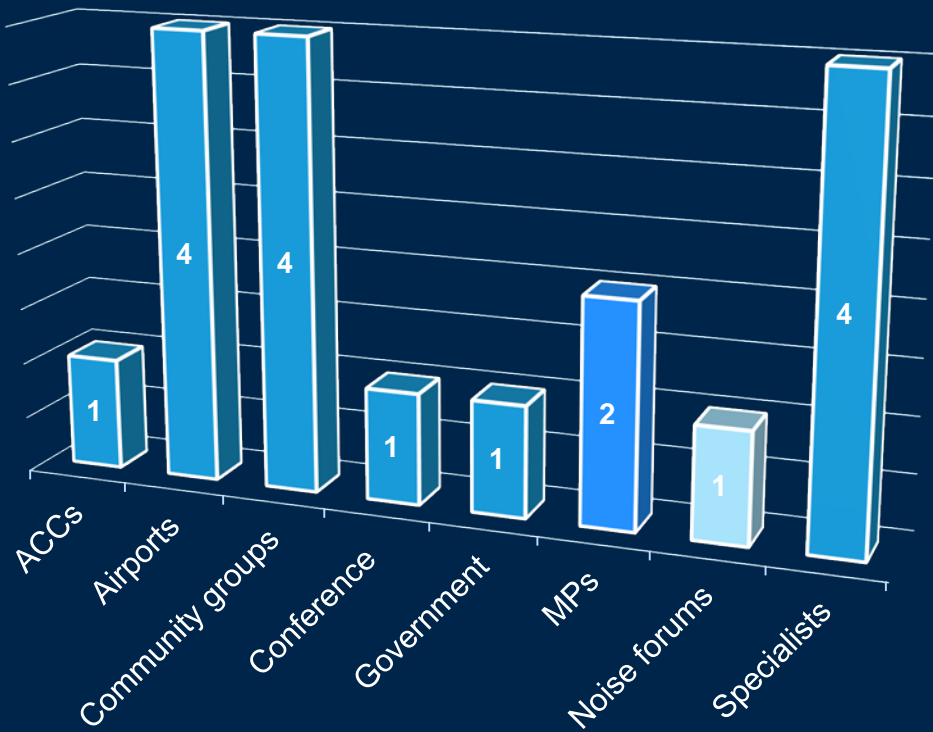


# Quarterly Communications & Engagement Report April – June 2020



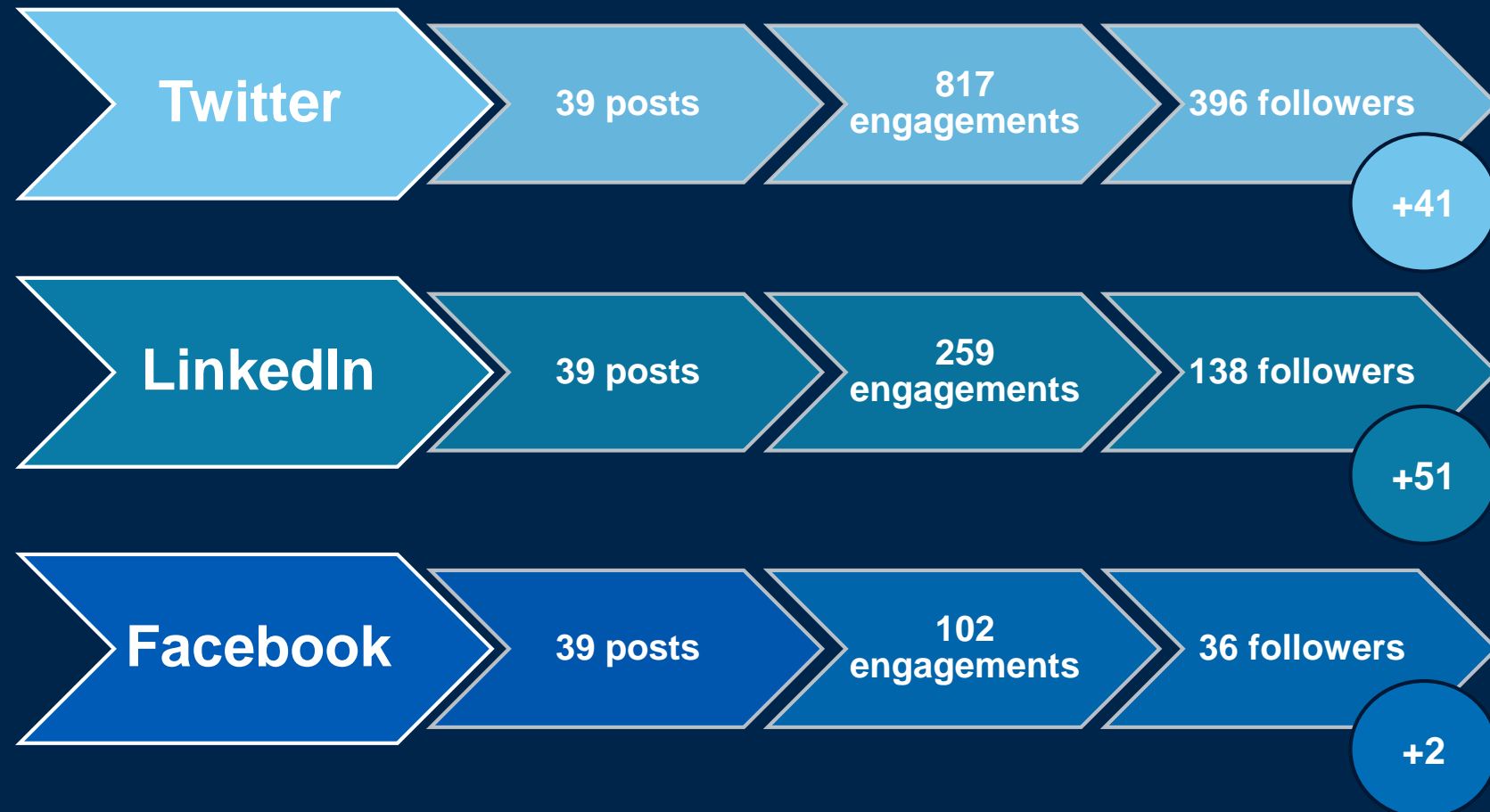
This report represents a snapshot of ICCAN's communication and engagement activity undertaken between April – June 2020.

## Stakeholder engagement



Engagement undertaken with 18 stakeholders

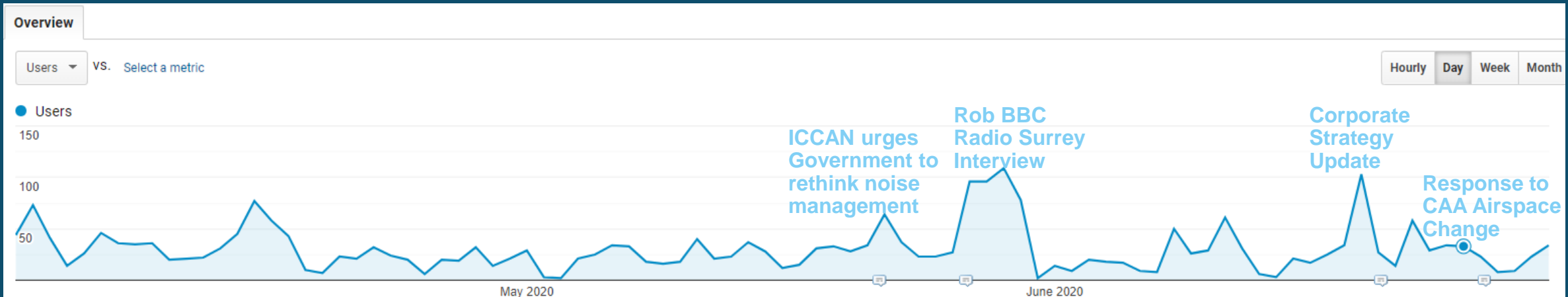
## Social media statistics



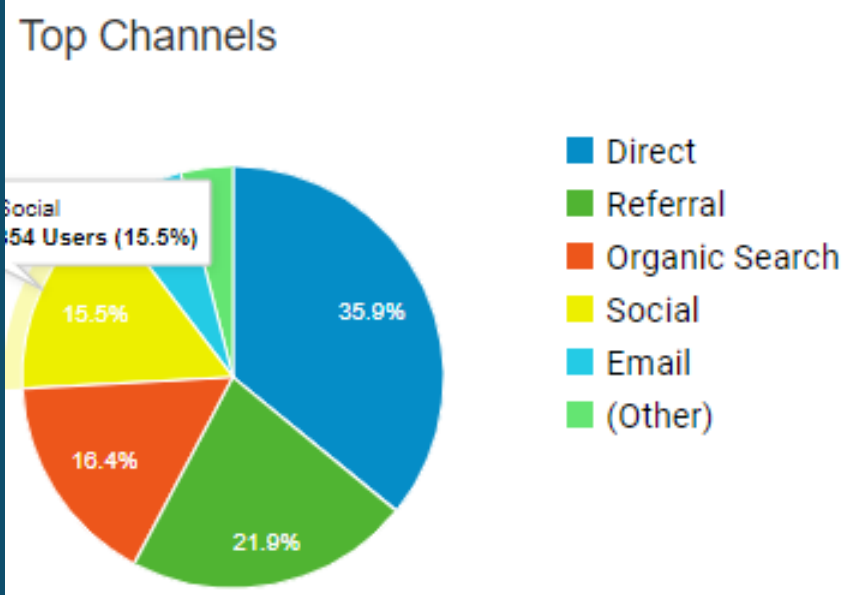
# Quarterly Communications & Engagement Report April – June 2020



**ICCAN Website Overview: Users: 2,185 | Pageviews: 6,323 | Average session duration: 1:30**



Page ?	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?
<b>Top 5 pages</b>			
	<b>6,323</b> % of Total: 100.00% (6,323)	<b>5,044</b> % of Total: 100.00% (5,044)	<b>00:01:27</b> Avg for View: 00:01:27 (0.00%)
1. /	<b>2,363</b> (37.37%)	1,765 (34.99%)	00:00:58
2. /about-iccan/jobs-working-for-iccan/	<b>416</b> (6.58%)	381 (7.55%)	00:02:55
3. /about-iccan/the-iccan-team/	<b>326</b> (5.16%)	202 (4.00%)	00:00:42
4. /iccan-aviation-slowdown-presents-opportunity-rethink-how-noise-managed/	<b>291</b> (4.60%)	277 (5.49%)	00:05:13
5. /iccan-news/	<b>253</b> (4.00%)	192 (3.81%)	00:00:35



Operating System	Users	% Users
1. Windows	1,039	47.55%
2. Linux	357	16.34%
3. iOS	278	12.72%

# Quarterly Communications & Engagement Report April – June 2020



## ICCAN Website Overview

Country	Users	% Users
1.  United Kingdom	1,491	68.18%
2.  United States	188	8.60%
3.  India	47	2.15%
4.  Netherlands	40	1.83%
5.  Germany	36	1.65%

Browser	Users	New Users	Sessions
	<b>2,185</b> % of Total: 100.00% (2,185)	<b>2,054</b> % of Total: 100.00% (2,054)	<b>3,093</b> % of Total: 100.00% (3,093)
1. Chrome	<b>1,314</b> (60.14%)	1,262 (61.44%)	1,882 (60.85%)
2. Safari	<b>348</b> (15.93%)	329 (16.02%)	448 (14.48%)
3. Internet Explorer	<b>169</b> (7.73%)	145 (7.06%)	286 (9.25%)
4. Edge	<b>139</b> (6.36%)	124 (6.04%)	212 (6.85%)
5. Firefox	<b>86</b> (3.94%)	80 (3.89%)	110 (3.56%)

City	Users	New Users	Sessions
	<b>1,491</b> % of Total: 68.24% (2,185)	<b>1,364</b> % of Total: 66.41% (2,054)	<b>2,372</b> % of Total: 76.69% (3,093)
1. London	<b>375</b> (24.08%)	326 (23.90%)	628 (26.48%)
2. Slough	<b>357</b> (22.93%)	356 (26.10%)	357 (15.05%)
3. (not set)	<b>121</b> (7.77%)	93 (6.82%)	296 (12.48%)
4. Woking	<b>29</b> (1.86%)	25 (1.83%)	34 (1.43%)
5. Croydon	<b>28</b> (1.80%)	26 (1.91%)	50 (2.11%)
6. Farnborough	<b>18</b> (1.16%)	14 (1.03%)	60 (2.53%)
7. Guildford	<b>18</b> (1.16%)	13 (0.95%)	52 (2.19%)
8. Leeds	<b>18</b> (1.16%)	16 (1.17%)	25 (1.05%)
9. Horley	<b>15</b> (0.96%)	9 (0.66%)	23 (0.97%)
10. Manchester	<b>13</b> (0.83%)	10 (0.73%)	17 (0.72%)

### Top 5 documents downloaded:

1. Corporate Strategy Refresh
2. Corporate Strategy
3. Review of the Survey of Noise Attitudes
4. ICCAN Engagements List
5. ICCAN response to the CAA noise modelling consultation

Region	Users	New Users	Sessions
	<b>1,491</b> % of Total: 68.24% (2,185)	<b>1,364</b> % of Total: 66.41% (2,054)	<b>2,372</b> % of Total: 76.69% (3,093)
1. England	<b>1,427</b> (95.52%)	1,305 (95.67%)	2,279 (96.08%)
2. Scotland	<b>41</b> (2.74%)	40 (2.93%)	58 (2.45%)
3. Wales	<b>22</b> (1.47%)	16 (1.17%)	31 (1.31%)
4. Northern Ireland	<b>4</b> (0.27%)	3 (0.22%)	4 (0.17%)

# Quarterly Communications & Engagement Report April – June 2020



## E-newsletter Overview - April and June: Subscribers - 190 to 224



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 [agreements 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."

[More information on ICCAN's work](#)



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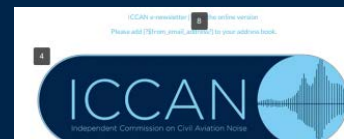
Details	Status	Delivered	Opened	Clicked
<b>ICCAN June 2020 e-newsletter</b> 16:00 on 19/06/2020 224 Users	SENT	98.7% 221	59.7% 132	29.4% 65
<b>April ICCAN e-newsletter</b> 11:42 on 01/04/2020 190 Users	SENT	98.9% 188	62.8% 118	8% 15

### Summary Totals

<b>Sent</b> 414	<b>Delivered</b> 98.8% 409	<b>Opened</b> 61.1% 250	<b>Clicked</b> 19.6% 80
<b>Soft Bounced</b> 0.97% 4	<b>Hard Bounced</b> 0.24% 1	<b>Opt-out Requests</b> 0.24% 1	<b>FBL Complaints</b> 0% 0

Desktop Apps	Web Browsers	Mobile Devices
42% 105	19% 47	24% 60

Name	Users	% of Opened
Safari mobile	42	16.9%
Gmail	37	14.9%
Other	37	14.9%
Apple Mail	29	11.6%
Outlook 2016	26	10.4%
Chrome	15	6%
Android webview	14	5.6%
IE	12	4.8%



### ICCAN Newsletter - June 2020

#### Our progress update: 'One year in'



It has been almost one year since we published our first Corporate Strategy, which set out ICCAN's aim to improve trust and public confidence in the management of noise in the UK through the delivery of a comprehensive work programme.

As we enter our second year of that strategy, we have taken a look at how we have done over the past year, in 'Corporate Strategy 2019-2021: Progress report - One year in'. This charts our progress so far as we prepare to deliver a series of reports and guidance that we have spent the first year researching.

We also use the document to reflect on the impact Covid-19 has had on the aviation industry and how we intend to deliver our objectives over the next year, in a landscape that looks very different to the one we encountered when we were first established in 2019.

[Read it here](#)

#### Call to make noise a key priority in aviation recovery



Last month, ICCAN Head Commissioner Rob Light wrote to the Secretary of State for Transport, Grant Shapps MP, and Aviation Minister, Kelly Toohy MP. In his letter, he put forward ICCAN's view that the unprecedented situation the aviation industry is currently experiencing should be seen as a chance to rebuild and regrow aviation in a more sustainable way, and he called for noise to be a key priority.

[Read Rob's letter](#)

#### Engagement must continue



After attending the first meeting of the Heathrow Community Engagement Board's Independent Forum, ICCAN Commissioner Howard Simmons wrote a blog reflecting on the meeting, the use of virtual technology for engagement and why conversations about noise must continue despite the slowdown in aviation.

[Read Howard's blog](#)



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# Quarterly Communications & Engagement Report

## April – June 2020



### Media engagement

#### Rob's letter to the Secretary of State for Transport and the Aviation Minister led to:

- An interview on [BBC Radio Surrey](#), calling for noise management to be prioritised as aviation levels start to pick up following the pandemic.
- An article on the [International Airport Review](#) website
- The press release has been [viewed 277 times](#) online

### Blogs

Commissioner Howard Simmons' blog was published on the ICCAN website. In the article he discusses the Heathrow Community Engagement Board's new Independent Forum, and why airport engagement with communities is more important than ever.

His blog has been viewed 180 times

### ICCAN Newsletter

An ICCAN newsletter was sent out in June, featuring articles about:

- Corporate Strategy: 'One year in'
- The ministerial letter
- Howard's engagement blog

It was delivered to 221 subscribers and opened by 127 (57% open rate)