

Meeting: Overview and Scrutiny Board

Date: 8 August 2023

Wards affected: All wards

Report Title: Spotlight Review of English Riviera Airshow

When does the decision need to be implemented? August 2023

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1. Purpose of Report

- 1.1 The purpose of this report is to provide the Overview and Scrutiny Board with relevant information to carry out a spotlight review of the English Riviera Airshow. The report contains background information relating to costs, funding structure, delivery model, socio-economic impacts and provides comparison to other Airshows in the UK.

2. Reason for Review

- 2.1 Torbay Council has delivered the English Riviera Airshow (formerly known as the Torbay Airshow) annually since 2016, with the exception of 2020 due to the Covid 19 Pandemic and 2021 due to poor weather conditions.
- 2.2 Torbay Council has underwritten the costs of the free to access Airshow each year. The Overview and Scrutiny Board have decided to carry out a review of the Airshow, to assess its value for money, financial contribution required by the Council and community and economic benefits, in order to make a recommendation to Torbay Council's Cabinet on the future delivery of the Airshow.

3. Recommendation(s) / Proposed Decision

- 3.1 That the Overview and Scrutiny Board consider the information contained in this report, alongside the Torbay Council English Riviera (Outdoor) Events Strategy 2021 - 2027, English Riviera Destination Management Plan 2022 – 2030, and the views of Members of the Airshow Working Party, the Torbay Business Forum, Torquay, Paignton, Brixham Chambers of Trade and Commerce, Brixham Town Council, English Riviera Business Improvement District (ERTBID) Company, Paignton Town and Preston Community Partnership.
- 3.2 That the Overview and Scrutiny Board consider the officer recommendations in this report and make a recommendation to Torbay Council Cabinet, to be considered at the meeting of Torbay Council Cabinet on 15 August regarding the future of the English Riviera Airshow.

Appendices

- Appendix 1: English Riviera Airshow Evaluation 2023 Final Report
Appendix 2: English Riviera Airshow Evaluation Report
Appendix 3: Riviera Airshow 2024: Learning points and suggestions for future Air Shows
Appendix 4: Map of Airshow 2023 Event Space
Appendix 5: Overview and Scrutiny English Riviera Show Survey with Community Partnership Summary Results

Background Documents

Torbay Council English Riviera (Outdoor) Events Strategy 2021 – 2027 [Events Strategy Appendix.pdf \(torbay.gov.uk\)](#)

English Riviera Destination Management Plan 2022 – 2030 [English Riviera Destination Management Plan - Torbay Council](#)

British Airshows calendar [English Riviera Airshow, Torbay \(britishairshows.com\)](#)

Supporting Information

1. Introduction and Background

- 1.1 The English Riviera Airshow (formerly called the Torbay Airshow) is an annual 2-day air display event, with the ground show and event area held on Paignton Green. The Airshow acts as a headline event in the event programme for Torbay, in line with the Council's adopted English Riviera (Outdoor) Events Strategy and Destination Management Plan.
- 1.2 The event is owned and delivered by Torbay Council. In 2017 the Council commissioned the management of the event to a third party for a 5-year contract period. The contract includes services such as event planning and safety, trader and concession management, marketing, flight co-ordination and programming, show communication, security and waste management. The contract is due to end following the 2023 Airshow.
- 1.3 In recent years the Council has worked in partnership with the English Riviera BID company who have supported the event through marketing, promotion and contributed funding towards delivery.
- 1.4 The event is supported by the Airshow Working Party of Torbay Councillors who provide scrutiny and advice to inform and ensure successful delivery of the Airshow.
- 1.5 The 2016 Torbay Airshow was funded through a combination of pump priming funds from the Coastal Communities Fund, with match funding through sponsorship and advertising sales. However, the match funding acquired fell short of estimates and unexpected costs required £250,000 of additional funding from Torbay Council. Subsequent annual costs of the Airshow can be found in paragraph 3.2.
- 1.6 The 2-day Airshow event delivered by Torbay Council staff and partner organisations continues to be extremely popular in terms of public response, audience participation, visitor attraction and has a positive economic impact.
- 1.7 An Economic Impact Assessment was carried out following the 2016 Airshow which estimated that between 2016 and 2019 the cumulative benefit of the Airshow on the Torbay economy of was estimated to be £33m.
- 1.8 A further economic impact assessment has been completed following the 2023 Airshow, the results discussed in section 5 of this report.

3. Review of 2023 Airshow Costs

- 3.1 The 2023 Airshow was financed through a mix of income from traders and concessions, private sector sponsorship, English Riviera BID company contribution and Torbay Council

funds. The Torbay Council Events Team provide essential resources including but not limited to contract management, event co-ordination, budget control, volunteer management, programme co-ordination and ground event co-ordination.

3.2 Since its inception Torbay Council has provided financial support to the Airshow as follows:

Year	Total Airshow Cost	Council contribution
2016	£543,000	£250,000
2017	£283,000	£122,000
2018	£225,000	£145,000
2019	£239,000	£90,000
2020	Cancelled	
2021	Cancelled	
2022	£249,000	£145,000
2023	£305,000	£120,000 (+£75,000 additional request)

3.2 The Airshow was intended to become financially sustainable, with little or no financial contribution from Torbay Council required by 2020. It was expected that financial support for the Airshow would be provided through private sector sponsorship, sales of advertising space, business and public donations and income generation through traders and concessions. This has clearly been harder to achieve than anticipated.

3.3 The costs of the Airshow in 2023 have risen more than anticipated, in line with the general increase in cost of business, trading, living and utilities during 2023.

3.4 Since 2016 the Council has commissioned the sponsorship and advertising sales element of the Airshow. This approach has not been successful with income generated falling significantly short of estimates.

3.6 The cost breakdown of the 2023 Airshow is as follows:

	Actual Cost
Expenditure	
Event Management	£49,858.22
Flying content, ground support & insurance	£110,358.23
Signage and road closures	£12,517.05
Waste Management	£7,975.34
Medical, Health and Safety	£13,690.87
Security and stewarding 24/7 cover & CCTV	£26,308.49
General Site costs	£1,851.49
Marquees & Furniture	£11,023.14
Power, Water & Toilets	£15,229.24
P.A.'s, Mics and Radios	£15,276.43
Marketing and Comms & Survey	£28,070.50
Various activities	£4,343.00
Hospitality catering	£5,360.00
Expenditure Total	£305,102.00

Income and Available Budget	
Exhibitors	£9,180.00
Food and Beverage	£37,175.00
Concessions	£14,000.00
Ticketing (Parking)	£6,603.00
Sponsorship generated by Clearsky	£30,075.00
ERBid Partner Support	£24,000.00
Donations and programmes	£5,414.84
Torbay Council	£120,000.00
Income total	£246,447.84
Variance	-£53,654.16

- 3.7 If a decision is made by Torbay Council Cabinet that the Council will continue to own and deliver the Airshow a new approach to driving private sector and public contribution to the costs will be required. Various approaches could be considered including bringing sponsorship sales back inhouse, complete redesign of sponsorship packages, crowd funding and public donation campaigns. It should be noted that Teignmouth Airshow have found that teaming up with organisations to share fund raising e.g., Girl Guides on a 75/25 split basis has been successful.
- 3.8 If Torbay Council continues to own and deliver the Airshow consideration should also be given to reducing the overall costs or increasing the commercial income potential in order to reduce the pressure on the public purse. Consideration could be given to:

- Reducing the period of the Airshow (e.g. to 1 day).
- Reducing the number of displays, with a focus on those that are lowest cost.
- Seeking ground show displays that are low cost or free.
- Offering a more attractive package to increase the number of traders and concessions.
- Reducing the event space area to reduce overall costs of road closures and stewarding.

4. Review of 2023 delivery model

- 4.1 The Airshow is a complex event, requiring specialised services such as air traffic control, specialised insurance, harbour and beaches safety interventions alongside the complexities of organising a large free to access ground event. From 2020 to 2023 the Council has delivered the Airshow through a combination of commissioning of Event Project Management Services, and direct co-ordination and delivery.
- 4.2 The Torbay Council Events Team are the primary service that deliver a successful Airshow each year. The Team also manage and support the enthusiastic and committed volunteers. In total 155 hours of volunteer time are provided to support the event.
- 4.3 The capacity of the Councils Events Team is 2.5 FTE with management support. Alongside the co-ordination, contract management and direct delivery of elements of this highlight event in the Torbay calendar, the Team are also tasked to co-ordinate and deliver the wider Torbay events programme and deliver the English Riviera Event Strategy, including facilitation and enabling of events on Council owned land, facilitation and support for local organisations to run events in the Bay, direct co-ordination and delivery of events, and commissioning of private or community sector organisations to provide a vibrant event programme.
- 4.4 The Events Team has the potential to focus on increasing the commercialisation of events in order to facilitate a wider events programme in the Bay, however a review of workforce and operational strategy of the Team is required in order for the ambitions of the English Riviera Events Strategy to be fulfilled. The outcomes of this review will help to shape the future operational strategy of the Events function. It is essential that consideration is given to the appropriate resourcing of the Events team to enable achievement of the Council's ambitions.

- 4.5 The Events Team generate income through their activities, however this is currently being used to offset the costs of staffing as income targets are set annually against core costs. In order for income generation from events to support a wider events programme across the Bay, income targets should be reviewed for 2024/25 while new operational strategy and processes are embedded. This will allow for increased staffing and capacity to increase facilitation of events and bring new event spaces into use. Increased facilitation and new event spaces will ultimately result in increased income generation that can be used in future years to increase the Torbay events programme or to offset the costs of the service.
- 4.6 Delivering large events requires agility and the ability to respond to unknown or unexpected circumstances, where audience attendance, weather, changes to legislation and regulations and the state of the economy can play a role in success. The Airshow is at particularly high risk of cancellation or last-minute change as a result of the weather conditions.
- 4.7 When considering the future delivery of events consideration should be given to market intelligence that attendance numbers for new events can be low and it can take several years and iterations to achieve attendance targets.

Harbours and Beaches delivery

- 4.8 The main function of the Harbour Authority during the Airshow is to Police the Maritime Exclusion Zone (MEZ). The MEZ must be clear prior to the Flight Programmer, commencing the show. At present the costs of the MEZ markers and mooring chains and fuel for the volunteers from the sailing clubs who, under the direction of the Harbour Authority police the MEZ whilst the Airshow is underway, are included in the Airshow budget.
- 4.9 At present the Harbour Authority must facilitate both the deployment and recovery of the MEZ markers which takes (on average with good conditions), approximately two days. The deployment is above the harbour's normal duties and creates additional cost to the Council and Harbour Authority through overtime or TOIL for harbour staff. TOIL also adds pressure to the Harbour staff when taken within season from April to September.
- 4.10 Policing the MEZ has become increasingly difficult due to the increase in the use of jet ski's which is a safety concern. The Airshow Maritime Risk Assessment includes a need for a Police presence, which is not guaranteed due to cost. The Harbour Authority supports the costs of additional stewarding for the duration of the Airshow, however there is a risk in assuming volunteer numbers will sustain, and if the Airshow continues in the future financial assistance will be required to sustain volunteer numbers and provide sufficient stewarding of the water.

Comparison with other UK Airshows

4.11 Research has been carried out into other Airshows held in the UK of similar size to the English Riviera Airshow. The research looked at the following elements:

- Attendance Numbers
- Entry Fee
- Public Financial Contributions
- Delivery Model
- Sponsorship Model
- Total Cost
- Offer
- Any other information.

4.12 The following Airshows on the UK Airshow event calendar were researched:

- Teignmouth
- Bournemouth
- Rhyl
- Folkstone
- Guernsey
- Jersey
- Blackpool
- Clacton
- Southport
- Swansea
- Eastbourne
- Weston-Super-Mare
- Sunderland

4.13 A mix of desk top research and direct contact with the organisations responsible for delivering the Airshows was used to gain the information needed to carry out the review. It has been challenging to obtain responses from the organisations responsible for the Airshows, around the Local Authority contribution, and therefore the information provided is not complete. However, the research overall provides a range of useful findings.

4.14 Findings - Delivery

- Two Airshows were cancelled in 2022/23 with the withdrawal of financial support from the local authority, Weston-Super-Mare and Sunderland.
- All Airshows with the exception of Southport are free to access.
- Teignmouth Airshow is established as a community interest company, run by volunteers with the capacity to attract charitable sector funding and donations, alongside community and local business support.
- The cost of delivering the Teignmouth Airshow is significantly lower than the cost of the English Riviera Airshow as event management is carried out by experienced volunteers rather than outsourced to a contractor. Also, the air displays occur in one afternoon over the weekend.

- Many of the Airs Shows are owned by the Local Authority and delivered by an inhouse team (with flight specialist support) and are underwritten by the Local Authority – Torbay, Bournemouth, Clacton, Southport, Swansea, Eastbourne.
- Other models include ownership and delivery by a private sector Leisure company (Rhyl), standalone not for profit organisations (Jersey, Guernsey, Teignmouth) and Destination Management Organisations (Visit Blackpool).

4.15 Findings - Funding

- Guernsey Air Display is wholly financially supported by a consortium of local businesses and corporate friends, who also provide all the funding, with friend's membership open to all. Over 20 sponsors.
- Jersey Air Display is predominantly Local Government funded, with support from Ports, large businesses and individual donations.
- Teignmouth is funded through a mix of grant applications, public sector contribution, donations, sponsorship and fundraising, trader and concession fees. As a community-based organisation Teignmouth have been able to attract considerable public support and sponsorship.
- Clacton, Bournemouth, Swansea and Torbay all use similar funding models, a mix of Local Authority Funding, sponsorship and trader and concession fees. Tendring District Council provide £50,000 of funding towards the £250,000 costs of the Clacton Airshow and Swansea raising 30% of event costs from sponsorship.
- Southport is the only Airshow researched that offers the event on the beach, which is fenced off to enable ticket sales. The Southport Council covers all costs, with income from advertising in programmes, programme and ticket sales, no sponsorship is sought.
- Bournemouth, Christchurch and Poole Council raises the full £425,000 costs of the Airshow with some surplus, with funding from sponsorship and other bodies such as the BID, Chamber of Commerce and the Local Authority raises substantial sponsorship Eastbourne Events, sells merchandise and raises donations.

4.16 Finding - Costs and offer

- The cost of the Airshows researched ranges from £90,000 for an afternoon of flying displays as part of a wider 3-day event with attendance of 35,000 to £800,000 for a 4-day event with displays each day and attendance of 1,000,000.
- Clacton offers a 2-day flying event at a cost of £250,000 including a traders and armed forces village, with circa 250,000 visitors, and is the closest in offer to the English Riviera Airshow. A recent economic impact report estimated local income to be £17.7m and regional income to be £5.98m.

5. Economic Impacts

5.1 An Economic Impact Assessment of the 2023 English Riviera Airshow was commissioned by Torbay Council and the English Riviera BID. The full report is included at Appendix 1. The highlights of the report are as follows:

- The investment in the event by Torbay Council returned a very healthy return of £15.56 for every pound invested.
 - In 2023 the total gross spend associated with the English Riviera Airshow was £3.5m.
 - £1.8m of the total spend is estimated to be new expenditure that would not have occurred without the Airshow taking place. 18% occurred at the event/Paignton seafront (£0.3m) and the local area with the other 82% occurring in the wider Torbay area (£1.5m).
 - When further rounds of spending that occurred as a result of the visitor spend are considered, the new visitor spend generated a total of £2.5m.
- A total of 65,000 visitor days were spent at the event with the total visitor days associated with the event equating to 89,000 (65,000 Airshow attendance + other staying visitor days in Torbay away from the event).
- The Saturday was the better attended day of the two Airshow days attracting 36,000 attendees in comparison to 29,000 on the Sunday.

Face to Face Survey

- The feedback from event attendees was very positive with 96% being very satisfied or satisfied with their experience and 94% stating that they would be very likely or likely to visit again.
- 86% agreed that it brings a sense of local/civic pride to the area and 84% that it is of great importance to the local economy. 66% of local residents disagreed that the event caused unnecessary littering, traffic congestion and pollution to the town.
- 59% of attendees were repeat visitors and knew about the event from a previous visit.
- 61% of attendees had visited the event on one day and 39% on both days.
- Local residents of Torbay accounted for 53% of all event attendees, followed by 25% who were categorised as staying visitors (22% staying overnight in Torbay at the time of the event and 3% staying in nearby accommodation outside of Torbay) and 22% who were categorised as day visitors from home who lived outside of Torbay.
- 43% of all attendees had travelled to the Airshow by car/van/motorcycle on the day of their interview, 37% had walked to the event with the next most popular mode of transport being a public bus/coach service (12%).

Local Business Survey

- Overall, there was a very high level of support amongst local businesses for the Airshow with 77% agreeing that it brings a sense of local/civic pride to the area. 43% agreed that the event was of great importance to their business.
- The large majority of businesses showed support for the event with 76% agreeing that it was of great importance to the local economy and 77% agreeing that it was of great importance to the overall image of the local area.
- 49% of businesses responding to the survey said that the Airshow brings additional visitors/customers to their business which they would otherwise not receive. 30% said their business would still achieve the same numbers of visitors/customers even if the Airshow did not take place and 21% said the event reduces the numbers of visitors/customers to their business when it is taking place. The overall result was a net positive result of 28%.
- 42% of businesses reported increased turnover during the Airshow. 36% said their turnover had stayed the same and 22% reported decreased turnover as a result of the Airshow taking place. The estimated overall change in turnover was +8% for all businesses.

Trader Survey

- Overall, satisfaction levels were relatively good amongst suppliers/traders with 72% very satisfied or satisfied with the level of business they received.
- 86% of suppliers/traders said they would be interested in supplying/trading at the event in 2024.
- 71% of suppliers/traders responding to the survey undertook initiatives for the Airshow. The largest proportion, 64%, recycled waste where possible, 50% didn't use or sell single use plastics, 29% switched off electrics where possible and 7% promoted public transport.
- Additional local staff employed for the event generated approximately £9,000 in local wages.

5.2 ERBID review:

The English Riviera Business Improvement District Company (ERBID) are the Council's main partner, key sponsor of the Airshow and have contributed to the cost of the Economic Impact Assessment. Comments from the ERBID in response to the review are as follows:

"The ERBID2 5-year Business Plan (2022-2026) makes a commitment to increasing the company's investment in developing a world class year-round Events programme. To help achieve this, a new Events Development Partnership with Torbay Council and the ERBID Company has been agreed. This new partnership recognises the annual English Riviera Air Show

as a signature event with national appeal and an opportunity to raise our profile as a leading UK Seaside destination.

This year, the ERBID Company joint funded an Economic impact Survey into the Airshow. For the ERBID Company, this was essential to ascertain whether we, as an organisation, representing 1300 local tourism and hospitality businesses, were getting overall value for money for our levy payers from our £20,000 annual investment.

The following findings highlighted in the Economic Impact Survey confirm the Air Shows overall value and therefore as a company, we want to see the Air Show continue and for it to take place in 2024 as the resort continues to try and retrieve pre-COVID visitor volume and spend.

- 2023 Airshow resulted in a strong return on everyone's investment with £15.56 returned for every £1.
- 54% of all staying visitors said the Airshow had been the main reason for them choosing to visit.
- 59% of attendees were repeat visitors and knew of the event from a previous year.
- 80% of businesses reported either increased visitors/customers (48%) or stayed the same (32%)

As mentioned in the report the council does, however, spend a considerable amount of money. As an organisation, heavily involved in both marketing of the English Riviera and delivery of, or support to, events, in our professional opinion three fundamental improvements can be made, which together can increase returns, plus, as importantly reduce costs of delivery:

Marketing - the marketing of the Air Show could be improved to increase its reach and ability to attract more overnight visitors across the resort.

Sponsorship – a more targeted sponsorship package can increase income to offset costs.

Secondary Income generation – as an example it was notable on the limited numbers of concession stands at Paignton, as well as none spread around the Bay at specific vantage points as many residents and visitors view from multiple locations. It was noted within the report, under recommendations 'May be worth promoting alternative places where the Airshow can be observed away from the main event'. These should, and could be increased, using, in our opinion more local suppliers, thus increasing local economic benefit.

As the resorts lead on Destination Marketing, the ERBID Company would welcome greater involvement in developing and delivering a more tactical and integrated Air Show Marketing Strategy for 2024 that maximises opportunities for more of our local businesses. “

6. Social and Environmental Impacts

- 6.1 Information on the social benefits of the Airshow is not collected in order to provide any measurable statistics, however there are benefits that can be assumed such as:
- Provides an opportunity for residents and visitors to experience an intergenerational and inclusive event.
 - Brings the community together to foster new connections and creates a sense of community spirit.
 - Encourages young people to live, work and stay in Torbay.
 - Provides opportunities for participation, volunteering and social and cultural activities.
 - Provides inspiration to invest in ideas and careers.
 - Creates a sense of pride in place.
- 6.2 The environmental impact of the English Riviera Airshow is not measured. Sunderland City Council cited climate change and their commitment to tackle the global climate emergency by reducing carbon emissions as the reason for making it harder to justify continuing with the Airshow and have cancelled the Sunderland Airshow indefinitely.
- 6.3 Offsetting the environmental impact of the Airshow could be considered if the Airshow is supported by Torbay Council going forward, the Airshow already supports and promotes sustainable travel and the use of single use plastics, however both of these could be strengthened.

7. Options for consideration

- 7.1 A thriving and vibrant events programme in Torbay, with some free to access events, as outlined in the Councils English Riviera (Outdoor) Event Strategy, can support delivery of the following objectives of Torbay Councils Community and Corporate Plan.
- We want Torbay and its residents to thrive.
 - We want Torbay to be a place where we have turned the tide on poverty and tackled inequalities; where our children and older people will have high aspirations and where there are quality jobs, good pay and affordable housing for our residents.
 - We want Torbay to be the premier resort in the UK, with a vibrant arts and cultural offer for our residents and visitors to enjoy; where our built and natural environment is celebrated and where we play our part in addressing the climate change emergency.

and supports:

- Thriving people; thriving economy; tackling climate change; Council fit for the future.
- Tackling poverty, deprivation and vulnerability.
- People with learning disabilities.

7.2 Torbay Council has a range of options available in terms of the types of events it facilitates and operating models in order to fulfil these ambitions.

7.3 The Council, as part of the English Riviera Destination Management Plan is committed to enabling a range of events, especially those that focus on Torbay as a year-round destination and lengthening the typical visitor season.

7.4 The range of options includes (but is not limited to):

- Continued Torbay Council ownership and delivery of the Air Show as a free to the community, highlight event.
- Delivery of the Airshow by a dedicated in-house team, and/or commissioning of a third-party event management company.
- Providing resources to fully commercialise the Air Show in order for there to be no requirement from Council budgets.
- Facilitating the provision of the Air Show by another organisation (e.g. not for profit).
- Removing financial support for the Airshow and redirecting financial support into other (new) events across the Torbay event calendar.
- Removing financial support for the Airshow with no plans to redirect.

7.5 For options that consider continuing Torbay Council ownership and delivery of the Air Show the learning points and comments in Appendix 3 should be taken into account.

Option 1: Torbay Council continues to own and deliver the English Riviera Airshow.

- a) The Airshow remains in its current format and is delivered by an inhouse team (commissioning specialised elements).
- b) The Airshow format is expanded to include ground elements in other areas of Torbay and is delivered by an inhouse team (commissioning specialised elements).
- c) The Airshow format is reduced to a smaller 1-day event with evening entertainment.
- d) The Airshow format is reduced to one afternoon as part of a wider 2/3-day event (e.g. Armed Forces Day, or another themed event).
- e) The Airshow becomes a ticketed event.

Option 1 Considerations:

- Continuation of ownership of the Airshow will require underwriting and financial contribution from Torbay Council.
- The Torbay Council Events team will require increased staffing capacity to meet ambitions.

- The Financial risk (in event of cancellation) will sit with Torbay Council.
- The Air Show is established as part of the UK Air show calendar and benefits from repeat visitors and increases the reputation of Torbay as a destination.
- The feedback from residents in Torbay (especially those in Paignton) shows support and appreciation for the Air Show.
- If the Airshow is reduced to one day sponsorship and trading will be less desirable and may affect income to offset costs.
- Reducing costs to the Council if continuing the Airshow will be dependent on significantly increasing sponsorship.
- For the Air Show to become fully cost neutral a dedicated Airshow Team will need to be resourced.
- It may be possible to introduce a charge for prime viewer locations and some attractions by fencing off certain areas of the site, however one of the key benefits of the Airshow is that it removes barriers to access as it is free to attend, and these options should be carefully considered.

Option 2: Facilitate the provision of the Air Show by another organisation (e.g. not for profit).

Provide support for the establishment of a not-for-profit organisation to own and deliver the Airshow through sharing of professional expertise and knowledge, lessons learned, good practise, event management advice, access to contacts etc and/or a financial contribution from Torbay Council by way of sponsorship.

Option 2: Considerations

- Airshows are being successfully delivered by organisations other than Local Authorities in the UK (e.g. Teignmouth).
- This option could ensure the continuation of economic and social benefits to the residents of Torbay.
- This option would continue to deliver the ambitions of the Event Strategy and Destination Management Plan by continuing the provision of a highlight event in the event calendar and ensure continuity for repeat visitors.
- The establishment of a not-for-profit organisation would be dependent on interested parties willing to become organisers of the event.

Option 3: Removing the Airshow from the Council's delivery plans and redirecting financial support into other (new) events or attractions across the Torbay event calendar.

Redirecting some or all the Council's financial contribution (£195,000 in 2023) or underwriting other events to extend the Torbay events programme such as:

- An Ice Rink over 4 weeks in December to extend shoulder season (in line with Events Strategy and Destination Management Plan) and support the Bay of Lights attraction.
- A large sporting event, such as a triathlon, promoting Torbay's geopark status and natural landscape.
- Increasing the amount of useable event space through the installation of utilities to prime sites.

Option 3 considerations:

- Supporting other events could deliver a positive economic impact to Torbay across a wider range of dates and increase the length of the visitor season.
- A wider range of events could attract a wider demographic to Torbay.
- The economic impact of new events may or may not equate to the economic impact of the English Riviera Airshow.
- If considered alongside Option 2 the English Riviera could retain the Airshow and the Council could support a wider range of signature or headline events.

Option 4: Remove the Airshow from the Council's delivery plans with no plans to redirect funding.

Option 4 Considerations:

- The Council has committed to the English Riviera (Outdoor) Events Strategy and Destination Management Plans, which includes objectives to support and facilitate a range of signature or headline events with the ability to draw national visitors.
- The economic benefits of the Airshow, or alternative events would not be realised.
- Residents and visitors would no longer benefit from the positive social impacts of the event or alternative events.

8. Financial Opportunities and Implications

8.1 Recommendations to Torbay Council Cabinet made by the Overview and Scrutiny Committee will have financial opportunities and implications. Any decision made by Torbay Council Cabinet will need to be considered during the Council's 2024/2025 budget setting process.

9. Legal Implications

- 9.1 The contract with the current Event Management company expires following the 2023 English Riviera Airshow, therefore there are no legal implications related to contracts.
- 9.2 The Council retains intellectual property rights over all documentation and materials created by the current contractor in relation to the Airshows delivered under the contract.
- 9.3 The legal implications of any decision made by Torbay Council Cabinet will need to be examined following the decision, and Cabinet members advised of any legal implications.

10. Engagement and Consultation

- 10.1 Attendees, both resident and visitors were given the opportunity to complete a survey to give feedback on the 2023 Airshow, and to share their views on the impacts and benefits of the Airshow for the community and local businesses.
- 10.2 Torbay businesses and traders at the event were also given the opportunity to share their views through an online survey.
- 10.3 At the request of the Overview and Scrutiny Board a short survey was conducted via Torbay's Community Partnerships to gain public views on attendance and future of the English Riviera Airshow. A summary of the results of the survey is set out at Appendix 5.

11. Purchasing or Hiring of Goods and/or Services

- 11.1 Elements of the Airshow must be procured as Torbay Council does not have the necessary skills or competencies to provide these services, such as flight programming and air space ground control.
- 11.2 Torbay Council Events Team Officers have the necessary skills to plan and co-ordinate an event of this size, however the staffing capacity in the team would need to be increased for the additional hours and specialisms delivered by the contractor to be delivered in-house.

12. Tackling Climate Change

- 12.1 Refer to 6.3 and 6.4.

13. Associated Risks

- 8.1 Cancellation of any future Airshow due to poor weather conditions, or other mitigating factors would likely result in the loss a proportion of the Council's investment into an Airshow. Although ground shows could continue, cancellation of the Air displays would significantly reduce any positive economic impact.
- 8.2 The Torbay Airshow is included in the UK Airshow calendar and is established as an annual show and attraction to Torbay, cancellation of the Airshow could impact the national profile of Torbay.
- 8.3 Withdrawing the Airshow from the Torbay events programme without an alternative or alternatives would limit the achievement of the objectives in the English Riviera (Outdoor) Events Strategy and the resulting positive outcomes for the economy and community.
- 8.4 Any direction given by Cabinet on the future of the Airshow, financial contribution or model of delivery will need to be fully assessed for risks and Cabinet members advised of any emerging risks.

9. Equality Impacts - Identify the potential positive and negative impacts on specific groups

	Positive Impact	Negative Impact & Mitigating Actions	Neutral Impact
Older or younger people	<p>Free to access events remove socio-economic barriers. Opportunities to take part in community events enable intergenerational activities and promote inclusive communities.</p> <p>Large headline events support the wider economy and increase job opportunities and earning potential.</p>	<p>Any alternative events should consider appeal to a wide audience and concessions for tickets for those financially disadvantaged.</p>	
People with caring Responsibilities	<p>Free to access events remove socio-economic barriers. Opportunities to take part in</p>	<p>Any alternative events should consider appeal to a wide audience and</p>	

	community events enable intergenerational activities and promote inclusive communities	concessions for tickets for those financially disadvantaged.	
People with a disability	The Airshow provides exclusive accessible viewing areas for those who are disabled and their carers. If alternative events are considered this access for disabled people must be considered.	Ticket concessions for those who are financially disadvantaged could reduce negative impacts of removing non-ticketed events from the Torbay Events Programme.	
Women or men	Free to access events remove socio-economic barriers. Opportunities to take part in community events enable intergenerational activities and promote inclusive communities	Any alternative events should consider appeal to a wide audience.	
People who are black or from a minority ethnic background (BME) (Please note Gypsies / Roma are within this community)	Free to access events remove socio-economic barriers. Opportunities to take part in community events enable intergenerational activities and promote inclusive communities	Any alternative events should consider appeal to a wide audience and concessions for tickets for those financially disadvantaged.	
Religion or belief (including lack of belief)		Any alternative events should consider appeal to a wide audience.	No discernible impact
People who are lesbian, gay or bisexual		Any alternative events should consider appeal to a wide audience.	No discernible impact
People who are transgendered		Any alternative events should consider appeal to a wide audience.	No discernible impact
People who are in a marriage or civil partnership		Any alternative events should consider appeal to a wide audience.	No discernible impact

Women who are pregnant / on maternity leave		Any alternative events should consider appeal to a wide audience.	No discernible impact
Socio-economic impacts (Including impact on child poverty issues and deprivation)	Non ticketed, open events remove socio-economic barriers. Opportunities to take part in community events enable intergenerational and inclusive activities and promote inclusive communities. Headline events with a wide national and international visitor appeal support the economy of Torbay, during the event and raise the profile of Torbay to encourage repeat visits.		
Public Health impacts (How will your proposal impact on the general health of the population of Torbay)			No discernible impact

10. Cumulative Council Impact

- 10.1 In 2021 a decision was made by the Council to invest £750, 000 over three years to implement a new Events Strategy and support wider cultural and heritage activities. This investment period end March 2025.
- 10.2 Any recommendation or decision made should take into account the budgetary requirements for delivering that option and also the need for future investment into the delivery of a vibrant events programme across Torbay.
- 10.3 If a decision is made that Torbay Council will continue to deliver and fund the English Riviera Airshow it would be advisable to consider the ending of the current investment period, and a further investment period.

11. Cumulative Community Impacts

- 11.1 None.