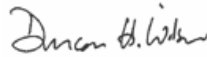


Alexandra Park and Palace	28 April 2015
Report Title: Report of Commercial & Development Director	
Report of: Lucy Fenner, Acting Commercial Director	
1. To update the Board on the recent developments and activities, in particular <ul style="list-style-type: none"> • Commercial activity update • The events calendar (Appendix 15.1) 	
2. Recommendations <p>2.1. That the Board notes the contents of the report and gives its views where appropriate.</p>	
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 <p>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.</p> <p>3.2. The report outlines the up and coming events schedule (Appendix 15.1)</p>	
4. Reasons for any change in policy or for new policy development (if applicable) <p>4.1. N/A</p>	
5. Local Government (Access to Information) Act 1985 <p>5.1. N/A</p>	

Background - EVENT SALES HIGHLIGHTS January 2015- April 2015

- 6.1 January was one of our most successful to date with 9 events including the final sessions of World Championship Darts and the Masters Snooker. The Masters attracted 18,000 visitors resulting in a 31% increase in catering sales.
- 6.2 Model Engineering returned for its ninth year and the client was delighted with the event delivery, which ran alongside the snooker final. This event has seen over 15,000 visitors since 2011 and this steady growth is reflected in increased catering sales.

- 6.3 The Ping Pong championships returned for its third year. Visitor numbers grew once again to 3,500 and the tournament was watched by thousands around the world. Catering again benefited from the higher footfall achieving a 50% increase in sales.
- 6.4 The Excursions show ran alongside the Ping Pong with footfall peaking at 1,700. Again concessions took advantage with the Bar & Kitchen especially showing a good return.
- 6.5 Southern Homes returned for its second year and grew into the Great Hall. The show ran over three days and took a 6 day tenancy. The visitors attracted were just less than 2,000 and not necessarily what the organiser had anticipated however the quality of customer converted into good sales for the exhibitors.

Also in January Land Rover hosted a PR event in the Park (open to the public) in which a sledging run was installed on the south slope and was named snow day. The event attracted significant media attention with a campaign that encouraged the public to embrace winter.

- 6.6 February was a quieter month. The Royal Yachting Exhibition returned, however good weather meant that visitor numbers were lower than expected. Overall figures against budget were low however a healthy January and March made up for this. The reason for the dip in February was due to concerts cancelling and the overoptimistic phasing of the budget at the start of the year. We did however continue to host Segway, unit base parking and a handful of film shoots during this month.
- 6.7 In March we welcomed the RCM Philharmonic Orchestra who performed with the Henry Willis Organ. The programme included Holst's popular Planet Suite which was enjoyed by 700 visitors - a record for an organ concert in the Great Hall.

International Antiques & Collectors Fair Ltd. delivered another successful show with 4,500 in attendance and a record number of exhibitors. Under new management this show continues to grow and attract new audiences.

- 6.8 UCAS hosted their first Higher Education convention in the Great Hall, business won from Olympia. Over 19,500 students attended to learn about apprenticeships, volunteer work, further education and employment.
- 6.9 The Edible Garden Show returned for a second year and achieved a 20% increase on last year's footfall with 6,600 visitors.
- 6.10 In addition to the above the operations team delivered efficient and effective turnarounds under extreme pressure. As the Antiques show broke down, the Ospre police exams started to set up. As Ospre finished it was straight into Clean Bandit build, the concert attracted 9,400 music fans, followed by Queensbury boxing attended by 1,000 people. The events team continued to deliver a high level of service under difficult conditions and the House and cleaning teams are to be recognised for their hard work.
- 6.11 Drive in cinema returned and has now taken residency in the Pavilion Carpark throughout the Spring and Summer. One hundred cars get to enjoy an array of films including Dirty Dancing, Blade Runner & Grease.
- 6.12 Mechanix has just finished a successful mid-week run. This is a regional auto repair tradeshow which has moved to Alexandra Palace from Sandown. The Client is hoping to improve on the 1,000 visitors next year. The Model Railway Show achieved an attendance of

10,000 over the weekend and a new nursing show organised by an existing client, MA Healthcare is currently setting up in the Halls.

- 6.13 At the end of the financial year we will have secured and hosted in excess of 200 events. This is the best result for APTL yet and the revenue and gross profit at year end will reflect this success.

7. FUTURE EVENTS

- 7.1 In April APTL will launch its brand new in-house event Spring Fest to tie in with the Bank Holiday weekend. The event has now sold out and we are already planning to move into the Great Hall next spring. Ben Howard will play 3 nights in the Great Hall and all nights have already sold out. Hyde Housing will host their annual conference for 1,200 in the west Hall.
- 7.2 In May the second of the four Antiques shows will take place and 2 sold out nights of Prodigy are scheduled with 1 late night (3am) finish planned for Friday 15th May. The Tattoo show will return alongside the in-house run craft beer festival, and the final live music night of the summer will be Axwell Ingrosso planned to finish at 1am.
- 7.3 Les Mills will return for its second year. Les Mills Fitness Event is designed to introduce the new Les Mills exercise programme to their instructors and key fitness personal within the industry – this is a 1 day event, with 1,500 participants and is a full packed schedule throughout the day.
- 7.4 A brand new show for Alexandra Palace will take place midweek in June from the organiser ABTT the Theatre Show. June events will also include: a private banquet for 1,200, Cyprus Wine, and Haringey Police will return for their annual community amateur boxing event.
- 7.5 An outdoor event plan is now in place to ensure that we are taking advantage of the opportunity the Park provides. In addition numerous Park events are on the horizon including the Ally Pally Summer Festival, a free event on 25th July to tie in with the 25th anniversary of the Ice Rink, Redbull Soapbox, monthly summer craft ale festivals, an RSPCA walk for 2,000 dog walkers, a cinema screening on the south slope, hosted by Luna cinema, Foodies festival for 20,000 expected visitors, (a maximum of 5,000 at any one time) a Drive in Cinema, and the regular Funfair, tree climbing and Segway events.

Over the coming months the commercial team will be working closely with the Park team to move the planning for the Go Ape course forward.

8. CATERING

- 8.1 Catering has shown growth year on year, but did not hit its ambitious target this financial year. However it is important the event hall hire and catering targets are looked at together and, as previously highlighted, this area of the business has exceeded its target overall.
- 8.2 Bar & Kitchen
Overall the B&K grew in terms of revenue and profit on previous years however ended below its budget. A focus in the next financial year is to grow public business daily to ensure the pub has its own regular customers and is not so reliant on the events business.
- 8.3 Ice Rink Café

The Ice Rink Café grew in terms of revenue and profit on previous year however ended below its budget. Another focus for the forthcoming year is to improve the offer within the ice café.

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

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

9. ICE RINK

9.1 The ice rink exceeded its target for the year, achieving this through the introduction of online ticketing, showing growth in adult & junior skating sales. Private hire and cost saving also contributed. Looking ahead the ice rink now needs to prepare for regeneration ensuring it still delivers against its targets.

9.2 A 12 month campaign starts now to celebrate 25 years of the ice rink.

10. Marketing

10.1 With a vast amount of activity now onsite, it is imperative that our marketing plan is both focused and strategic. We need to ensure we develop our consumer marketing campaign, look at new ways to maximise from digital marketing, keep our website up to date and improve our onsite communication. Over the coming months we will increase editorial coverage to ensure we continue to raise the venues profile and also ensure we look at new way to target corporate business.

11. Event operations

11.1 Over the past 6 months the Head of Event Operations has written and introduced The Venue Management Plan (VMP) to the organisation including all operational staff and contractors. The VMP is now the key document setting out how the building operates in alert or emergency scenarios. Primarily it gives guidance as to how all staff should respond to an incident and gives clarity on how any decisions are then formed. The document has updated the venue's procedures and gives instructions to key team members, identifying who should respond to specific types of incident.

11.2 To support our clients by growing their event through an increase in attendees, it was important we looked to increasing the capacity in West Hall. The events team have been working with the licensing authority and the London Fire Brigade, who have approved our recommendations.

11.3 In line with the work above and an overall capacity review we will be looking to vary our license to accommodate these changes. We will be using the opportunity to make several changes to conditions to bring them in line with accepted events management practice.

12. RECOMMENDATIONS

12.1 That the **Board** notes the contents of this report and approves the approach.

13. LEGAL IMPLICATIONS

13.1 The Council's Assistant Director, Corporate Governance 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 been consulted in the preparation of this report and notes the positive year that the Trust has had in terms of its commercial activities.

15. APPENDICES

15.1 Event Schedule: April to August

Event	Public Event	Date
Drive In Cinema	Live event	Throughout April- July
Spring Fest	Live event	3rd April
Big Stamp	Exhibition	9th - 10th April
Ben Howard	Live Music	16-18 th April
Antiques	Exhibition	3 rd May
Prodigy	Live Music	15 th -16 th May
Phew- Plumbing Show	Exhibition	20 th May
Craft Beer Festival	Live event	22 nd May
Tattoo Show	Exhibition	23-24 th May
Axwell Ingrosso	Live Music	6 th June
Les Mills	Live event	13 th June
Haringey Amateur Boxing	Sport	19-21 st June
Craft Beer Festival	Live event	20 th June
Theatre Show	Exhibition	24 th -25 th June
Cyprus Wine Festival	Community Exhibition	27 th -28 th June
Foodies Festival	Outdoor park event	3-5 th July
Redbull	Live event	12 th July
Craft Beer Festival	Live event	25 th July
Luna cinema Screening	Outdoor park event	1-2 nd August
Craft Beer Festival	Live event	22 nd August

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

15.2 **APPENDIX** Marketing Stats

Marketing Stats outlining the coverage received following the HLF announcement:

Live Media Coverage:

BBC London News – 6.30pm - Weds 25th March
London Live news – x 5 segments throughout the day Thurs 26th March
BBC London Radio – 15 minute interview – Sat 28th March

Press Coverage:

BBC news website
Evening Standard
Haringey Independent
Ham and High Broadway
Tottenham & Wood Green Independent
Haringey Council Website
HLF Website

Trade Media Coverage:

The Stage
Stand Out
Broadway.com
Business Daily
Exhibition News
Music Week

Social Media: (data from 25/3 – 26/3)

1,600 unique mentions (by others of HLF announcement)
457,100 impressions (number of people who saw a mention)
158 new Twitter followers
115 new Facebook followers

15.3 **APPENDIX** See AP Summer What's on included