



### WELCOME

Working with our neighbours, local communities, colleagues and on-site businesses is an important part of our business. As we continue to improve and develop the airport we know that this needs to be done in the right way, recognising the airport's local impact and responding where we can. The Community Plan is important so that we know what the local issues are and what we as a business can do to support our local communities.

INCLUDED IN  
THE SUITE OF  
DOCUMENTS  
ARE SUSTAINABLE  
DEVELOPMENT  
PLANS FOR:

COMMUNITY  
ECONOMY AND  
SURFACE ACCESS  
ENVIRONMENT  
LAND USE

This is our first Community Plan that sets out our aims for the future and it has been produced as part of a group of four documents that taken together form the airport's Sustainable Development Plan. The Sustainable Development Plan sets out the strategic objectives for the growth and development of East Midlands Airport. They are:

- Set out the long-term opportunities for the growth and development of East Midlands Airport
- Inform the plans and strategies of others across Nottinghamshire, Leicestershire and Derbyshire
- Set out the vision for the development of the airport site
- Set out our plans to enable a constructive dialogue with our customers, neighbours and business partners
- Provide the framework for capitalising on the benefits of the airport's development and for managing and minimising local disturbance and environmental impact

The Community Plan sets out in detail where we intend to focus our Community Relations activity to support the future growth and development of the airport.

The Sustainable Development Plan was published as a draft for public consultation in 2014. This provided an opportunity for a wide range of stakeholders to contribute to our Plan and let us have their views. We are grateful to all those who responded and who took time to look at our plans.

We recognise that the operations of our business and those of our business partners can have an impact on the local community and we accept our responsibility to minimise this impact and to be a good and trustworthy neighbour. We believe that a responsible approach to developing relationships between the airport and the communities we affect is a vital part of delivering business success. We know that our social commitment is best served by recognising the priorities of all our stakeholders, including employees, customers and the wider community in which we operate. We are working to promote the growth of the airport in a way that maximises the economic benefits in an environmentally responsible and sustainable manner.

In recent years the Community Relations programme has developed significantly and made real progress communicating and working successfully with a wide variety of key stakeholders. It is our aim that this plan will show you how far we have come but most importantly will highlight our future plans and how we will continue to contribute to the social well-being of our local communities.

In order for our work to continue to have an impact, we remain committed to reporting our activities openly and honestly, working with feedback from our stakeholders to grow and improve our programme in order to make a real difference where it matters and for those it matters to.

We strongly believe that running a successful business and providing a socially valuable service can, and should, go hand in hand. In order to ensure the relevance of this plan, a review of all of the Sustainable Development Plan documents will take place at least every five years. We will also continue to regularly report on our progress.

## SETTING THE SCENE

East Midlands Airport connects over 4.5 million passengers with the world, serving more than 90 destinations. As the winner of many prestigious awards; including Airport of the Year, World's Leading Eco Friendly Airport and Best Regional UK Airport for Customer Services, our airport is a vibrant economic hub, supporting over 6,700 on-site jobs and generating around £239million of GVA for the East Midlands region.<sup>1</sup>



At a time when there are economic challenges in the national and the regional economy, the growth and development of key economic sectors such as manufacturing, transport, logistics and distribution offers a significant opportunity. The airport makes an important contribution in providing international connectivity as well as providing local jobs and local economic activity. Further details of the airport's economic impact are included in the Economy and Surface Access Plan, which is part of the Sustainable Development Plan.

Since 2001 East Midlands Airport has been operated as part of the Manchester Airport Group (M.A.G). M.A.G owns and operates Manchester, Stansted and Bournemouth airports, as well as East Midlands Airport. The overall strategic intent of the Group is:

'To deliver sustainable growth in shareholder value, balancing the needs of our customers, passengers, employees and communities in which we work, while maintaining the highest safety and security standards'.

As the UK's major pure freight airport, East Midlands Airport handled 309,000 tonnes of cargo in 2014. We are home to leading air freight operators, such as DHL, TNT and UPS, as well as being a major air-hub for the Royal Mail. As these operators provide an overnight express delivery service, to meet the demands of their customers, most of their flights take place at night. We recognise that this has an impact on those living locally and we work hard to mitigate this. The Environment Plan and this Community Plan continues to build on our work to achieve this.

We were the first airport in the UK to be recognised with the Business in the Community 'Community Mark' in 2009 and the first airport in the UK to be accredited with ISO14001 status in 2002. Being a part of the local community is important to us and we work hard to develop a two way dialogue with all our important stakeholders. Working with the communities that surround the airport is one of most important things that we do. We report regularly on airport activity through newsletters and reports and enjoy meeting members of the local community when we host Outreach Events and attend community meetings.

M.A.G publishes annual Corporate Social Responsibility reports, along with a Group-wide Corporate Responsibility Strategy. The strategy focuses on the key issues facing M.A.G and its airports and has made some ambitious commitments in all areas. The local Community Relations team feeds directly in to this strategy and ensures that the commitments are delivered locally. These commitments are further supported by the actions included within this Community Plan. In addition the airport publishes an annual Community Investment Report that provides details of our activities over the previous year.

<sup>1</sup> York Aviation LLP 2011.

### OUR APPROACH

By building enduring relationships with our local communities, we will seek to understand the issues that are important and to use our combined skills and resources to work together for our mutual benefit.



As part of the preparation of the annual Group Corporate Social Responsibility report, we undertake a strategic review of the material issues that are affecting local communities surrounding our airports. At a Group-level, the key priorities have been identified as investing in the local community, minimising our impacts on our neighbours, local sourcing/hiring and local economic development. We also know that it is important for the airport to be a good neighbour and to mitigate its impact wherever it can.

In order to make sure that we are focusing on the areas that matter most to our local community, we spend time out in the community gathering direct feedback through our Outreach Events and attending community meetings as well as hosting the Independent Consultative Committee (ICC) and sub groups attended by key community representatives. In addition, we receive written feedback in response to our publications as well as concerns about aircraft noise and other airport activity. With any concern that is received by the Community Relations team, it is our aim to respond within 10 working days.

We also carry out a local airport community survey. This is distributed to key stakeholders throughout the local community and its aim is to gain a greater understanding of the needs and issues within the community that may not otherwise be brought to our attention. The survey also helps to identify areas where the airport can provide support.

The delivery of the activities in the Sustainable Development Plan and this Community Plan helps us to continue to develop East Midlands Airport as a responsible neighbour. The development of a successful local business also provides a valuable opportunity to inspire the next generation in their education and the world of work.

### CASE STUDY 1

**ISSUE:** Training aircraft concerns.

**SOLUTION:** Following a series of complaints from local residents, concerns voiced by ICC members and an Outreach Event in the area, it became obvious that there was a growing issue with training aircraft overflying the village of Aston On Trent. Having listened to these concerns and through close working with our colleagues in Air Traffic Control, we have been able to put in place a change that has resulted in considerable improvements for the residents and a significant reduction in complaints about training aircraft over the village. A note has been included in the instructions given to pilots (Aeronautical Information Publication) and our Air Traffic Controllers remind the pilots, where it is operationally safe to do so, to ensure their circuit does not cut across the village. The airport has clear polices in relation to training flights and further details are included in the Environment Plan.



Well done to EMA for taking the trouble to engage in community relations, much appreciated."

John Holloway, Aston-on-Trent

## OUR APPROACH



aerozone ✈️

### CASE STUDY 2

**ISSUE:** Lack of understanding of what goes on behind the scenes at an airport.

**SOLUTION:**

**Solution:** Through feedback from our community survey as well as conversations with local educational establishments, it became clear that young people across the local area did not fully appreciate how an airport operates and the variety of employment opportunities that are available. To address this issue and to make sure that we show that the airport is an attractive place to work, we launched the Aerozone, our on-site educational centre that supports young people from Foundation stage through to university students with their studies. Feedback has been very positive and usage continues to increase. The Aerozone helps us to engage with a wide variety of people and to gain their understanding of what we do and why we do it.

Our aim is to establish East Midlands Airport as a socially and environmentally responsible local business. Over the years, we have developed a programme of work that addresses what we believe are the key areas of importance for our stakeholders and us as a business. Our five priority areas are:

- Community engagement
- Managing local impacts
- Investing in the community
- Education and employment
- Employee engagement

The Community Plan highlights our focus for the next five years under these priority headings.



### COMMUNITY ENGAGEMENT

Over recent years we have significantly developed and improved our community engagement activity. We use a variety of communication methods to reach as many stakeholders as possible, in ways that work best for them. These include face to face and written communications. We remain committed to reporting openly, honestly and on a regular basis about the work that we do.



#### OUTREACH EVENTS

Each year we host a series of Outreach Events in local villages surrounding the airport. These events give the team the chance to meet directly with any people that have concerns or queries about the airport on an informal, drop-in basis. They offer the opportunity for real, instant and valuable two way communication between airport colleagues and community members, helping us to shape the way we plan our activities in the future. Additional Outreach events were also held as part of the public consultation on the Sustainable Development Plan. These conversations were valuable in getting the views of local people and shaping our future plans.

#### TARGET

The feedback from the Outreach events continues to be very positive and they will remain a very important part of our Community Plan. We are committed to maximising engagement opportunities for local communities and to a minimum of six Outreach Events per year.

#### COMMUNITY FLYER

We have been producing and distributing the Community Flyer, our quarterly community newsletter, to up to 46,000 homes since 2006. It is one of the key tools for sharing information with local communities that surround the airport and it is designed to communicate the most recent community and environmental activity at the airport.

#### TARGET

We remain committed to providing the local community with information about the airport and our activities in the most accessible way. We will continue to produce and distribute the Community Flyer at least three times per year. We will carry out a review of the way that the Community Flyer is distributed so that it is as accessible as possible.

#### COMMUNITY INVESTMENT REPORT

The airport has published an annual Community Investment Report since 2007 which focuses on the progress made with our environment and community programmes.

#### TARGET

Although the activity at East Midlands Airport is included as part of the annual M.A.G Corporate Social Responsibility report, we believe that it is still important to produce a report that specifically highlights the work that has taken place locally and to ensure that we target our activity to meet the needs of local people. We will continue to publish an annual Community Investment Report for East Midlands Airport.

## COMMUNITY ENGAGEMENT



### COMMUNITY SURVEY

The Community Survey has been produced and distributed on a bi-annual basis. It gives us the opportunity to gather feedback in a formal way from a wide variety of local sources, including people we have worked with during the years, as well as those with whom we have not. The results of the survey help us to gain an understanding of the issues that are affecting the local area. They also help us in identifying potential gaps in our programme or areas in the community that could benefit from the airport's support.

**TARGET**

We will produce and distribute an annual Community Survey and we will ensure the content of the survey and list of stakeholders is reviewed to make sure that it remains current and relevant.

### INDEPENDENT CONSULTATIVE COMMITTEE (ICC)

The ICC is the formal interface between the airport and its neighbouring communities. It operates according to Government guidelines with representatives of local authorities, amenity and user groups meeting on a regular basis. According to the Liaison Group of UK Airport Consultative Committees, an ICC 'seeks to hold the precarious balance between the interests of civil aviation, of passengers and other users of the airport and of the people living in the area, and of the local environment.' The Department for Transport has also issued guidance on the operation of consultative committees at UK airports.<sup>2</sup>

**TARGET**

The Independent Consultative Committee will continue to be fully supported by the airport to make sure that it provides valuable feedback on airport activities and the impacts we have on the community.

### LOCAL COMMUNITY MEETINGS

To further supplement the work we do with the ICC, we also attend a number of community meetings including Parish Councils and community forums. These visits give us the opportunity to be on hand to answer airport-related questions as well as to help us to build relationships with key community representatives and work together on matters of mutual interest.

**TARGET**

We will continue to attend the Parish Council meetings of the four most local communities at least three times per year as well as meeting additional requests to attend community meetings.

<sup>2</sup> Guidelines for airport consultative committees, Department for Transport, April 2014.

### COMMUNITY ENGAGEMENT



#### WORKING WITH BUSINESS

We also look to work closely with local authorities, regional organisations and business groups. This is important and it gives us the opportunity to build local relationships, understand the transport needs of business and also to work to promote employment and economic growth in the region. This dialogue also provides an opportunity for a range of local and regional organisations including the Chamber of Commerce, the Local Enterprise Partnerships and local authorities, to learn about developments at the airport to feed into their own plans and strategies.



We will continue and develop our work and relationships with key local and regional partners to support and contribute to growth and economic development in Leicestershire, Nottinghamshire and Derbyshire.

#### MEASURING OUR WORK

In order to make sure our community relations programme continues to reflect best practice, we regularly benchmark ourselves against other organisations from across the country through our membership of the London Benchmarking Group. In addition we are members of Business in the Community (BITC) and were the first airport in the UK to be recognised with their Community Mark accreditation. We are also part of a local business support network through BITC and meet regularly with other local businesses to share best practice and form lasting partnerships.

At a Group level, M.A.G retained its rating of Platinum 'Big Tick' in the BITC Corporate Responsibility Index in for 2013 – the highest rating. The community activity at East Midlands Airport was recognised as part of this award.



We will ensure that our community relations programme continues to develop and reflect best practice, and we will continue to work in partnership with BITC and other leading organisations in the East Midlands. We will continue to hold the BITC Community Mark.

## MANAGING LOCAL IMPACTS

Aircraft noise is one of the most significant local concerns, particularly from night flights. As the main UK hub for some of the world's leading express parcel courier companies, there is a need for these businesses to fly throughout the night. This demand ultimately comes from the customer and is a bi-product of the 'instant' world in which we now live and an integral and valuable part of our modern economy.



The demand for global express freight will continue to grow, and these flights will need to operate at night. We will continue to work to minimise, as much as possible the impact this has on the local community.

### SOUND INSULATION GRANT SCHEME (SIGS)

This scheme was first set up in 2002 to offer financial support for the sound insulation of the properties most affected by aircraft noise. In 2006, the Sound Insulation Grant Scheme was made more generous and homeowners saw their grant values increased. Those properties eligible for the grant can use the money for window, doors and loft insulation. Grants are worked out on a location basis with three different bandings. Full details of the Scheme can be obtained from: [community@eastmidlandsairport.com](mailto:community@eastmidlandsairport.com)



The airport will continue to run a Sound Insulation Grant Scheme to provide support to those people who are most exposed to aircraft noise at night.



### MANAGING LOCAL IMPACTS



#### HANDLING COMPLAINTS

Community members that are concerned by aircraft noise or other airport operations can contact us via phone or email to pass their concerns on to the Community Relations team. Each concern is fully investigated using our noise and radar track monitoring system. This system can help us to identify the aircraft in question and whether it was operating as it should. In recent years the number of complaints has reduced considerably. During 2014 we received 841 complaints from 241 complainants compared to 7,978 in 2006. It is our aim to investigate and respond to all complaints within 10 working days.

In order to help local community members to investigate and understand the way that aircraft operate we offer an online system, WebTrak. This facility enables anyone to enter the date and time of the aircraft that they are interested in and to then run radar replays of the aircraft in their area. The airport is upgrading its noise and track system to incorporate the latest technology, and the new system will also include a better way of presenting its output and its reports. This will help the noise data be more accessible to local people. The noise and track monitoring system is also used to generate reports about noise for the ICC and for local residents and community groups.

#### TARGET

We remain committed to responding to complaints fully and comprehensively, within a minimum of 10 working days. We will also complete the installation of a new noise and track monitoring system in 2015.

#### VORTEX

Arriving aircraft can cause disturbance (or vortices) in the air just before they touch-down. In certain conditions, these can lift or dislodge roof tiles. A policy was introduced in January 2007 that any property that suffered roof damage due to an aircraft vortex would then be eligible to have their property re-roofed. A vortex strike can occur to the roof of a property when aircraft pass by at lower levels, particularly on days where the weather is calm. There is only a very small area of Kegworth that is potentially affected by aircraft vortices.

#### TARGET

The airport will continue to operate a vortex damage repair and re-roofing scheme in its current format.

#### OUR ENVIRONMENTAL PROGRAMME

We have a thorough and comprehensive environmental programme in place at East Midlands Airport which places stringent controls on the operation of aircraft. In addition, the programme also covers the safe management of our water systems, waste management, climate change, air quality and landscape and bio-diversity. All these elements are important to the airport and our aim to be a successful and sustainable business. Our environmental commitments are set out in detail in the Environment Plan (part of the Sustainable Development Plan).

## INVESTING IN THE COMMUNITY

Because we are unable to completely mitigate all of the effects arising from the airport's operations, it is essential that as a large local business we give back to those affected. It is also important that these projects have a real community benefit.



### COMMUNITY FUND

The Community Fund was established in 2002 with an annual donation of £10,000 per annum from the airport. In addition any fines from excessively noisy aircraft were added to the Fund for distribution. Eligible community groups can apply for funding and their request is put forward to an independent committee that includes a representative from each of the three surrounding counties and an on-site business as well as an independent minute taker. The airport administers the Fund, but the decision making process is entirely in the hands of the community representatives. In 2006, the airport's contribution to the Fund was increased markedly to £50,000 per annum. Up to the end of March 2014, the Community Fund had donated £727,479 to 963 groups.

“The funding we secured through the Community Fund has massively helped the club purchase our new electronic scoreboard. All the teams at the club from our under 11 junior side through to our three adult sides have had immense pleasure using it. It has been a great club addition.”

Gotham Village Cricket Club



The donation has been a lifeline to those of us that thought we needed to move forward and to introduce some colour into the game. The shirts are brilliant and are very popular with the club.”

Castle Donington Town Bowls Club



We will continue to make a minimum annual donation of £50,000 to the Community Fund. In addition all money raised from aircraft noise penalties will continue to be donated to the Fund.

### WORKING WITH PARTNERS

Over the years we have worked on some long lasting community projects with a wide variety of community members. These projects have ranged from youth clubs to knitting groups. This work is a vital part of building relationships with the community and giving back to the area in which we operate. It adds a further dimension to the work that we do and enables us to communicate with a real cross section of the community.



We will look to develop a multi-party on-site community network that will work with other businesses to enrich the community programme. In addition, we will investigate the opportunity to develop a programme that supports and works with older members of the local community.

### EDUCATION AND EMPLOYABILITY

Engaging with young people, particularly those living close to the airport, is a vital part of the work that we do. We want to encourage them to think about what the airport does, why it does it, and the opportunities that are available to them in the future. For some young people, it may be their first experience of the airport, for others it helps to give valuable experience of what it is like to work in an airport environment.



In addition, in recent years work to support people into employment has become increasingly important to us. We recognise the growing importance of tackling unemployment and M.A.G has implemented a range of projects and initiatives to support people into work. At East Midlands Airport we have been working in partnership with training providers to help those living locally to develop their skills and find work at the airport or in other businesses. We work to ensure that our employment programmes bring direct and long-standing benefits to the local community.

#### THE AEROZONE

Launched in May 2010, the Aerozone, is our on-site education centre providing a place for students from Foundation stage to university students to visit. The aim of the centre is to teach as many people as possible about the daily operations of the airport and the variety of different opportunities that are available. There has always been a strong demand for visits to the airport, but due to the operational nature of the business there is little we are able to show visitors. Having the Aerozone however, incorporating East Minilands (our airport role-play area) has offered us the opportunity to welcome these requests and provide an exciting, interesting and inspirational visit. East Minilands provides visitors of all ages the opportunity to role-play a number of key jobs at the airport. East Minilands is very well received by primary age children and since opening, we have welcomed over 10,000 young people through the doors through educational visits and parent and child activities. In 2014 we had over 3,567 visitors to the Aerozone.



We had a fantastic day at the EMA Aerozone, the children were engaged with activities throughout the day and learnt so much! We hope to return next year!"

St Pauls School, Woodhouse Eaves



Working in support of the national curriculum, we will continue to provide an inspirational experience for each young person that visits the Aerozone. It is also our aim to develop a location for the Aerozone that offers views of the airfield and to increase our visitor numbers to 5,000 per year.

#### WORK EXPERIENCE

Our BITC award winning work experience programme has been enjoyed by hundreds of young people over the past 10 years. We believe that quality work experience is invaluable to young people. We therefore offer two placement options, one with a focus on travel and tourism areas, the other on Science, Technology, Engineering and Maths (STEM) related roles. These placements have proved very popular, with lots of competition for the places. We offer a one week placement in each area between April and October.

We also encourage some of our workforce and other partners to take part in visits to the Aerozone, particularly colleagues from the Fire and Rescue team, the airport police, air traffic control and customer services. Having people who work at the airport take time to talk to young people about their jobs and their role adds to the work experience programme.



We will continue to develop and enhance the programme working with our on-site partners to provide the best first experience of work for our students. We will provide a minimum of 14 week-long work placements each year.

## EDUCATION AND EMPLOYABILITY



### THE AIRPORT ACADEMY

As one of the region's largest employment hubs, East Midlands Airport is committed to supporting its local community and aims to address unemployment and raise aspirations by supporting local people into employment on the airport site. The Airport Academy was opened at East Midlands Airport in 2013.

The Airport Academy builds on our experience at Manchester Airport, where M.A.G has offered a similar facility for a number of years. The Airport Academy provides a service to individuals in the local community who are looking for work at the airport as well as a bespoke recruitment service to on-site employers.

Working closely with Stephenson College as well as Jobcentre Plus in Nottinghamshire, Derbyshire and Leicestershire, the Airport Academy team are able to recruit candidates who are interested in securing employment with either the airport or one of around 90 employers on the site. Having successfully passed some initial literacy and numeracy assessments, potential candidates are then invited to attend the Airport Academy pre-employment training course. During this course they will work towards qualifications in Customer Service and Employability and Personal Development. They will also be given support in job searching, interview skills and CV development as well as specific support on compiling their 5 year checkable history, which is a requirement of the Government's aviation security restrictions. Airport employers are able to interview Academy 'graduates' within the Academy facility and know that all candidates have been pre-screened and are work ready.

The Airport Academy facility was officially opened by Andrew Bridgen, MP for North West Leicestershire at a launch event which was attended by partners, on site businesses, employers and job seekers. The facility comprises a classroom equipped with laptops for student use, interview facility for airport businesses to interview Academy candidates and an administration office. In 2013-14 162 job-seekers from across the East Midlands completed the Airport Academy training course with 100 going on to secure work as a result.



Thank you for everything you have done for me. I am really appreciate it and I am very grateful for the support. I have had two interviews in one week and I hop to hear back about them both very soon."

Abbie Turvey, Kegworth



The Airport Academy will provide a valuable future resource for both businesses and job seekers alike. The aim for the Academy is that it will become the employment hub for the airport training local job-seekers and placing 120 people a year into employment. At present the Academy accommodates job seekers aged 19 and over who are currently unemployed. In future the hope is to be able to extend the project to include 16 to 18 years olds and bridge the gap from education to employment.

### EMPLOYEE ENGAGEMENT

An engaged and motivated workforce drives an efficient and prosperous organisation. Offering our colleagues the opportunity to engage in community activities enhances our work within the community and gives our colleagues something to feel proud of, as well as developing new skills whilst doing something different to their day job.



#### COMMUNITY CHAMPIONS

We offer all colleagues the opportunity to spend one day a year volunteering on education and community projects. Colleagues have been involved in presenting to schools in the Aerozone, mentoring young people, forest clearing, baking, mock interviews, reading with school children and much more. As a business, we believe that this has all-round benefits and we actively encourage our colleagues to take part in a variety of opportunities. During 2013/14 we achieved 20% of our colleagues volunteering.

#### TARGET

We will achieve a minimum of 23% of our workforce actively supported and involved in volunteering, rising to a long-term target of 30%. We will ensure that the work of the community champions supports the three counties that surround the airport and we will use volunteering as a tool to support and increase colleague engagement.



## HOW TO CONTACT US

The Sustainable Development Plan and this Community Plan are important documents for East Midlands Airport. There are many stakeholders who have an interest in the airport and the views and comments from Government, local authorities, neighbours, the business community and customers are an important part of the planning process. The airport is committed to being open in sharing the vision for East Midlands Airport and the local area.

We are committed to keeping our plans relevant and up-to-date. We will report on our progress in delivering the Sustainable Development Plan every two years, and we will review our Sustainable Development Plan documents at least every five years.

To obtain copies of the Sustainable Development Plan:  
Visit: [www.eastmidlandsairport.com/developmentplan](http://www.eastmidlandsairport.com/developmentplan)

To contact the Community Relations team:

[community@eastmidlandsairport.com](mailto:community@eastmidlandsairport.com)

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