and editorial in local papers and resident newsletters including the first resident newsletter from Alexandra Park and Palace
- 10.2 Flyers advertising the 150th will be distributed during the Red Bull Soapbox event on the 14th July with an expected attendance of 20,000 people.

- 10.3 All exhibitors in The Grove have been confirmed with an impressive mix of charities, resident groups including Friends of the Park and interest groups offering a diverse range of activities for all ages.
- 10.4 Both the Bandstand (The Grove) and Sunset Sessions (The Beach) have been programmed with local dance troupes, bands and choirs ready to entertain the audience.
- 10.5 We had a phenomenal response to our activity zone located on the lower field with 10 different sporting activities confirmed including North London YMCA Community Games, Cycling, Rugby Munchkins, Cricket, Archery and Netball to name a few.
- 10.6 The Farmers Market will have a climbing wall and there will be a steel band and a brass band to ensure people who attend the market are aware that a larger event is taking place in the Park.
- 10.7 All authorities engaged through the Safety Advisory Group and Premises Licence submitted to the licensing authority.
- 10.8 Critical path update follow up from previous Board paper

22nd April 2013 hand over complete to production service provider - COMPLETED

3rd May 2013 first draft site plan (CAD) with zones produced – COMPLETED

17th May 2013 first draft EMP produced for review – COMPLETED

14th June 2013 all content, concessions, performers etc confirmed applications or expressions of interest accepted - COMPLETED

21st June 2013 second draft EMP produced for client review – COMPLETED

28th June 2013 SAG to be held at AP - SAG taking place at 9.30am on 28th June

2nd July 2013 updates from SAG to be included in EMP – ONGOING

10th July 2013 deadline for all concessions, stallholders, exhibitors etc. receiving their exhibitors packs which contain site maps, zone maps, car passes, site passes, terms and conditions etc. – ON SCHEDULE FOR RELEASE

21st July 2013 (am) site build commences arrival of concessions, stall holders and all other infrastructure to be installed. - Saturday 20th 2013 marketing arrive on site plus funfair and toilets arrive in The Grove.

21st July 2013 11am – 4pm event open to the public- Main event will be open between 11am & 4pm, street party on the South Terrace will finish at 6pm and the Sunset Session will finish at 10pm.

21st July 2013 4pm onwards site de-rig- Grove, sports zone and balloon area will begin breakdown from 4pm, no vehicle movement allowed until 6pm.

31st July 2013 Production Service Debrief document delivered to client – TO BE COMPLETED

Debrief meeting date to be confirmed – TO BE COMPLETED

11. Event Schedule

Tenancy	Event Name	Location / Room	Event Open Date	Times
13 - 14 Jul	Red Bull	Park/All Areas	Saturday 13th - Sunday 14th July	12.00-18.00
17-Jul	Teambuilding	PR, Upper Field/Beach	Wednesday 17th July	09:00 - 19:00
28-Jul	FAPT	Theatre foyer	Thursday 18th July	19:30 - 21:30
19 - 22nd Jul	Segway	Park	Friday 19th - Monday 22nd July	TBC
20-Jul	Moonlight Walk	Park	Saturday 20th July	22:00 - 06:00
20-Jul	40th Birthday Party	LR	Saturday 20th July	17:00 - 00:00
15 July - 10 Sept	Funfair	Pavilion Car park	Friday 19th July - Thursday 8th Sept	TBC
21-Jul	Parks 150th Anniversary	Park	Sunday 21st July	1100 – 16:00
21-Jul	Farmers Market	Paddock	Sunday 21st July	
21-July	Sunset Sessions	Beach (Pub)	Sunday 21 st July	16:00 – 22:00
26-Jul	Private Conference	WH/PR/PC/UF	Friday 26th July	
28-Jul	Farmers Market	Paddock	Sunday 28th July	
31-Jul	Organ Concert	Great Hall	Wednesday 31st July	TBC
03-Aug	Wedding	PR	Saturday 3rd August	18:00 - 00:00

Tenancy	Event Name	Location / Room	Event Open Date	Times
03-Aug	Wedding	PS	Saturday 3rd August	16:00 - 00:00
04-Aug	Farmers Market	Paddock	Sunday 4th August	
09 - 12th Aug	Segway	Park	Friday 9th - Monday 12th August	TBC
10-Aug	Wedding	PR	Saturday 10th August	13:00 - 00:00
10-Aug	Wedding	PS	Saturday 10th August	1600 - 0000
11-Aug	Farmers Market	Paddock	Sunday 11th August	
16 - 18 August	Summer in the City	All Areas	Saturday 17th August	TBC
18-Aug	Farmers Market	Paddock	Sunday 18th August	
23-Aug	Wedding	Panorama Room	Friday 23rd August	17:30 - 23:30
24-Aug	Wedding	PS	Saturday 24th August	1800 - 0000
25-Aug	Wedding	Panorama Room	Sunday 25th August	16:00 - 00:00
25-Aug	Farmers Market	Paddock	Sunday 25th August	
27-Aug	Wedding	PCS3	Tuesday 27th August	16:00 - 16:30
30-Aug	Teen Queen	Palm Court	Friday 30th August	19.00-00.00
30-Aug - 5-Sep	Bjork	GH	Tuesday 3rd September	18:30 - 22:45
31-Aug	Wedding	Palace Suite	Saturday 31st August	1900 - 0000
31-Aug	Wedding	Panorama Room	Saturday 31st August	17:00 - 00:00
01 - Sep	Bird Walk - FofP	Park	Sunday 1st September	TBC
01-Sep	Farmers Market	Paddock	Sunday 1st September	
01-Sep	Dolls House	WH	Sunday 1st September	06:00 - 20:00
01-Sep	Wedding	PR	Sunday 1st September	TBC
07-Sep	Wedding	PR	Saturday 7th September	14:00 - 00:00
07-Sep	Wedding	PS	Saturday 7th September	TBC
08-Sep	Wedding	PR	Sunday 8th September	08:00 - 16:00
08-Sep	Farmers Market	Paddock	Sunday 8th September	
13 - 16th Sep	Segway	Park	Friday 13th - Monday 16th September	TBC
13 - 14 Sep	Private Booking	WH/PR/PS/PC2-5	Friday 13th - Saturday 14th September	TBC
14 - 15 Sep	Antiques	GH	Sunday 15th September	
18-Sep	Bat Walk - Friends of the Park	Park	Wednesday 18th September	TBC
19 - 22 Sep	Big Stamp	GH/WH/PS	Saturday 21st - Sunday 22nd September	TBC
21-Sep	Wedding	PR	Saturday 21st September	18:00 - 00:00
21-Sep	Open House	TBC	Saturday 21st September	10:00 - 16:00
29-Sep	Farmers Market	Paddock	Sunday 29th September	
25 - 27 Sep	Live Music - Provisional	All Areas	Friday 27th September	18.29 - 23.20
27 - 29 Sep	Madness -Live Music	All Areas	Saturday 28th September	18:29 - 23:20
03 - 06 Oct	Young at Heart Show	GH/LR/PS	Saturday 5th - Sunday 6th October	10:00 - 17:00
07 - 14 - Oct	Knitting & Stitching	All Areas	TBC	TBC
17th & 18th Oct	Private Corporate Booking	WH/PR/LR/PC Suites	Thursday 17th & Friday 18th October	08:00 - 20:00
19-Oct	Tree Walk - FOP	Park	Saturday 19th October	TBC
19-Oct	Wedding	Panorama Room	Saturday 19th October	18:00 - 01:00
20 - 24 Oct	AMMA	All Areas	Monday 21st October – Wednesday 23rd October	09:30 –23:00
24 - 27 Oct	Above and Beyond	All Areas	Saturday 26th October	21:00-02:00 (GMT)

12. Recommendations

12.1 That the Board notes the contents of this report

13. Legal Implications

13.1 The Council's Head of Legal Services has been consulted in the preparation of this report, and has no other comments.

14. Financial Implications

14.1 The Council's Chief Financial Officer has no financial implications to raise although the positive start to the new financial year in relation to commercial activity is very positive.

15. Use of Appendices/Tables

15.1 Appendix 1 – Images of new coffee cart

Appendix 1 – Example of Coffee Cart

(Alexandra Palace branded with Alexandra Palace logos)

