

Meeting: Council

Date: 20 July 2017

Wards Affected: All Wards

Report Title: Torbay Airshow

Is the decision a key decision? Yes

When does the decision need to be implemented? July 2017

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1. Proposal and Introduction

- 1.1 This report gives a summary of the outcomes of the second Torbay Airshow which took place on 3 and 4 June 2017 and provides a revised financial proposal to support the Air Show in future years for the benefit of Torbay's economy.

2. Reason for Proposal

- 2.1 The second Torbay Airshow, like the first, was a huge success in terms of the public response and audience involvement. The two day event was viewed by an estimated 150,000 spectators across Torbay including those fortunate enough to have sight-lines of the Bay from their houses and gardens, along with significant numbers who arrived into the Bay by car and train. This was a 50% increase on the previous year with an equally significant benefit to the local economy of approximately £7million.

The event comprised the best possible flying participation by military and civilian display pilots, including the first two displays of the season by the Red Arrows, as well as the Typhoon Eurofighter, The Battle of Britain Memorial Flight, the Catalina and a number of other incredible aerobatic displays.

The event was supported again, to a small degree, by external grant funding from the Coastal Communities Fund, with the majority of the funding for the event coming from an agreed amount committed by the Council, balanced by income from trade-stands and sponsorship. This year, the Council worked with Event Management Organisers Richmond Event Management (REM) who significantly reduced the overall cost of the event by using their existing infrastructure resource and expertise in sourcing sponsorship and trader support to bring the event to fruition within budget. REM also brought their partnership support organisation in

areas such as Communications and Marketing, achieving far increased media coverage and Event Safety which reduced costs and in the current climate was a necessity.

If the Council wishes to repeat the event in future then a decision needs to be taken at this meeting about committing funding to support the event for the next five years. This level and length of support will allow the event to develop significantly in scale, stature and profile, by enabling an event partner (to be secured through a tender process) and the Council to grow the event and be able to develop long-term relationships with sponsors and the media, not only achieving national prominence but also to achieve significant cost savings through income generation.

In the last two years the process of seeking an annual commitment by the Council to support the event and put it into practice has been challenging and meant that the event's full potential has not yet been realised. The available time to achieve the relevant permissions, tender the event support and income generation contract, obtaining sponsorship as well as other procurement such as booking of aircraft has been difficult. By agreeing to support the event for a five year period, and underwriting it at a level of up to £100,000 for year 1 and year 2, reducing to £90,000 in year 3, £85,000 in year 4 and £80,000 in year 5, officers and partner organisations will have significantly more time to grow the event and focus on additional income generation.

REM supported the Council in reducing costs for the event by £260,000 from the 2016 event to the 2017 event. Although the event is growing and any future partner organisation will support the Council in reducing costs and increasing income for the 2018 event and beyond, the Coastal Community fund will not be available in future years. The proposed annual commitment will ensure that the event does not remain static but will be able to continue to develop into a nationally recognised show over the next five years.

In the UK Air Shows are the second most popular outdoor event after football, and nearly 1 in 10 Britons will go to see an air show each year. There are over 700 air shows each year globally with each show attracting anywhere between 10,000 and half a million spectators each day. Continuing to make the Torbay Airshow an annual event generates the potential for a substantial boost to Torbay's economy by attracting new and repeat visitors and inward investment. This year it is estimated at £7million and will grow over the next few years.

Agreement at this point in time will allow the events team to set the date and will enable traders and accommodation providers to promote the event and develop their own business ideas to capitalise on the event.

3. Recommendation(s) / Proposed Decision

- 3.1 That the Council amends its existing commitment and makes a new five year funding commitment to develop the Torbay Airshow with a commitment of up to £100,000 for year 1(2018) and year 2 reducing to £90,000 in year 3, £85,000 in year 4 and £80,000 in year 5.

Appendices

Appendix 1: Supporting Information and Impact Assessment

Appendix 2: Air Show Budget – 2017 Actual and Proposal for future years funding

Appendix 3: Communications evaluation report

Background Documents

None