

Appendix 2 Initial summary of key issues following the 2016 event

What went well?
<ul style="list-style-type: none">• The event was universally popular with huge public support and feedback to the Council, partners and via social media;• Used the whole amphitheatre of the Bay - wider opportunity across the Bay to watch future displays, subject to CAA restrictions;• Feedback from pilots was that they loved flying across the Bay – great space for manoeuvres and they are keen to come back;• Flying Director was excellent and provided really positive feedback;• Safety consultant was very experienced and essential for a first event;• Multi-agency engagement was all positive;• Roads were clear and overall traffic management met its objectives;• Volunteers (Red T-shirts) were excellent and an essential part of the visitor experience and back room support;• Additional volumes of work generated by administrative processes and demand generated by media coverage was handled efficiently;• Traders in Paignton were positive about the events and are keen to more actively participate in future events;• Parkfield was an ideal location for Event Control;• Silver Room at Teignmouth Police station was quiet and therefore there no event management issues which needed escalating;• Local knowledge in Event Control was essential to answer many questions as the event developed;• CCTV in Event Control was vital in early intervention and prevention;• Sponsors have indicated their support again next year;• Website was very good and it was the first time the Council has traded through a website. Generating on line sales through the website was a first for the council which generated £25k of income;• TOR2 waste management was good and the site was kept tidy and litter free throughout;• People didn't think Torbay Council could run this type of event, and the previous reputation of the council put people off;• Lots of positive feedback about the professionalism of all those who took part• Positive feedback about how well organised the event was and the overall ambiance of the event.
What didn't go so well?
<ul style="list-style-type: none">• Park and Ride facilities will need to be reviewed. The public were put off using the facilities due to misinformation about costs and rationale for road closures.• PSAG over estimated the number travelling and organisers responded with extra provision, but for a first year event a cautionary approach was essential;• Poor local media support and lack of regional coverage of the event• The weather outside the Bay was variable and this may have put people off travelling;

- The Friday morning build was challenging and there were lots of queries about the site set up and available locations. This will need to be reviewed.
- Administrative time needs to be focused on priority areas rather than areas of marginal gain.
- Parking suspensions caused anxiety and needs to be managed differently and engage early.
- The commercial partners business plan was over optimistic for a first year event and connections with existing suppliers where not maximized;
- Need to review the types and number of stalls to ensure that they are compatible with each other and provide clear opportunities to trade;
- Need to review the profit share arrangements with any future commercial partner;
- The marketing of the event in the South West didn't have enough sustainable reach and was not sufficiently resourced with partners;

What would we do differently?

- Consider alternatives with social media management;
- Greater collaboration with the English Riviera Tourism Company;
- Need a review the model for commercialization;
- Review the infrastructure arrangements and site layout;
- Need a food court style arrangement with less food outlets;
- Review the way in which the staff and volunteer briefings were undertaken;
- Consider a dedicated volunteer coordinator for the event;
- Spread the commercial opportunities across the whole Bay e.g. programme sales; concessions; and find Air Show partners to do this with us;
- Consider creating a charitable arm to draw down additional funding and receive donations;
- Ensure that local providers/traders are encouraged to participate in the event;
- Need to encourage local people own the event and are proud of it;
- Introduce regular trade and business meetings to explain what's going on and how future Air Shows will be developed;
- Consider a traders Helpline over the weekend;
- Review communication and extent of road closures;

New ideas for next time

- Review and improve the offer in the Event Village;
- Military memorabilia/aircraft/vehicles on the ground;
- Less food outlets, more artisan food;
- Need to harness new volunteers;
- Saturday night music event/ event village based activity to encourage spectators to stay;
- More activities for children in event village;
- Extend the footprint of the village to include Preston Green for some activities;
- Wider marketing and communications to encourage more regional and national visitors to Torbay.
- Attract headline sponsors the events;
- Build on the Councils good relationship with established businesses to provide a broader range of opportunities for them to participate in and benefit from the event;
- Opportunity for more maritime based activities;
- Review chargeable activities and their contribution to the event;