

Subject: Great Yarmouth Air Show 2017

Report to: EMT 26 May 2016
Economic Development Committee 6 June 2016

Report by: Transformation Manager

SUBJECT MATTER/RECOMMENDATIONS

The report gives an update on plans for the first Great Yarmouth Air Show in 2017.

Recommendation:

That the Members recognise the strategic importance of an Air Show and note the structures and procedures currently in place to ensure a safe and exciting event.

That the Members note that GYTABIA will be looking to work alongside the Borough Council's Car Parking Section and Property Section optimise the use of seafront car parks and land assets, on which a subsequent report will be submitted at the next meeting to consider appropriate options.

1. INTRODUCTION/BACKGROUND

The Greater Yarmouth Tourism & Business Improvement Area (GYTABIA) has, as part of their event planning process, committed to hold the first annual Great Yarmouth Air Show in June 2017.

This Air Show is expected to attract between **250,000** and **300,000** spectators over the 4 event days. (Thursday/Friday evenings and Saturday/Sunday afternoons). This event will bring in significant income for local businesses during this time alongside additional business prior to and after the event, in turn supporting the local economy.

It is estimated that the Air Show will inject an estimated **£15 million** into the local economy in Year 1; **£18 million** in Year 2 and **£22 million** in Year 3.

The Air Show will be the biggest event ever staged in the Borough adding to the reputation of staging key events including the Maritime Festival and Out There festivals.

The Air Show will help build the profile of the Borough as a place to live, work and visit in line with the Council's corporate objectives.

2. **Management Plans & Event Safety**

In order to stage a safe and successful event various documents are being produced including:-

- i. Event Management Plan;
- ii. Emergency Evacuation Plan;
- iii. Counter-Terrorism Plan;
- iv. Health & Safety Plan;
- v. Lost Child Policy;
- vi. Waste Management Plan;
- vii. Crowd Management Plan
- viii. Road Traffic Management Plan
- ix. Public Transport Plan
- x. Corporate Affairs & Trade Engagement Plan;

GYTABIA have appointed an Event Director and a Director of Corporate Affairs and Sponsorship and a Flight Director to oversee that management of key aspects of the Air Show.

GYTABIA have also formed a new Air Show Management Team of:-

Gareth Brown (GYTABIA Chairman)
Cllr Barry Coleman (GYTABIA Vice-Chairman)
David Marsh (GYTABIA Finance Director)
Cllr Paul Hammond (GYTABIA Director)
Lyndon Bevan (GYTABIA Director)

GYTABIA will be working with all key agencies and stakeholders .

Initial transport and pedestrian discussions have taken place at a meeting of Great Yarmouth's Event Safety Advisory Group

Work has commenced on a comprehensive *Traffic, Travel & Visitor Movement Management Plan* which will involve a comprehensive Park & Ride operation.

3. **FINANCIAL IMPLICATIONS**

GYTABIA have a robust financial plan in place with key dates/milestones that offer adjustments and exit strategy options.

GYTABIA will be seeking to work alongside the Borough Council departments to ensure visitors have the best experience possible.

GYTABIA will be looking to work alongside the Borough Council's Car Parking section and Property Section to optimise the use of seafront car parks and land assets. A further report will be submitted at the next meeting to consider appropriate options.

4. RISK IMPLICATIONS

All risks relating to this event are being identified and addressed by the GYTABIA, through the initiation of a robust management structure.

However an event of this size will require the GYTABIA to work with a number of partnership organisations such as the Council to ensure its success. Mitigation is in place through early communications and engagement with these partners.

5. CONCLUSIONS

The dates of the 2017 Air Show will be announced at a special launch event on 21st June.

This paper is providing the Council with an update of this event, further information will be presented as the planning for this event progresses.

6. RECOMMENDATIONS

That Members recognise the strategic importance of an Air Show and note the structures and procedures currently in place to ensure a safe and exciting event.

That the Members note that GYTABIA will be looking to work alongside the Borough Council's Car Parking Section and Property Section to optimise the use of seafront car parks and land assets, on which a subsequent paper will be presented to Members in July 2016.

7. BACKGROUND PAPERS

| Area for consideration | Comment |
|-----------------------------------|--|
| Monitoring Officer Consultation: | N/A |
| Section 151 Officer Consultation: | N/A |
| Existing Council Policies: | Corporate Plan |
| Financial Implications: | Cost neutral to GYBC |
| Legal Implications (including | GYTABIA will work with various agencies to |

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| human rights): | ensure that traffic congestion is kept to a minimum during event days. |
| Risk Implications: | As detailed above |
| Equality Issues/EQIA assessment: | Event will be inclusive to all |
| Crime & Disorder: | The event will have a high security & stewarding presence and will work, where appropriate alongside key agencies. |
| Every Child Matters: | GYTABIA will be preparing a lost & safe-guarding children policy |