

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

Appendix 1

Section 1: Background Information	
1.	<p>What is the proposal / issue?</p> <p>The Council made a decision in 2017 and agreed the following:</p> <p>“that the Council makes a three year funding commitment to develop the Torbay Air Show in accordance with the proposal in Appendix 3 of the submitted report to be funded as part of the 2017/18 budget development with future years built into the Medium Term Resources Plan; “</p> <p>However, based on the first years experiences it is not possible to continue to run the AirShow with this level of tapered funding. The proposal is therefore to agree that Torbay Airshow will be supported by the Council for the next five years and 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.</p>
2.	<p>What is the current situation?</p> <p>A funding approach was agreed by Full Council in July 2016, however, it is clear that the event is not sustainable on this basis.</p> <p>There is a need to change this to encourage long-term growth of the event as a tourism and marketing opportunity.</p> <p>The benefit to the local economy approximately £7million per annum.</p>
3.	<p>What options have been considered?</p> <p>We cannot run the Air Show with the original financial proposal despite substantial cost savings made this year. Also, the uncertainty around the future of the show incurs additional costs in the preparation in terms of additional procurements etc.</p> <p>Make a commitment to the Air Show but with an annual review of funding. This will restrict growth and economies of scale as well as long-term buy-in from investors and sponsors. It also costs the council in terms of annual procurement processes and reduces the time available to develop the event.</p> <p>Not to continue staging the airshow. This is not considered an option given the current and future benefits to the local economy from a minimal investment.</p> <p>There are some potential options to considering generating income from external sources in future years such as crowdfunding etc. However, these would need to be explored further, and built into future years.</p>

<p>4.</p>	<p>How does this proposal support the ambitions, principles and delivery of the Corporate Plan 2015-19?</p> <p>Ambitions: Prosperous and Healthy Torbay</p> <p>Principles: Use reducing resources to best effect Reduce demand through prevention and innovation Integrated and joined up approach</p> <p>Targeted actions: Working towards a more prosperous Torbay Ensuring Torbay remains an attractive and safe place to live and visit</p>
<p>5.</p>	<p>Who will be affected by this proposal and who do you need to consult with?</p> <p>This is a financial commitment for five years by the Council. The impact of the decision will affect the whole of Torbay.</p> <p>Feedback has already been received from businesses, traders and partners as part of the 2017 event and is overwhelmingly positive to continue with the event.</p>
<p>6.</p>	<p>How will you propose to consult?</p> <p>Not applicable</p>

Section 2: Implications and Impact Assessment

7.	<p>What are the financial and legal implications?</p> <p>A financial commitment 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.</p> <p>As part of future delivery the target for income from sponsorship and hospitality will increase from £25,000 in 2017 to £50,000 in 2020. This includes provision to draw in income from local businesses and residents.</p> <p>Any contract with a commercial partner to stage the airshow will include annual reviews and break clauses which will offer a level of protection to the authority. This means that a five year contract can be terminated should members decide at a later date not to stage the airshow.</p>
8.	<p>What are the risks?</p> <ol style="list-style-type: none">1. Risk of not funding the airshow. We can lose the potential to build a significant long-term, signature event for Torbay and the significant associated benefits to the local economy of circa £7million per annum.2. Risk of funding the airshow. The original proposals for the airshow assumed a tapering of funding for future years. Whilst there have been significant cost savings made in 2017 of £260,000, tapering cannot be guaranteed as previously anticipated. However the Council will need to consider its future commitment against other competing priorities.
9.	<p>Public Services Value (Social Value) Act 2012</p> <p>Not applicable to this decision.</p>
10.	<p>What evidence / data / research have you gathered in relation to this proposal?</p> <p>The 2017 budget outturn was a loss of £6,878 which was largely due to one-off costs of £7,000. Revised projections for the next 5 years are attached as appendix 2.</p>
11.	<p>What are key findings from the consultation you have carried out?</p> <p>As previously outlined above, a number of businesses, traders and partners have overwhelmingly expressed a desire to continue with the event.</p>
12.	<p>Amendments to Proposal / Mitigating Actions</p> <p>None</p>

Equality Impacts

13	Identify the potential positive and negative impacts on specific groups			
		Positive Impact	Negative Impact & Mitigating Actions	Neutral Impact
Older or younger people		The event is a family event with opportunities for families and intergenerational activity across the Bay		
People with caring Responsibilities		The event is a family event with opportunities for families and intergenerational activity across the Bay. There were facilities available for disabled visitors and their carers.		
People with a disability		The event is a family event with opportunities for families and intergenerational activity across the Bay. There were facilities available for disabled visitors and their carers.		
Women or men		The event is a family event with opportunities for families and intergenerational activity across the Bay		
People who are black or from a minority ethnic background (BME) <i>(Please note Gypsies / Roma are within this community)</i>				No discernible impact
Religion or belief (including lack of belief)				No discernible impact
People who are lesbian, gay or bisexual				No discernible impact

	People who are transgendered			No discernible impact
	People who are in a marriage or civil partnership			No discernible impact
	Women who are pregnant / on maternity leave			No discernible impact
	Socio-economic impacts (Including impact on child poverty issues and deprivation)	The event is focused at attracting new visitors to Torbay and to have a positive impact on businesses and therefore increase the level of investment in the area. There is the potential for at least £7million of Economic benefit to be generated each year over the next 5 years		
	Public Health impacts (How will your proposal impact on the general health of the population of Torbay)	This is an outdoor event supported by sustainable travel options.		
14	Cumulative Impacts – Council wide (proposed changes elsewhere which might worsen the impacts identified above)	N/A		
15	Cumulative Impacts – Other public services (proposed changes elsewhere which might worsen the impacts identified above)	For this to be a sustainable event then it relies on the support of departments from across the Council and partners to ensure its success.		