

## CABINET

26<sup>th</sup> JANUARY 2024

### REPORT OF PORTFOLIO HOLDER FOR ECONOMIC GROWTH, REGENERATION AND TOURISM

#### A.3 CLACTON AIRSHOW REVIEW 2023

##### PART 1 – KEY INFORMATION

###### **PURPOSE OF THE REPORT**

This report sets out options for the future of the Clacton Airshow based on a review requested as part of the Council's Budget Setting Process for 2023/24.

The Review is included at Appendix A: Member briefing Clacton Airshow Review, and Appendix B: Clacton Airshow Economic Impact.

###### **EXECUTIVE SUMMARY**

As part of the Council's 2023/24 Budget Setting Process, a request was made to undertake a review of the 2023 Clacton Airshow. As such, this Clacton Airshow Review sets out the key purpose, impact and benefits to running the Airshow in future years based on the outcomes experienced during the 2023 event.

The Clacton Airshow has national recognition and is one of the largest events in Essex; it is well supported by local and national media and all of the emergency services. Attracting thousands of visitors to the District, the Clacton Airshow is a local event that residents feel proud of; with the recent Corporate Plan Consultation (2023) highlighting that the 'air show is greatly loved by residents in the area' and a further 15.9% of people responding positively highlighting that they would consider volunteering at the Clacton Airshow. In addition, feedback from visitors on social media and throughout the event, highlight the positive excitement and energy that the event brings to Tendring.

The Clacton Airshow generates a significant amount of income to businesses within the local area; it is an event that is widely acknowledged as providing a sense of community pride. The Economic Impact report contained within Appendix B highlights that an estimated 250,000 attendees come to the event over the two-day period and contributes a net value of approximately £12,155,000 to the area with 166 jobs sustained for the duration of the show.

The Clacton Airshow Review outlines why Tendring District Council hosts the Airshow and evidences its impact on local tourism and to the wider economy. It aims to enable a balanced decision to be taken on the future of the event in respect of the significant financial challenges faced by the Council. The review also includes a comprehensive strengths, weaknesses, opportunities and threats analysis and provides an opportunity to review areas of development and potential for growth.

The total cost to run the Clacton Airshow in 2023 was £192,272, this includes a budgeted subsidy of £130,330 and income generation of £65,718. A full financial breakdown is included within the review, this incorporates the total costs of running the Clacton Airshow, impacts to

the Council, and income generated. Alongside the budgeted financial subsidy for the Clacton Airshow, there are additional 'in-kind' costs incurred by the Council including staffing during the event and costs associated with Engineering and back office support.

The following options for the future of the Clacton Airshow have been considered:

**Option 1 – Airshow to be reviewed and agreed annually**

Historically the decision to run the Airshow has been made annually following a review of the previous year's event. There is the option to continue making this decision on a yearly basis, which will enable current factors to be taken into consideration. The 2024 Clacton Airshow has been announced in press, a formal decision will need to be published to accompany this. This option will require an additional amount of up to £60,000 to be identified on an annual basis.

**Option 2 – commitment to Clacton Airshow 2024 - 2027**

A four year commitment to Clacton Airshow with a full flight schedule for 2024-2027 will enable the Operational Tourism Team to explore economies of scale including; multi-year core service procurement (including First Aid and Security), attracting external funding, exploring sponsorship opportunities including the potential to attract a headline sponsor and engage with specialist organisations to procure additional sponsors, digital enhancement, and explore Clacton Airshow official merchandise. An Annual Review will be carried out to provide a report on the Airshow and highlight any key decisions required for future events. This option will require an additional amount of up to £60,000 to be identified for each of the four years set out in this option.

**Option 3 – to cease running the Clacton Airshow**

There is the option to cease running the Clacton Airshow, however as the 2024 Clacton Airshow has been publicly announced this would be a reputational risk to the Council. Due to the significant economic and social impact that the event has on tourism in Tendring, Officers would need adequate time to consider what events could replace an event of this scale and impact.

**RECOMMENDATION(S)**

**It is recommended that Cabinet:**

- (a) formally agree, subject to funding being allocated, to support the continuation of delivering Clacton Airshow for the years 2024-2027, with annual reviews to be undertaken; and**
- (b) requests Officers explore sponsorship opportunities including engaging specialist resource support.**

**REASON(S) FOR THE RECOMMENDATION(S)**

It is recommended that Cabinet formally agree to support the Clacton Airshow for the duration of four years (2023-2027).

As highlighted within the key summary, a four year commitment to Clacton Airshow with a full flight schedule for 2024-2027 will enable the Operational Tourism Team to explore economies of scale including; multi-year core service procurement (including First Aid and Security), attracting external funding, sponsorship opportunities including the potential to attract a headline sponsor, digital enhancement, and explore Clacton Airshow official merchandise. The

following income generating opportunities will be explored:

1. Sponsorship – if there is a longer-term commitment to the Airshow, this will provide an opportunity to work with specialist organisations to procure additional sponsors over a multi-year period. This could include headline sponsor and other organisations with a range of packages.
2. Clacton Airshow Merchandise – an opportunity to explore Clacton Airshow branded merchandise and procure in bulk for the multi-year duration.
3. Longer term procurement – all Airshow procured services could be agreed over a longer period of time, which has the potential to lower the price paid. This would need to be considered within procurement rules and consideration would need to be given to agreements so any poor service levels could be addressed.

An Annual Review will enable Officers to highlight the event and outline any key decisions required for future events.

#### ALTERNATIVE OPTIONS CONSIDERED

- **Airshow to be reviewed and agreed on a yearly basis.** This option would enable the most up to date factors to be taken into consideration when deciding on the Airshow. However, it would not allow the economies of scale provided by longer procurement over multiple years.
- **To cease running the Clacton Airshow.** However as the 2024 Clacton Airshow has been publicly announced this would be a reputational risk to the Council, and the wider economic and social benefits of the Airshow would not be realised.

## PART 2 – IMPLICATIONS OF THE DECISION

#### DELIVERING PRIORITIES

The Clacton Airshow plays a key role in the District's growing Tourism industry; it attracts local, regional, and national visitors. It supports the newly adopted Corporate Plan (Our Vision) 2024-2028 current key objectives by:

*Supporting pride in our area and services to residents*

Encouraging local communities to be a part of the Clacton Airshow, by promoting volunteering opportunities and working with local businesses to support a sustainable event. To ensure that the event is run and managed with a focus on ensuring cleanliness and personal accountability for the local environment for the duration of the Airshow.

*Promoting our heritage offer, attracting visitors and encouraging them to stay longer*

The Clacton Airshow attracts visitors from within Tendring and further afield. It is listed as a key theme and outcome.

Events are a key component of the Council's Tourism Strategy and as one of the largest events in Essex; the Clacton Airshow contributes large numbers to the local and regional visitor economy.

**OUTCOME OF CONSULTATION AND ENGAGEMENT** (including with the relevant Overview and Scrutiny Committee and other stakeholders where the item concerns proposals relating to the Budget and Policy Framework)

Research carried out as part of the consultation on the Council's new corporate plan in 2023 included a positive view of the Airshow from respondents. The research showed that the 'air show is greatly loved by residents in the area' and further 15.9% of people responding positively highlighted that they would consider volunteering at the Clacton Airshow.

Councillors from key affected wards are involved in discussions relating to resident implications of the Airshow, such as parking.

**LEGAL REQUIREMENTS (including legislation & constitutional powers)**

Is the recommendation a Key Decision (see the criteria stated here)	YES	If Yes, indicate which by which criteria it is a Key Decision	<input type="checkbox"/> Significant effect on two or more wards <input checked="" type="checkbox"/> Involves £100,000 expenditure/income <input checked="" type="checkbox"/> Is otherwise significant for the service budget
		And when was the proposed decision published in the Notice of forthcoming decisions for the Council (must be 28 days at the latest prior to the meeting date)	A forthcoming Cabinet decision was published on 20 <sup>th</sup> December 2023

**x** The Monitoring Officer confirms they have been made aware of the above and any additional comments from them are below:

The Recommendations make reference to the fact that a further decision is required to allocate further funding to enable the continuation of the Clacton Airshow, without incurring ongoing cost pressures. The engagement of third parties will need to be undertaken in accordance with the Council's Procurement Procedure Rules and associated decision making requirements.

A further decision will be required following the Airshow in 2027 as to any future ongoing commitment.

**FINANCE AND OTHER RESOURCE IMPLICATIONS**

The total cost of the 2023 Clacton Airshow was £192,272 which included a subsidy of £126,554 to cover the full cost of the event (of which £60,000 was allocated as part of the budget/cost pressure process). There are further costs incurred by the Council to support the Airshow both in the lead up to, and during the event. These costs are associated with the additional support required to run an event of this scale and include resource support from Engineering and other support services.

The current funding included in the 'base' budget on an on-going basis is £70,330. As highlighted above, this was increased by £60,000 on a one-off basis to support the commitment to the 2023 show.

Although subject to the recommendations above, an amount of £60,000 has been included in the budget from 2024/25 as set out within the next item on the agenda, where the General Fund budget proposals for 2024/26 are presented. In effect, this budget adjustment of £60,000 builds this additional funding for the Airshow into the base budget on an on-going basis until such time as any contrary decisions are made. As highlighted by the Monitoring Officer above, a further decision will be required following the Airshow in 2027 as to any future ongoing commitment, which will need to be considered alongside the development of the financial forecast and budget from 2027 onwards.

**x The Section 151 Officer confirms they have been made aware of the above and any additional comments from them are below:**

The Council is faced with significant financial challenges in the coming years and any decision which commits revenue funding, must be considered within that context. Whilst forming a view on the future of the Clacton Airshow, Cabinet should note the savings which are required to balance the Council's budget over the next few years as set out within the proposed General Fund budget presented next on this meeting's agenda. Additional on-going commitments included within the budget may require additional savings to be identified in the longer term to facilitate the setting of budgets on an annual balanced/funded basis.

**USE OF RESOURCES AND VALUE FOR MONEY**

The following are submitted in respect of the indicated use of resources and value for money indicators:

<p>A) Financial sustainability: how the body plans and manages its resources to ensure it can continue to deliver its services;</p>	<p>Working alongside key departments including Accountancy, the Clacton Airshow is allocated a budget and costs are kept to a minimum in a variety of ways including; contra-marketing opportunities, trade space, souvenir brochures and sponsorship.</p>
<p>B) Governance: how the body ensures that it makes informed decisions and properly manages its risks.</p>	<p>Event management is coordinated via the Clacton Airshow planning group which consists of key emergency services, delivery partners and internal colleagues including Operational Tourism, Emergency Planning and Accountancy. This group meets regularly and culminates with a debrief post event.</p> <p>A live event management plan is in place and constantly updated to reflect the current state of play and highlight all risks. This is managed via the Operational Tourism Team in close partnership with the Emergency Planning Department. The event is managed through a Bronze, Silver and Gold system of control with key teams co-located in three separate areas.</p>
<p>C) Improving economy, efficiency and effectiveness: how the body uses information about its costs and performance to improve the way it manages and delivers its services.</p>	<p>The Operational Tourism team consisting of three full-time members of staff work closely alongside internal accountancy colleagues to monitor and manage the budgets. Procurement procedures are followed to ensure best price and cost efficiencies.</p>

## **MILESTONES AND DELIVERY**

Key event date for the attached review:  
Thursday 24<sup>th</sup> August and Friday 25<sup>th</sup> August 2023.

Next event date:  
Thursday 22<sup>nd</sup> August and Friday 23<sup>rd</sup> August 2024.

## **ASSOCIATED RISKS AND MITIGATION**

Operational Tourism, with the support of Emergency Planning Officers, work collaboratively to produce a thorough Risk Assessment of the Clacton Airshow and the mitigating factors required to reduce risk. This Risk Assessment forms part of the Event Management Plan, a comprehensive document that provides detailed information about the event, management plans and actions of the organisers with regard to public and worker safety. These management plans include plans for dealing with untoward and major incidents and are developed in partnership with Tendring District Council, the statutory Emergency Services and other agencies represented at the Emergency Service Meetings and the Safety Advisory Group Meetings. These documents are subject to constant revision and form part of the major incident plan for the area.

## **EQUALITY IMPLICATIONS**

Consideration of equalities implications will be taken in respect to each decision made to ensure that the Clacton Airshow is accessible to visitors and local residents alike. Feedback from residents, local businesses and key stakeholders are considered for future event planning and where required, added to the Event Management Plan.

## **SOCIAL VALUE CONSIDERATIONS**

The Clacton Airshow is a family friendly free at point of access two-day event, reducing financial barriers to access. The recent Corporate Plan Consultation (2023) highlighted that the Airshow promotes a sense of pride and feedback received from attendees highlight the positive impact to well-being that is generated as part of the two-day event.

Social value considerations are embedded within procurement and throughout the event planning process.

## **IMPLICATIONS FOR THE COUNCIL'S AIM TO BE NET ZERO BY 2030**

The Clacton Airshow Event Organisers work closely alongside the Flight Director and the British Air Display Association (BADA) to minimise the environmental impact of the event. Visitors and local residents are encouraged to use public transport where possible, and reduce over reliance on plastic by bring reusable water bottles. In addition, flying teams take their responsibility in the area of sustainability seriously and share a commitment to reducing their impact where possible.

The Clacton Airshow ensures that all suppliers and providers consider their individual environmental impacts and share commitment towards the Council's net zero goals. Officers are working with the Flight Director and BADA to measure the Carbon Footprint of the 2023 Clacton Airshow, and measure the predicted Carbon Footprint of the 2024 Clacton Airshow and to highlight a plan of action for 2024 and beyond. In addition, the Council carries out a range of measures that help to offset carbon; in the 2023 planting season this included planting approximately 1150 trees and two community orchards.

## OTHER RELEVANT CONSIDERATIONS OR IMPLICATIONS

Consideration has been given to the implications of the proposed decision in respect of the following and any significant issues are set out below.

### Resourcing

It is suggested that consideration is made towards how the Airshow is resourced for the duration of the event. The role of the Clacton Airshow Volunteer has historically been resourced from internal staff from across the Council with a small amount of external volunteers. The Clacton Airshow Volunteer has a vital role for the duration of the Airshow, aside from selling programmes which brings in income, they also act as sign post and welcoming points for visitors and most importantly act as additional support for the Event Team for crowd safety and security.

The benefits of drawing on existing Tendring District Council teams include an awareness of public engagement and reputation; they are already thoroughly vetted and have an awareness of the local area. It enables teams to experience the largest event in Tendring and engage with residents and visitors. However, this does put a strain on existing teams. The Event Team have explored the use of external volunteers, however due to the cash handling nature of the role there is still an expectation that external volunteers are partnered with a Tendring District Council employee. There are additional opportunity cost resource implications to utilising Tendring District Council teams.

### Crime and Disorder

Essex Police, external stakeholders and key internal departments are part of the Clacton Airshow planning team and are involved with every step of the Event Management Plan. Crime and Disorder is considered and processes put into place to ensure potential issues are identified early and prevented where possible.

### Health Inequalities

Key to promoting the wider determinates of health is a strong Economy. The Clacton Airshow provides a positive economic impact to Tendring and this serves to reduce health inequalities.

The Airshow is a free at point of access event accessible to residents and visitors alike. It is an event people look forward to attending and highlight as a key local calendar event.

### Subsidy Control (the requirements of the Subsidy Control Act 2022 and the related Statutory Guidance)

All legislation and Statutory Guidance is followed as required.

### Area or Ward affected

All of Tendring, in particular Pier Ward and St James Ward

## PART 3 – SUPPORTING INFORMATION

### BACKGROUND

2023 celebrated the 30<sup>th</sup> Clacton Airshow organised by Tendring District Council. Further background to the decision is included in the Clacton Airshow Review 2023 and Clacton Airshow Economic Impact 2023, annexed to this Cabinet Report.

### PREVIOUS RELEVANT DECISIONS

A commitment and request was made as part of the Council's Budget Setting process for 2023/24 to undertake a review of the Clacton Airshow. A formal decision is required to accompany this announcement.

### BACKGROUND PAPERS AND PUBLISHED REFERENCE MATERIAL

None.

### APPENDICES

Reference documents attached:

- Appendix A – Member Briefing\_Clacton Airshow Review 2023
- Appendix B – Member Briefing\_Clacton Airshow Economic Impact 2022

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