

Subject: Great Yarmouth Air Show 2018

Report to: Management Team: 2nd October 2017
Policy Resources Committee: 17th October 2017

Report by: Head of Community Development & Regeneration

SUBJECT MATTER/RECOMMENDATIONS

The report gives an update on plans for a Great Yarmouth Air Show in 2018.

Recommendation:

That Policy & Resources Committee:

- recognises the strategic importance of an Air Show and note the structures and procedures currently in place to ensure a safe and exciting event
- endorses the approvals (detailed in paragraph 2 below) granted in 2016/2017 giving permission to use key council assets to assist in the staging of the 2018 Air Show
- approves the use of vacant land on Beacon Park for use as Park and Ride sites. (Policy & Resources 26 July 2016)
- approves, subject to gaining the necessary licenses, the use of Great Yarmouth Central Beach to site beach bars (including the sale of alcohol & ice cream) during the Air Show
- grants permission to use the grassed area on Gorleston cliff top for cars and concessions to assist in the creation of a 'family zone'.
- considers the request from GYTABIA to waive the staff costs incurred in supporting the planning and delivery of the 2018 Air Show in line with the expectations of staff time set out in this report.

1.0 INTRODUCTION/BACKGROUND

1.1 Last year the Greater Yarmouth Tourism & Business Improvement Area (GYTABIA) as part of their event planning process, worked towards staging the first annual Great Yarmouth Air Show in June 2017. It is believed to be

the only privately-funded seafront air show in the UK. It is estimated that the Air Show has the potential to inject an additional £10 million* into the local economy. (*Based on estimates from other air shows and the Cambridge Model ie 175,000 days visitors spending £40 a head plus an estimated 40,000 bednights)

1.2 An event of this magnitude takes serious preparation and significant funding to ensure that all the requirements of staging a safe, exciting event are met. The Air Show will be the biggest event ever staged in the Borough adding to the reputation of staging top class events including the Maritime Festival and Out There festivals.

1.3 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. 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.

1.4 The planned 2017 event was postponed pending more work on some key areas. GYTABIA remain committed to staging the event in 2018 and are keen to gain the continued support of the Borough Council.

2.0 RECOMMENDATIONS APPROVED BY THE COUNCIL IN 2016

2.1 In 2016, both the Economic Development Committee and the Policy & Resources Committee approved a series of recommendations to help GYTABIA stage the event

DATE	RECOMMENDATION/DECISION
6 June 2016 EDC	<ol style="list-style-type: none"> 1. 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. 2. 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.
25 July 2016 EDC	<ol style="list-style-type: none"> 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

26 July Policy & Resources	<p>unlikely that all closures will be operated for the full 9 days.</p> <ol style="list-style-type: none"> 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 <i>park and ride</i> schemes and agrees to work with GYTABIA to make use of Council-owned land on a cost-neutral basis.
29 Nov 2016 Policy & Resources	1. That approval be given for the use of 'Trafalgar Green' by GYTABIA for a charity village during the 4 days of the 2017 Great Yarmouth Air Show

3.0 PLANNING FOR THE AIRSHOW AND FURTHER PERMISSION REQUIRED

3.1 As planning for the airshow has developed, further requests have been made by the organisers in order to improve visitor enjoyment and to help ensure its success and viability.

3.2 **Beach Bars**

3.2.1 It is estimated that the resort will be three times busier than its current busiest day. Therefore the current provision is insufficient to meet the anticipated demand.

3.2.2 The request from the organisers is that the Council approves, subject to gaining the necessary licenses, the use of Great Yarmouth Central Beach to site beach bars (including the sale of alcohol) during the Air Show.

3.3 Beacon Park

- 3.3.1** On 26 July P&R agreed to work with GYTABIA to make use of council-owned land on a cost neutral basis for out of town park & ride schemes. The site identified is vacant land at Beacon Park.

3.4 Gorleston Family Zone

- 3.4.1** Gorleston promenade, beach and cliffs are likely to see an influx of visitors during the 2-day Air Show; many people might choose to have a beach day, with the Air Show as a backdrop, and many will use it as a place to view without the crowds of Great Yarmouth.
- 3.4.2** Depending on the prevailing weather conditions, viewing from Gorleston will vary.
- 3.4.3** Whilst Gorleston is outside the official event zone it is important to consider any additional requirements to 'event-manage' the cliffs and beach area.
- 3.4.4** GYTABIA are keen to do the right thing but will need any intervention (i.e. additional toilets, first aid, concessions, managed parking) to be cost-neutral.
- 3.4.5** GYTABIA therefore request that Members grant permission to use the grassed area on Gorleston cliff top for cars and concessions to assist in the creation of a 'family zone'.

3.5 GYBC Support

- 3.5.1** An event of this scale and impact needs the support of a wide range of agencies to ensure both a safe and exciting event and to maximise the positive PR impact.
- 3.5.2** Member and Officer involvement is critical in order that GYBC are represented alongside key agencies.
- 3.5.3** In the lead up to the event, it is intended to re-establish an Officer Support Group and a Members Liaison Group. The GYBC support group will include officers from Licensing, Resilience, Environmental Health, Corporate Risk, Property, Car Parking Services & Tourism.

3.5.4 In addition, GYBC has officers with the necessary skills to provide valuable support for the planning and staging of the Air Show. GYTABIA have requested that in order to show support for the Air Show, that the GYBC Event Manager assists with the delivery of the Air Show as Site Manager and that his costs are waived and therefore not recharged to GYTABIA.

3.5.5 The role of the Air Show Site Manager is:

To ensure that all aspects of the site infrastructure are built to the correct specifications, on time and to pre presented plans and that during the event all site infrastructure remains in place following local authority license inspections and to deal with any site related problems that may occur during the event.

3.5.6 The roles of other key event staff is detailed at Appendix 1.

3.5.7 Other Council Staff, ie the GYBC Tourism Manager and Marketing Manager involved will be charged in accordance with the BID Service Level Agreement at a cost of £4,500.

3.5.8 Full governance showing the relationship between Air Show Management Group, Officers Support Group & ESAG are shown at Appendix 2.

3.5.9 The impact on the Council is that the Event Manager will have restricted time to undertake the preparation and delivery of any other new large scale events during the Air Show period. However all other council-supported events will continue as normal.

3.5.10 It is envisaged that the following additional, costed, staffing input would be required to ensure success of the Air show.

3.5.11 It is estimated that the GYBC Events Manager will spend approximately 96 hours on Air Show work; 50% at overtime rate. Including a contingency this equates to around £2,500.

3.5.12 The GYBC Officers Support Group is anticipated to meet on around six occasions during normal working hours; with a contingency this also equates to around £2,500.

4 FINANCIAL IMPLICATIONS

4.1 GYTABIA have put in place a financial plan and management structure to ensure that the event is fully funded and retains a cost-neutral status for the Council, save for those costs identified in this report.

5 RISK IMPLICATIONS

5.1 There is no financial risk to the Borough Council and all appropriate event planning and risk assessments will be undertaken by GYTABIA through the structure chart shown above.

5.2 Should the airshow not take place, or not be as successful as planned, then there will be reputational risk by association for the Council.

5.3 The GYTABIA Board will fully appraise the budget for the 2018 Air Show and determine the extent to which they are prepared to financially support the event.

6.0 CONCLUSIONS

6.1 The airshow has the potential to be an extremely important event for the Borough, with a significant impact on tourism and the local economy as well as enhancing its reputation for staging major events.

6.2 Success will depend on a robust plan being put in place by GYTABIA, with appropriate support being provided by all interested and responsible local agencies.

7.0 RECOMMENDATIONS

It is recommended that Policy & Resources Committee;

- i. recognises the strategic importance of an Air Show and note the structures and procedures currently in place to ensure a safe and exciting event.
- ii. endorse the approvals (detailed in paragraph 2 above) granted in 2016/2017 giving permission to use key council assets to assist in the staging of the 2018 Air Show.
- iii. approves the use of vacant land on Beacon Park for use as Park and Ride sites. (Policy & Resources 26 July 2016)
- iv. approves, subject to gaining the necessary licenses, the use of Great

Yarmouth Central Beach to site beach bars (including the sale of alcohol & ice cream) during the Air Show.

- v. grants permission to use the grassed area on Gorleston cliff top for cars and concessions to assist in the creation of a 'family zone'.
- vi. considers the request from GYTABIA to waive the staff costs incurred in supporting the planning and deliver of the 2018 Air Show in line with the expectations of staff time set out in this report.

8.0 BACKGROUND PAPERS

See previous reports and minutes of the Economic Development and Policy & Resources Committees.

Area for consideration	Comment
Monitoring Officer Consultation:	N/A
Section 151 Officer Consultation:	N/A
Existing Council Policies:	Corporate Plan
Financial Implications:	As above
Legal Implications (including human rights):	
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 1

Event Management Responsibilities

Under normal operating circumstances the arena will be run by the various departments who in turn report into the Event Director via the Safety Manager, Security Manager and event control. Members of that team with specific duties are as follows:-

Event Director

Will make overall decisions concerning the general management and operation of the event

Head of Security

The Head of Security is responsible for the overall management of the security operation and for security deployment. The Head of Security will liaise with the Event Director, the Security Manager, the Safety Manager and the Event Control Manager with regard to decisions affecting crowd management and safety.

Site Manager

To ensure that all aspects of the site infrastructure are built to the correct specifications, on time and to pre presented plans and that during the event all site infrastructure remains in place following local authority license inspections and to deal with any site related problems that may occur during the event.

Safety Manager

To ensure that the event health & safety policy is implemented and that an on-going assessment of all identified and new hazards take place on a regular basis and to update the Emergency Liaison Team of any changes to the event plan. To liaise between the ELT, Event Director and Head of Security in all aspects related to the safe operation of the event. In the case of a specific incident or emergency the Safety Manager will have delegated authority to make strategic decisions if the Event Director is not in that vicinity

Concession Manager

To ensure that all health, safety and hygiene regulations are adhered to by all concessions including sign off for operation before the event. Manage all logistics and production requirements for concessions during the event.

Medical Cover

Medical cover will be provided by The Event Medical Company Ltd who will liaise with East Anglian Ambulance Service, where necessary; in the event of a major incident, all medical services will come under the direction of the responding incident officer from the East Anglian Ambulance Service.

Police

The police will assume their statutory role outside the site perimeters. The senior officer in command of the police operation will establish contact with the organisers prior to doors and agree communication protocols.

Maritime Group (RNLI, Coast Guard)

Lead on and assist in decision making in reference to management of the fly zone and craft approaching this area of open water

RNLI will provide supportive rib services in support of open water

Airshow Director and Committee

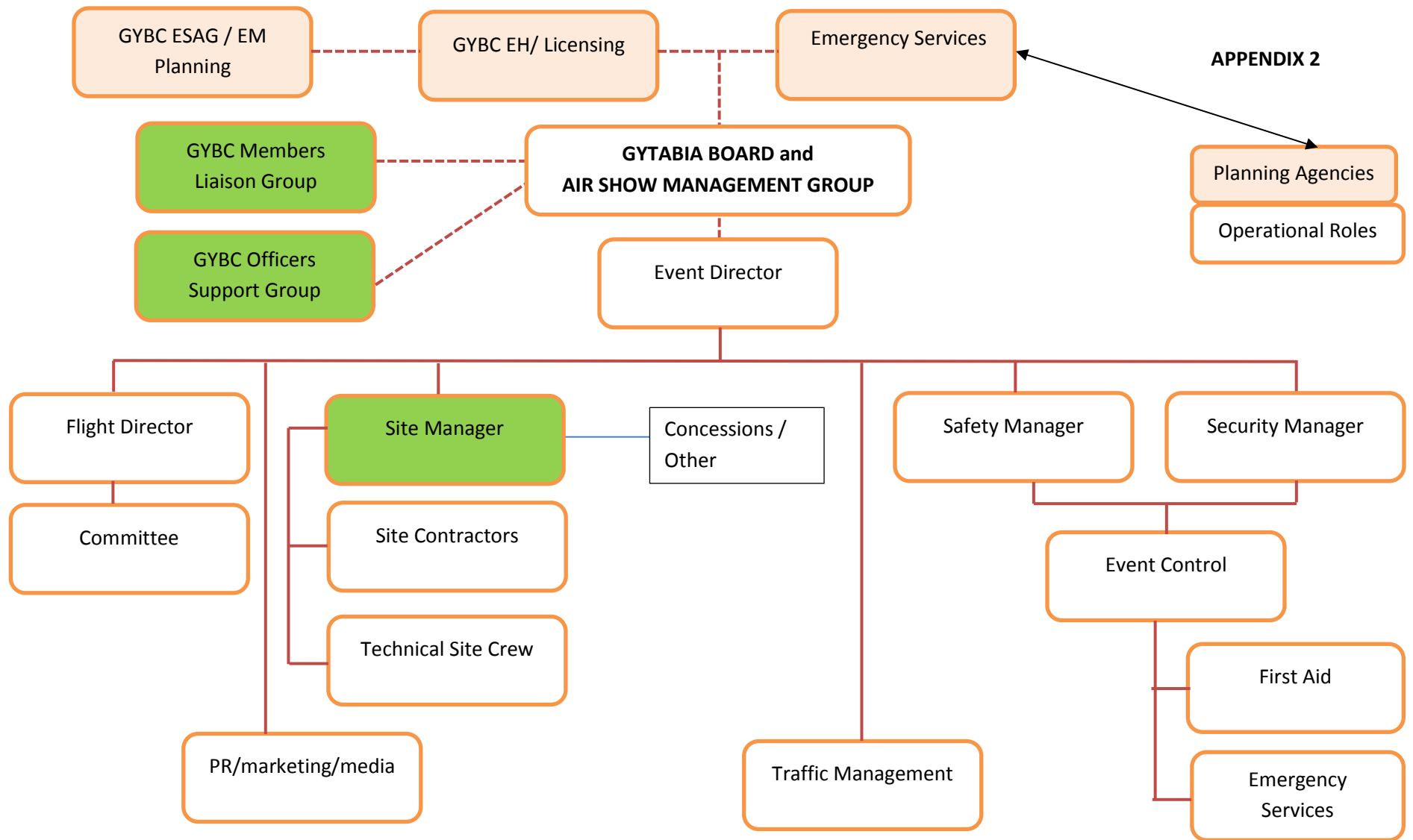
Lead group on management and operation of the air display its contents and participants, feeding direction, change and further instruction directly to the Event Director as necessary

Media Manager

Provision of crisis communications Plan, other key media messaging in advance of the event and subsequent management in line with instruction given via Event Director

Gorleston Event / Site Manager

To oversee all site set up and plans are as agreed as part of the Event Management Plan, acting as a point of contact to the event management team at all times during all phases of this planned event



APPENDIX 2

