

Meeting: Council

Date: 21 July 2016

Wards Affected: All Wards

Report Title: Torbay Air Show

Is the decision a key decision? Yes

When does the decision need to be implemented? July 2016

Executive Lead Contact Details: Councillor Nicole Amil, Executive Lead Culture and Tourism, nicole.amil@torbay.gov.uk

Supporting Officer Contact Details: Fran Hughes, Assistant Director (Communities and Customer Services), frances.hughes@torbay.gov.uk, (01803) 208002

1. Proposal and Introduction

- 1.1 This report gives a summary of the outcomes of the first Torbay Air Show in 2016 and provides a financial proposal to underwrite the Air Show in future years for the benefit of Torbays economy.

2. Reason for Proposal

- 2.1 The 2016 Torbay Air Show was pump primed by external grant funding, but there were additional costs the Council of developing and running this event for the first time. The first Torbay Airshow 2016 was a huge success in terms of the public response and audience participation with two days and one evening of world class flying of both military and civilian aircraft; an event village of live music and family entertainment; and at least 100,000 spectators across Torbay with many more residents also watching from their homes and gardens. However, there were unanticipated costs to Torbay Council from developing this event.

If the Council wishes to repeat the event then a decision needs to be taken at this meeting about whether it will make funding available to support the event for the next three years by which time the event should be able to operate at no cost the Council and with the potential to generate income.

In the UK Air Shows are the second most popular outdoor event after football, and nearly 1 in 10 Britons go to see Air Shows every year. There are over 700 air shows each year globally with each show attracting anywhere 10,000 to half a million spectators each day. Making the Torbay Air Show an annual event generates the potential for a substantial boost to Torbays economy by attracting new and repeat visitors and inward investment.

If the event is to be repeated then a decision will need to be made at this meeting in principle for a 2017 Air show to allow enough time for the relevant permissions and procurements to take place e.g. booking of aircraft, sponsors etc.

3. Recommendation(s) / Proposed Decision

- 3.1 That 2016 Air Show be funded from the balance of the revenue budget contingency (£190k) and the remainder from CSR reserves;
- 3.2 That the Council makes a three year funding commitment to develop the Torbay Air Show in accordance with the proposal in Appendix 3 to be funded as part of the 2017/18 budget development with future years built into the Medium Term Resources Plan.

Appendices

Appendix 1: Supporting Information and Impact Assessment

Appendix 2: Initial summary of key issues following the 2016 event

Appendix 3: Air Show Budget – 2016 Actual and Proposal for future years funding

Appendix 4: Economic Impact Assessment (to follow)

Background Documents

None