

Briefing Note			
Prepared For :	Cllr George Bathurst, Chairman – Aviation Forum		
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Unit:	CPES	Date:	5 th November 2014
Subject:	RBWM Campaign Activities – Heathrow Runway 3		

1.0 Background

- 1.1 Following last quarter's Aviation Forum on 28th August 2014, the prospective content of the Airports Commission's (AC) report was highlighted as a particular issue for the forum to focus upon.
- 1.2 The pending report will see national consultation on the refreshed scheme designs and Commission's appraisal of the three remaining schemes. This consultation is due imminently due to Sir Howard Davies indicating that the commission intends to enter into purdah at the end of December 2014 through to June 2015, so as not to involve itself with the general election.
- 1.3 To respond to these facts & the evident need for a robust response to the commission, the forum highlighted the need for greater campaigning from the Borough.
- 1.4 On 1st September 2014, the Borough appointed it's Head of Communications, Louisa Dean, who together with Chris Nash, Environmental Protection Team Leader assessed the campaign actions possible.
- 1.5 The target audience were deemed as:
- All residential households
 - Internal / External Stakeholder Groups
 - Borough Staff
 - Elected Members

2.0 Actions To Date

- 2.1 A 7 month campaign was devised to run between 1st September 2014 and 1st April 2015. This incorporated project milestones in December and March to analyse the progress of the campaign.
- 2.2 The target of the campaign was to "raise awareness of aviation issues affecting residents in the Royal Borough".

2.3 The current key messages for the campaign are as follows:

a) Raising awareness of the flight trials

Trials occurring across Ascot and Bracknell to test new flight paths for aircrafts for the EU Future Airspace Scheme. Civil Aviation Authority (CAA), National Air Traffic Services (NATS) and Heathrow Airport Limited (HAL) working together to determine routes.

b) Promote the Aviation Forum and any Borough meetings related to Heathrow

Meetings that RBWM organise to raise awareness of issues surrounding aviation in the Borough and promoting any other meetings that will affect residents.

c) Promoting that RBWM is against runway 3 at Heathrow and any further expansion.

Government to make a decision about airport expansion in summer 2015 and where that will take place.

d) Promote RBWM stance, promoting the abandonment of the Cranford Agreement

1960s agreement that prevents flights from taking off towards the east (over London) from the northern runway and thus preventing full alternation for RBWM residents during easterly operations. Hillingdon Council (local planning authority) have since refused an application from HAL for the taxiway works required to enable abandonment of the agreement – despite consensus from government the agreement be abandoned as soon as possible.

e) Promote noise compensation for residents

Advocate the number of residents & quality of mitigation that should be made available both currently and if runway 3 should be approved.

2.4 It is worth noting that the campaign will have to be prepared for a potential negative message from residents and the media; due to the fact that RBWM does not possess the ability to directly influence decisions by Central Government over airport expansion plans and the fact that we have no power to change airport trials.

2.5 Anticipated customer action on the aviation matters promoted by the campaign are as follows:

- Increased complaints directly made to Heathrow Airport
- Increased lobbying to MPs and Councillors

2.6 The publicity channels to be used are as follows:

• **Press releases**

Local printed media – Maidenhead Advertiser/Windsor Express, BBC, local and national media.

- **Social media** – Tweets and Facebook messages to support press releases/events.

- **Website** – updated web pages with routes for residents to complain about noise, flight trials, etc.
- **Around the Royal Borough** – Articles in every edition to give residents an update.

2.7 During the December and March review dates, the campaign will be assessed under the following terms:

- How successful was the campaign?
- Did we hit targets established by the Aviation Forum?
- What lessons have we learnt?
- What can we improve for next time?

3.0 **Plan of Future Action**

3.1 It should be noted that any future actions incorporated into the campaign will require an assessment of the following:

- Value to customer
- Resource implication to the Borough (officer time)
- Financial implications
- Impact to existing customer services

3.2 Current future actions listed are as follows:

17 September: – Press release issued about noise compensation plans from Heathrow as well as flight trials.

- Twitter updated
- Facebook updated

3.3 24 September: – Press release issued about RBWM supporting Heathrow's appeal against Hillingdon Council on the Cranford agreement.

- Twitter updated
- Facebook updated

3.4 9 October: – Press release issued about public meeting being held in Ascot about residents concerns on flight trials.

- Twitter updated
- Facebook updated

3.5 24 October: – new webpages to go live promoting how residents can complain to Heathrow as well as all current news.

3.6 3 November: – Press release issued about Aviation Forum.

3.7 10 November: – Aviation Forum

3.8 16 February 2015: – Aviation Forum