

Title of meeting:	Culture, Leisure and Sport Decision meeting
Subject:	Update on Portsmouth Air Festival, 18 & 19 August 2012
Date of meeting:	29 June 2012
Report by:	Head of Cultural Services
Wards affected:	ALL
Key decision:	No
Full Council decision:	No

1. Purpose

To update the Cabinet Member for Culture, Leisure and Sport on the proposed Portsmouth Air Festival highlighting the progress made and raising current concerns.

2. Recommendations

- 2.1 That it be agreed to waive the hire fees for the use of Southsea Common as part of Portsmouth City Council's contribution towards the event.
- 2.2 That it be agreed that the costs for staff time of Council officers working to support the event be absorbed by Portsmouth City Council at no cost to the event organisers
- 2.3 That it be agreed that the loss of parking income resulting from the unavailability of parking spaces be met from Portsmouth City Council budgets.

3. Background

- 3.1 The proposed Portsmouth Air Festival is scheduled to take place on Southsea Common on 18 and 19 August 2012.

Programme over the weekend:

Saturday

10 am - 6 pm - Arena displays, air show, stalls and children's area, free entry
7-11 pm - concert in a fenced area for 15,000 people, £15 entry.

Sunday

10 am - 6 pm - Arena displays, stalls and children's area, free entry. No air displays
12 - 6 pm – concert in a fenced area for 15,000 people, entry fee to be confirmed.

Expected attendance over the weekend has been suggested at 250,000.

3.2 Support given to the Air Festival Organisers

The Events team in partnership with other Portsmouth City Council departments - Network Management, Environmental Pollution, Licensing – the police and QHM have been positive in their support and responses to the Air Festival organisers. The Events Team have had regular meeting with the organisers since initial discussions regarding the event began in August 2011, have advised them of the event application process and requirements that need to be met in order for the event to be approved.

In addition, the organisers have been advised by relevant departments and organisations what documentation is required and have been advised on the level of information we expect to receive, as well as being offered feedback and advice on the paperwork that has currently been submitted.

Meetings with relevant departments and organisations have been, and will continue to be, held to discuss the event and for us to offer advise and guidance where necessary.

The organisers have presented to Portsmouth Event Safety Advisory Group (PESAG), which is multi-agency group chaired by PCC. This group takes into account all the requirements of PCC, Police, Fire and Rescue, Queens Harbour Master etc. In addition to PESAG the CAA and the Royal Navy, Army and Royal Air Force meet regularly with Portsmouth Air Festival Ltd (PAF).

A PCC event application form has been completed, which takes into account all insurance, licensing, medical cover and the safeguarding of children requirements

PCC will not be taking a fee for the use of the common as this is in part PCC's contribution to the event, but a refundable deposit will be payable for any reinstatement costs.

3.3 Concerns and Issues

It is recognised that the Air Festival has the potential to be a very exciting and positive addition to the cultural programme in the city and will attract a large number of visitors and media attention to Portsmouth.

As this is a complex event and the first of its kind in the city, Council officers and external organisations have been working in partnership to offer advice and guidance to the organisers to ensure the event will be managed and delivered safely and responsibly in accordance with all health and safety and licensing requirements.

Key areas for concern have been highlighted to the organisers and as the development of the event has progressed the event organisers have employed consultants to manage specific areas such health and safety, site management and stewarding, with more robust event management plans being submitted which has led to a number of earlier concerns now beginning to be overcome.

As a result of these plans being submitted the police have advised that their previous quote for the policing bill is likely to be much reduced.

The outstanding challenges that remain are in relation to traffic management, park and ride sites and noise monitoring. However, the organisers have employed a traffic management company and an updated traffic management plan is expected shortly. Once submitted, Network Management can then continue to advise where further improvements can be made to ensure that the impact of the event on the city is kept to a minimum.

Environmental Pollution is in discussion with the organisers regarding their noise monitoring strategy and we await an amended version.

The police will arrange a tabletop exercise by the end of June, to be attended by the Air Festival team leaders and relevant departments to test the event plan to ensure that it is fit for purpose.

4. Reasons for recommendations

- 4.1** To demonstrate Portsmouth City Council's support for major events in the city in line with the Seafront Strategy this aims to 'facilitate the use of the seafront for world class events'. The development of Portsmouth as a short city break destination is one of the aspirations for the city and this type of event helps support achievement of this vision.
- 4.2** The event raises the national and international profile of the city with the expected regional coverage and national coverage.
- 4.3** The top line results from the 2010 Economic impact studies highlight such events are an important boost to the visitor economy of Portsmouth and to the surrounding area of Hampshire. Accommodation and catering outlets across the city also benefit from visitors and spectator's tourism spend.

The resulting Advertising Value Equivalent (AVE) for the city will be evaluated but as a guide from the AVE for events which have received local and national coverage such as the Dickens 200 marketing programme in February 2012 and the Great South run in 2011 (which although an established event is a useful indicator) we would expect the AVE for the Air Show to be between £150,000 to £250,000 for the inaugural event which is a conservative estimate.

5. Equality Impact Assessment (EIA)

- 5.1** A full EIA will be completed for this event to inform all management plan and access.

6. Head of Legal, Licensing & Registrars' comments

- 6.1** The proposed Air Event has taken into account all of the statutory requirements for such an event and all appropriate insurances are in place. Those steps cover the potential legal risks that may be incurred by the event.

7. Head of Finance's comments

- 7.1** The total cost of the event that will be met from PCC's resources will be £16,100 and this will form a contribution in kind toward the event.
- 7.2** The usual cost to hire the Southsea Common for such an event is £8,000, this fee will be waived.
- 7.3** There will be extra staff required at the Seafront Office and additional hours will need to be worked in the Traffic Management section over the weekend due to the large number of visitors which are expected to attend the event. The anticipated cost of this will be £2,100 and will be met from within existing Culture budgets.
- 7.4** Parking will not be available in the echelon spaces on Clarence Parade between the Blue Reef and the hovercraft and there will also be limited parking on Duisburg Way. The unavailability of these spaces at peak time over the weekend will result in a loss of parking income of £6,000. This shortfall will be met from within Portsmouth City Council existing budgets.

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Signed by: Stephen Baily
Head of Cultural Services

Background list of documents: Section 100D of the Local Government Act 1972

The following documents disclose facts or matters, which have been relied upon to a material extent by the author in preparing this report:

Title of document	Location
None	

The recommendation(s) set out above were approved/ approved as amended/ deferred/ rejected by Cabinet Member for Culture, Leisure & Sport on 29 June 2012

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Signed by: Cabinet Member for Culture, Leisure & Sport