

This Report will be made public on 5 March 2019



Report Number: **C/18/81**

**To:** Cabinet  
**Date:** 13 March 2019  
**Status:** Non- key Decision  
**Responsible Officer:** Katharine Harvey, Chief Economic Development Officer  
**Cabinet Member:** Councillor Collier – Cabinet Member for District Economy

**SUBJECT:** Funding for 2019 Folkestone RAF Air Display

**SUMMARY:**

This report requests approval of £22,000 from the 2019/20 CLT Contingency Fund for a funding contribution to Folkestone Town Council towards the cost of an Air Display in Folkestone, as part of the Armed Forces Day celebrations.

**REASONS FOR RECOMMENDATIONS:**

Cabinet is asked to agree the recommendations set out below because a funding contribution from the District Council is required for an RAF Air Display in June 2019.

**RECOMMENDATIONS:**

1. To receive and note report C/18/81.
2. To agree to a funding contribution of £22,000 towards the cost of an RAF Air Display in June 2019.

## 1. INTRODUCTION

- 1.1 Folkestone Town Council have been liaising with the RAF to organise an air display in Folkestone on the 30<sup>th</sup> June 2019, as part of the Armed Forces Day.
- 1.2 The Armed Forces Day is an annual event which Folkestone Town Council has organised for a number of years. This year it is proposed to hold an Air Display on the same day as the RAF are offering only a limited number of displays this year and want to ensure maximum impact.
- 1.3 The total cost of the 20 minute RAFAT (Royal Air Force Aerial Team) display is £15,000 and the cost of a varied 1 hour display is £30,000.
- 1.4 Folkestone Town Council has earmarked £10,000 towards this event and has requested a £22,000 contribution from FHDC to enable it to opt for the 1 hour display. These funds would comprise £20,000 towards the air display and a £2,000 contribution towards litter picking before and after the event.
- 1.5 Over the last 3 years Folkestone has hosted an RAF Air Display. These have been considered to be a success, attracting considerable numbers of visitors to the town.
- 1.6 However, last year there were some comments suggesting disappointment at the length of the 20 minute display, which suggests that a display of 1 hour would be more likely to meet visitor expectations. Also, by combining the air display with the Armed Forces Day events (which previously have been two separate occasions) this will also potentially add to the draw of visitors to the town.
- 1.7 Although visitor numbers are not available for previous air displays in Folkestone, recently published figures from Visit Kent highlights the importance of the tourism sector within the district's economy. In 2017 some 4.2 million day visitors came to the district, generating £122.9 million for the local economy, with the average spend per day visitor £30.
- 1.8 An event such as this could attract significant visitor income into the local economy and would also add to the current visitor offer of Folkestone. This would serve to enhance the town's attractiveness as a visitor destination by providing a clear reason for visitors to come to Folkestone during the summer and experience our great destination offer.
- 1.9 The Cabinet is requested to agree to a £22,000 funding contribution to Folkestone Town Council towards an RAF Air Display, which will come from 2019/20 CLT contingency funds.

## 2. RISK MANAGEMENT ISSUES

5.1

Perceived risk	Seriousness	Likelihood	Preventative action
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The opportunity to hold a substantial Armed Forces Day and Air Display event is lost for Folkestone	High – the opportunity to attract substantial numbers of visitors into the town and the resulting income generated is lost; Visitors are disappointed by a limited air display	Low	FHDC agrees to make a £22,000 contribution to enable a 1 hour RAF Air Display
The Air Display event is not organized to the appropriate standard	High – there could be substantial reputational damage to the district council as financial contributors, if the organization of this event is sub standard.	Low	FHDC is ensuring the effective coordination of the Air Display and Armed Forces Day events through regular meetings with FTC and the Air Display organiser.  All parties are clear about their responsibilities for the events, including the EventsApp submission requirements and deadline dates

## 6. LEGAL/FINANCIAL AND OTHER CONTROLS/POLICY MATTERS

### 6.1 Legal Officer's Comments (DK)

Subject to Legal Services (a) having had sight of and approving the contract due to be entered into between Folkestone Town Council and the RAF and (b) agreeing to the text of the grant funding agreement due to be entered into between the Council and Folkestone Town Council, there are no legal implications arising directly out of this report.

### 6.2 Finance Officer's Comments (LH)

Within the approved Budget for 2019/20 there is £22,000 that has been allocated for the Folkestone Air Display.

### 6.3 Communication Officer's Comments (MR)

The Air Display is a flagship event in the Folkestone calendar and one which draws enthusiasm from the local population as well as visitors from

outside of the district. This funding will enable a 1-hour display which will encourage more visitors and enhance their experience.

**6.3 Diversities and Equalities Implications**

There are no diversities and equalities implications.

**7. CONTACT OFFICERS AND BACKGROUND DOCUMENTS**

Councillors with any questions arising out of this report should contact the following officer prior to the meeting.

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