

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**

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

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 planning for the Fireworks on the 2nd November

3.3. The report outlines the upcoming 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. Commercial Update

Events

- 6.1 *Redbull Soapbox Race, Sunday 14th July:* 20,000 people attended a unique and phenomenal day of soapbox racing. The event itself was highly complex both in pre-planning and delivery. The events team in particular took a central role to ensure that not only were the Park and Palace's interests protected but the event itself was run to highest standards. The event was televised on "Dave", the cable channel, achieving the channel's highest viewing figures for that time slot. Our very own Portable Palace soapbox made it down Alexandra Palace Way without incident much to the relief of the team and our driver Matt!
- 6.2 *150th Park Celebration, Sunday 21st July:* over 12,000 people attended the Park's birthday celebrations with a number of areas used for various forms of entertainment, activities and community stalls. The weather was perfect for the day and feedback from this event has been very positive, with a number of local residents commenting that the activities encouraged them to visit areas of the Park that they hadn't previously seen. The performance stages in particular showcased a wealth of local talent with nearly all of those who expressed an interest to perform in the planning stages being found a slot.
- 6.3 *Pret a Manger, Friday 26th July:* This staff conference saw the building used in a new way. The south terrace was turned into a private outdoor BBQ area serving over 700 Pret a Manger staff within a one hour window. The event itself was highly successful.
- 6.4 *Bjork's (Tuesday 3rd September) performance to 6,000 people in the round and the final show of her Biophilia Tour was the culmination of over 6 months of negotiations to win the contract and a further 4 months of planning and presenting multiple floor plans to achieve a "first" in Alexandra Palaces' recent history. Below are extracts from reviews of the night:*
- "On the top of a hill, far, far into north London, sits Alexandra Palace. Built as a temple to public education and entertainment, it became the first BBC Television headquarters. It's the perfect venue for Björk's last live performance of Biophilia, the 2011 album at the centre of a ground-breaking multimedia concept of apps, installations and live performances." **Four Stars, The Independent***
- "Accompanied by David Attenborough voiceover and Icelandic choir, Björk dazzles on the final stop of Biophilia's world tour" **Four Stars, The Guardian***
- "With the higher tiers of Ally Pally curtained off and the stage set up centrally in the round, Bjork is almost close enough to touch. Add that to grand sense of occasion and we find ourselves with an unmatched atmosphere" **Gigwise***
- "While Lady Gaga's conceptual antics left the crowd cold in Camden last Sunday, Bjork's Ally Pally spectacular last night showcased the musical artistry that sets her so far above other female pop pretenders." **theartsdesk.com***
- 6.5 Other notable events include 4Music Film Shoot, PWC Corporate Conference, YouTube Summer in the City, Children's Variety Show, Teen Queen, Dolls House Exhibition, Finchley Reform Synagogue, Antiques Fair and Premier Food Conference.

- 6.6 The long running Ally Pally Bike Show which moved to September from the start of the financial year did not achieve its forecast footfall. The show itself has struggled over the past two years and the content has slowly declined. The organiser of the show will be coming in to meet the team before the end of the year to discuss its future. However if it does return it will no longer be allowed to use “Ally Pally” within the title of the show.

7. Catering

- 7.1 Sales continued to improve in the Bar and Kitchen with the good weather, extra picnic benches and events such as Redbull Soapbox and the 150th Celebrations seeing increased footfall in the Park, which had a positive impact on the pub receiving some positive customer feedback particularly from private parties, for example:

It was absolutely fantastic, thank you so much! We had a really wonderful evening and managed to make the most of the terrace and the view right up until the last half an hour or so! The staff were really wonderful and the food was brilliant – it was perfect! Thank you so much for helping us make it so special.

8. Ice Rink

- 8.1 The Ice Rink Café continues to improve with the team working hard to push birthday parties, private hires and take advantage of the increase in footfall from the Ice Hockey spectators.
- 8.2 The Ice Rink has seen the return of Haringey Racers Senior Ice Hockey Team. They won their first match and attracted 100 spectators who paid a £7 entrance fee and then celebrated the win in the Ice Bar after the game. Our Communication Manager will be working with the team to generate local support from residents within the borough. The Ice Rink Shop is offering beginner adult hockey training to generate a grass roots programme and support the Haringey Racers.

An additional late night has been added to the schedule to accommodate Cambridge University hockey training on a Friday night.

- 8.3 The Southern Open IJS competitions took place at Alexandra Palace from 24th-26th September. This event was held for the first time last year at Lee Valley Ice Rink. The event saw skaters from all over the country come and compete at various levels. Securing such a prestigious competition has moved the ice rink one step further to becoming a “centre of excellence” for figure skating.

9 Fireworks Update

- 9.1 Officers have met with the Safety Advisory Group, which represents the statutory authorities, licensing bodies, police etc., and will continue to work with this group during the build-up to the event. A key consideration is to ensure that the public are aware that the nature of the event has changed from free entry to ticketed.

Following the SAG, “Slammin Events” and “Event People” have submitted their application for a Premises Licence under the 2003 Licensing Act. Adverts have been placed around the Park and Palace in accordance with the regulations under the Act. The license application is currently within the 28 day consultation period.

- 9.2 The German Bier Festival, which is running concurrently with the Fireworks, will open at 2pm and will run throughout the day and into the evening. We expect around 5,000 visitors to this event which is scheduled to close at 11pm.
- 9.3 The Ice Rink is running a special reduced priced £5 skate with sessions taking place from 4:15 – 7:45pm. Post Fireworks the Ice Rink will also offer reduced Ice Nation disco tickets available for the discounted price of £5 running from 8:30 – 11:00pm
- 9.4 The surrounding roads will be subject to a ‘soft’ closure at 2pm with ‘hard’ closure at 4pm. The Fireworks display will start at 8pm and will last approximately half an hour. However we will be welcoming visitors on site via the initiatives mentioned above from early afternoon.
- 9.5 The predicted attendance level for this event is 29,999 and tickets are being sold on line (www.backwithabang.com) and at the Ice Reception. Communicating that this is now a paid event is a priority and the following plan has been put into place by the Marketing team:
- Time Out secured as the official media partner for the event. This agreement includes adverts in the printed weekly magazine, editorial features in the 2 weeks leading up to the event, feature on the Time Out website, and a reader’s competition to win a VIP experience.
 - Advertising banners, posters, flyers and boards have been erected all over the Park and Palace.
 - Press releases have been sent out to local newspapers
 - All updates and reminders are posted regularly via our social media channels including the Alexandra Palace Facebook and Twitter feeds
 - 10,000 flyers are scheduled to be dropped through the doors of local residents throughout October

11. Appendix

- 11.1 Event Schedule
- 11.2 Firework publicity materials

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 comments

14. Financial Implications

- 14.1 The Council’s Chief Financial Officer has no additional comments to make on this report.

Appendix 11.1 Event Schedule

Open Date	Event	Location	Timings
10 th -13 th October	Knitting & Stitching	All Areas	10:00-17:30
17 th -18 th October	Hyde Housing	WH/PR/LR/PC Suites	tbc
19 th October	Tree Walk - Friends of the Park	Park	tbc
19 th October	Wedding	Panorama Room	18:00 - 01:00
19 th October	Haringey Racers hockey match	Ice Rink	17:00-20:00
20 th October	British Heart Foundation London to Milton Keynes Bike Ride Starting Point	Grove Car Park / Palm Court Terrace / Paddock Car Park / LR	06:00 - 11:00
21 st -23 rd October	AMMA	All Areas	tbc
20 th October	Farmers Market	Paddock	
20 th October	Compost Giveaway	Paddock Car park	tbc
26 th October	Above and Beyond	All Areas	21:00 - 02:00 note late finish
24 th November	Farmers Market	Paddock	tbc
31 st October	Wedding	Panorama Room	17:00 - 00:00
2 nd November	Fireworks and German Beer Festival	All Areas	13:00-23:00
3 rd November	Haringey Racers hockey match	Ice Rink	17:00-20:00
8 th November	Alice in Chains Live Music Concert	All Areas	18:00 - 22:45
10 th November	Sponsored dog walk	The Grove	10:00-16:00
13 th November	The National Live Music Concert	All Areas	18:30 - 23:00
16 th -17 th November	Vans Warped Tour	GH/WH	13:30 - 23:00
18 th November	Book Signing	PC/PR/LR	15:00 - 20:00
29 th November	Organ Concert	Great Hall	tbc
28 th November	The Lumineers Live Music Concert	All Areas	18:30 - 23:00
30 th November	Antiques	wh/PR	08:00 - 16:30
30 th November	Haringey Racers hockey match	Ice Rink	17:00-20:00
1 st December	Farmers Market	Paddock	
3 rd December	Haringey Council Schools Presentation	PR	14:00-22:00
8 th December	Farmers Market	Paddock	
8 th December	Wedding	PR	18:00 - 23:00
13 th - 16 th December	Christmas Panto on Ice	Ice Rink	1230 - 1530
15 th December	Farmers Market	Paddock	
13 th - 16 th December	Segway	Paths around park	09:00-17:00
13 th December -1 st January	Darts	All Areas	18:30-23:00
21 st December	Chingford League-Cross country races	Paddock	12:00-16:00
22 nd December	Farmers Market	Paddock	
28 th December	Chingford League-Cross country races	Paddock	12:00-16:00
29 th December	Farmers Market	Paddock	
4 th -5 th January	Ping Pong World Championships	WH	12:00 - 00:00
4 th January	Haringey Racers hockey match	Ice Rink	17:00-20:00
5 th January	Farmers Market	Paddock	
12 th -19 th January	Snooker Masters	WH/PC	tbc
12 th January	Farmers Market	Paddock	
17 th - 19 th January	Model Engineering	GH/PS	10:00 - 17:30
26 th January	Farmers Market	Paddock	
31 st January-2 nd February	Southern Homes Show	WH	10:00 - 17:00
2 nd February	Farmers Market	Paddock	tbc
8 th February	Haringey Racers hockey match	Ice Rink	17:00-20:00
9 th February	Farmers Market	Paddock	
14 th -15 th February	The Foals Live Music Concert	All Areas	18:30 - 23:00

Appendix 11.2


 presents
Back with a Bang!
 The Return of the Fireworks at Alexandra Palace

Saturday 2nd November 2013
Alexandra Palace
 London, N22 7AY, 4pm – 11pm

Fireworks, UK's largest German Bier Festival, Street Food, Ice Skating & More.

Further details and tickets from
www.backwithabang.com #bang

Alexandra Palace the people's palace.




THE ALLY PALLY
GERMAN BIER FESTIVAL
 SATURDAY 2 NOVEMBER 2PM – 11PM

ENJOY THE BEST FIREWORK SHOW IN TOWN AT 8PM

ALEXANDRA PALACE GREAT HALL
 THE UK'S LARGEST BIER FESTIVAL
 OOMPAH BANDS AND DJ'S FROM 2PM
 GERMAN FOOD
 HAPPY HOUR 2-3PM

BAVARIAN WAITRESS SERVICE
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noasis
 A tribute to Oasis

PREMIUM GERMAN BIERS
 A wide range of German beers and real ales will be served on the day including:






Buy your tickets now at
WWW.BACKWITHABANG.COM
 Tickets start from £6 (Over 18s only)

Alexandra Palace the people's palace

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FAMILY FIREWORKS FESTIVAL
 SATURDAY 2 NOVEMBER * 2PM – 11PM

SPECIAL DISCOUNTED SKATING SESSION ONLY
£5 PER SKATER
 including skate hire