

Overview of Bournemouth Air Festival

- → Bournemouth Air Festival was developed in 2008 as a free event that has made a significant contribution to the local tourism economy, currently attracting over ½ million visitors with day and evening air displays, entertainment and attractions that create an iconic Festival atmosphere for a broad family audience of all ages
- → The Festival is so named because of its ambition to provide both daytime and evening entertainment and displays and is so much more than an 'air show'.





- → The Air Festival is one of the biggest seafront air 'shows' in the country, with spectator viewing on two levels on the popular sandy beach and on the cliff top overlooking the bay where the aircraft display against this unique iconic setting. Whilst visitor numbers across the four days of the Festival peaked at over 1 million in the early years, they have now stabilised at around 500,000.
- → It is estimated that the total spend by visitors at the Air Festival is in the region of £50m, of which over £14m is identified as new spend across areas including accommodation, hospitality and entertainment.



Objectives and Goals

- → The Council has been organising the Festival since its inception but, as a result of growing financial pressures, it is not able to subsidise the event beyond 2024.
- → However, the Council recognises the importance of the Festival to the area as a well-established destination brand and is looking for a partner who will underwrite, organise, market and deliver the Festival under a licenced agreement from 2025 onwards. The basis of this agreement will be a licence to assign the rights and use of the land to organise Bournemouth Air Festival under the current footprint.
- The term of the agreement is up for negotiation, but the Council is looking for a long-term agreement. The minimum period the Council would consider would be 3 years. However, the term would be dependent on the future plans, development and investment and the expected return on that investment over a period of time



Event Dates and Duration

- → The Festival has historically taken place over four days, on the Thursday, Friday, Saturday and Sunday following the August bank holiday weekend, attracting visitors to prolong their summer holiday at a time when the weather is often still good. The Accommodation sector has identified that this week is the beginning of the shoulder season when without the Air Festival bookings would be expected to drop significantly.
- These dates are also established as Bournemouth's 'timeslot' for securing major military air display assets and they do not currently clash with any other UK air shows.
- → Acknowledging that the operator will be underwriting the event, the duration of the Festival will be open to negotiation with the Council happy to discuss alternative proposals in relation to the number of days and the programming around the aviation theme whilst ensuring the event retains its established status as a major destination event.





Venue Overview

→ The site is currently spread over 1.5 miles of coastline between two piers on two levels. It is on public open space on a busy seafront location and the future operator would have to work closely with the Council's seafront management team and its contractors/concessionaires to ensure the operation is integrated into normal seafront activity. The site plans below show the footprint of the site together with an outline of key activity areas.

The size of the Festival means that it significantly impacts on the whole town, so the event planning involves a high level of engagement with the local emergency services including the Coastguard and RNLI Beach Management, as well as specific council operational departments, particularly Highways in relation to the impact from increased traffic/visitors into the town.





Overview Grid Map

Scale @ A0: 1:5000 Date: 11 Aug 23

LEGEND

Rendezvous Points

Park and Ride points

 Exclusion zone for all vessels Commercial shipping access

Datum Line

OS Red Point

Multi Agency Control

Road dosed except for access & no parking 24 hours a day

Road closed & no parking 24 hours a day

Road open to traffic with no parking 24 hours a day

Road dosed 4pm to 11pm

Drop off zone

- No Parking 2pm-8pm

(A) Disabled Parking

- Zone 1 - Zone 2

- Zone 3 - Zone 4

> Zone 5 Zone 6

- Mean High Water Line

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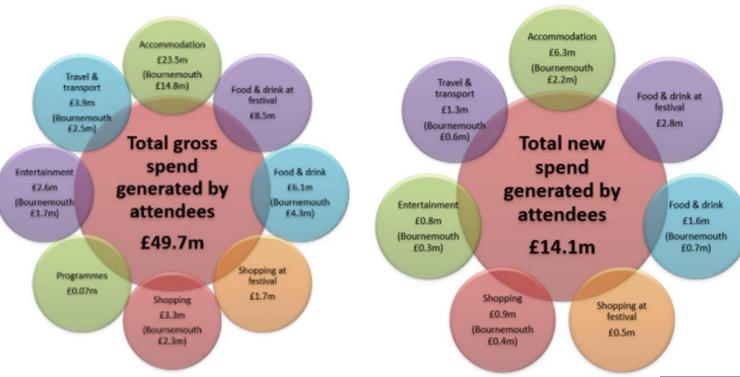
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Historical Performance & Metrics

- → In 2019 and 2021 a Bournemouth Air Festival Evaluation was carried out by the South West Research Company Ltd.
- There were no significant differences between the two years, despite Covid with the 2021 report showing that 40% of festival attendees were categorised as staying visitors including 30% staying overnight in the town at the time of the event and 10% staying in nearby accommodation outside of Bournemouth.
- → Local residents of Bournemouth accounted for 32% of all festival attendees and day visitors for 29%. This report also showed that the Air Festival generated £14.1m total new additional spend to Bournemouth and the surrounding area.





Performance & Metrics (continued)



1.4 million website page views



12.8k followers on Instagram



21.8k followers on X



84k followers on Facebook



1.8 million social media engagement



2023

11k event programmes sold



9,155 recipients to email marketing with a 49% open rate



1,436 items of coverage



Target Audience

→ Residents and visitors who attend the Air Festival are from across a wide age and social spectrum. An economic assessment in 2021 showed that local residents of Bournemouth accounted for 32% of all festival attendees and day visitors accounted for 29%.

→ Overnight stay visitors in Bournemouth accounted for 30% and staying visitors elsewhere for 10% of attendees.

→ Adult only groups made up 69% of attendees with 11% attending alone.

Adults visiting with children made up 31%.

→ Age ranges were broken down into 7 groups from 0 – 15yrs up to 65+ yrs with a fairly even spread across all ages.



BCP

Environmental and Sustainability Initiatives

- → The carbon impact of planes in the sky as well as additional vehicle movements to and from the festival will need to be a major consideration in the future.
- → Moving forward the Council will expect that the Air Festival or any future key attractor event will need to demonstrate how it mitigates any carbon impacts and expand on initiatives already in place.



Current initiatives include the 1-in-3 campaign aimed at encouraging all Festival Goers to consider alternative more sustainable ways to travel to the event, the Leave only Footprints campaign and the Refill Dorset Scheme, among others. These were developed alongside the Air Festival Environmental Action Plan and the BCP Sustainable Events Management Policy.





Festival Management Team

- Alongside other wider Council teams the organisation of Bournemouth Air Festival is currently undertaken by the Council's Events team who also manage other key events and oversee applications for several hundred events held on Council land.
- The Air Festival staffing resource is therefore spread across a number of team members.
- → It is estimated that the number of hours involved in organising the Festival by teams across the Council is in the region of 2200 hours. This includes planning and development, delivery over the 4 days, overseeing and achieving all income including commercial trading and sponsorship, park and ride and programme sales



Future Roles and Responsibilities

Outlined below are responsibilities reflecting the fundamental change in how the Festival would operate in relation to both management and financial risk under an external operator;

Operator responsibilities:

- → To financially underwrite the cost of the event and all associated risks.
- → To demonstrate the ability to have the required financial backing.
- → Be responsible for organising the event through the development of a comprehensive and detailed Event Management Plan (EMP) alongside associated land, sea and air risk assessments. This would include meeting all CAA regulations and statutory and regulatory requirements including planning implications, counter terrorism measures, incident command structure and protocols.
- → Be responsible for applying for any relevant planning permissions required.
- Be responsible for marketing the event.



Future Roles and Responsibilities (continued)

BCP Council responsibilities

The Council will not:

- Organise or underwrite the event.
- → Charge for any loss of car park income in relation to the closure of car parks or loss of on-street parking currently identified within the format of the Air Festival.
- Charge for loss of any trading activities currently identified within the delivery of the Air Festival, e.g. land train during the event.
- Charge the organiser any commercial rental for the use of council land currently identified on the Site Plans attached. Any proposal for future development of the Festival outside of this footprint would take into consideration any direct financial loss/gain to the Council.
- → Be responsible for directly marketing the event but will assign the rights of the Bournemouth Air Festival brand/logo to the operator along with the Air Festival social media handles and website at no cost. Any future development of the brand would be through consultation with the Council.





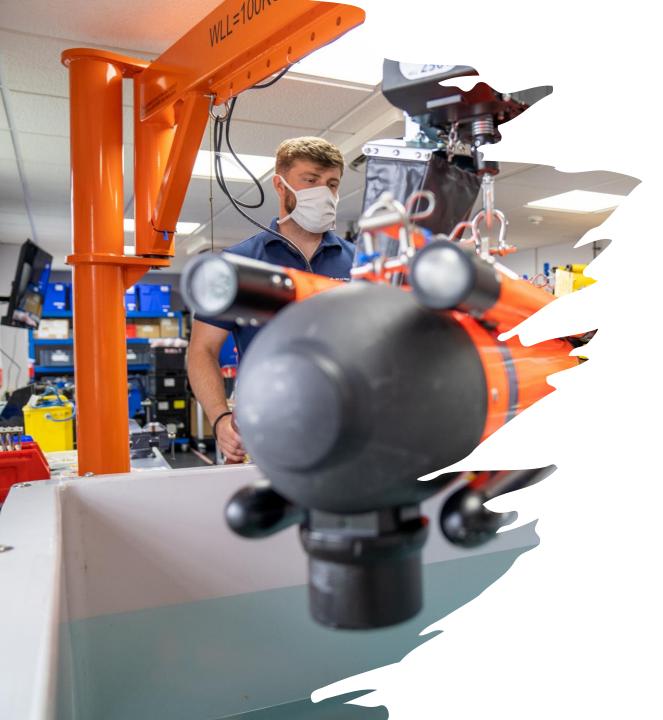
Future Roles and Responsibilities

(continued)

BCP Council agree that:

- → They will consider what agreement there will be in relation to any new commercial activity or development on the seafront that results in a negative impact on the site available for the Air Festival.
- → They will provide officer time from the relevant departments to attend Safety Advisory Group meetings and any other relevant meetings e.g. Tabletop exercise, at no charge.
- → Provide, at no charge, support in managing the licence/agreement for the duration of the licence. The Council would also provide feedback and advice on logistics.
- → They will support the marketing activities of the operator through utilising the Councils social media channels to share posts.





Logistics & Infrastructure

Seafront

The operator would be responsible for making their own arrangements to manage the festival site however, the Seafront staff would provide on-site operations management of the seafront facilities at no cost to the operator.

Highways and Traffic Management

- The Council Highways department take the lead in planning and overseeing the traffic management of the Air Festival. They currently provide event silver responsibility which would need consideration in any future planning and may be chargeable to the operator.
- For a future event they would still be involved in the Safety Advisory Group to provide advice on the development of the traffic management plan responsibility for which would sit with the new operator. Elements of the delivery of that plan are identified in the budget (e.g. park and ride, cones, signage). The future delivery of those elements would be provided by the operator. Because of the impact on the whole area the Urban Traffic Centre is manned by the Council during the event and staff costs are included in the budget.



Logistics & Infrastructure

(continued)

Licensing Environmental Health, Community Safety, Fire Safety, Emergency Planning, Health and Safety

The majority of these services provided by the Council are to ensure that the event meets the statutorily and regulatory requirements in planning and running the Festival and in some instances monitoring compliance on set up and during the event. These are part of their statutory duties and at this moment in time there would be limited charges being applied.

Emergency Services, Security and Stewarding

- The Police, Fire, Ambulance and Coastguard are also a critical part of the planning and delivery of the event within a Multi- Agency Control Centre. Costs charged above their normal duties are included in the budget. It should be noted that some charges levied by emergency services have been discounted for the local authority and may increase for a commercial enterprise.
- There is also a significant stewarding and security presence. This is included in the budget and services currently provided by the company include providing crowd management and advice. The Council have provided enhanced community safety through the deployment of CSAS officers which would be chargeable if required in the future.



Marketing & Promotion

- → The marketing of the Festival is currently undertaken by the Council central Communications and Marketing team but as with the Events team this only forms a small part of their responsibilities.
- → In 2023 the estimated number of hours was 800 hours
- → The team prepare a Marketing and Communications plan primarily focused on press releases and social media marketing on the Council's channels, the tourism channels and dedicated BAF channels.

- → The BAF website is serviced by the Council Communications team and the Events team. The Marketing team also jointly work with the Events team to write copy for the souvenir programme. The advertising, design and printing of the programme is undertaken at no cost to the Council by a local partner.
- → The marketing statistics and audience for 2023, can be found on this year's sponsorship prospectus — <u>BAF-Sponsorship-Prospectus-1.pdf</u> (bournemouthair.co.uk)





Financial Overview

- The table shows both the budget for the Air Festival and separately identifies estimated costs that the Council currently funds through the existing Events Team and budgets held in ancillary services. These have been identified and apportioned as shown. Examples include the Insurance Team, Procurement, Marketing & Communications, Seafront, Licencing and Health & Safety.
- The current total financial risk of the event is in excess of £1 million. However, many of these costs will not be relevant for an external organiser as they will be covered within their own plans/management. There may be additional charges where direct costs are incurred e.g. Traffic Management, use of CCTV.
- The key costs that have been allocated and apportioned are for organising, managing and marketing the Festival.
- → Historically the major commercial opportunities offered by the Festival have been through trading on the seafront, selling of souvenir programmes, sponsorship and hospitality offers. In 2024 that is extending to premium parking and exhibition space for local and regional businesses (STEM).

Summary	£
Air Festival Activity	
Direct Delivery Costs	£928,100
Direct Delivery Income	-£583,500
Net Direct Cost	£344,600
Apportioned/Allocated Costs	
Additional Staff Costs (Allocated/ Apportioned)	£190,900
Apportioned Central Overheads	£46,900
Total Apportioned Costs	£237,800
Total Cost	£582,400





Detail	2023 Actuals
EXPENDITURE	
Pilot Accommodation and Room Hire	£22,449
Site infrastructure	£14,392
Insurance - Air Meet Insurance	£61,600
Vehicle hire - vans and pilot cars	£2,450
Traffic Management, inc. Park & Ride, traffic marshalls and parking enforcement & bronze traffic	£105,022
Equipment purchase	£3,762
Equipment <u>hire</u>	£130,823
Marketing & Promotion - inc. programme print, commission & general marketing	£16,312
Emergency services	£94,666
Security, stewarding & HVM measures	£157,434
Flying Display Director, Air Show admin and CAA permissions	£41,923
Display content inc. Fireworks	£135,284
Hospitality	£142,000
TOTAL EXPENDITURE	£928,117
INCOME	
Sponsorship	£39,200
Trade/commercial	£271,150
Park & Ride	£48,240
Programme sales	£69,725
Hospitality	£155,185
TOTAL INCOME	£583,500
TOTAL NET COST	£344,617

2023 Income & Expenditure

TICKETING AND ADMISSION

Whilst the current festival area cannot be fenced and ticketed the operator has the opportunity to create specific enclosed areas to charge entry such VIP hospitality areas, exclusive viewing areas, exhibition areas. These can be ticketed or used for a variety of commercial opportunities.







This prospectus outlines the comprehensive plan for the delivery and organisation of the Bournemouth Air Festival, emphasising key aspects such as event description, organisational structure, logistics, marketing, finance and risk management.

Interested?

This is a one-off opportunity to get involved in a major international event which will attract significant interest, boost your brand and generate return on investment.

We look forward to hearing from you if you are interested in getting involved in this flagship event.

