Updated ICCAN Comms & Engagement Strategy 2020-21

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ICCAN Board meeting – 24 June 2020

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 <u>better</u> <u>understanding of all</u> <u>issues</u> 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 <u>best practice</u> 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)

Local Government Association

HACAN
A voice for those under Heathrow flightpaths

LADACAN
STOP STANSTED EXPANSION

airportwatch
CAGNE COMMUNITIES AGAINST GATWICK NOISE EMISSIONS
STOP NEW FLIGHT PATHS OUT OF GATWICK AIRPORT

Department for Transport

Department for Environment Food & Rural Affairs

Department for Business, Energy & Industrial Strategy

The Scottish Government

Llywodraeth Cymru
Welsh Government

Northern Ireland Executive
www.northernireland.gov.uk

ICAO

Civil Aviation Authority

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:

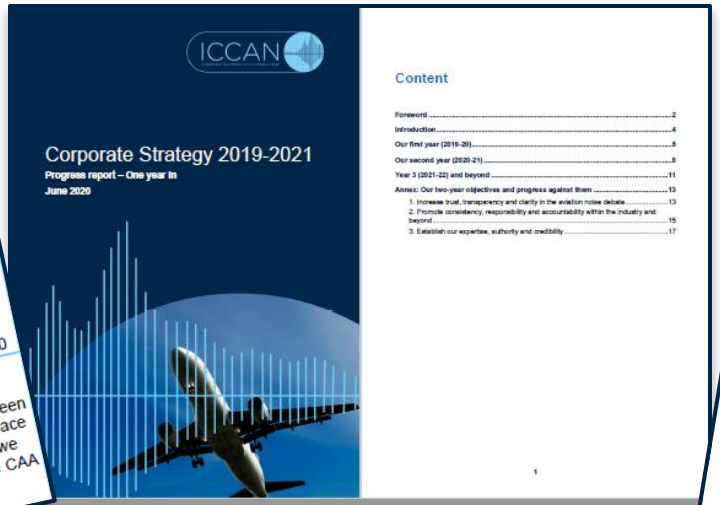
- UK Airspace Strategy Board
- Anti-aviation noise campaign groups and other relevant pressure groups
- Specialists, acoustics experts and influential institutions
- International aviation industry, including airlines that fly to the UK
- International aviation regulators and authorities on aviation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

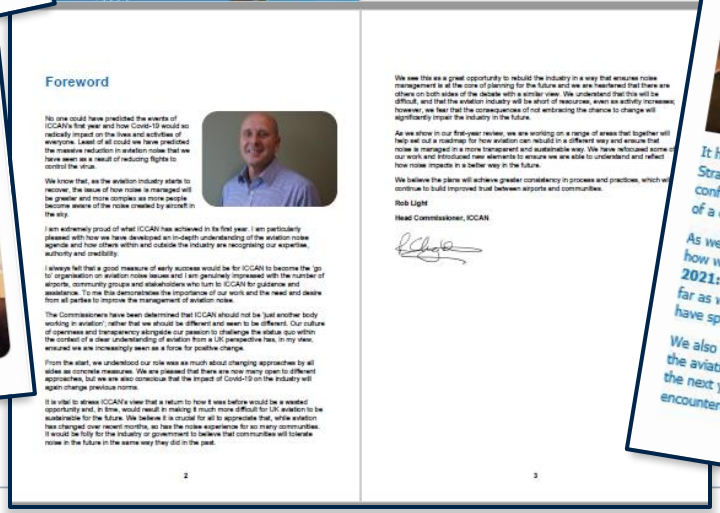
Objectives during COVID-19 pandemic in 2020

- **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

Marker of success	Timescale	Progress after year one
Meet full range of airport representatives, experts, consultative committees and community groups	September 2019	**Achieved** – 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	**Achieved** – 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	**Completed but not yet published** – the consultation toolkit has been completed but with airspace changes being paused we await certainty from the CAA





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 with an interest in aviation noise - Nov
- 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

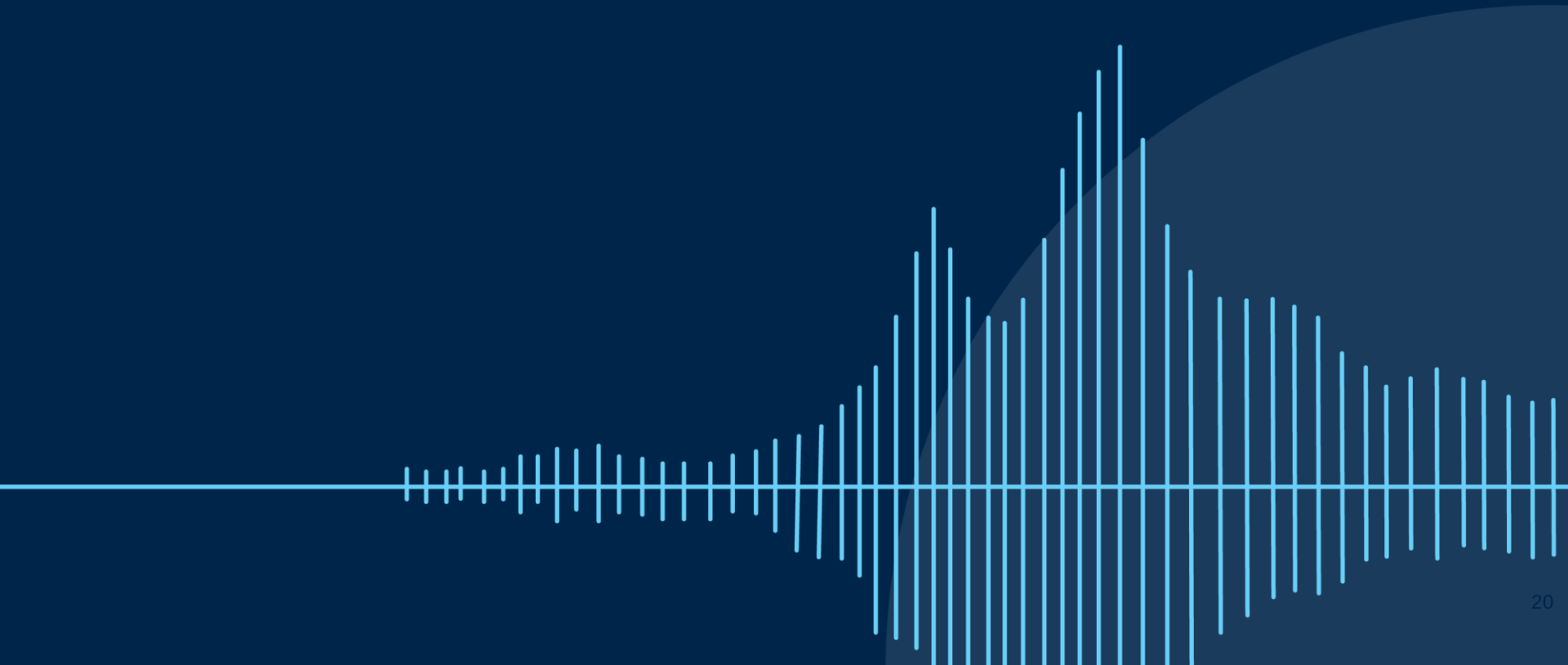
Other planned Comms activity…

- 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
Raise the profile of ICCAN among key audiences	- Media coverage, reach and positivity - Social media followers - Social media reach - Website visitors
Generate awareness and understanding of ICCAN's priorities and objectives	- Consultation responses - Social media engagement, i.e. shares, likes, comments - Social media sentiment - Event attendance, sentiment - e-Newsletter open and read rate
Facilitate a better understanding of all issues relating to civil aviation noise	- Website page views, dwell time, engagement with content - Shares of key content, e.g. infographics, videos - Social media engagement and sentiment over time - Event attendance, sentiment - Survey key audiences one year on from Corporate Strategy - Stakeholder feedback - e-Newsletter open and read rate
Promote best practice in community engagement, consultation and relations	- Response to ICCAN speaking engagements - Survey key audiences one year on from Corporate Strategy - e-Newsletter open and read rate
Start to influence measurable behaviour change	- Survey key audiences one year on from Corporate Strategy - Noticeable shifts in practices by airports in consultations and engagement - Changes in Government policy, practices and protocols - Social media comments and advocacy by key individuals and groups

Objectives during COVID-19 pandemic in 2020

Comms Objectives	Key metrics – examples we will use to evaluate
• **Update ICCAN's stakeholders** and key audiences on changes and revisions to our work programme	- e-Newsletter open and read rate - Social media reach and engagement - Website visitors - Blog stats
• **Support and promote ICCAN's research** into aviation noise during the COVID-19 'slow-down'	- Survey responses - Social media reach and engagement - e-Newsletter open and read rate - Blog stats
• **Raise a debate about what the future might look like** and choices that lie ahead as we recover and as technology develops	- Media coverage / articles - Shares of key content, e.g. infographics, videos - Social media reach and engagement - Stakeholder feedback - e-Newsletter open and read rate - Website page views, dwell time, engagement with content - Blog stats
• **Promote ICCAN's publications** and warm up stakeholders as they are launched during the coming months	- Media coverage / articles - e-Newsletter open and read rate - Shares of key content, e.g. infographics, videos - Social media reach and engagement - Stakeholder feedback
• **Publish and promote new content** about aviation noise and our campaign about ICCAN and its role when it is appropriate	- Website page views, dwell time, engagement with content - Social media reach and engagement - Stakeholder feedback - Blog stats

Discussion