

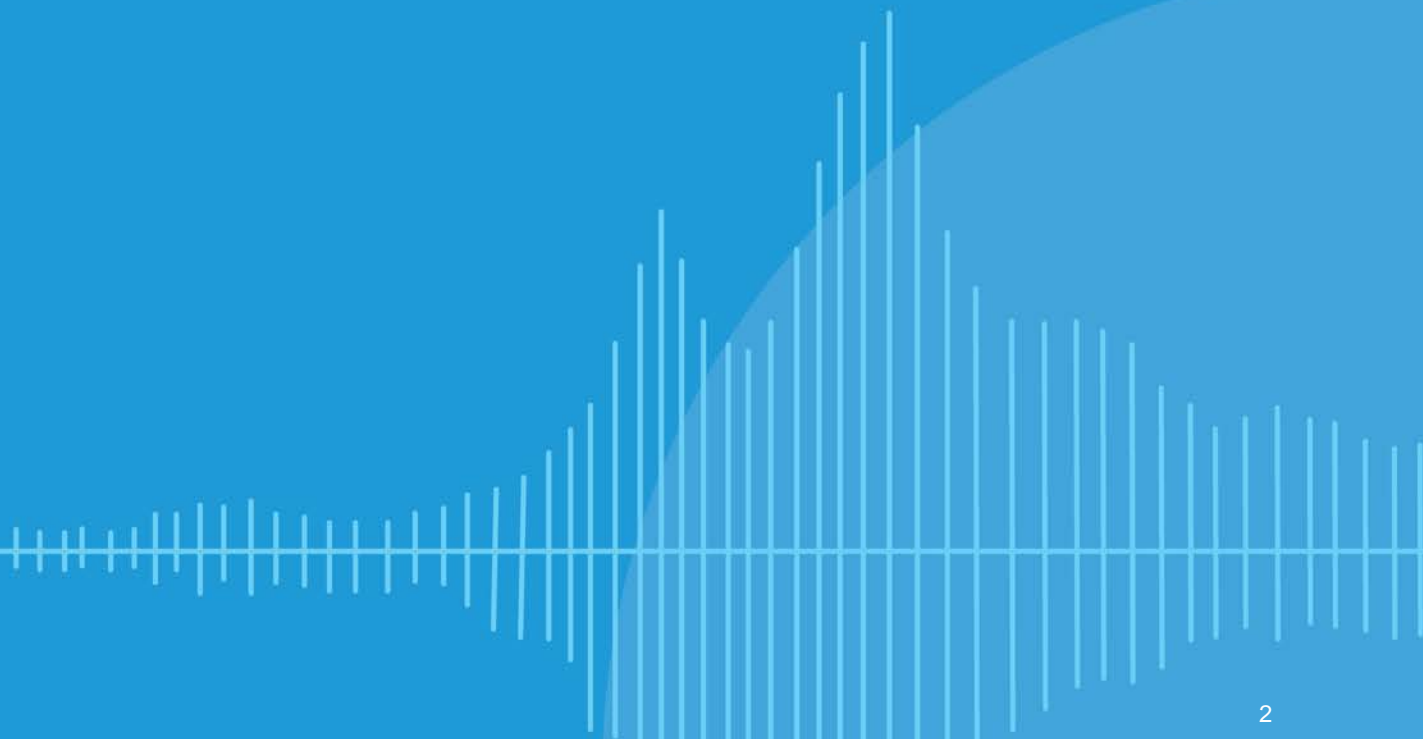


Updated ICCAN Comms & Engagement Strategy 2019-20

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ICCAN Communications Objectives





Comms objective 1

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



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***



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***



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***



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***



Comms objective 5

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



ICCAN's corporate strategy

ICCAN's two-year aim:

- To improve public confidence and trust in the management of aviation noise, by building our expertise, credibility and profile across the UK

ICCAN's strategic objectives:

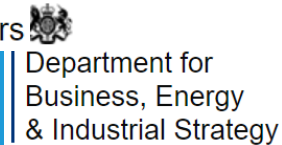
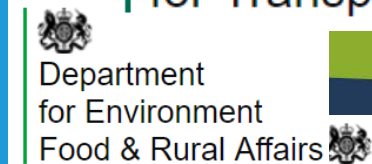
- To increase trust, transparency and clarity in the aviation noise debate
- To promote consistency, responsibility and accountability within the industry and beyond
- To establish our expertise, authority and credibility.



Target audiences (illustrative only)



LADACAN





Target audiences

Primary:

- Communities affected by civil aviation noise and their representatives
- Local authorities, district and parish councils
- 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
- 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
- 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



Key messages – how we work

- We **engage**; with local communities affected by aviation noise, aviation industry, businesses and employers, local and national government and regulators, noise experts and academics.
- We **evaluate**; data on noise at and around UK airports the latest research and analysis on aviation noise taking all views into account looking at UK and international best practice.
- We **advise**; as an independent, impartial voice, making evidence-based recommendations so that civil aviation noise is better managed in the UK.

ICCAN's website

iccan.gov.uk

Launched in September 2019:



- **Home page** – latest information about our work, video, navigation to other pages
- **About ICCAN** – our mission, background, Commissioners, transparency and governance info
- **Our Work** – all ICCAN publications and best practice guidance
- **News** – press releases, articles, blogs, updates, videos
- **Contact us** – including an FAQ section

ICCAN website

Developing our online platform

Phase 2 (additional pages and features):

- **New and engaging content** – Working with agency to produce and publish new content e.g. explainers, videos, info-graphics, jargon-busters with the aim of providing clearer, more consistent information on aviation noise and how it is managed
- **Events** – a fully interactive calendar, searchable with information on future and past events
- **Vacancies** – job adverts and working at ICCAN

Ideas for new content...

- **Video animation** on ICCAN's role, and its aims/plans
- **Short film** of a Commissioner visiting a noise monitor
- **Video animation** about how aviation noise is generated
- **Infographic** showing key stats about ICCAN's first year
- **Infographic** showing how loud different things are, from the very quiet to the very loud, including aircraft
- **GIFs** based on this and other content, facts and stats

ICCAN e-Newsletter

First issue – November 2019

(Evaluation from 15 to 21 Nov)

- Delivered to 92 stakeholders
- Opened by 69%
- Clicked through to website by 22%



Social media paid for promotion

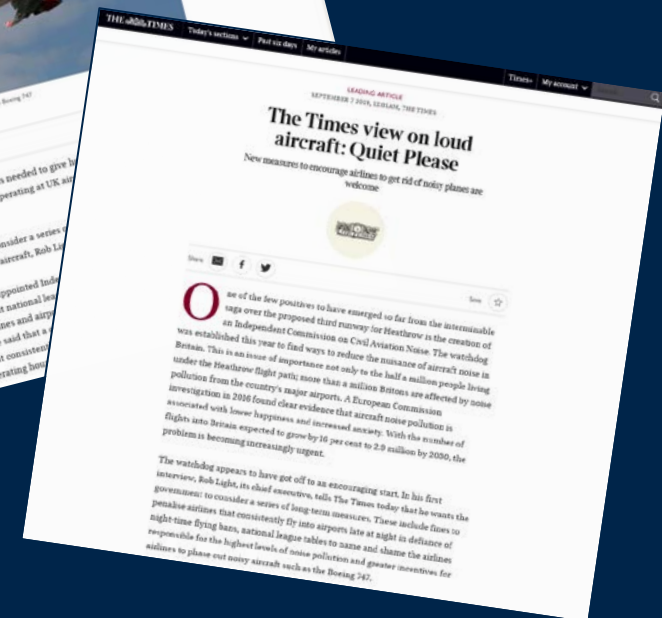
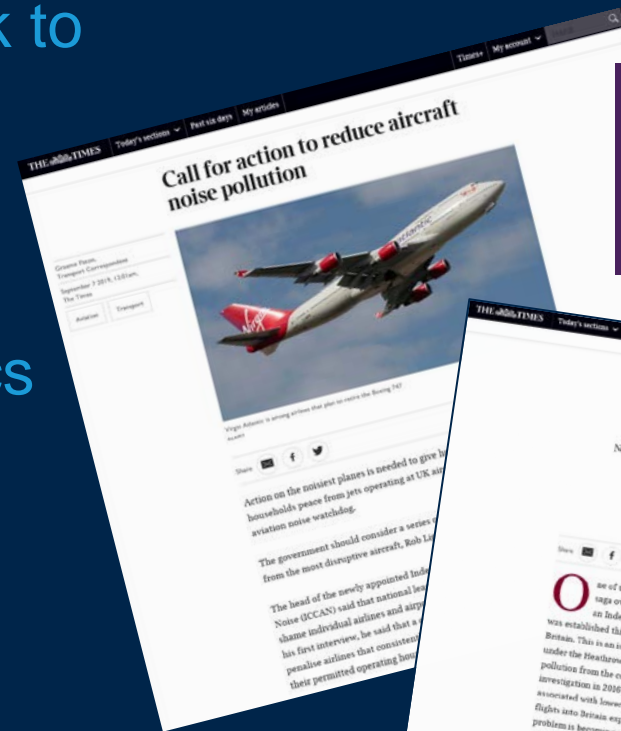
A targeted burst of paid-for social media activity, during Spring 2020. We will work with Manning Gottlieb OMG, the Government's buying agency to reach specific audiences and measure our impact.

Our objectives will be to:

- Raise awareness of ICCAN and our work with communities who live near to key UK airports
- Promote our website and new website content to people who would find it useful
- Test different versions of content and posts to evaluate effectiveness
- Sign more people up to receive our e-Newsletter
- Encourage more people to like or connect with us on our social media channel(s)

Media strategy

- Publicise ICCAN’s work to wider audiences
- Create opportunities to raise issues, e.g. on planning, health, metrics and regulation
- Continue to grow our profile and voice
- Build credibility within industry





ICCAN key plans and milestones

- Reviewing the Survey of Noise Attitudes - December 2019
- Publishing best practice for airports on how they engage and consult around airspace change - April 2020
- Producing an opinion on noise metrics - April 2020
- Publishing recommendations for regulation - Summer 2020



Key external dates and hooks - 2020

- CAGNE AGM - Feb
- REHIS Annual Environmental Health Forum - April
- International Noise Awareness Day - April
- Acoustics 2020 conference - May
- UK ACCs conference - June
- Local Government Association conference - July
- Farnborough International Airshow - July

ICCAN comms activity 2019/2020



Dec



Publication of
SoNA Review

- Press release to all media
- Op-ed in trade press
- Blog post
- Share on social media

Jan



Rob's New
Year message

- Press release to selected media
- Blog post
- Share on social media
- Letter to new government

Feb/Mar



More local
radio
interviews

- Approaches to local media close to airports planning expansion / change
- Share on social media

Mar - Jun



Articles / op-eds
e.g. on planning,
health, annoyance

- Targeted trade publications
- Share on social media

ICCAN comms activity 2019/2020



Mar

Refresh our
Corporate
Strategy

- Press release to all media
- Blog / Op ed piece
- Promote on social media

April

Publish opinion
on noise
metrics

- Press release to trade and regional media
- Blog / Op ed piece
- Social media

April

Publish
CAP1616
consultation
toolkit

- Press release to all media
- Hold launch event (TBC)
- Roll out with ACOG at events with sponsors
- Blog
- Video

June

Publish wider
consultation and
engagement best
practice

- Launch at UK ACCs annual meeting
- Press release to all media
- Blog / Op ed piece
- Video

Engagement strategy

Our future engagement activity will be guided by:

- ICCAN's programme of work and objectives
- Key policy goals and development
- Relevant profile-raising events and speaking opportunities
- ICCAN commissioners' visits and briefs

Political engagement strategy

To further increase our credibility by:

- Targeting key political representatives for face-to-face meetings
- Letter to new government setting out goals & ambitions
- Engaging with key bodies, e.g. NGOs, APPGs, regulators, ahead of policy announcements
- Hosting a parliamentary round-table or reception



Evaluation framework

Comms Objectives	Key metrics – examples we will use to evaluate
Raise the profile of ICCAN among key audiences	<ul style="list-style-type: none"> - Media coverage, reach and positivity - Social media followers - Social media reach - Website visitors
Generate awareness and understanding of ICCAN’s priorities and objectives	<ul style="list-style-type: none"> - 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	<ul style="list-style-type: none"> - 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	<ul style="list-style-type: none"> - 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	<ul style="list-style-type: none"> - 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

Discussion

