

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

Report of: Lucy Fenner, Commercial Director

**1. To update the Board on the recent developments and activities, in particular**

- Commercial activity update
- The events calendar (Appendix 15.1)

**2. Recommendations**

- 2.1 That the Board notes the contents of the report and gives its views where appropriate.
- 2.2 That the Board notes the Park Activity
- 2.4 That the Board notes that planning for the 2015 fireworks event is underway

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



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**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 and catering including the Bar and Kitchen.

- 3.1 Future Events Forward focus on upcoming events
- 3.2 Park Activity: A review of events and activity within the Park over the next 6 months (appendix )
- 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 applicable)**

4.1 N/A

**5. Local Government Access to Information Act 1985**

5.1 N/A

**6. EVENT SALES HIGHLIGHTS** April 2015 – June 2015

- 6.1 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 already planning to move this event into the Great Hall next year.
- 6.2 Ben Howard performed three sold out nights in the Great Hall and we received positive feedback from both the promoter and customers.
- 6.3 Two Prodigy concerts took place with one late night (3am) finish. The concerts in total were attended by just under 20,000 fans. The police were in attendance and alongside our security team dealt with some minor incidents.
- 6.4 The Tattoo Show returned on 23<sup>rd</sup> – 24<sup>th</sup> May. Attendance figures were slightly down on previous years but the organizer was happy. The client is considering changing the location of the after show party (held for 1,000 tattoo artists) as the West Hall was probably too large and the atmosphere not quite right. The Tattoo Show ran alongside our own in-house craft beer festival on the Beach and despite the rain early on there was a great turnout which resulted in good business for the Bar & Kitchen and the Park catering team.
- 6.5 RSPCA hosted their first dog walk and there was a good turnout in spite of the wet weather. Following a positive experience this client is looking to rebook the same event next year.
- 6.6 The final live music night of the summer was Axwell Ingrosso on 6<sup>th</sup> June. This event finished at 1am and we only received one noise complaint, and this was prior to the main act being on stage. Over 8,000 people attended and due to thorough planning the egress was smooth and the site was cleared quickly.
- 6.7 The charity Jewish Care is the largest provider of health and social care services for the Jewish community in the UK and they celebrated their 25<sup>th</sup> anniversary with a major fundraising dinner in the West Hall. This included performances and speeches from VIPS which had to be executed with sensitivity and complete confidentiality.

- 6.8 Cancer Research UK are organising a fundraising event on 22<sup>nd</sup> August. The event will incorporate a 100 metre waterslide on the south slope. A successful test of the slide was carried out on Thursday 4<sup>th</sup> June and they will be launching the actual event at the end of June.
- 6.9 Les Mills returned 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 was a one day event, with 1,500 participants and included a fully packed schedule with taster sessions and classes run throughout the day. There were some technical difficulties with microchipped wristbands which impacted on guest registration but this was a client not venue issue which we supported in resolving.
- 6.10 Amongst the variety of events we hosted also included a number of small film shoots and unit bases.

## **7. FUTURE EVENTS**

- 7.1 A brand new show for Alexandra Palace will take place across 24<sup>th</sup> -25<sup>th</sup> June from the organiser ABTT the Theatre Show. This event will take place in the West Hall with tours of the Victorian Theatre planned with support from the Friends of the Theatre. Haringey Police will host their annual community amateur boxing event to be aired on London Live TV. Alongside this event we will run our 2<sup>nd</sup> Craft beer festival of the summer on the south terrace.
- 7.2 Cyprus Wine will be returning on the 27<sup>th</sup>-28<sup>th</sup> June 2015. Throughout the weekend there will be plenty of entertainment including traditional Cypriot dance, food and talent.
- 7.3 The Great Hall is scheduled to be used as a rehearsal space for 8 days for a corporate client, and the West Hall is booked as studio space for digital channel *Dave*.
- 7.4 On Friday 3<sup>rd</sup> – Sunday 5<sup>th</sup> July the Foodies Festival will celebrate its 10<sup>th</sup> anniversary and it will be the first time that this event has been hosted at Alexandra Palace. Situated on the lower field (old race course) the event will include 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 and the area will be ticketed and fenced off.
- 7.5 Redbull returns on Sunday 12<sup>th</sup> July with an expected 20,000 visitors. 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. 100 complimentary tickets have been provided to local schools.
- 7.6 We have now launched the Ally Pally Summer Festival taking place on 25<sup>th</sup> July celebrating the Park and Palace alongside the 25<sup>th</sup> anniversary of the Ice

Rink. The event will be free entry but there are ticketed elements including the waterslide (in conjunction with cancer research), a screening of Dirty Dancing, silent disco, craft beer, street food, organ concerts, history tours, ice rink gala, boating lake activities, fun fairs and stalls for local groups to promote their products and activities. We welcome all to attend.

7.7 In addition to our drive in cinema that will continue to take place throughout the summer in the Pavilion car park, we launched 2 nights of Luna cinema screenings on the south slope featuring Bird Man one evening and the Goonies on the other. Tree climbing, Segway and the regular funfair will also be accommodated in the Park and a full break down of all Park activity including areas of use & timings is also listed below in Appendix 13.2.

7.8 Between now and the beginning of September the Palace will host 17 weddings varying from 50-1200 capacity.

## **8. SALES & CATERING**

8.1 The Commercial team have been proactively driving new business and I am delighted to confirm that we have now secured 22 nights of music in this financial year. This is record breaking amount of nights and we still have more provisional bookings to secure in the diary. The proactive approach does not end with music and the sales team have secured numerous team away days, summer parties, film shoots, a couple of corporate banquets and are now even looking ahead to 2016 and beyond.

8.2 To coincide with the amount of concerts we are looking to host from September a tender process was carried out in May to secure a live music bar operator as the current contract comes to an end this July. Details of the proposed award are presented under the exempt section of the meeting.

8.3 The Bar & Kitchen and Park catering have exceeded both their revenue and profit targets for both the months of April and May. This can be attributed to the (occasional) nice weather, and increased number of concerts during this period (6 additional nights in comparison to last year 1 concert), busy events and exhibitions, and the additional footfall achieved during our own craft beer festival.

8.4 The Bar & Kitchen has launched a new summer menu for all to enjoy and Park catering are working with a variety of street food units to improve this offer.

## **9. ICE RINK & ICE CAFE**

9.1 The ice rink celebrates its 25<sup>th</sup> anniversary in the summer and to mark the occasion they will be hosting a gala evening and activities during the Ally Pally Festival.

9.2 Unlike Park catering and the Bar & Kitchen, the ice rink usually sees a down turn in attendance when the sun is shining and therefore the above initiative will help to drive footfall to this unit. We have targeted our marketing efforts to

generate more awareness to improve attendance and June ticket sales have already started to reflect the positive impact of this campaign.

- 9.3 The ice café revenue is also impacted when footfall is varied in the rink itself. However they have managed to come in just under budget in the first quarter. The ice café is also working on improving its current menu.

## **10. EVENT OPERATIONS**

### **10.1 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 have used this opportunity to make several changes to existing conditions to bring them in line with accepted events management practice. The license variation has now been submitted. We hope that the license variation will be confirmed at the beginning of July after a 28 day consultation period.

### **10.2 Firework update**

Planning for the 2015 Fireworks event is now well underway. Two Safety Advisory Group (SAG) meetings have already taken place with all the major agencies and local authority bodies. Top line information was discussed and agreed including the date, opening times, display times, road closure, capacity, and content of the festival i.e. street food, family area, bonfire, and funfair. Ticket prices are detailed below. The German Bier festival will also be returning and the Events team are working on making this a ticketed event with a maximum capacity of 6,000.

- 14.3 A full overview of the Firework event operations is included in Appendix

#### **Top Line Fireworks information**

<b>Date</b>	<b>7<sup>th</sup> November 2015</b>
<b>Opening time</b>	<b>15:00</b>
<b>Display time</b>	<b>19:30</b>
<b>Capacity</b>	<b>50,000 (an increase from 40,000)</b>

## Ticket Prices listed below

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.

### 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.

### 12. Financial Implications

12.1 The Council's Chief Financial Officer has been consulted in the preparation of this report and has no additional comments to add.

### 13. Use of Appendices

#### 13.1 Events Schedule: June – October 2015

<b>Event</b>	<b>Public Event</b>	<b>Date</b>
Haringey Box Cup	Live Sport	19 <sup>th</sup> -21 <sup>st</sup> June
Street food and craft beer festival	Outdoor event	20 <sup>th</sup> June
ABBT Theatre Show	Exhibition	24 <sup>th</sup> -25 <sup>th</sup> June
Cyprus Wine Festival	Exhibition	27 <sup>th</sup> -28 June
Foodies Festival	Park event	3rd-5th July
Redbull Soapbox Race	Outdoor event	12th July
Summer Festival	Outdoor event	25 <sup>th</sup> July
Luna Cinema	Outdoor event	1 <sup>st</sup> -2 <sup>nd</sup> August
Street food and craft beer festival	Outdoor event	22 <sup>nd</sup> August
Cancer research Waterslide	Outdoor event	22 <sup>nd</sup> August
Brand New	Live Music	11 <sup>th</sup> Sep
Antiques	Exhibition	13 <sup>th</sup> Sep
Big Stamp and Scrapbooking Show	Exhibition	19th-20th Sep
Florence and the Machine	Live Music	21-25 <sup>th</sup> September
Wombats	Live Music	1 <sup>st</sup> October
Knitting & Stitching	Exhibition	8 <sup>th</sup> -11 <sup>th</sup> October
Major Lazer	Live Music	17 <sup>th</sup> October
Vans Warped Tour	Love music	18 <sup>th</sup> October
Mind Body and soul	Exhibition	23 <sup>rd</sup> -25 <sup>th</sup> October
Classic Car show	Exhibition	28 <sup>th</sup> October – 1 <sup>st</sup> Nov

13.2 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 <sup>nd</sup> 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.



	Yoga Event	Upper Field	21st	04:00-08:00 for members 08:00-20:00 For public	2,000	This year will see the first ever International Yoga Day, celebrated the world over on the summer solstice, Sunday 21st June. The upper field will be open to meditation and Yoga activities.
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 driver's 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:
						THE GROVE Bandstand Silent Disco

						<p>Pimms and wine bar</p> <p><b>SOUTH SLOPE</b> Waterslide Cinema screening (tickets charged at £15 including headphones)</p> <p><b>SOUTH TERRACE</b> Street party craft beer on the Beach</p> <p><b>THE PAVILLION</b> Segway Funfair Boating lake free kids and family activities from 4pm hosted by Learning &amp; Community</p> <p><b>THE PALACE</b> History tours around the Palace Ice Rink session</p>
	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 & Goonies, 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.

### 13.3 **FIREWORKS DETAILED OVERVIEW**

#### **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 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 21<sup>st</sup> 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 with this increase:

- 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 with 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. 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.

<b>Ticket Type</b>	<b>2015 Charge</b>	<b>(net)</b>	<b>2014 price</b>
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 16yrs and above*

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

## **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 20.25pm-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 it.

- 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 on to 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 1hour prior to the event opening.
- The area labelled as Zone 6 which remained out of bounds in 2013 & 2014 will now be open as an additional viewing area for visitors, additional content will be provided.

## **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 sound 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 be 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 of 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 20<sup>th</sup> October will have an oral update in regards to fireworks plans and a detailed report is due to be tabled at APPCT Board on 15<sup>th</sup> July 2015)