

## **Update on the communications surrounding Heathrow and aviation issues**

This paper provides an update of what the communications team have worked on since 8 January – the last Aviation Forum.

### **Press releases issued:**

8 Jan – Press release issued to inform residents that the Council will respond to the Airport Commission consultation and that residents can do the same.

9 Jan – Press release issued to inform residents about the Heathrow Hub exhibition which was being carried out in our area.

21 Jan – Press release issued with results of the IPSOS MORI poll results which showed that residents support expansion at Gatwick.

4 Feb – Press release issued to inform residents that the Council have responded to the Airport Commission consultation.

## **Social media**

### **Twitter**

Twenty two tweets have been sent out using the hashtag #RBWMHeathrow. We also sent an additional tweet without the hashtag. All of the tweets were retweeted at least once which increased their audience.

One of the tweets was retweeted seven times – Informing Datchet residents about the exhibition from Heathrow Hub. A tweet containing the same information tweeted on a different day was retweeted five times and again retweeted four times on a different day four times.

Tweets about the council supporting expansion at Gatwick Airport were retweeted four times.

A tweet about the IPSO MORI poll was retweeted three times which informed residents that the poll had closed and that we would be informing them of the results shortly.

We have sent various tweets informing residents that we were replying to the Airport Commission and these were retweeted three times on two different dates.

The tweet without the hashtag was retweeted four times which was informing residents about how to complain about aircraft noise.

See attached document with all the relevant tweets.

## **Facebook**

8 Jan – Press release issued to inform residents that the Council will respond to the Airport Commission consultation and that residents can do the same. 279 people reached.

9 Jan – Press release issued to inform residents about the Heathrow Hub exhibition which was being carried out in our area. 275 people reached.

21 Jan – Press release issued with results of the IPSOS MORI poll results which showed that residents support expansion at Gatwick. 257 people reached.

4 Feb - Press release issued to inform residents that the Council have responded to the Airport Commission consultation. 281 people reached.

## **Around the Royal Borough**

Page feature in the resident's newsletter which has articles on the Airports Commission consultation, the IPSO MORI poll, an update on the Cranford Appeal and how residents can complain about noise.

## **Website**

Aviation pages have been reviewed and updated.

## **Next steps**

Continuing with tweets reminding people about the Aviation Forums, how to complain about noise from Heathrow and any other updates that the comms team are informed of.

Summer edition of Around the Royal Borough to feature an update on the Airports Commission consultation and the Cranford Appeal.

Press releases to be issued as and when necessary which will also be uploaded onto social media when issued.

Website pages to be reviewed.

https://twitter.com/search/?realtime&q=%23rbwmheathrow&src=ypd

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Trends

- #ChapelShooting
- Bob Simon
- #Mink
- #Powerball
- 60 Minutes
- #MuslimLivesMatter
- #WhatsLoveIsWards
- Valentine's Day
- Jerry Tarkanian
- Lord Fink

Results for #rbwmheathrow

Top / All

Cltr Simon Dudley @LittleFishery - Feb 3  
This only goes to illustrate how many homes in @RBWM will be blighted by @HeathrowAirport @HeathrowHub bbc.co.uk/news/uk-englan...  
#RBWMHeathrow

RBWM @RBWM - Feb 2  
We are responding to the Airports Commission consultation - you can too  
#RBWMHeathrow ow.ly/5OGI

RBWM @RBWM - Feb 1  
Is plane noise causing you problems? Complain to Heathrow Airport direct  
#RBWMHeathrow ow.ly/5NZy

RBWM @RBWM - Jan 31  
We are responding to the Airports Commission consultation - you can too.  
#RBWMHeathrow ow.ly/5Nx1

RBWM @RBWM - Jan 30  
Is plane noise causing you problems? Complain to Heathrow Airport direct  
#RBWMHeathrow ow.ly/5Ncq

RBWM @RBWM - Jan 29  
We support the Gatwick Airport Ltd proposal for an additional runway at Gatwick.  
#RBWMHeathrow

RBWM @RBWM - Jan 28  
We are responding to the Airports Commission consultation - you can too.  
#RBWMHeathrow ow.ly/5Mcp

Cltr Simon Dudley @LittleFishery - Jan 21  
@GetWest,ondon @RBWM press release and data on @lpsomORI poll on @HeathrowAirport @LGWobviously expansion about to be issued  
#RBWMHeathrow

Cltr Simon Dudley @LittleFishery - Jan 20  
Delivery from @LGWobviously to the house in #Maidenhead @RBWM  
#BetternotBigger #RBWMHeathrow

Who to follow

- Parcelly @parcelly
- Get Wokingham @getwokingham
- UK Parliament @UKParl...

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The Royal Borough of Windsor & Maidenhead

Cltr Simon Dudley @LittleFishery - Jan 20  
Delivery from @LGWobviously to the house in #Maidenhead @RBWM  
#BetternotBigger #RBWMHeathrow

It's time to make yourself heard. Support Gatwick and help keep the noise down.

Cltr Simon Dudley @LittleFishery - Jan 20  
@RBWM is @HeathrowAirport #BetternotBigger and expansion @LGWobviously @lpsomORI results imminent @yourheathrow @HeathrowHub #RBWMHeathrow

Cltr Simon Dudley @LittleFishery - Jan 19  
@BackHeathrow @HeathrowHub @RBWM now has the independent @lpsomORI research results. Details to follow @LGWobviously  
#RBWMHeathrow

Cltr Simon Dudley @LittleFishery - Jan 17  
@RBWM is 93% greenbelt. @HeathrowHub @yourheathrow is estimated to need 70,000 new homes #BetternotBigger #RBWMHeathrow @LGWobviously

RBWM @RBWM - Jan 17  
We support the Gatwick Airport Ltd proposal for an additional runway at Gatwick.  
#RBWMHeathrow

tina @tinaagoodwin99 - Jan 16  
RT @RBWM: Is plane noise causing you problems? Complain to Heathrow Airport direct #RBWMHeathrow ow.ly/HGMW

Cltr Simon Dudley @LittleFishery - Jan 16  
@HeathrowHub That would also be the case for @LGWobviously  
#BetternotBigger #RBWMHeathrow

https://twitter.com/search?livefilter=eq%3A%23rbwmheathrow&src=typd

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**RBWM** @RBWM - Jan 16  
Is plane noise causing you problems? Complain to Heathrow Airport direct  
#RBWMHeathrow or /j/h/DE/L

**Clr Simon Dudley** @LittleFishery - Jan 14  
@BackHeathrow The research is independent by @IpsosMORI @RBWMTones @RBWM support @LGWobviously. Quick on the attack from you  
#RBWMHeathrow

**RBWM** @RBWM - Jan 14  
Our survey has closed now about potential Heathrow expansion, we will let you know the results #BetnotBigger #RBWMHeathrow

**RBWM** @RBWM - Jan 14  
#Wraysbury residents. Heathrow Hub is at Wraysbury Village Hall today from 1-6pm about their expansion plans #RBWMHeathrow

**RBWM** @RBWM - Jan 13  
A telephone poll is being carried out to understand residents' views about potential airport expansion at Gatwick & Heathrow #RBWMHeathrow

**RBWM** @RBWM - Jan 13  
We support the Gatwick Airport Ltd proposal for an additional runway at Gatwick. #RBWMHeathrow

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#Wraysbury residents. Heathrow Hub will be at Wraysbury Village Hall on Wed 14 Jan from 1-6pm about their expansion plans #RBWMHeathrow

**RBWM** @RBWM - Jan 13  
#Datchet residents. Heathrow Hub is at Datchet Village Hall today from 1-6pm about their expansion plans. #RBWMHeathrow

**RBWM** @RBWM - Jan 12  
Is plane noise causing you problems? Complain to Heathrow Airport direct  
#RBWMHeathrow or /j/h/DE/L

**RBWM** @RBWM - Jan 12  
#Datchet residents. Heathrow Hub is at Datchet Village Hall tomorrow from 1-6pm about their expansion plans. #RBWMHeathrow

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#Wraysbury residents. Heathrow Hub will be at Wraysbury Village Hall on Wed 14 Jan from 1-6pm about their expansion plans #RBWMHeathrow

**RBWM** @RBWM - Jan 11  
#Datchet residents. Heathrow Hub is at Datchet Village Hall on Tues 13 Jan from 1-6pm about their expansion plans. #RBWMHeathrow

**RBWM** @RBWM - Jan 11  
Is plane noise causing you problems? Complain to Heathrow Airport direct  
heathrowairport.com/noise/helpcon... #RBWMHeathrow

**RBWM** @RBWM - Jan 10  
We support the Gatwick Airport Ltd proposal for an additional runway at Gatwick. #RBWMHeathrow

**RBWM** @RBWM - Jan 10  
A telephone poll is being carried out to understand residents' views about potential airport expansion at Gatwick & Heathrow #RBWMHeathrow

Back to top ↑

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