

Report Title: **Chief Executive's report**

Report of: Duncan Wilson, Chief Executive Alexandra Park and Palace

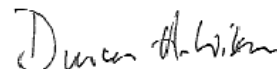
1. Purpose

1.1. To update the Committees on progress with three strategically important initiatives: sponsorship, fundraising and market testing

2. Recommendations

2.1. That the SAC and CC note reports on these three areas of work

Report Authorised by: **Duncan Wilson, Chief Executive Alexandra Palace and Park**



Contact Officer: Duncan Wilson, Chief Executive Alexandra Palace and Park

3. Executive Summary

3.1 **Sponsorship.** Approaches to potential sponsors have been made, over the last six months, focusing (but not exclusively) on the technology and new media sectors and in accordance with the sponsorship strategy previously shown to the SAC/CC. There is some serious interest but nothing amounting to a firm proposal yet.

3.2 **Fundraising.** Likewise, applications to major grant giving trusts and foundations have been made in the course of the last few weeks in support of the Trust's programme of works and activities, focusing on the HLF project and the learning programme. The first results of this initial tranche are expected before the end of this year. The recruitment process for a head of fundraising continues, in a very competitive market.

3.3 **Market testing.** On market testing, there continue to be expressions of interest in principle from a range of potential hotel operators and a more limited number of developers. We are undertaking some due diligence on our market testing strategy with the Borough to ensure that we are confident that it will achieve the best result for Alexandra Palace in terms of securing a long term investment partner. We are now aiming to approach the market in the spring of 2015, so our target is to report back to the SAC/CC with the parameters for that tender exercise in January 2015.

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

N/A

5. Local Government (Access to Information) Act 1985

N/A

6. Legal Implications

6.1 The Council's Assistant Director, Corporate Governance has been consulted in the preparation of this report, and has no comments.

7. Financial Implications

7.1 The Council's Chief Financial Officer has been consulted on the contents of this report and has no additional comments to make.

8. Use of Appendices

8.1 There are none.