



ICCAN toolkit

Consulting on airspace change
under CAP1616

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Consultation toolkit

Progress update

- Held a series of sessions with The Consultation Institute to further develop the content the toolkit – finalising content & structure
- Hosted a workshop, facilitated by tCI on Tuesday 10 March in Birmingham, with 11 airports represented, CAA and ACOG, to gather consultation experiences as well as concerns regarding the CAP1616 process.
- Ran community survey to hear people’s experiences of participating in airport consultations - received close to 140 responses
- Developed the design of the online toolkit with APS, which will sit within existing ICCAN website – functionality, look & feel, user navigability



Structure

It will be an interactive, web-based toolkit, hosted on ***ICCAN.gov.uk*** and provide information and advice under the CAP1616 headings of:

Audience

Approach

Materials

Length



Audience

Objectives:

To help identify the audiences that are most likely to be impacted by the proposals and develop a targeted plan to effectively engage individuals and groups.

The toolkit will provide advice on:

- Identifying your audience
- Mapping your audience



Approach

Objectives:

To help identify and explore the types of methods that could be used to engage with specific audiences about the proposals.

The toolkit will provide advice on:

- Approach to online engagement
- Approach to offline engagement



Materials

Objectives:

To help identify key considerations about the presentation of the proposals so that the information is accessible for audiences and encourages them to respond.

Initial thinking would be for the toolkit to provide advice on:

- Materials development
- Question development



Length

Objectives:

To help identify the activities that could be adopted for the consultation ensuring that risks are identified and timescales kept.

Initial thinking would be for the toolkit to provide advice on:

- Consultation preparation
- Review points

Consultation workshop

Tuesday 10 March, Birmingham

Open and productive session that provided us with a wide range of feedback that we will now consider and where possible address within the toolkit.

The workshop was attended by people representing:

- **Aberdeen, Glasgow & Southampton airports**
- **Airspace Change Organising Group**
- **Birmingham airport**
- **Civil Aviation Authority**
- **East Midlands, Manchester & Stansted airports**
- **Gatwick airport**
- **Heathrow airport**
- **Leeds Bradford airport**
- **Newcastle airport**





Consultation workshop

Feedback

Audience

- Knowing the audience and how to identify them
- How to use external stakeholders to help reach a wider audience

Approach

- How to promote the consultation to the right audiences
- Understanding what cost-effective channels can be used to engage with the right audiences
- How to present the benefits / disbenefits of the proposals



Consultation workshop

Feedback

Materials

- The use of film and spoken word in the consultation materials;
- How to make materials accessible and the use of Easy Read;
- Preparing suitable questions and a plan for analysis;

Length

- Consultation timelines and knowing when to review and consider extending timescales
- Delivery of a consultation where the proposals may impact on multiple sponsors



Online toolkit

- APS is currently developing the online toolkit to reflect the Audience / Approach / Materials / Length structure
- Will have its own distinct look and feel but will be hosted on ICCAN website
- Currently feeding content into APS design team on a regular basis
- We're working to have the website functionally operational in April – will spend rest of month reviewing and uploading content