

Subject: Scampton Airshow 2017

Report by:

Chief Operating Officer

Contact Officer:

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Purpose / Summary:

To provide members with information about the West Lindsey District Council / Invest Gainsborough business focussed hospitality event at Scampton Airshow 2017, including an outline of successes and recommendations for the future.

RECOMMENDATION(S):

1. That in the light of the feedback received members agree that West Lindsey District Council will not lead the hosting of any further 'hospitality' type events at future Scampton Airshows as they represent poor value for money.
2. That Challenge and Improvement Committee recommend to Prosperous Communities Committee that they consider whether the Council should be represented at future events and undertake explore alternative options for the Council to have a presence at the Scampton Airshow if they consider that to be beneficial to the District.

IMPLICATIONS

Legal:

N/A

Financial :

£15k plus additional expenditure on soft drinks. This does not include an estimate of the staff time involved in organising the Council hospitality at the event which was considerable.

Staffing :

A considerable amount of staff time was used in the preparations for the event and attendance on the weekend of the show.

Equality and Diversity including Human Rights :

N/A

Risk Assessment :

N/A

Climate Related Risks and Opportunities :

N/A

Title and Location of any Background Papers used in the preparation of this report:

N/A

Call in and Urgency:

Is the decision one which Rule 14.7 of the Scrutiny Procedure Rules apply?

i.e. is the report exempt from being called in due to urgency (in consultation with C&I chairman)

Yes

☐

No

☐**Key Decision:**

A matter which affects two or more wards, or has significant financial implications

Yes

☐

No

☐

1 Introduction

- 1.1 This was the first Airshow to be held at RAF Scampton since the demise of the Waddington Airshow in 2014. It was held over the weekend on September 9 & 10 and attracted approximately 50,000 visitors in total.
- 1.2 The show included flying displays and a number of exhibitions from aircraft around the world, with a number of teams travelling from Canada, Belgium, France and Sweden. This included the Scampton based RAF display team, the Red Arrows.

2 West Lindsey District Council / Invest Gainsborough Hospitality Event

- 2.1 Following discussions between council officials and organisers of the Airshow in September 2016 West Lindsey District Council hosted a business focussed hospitality event at the show.
- 2.2 The hospitality event included:
 - Premium crowd line position for enclosure
 - Garden style enclosure: Inc. 9x12m open fronted tent, garden tables and chairs and catering tables.
 - Decoration
 - Private toilets
 - 40 hospitality guests per day: admission tickets, picnic lunch, onsite parking passes

The cost for providing the above specifications was £15,000.

- 2.3 The event hosting was shared with Invest Gainsborough via a verbal agreement with Tim Downing (Vice Chairman of Invest Gainsborough). It was agreed Invest Gainsborough would contribute £2,500 towards the event.
- 2.4 80 hospitality guests were invited across the weekend, the invitees were split across three areas:
 - New Investors / developers
 - Current / lapsed Investors / developers
 - Local business ambassadors

In addition 2 members, 1 director and 2 officers would attend to host the event on each day.

The invitee list was created by a cross-department team from, Growth, Housing and Building Control.

Tim Downing agreed to take responsibility for inviting the new investors / developers.

3 Feedback

- 3.1 The event ran smoothly and all the invited guests (see appendix A) were satisfied with the standard of the hospitality provided. This resulted in positive feedback both verbally and via email and letters. A selection of these can be found in Appendix B.
- 3.2 The following observations are an amalgamation of feedback provided by the members and officers who attended.
- 3.3 The location of the event was well received by all, it had one of the best views available of the flying display, and the catering and hospitality provided were also high quality.
- 3.4 By hosting this event we have demonstrated our professional reputation and ethos of being 'open for business'. Building control colleagues also reported the opportunity helped secure confidence for the existing client base that we care about the district and support local events.
- 3.5 It was considered however that the event did not represent good value for money, it was a very high expenditure for this type of event and although it was over 2 days, there was not enough attendance due to agree number of guests included in the specification and budget. In the main there was no real new business contacts made, just existing relationships built on and maintained.
- 3.6 In addition to the £15k for the event there was a substantial there were substantial staffing costs incurred including preparation prior to the event as well as attendance during the weekend itself.
- 3.7 Tim Downing reported he had dialog with 8 new potential investors to the region who were very impressed and have since investigated opportunities in Gainsborough. In addition there was positive coverage for Gainsborough via social media channels and #invest gainsboro.
- 3.8 Almost all colleagues thought that we should not host this type of event at future Scampton Airshows due to the high costs and limits on the number of guests who can be invited – the tent / area would have been suitable for a substantially higher number of the guests but this would have inflated costs further.
- 3.9 The Council also host an event at the Lincolnshire Show each year and it is suggested that this sort of activity is concentrated on the Lincolnshire Show and not at two major events in the District.

4 Recommendation

- 4.1 It is recommendation that West Lindsey does not lead the hosting of any further business focussed events at future Scampton Airshows

however there could be other opportunities which could be investigated further including:

- Sharing a stand with a sector specific specialist such as Aviation Heritage Lincolnshire (Approx. £1-3k).
- Sharing a stand with an existing partner such as Visit Lincoln or Love Lincolnshire Wolds. (Approx. £1-3K).
- A lower specification tent for just WLDC (Approx. £5K)

**Appendix A – Company Attendance
Saturday 9 September**

WLDC
WLDC
WLDC
WLDC
X Chair
UKSD
UKSD
Beal Homes
Beal Homes
Hobson Porter
Hobson Porter
Lincoln College
Lincoln College
Gusto
Gusto
Martin Flynn Design
Martin Flynn Design
Holmes Builder
Holmes Builder
Park-Acre
Park-Acre
R G Carter
R G Carter
Bishop Burton College
Bishop Burton College
Pygott and Crone
RizkMcCay
Cowell Comm
Fraser Brown Solicitors
Fraser Brown Solicitors
Pick Everard
Pick Everard
QUDOS PROPERTY
Pygott and Crone
Pygott and Crone
Marshall Yard
Marshall Yard

Sunday 10 September

WLDC
WLDC
WLDC
WLDC
X Council Chairman
Jem Management Services
Jem Management Services
SGA
SGA
Build Design
Build Design
Lindum Joint venture team
Lindum Joint venture team
Lincoln College
Lincoln College
Lincoln College
Pygott and Crone
Sovereign Assets
Lincolnshire Lakes
Longhurst
Longhurst
Inspired Villages /Wheatcroft Land
Inspired Villages /Wheatcroft Land
Doncaster Sheffield Airport
Doncaster Sheffield Airport
Woodhead Construction
Woodhead Construction
The University of Lincoln
The University of Lincoln
Tan Khan
Tan Khan
Sheffield Hallam University
Sheffield Hallam University
ACS Commercial Services
ACS Commercial Services
KAL Group
KAL Group
Pygott and Crone
Pygott and Crone
WLDC

Appendix B – Selection of feedback from the event

What a fantastic day!! Please express my thanks to all concerned for the kind invitations. Also a great opportunity to “talk shop” with Members and Officers which was very worthwhile.

Just wanted to say a huge thank you for the great day at the Airshow at Scampton.

Everyone was on good form on Saturday, and we met some good people. Please send a thank you to those involved, and a thank you to you too.

Many thanks for your kind hospitality yesterday and I look forward to developing a closer working relationship with you and exploring some of the ideas we discussed further.

Hopefully we can make the housing project a go for the Construction Career College but I also really like your idea around the business pop ups at both Gainsborough and Lincoln.

I will be in touch soon Tim and will get a brief from Mark when you meet up or if you come in for a better look around at the college- at either/both campuses.