

Key Decision Required	No	In the Forward Plan	No
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CABINET

10 NOVEMBER 2017

REFERENCE REPORT FROM THE SERVICE DEVELOPMENT AND DELIVERY COMMITTEE

A.8 REVIEW OF CLACTON AIR SHOW 2017

(Report prepared by Mark Westall and Katie Sullivan)

BACKGROUND

At the Service Development and Delivery Committee meeting held on 9 October 2017, the Leisure and Tourism Portfolio Holder (Councillor M J D Skeels) was in attendance and gave the Committee a positive review on Clacton Air Show 2017.

The Council's Head of Sport and Leisure (Mike Carran) gave the Committee a presentation on Clacton Air Show 2017. The presentation covered the following:

- (1) Objectives –
 - Maximise Tourist Opportunities through Events.

- (2) This Year's Key Challenges –
 - Managing a large event in 2017;
 - Managing Visitor safety;
 - Spring Tide; and
 - Rising Costs.

- (3) This Year's Success Stories –
 - Partnership Working;
 - Night Flights; and
 - Managing Visitor Numbers.

- (4) The Big Issues –
 - Spectator Numbers;
 - Income;
 - Staffing; and
 - Economic Benefit.

- (5) What was said? –
 - Social Media Highlights

- (6) Learning Points for 2018 –
 - Security;
 - Develop opportunities from pause in flying displays; and
 - Reinforcing the message about sustainability.

Members were given the opportunity to ask questions which were responded to by Officers.

COMMITTEE RECOMMENDATIONS AND COMMENTS TO CABINET

Following discussion, it was **AGREED** that the Committee **COMMENTS / RECOMMENDS**

TO CABINET that:-

- (a) the Committee recognise and commend the enthusiasm and hard work of the Council's Tourism, Marketing and Events Manager (Sarah Daniells) and Events Officer (Jo Needham) and would also like to thank all Council staff that continue to support the Airshow;
- (b) the Committee would like consideration to be given:
 - i. as to how Airshow programmes may be delivered and sold in other towns around the District;
 - ii. for the provision of extra toilet facilities along the seafront during the Airshow;
 - iii. to improve the disabled access signage by the hospitality tent; and
 - iv. to the types of trade stalls that are allocated to Christmas Tree Island and the potential of adding additional trade stalls to the East of Clacton pier.

PORTFOLIO HOLDER'S COMMENTS AND RECOMMENDATIONS TO CABINET

Comments

I thank the Committee for their comments which I will take into account going forward.

Recommendation

That Cabinet notes the contents of the report.