

Report to:	Scrutiny
Date:	12 September 2022
Title:	Update on Airbourne
Report of:	Annie Wills – Head of Tourism & Culture
Ward(s):	All
Purpose of report:	To provide an update to the Scrutiny Committee on the Eastbourne Airshow (Airbourne)
Officer recommendation(s):	<p>(1) That the Scrutiny Committee notes the report.</p> <p>(2) That the Scrutiny Committee recognises the importance of Airbourne to the economic wellbeing of Eastbourne and its reputation as a visitor destination, and continues to support the event.</p>
Reasons for recommendations:	Subject to confirmation, the draft budget for 2022 predicts a cost neutral Airbourne and expects a reduction in the overall carbon footprint, compared to the 2019 Airbourne
Contact Officer(s):	<p>Name: Annie Wills Post title: Head of Tourism & Culture E-mail: annie.wills@lewes-eastbourne.gov.uk Telephone number: 01323 415410</p>

1 Introduction

1.1 Over 5m visitors come to Eastbourne every year, with tourism worth in excess of £343m; research confirms that the vibrant events programme is one of the main reasons that they choose to visit. Previous research has attributed circa £27m economic benefit to Eastbourne from Airbourne.

Furthermore Airbourne contributes significantly in terms of PR value and raising the profile of the destination and awareness as a place to visit to new audiences. See (**Appendix A**) which demonstrates some of the promotional value

We were asked to deliver Airbourne 2022 on a cost neutral basis, furthermore we needed to demonstrate how we were going to reduce the carbon footprint of Airbourne.

1.2 A carbon footprint was calculated for the 2019 Airbourne event.

2 Cost Neutral

- 2.1 A Business Plan (**Appendix B**) was written demonstrating the approach to be taken to achieve the level of income required.
- 2.2 Included in the plan were proposals on how the carbon footprint would be achieved, a number of meetings took place with the Eco Transport Network Group, the plans were shared with this group and they offered advice. Furthermore the Eco Transport Network Group concurred that the audience visiting Airbourne were the greatest contributor to the carbon footprint and that we should do everything we can to promote public transport options.

3 Carbon Reduction

- 3.1 Attached as (**Appendix C**) are examples of the key messaging that we promoted both before and during Airbourne to encourage visitors to help reduce the carbon footprint at the airshow.
- 3.2 We are awaiting data before we can calculate the actual carbon footprint for Airbourne, however attached as (**Appendix D**) demonstrates what actions were delivered. Furthermore, Eastbourne Borough Council have partnered with local live-events company Identity Group to utilise their Carbon Footprint analysis software 'Tracker +'. The software allows for intelligent analysis of detailed event data by using algorithms to generate a Carbon Footprint figure for the airshow. Data ranging from fuel consumption to material make-up of infrastructure can review the service life of equipment used in the impact on the environment and will set a bench-mark for potential future comparisons to be made.

4 Visitor Survey

- 4.1 An online survey was posted prior to Airbourne and during Airbourne volunteers carried out face to face surveys. 710 responses were received.
- 4.2 The focus on the survey was to ascertain modes of transport and travel distance. This information will help form the detail required to understand the carbon footprint.

5 Business Contributors

- 5.1 The Chamber of Commerce, Eastbourne Hospitality Association and the BID all gave financial support to Airbourne, as all 3 organisations understand the economic value Airbourne brings to Eastbourne. Hotels, restaurants and key businesses confirmed 100% occupancy.

6 Airbourne Project Board

- 6.1 A Project Board met bi-monthly and officers presented ideas and options to the Board for consideration and approval.

6.2 Airbourne Project Board is Chaired by The Leader of the Council. Councillor Bannister, Councillor Metcalf and Rob Cottrill, EBC Accountant are also part of the board. The rest of the board is made up from businesses, attendees include the EHA (Eastbourne Hospitality Association), Chamber of Commerce and representation from the Rotary.

7 Financial appraisal

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7.1 Based on the outturn for 2019, a budget was drawn up identifying a reduction of 25% in the flying displays. With a reduction in flying this would contribute to a lower carbon footprint.

7.2 The approach to Airbourne 2022 was 'Contribute or Lose Airbourne' key messaging to businesses and the public was that 2022 would be the last Airbourne unless it was cost neutral.

The Baseline budget was £425,550, income to this value was split over a number of income streams. See attached (**Appendix E**). The approach introduced new income streams, including grandstand seating, membership packages and financial support from key businesses that generally benefit financially from Airbourne.

In summary the draft outturn predicts a net surplus of **£10,105**

8 Legal implications

8.1 Airbourne 2022 has been delivered within legal & statutory requirements.

9 Risk management implications

9.1 An event management plan, risk assessments, evacuation plans and steward handbooks are part of the package of documentation produced for Airbourne. Ahead of the event a SAG meeting (Safety Action Group) is held to ensure risks are mitigated against. The SAG is chaired by ESCC Emergency Planning Office, the police, SECAM and ESFR.

10 Equality analysis

10.1 No relevance to the report

11 Environmental sustainability implications

11.1 Below are some of the green initiatives we set out to achieve prior to Airbourne.

- Promote sustainable travel options through social media channels and the website, including the use of park and ride, cycling, buses and local trains. GTR and Stagecoach will be our travel partners.

- Our vehicle hire partner, e.g. pilot transport, will use electric vehicles as a priority.
- Calculate aircraft emissions and compare to 2019.
- Promote Refill stations.
- All catering traders not allowed to have single use plastic.
- Environmental questions will be included in supplier/audience surveys to gather attitudinal data on environmental impacts, with a strong focus on waste and plastic use.
- Audience surveys will also collect data on audience travel impacts by vehicle type, displaying an understanding of the festival's indirect carbon emissions.
- Develop quantitative Key Performance Indicators for energy, waste, water and transport/ travel targets to work towards using data from this year's festival.
- Work with SEESL and use monitoring techniques and waste management reports to develop further understanding of waste generation and recycling rates.
- Have a programme to reduce aircraft emissions. Although there are industry wide initiatives to reduce the carbon content of jet fuel this will be introduced over a period of time. Therefore we will evaluate carbon offsetting using credible standards such as the Voluntary Carbon Standard, or the Gold Standard for the Global Goals (GS4GG).

Appendices

- Appendix A - Airbourne PR value
- Appendix B - Green messaging
- Appendix C - Environmental Outcomes
- Appendix D - Business Plan (Exempt)
- Appendix E - Draft Budget (Exempt)

12 Background papers

The background papers used in compiling this report were as follows:

- Minutes from Airbourne Project Board meetings
- Bournemouth Airshow Environmental Impact Study 2019