



## Slipstream Events: brief for initial work on NW Air Show

### Key Aim:

To enable a detailed and robust business case to support an agreement by the council to proceed with the envisaged air show and celebration of the airfield's centenary at North Weald Airfield in September 2016.

### Specifically:

- 1 To identify, contact and create a programme of potential displays to secure a deliverable weekend event and dates for a weekend in September 2016 and provisionally book, subject to confirmation of the event from the council in September 2015, the core attractions on behalf of Epping Forest District Council.
- 2 To generate insurance quotes to give confidence to the financial planners for this event.
- 3 To draw-up a technical specification for discussion with authorities and operators (Stanstead/Heathrow etc) regarding permissions/exclusions etc.
- 4 To provide independent advice on elements of the project including:
  - Identifying potential online ticket-agency partners
  - Marketing/media requirements and potential partners
  - Sponsorship opportunities
  - Business model to maximise income and meet expectations regarding ticket packages / VIP areas etc

### Liaison:

To work with Quentin Buller (Tourism Development Manager) and Darren Goodey (North Weald Airfield Manager) in preparing the above.

Chargeable time: maximum 7 days consultancy

### Timescale:

First draft response W/c 15<sup>th</sup> August 2015

To be ready for incorporation into the report for council by 24<sup>th</sup> August 2015