

Subject: Great Yarmouth Air Show 2017

Report to: Executive Management Team 7 July 2016
Economic Development Committee 19 July 2016
Policy & Resources 26 July 2016

Report by: Kate Watts, Transformation Programme Manager

SUBJECT MATTER/RECOMMENDATIONS

The report gives an overview of critical areas in which the Borough Council can work with the Greater Yarmouth Tourism & Business Improvement Area (**GYTABIA**) to help stage a safe and exciting Air Show experience for residents and visitors alike recognizing the strategic importance of a new Air Show to the local economy.

Recommendations to Policy & Resources Committee:

1. That Members approve, subject to securing Traffic Management Orders, the closures of the Great Yarmouth seafront short-stay car parks during the Air Show period (to a maximum of 9 days); understanding that it is unlikely that all closures will be operated for the full 9 days.
2. That Members approve, subject to securing Traffic Management Orders, the designation of 'Premium Car Parking' on North Drive Car Park, St Nicholas Car Park and Euston Road Car Park during the four Air Show display days as part of an overall Air Show parking strategy managed by GYTABIA.
3. That Members grant permission to GYTABIA to use key GYBC-owned spaces including the short stay car parks along the Marine Parade/North Drive (as set out in Appendix A) for trade promotional units on the understanding that GYTABIA work with the GYBC Property Department to assist with sensitive positioning.
4. That Members note the average income from the seafront car parks during similar periods in 2015 & 2016 and grant permission on the understanding that GYTABIA pay the Council the corresponding amounts from their collections through premium parking fees to ensure that GYBC enjoys a cost-neutral position.
5. That Members note the GYTABIA plans for out of town *park and ride* schemes and agrees to work with GYTABIA to make use of Council-owned land on a cost-neutral basis.

1. INTRODUCTION/BACKGROUND

- a. At the last meeting of the Economic Development Committee members agreed to formally recognise the strategic importance of a Great Yarmouth Air Show and noted the structures and procedures currently in place to ensure a safe and exciting event.
- b. Members are reminded that GYTABIA has, as part of their event planning

process, committed to hold the first annual Great Yarmouth Air Show during 15th-18th June 2017.

- c. The Air Show will be cost neutral to the Council.
- d. GYTABIA are wholly responsible for funding/under-writing the Air Show which aims for a break-even position by Year 3.
- e. The GYTABIA Board whilst recognizing the key financial risks whole heartedly support the venture on the basis of the huge benefits to the local economy and the profile of the Borough.
- f. 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).
- g. The 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.
- h. It is estimated that the Air Show will inject around **£15 million** into the local economy in Year 1; **£18 million** in Year 2 and **£22 million** in Year 3.
- i. At the last meeting of the Economic Development Committee members noted 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 a cost neutral basis.

2. **FINANCIAL IMPLICATIONS**

- a. GYBC recognise the financial risk to GYTABIA and whilst wishes to assist in the staging of the Air Show will be seeking a cost-neutral position.
- b. For GYBC the financial implications relate specifically to seafront car parking; the detailed implications are set out in paragraphs 6 & 7.
- c. GYTABIA is ultimately aiming for a breakeven sustainable position which draws income from corporate sponsorship & hospitality; associated trading income; and park and ride.
- d. At this stage GYTABIA will not be relying on voluntary contributions from those attending the event.
- e. The GYTABIA Board recognize that they must allow for the impact of bad weather, under use of park & ride and sponsorship falling short of expectations and have therefore agreed to set aside an underwrite contingency.

3. **AIR SHOW CAR PARKING STRATEGY**

- a. In order to facilitate a safe workable plan the Air Show Management Group (ASMG – see appendix A) is developing an integrated parking strategy that explores options for:-
 - i. A park & ride operation
 - ii. Premium parking on seafront long-stay car parks

- iii. The suspension of short stay car parks
 - iv. An introduction of temporary residents parking on agreed roads.
 - v. A suspension of parking on parts of North Drive and South Beach Parade to serve as park & ride drop-off and collection points
 - vi. The promotion of advance on-line bookings of car parking spaces in Park & Ride and on GYBC long stay seafront car parks.
- b. Given the anticipated number of visitors, and in the interest of public safety, GYTBA will be seeking the introduction of a road closure on Marine Parade between Britannia Pier and Kings Road during the display days.

4. **USE OF GYBC LAND ASSETS**

Primarily these fall into 4 key areas

- a. Use of short stay car parks for trade promotional units
- b. Use of GYBC-owned land of the seaward side of Marine Parade for trade promotional units and key hospitality units.
- c. Use of remaining GYBC-owned seafront car parks as Premium Car Parks (North Drive Car Park, St Nicholas Car Park and Euston Road Car Parks)
- d. Use of GYBC-owned land as potential Park & Ride sites.

5. **TRADE PROMOTIONAL UNITS**

- a. Whilst the key attractions will be the military and civil aircraft in the sky the activities on the ground will certainly add to the experience of the event.
- b. The availability of adhoc land on the seafront presents an opportunity to make space available to key event sponsors including additional trading outlets thus helping GYTBA towards a break-even position.
- c. Drawing from the experience of other coastal air shows it is clear that demand for food & drink will outstrip the existing supply.
- d. However it is not the intention to flood the seafront with a plethora of additional food concessions but provide sufficient outlets to ensure that supply meets the increase demands.
- e. In the first instance it is proposed that existing seafront outlets will be offered the opportunity to extend their trading operation to help meet the additional demand.
- f. Additional food outlets may be added in consultation with Property Department in areas that minimize any conflict or competition.

6. **FINANCIAL IMPLICATIONS OF CLOSURE OF SHORT STAY CAR PARKS**

- a. The figures below in **Table 1** & **Table 2** show the income (incl VAT) from seafront **short-stay** car parks during a 9-day period corresponding to 2017 air show dates.
- b. It is unlikely that the Air Show will require closure of these car parks for all this period.

- c. The closure of the short stay car parks would represent a potential Loss of income within the range of between **£4,400** (4 days) and **£8,000** (9 days)

Table 1 - 2015 Equivalent Income

SHORT STAY	Mon	Tues	Wed	Thurs	Fri	Sat	Sun	Mon	Tues	2015
Car Parks 2015	15-Jun-2015	16-Jun-2015	17-Jun-2015	18-Jun-2015	19-Jun-2015	20-Jun-2015	21-Jun-2015	22-Jun-2015	23-Jun-2015	Total
Anchor Gardens	£215	£182	£211	£176	£214	£408	£352	£217	£195	£2,169
Jetty North	£107	£179	£146	£82	£155	£505	£557	£139	£235	£2,105
Jetty South	£79	£92	£98	£53	£79	£378	£356	£141	£147	£1,423
Marina Centre (N)	£62	£94	£80	£58	£49	£121	£198	£81	£98	£841
Marina Centre (S)	£146	£91	£126	£61	£43	£408	£322	£121	£84	£1,402
	£610	£637	£660	£430	£540	£1,819	£1,786	£699	£759	£7,939

Table 2 - 2016 Equivalent Income

SHORT STAY	Mon	Tues	Wed	Thurs	Fri	Sat	Sun	Mon	Tues	2015
Car Parks 2016	13-Jun-2016	14-Jun-2016	15-Jun-2016	16-Jun-2016	17-Jun-2016	18-Jun-2016	19-Jun-2016	20-Jun-2016	21-Jun-2016	Total
Anchor Gardens	£132	£162	£228	£192	£185	£327	£334	£68	£248	£1,875
Jetty North	£97	£183	£235	£86	£96	£462	£521	£104	£248	£2,032
Jetty South	£77	£118	£88	£57	£58	£296	£346	£77	£121	£1,237
Marina Centre (N)	£75	£87	£105	£70	£92	£141	£144	£90	£93	£897
Marina Centre (S)	£92	£123	£93	£91	£118	£250	£356	£133	£147	£1,403
	£472	£673	£749	£496	£549	£1,477	£1,701	£472	£856	£7,443

7. **FINANCIAL IMPLICATIONS OF CLOSURE OF LONG STAY CAR PARKS**

- The figures below in **Table 3 & Table 4** show the income from seafront **long-stay** car parks during a 4-day period in 2015 and 2016 corresponding to 2017 air show dates.
- It is anticipated that Euston Road will remain open and could be classified as premium long-stay.
- The income from these cars parks during equivalent dates in June suggest an income of between **£6,000 & £7,500**

Table 3 - 2015 Equivalent Income

LONG STAY	Thurs	Fri	Sat	Sun	2015
Car Parks 2015	18-Jun-2015	19-Jun-2015	20-Jun-2015	21-Jun-2015	Total
St Nicholas	£238	£124	£1,122	£1,195	£2,679
North Drive	£448	£407	£1,096	£1,068	£3,018
Euston Road*	£296	£284	£668	£549	£1,796
	£982	£814	£2,886	£2,811	£7,494

Table 4 - 2016 Equivalent Income

LONG STAY	Thurs	Fri	Sat	Sun	2016
Car Parks 2016	16-Jun- 2016	17-Jun- 2016	18-Jun- 2016	19-Jun- 2016	Total
St Nicholas	£225	£198	£807	£1,255	£2,484
North Drive	£264	£258	£481	£876	£1,879
Euston Road*	£242	£255	£433	£534	£1,465
	£731	£711	£1,721	£2,665	£5,828

- d. The projected loss of income (based on 2015 & 2016 figures) for short & long stay car parks would be in the region of £10,500 and £15,500
- a. In order to maintain the cost-neutral position GYBC will be seeking to charge GYTABIA a sum equivalent to the average income taken in long & short stay car parks affected by the closures during the corresponding periods in 2015 and in 2016.

8. PREMIUM PARKING

- a. Strong marketing will be used encourage visitors to pre-book a parking space at either the park and ride sites or on the premium seafront sites and thus reducing the probability of heavy congestion in the town.
- b. Likewise advance signage will advise those arriving by car where spaces may still be available.
- c. It is envisage that some of the spaces will be allocated to sponsors as part of their corporate sponsorship.
- d. Premium rates are therefore suggested as £15 per day/per car on Thursday and Friday and £25 per day/car on Saturday and Sunday. It is likely that the park & ride price will be around £10.
- e. GYBC will insist that GYTABIA will manage the long stay car parks during the festival days and pick up all the costs in respect of the premium car parks which are likely to include management & staff, publicity, ticketing, signage, additional toilets, medical cover and welfare.
- f. GYBC will seeking assurances that in the event of any surplus after costs be reinvested into future air shows.

9. OTHER GYBC CAR PARKS

- a. The remaining car parks in the Town Centre will operate as usual and are likely to see an increase in usage and therefore an increase in income to the Council.
- b. Beach Coach Station would probably be best reserved for coaches-only. parking.

10. **GENERAL PARKING & UNAUTHORISED PARKING ISSUES**

- a. GYTABIA have indicated that they will explore the options to discourage visitor parking in busy residential areas.
- b. The Borough Council, through its Civil Enforcement Officers (CEO), has the authority to issue a Penalty Charge Notice (PCN) where there are on-street parking restrictions, including yellow lines and time-limited spaces. Discussions are underway to seek additional resources through the Norfolk Parking Partnership.
- c. The Borough Council have the option to take a more robust approach to unauthorized parking.
- d. Cases of obstruction where there is no parking restriction or dropped crossing will be referred to the police as a CEO will not be able to issue a Penalty Charge Notice (PCN).

11. **PARK & RIDE/PARK & WALK**

- a. A Park & Ride operation is crucial to the successful staging of an Air Show and initial discussions have taken place with potential private site owners.
- b. However the Borough Council does own land that could be adapted as suitable park & ride venues but would be seeking assurances from GYTABIA that any use of Council land for this purpose would be cost neutral to the Council and that all sites used would be reinstated to its original condition.
- c. GYTABIA are also exploring the options for 'Park & Walk' again potentially using council-owned sites on a cost neutral basis.

12. **INSURANCE COVER**

- a. Discussions are on-going with the Council's insurance brokers to ensure that there is adequate insurance cover.

13. **OTHER RISK IMPLICATIONS**

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

14. **CONCLUSIONS**

- a. 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.
- b. Whilst the air show will inevitably cause some inconvenience to local

residents; those within walking distance are perfectly placed to enjoy the biggest free show Great Yarmouth has ever seen.

- c. 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.
- d. Effective management and partnership working will help ensure that the Borough is able to a safe and exciting event.

15. **RECOMMENDATIONS**

- a. That Members approve, subject to securing Traffic Management Orders, the closures of the Great Yarmouth seafront short-stay car parks during the Air Show period (to a maximum of 9 days); understanding that it is unlikely that all closures will be operated for the full 9 days.
- b. That Members approve, subject to securing Traffic Management Orders, the designation of 'Premium Car Parking' on North Drive Car Park, St Nicholas Car Park and Euston Road Car Park during the four Air Show display days as part of an overall Air Show parking strategy managed by GYTABIA.
- c. That Members grant permission to GYTABIA to use key GYBC-owned spaces including the short stay car parks along the Marine Parade/North Drive (as set out in Appendix B) for trade promotional units on the understanding that GYTABIA work with the GYBC Property Department to assist with sensitive positioning.
- d. That Members note the average income from the seafront car parks during similar periods in 2015 & 2016 and grant permission on the understanding that GYTABIA pay the Council the corresponding amounts from their collections through premium parking fees to ensure that GYBC enjoys a cost-neutral position.
- e. That Members note the GYTABIA plans for out of town *park and ride* schemes and agrees to work with GYTABIA to make use of Council-owned land on a cost-neutral basis.

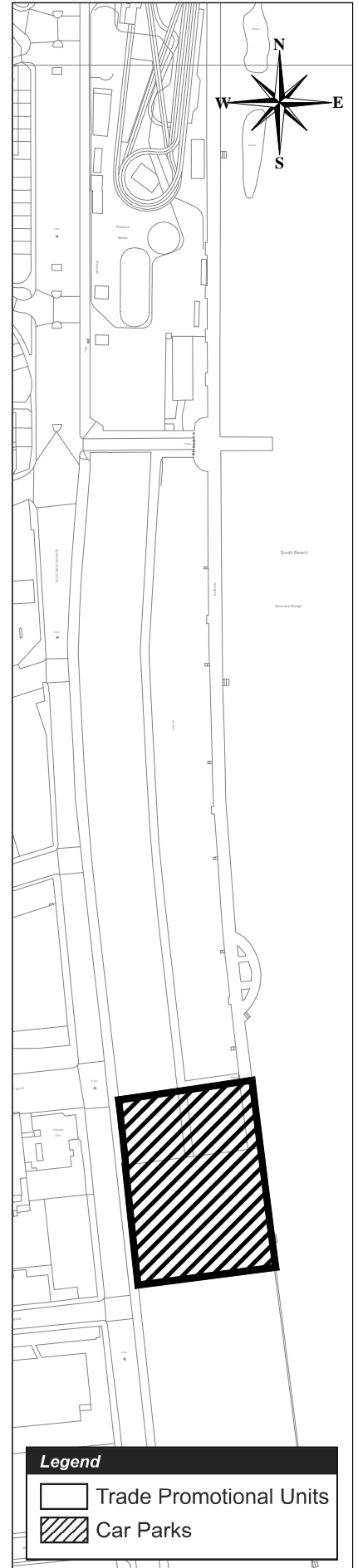
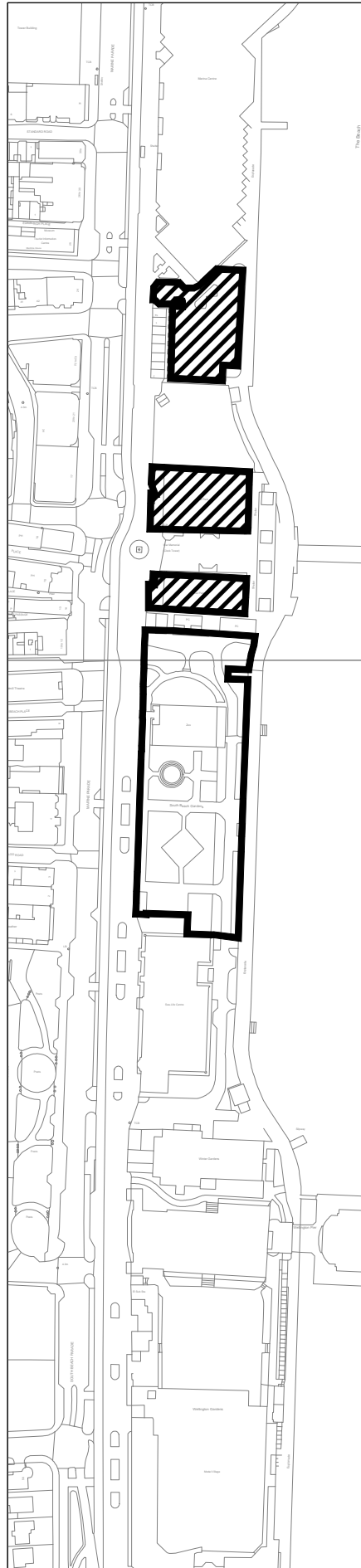
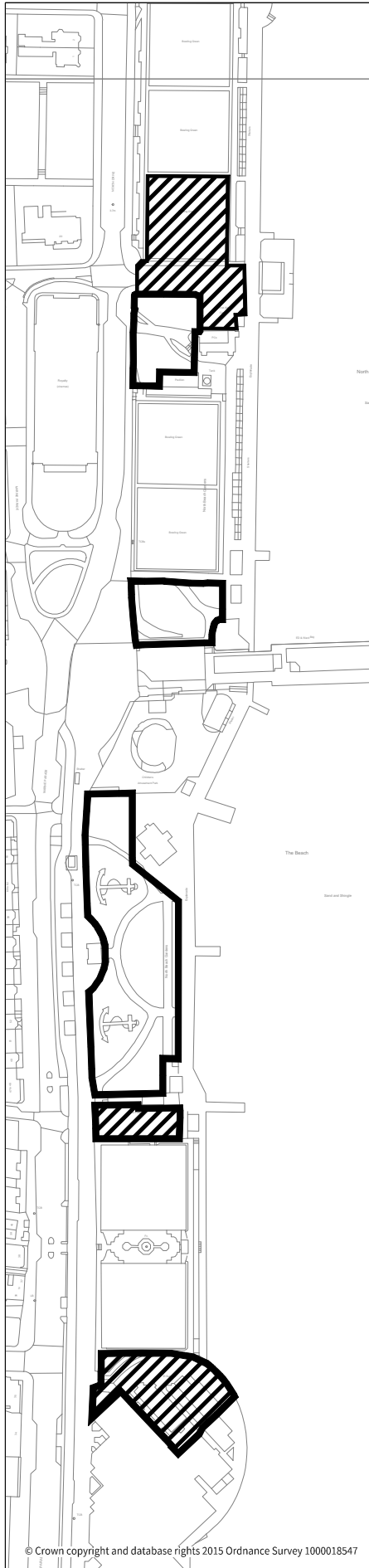
16. **BACKGROUND PAPERS**

Area for consideration	Comment
Monitoring Officer Consultation:	
Section 151 Officer Consultation:	
Existing Council Policies:	Corporate Plan
Financial Implications:	Cost neutral to GYBC
Legal Implications (including human rights):	GYTABIA will work with various agencies to 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

Appendix A

Great Yarmouth Air Show Management Group	Gareth Brown (GYTABIA Chairman) Cllr Barry Coleman (GYTABIA Vice-Chairman) Lyndon Bevan (GYTABIA Director) Cllr Paul Hammond (GYTABIA Director) David Marsh (GYTABIA Company Secretary) Paul Bayfield (Air Show advisor) Asa Morrison (Air Show Event Director) Ian Hacon (Air Show Sponsorship Director) Alan Carr (Group Manager: Tourism & Communications)
Air Show GYBC Officers Group	Jane Beck (Chairman) – Director of Customer Services Kate Watts, (Transformation Manager) Tim Noble (Property Department) Miranda Lee (Group Manager: Customer Services) David Helsdon (Events Manager) Alan Carr (Group Manager: Tourism & Communications) Asa Morrison, (Air Show Event Director)
Air Show - Event Safety Advisory Group	Wayne Nixon (ESAG Chairman) David Law (NCC Traffic Management) Jonathan Wilby (Norfolk Fire & Rescue) PC David Fleming, Norfolk Constabulary Adam Mayo, (NCC Highways) Craig King (East of England Ambulance Service) Julie Wells (GYBC Licensing) Kaye Bate (GYBC Insurance) Sue Decerdova (GYBC Environmental Health) Rep from (Counter Terrorism Security Advisers) David Helsdon (Events Manager) Alan Carr (Group Manager: Tourism & Communications)



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