

Report Title: **Commercial and Development Director's update**

Report of: Emma Dagnes, Commercial and Development Director

1. Purpose

1.1 To advise members of the Statutory Advisory Committee and the Consultative Committee and seek views on recent APTL events and activity

2. Recommendations

2.1 That the Committee notes the contents of this report

2.2 That the Committee notes that planning for the 2014 fireworks event is underway and that a detailed proposal will be put before APPB on 22nd July

2.3 That the Committee notes and endorses the proposed temporary structure on the Beach

Report Authorised by: **Emma Dagnes, Commercial and Development Director**

Contact Officer: Emma Dagnes, Commercial and Development Director

3. Executive Summary

3.1 Event Sales Highlights

A review of exhibitions, shows and live music for the last 3 months, including a forward focus on upcoming events and an events schedule for reference.

3.2 Fireworks Update

Preliminary information regarding proposed date, opening times, display times, road closure schedule, capacity, and ticket prices for the 2014 event for review and approval.

3.3 Pop Up Beer Garden

The committee is asked to support the proposals for a temporary and moveable structure on the beach which requires planning permission from LBH. The structure has been designed by the Decorators and is sympathetic to Alexandra Palace's heritage and long term objectives. A summary of the designs can be found in Appendix 1.

4. EVENT SALES HIGHLIGHTS

4.1 Exhibitions and Shows April 2014 – June 2014

In April Alexandra Palace welcomed back a long standing popular event in the exhibition calendar: Big Stamp and Scrapbooking Show. This is one of the largest and most popular paper craft shows in the UK with over 60 retailers showcasing their products alongside a number of inspirational craft demonstrations and projects. The event ran smoothly with over 8,000 visitors over 2 days and a golf buggy was laid on from the Palm Court to the East Car Park to enable older visitors to safely get across the South Terrace. The Client was extremely happy with the event and we look forward to welcoming them back in September.

As mentioned in the last SACC report, Drive in Cinema took place between 31st March and 4th April in the Pavilion car park. All films finished before 10pm and there were only two complaints about the noise. This event received overwhelming positive feedback on social media and the Sales team are hoping to secure another week of film screenings later in the year.

Antiques returned in May and numbers were slightly down on previous shows with around 3,000 visitors. This was the last show run by the current organisers, Nelson who have sold the Alexandra Palace event to International Antiques and Collectors Fair (IACF). IACF also run trade shows so there is a possibility that we can look forward to expanding our business with them.

Also in May Alexandra Palace hosted Phex – the first time that this plumbing trade show has exhibited in London. The Client was pleased with stand sales and footfall across the 2 day event and it is likely that this will become a repeat booking for the Sales team.

The Great British Tattoo Show returned for a second year in late May and this time they bought the Lucha Wrestling with them. Footfall was significantly up on last year with 6,500 visitors across the weekend compared with 5,200 in 2013. Another quirky spectacle this year included a wedding ceremony in the Great Hall which was filmed as part of the TV show *Don't Tell the Bride* (to be aired later this year).

Les Mills and UCAS were the two big shows in June. Les Mills was a new fitness event designed to introduce the Les Mills exercise programme to their instructors and key fitness personal within the industry. This was a packed day with a number of classes taking in place in various rooms across the site. The Client was extremely pleased with the venue.

The UCAS exhibition was another first for Alexandra Palace with the event previously being held at Olympia. Numbers exceeded expectations and the Client made a point of commenting on the friendliness and professionalism of all the staff involved on the day. The Sales team are working hard to secure further business with UCAS and are prioritising building this relationship.

In addition to a strong 3 months of exhibitions and shows the Sales team also secured a number of smaller film shoots, most notably John Lewis 150th advert

and location shooting for the ITV drama Mr Selfridge. Pushing Alexandra Palace as a location to producers is one of the main objectives this financial year for both the Sales and Marketing teams and we were selected as Film London's Location of the Month in April.

4.2 Live Music

In April Alexandra Palace hosted British rock band You Me at Six with over 9,000 people attending and many queuing along the South Terrace from early in the morning. The demographic was as expected; young adults 16-24 with a 60:40 female to male split.

Alexandra Palace has recently announced upcoming gigs by Alt-J and 1975 which are expected to sell out and the Sales team are also preparing a very busy programme for the autumn.

4.3 Future Events

Going forward there is much to look forward to starting with Haringey Boxing this weekend. This is followed by the established Cyprus Wine Festival and the new Big Bang Science Fair. Moving into the summer we welcome back Summer in the City, Antiques and Big Stamp before moving into the live music months starting with Alt-J and the 1975. Taking Alexandra Palace into October is the firm favourite Knitting and Stitching show which is increasing its residency to 5 days this year.

Date	Event
Haringey Boxing	Thursday 19th - Sunday 22nd June
Cyprus Wine Festival	Friday 27th - Saturday 29th June
Hornsey Carnival	Saturday 5th July
The Big Bang Fair	Monday 7th - Tuesday 8th July
Camden Light Orchestra Event	Monday 7th July
Queensbury Boxing	Saturday 12th July
Funfair	Sunday 20th July - Tuesday 9th September
Summer in the City	Thursday 7th August - Sunday 10th August
Crouch End Festival	Saturday 13th September
Antiques	Saturday 13th September- Sunday 14th September
Big Stamp	Thursday 18th - Sunday 21st September
Open House History Tours	Saturday 20th - Sunday 21st September
alt-J Live Music Concert	Wednesday 24th - Thursday 25th September

1975 Live Music Concert	Tuesday 30th September - Wednesday 1st October
Knitting & Stitching Show	Monday 6th - Sunday 12th October

5 FIREWORKS UPDATE

Preliminary planning for the 2014 Fireworks event is now well underway. A Safety Advisory Group meeting is scheduled for Monday 23rd June with all the major agencies and local authority bodies. Top line information will be discussed outlining the date, opening times, display times, road closure, capacity, and ticket prices as detailed below. The German Bier festival will also be returning but the Events team are working on making this a ticketed event with a maximum capacity of 5,500.

Top Line Fireworks information

Date	1 st November 2014
Opening time	15:00
Display time	19:30
Capacity	35,000
Ticket price	held at 2013 prices

6. POP UP BEER GARDEN – for SACCC consultation as part of planning permission application

In Farrell's 2012 spatial Masterplan six 'big ideas' were put forward for the transformation of the site. This included 'Improving first impressions' and with that objective in mind the APTL commissioned a pop up structure to create an interactive beer garden in the space outside the Bar and Kitchen. The brief specified that designs had to be inspired by the heritage of the Alexandra Palace Italian Garden which was built in 1873 within the walls of the Palace but lost in the 1980s fire and therefore reflect the building's history but in a unique and modern way. Furthermore the space had to be inviting, showcasing the exceptional views, and also flexible and movable to accommodate build up and break down for events using the Panorama Room.

The successful tender was put forward by The Decorators who have created a series of three-dimensional movable structures of varying sizes. These units work as both planters and seating areas functioning as viewing platforms and sensorial experiences providing smells of botanical species of different sizes and textures. The units can be arranged into a number of configurations bringing variation to the space and are also compact enough, at 62m², to be stored indoors.

The structure has been carefully designed to be sympathetic and relevant to the overarching objectives of Alexandra Palace's regeneration work. It also compliments and enhances the existing beer garden and has been specifically designed as a seasonal, non-permanent feature. However, as the pop up is intended to be in place for more than 28 days the APTL is required to apply for planning permission. Please see Appendix 1 for final designs and images of plants to be used.

7. LEGAL AND FINANCE IMPLICATIONS

- 7.1** The Council's Chief Financial Officer notes the contents of this report. There is nothing specific to highlight however, the positive feedback from clients and the healthy number of events already hosted or planned is welcomed and should support both day to day activity at the Trust but also the wider regeneration activities.
- 7.2** The Council's Assistant Director, Corporate Governance has been consulted in the preparation of this report, and has no comments.

8. APPENDIX

- 8.1** Pop up Beach designs provided by The Decorators