

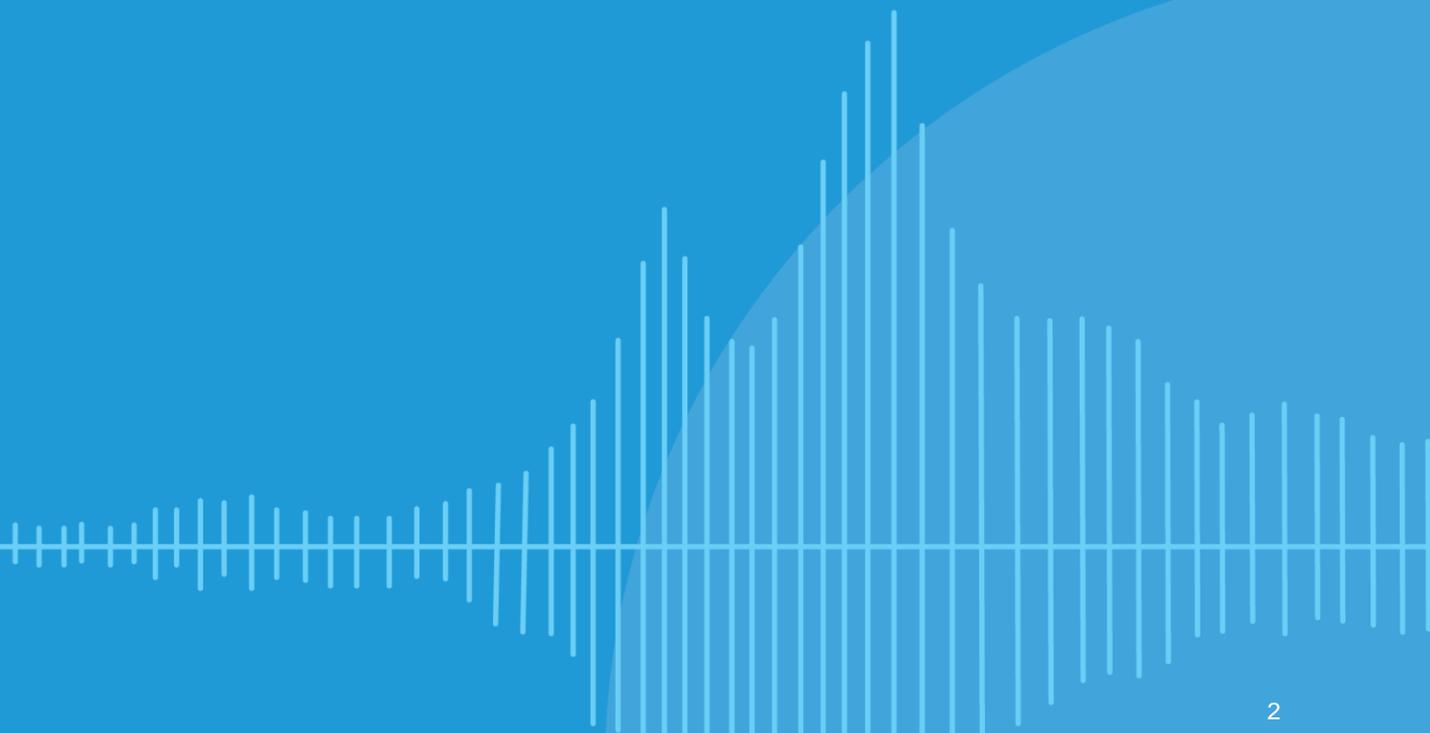


# Updated ICCAN Comms & Engagement Strategy 2020-21

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# ICCAN Communications Objectives





## Comms objective 1

***Raise the profile of  
ICCAN among key  
audiences***

Particularly among communities affected by the issue of aviation noise, as the new body created to act as the **independent, credible and impartial** voice on civil aviation noise.



## Comms objective 2

***Generate awareness and understanding of ICCAN's priorities and objectives***

And its plans over the next two years, among **relevant audiences and key stakeholders** with an interest in civil aviation noise



## Comms objective 3

***Facilitate a better  
understanding of all  
issues relating to civil  
aviation noise***

Among **communities affected and interested wider public**, working with airports, airlines, experts, business and regulators to encourage, create and promote **clearer, more consistent, and more useful** data and information



## Comms objective 4

***Promote best practice in  
community engagement,  
consultation and  
relations***

**Between airports, airlines and  
stakeholders, including  
community groups and other  
representative bodies**



## Comms objective 5

***Start to influence  
measurable behaviour  
change***

Among key players in the  
**aviation industry,**  
**government, regulators and**  
between **airports** and their  
**communities** and stakeholders

# Target audiences (illustrative only)





# Target audiences

## Primary:

- Communities affected by civil aviation noise and their representatives
- UK airports
- Airport Consultative Committees and other groups set up by the aviation industry to engage with communities on aviation noise at a local and national level, such as the Aviation Noise Engagement Group
- Local authorities, district and parish councils
- UK-based airlines
- Wider public, particularly those with a keen interest in civil aviation noise



# Target audiences

## Primary (contd.):

- Wider aviation industry, including regulators and representative bodies
- Aviation noise experts
- Academics in fields relating to aviation and public health
- Relevant national government departments (i.e. DfT, Defra, BEIS), and devolved governments (Scotland, Wales, Northern Ireland)
- Aircraft and engine manufacturers



# Target audiences

## Secondary:

- UK Airspace Strategy Board
- Anti-aviation noise campaign groups and other relevant pressure groups
- Specialists, acoustics experts and influential institutions
- International aviation industry, including airlines that fly to the UK
- International aviation regulators and authorities on aviation noise

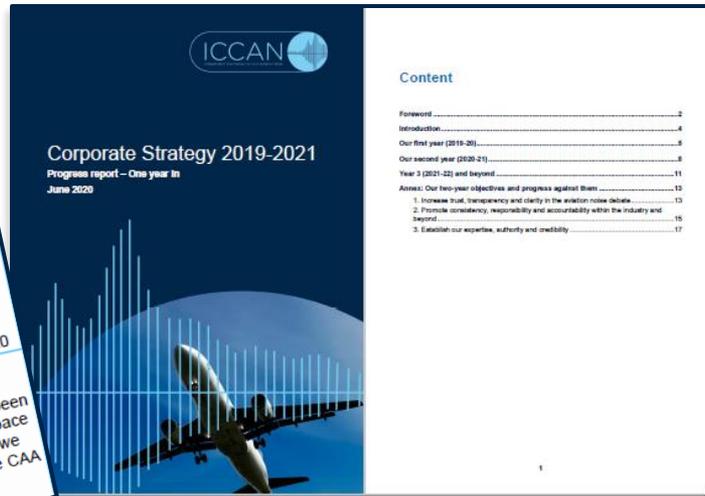


## Objectives during COVID-19 pandemic in 2020

- **Update ICCAN's stakeholders** and key audiences on changes and revisions to our work programme
- **Support and promote ICCAN's research** into aviation noise during the COVID-19 'slow-down'
- **Raise a debate about what the future might look like** and choices that lie ahead as we recover and as technology develops
- **Promote ICCAN's publications** and warm up stakeholders as they are launched during the coming months
- **Publish and promote new content** about aviation noise and our campaign about ICCAN and its role when it is appropriate
- **Maintain relationships with MPs and other politicians** and use their networks and channels to support our work

# ICCAN's Corporate Strategy – one year in

Timescale Progress after year one		
<b>Marker of success</b> Meet full range of airport representatives, experts, consultative committees and community groups	September 2019	<b>Achieved</b> – we have held close to 300 meetings with representatives from communities, industry and specialists and have spoken with hundreds more through our attendance at public meetings and conferences
Make recommendations to Government on SoNA	December 2019	<b>Achieved</b> – we published our report on 18 December 2019, made recommendations and are proceeding with a development study to be reported by the end of 2020
Publish new best practice guidance	April 2020	<b>Completed but not yet published</b> – the consultation toolkit has been completed but with airspace changes being paused we await certainty from the CAA



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**Foreword**

No one could have predicted the events of ICCAN's first year and how Covid-19 would so radically impact on the lives and activities of everyone. Level of all could we have predicted the massive reduction in aviation noise that we have seen as a result of reducing flights to control the virus.

We know that, as the aviation industry starts to recover, the issue of how noise is managed will be greater and more complex as more people become aware of the noise created by aircraft in the sky.

I am extremely proud of what ICCAN has achieved in its first year. I am particularly pleased with how we have developed an in-depth understanding of the aviation noise agenda and how others within and outside the industry are recognising our expertise, authority and credibility.

I always felt that a good measure of early success would be for ICCAN to become the 'go-to' organisation on aviation noise issues and I am genuinely impressed with the number of airports, community groups and stakeholders who turn to ICCAN for guidance and assistance. This in itself demonstrates the importance of our work and the need and desire from all sectors to improve the management of aviation noise.

The Commissioners have been determined that ICCAN should not be just another body working to aviation 'noise' before that we should be different and want to be different. Our culture of openness and transparency alongside our passion to challenge the status quo within the context of a clear understanding of aviation from a 500 perspective has, in my view, ensured we are increasingly seen as a force for positive change.

From the start, we understood our role was not about changing approaches by all sides as acceptable measures. We are pleased that there are now many open to different approaches, but we are also conscious that the impact of Covid-19 on the industry will again change practical norms.

It is vital to address ICCAN's view that a return to how it was before would be a missed opportunity and, in time, would result in meeting it much more difficult for UK aviation to be sustainable for the future. We believe it is crucial for all to appreciate that, while aviation has changed over recent months, we have the noise experience for as many communities. It would be folly for the industry or government to believe that communities will tolerate noise in the future in the same way they did in the past.





## ICCAN messages – post Covid-19 recovery

- **Measurement, monitoring and regulation of aviation noise must be more consistent, transparent and better managed** by government, industry and regulators. ICCAN stands ready to assist in making the UK a world leader in aviation noise management
- **Airspace modernisation and change should continue**, with full and effective consultation to ensure noise benefits are realised
- **Airports must continue to engage** with communities, using innovative technologies and ensuring they reach out proactively
- **Flight numbers should not return to pre-Covid levels** without better regulation and oversight of noise being in place
- **Noisier, older aircraft should be retired early** by more airlines, and this should be supported by airports' fees and charging structures
- **Effective regulations are needed for new and emerging technologies**, such as electric aircraft, drones and air taxis so that any future noise impacts are controlled and minimised



## ICCAN publications and milestones

- Opinion on noise metrics and measurement - July 2020
- Review of evidence on noise and health - September 2020
- Report on engagement between airports and communities - October 2020
- Best practice toolkit for airports about consulting on airspace change proposals - (TBC) 2020
- Airport insulation scheme report - Nov 2020
- Recommendations for future regulation - December 2020



## ICCAN engagement - 2020

Using online technology, we will consider holding:

- Q&A event with AEF and communities around the UK - Oct
- Parliamentary event with MPs and other parliamentarians - Nov  
with an interest in aviation noise
- Sessions with airports on our toolkit for consulting on airspace change (TBC) - Autumn
- Continued meetings with key stakeholders, including community members, groups, MPs, airports and airlines, experts and regulators - Autumn

## Other planned Comms activity...

- Paid for promotion on ICCAN's role and work:
  - Animated video and GIFS
  - Film about noise monitoring
- New content on the ICCAN website, including on:
  - aviation noise, causes and measurement
  - working at ICCAN
  - events
- Refreshed and updated ICCAN report and publications template



# Evaluation framework

Comms Objectives	Key metrics – examples we will use to evaluate
<b>Raise the profile of ICCAN among key audiences</b>	<ul style="list-style-type: none"> <li>- Media coverage, reach and positivity</li> <li>- Social media followers</li> <li>- Social media reach</li> <li>- Website visitors</li> </ul>
<b>Generate awareness and understanding of ICCAN’s priorities and objectives</b>	<ul style="list-style-type: none"> <li>- Consultation responses</li> <li>- Social media engagement, i.e. shares, likes, comments</li> <li>- Social media sentiment</li> <li>- Event attendance, sentiment</li> <li>- e-Newsletter open and read rate</li> </ul>
<b>Facilitate a better understanding of all issues relating to civil aviation noise</b>	<ul style="list-style-type: none"> <li>- Website page views, dwell time, engagement with content</li> <li>- Shares of key content, e.g. infographics, videos</li> <li>- Social media engagement and sentiment over time</li> <li>- Event attendance, sentiment</li> <li>- Survey key audiences one year on from Corporate Strategy</li> <li>- Stakeholder feedback</li> <li>- e-Newsletter open and read rate</li> </ul>
<b>Promote best practice in community engagement, consultation and relations</b>	<ul style="list-style-type: none"> <li>- Response to ICCAN speaking engagements</li> <li>- Survey key audiences one year on from Corporate Strategy</li> <li>- e-Newsletter open and read rate</li> </ul>
<b>Start to influence measurable behaviour change</b>	<ul style="list-style-type: none"> <li>- Survey key audiences one year on from Corporate Strategy</li> <li>- Noticeable shifts in practices by airports in consultations and engagement</li> <li>- Changes in Government policy, practices and protocols</li> <li>- Social media comments and advocacy by key individuals and groups</li> </ul>

## Objectives during COVID-19 pandemic in 2020

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<ul style="list-style-type: none"> <li>• <b>Update ICCAN’s stakeholders</b> and key audiences on changes and revisions to our work programme</li> </ul>	<ul style="list-style-type: none"> <li>- e-Newsletter open and read rate</li> <li>- Social media reach and engagement</li> <li>- Website visitors</li> <li>- Blog stats</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Support and promote ICCAN’s research</b> into aviation noise during the COVID-19 ‘slow-down’</li> </ul>	<ul style="list-style-type: none"> <li>- Survey responses</li> <li>- Social media reach and engagement</li> <li>- e-Newsletter open and read rate</li> <li>- Blog stats</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Raise a debate about what the future might look like</b> and choices that lie ahead as we recover and as technology develops</li> </ul>	<ul style="list-style-type: none"> <li>- Media coverage / articles</li> <li>- Shares of key content, e.g. infographics, videos</li> <li>- Social media reach and engagement</li> <li>- Stakeholder feedback</li> <li>- e-Newsletter open and read rate</li> <li>- Website page views, dwell time, engagement with content</li> <li>- Blog stats</li> </ul>
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# Discussion

