Updated ICCAN Comms & Engagement Strategy 2020-21

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ICCAN Comms & Engagement Objectives 2020-21

- **Continue to build ICCAN's profile and awareness**, particularly among communities, as the impartial UK body created to advise on all matters concerning civil aviation noise and how it affects communities

- **Generate understanding of ICCAN's priorities and objectives** and its current programme of work, among relevant audiences and key stakeholders

- **Raise a debate about what the future might look like** and choices that lie ahead as UK aviation recovers and as technology develops

- **Promote ICCAN's publications** and warm up stakeholders as they are launched during the coming months

- **Promote the next ICCAN Corporate Strategy**, including during its development, and launch it successfully with key stakeholders and audiences

- **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

<u>Primary:</u>

- 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

- International bodies responsible for health research, advice and guidance

Key ICCAN milestones – 2020-21

- ICCAN survey (incl. Corporate Strategy 2021-24) - End October to Dec

- CAA flight track data updates - November (TBC)

- ICCAN report on engagement - End Nov / early Dec

- NatCen report on Development Study - January 2021

- Insulation report - February

- ICCAN Corporate Strategy 2021-24 - March / April

ICCAN's Corporate Strategy 2021-24

- Update ACCs on ICCAN's work and the survey   - Oct to Dec
  on our next Corporate Strategy

- Promote ICCAN survey, including our next Corporate   - Oct to Dec
  Strategy, on social media (incl. paid for activity)

- Hold independently chaired focus groups with   - Nov / Dec
  key stakeholders

- Build up to publication with a blog/article from Rob on   - Jan/Feb
  why we need to improve aviation noise management especially
  as the aviation sector recovers post Covid-19

ICCAN engagement – Spring 2021

Using online technology, we will consider holding:

- Q&A event with AEF and communities around the UK on our Corporate Strategy 2021-24

- Parliamentary event with MPs and other parliamentarians with an interest in future of aviation noise management

- Sessions with airports/ACCs on our engagement report and consultation toolkit for airspace change

- Continued meetings with key stakeholders, including community members, groups, MPs, airports and airlines, experts and regulators

Updated evaluation framework

Comms Objectives	Key metrics – examples we will use to evaluate
Continue to build ICCAN's profile and awareness	- Media coverage, reach and positivity - Social media followers - Social media reach - Website visitors - e-Newsletter open and read rate
Generate awareness and understanding of ICCAN's priorities and objectives	- Social media engagement, i.e. shares, likes, comments - Social media sentiment - Website visitors - Publication downloads and pageviews - e-Newsletter open and read rate
Raise a debate about what the future might look like	- 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, e.g. online meetings and focus groups, sentiment - Survey on next Corporate Strategy and future of aviation management - Stakeholder feedback - e-Newsletter open and read rate
Promote ICCAN's publications	- Website page views, dwell time, engagement with content - Shares of key content, e.g. infographics, videos - Social media engagement and sentiment over time - e-Newsletter open and read rate
Start to influence measurable behaviour change	- Survey on next Corporate Strategy and future of aviation management - Noticeable shifts in practices by airports - Changes in Government policy, practices and protocols - Social media comments and advocacy by key individuals and groups

Discussion