

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**

Report Authorised by: **Duncan Wilson, CE, APPCT & APTL**

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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

Updated information regarding the final planning stages of the Fireworks event

4.1 Exhibitions and Shows

July 2014 – September 2014

In July Alexandra Palace hosted The Big Bang Fair, an exhibition targeted at 7-19 year olds celebrating science and technology. It was the first time the show had exhibited in London and saw a footfall of over 2,000. Alexandra Palace's Learning Officer, was also given the opportunity to exhibit at the show to promote the venue's learning and community programme. The client was extremely happy with the feedback received from the children and teachers who attended and was delighted with the management of the event. It is likely this will be a repeat booking for the Sales team.

Queensbury Boxing returned in July after a successful event held in March. Ticket sales were not as high as previously achieved due to the time of year, however the event was still considered a success and both the promoter and Alexandra Palace events team are now planning a forthcoming winter show.

Taking advantage of the successful drive we had from filming in the earlier part of the year, the West Hall became a studio for Nickelodeon, to film children's programme "Get Your Skills On" which was sponsored by Fruit Shoots. The production team were delighted with the flexibility of the space and are keen to rebuild the studio in future months.

The BBC also took occupancy of our Victorian Theatre for two weeks to shoot a new Ident which is to be broadcast in October.

A high profile corporate client returned from last year with an even larger event, increasing their numbers and utilising all halls. The Great Hall was used as an exhibition area showcasing their new products and our catering team delivered a BBQ for the 700 corporate guests on the South Terrace.

Summer In the City returned for a second year in early August and is now considered the largest UK event dedicated to the YouTube community, allowing creators and fans of online content to engage. The two day event sold out twice as quickly as last year with 14,000, 15-17 year attending the event. An industry day for 500 guests was also added to the line-up, giving an opportunity for the main sponsors to showcase their products. Due to the volume of "meet and greets" required at the event, the client is looking at new and improved ways of delivering this element to the show. Overall SITC was very successful and the promoter is keen to rebook for next year.

The greatly anticipated new beer garden outside the Bar & Kitchen at Ally Pally was launched with a street food and craft beer festival for the local community which was organized by our events team. The team's initiative attracted over 5,000 visitors across the day and due to its success was repeated on a larger scale four weeks later. The team is scheduling further beer garden events in 2015.

In addition over the past three months the Palace has hosted 17 weddings, accommodating in total over 8,000 guests.

4.2 Live Music

Palm Court hosted an event for the Camden Light Orchestra attracting 250 guests in July. To continue the success of orchestral events, the Crouch End Festival Chorus will be performing Verdi's Requiem in our Palm Court at the beginning of September.

Alexandra Palace has recently announced up and coming gigs for The Libertines, Jamie T, Gas Light Anthem, Metronomy and Jake Bugg.

4.3 Future Events

There is much to look forward to starting with the established Antiques Fair, the first show run by the new organiser IACF, followed by the long standing and very popular Big Stamp and Scrapbooking Show. We then move into our season of music and sport including the Darts and Snooker.

Date	Event
Alt – J Live Music Concert	24 th September
The Libertines Live Music Concert	26 th -, 27 th & 28 th September
1975 Live Music Concert	30 th September - 1st October

Fat Freddy's Drop Live Music Concert	17 th October – 19 th October
Jake Bugg Live Music Concert	21 st – 22 nd October
AMMA	27 th – 30 th October
Vertical Influences / Le Patin Libre	28 th – 31 st October
Jamie T Live Music Concert	14 th – 16 th November
The Gaslight Anthem Live Music Concert	19 th November
Silent Film Organ Concert	20 th November
Bonobo Live Music Concert	28 th November
Metronomy Live Music Concert	5 th December
Antiques	6 th – 7 th December
William Hill Darts	18 th December - 4 th January 2015
Masters Snooker	7 th - Thursday 8 th January
Model Engineering show	16 th - 18 th January
Ping Pong Championships	23 rd – 26 th January
Excursions	Saturday 24 th January
Southern Homes Show	Thursday 29 th January - Sunday 1 st February

5. FIREWORKS UPDATE

The first draft of the Firework's Event Management Plan has now been received and is being reviewed by Alexandra Palace.

A Safety Advisory Group meeting is scheduled for Thursday 18th September and will be attended by the key relevant authorities. At this meeting the crowd management plan and site orientation will be discussed in detail along with all traffic management plans for the event. Traffic management will affect the closure of Alexandra Palace Way from 23.59 on 31st October to 07.00 on Sunday 2nd November. There will also be the normal road closures in place off Priory Road to ensure local residents roads are not affected by traffic to the event. Details of this will be sent to all residents in due course.

Greater emphasis will be put on the family area with a larger funfair, street food operators with children's portions and children's entertainers such as free face painting. We will be encouraging families to watch the display from this area and a test fire ensuring the display can be clearly seen from the family area will take place on Saturday 6th September.

The bier festival is now confirmed with all artists booked. This will see a ticketed event of 4,500 with exclusive access to the south terrace to simplify crowd movement across the

site. The report which was commissioned to assess the option of using Alexandra Palace Way as a viewing area will be presented to the SAG for comment on the 18th September.

Top Line Fireworks information

Date 1st November 2014

Opening time 15:00

Display time 19:30

Capacity 35,000

Ticket price Held at 2013 prices. Under 10's will need to apply for a free ticket

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 notes the contents of this report and has no further comments to add.

8. Use of Appendices

- 8.1 There are none.