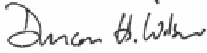


Alexandra Park and Palace
Report Title: Report of Commercial & Development Director
Report of: Lucy Fenner, Acting Commercial Director
1. To update the Board on the recent developments and activities, in particular:- <ul style="list-style-type: none">• Commercial activity update• The events schedule (Appendix 11.1)
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: Lucy Fenner, Acting 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 outlines the up and coming events schedule (Appendix 11.1)
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. EVENT SALES HIGHLIGHTS October 2014 – January 2015

- 6.1** The third quarter started with 6 nights of concerts in 7 days attended by 55,000 music fans. All the concerts were a huge success and included: ALT j, Libertines and 1975. The feedback from all the promoters and public was fantastic. The events team worked hard overnight to turn the venue around in time for a local hospital dinner, Finchley reform Synagogue and the 1st build day of Knitting and Stitching.
- 6.2** Knitting and Stitching, now organised by Upper street events, continued to grow and expand across the site. This year the show opened for five days and attracted a footfall of over 40,000. In order to maximise space the events team arranged for a marquee to be erected outside the Bar & Kitchen - an initiative that we will likely bring back next year assuming we proceed with the regeneration works.
- 6.3** In October Fat Freddy's Drop sold out followed by Jake Bugg two days later.
- 6.4** In November Amma returned for the fifth year and welcomed 6,000 visitors across the 5 day tenancy.
- 6.5** Also in November the Fireworks Festival returned and this time Alexandra Palace took on more of the operational responsibility. The events team, led by the Head of Operations, worked extremely hard to address all of the issues raised in 2013 and months of pre-planning and hard work ensured that all elements ran smoothly on the night. The event was attended by over 30,000 visitors and although we received a handful of complaints, there were no significant issues with beer festival access, disabled viewing, site orientation or facilities.
- 6.6** Live music continued throughout November with two sold out nights of Jamie T, Gaslight Anthem, Bonobo and Metronomy. Bonobo was supported by a 15 piece orchestra and it was the last gig of the incredible 'The North Borders' album tour; in celebration over 400 balloons was released into the crowd.
- 6.7** International Antiques and Collectors Fair (IACF) attracted a high footfall and saw an increase in trade stands by 26%. IACF continue to drive change seeking to improve the content at each show and are working hard to attract a wider audience from outside of London throughout 2015.
- 6.8** The Darts sessions began on 18th December and all 50,000 tickets sold out. The event was sponsored by William Hill who made a substantial investment into the branding of Alexandra Palace, in particular renaming the Bar & Kitchen the *William Hill Pub* for the duration of the event. Negotiations are underway to move this event into the Great Hall in 2015.
- APTL is pleased to report that sales were up 7% on last year's event.

7. FUTURE EVENTS

- 7.1** Given the popularity and profitability of the Bier Festival in November 2014, APTL has launched a Spring Fest in April 2015 to tie in with the bank holiday weekend. Further craft ale festivals are planned throughout the summer and a Summer Event Working Group has been established to ensure all opportunities across the site are maximised, including celebrating 25 years' of the ice rink.

- 7.2** January begins with the Ping Pong Championships now moving into its third year at the Palace. 64 participants from all around the world will take part and an audience of 1500 is expected at each of the 4 sessions. The event will be broadcast live on Sky Sports on Saturday 24th and Sunday 25th January.
- 7.3** Also in January the Southern Home Shows returns for its second year following a positive uptake of exhibitors in 2014. Last year's high attendance figures meant that this year the show will move from the West Hall into the Great Hall.
- 7.4** RYA Suzuki dinghy shows is one of Alexandra Palace larger exhibitions taking over all areas including the Palm Court. Footfall to the event increases year and year and we expect this established show to continue to grow in 2015.
- 7.5** In conjunction with the Alexandra Palace organ appeal the Royal College of Music's Philharmonic Orchestra will perform one of the best loved works in the classical repertoire, Holst's The Planets. This orchestral suite favorite will be accompanied by the Grand Willis Organ in the Great Hall
- 7.6** Clean Bandit is one of Britain's 2014 breakthrough acts and their UK tour will end at Alexandra Palace on March 15th. The concert is expected to sell out all 10,000 available tickets.
- 7.7** For its second year at the Palace the Edible Garden Show will add a new element to its exhibition: Good Life Live. Good Life Live goes beyond the garden to include outdoor living, small holdings, travel, and home comforts.
- 7.8** Also in March Queensbury boxing returns to host their third tournament with an audience of 1,500 expected across 14 bouts.
- 7.9** UCAS will host its established convention for the first time at the Palace in the Great Hall. The event gives students the chance to investigate all of the post-18 options available to them including, apprenticeships, further education, volunteer work, employment, or higher education.
- 7.10** To end the fourth quarter Ben Howard will play 3 nights in the Great Hall. All nights have already sold out attracting over 30,000 music fans.

8. CATERING

8.1 Bar spend has been up over the last 3 months mainly due to the number of live music shows. Bar spend at live music events ranges from £5-£15 per head.

8.2 Bar & Kitchen

Overall the B&K continues to perform better than budget. New initiatives such as sending flyers to dart ticket holders to encourage early arrival is helping to encourage more sales on site prior to events.

8.3 Ice Rink Café

The Ice Rink Café benefited from a sold-out Christmas pantomime. Menus are currently being reviewed in order to promote sales in the last quarter.

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

The Park Catering team did not trade between October–February and will pick up trading in the spring.

9. ICE RINK

9.1 The Ice Rink continues to perform ahead of trading forecasts and is currently planning a Valentine's Day event with the support of the Marketing team

9.2 The annual pantomime, the Snow Queen on Ice sold out each session in advance.

10. APPENDIX

10.1 Event Schedule

11. LEGAL IMPLICATIONS

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

12. FINANCIAL IMPLICATIONS

12.1 The Council's Chief Financial Officer notes the content of this report and has no further comments to make.

APPENDIX 11.1 Event Schedule: January - April

Event	Public Event	Date
World Snooker	Live Sport	11th - 18th
Model Engineering	Exhibition	15th - 18th January
Ping Pong Championships	Live Sport	22nd-26th January
Wave	Learning & Community	23rd January
Excursions	Exhibition	23rd - 24th January
History Tours	Learning & Community	24th January
Southern Homes Show	Exhibition	29th January - 1st February
RYA	Exhibition	25th February - 1st March
Royal College of Music	Live Music	5th March
Antiques	Exhibition	7th - 8th March
Clean Bandit	Live Music	13th March
Queensbury Boxing	Live Sport	14th March
UCAS Exhibition	Exhibition	15th - 18th March
Edible Garden Show	Exhibition	19th - 22nd March
Mechanix	Exhibition	23rd - 25th March
London Festival of Modelling	Exhibition	26th -29th March
Spring Fest	Live event	3rd April
Big Stamp	Exhibition	9th - 10th April
Ben Howard	Live Music	16-18 th April

Farmers Market and Tree Climbing on in the Park throughout the summer weekends