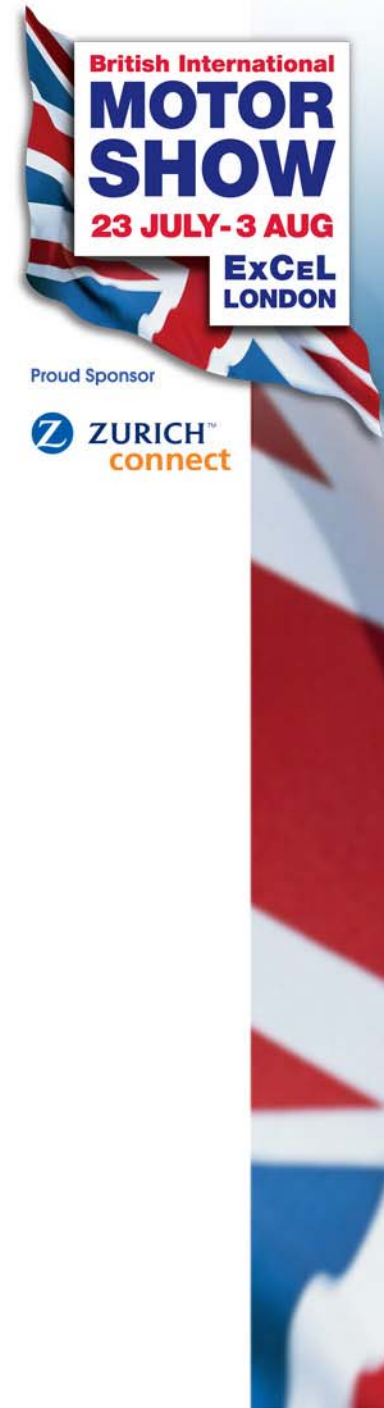


# Royal Docks Festival

July 17<sup>th</sup> – 26<sup>th</sup> 2009  
ExCeL London

## Concept Outline



# Royal Docks Festival

- a spectacular, high-profile, broad-based summer exhibition occupying the entire ExCeL campus in the Royal Docks
- initially launched in the alternate years to The British International Motor Show, to capitalise on the now established market (created by BIMS in 2006 and 2008) for a large-scale, mass-audience, largely family-based exhibition at ExCeL during July/August
- loosely modelled on the Canadian National Exhibition (CNE) on Toronto, with its popular mix of cultural content, commercial exhibition halls, family entertainments and sporting events, which takes place annually over eighteen days during August, attracting over 1.3m visitors.
- As with Notting Hill Carnival, Royal Docks Festival will be a unique cultural entertainment, creating a major tourist attraction, both nationally and internationally, as well as focussing a massive media spotlight on London, and leaving a fitting long term Olympic legacy in East London.



# RDF in Brief

- The inaugural Royal Docks Festival will have an open period of ten days from Friday July 17th to Sunday July 26th.
- First year attendance in excess of 500,000
- The Royal Docks Festival will comprise a unique combination of
  - cultural exhibits provided as loan collections from major museums and galleries throughout London
  - interactive feature areas, major entertainments and events taking place over the duration of RDF
  - a series of commercial mini-exhibitions across a range of compatible consumer interest categories



# Loan Collections @ RDF

- The breadth and diversity of cultural content for RDF can be sourced from a vast array of London and National archives including
  - Science Museum
  - British Library
  - V&A
  - British Film Institute
  - Royal Photographic Society
  - British Maritime Museum
  - Royal Academy
  - British Museum
  - Natural History Museum
  - London Transport Museum
  - Tate Modern
  - Imperial War Museum
- Different loan collections in each subsequent RDF – ensuring a compelling new mix of cultural content each year.
- Ripe for sponsorship by commercial organisations committed to the Arts – Banks, Insurance Companies etc
- Mass access to national cultural assets – big driver for governmental involvement in RDF





# Major Events and Attractions @ RDF

- Interactive feature areas, both indoors and outdoors, major entertainments and events taking place over the duration of RDF including
  - London Powerboat Grand Prix
  - UK BMX Championship
  - Red Bull London Air Race
  - Music Festival (aka Dock Rock!)
  - Marine Experience (as at BIMS 2008)
  - International Royal Tattoo
  - Royal Docks Regatta
  - Live Theatre (RSC, ROH)
  - Heritage Enclosure
  - Olympic Sports Hall
- Each event will draw its own substantial, independent audience to RDF
- Magnet for daily TV, radio and press coverage
- Individual events sponsored by blue-chip commercial organisations like Red Bull, Vodaphone, O2, Ford, Honda etc

# The Lifestyle Exhibition Content

- A range of mutually compatible, independently organised mini-exhibitions covering the full spectrum of consumer lifestyle interests
  - Capital Cars @ RDF
  - Better Living @ RDF
  - Gardens @ RDF
  - Sports & Leisure @ RDF
  - International Pavilions @ RDF
  - Arts & Crafts @ RDF
  - Ethnic Food @ RDF
  - Careers & Skills @RDF
  - Ideal Earth @ RDF
  - Fashion, Health & Beauty @ RDF
- Single admission to RDF gains free entry to all mini-Expos
- Each mini-Expo generates audience in its own right, through its own dedicated promotion to its own market communities
- Umbrella promotion of RDF further amplifies audience.
- Each mini-Expo sub-contracted to leading organisers in that sector – eg Clarion, Haymarket, Brand Events, NBS, EMAP





# Capital Cars @ RDF Strategic Rationale

- Capital Cars @ RDF 2009 will be an excellent commercial opportunity in its own right.
- Strong focus on environmental dimension
- Capital Cars @ RDF 2009 **does not** require all VMs to be represented
- Holds IMIE team together in non-BIMS Year
- Protects the tenancy position for BIMS 2010
- A successful RDF in 2009 further builds the audience foundations for BIMS 2010.
- ExCeL's Phase 2 – extra 35,000sqm in 2010 – would allow fully-fledged BIMS 2010 to take place within overall RDF – resultant audience approaching 800,000!
- If VMs are (again) not 'quorate' for BIMS 2010, then BIMS can be seamlessly supplanted by RDF 2010



# Royal Docks Festival Founding Partners

- The RDF concept has been strongly endorsed by key interest groups and a Founding Committee is being established to drive the RDF initiative forward
  - Patron – Prince Charles (Princes Trust) (tbc)
  - Mayor's Office
  - LDA and Visit London
  - London First
  - London Borough of Newham
  - Department of Heritage and Culture
  - Department for Transport
  - Transport for London
  - IMIE
- RDF will undergo three months of intensive market consultation and R&D, which if positive would lead to RDF's formal launch announcement during BIMS 2008

