

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

Report of: Lucy Fenner, Acting Commercial 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 the Park Activity

2.3 That the Committee notes that planning for the 2015 fireworks event is underway

Report Authorised by: **Emma L Dagnes, Interim Chief Executive, Alexandra Palace and Park.**



Contact Officer: **Emma L Dagnes, Alexandra Palace Way, Wood Green, N22 7AY Tel 020 8365 4335**

3. Executive Summary

3.1 Event Sales Highlights

A review of exhibitions, shows and live music for the last 3 months

3.2 Future Events

Forward focus on upcoming events and an events schedule for reference

3.3 Park Activity

A review of events and activity within the Park over the next 6 months

3.4 License Variation Summary

3.5 Fireworks Summary

Preliminary information regarding proposed date, opening times, display times, road closure schedule, capacity and ticket prices for the 2015 event for review

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

4.1 N/A

5. Local Government (Access to Information Act 1985)

5.1 N/A

EVENT SALES HIGHLIGHTS

3.1 Event Sales Highlights April 2015 – June 2015

- 3.1.2 In April, APTL launched the brand new in-house event Spring Fest to tie-in with the Bank Holiday weekend. The event sold out and was a huge success. We are now planning to move into the Great Hall next spring
- 3.1.3 Ben Howard performed three nights in the Great Hall and all nights were sold out and we received positive feedback from both promoter and customers
- 3.1.4 Two Prodigy concerts took place with one late night (3am) finish. The concerts in total were attended by just fewer than 20,000 fans. The police were in attendance and alongside our security team dealt with some minor incidents
- 3.1.5 The Tattoo show will return on 23rd – 24th May alongside an in-house run craft beer festival and an after show party for 1,000 tattooists will also be taking place in the West Hall
- 3.1.6 The final live music night of the summer will be Axwell Ingrosso on 6th June planned to finish at 1am
- 3.1.7 Les Mills will return for its second year in June. 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 one day event, with 1,500 participants with a fully packed schedule throughout the day
- 3.1.8 A brand new show for Alexandra Palace will take place across 24th-25th June from the organiser ABTT the Theatre Show. This event will take place in the West Hall with tours of the Victorian Theatre planned. Further events in June include a private banquet for 1,200, Cyprus Wine Festival, and Haringey Police will return for their annual community amateur boxing event
- 3.1.9 An outdoor event plan is now in place to ensure that we are taking advantage of the opportunities the park provides. In addition numerous Park events are on the horizon including 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. Further details of all outdoor events listed below under park activity
- 3.1.10 As highlighted previously over the coming months the commercial team will continue to work closely with the Park team to move the planning for the Go Ape course forward

3.2 Future Events

Event	Public Event	Date
Axwell & Ingrosso	Live Music	6 th June
Les Mills	Exhibition	13 th June
Haringey Box Cup	Live Sport	19 th - 21 st June
Street food and craft beer festival	Outdoor event	20 th June
ABBT Theatre Show	Exhibition	24 th - 25 th June
Cyprus Wine Festival	Exhibition	27 th - 28 th June
Foodies Festival	Park event	3 rd – 5 th July
Redbull Soapbox Race	Outdoor event	12 th July
Summer Festival	Outdoor event	25 th July
Luna Cinema	Outdoor event	1 st - 2 nd August
Street food and craft beer festival	Outdoor event	22 nd August
Cancer research Waterslide	Outdoor event	22 nd August
Brand New	Live Music	11 th Sep
Antiques	Exhibition	13 th Sep
Big Stamp and Scrapbooking Show	Exhibition	19 th - 20 th Sep

3.3 Park Events

Month	Event Name	Park Area	Open Day(s)	Event Open Times	Capacity	Description
May	Drive In Cinema	Pavilion	9-14th, 18th-19th	18:30-23:00	100	Outdoor screening in the Pavilion Car Park for 100 cars
	Street Food and Craft Beer Festival (FREE ENTRY)	Outside Pub on the beach Park	23rd	11:00-23:00	5,000	London's largest outdoor beer garden is gearing up for summer and to celebrate this we are giving you the chance to experience summer the right way with a series of Street Food & Craft beer festivals
	RSPCA dog walk	Park	31st	09:30-15:00	2,000	Part of the Big Walkies London series this 3k and 5k charity dog walk raises money for the RSPCA. Places can be secured via the RSPCA website.
JUNE	Drive In Cinema	Pavilion	8th-10th, 12th, 14th-25th, 29th-30th	18:30-23:00	100	Outdoor screening in the Pavilion Car Park for 100 cars.
	Waterslide testing day	South slope	4th	10:00-15:00	300	Cancer Research UK will be hosting a series of events across the UK in order to raise money for children and teens with cancer. The waterslide will be set up for testing prior to being opened to the public on the 22 nd August, Dimensions of slide: 2 slides x 100m long x 3 m wide
	Classic Tours	Beach + B&K	10th	08:00-10:00	500	500 Cyclist will leave from B&K to raise money for Nordoff Robins music charity
	Street Food and Craft Beer Festival (FREE ENTRY)	Outside Pub on the beach Park	20th	11:00-23:00	5,000	Summer street food and craft beer events run in-house by the Alexandra Palace commercial team.
JULY	Drive In Cinema	Pavilion	8th -10th + 12th + 14th - 25th + 29th - 3rd	18:30-23:00	100	Outdoor screening in the Pavilion Car Park for 100 cars

	Foodies Festival	Park	3rd - 5th	11:00-19:00	20,000 (5,000 at any one time)	This is the 10th Anniversary of the Foodies Festival and the first time it has been held at Alexandra Palace. Situated on the lower field the event will play host to the following: Chef's theatre, Children's Cookery, Tasting, Cake and Bake, Wine and Champagne, Craft Beer, Vintage tea, Chilli Food Market, and a Feasting Tent. The site will be 100m x 120m - the area will be ticketed and fenced off.
	Redbull Soapbox Race	Race takes place down Alexandra Palace Way & further Facilities within East car park	12th	12:00-18:00	20,000	Red Bull Soapbox Race is an international event in which amateur drivers race homemade soapbox vehicles. This unique, non-motorised racing event challenges both experienced racers and amateurs alike to design, build & race soapbox dream machines. Concession stands and soapbox viewing is at the East side of the Palace. This event is ticketed. 100 complimentary tickets have been provided to local schools.
	AP Summer Festival (FREE ENTRY)	All areas of the Park	25th	11am-10pm	8,000	Alexandra Palace will be hosting a Summer Festival celebrating the Park and Palace alongside the 25th Anniversary of the Ice Rink. Site entry will be Free. The following activities will be taking place across the site:
						<p>THE GROVE Bandstand Silent Disco Pimms and wine bar</p> <p>SOUTH SLOPE Waterslide Cinema screening (tickets charged at £15 including headphones)</p> <p>SOUTH TERRACE Street party craft beer on the Beach</p> <p>THE PAVILLION Segway Funfair Boating lake free kids and family activities from 4pm hosted by Learning & Community</p>

						THE PALACE History tours around the Palace Ice Rink session
	Waterslide	South slope	25th	11:00-19:00		As part of Alexandra Palace's Summer Festival 2 slides will be placed on the south slope; kids slide on the left, adults on right Each session will be 15 minutes with 20 people and each person will get 2-3 runs each
AUGUST	Luna cinema	South slope	1-2nd	19:30-23:00	2,000	Build up from 11:30, Bird Man & Gonnies, Ticketed and fenced off. Film Start @21:00 after watershed. Access during build time 08:00-19.00
	AP Craft beer festival (FREE ENTRY)	Outside Pub on the beach Park	22nd	11:00-23:00	5,000	The final Alexandra Palace run beer and food festival of the summer
	Waterslide	South slope	22nd	11:00-19:00	1,000	Cancer Research UK will be hosting a series of events across the UK in order to raise money for children and teens with cancer. The waterslide will be open to the public on this day on the south slope. Dimensions of slide: 2 slides x 100m long x 3 m wide. All money raised will go to the charity.
NOV	Fireworks	Park	7th	15:00-23:00	50,000	Annual fireworks display in the Park, with a German bier festival in the Palace. The event is ticketed.

3.4. License Variation

In order to support our clients and maximise footfall to events we are currently reviewing the capacity of event spaces, including the West Hall. This work is being carried out with the input of Haringey Licensing and the London Fire Brigade who have been positive in supporting our recommendations.

In line with the work above and an overall capacity review we will be looking to vary our Premises 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. The license variation will be submitted at the end of May. We hope that the license variation will be confirmed at the end of June after a 28 day consultation period.

3.5 Firework update

Planning for the 2015 Fireworks event is now well underway. Two Safety Advisory Group meetings have already taken place with all the major agencies and local authority bodies. Top line information was discussed and agreed outlining the date, opening times, display times, road closure, capacity, content of the festival including street food area, family area, bonfire, funfair 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 6,000.

A full overview of the Firework event operations is included in Appendix 1.

Top Line Fireworks information

Date	7th November 2015
Opening time	15:00
Display time	19:30
Capacity	50,000 (an increase from 40,000)
Ticket	Prices listed below

Ticket Type	2015 Charge	(net)	2014 price
Adult Early Bird	£6.00	(£5.00)	(£6.00)
11-15yrs Early Bird	£4.00	(£3.33)	(£4.00)
Adult Standard	£9.00	(£7.50)	(£8.00)
11-15yrs Standard	£6.50	(£5.42)	(£5.50)
Ice Rink	£6.50	(£5.42)	£5.00
German Bier Festival early bird	£10.00*	(£8.33)*	(£10.00)*
German Bier Festival	£12.00	(£10.00)*	(£12.00)*
Under 10'	FREE	FREE	FREE

Adults are 16 year and above.

*German Beer Festival will be strictly over 18 years and challenge 25 will be in place.

4. LEGAL IMPLICATIONS

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

5. FINANCIAL IMPLICATIONS

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

6. APPENDIX

- 6.1 Appendix 1 Fireworks Overview

Appendix 1

Event Overview

The 2014 fireworks proved a great success. Complaints were down from over 300 to just 20 all of which were minor. There was no reported crime, no significant or medium medical issues and the event was well received by all stakeholders. The feedback from those in attendance, the local statutory authorities and the press has been very positive.

The fireworks will continue to run as a paid, ticketed event, with an added ticketing option to access the German beer festival and ice rink.

As with any events, improvements should always be made and are required to keep the event fresh and attract more visitors for future years. The following report outlines the proposed overview for the 2015 event.

Operational delivery

Alexandra Park & Palace fireworks event is the only event in the country that operates an indoor offer (Beer Festival and Ice Rink) with an outdoor display. This is done to allow for the event to raise funds for Alexandra Palace Charitable Trust. To deliver such a complex event a lengthy planning and multi-agency consultation process is undertaken in the run-up, throughout and post event. Stakeholders and Partners who will be part of the planning and delivery include:

- Haringey Council
- Licensing
- Metropolitan Police
- London Ambulance Service
- London Fire Brigade
- Transport for London
- Capital Connect
- Alexandra Palace Events Team
- Contractors: Fireworks team, production, security, health safety etc

Alexandra Palace will remain the lead organisation for the event ensuring consistency in delivery across both the Fireworks Display, Ice Rink offer, and the German Beer Festival.

As with all large scale events in the Palace key members of the above will form the Emergency Liaison Team (ELT) which provides the principle decision making body pre, during and post event.

The ELT will be chaired by APTL alongside an independent Health and Safety Consultant with experience in large scale outdoor / indoor events. The ELT will also be made up of the following:

- Event security
- Metropolitan Police
- London Ambulance Service
- Event Medical
- LBH Licensing Enforcement Officer
- LBH Building Control officer
- Event Production Manager
- Head of Event Operations AP

Initial Safety Advisory Group (SAG) meeting

The first SAG was held on 21st April 2015. At this meeting a top line presentation was delivered by Alexandra Palace outlining the review of 2014, lessons learnt and proposals for the 2015 event. The agenda for the SAG was as follows:

- Review Presentation of 2014
- Proposals for 2015
- Stewarding / Security
- Marketing / Communications
- Customer Service
- Entry Fee and Ticketing System
- Traffic Management (Park Access, Car Parking, Road Closures, Curfews)
- Disabled parking and viewing areas
- The German Beer and Food Festival
- Funfair and Family Zone
- Ice Rink
- South Terrace / Alexandra Palace Way
- The event footprint including fence line, sterile zones, and disabled viewing
- Production (site infrastructure)
- New content (bonfire and theatre company performance)
- Opening times and access during the event
- Continuous review of lessons learnt from 2014

Capacity Increase

It is proposed that the ticket allocation will increase to 50,000 including under 10's to ensure as many people as possible can attend and enjoy the event. The beer festival capacity will be increased to 6,000 from 4,500. To Support this increase will be:-

- Additional areas of the park will be opened including Zone 6. This zone is situated in the Lower field
- Production and content will be improved in the lower fields
- The family area helped to eliminate areas of high density in 2014 with event sell-out, which in previous years had been on the south slope
- The Family area will be developed even further to support additional capacity in 2015

Proposed Entry Fee / Ticketing

- All tickets will be sold prior to the event and there will be strong communication stating that no tickets will be available to purchase on the gates
- The early bird price will be as per 2014 event, which will give everyone the opportunity to buy tickets at the lower rate once again
- An increase of £1.00 will be added to standard tickets which will be re-invested into the production and the content of the display. This in turn will allow us to open up a larger part of the site and give additional capacity to the event by encouraging people to gather on the lower field

- Ticketing will be run through Alexandra Palace's official ticketing partner SEE Tickets, reaching a database of three million Londoners. There will be a £1 booking fee per ticket purchased (apart from the Under 10's free tickets)
- The early bird offer will be in place for four weeks, after which the standard price will apply
- An optional ticket (after purchase of a fireworks ticket) for the Beer Festival will be implemented at a cost of £10 (early bird) or £12 standard ticket. This will also give exclusive access to the South Terrace as per 2014
- An optional ticket (after purchase of a fireworks ticket) for the Ice Rink sessions will also be implemented at an additional £6.50 per head and will operate as per 2014

All tickets are summarised in the table below for reference:-

Ticket Type	2015 Charge	(net)	2014 price
Adult Early Bird	£6.00	(£5.00)	(£6.00)
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Park Access, Road Closures and Curfews

- As per 2014 the road will be closed from 22:00pm on the Friday, most of the park will also be closed from this time. An area by Campsbourne School (gate 3) will remain open for dog walkers until 1pm on the Saturday. The grove will remain open as per 2014. Access and closure times will be communicated to regular Park users via clear signage one month prior to the event
- At the end of the display from the hours of 20.25-20.55pm, we are seeking support from the council to enable us to close the road between Bedford road roundabout and the AP station roundabout for 30 minutes. This will support with crowd dispersal at the end of the night as this area is highly congested and the ELT now see this as a safety requirement
- The event itself will start at 15:00pm and the display at 20:00pm

- There was an extremely late walk-up in 2014 – it is unclear if this was due to transport disruption in the local area or uncertainty from the public on the start time of the display. In 2014 it was decided by the ELT to delay the display by 30 minutes to 20:00pm to ensure as many ticket holders could enjoy
- Display time will be proactively communicated prior to the event with further advice and recommendations on good times to arrive. This will also be supported by further activities around the site throughout the day encouraging an earlier walk-up
- There was huge demand on both Gate 6 (Lower Road) and Gate 10 (Dukes Avenue) up until the opening times, potentially heightened by late walk ups. These gates are traditionally used by 'locals' so its assumed that many of these people lived locally and arrived late to avoid the queues but in fact created the queues
- Both these gates (6 &10) will be increased to allow for greater capacity and to reduce the queueing time. Gate 11 will also be opened onto the Avenue to reduce further congestion on Dukes Avenue. Senior managers from the security company will be present at these gates with experience of making decisions in dynamic crowd flow scenarios
- There will be a pedestrian gate open to allow for access from Redstone Fields. This will be Gate 5. Gate 5 will have 4 lanes to ensure all visitors from this side of the local community can access the site easily
- The Children's playground situated off the Avenue will be open on the day of the event with access from The Avenue only. This playground will be closed one hour prior to the event opening
- The area labelled as Zone 6 which remained out of bounds in 2013 & 2014 will now be open as additional viewing area for visitors, additional content will be provided
- The Children's playground situated off the Avenue will be open on the day of the event with access from The Avenue only. This playground will be closed one hour prior to the event opening

Disabled viewing area

- A dedicated disabled viewing area within the outdoor beer garden space also known as "The Beach" will be provided. A car park will be available on site with ease of access to the disabled viewing area, however due to the nature of the event and safety restrictions including access to site in cars, spaces will need to be pre-booked

Key production aspects /Improvements for the 2015 display

- There will be several changes and improvements made to the production element of the 2015 display. It's important the event establishes itself as London best Firework display to support with our long term aims and adding rich exciting content will ensure that this happens
- The display itself will run for another 5 minutes so the display will be 25 minutes long
- The lasers will be reintroduced; sky scanners last year did not meet expectations. The lasers will be based in the firing zone and set on to the venue. They will also be used in the lower viewing areas to give an aerial effect and to light the tree line
- There will be a significantly improved sound system to ensure good coverage and appropriate sounds levels are achieved across the site throughout the display
- To ensure there is good crowd displacement across the site throughout the event it is vital each area is rich in content

- In the newly opened Zone 6 it is proposed a bonfire will be lit. In conjunction with the parks team the plan is to dig the earth but replace and re-turf the area post event, the bonfire itself will have a fenced safety cordon, secure perimeter and dedicated security
- The street food area will grow in size and as per last year the “adult” funfair will also be situated within this space (East car park)
- Mutiod waste who played a key role in the Olympic Ceremony, a regular fixture at Glastonbury festival and recently performed at the secret cinema held here at the Palace, are keen to add further visual content and excitement. Themed vehicles have been adapted and trained actors will entertain audiences to resemble a post-apocalyptic Mad Max style world
- It is proposed the convoy will start around 18.00pm on the lower road by Gate 2, moving slowly up AP Way through the family zone, temporarily disembarking in zone 6 for a 10 minutes theatre show and finishing in the lower section of the firing zone. At this point they will line up and appear to start the display with flame effects
- Site lighting will be improved via sodium coloured light or festoons, so the actual site has a better aesthetic with particular attention paid to the lighting on the lower road areas

German Beer Festival

- The German Bier Festival proved to be a success once again in 2014 and the content and production of this will be similar in 2015
- The event will be ticketed at a cost of £10 early bird & £12 standard tickets per person. Tickets can only be purchased with a ticket to the Fireworks. This will avoid confusion and guarantee access to all ticket holders
- Beer Festival ticket holders will be given exclusive access to the South Terrace along with those who buy hospitality tickets to the Panorama Room as per 2014. This will assist with crowd management during and after the display. Tickets to the event will be increased on last year but still limited to 6,000
- The Beer Festival Bars would be delivered by our Live Music Bar Provider who is used to dealing with large numbers
- A table service operation will be in place in the Great Hall with music and entertainment with further bars and food stalls set up in the West Hall

Funfair and Family Zone

- Two funfairs will be in operation at the 2015 event. The family funfair will be sited in the Paddocks car park to the west of the event site. Rides will be suitable for the whole family and will be near the family viewing area
- The second funfair will be located on the pavilion with rides in this area aimed at an older crowd
- Stronger communication messages explaining that although Alexandra Palace has indoor space the event is first and foremost an outdoor fireworks display and access to the palace is for the Beer Festival ticket Holders only
- Encourage families to prepare for being outdoors for a number of hours (should they wish to arrive early)
- On request only Re-admittance to the Park for people who attend the site early will be allowed

Park Facilities

- Toilet numbers will increase on last year and will be sited as per 2014 around the park to ensure people have easy access to facilities
- Facilities including baby changing units will also be in place, however communication will remind families that this event does take place in an outdoor space and therefore will not have the same level of facilities as an indoor event
- The number of disabled toilets will be increased and sited in appropriate locations for ease of access
- Communication will be clear for members of the public to bring cash to the event. We will be encouraging the larger vendors to also accept card payment but this will be based on the facilities that they have already built into their units

Customer Service & Crowd Management

- The service provider for crowd management will be experienced in managing large outdoor events. Their staff will be selected on knowledge of the park, venue and our customer service standards from their previous experience at Alexandra Palace working on our live music events and the previous firework display
- Alexandra Palace will also deploy our customer service team who work alongside us during live music events assisting customers with issues including providing maps, information on location of toilets, food outlets and general customer service
- Communication in regards to the site map via the website and direct to ticket holders will also be established

Marketing / communication strategy

- We will be implementing a robust and transparent communication plan of the event. The event will be launched in September 2015. Hold the date will be issued shortly
- Detailed Information on our website and through social media will continuously updated reminding people of the nature of the event, content of the event, timings and the facilities that are and aren't available on site
- Signage and Park closure times will be erected one month prior to the event

Legal advice

- The advice Bates Wells Braithwaite, APPCT lawyers in connection with right to close the park is:-

That it is permissible under the 1985 Act to close almost the whole of the Park for the fireworks display except those parts already licensed or let to third parties. The terms of the Act allow us to close "any part of the palace and park for not more than fourteen days in any one year." The proposal is for closure of less than 24 hours and excludes areas such as the Grove;

We must follow the public notice and advertisement requirements of the 1900 and 1985 Acts (requiring public notices to be displayed at the principal entrances at least two weeks in advance and advertisements to be placed in a London daily newspaper in each of two successive weeks) and consult the Statutory Advisory Committee (SAC-CC meeting 20th October will have an oral update in regards to fireworks plans and a detailed report is due to be tabled at APPCT Board on 15th July).