

**REPORT OF HEAD OF EVENTS**

**MAJOR EVENTS – ECONOMIC IMPACT**

**1. Purpose of the Report**

- 1.1 To provide a feedback report on the Tall Ships Race and the Sunderland Airshow 2018.

**2. Background**

- 2.1 At the beginning of the year, the Committee agreed to include in its work programme a report on the economic impact and outcomes of two major events held in the city during 2018; the Sunderland Airshow and The Tall Ships Races Sunderland 2018.
- 2.2 The item has been brought to the Committee in view of the significant economic impact of the events for the city.

**3. Current Position**

- 3.1 Between 11-14 July 2018, Sunderland acted as the host start port for the Tall Ships Race 2018. As part of this, the city welcomed more than 50 ships and welcomed in the region of 1.2 million visitors
- 3.2 The Sunderland Airshow was held between 27-29 July 2018. This year's event was the 30<sup>th</sup> anniversary of the show. The three day event included a programme of flying, stage performances and ground activities and displays.
- 3.3 Victoria French (Head of Events) will be in attendance to provide a presentation and answer member's queries.

**4 Conclusion**

- 4.1 The presentation will provide members with an overview of the outcomes and economic impact of the two events.

**5. Recommendations**

- 5.1 The Scrutiny Committee is asked to consider and comment.

**6 Background Papers**

None