

# FAREHAM

## BOROUGH COUNCIL

### Report to the Executive for Decision 04 March 2019

|                              |  |
|------------------------------|--|
| <b>Portfolio:</b>            | Policy and Resources                   |
| <b>Subject:</b>              | <b>D-Day 75 Community Event</b>        |
| <b>Report of:</b>            | Head of Leisure and Corporate Services |
| <b>Corporate Priorities:</b> | Strong and inclusive communities       |

**Purpose:**

To outline plans to commemorate the 75<sup>th</sup> anniversary of D-Day.

**Executive summary:**

At the December 2016 Executive meeting, two events to commemorate two important anniversaries at Daedalus were approved, the first being the 100<sup>th</sup> anniversary of flying at Daedalus and the second, the 75<sup>th</sup> anniversary of D-Day.

Fareham's 75<sup>th</sup> anniversary of D-Day event is proposed to take place over two days. It will provide a unique opportunity to publicly commemorate the anniversary, raise awareness of the history of the airfield and attract new interest from the flying community.

**Recommendation/Recommended Option:**

It is recommended that the Executive approves;

- (a) the Council's plan for a two-day community event to commemorate the 75<sup>th</sup> D-Day Anniversary and;
- (b) an increase in the event budget from £30,000 to £60,000, to enable the event to take place over two days.

**Reason:**

To provide a fitting two-day community event to commemorate the 75th anniversary of D-Day.

**Cost of proposals:**

A budget of £30,000 has already been approved by the Executive in December 2016. This report seeks the approval of a further £30,000 for a two-day event providing a total budget of £60,000.

**Reference papers:**      **Daedalus Anniversary Events – December 2016  
Executive**

**Appendices:**            **None**

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## BOROUGH COUNCIL

### Executive Briefing Paper

|                     |  |
|---------------------|--|
| <b>Date:</b>        | 04 March 2019                          |
| <b>Subject:</b>     | D-Day 75 Community Event               |
| <b>Briefing by:</b> | Head of Leisure and Corporate Services |
| <b>Portfolio:</b>   | Policy and Resources                   |

#### Introduction

1. At the December 2016 meeting of the Executive, two events to commemorate two important anniversaries at Daedalus were approved, the first being the 100th anniversary of flying at Daedalus and the second, the 75th anniversary of D-Day.
2. A successful one-day community event attracting 2,500 visitors to commemorate the 100th anniversary of flying at Daedalus was held on the airfield in September 2017.
3. Fareham's D-Day anniversary event will provide an opportunity for local people to visit Daedalus for a community event, to include the following attractions:
  - aircraft landing and taking off
  - a range of static aircraft
  - aircraft fly past
  - Parachute display
  - fun fair rides
  - children's activities
  - market stalls
  - food and drink
  - music and activities from the D-Day era
  - arena entertainment
  - unveiling of commemorative plaque

## Event Plans

4. Due to a considerable amount of interest, and to provide a fitting, accessible community event, it is proposed that the event will take place over two days - Saturday 8 June and Sunday 9 June 2019.
5. An area has been designated in the south-eastern corner of the airfield for the event, that provides good transport links and controlled public access onto the airfield for the community activities, as well as parking.
6. The ticket allocation for each day will be 7,500. The table below sets out the pricing structure for pre-booked and on the day tickets.

| Type of Ticket                                  | Advance – one day only | Advance – both days | On the day |
|---|------------------------|---------------------|------------|
| Family all-inclusive*<br>(2 Adults, 2 Children) | £25                    | £40                 | £29        |
| Child all-inclusive*                            | £8                     | £12                 | £10        |
| Adult entry only                                | £8                     | £15                 | £10        |
| Child entry only                                | £3                     | £5                  | £5         |
| Concession (65+)                                | £5                     | £9                  | £8         |
| Under 2's                                       | Free                   | Free                | Free       |

\* All-inclusive - entry and unlimited free funfair rides and children's activities

7. The purchasing of pre-booked tickets will be encouraged. Limited on the day tickets will be available. Tickets will be available to buy in advance from Ferneham Hall, online and at the Control Tower.
8. The event will essentially be divided into two sections on both days – the community activities and the aircraft activities. Aircraft activities will consist of a static display of vintage aircraft, fly past displays over the airfield, a parachute display and aircraft taking off and landing from Daedalus. Following results from an air display assessment, any flying displays would have to take place over the Solent due to safety reasons and the proximity to houses. Such activity is currently being investigated and applications for display aircraft have been submitted.
9. All flying activity will be managed and co-ordinated by a qualified Flying Display Director.
10. Applications have been sent to various flying display teams to display over the Solent. A decision on these applications are due around the beginning of March.
11. Several static aircraft have been confirmed so far, including a Spitfire and a special silver Spitfire from Boulton, a Moth and the Gazelle display team. The Solent Airport operator, RCA, are seeking other relevant aircraft to take part in the static display.

12. Invitations have been sent to all known Spitfire owners in the UK to attend the event, and other relevant D-Day aircraft owners. Attendance is subject to their availability.
13. Community activities will consist of a fun fair, children's activities such as face painting, inflatables and craft activities, a vintage car display, character walkabouts, catering concessions including a picnic and seating area. The event is now fully booked for catering concessions.
14. There will be two marquees, one a craft and gift marquee and the other showcasing local community groups and organisations. Applications for stalls in both marquees are now open and several spaces have been booked already.
15. The event will include an arena, that will include children's motorcycle display teams, historical re-enactments, marching band and children's drills and a stage area that will consist of bands and groups playing songs from the 1940's. The Saturday stage programme is now fully booked.
16. To mark this memorable anniversary, a D-Day memorial plaque will be unveiled on Saturday 8 June by the Mayor. The plaque will then be mounted in the Control Tower reception area.
17. Veterans and their families with links to Daedalus will be invited to attend the event on Saturday as VIPs.
18. Adequate parking areas have been identified that are within walking distance of the event. Parking permits will be free and offered, on a first come first served basis, to people purchasing tickets for the event.

## **PR and Marketing**

19. A Communications plan for the event has been created. Promotion for the event will be via social media, press releases, posters around the Borough and at bus stops along Newgate Lane, notice boards, Council Connect, the Council's website and Fareham Today. A media partner is also being sought. Flyers will be sent to local community groups, businesses, schools, CEMAST, the Innovation Centre, Control Tower and other interested parties.
20. Sponsorship opportunities will also be made available. These will enable the Council to offer a bigger and better event whilst the sponsor's logo will be visible on all event publicity and in any press releases pre, during and post the event. Sponsorship opportunities will include; the arena, stage entertainment and aircraft displays once confirmed.

## **Finance**

21. The original event proposal, approved by the Executive in December 2016, was for a one-day event, with an initial budget of £30,000. Following the success of the Daedalus 100 anniversary event and the significant interest there has been in the D-Day anniversary event, the proposal is to hold this event over two-days.
22. Taking account of the ticket prices and the event capacity for the two-day event, it is estimated that the event has the potential to generate an income of between £50,000 and £75,000 based on projected tickets sales, which would then be offset against the

event expenditure.

23. Costs to the Council could be further reduced if sponsorship opportunities are actively pursued, but conversely if no sponsorship is received the cost to the Council remains the same.
24. Additional income could also be generated by advertising opportunities being offered within the souvenir event programme which will be available to purchase on both days.
25. In the event that the lower amount of £50,000 income is generated, then there will be a total shortfall of £60,000 for the two-day event.
26. The original event budget approved by the Executive was £30,000, based on a one-day event. Therefore, this report is seeking Executive approval for an additional £30,000 given that it is now proposed to hold the event over two days.

### **Risks**

27. Although an amount of £50,000 has been estimated as potential income from ticket sales, it is important to note that this is based on selling 5,000 tickets per day, a total of 10,000 over the two days. If this amount of tickets is not sold, then the shortfall in income would need to be met from Council budgets.
28. Similarly, although the event is not dependent on sponsorship contributions, if no sponsorship is received, then the entire cost of the event needs to be met by the Council.
29. The above plans are subject to approval from the Safety Advisory Group of which the application is due to be submitted in the coming weeks.

### **Conclusion**

30. Fareham's D-Day community event will provide a weekend of activities with music, entertainment and aircraft to commemorate 75 years since the D-Day landings and illustrate the significance of Daedalus at this time.

### **Enquiries:**

For further information please contact Emma Watts (Ext. 4440)