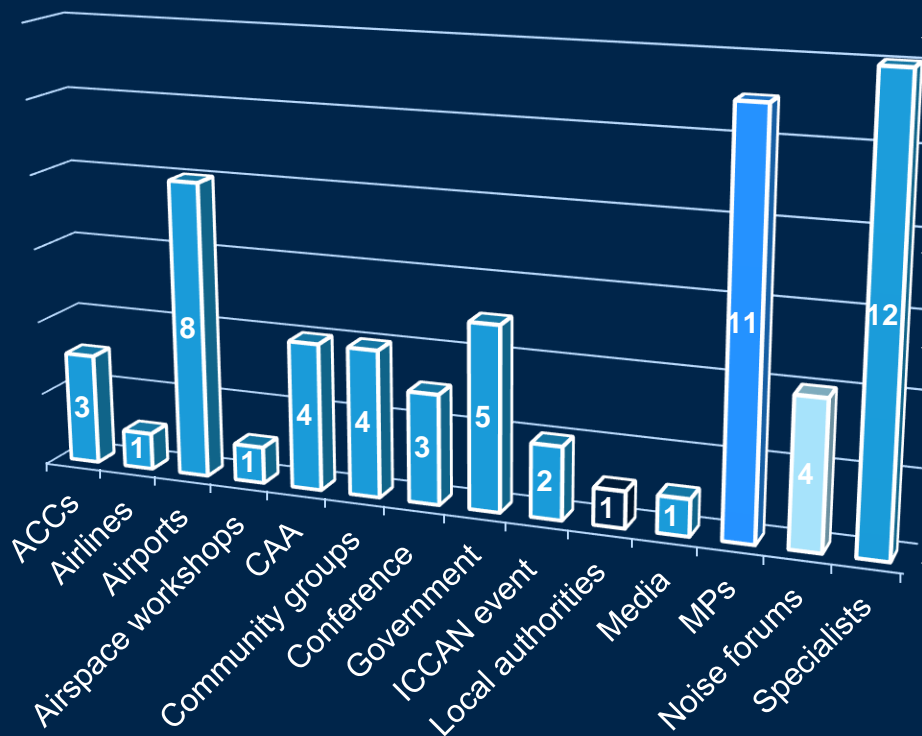


# Quarterly Communications & Engagement Report January – March 2020



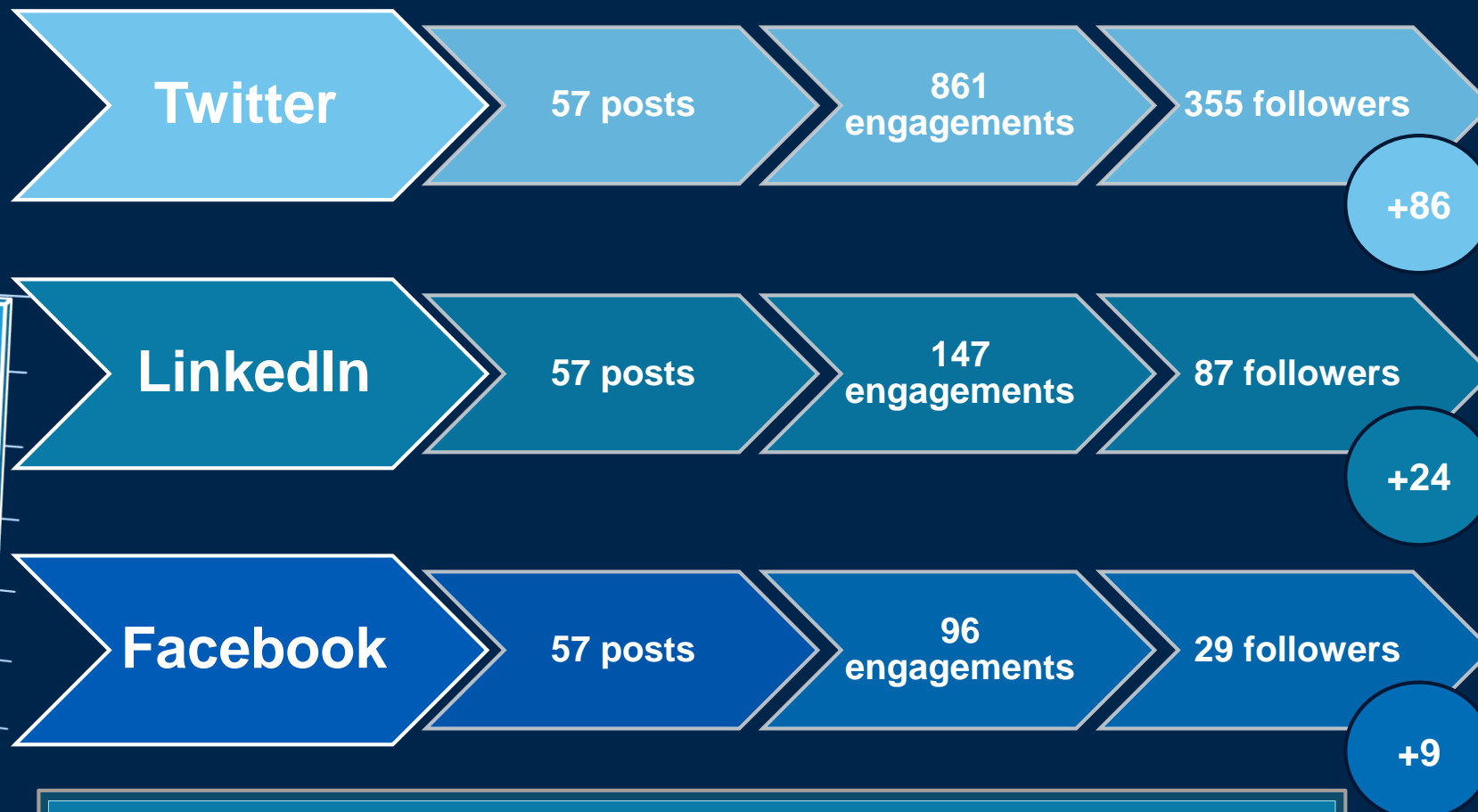
This report represents a snapshot of ICCAN's communication and engagement activity undertaken between January – March 2020.

## Stakeholder engagement



**Engagement undertaken with 60 stakeholders**

## Social media statistics



## Communications & Engagement project work

### Consultation workshop

Hosted in Birmingham 10 March, featured:

- 19 attendees, including 11 airport representatives
- Industry view from ACOG / CAA
- Facilitated by The Consultation Institute

### Community survey results

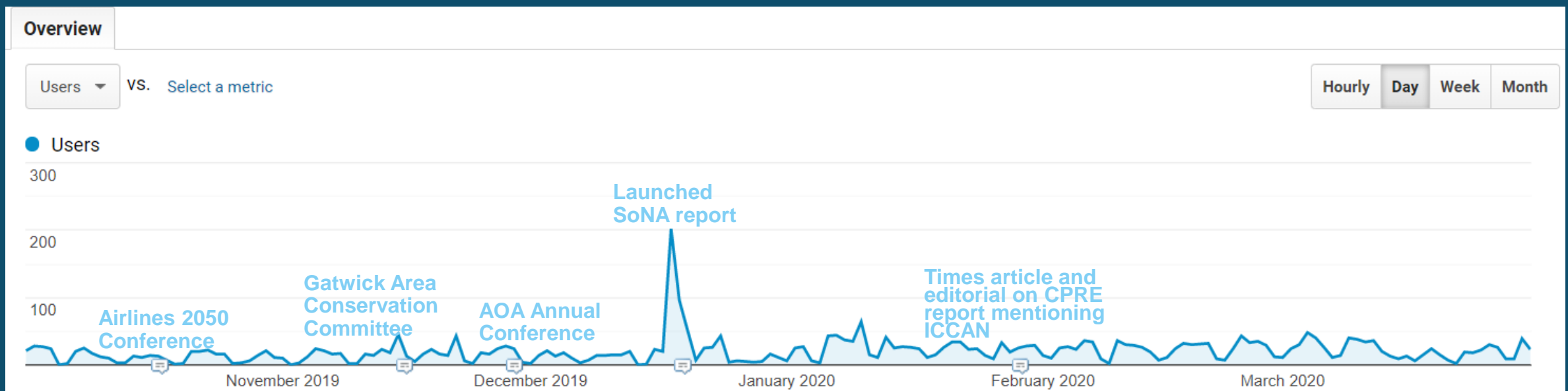
Ran for 17 days, received:

- 137 responses
- 96 from individuals
- 41 from representative groups
- 17 different airports
- Most comments about Heathrow / Gatwick / Leeds Bradford

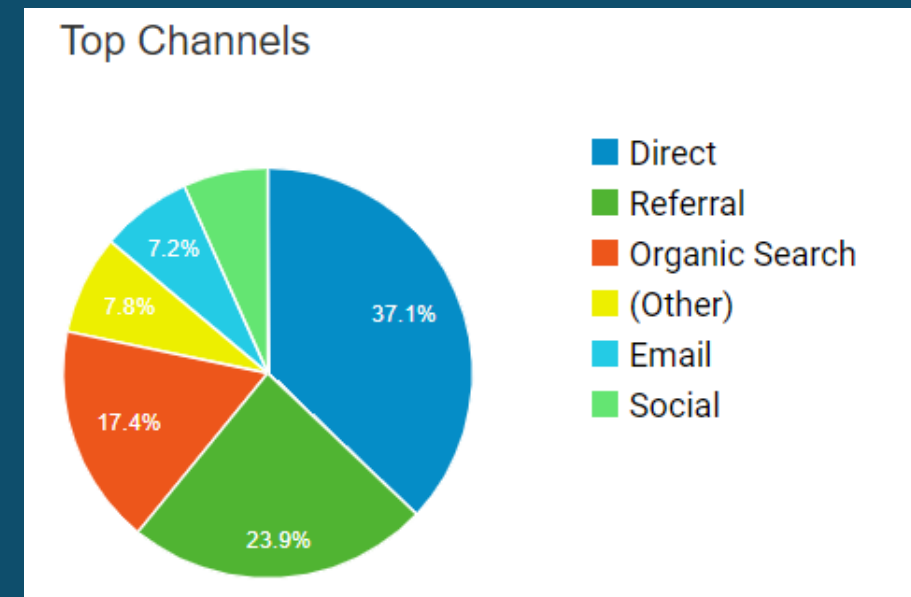
# Quarterly Communications & Engagement Report October – March 2020



**ICCAN Website Overview: Users: 2,372 | Pageviews: 11,833 | Average session duration: 2:33**



Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?
<b>Top 5 pages</b>			
1. /	3,425 (28.94%) % of Total: 100.00% (11,833)	2,581 (27.91%) % of Total: 100.00% (9,246)	00:01:23 Avg for View: 00:01:29 (0.00%)
2. /about-iccan/the-iccan-team/	973 (8.22%)	599 (6.48%)	00:00:45
3. /iccan-our-work/publications/	787 (6.65%)	554 (5.99%)	00:01:04
4. /iccan-survey-of-noise-attitudes-2014-review/	755 (6.38%)	645 (6.98%)	00:03:58
5. /about-iccan/	603 (5.10%)	494 (5.34%)	00:01:20



Operating System	Users	% Users
1. iOS	367	54.61%
2. Android	202	30.06%
3. Windows	103	15.33%

# Quarterly Communications & Engagement Report October – March 2020



## ICCAN Website Overview

Country ?	Users ? ↓	New Users ?	Sessions ?
	<b>2,372</b> % of Total: 100.00% (2,372)	<b>2,361</b> % of Total: 100.00% (2,361)	<b>4,357</b> % of Total: 100.00% (4,357)
1.  United Kingdom	<b>1,666 (69.39%)</b>	1,647 (69.76%)	3,349 (76.86%)
2.  United States	<b>246 (10.25%)</b>	246 (10.42%)	254 (5.83%)
3.  Netherlands	<b>95 (3.96%)</b>	94 (3.98%)	103 (2.36%)
4.  France	<b>54 (2.25%)</b>	54 (2.29%)	55 (1.26%)
5.  Germany	<b>51 (2.12%)</b>	50 (2.12%)	55 (1.26%)

Region ?	Users ? ↓	New Users ?	Sessions ?
	<b>1,666</b> % of Total: 70.24% (2,372)	<b>1,647</b> % of Total: 69.76% (2,361)	<b>3,349</b> % of Total: 76.86% (4,357)
1. England	<b>1,576 (93.81%)</b>	1,554 (94.35%)	3,208 (95.79%)
2. Scotland	<b>61 (3.63%)</b>	56 (3.40%)	84 (2.51%)
3. Wales	<b>33 (1.96%)</b>	29 (1.76%)	45 (1.34%)
4. Northern Ireland	<b>10 (0.60%)</b>	8 (0.49%)	12 (0.36%)

Browser ?	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	<b>2,372</b> % of Total: 100.00% (2,372)	<b>2,361</b> % of Total: 100.00% (2,361)	<b>4,357</b> % of Total: 100.00% (4,357)	<b>54.58%</b> Avg for View: 54.58% (0.00%)	<b>2.72</b> Avg for View: 2.72 (0.00%)	<b>00:02:33</b> Avg for View: 00:02:33 (0.00%)
1. Chrome	<b>1,131 (47.68%)</b>	1,123 (47.56%)	2,290 (52.56%)	49.83%	2.98	00:03:01
2. Safari	<b>490 (20.66%)</b>	489 (20.71%)	747 (17.14%)	63.59%	2.15	00:01:40
3. Internet Explorer	<b>298 (12.56%)</b>	297 (12.58%)	638 (14.64%)	51.57%	2.76	00:02:39
4. Edge	<b>172 (7.25%)</b>	171 (7.24%)	274 (6.29%)	53.28%	2.48	00:01:53
5. Firefox	<b>141 (5.94%)</b>	141 (5.97%)	212 (4.87%)	66.51%	2.49	00:01:58

City ?	Users ? ↓	New Users ?	Sessions ?
	<b>1,666</b> % of Total: 70.24% (2,372)	<b>1,647</b> % of Total: 69.76% (2,361)	<b>3,349</b> % of Total: 76.86% (4,357)
1. London	<b>724 (38.53%)</b>	673 (40.86%)	1,341 (40.04%)
2. (not set)	<b>151 (8.04%)</b>	126 (7.65%)	257 (7.67%)
3. Woking	<b>64 (3.41%)</b>	43 (2.61%)	268 (8.00%)
4. Horley	<b>45 (2.39%)</b>	43 (2.61%)	90 (2.69%)
5. Slough	<b>44 (2.34%)</b>	43 (2.61%)	44 (1.31%)
6. Leeds	<b>32 (1.70%)</b>	28 (1.70%)	46 (1.37%)
7. Manchester	<b>30 (1.60%)</b>	24 (1.46%)	35 (1.05%)
8. Fareham	<b>29 (1.54%)</b>	27 (1.64%)	42 (1.25%)
9. Royal Tunbridge Wells	<b>29 (1.54%)</b>	28 (1.70%)	36 (1.07%)
10. Luton	<b>25 (1.33%)</b>	25 (1.52%)	28 (0.84%)

### Top document downloads:

1. Survey of Noise Attitudes Review
2. ICCAN Corporate Strategy
3. Board meeting minutes

4. Engagements List
5. Response to Heathrow Consultation

# Quarterly Communications & Engagement Report January – March 2020



## E-newsletter Overview - February and April: Subscribers - 190

### February

ICCAN e-newsletter February 2019 <sup>16</sup> the online version  
Please add [?%from\_email\_address?] to your address book.

**How does your airport engage with its community? Take part in our survey.**

ICCAN is seeking to find out more about how airports engage and consult with their local communities.

We would be grateful if you could spare a few minutes to fill out this short survey, to give us your views and experiences on:

- Engagement
- Consultation
- Noise insulation

[62 share your views](#)

Survey works best in Google Chrome, Firefox or Microsoft Edge browsers.

2 3 3 2

[Sign up to our E-newsletter at iccan.gov.uk](https://iccan.gov.uk)

Details	Status	Delivered	Opened	Clicked
April ICCAN e-newsletter 11:42 on 01/04/2020 190 Users	SENT	98.9% 188	62.8% 118	7.4% 14
February ICCAN e-newsletter 12:40 on 25/02/2020 179 Users	SENT	96.1% 172	59.3% 102	41.9% 72

### Summary Totals

<b>Sent</b> 369	<b>Delivered</b> 97.6% 360	<b>Opened</b> 61.1% 220	<b>Clicked</b> 23.9% 86
<b>Soft Bounced</b> 1.9% 7	<b>Hard Bounced</b> 0.54% 2	<b>Opt-out Requests</b> 0.83% 3	<b>FBL Complaints</b> 0% 0
<b>Desktop Apps</b> 47% 104	<b>Web Browsers</b> 15% 33	<b>Mobile Devices</b> 26% 57	

### Devices used:

Name	Users	% of Opened
Safari mobile	38	17.2%
Gmail	37	16.7%
Outlook 2016	29	13.1%
Other	27	12.2%
Apple Mail	25	11.3%
Android webview	15	6.8%
Microsoft Edge	12	5.4%
Chrome	11	5%

### April

ICCAN e-newsletter April 2020 <sup>8</sup> the online version  
Please add [?%from\_email\_address?] to your address book.

**An update from ICCAN**

**A message from Rob Light, ICCAN Head Commissioner:**

"I want to send my best wishes to you and your families during this challenging and testing period. I know that everyone's daily life is being changed in some way, and I am sure you will join me in thanking those who are striving to ensure our essential services and businesses have the supplies they need, as well as those working tirelessly to support and help people who either become unwell or are vulnerable.

"I also want to update you on what ICCAN is doing, how we are working and some changes we are making to our work programme, given the current situation.

"The first thing to say is that we're following the Government's advice and guidance, and that the wellbeing of our staff is our top priority. Our staff are working from home and have been holding daily meetings together via video conference to ensure that we continue to keep each other updated and support each other's physical and mental wellbeing during this period. We also held a full Board meeting with our Commissioners last week using the technology - which went surprisingly smoothly!

"We are continuing to meet with stakeholders, using online and telephone conferencing, though you may have noticed that we have been posting less about our engagement on our social channels, as I'm sure you'll agree is right. We will use them for key updates, and you will be still able to view our latest <sup>5</sup> [engagements list](#) on our website.

"Unsurprisingly, our board meeting last week was focussed around the current pandemic, how our staff and organisation is coping and adapting, and what it means for our work. Among the many negative impacts the pandemic is having, its effect on travel and the aviation industry is one of the most stark. The global shutdown has imperilled the industry and we must be, and are, sensitive to this fact.

"In light of the current situation, we have decided to postpone the two publications we had planned for April - our opinion on metrics and toolkit on consultation under CAP1616. While the work on these has not stopped and they will be ready for release as and when it is appropriate to do so, we feel it would not be right to publish when the aviation industry has so many other issues to contend with.

"We are also continuing to progress with our other strands of work - on planning, regulation, insulation schemes, the development of a new attitudes survey and a report on wider engagement - though we are being conscious again that airports and airlines will have less bandwidth to work with us right now.

"So, we are also taking the opportunity to think about how we can ensure we are ready and best placed to play our part in planning a future aviation landscape when a more day-to-day picture emerges again. We will be using the coming months productively so that we are on the front foot at the right time, giving guidance and setting standards that will make the UK the world leader in managing aviation noise as the industry rebuilds."

[7 are information on ICCAN's work](#)

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## Political engagement

### ICCAN's political engagement strategy

- Wrote to 256 MPs introducing them to ICCAN, our work programme and objectives for this year and beyond
- Sent to parliamentarians whose constituencies are located near to airports and where residents may be impacted by aviation noise
- On the right is the list of meetings arranged as part of ICCAN's political engagement. Three were postponed due to COVID-19 and one was sent a briefing.

### Media highlights

- **Bristol Post** – Dr Liam Fox MP supports ICCAN as part of Bristol expansion response
- **BBC Radio Surrey** – Damian Hinds MP supports ICCAN during radio interview
- **West Sussex Gazette** – Article on ICCAN and Rob's speech at CAGNE AGM
- **Independent.co.uk** – letter from Rob
- **The Times** – article on CPRE supporting ICCAN
- **Noise Bulletin newsletter** – feature with Rob and article about Development Study

Airport	MP	Constituency
Farnborough	Damian Hinds	East Hampshire
Gatwick	James Brokenshire	Old Bexley and Sidcup
	Crispin Blunt	Reigate
	Greg Clark	Tunbridge Wells
	Mims Davies	Mid-Sussex
	Andrew Griffith	Arundel and South Downs
	Angela Richardson	Guildford
	Tom Tugendhat	Tonbridge and Malling
Glasgow	Gavin Newlands	Paisley and Renfrewshire North
Heathrow	Greg Hands (met with his office)	Chelsea and Fulham
	Sarah Olney	Richmond Park
	David Simmons	Ruislip, Northwood and Pinner
	Dr Ben Spencer	Runnymede and Weybridge
	Munira Wilson	Twickenham
Leeds Bradford	Hilary Benn (sent written briefing)	Leeds Central
	Philip Davies	Shipley
	Heather Wheeler	Leeds Derbyshire
Luton	Bim Afolami	Hitchin and Harpenden
	Sir Mike Penning	Hemel Hempstead
Southampton	Dr Alan Whitehead	Southampton Test