



Introduction and Event Format

Eastbourne Emergency Services Display is a well established 2 day event showcasing the work of the three main emergency services together with the RNLI and HM Coastguard Service.

Held during a weekend in July during school term time the event comprises of a large marquee housing as many as 40 stands demonstrating either statically, or interactively, the various services offered by South East Coast Ambulance Service, East Sussex Fire and Rescue Service and Sussex Police alongside RNLI exhibition material. Emergency vehicles and larger exhibition stands are situated around the event site.

An event arena set up on the site offers a timetable of exercises and demonstrations carried out by the services either singly or working as a team. Additionally, the work of the RNLI and Coastguard Service can be viewed at sea opposite the show site.

The Emergency Services Display additionally offers on site catering outlets and refreshments, a funfair, exhibitor displays from selected charities and operators allied to the emergency services and the show also hosts a Royal Navy Dive team and representatives of the National Gendarmerie based in northern France.

The show takes place on the Western Lawns, Beaches and Wish Tower Slopes on King Edward's Parade, the seafront route between Hastings and Brighton which houses to many of the resort's major hotels and guest houses.

Event Aims and Objectives

Eastbourne Emergency Services Display is the most successful and long running in the south east region. It's primary objective is to educate, reduce incidents and accidents and encourage behavioural change in a fun and interactive way. The event is supported by the Eastbourne Crime and Disorder Reduction Group as well as the Chief Constable of Sussex Police, the Chief Fire Officer of east Sussex Fire & Rescue Service and the Chief Executive of South East Coast Ambulance Service.

Media Profile

The Display in 2011 received coverage in the following media:

Beckett Newspapers Group (Eastbourne Herald)

Weekly Regional Paper Circulation 92,000

Brighton Argus

Daily Regional Paper Circulation 41,000

Sovereign Radio

Local Radio 30,000 listeners

Website

Dedicated website: <http://www.999display.co.uk>

Link to www.visiteastbourne.com

Marketing Toolkit

Eastbourne Emergency Services Display deploys the following marketing activities:

Cross street promotional banners

15000 A5 leaflets distributed to schools, Tourist Information Centres, Hotels, Schools and delivery to regional outlets via Cause and Effect.

10 roadside lamp post banners around Eastbourne

Press Releases and photo opportunities

Visitor Profile:

The event attracts in the region of a 20,000 churn footfall over the two days made up primarily of family groups visiting between 1100 – 1700 daily. The reach is Borough, County and South East Regional. Additionally, given the proximity to the seafront the event also attracts weekend tourists.

Financial Overview

Historically, the event has been financed via various 'grants'. The Crime and Disorder Reduction Partnership alongside the 3 main emergency services have provided contributions. Eastbourne Borough Council provides the land and staffing and the remaining income has been sought from catering concessions and fairground attractions.

Given the current financial constraints in the public sector these funds are unlikely to be forthcoming for the 2012 event.

The Emergency Services Display Committee, are, therefore seeking sponsorship of the event to assist in the financing of the shortfall.

The packages will include

Website links

Logo inclusion on all printed matter

Inclusion in press releases

Event branding

On site hospitality

Exhibition space

Opportunity to take part in emergency services demonstrations (if appropriate)

Interested in becoming involved in this popular and valuable event then please contact Jayne Howard on 01323-415442 in the first instance.