

Appendix 3: Riviera Airshow 2024: Learning points and suggestions for future Air Shows

Focussed approach to sponsorship and fundraising to reduce council's financial input into the event.

Reduce the number of flying days to 1 (currently the air display is the same on both days – is this beneficial (cost versus financial impact to area)

Look at combining Armed Forces Day with airshow: increased military presence with potential for enhanced ground display which could include military vehicles and static aircraft, marching bands, whilst also reducing costs on infrastructure for both events

Build on arena performances and seek to include more 'wow factor' or 'adrenalin - fuelled performances and demonstrations – Royal Marine band, marines / armed forces/police dog demonstrations etc.

Look at the hospitality offer. Make it more inclusive by other external viewing area (marquee, premium seating area and exclusive bar – this could be done by working with Bays Brewery or other provider) to encourage general public sales)

Greater PR/comms awareness over 12-month period rather than just a few months before.

Use PR to attract public and corporate support in respect of donations to fund air display.

Explore options of programme – digital app as an alternative?

Consider working with local artist to come up with a higher value programme (exclusive centre page print from artist or specially designed front cover).

Look at introducing a STEM village with educational participation.

Link in with local forces and historic groups.

Manage ground display and trade village entirely with 1 FT officer working as festival organiser.

Consider Preston as part of the Airshow footprint.

Consider trade pitches at other viewpoints around the bay.

Work with travel partners to bring more people into the area.

Look at the potential for airshow/accommodation weekend packages for accommodation sector.