



Prosperous Communities

5 December 2017

Subject: Recommendation from C and I Cttee - 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. The Council does not lead the hosting of any further hospitality type events at future Scampton Airshows.
2. The Leisure, Culture, Events and Tourism Member working group lead on exploring and assessing the alternative options to maintain a future presence at Scampton Airshows taking into account the associated benefits to the District

IMPLICATIONS

Legal:

N/A

Financial : FIN/119/19

There is no budget provision to support the cost of hospitality at the Scampton Airshow

The cost of the 2017 event was £15k which was shared between the Council (£12.5k) and Invest Gainsborough (£2.5k), in addition to there were added costs for soft drinks.

Costs of staff time involved in organising and attending the event are not included within the above but were 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:

Scampton Airshow Report from Challenge and Improvement Committee on the 14th November and associated Minutes

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 and Background

- 1.1 Scampton Airshow took place over the weekend of the 9th and 10th September in 2017. This was the first Airshow to be held at RAF Scampton since the demise of the Waddington Airshow in 2014.
- 1.2 The event included flying displays and a number of exhibitions from aircraft around the world and attracted approximately 50,000 visitors in total.
- 1.3 Challenge and Improvement Committee have previously received a paper at their Committee on the 14 Nov which detailed the event and considered whether the Council should be represented at future events.
- 1.4 As a result the following recommendations were made:
 - a) in light of the feedback received, Members agreed that West Lindsey District Council could head the hosting of any further hospitality type events at future Scampton Airshows, subject to them providing value for money; and
 - b) that Prosperous Communities Committee consider via a Member Working Group or Steering Group, whether the Council should be represented at future events and undertake to explore alternative options for the Council to have a presence at the Scampton Airshow, if they consider that to be beneficial to the District.

2 Presence at Scampton Airshow 2017

- 2.1 Following discussions between council officials and organisers of the Airshow in September 2016 West Lindsey District Council agreed to host a business focussed hospitality event at the show. This included the enclosure and 40 hospitality passes per day for the two days of the Show. The cost of this was £15,000.
- 2.2 The event hosting was shared with Invest Gainsborough with Invest Gainsborough contributing £2,500 towards the event.
- 2.3 80 hospitality guests were invited across the weekend on recommendation from teams from Growth, Housing and Building Control. These were made up of:
 - New Investors / developers
 - Current / lapsed Investors / developers

- Local business ambassadors

In addition 2 Members, 1 Director and 2 Officers attended the event on each day.

3 Feedback

- 3.1 By hosting this event the Council enhanced its professional reputation and demonstrated the ethos of being 'open for business'. However feedback from those present at the Show revealed that the majority of discussions initiated over the weekend were perceived to be 'business as usual' rather than new conversations on the back of the event. It did, however, allow for existing relationships to be built on and maintained.
- 3.2 In addition to the cost of £15,000 there were substantial staffing costs incurred in both preparing for the event as well as the attendance over the weekend itself.
- 3.3 Taking into account the feedback received, and the costs involved together with the significant Officer time expended, attendance at Scampton Airshow at the level engaged in 2017 did not represent value for money. This is particularly evident when we compare the cost of the Lincolnshire Show which currently operates on a budget of £8,000 per year.

4 Future Engagement

- 4.1 There is no budget provision for engagement in the Scampton Airshow over the coming years. In addition Officer resources are tight and there is a need for the Council to concentrate resources on areas of most benefit.
- 4.2 Participation in Scampton Airshow last year ran independently of both the Lincolnshire Show Committee and the Leisure, Cultural, Events and Tourism Member Working Group. Both of these groups could have made a valuable contribution to the Scampton Airshow event.
- 4.3 There are alternative options which the Council could explore which would allow for engagement and a presence at future shows at a much reduced cost. These options would include a reduced Officer presence and could include:
 - 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)

5. Recommendation

5.1 Taking into account the information contained within this report it is **RECOMMENDED** that:

a) The Council does not lead the hosting of any further hospitality type events at future Scampton Airshows.

b) The Leisure, Culture, Events and Tourism Member working group lead on exploring and assessing the alternative options to maintain a future presence at Scampton Airshows taking into account the associated benefits to the District.