

Windermere Air Festival '11



Bluestone Events

- Long term commitment to the Air Festival
- Commercially responsible for the event
- Commercial aspect of the event is vital to secure sustainability
- Rotary Club of Windermere will remain the official charity
- Charity elements remain within the festival
- Aim to develop community projects (2011 onwards)

bluestone
event management



Bluestone Events

- Local event management company based in Kendal
- Professional event management team
- Events include Keswick Mountain Festival, Dive Fest, Outdoor Leisure Show, The Big Scuba Show and The Bushcraft Show
- Committed to working with local companies
- Good working relationships with local authorities and bodies across Cumbria

bluestone
event management



Rotary Club

- Raised between £20,000 - £60,000 for charity each year
- High economic impact to the area - £4.1 million in 2009
- One of the largest events within Cumbria
- Excellent marketing platform for Bowness & Windermere





Rotary Club Challenges

- Increased in size every year
- Time
- Insurance
- Health and safety
- Logistics
- Unsustainable for The Rotary Club to manage



Building on the Success

- Investment into the flying display
- Develop the ground entertainment
- Develop the creative look and feel of the Festival
- Lower the price of the programme to £5
- Charge a separate entrance fee



Why Air Festival?

- More than just an Air Display
- Help attract new people
- Offer existing customers something new
- Opportunity to create a fresh new look to the event
- Stands out from other Air Shows



Air Base Proposed Site Plan



Air Base

Windermere Air Festival™ Festival Programme

- Keep to 8 flying displays each day
- Requested the Red Arrows
- Bill Hartree as Flying Director
- Professional Flying Display Commentator
- Arrange live interviews with pilots
- Mixture of military and civil displays



Windermere Air Festival™ Car Parking

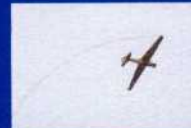
- Park & Sail
 - Lakeside YMCA
 - Ambleside
- Park & Ride
 - Brockhole
- Rotary to help manage the Car Parks on the day
- 50% of Car Park revenue goes to Rotary
- Help widen the economic impact around the lake

Windermere Air Festival™ Marketing & PR

- New website with regular e-newsletters
- New creative – fresh, modern with a traditional twist
- North West focused campaign
- Regional radio campaigns
- Local and regional newspaper advertising
- Leaflets and poster campaign
- SEO and online advertising
- Partner and sponsor support
- PR campaign

Windermere Air Festival™ Why Trading is so Important

- A quality food offering within the Festival creates a better visitor experience
- Visitors now expect catering facilities
- Entrance and programme fees
- Sustainability of event
- Location of event





Decision on Trading

- Approach local companies first
- If the interest was not there we would widen the approach to County then further afield
- Look to support community schemes (2011 onwards)
- Re-investment into the air display for 2012
- Provision of better facilities eg. toilets



Benefits

- 2009 £4.1 million economic impact (awaiting 2010 figures)
- Raise the profile of Windermere and Bowness nationally
- Unique event for residents of Cumbria



Windermere Air Festival '11

.....more than just an Air Show!