

LONDON STANSTED AIRPORT

COMMUNITY IMPACT STUDY 2015



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1. Executive Summary

London Stansted Airport ('Stansted') is now the fastest growing major airport in London, currently serving over 22 million passengers a year. In the years ahead, a transformed Stansted will continue to thrive as, over time, we work towards making full use of our existing runway so that we can double the number of passengers we accommodate.

To make sure we continue to grow responsibly and we are a good neighbour, we have made commitments in our Sustainable Development Plan, including schemes that support employment, environment and education that ensure the benefits of living next to a successful international airport are shared, whilst the impacts of our operations are minimised.

It is also important that we engage with our local community and that Stansted Airport balances the views of different stakeholders to best represent the needs of the region. The Community Impact Survey is designed to understand the views of the local community about the airport, how it communicates and which community-based initiatives it focuses on for the future.

This is our first major Impact Study at Stansted Airport and I would like to thank everyone that contributed to the survey. The responses we receive help us as an airport to further strengthen the work we do in the community and ensure that we help the local area to thrive.

Overall we have been pleased with the response that we have received. It is clear from the results that there is broad agreement that we are focussing our efforts in the right area, that respondents feel that things have improved since the acquisition of Stansted by MAG in February 2013 and that most people feel we are a good neighbour. There are however areas where we can and will improve. We will seek to raise the profile of some of our projects so more people can engage with us. We will also study carefully the comments received both positive and negative.

Thank you for your valued contribution.

Chris Wiggan

Head of External Affairs

2. Introduction

MAG acquired Stansted Airport in 2013 and this is the first major Impact Study to be conducted that follows a structure and format used for several years by Manchester and East Midlands airports.

The selection of stakeholders invited to take part in the study were chosen in order for a wide range of interests to be represented. In addition, elected representatives, education and employment partners, Stansted Airport Consultative Committee members, Community Trust Fund grant recipients and members of the community that had contacted Stansted Airport in 2014 regarding Airport operations were also invited to take part in the study.

The study, administered through an online survey tool, aims to measure the opinion of stakeholders regarding Stansted Airport's involvement in and engagement with the community. Other questions in the study aim to ascertain the level of trust that stakeholders have in Stansted Airport's communications, business dealings, focus on the environment and development of a skilled workforce.

A similar but much smaller study was conducted in April 2014 with 40 stakeholder responses. In contrast this latest study covers a range of areas in greater detail and has gathered feedback from a much greater number of individuals and organisations.

3. Methodology

In January 2015, 715 invitations were sent to stakeholders who live, work or represent those who live or work within an approximate 10 mile radius around Stansted. These stakeholders included education partners, Members of Parliament, Local Authority, District, Town and Parish Council Elected Representatives, employment partners, Community Trust Fund grant recipients, local residents who had contacted Stansted Airport's Community Relations team regarding airport operations over the preceding six months and members of the Stansted Airport Consultative Committee (STACC).

Andrew Harrison (Managing Director, London Stansted Airport) initially wrote to all stakeholders to introduce the study and following this, invitations to complete the survey were sent directly from the online survey tool. Stakeholders were then given several weeks to complete the survey and were sent an email reminder before the closing date.

The survey closed to new responses on Monday 16 February 2015. 246 responses had been recorded at this time and this report is based on those responses. Where some questions show less than 246 answers, some individuals have chosen not to complete the question. One late response was received from Takeley Parish Council and the Councillors comments are included in this report.

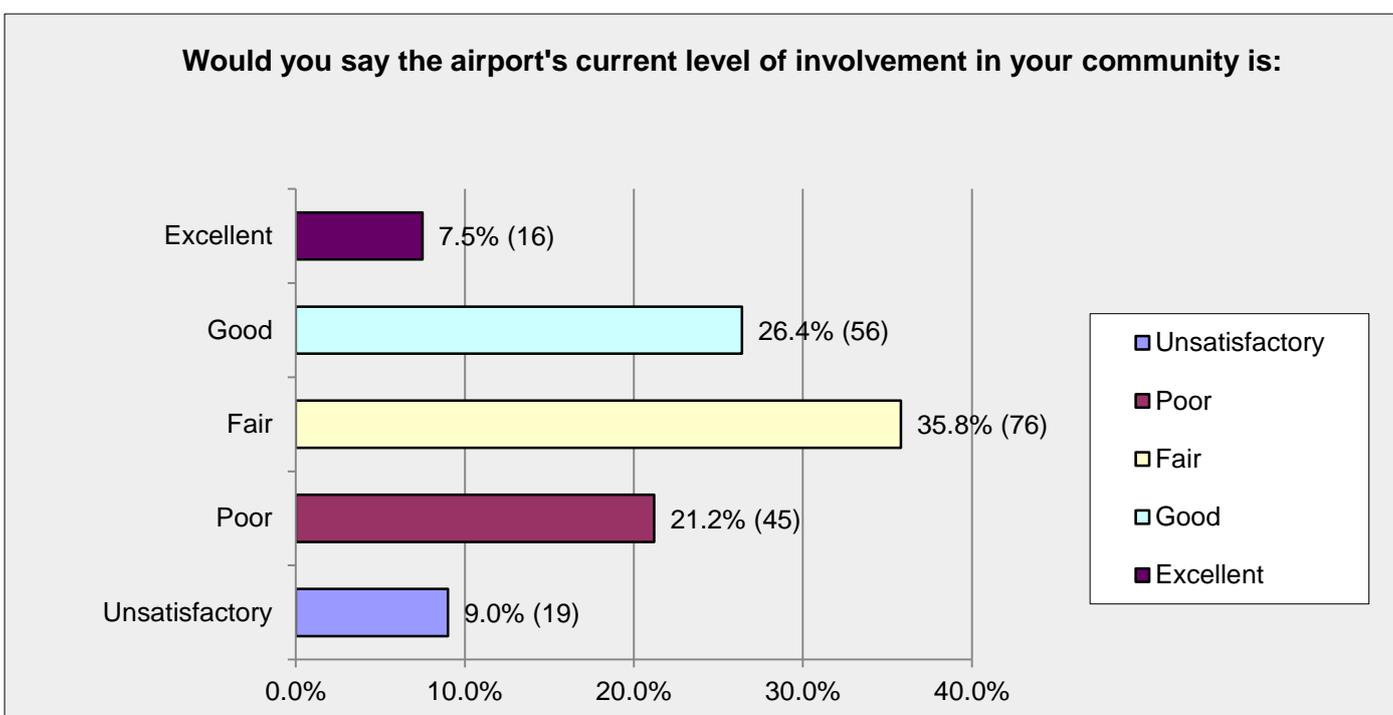
The survey results represent a mix of stakeholders and a range of interests.

27% of survey responses were completed on behalf of an organisation. The term 'organisation' includes schools, Parish, Town, District and County Councils, tourism organisations, other government departments, the STACC, community groups and private organisation representatives who had attended the 2014 Meet the Buyers event. The split between public, private and community organisations was roughly a third for each.

4. Current Community Perception

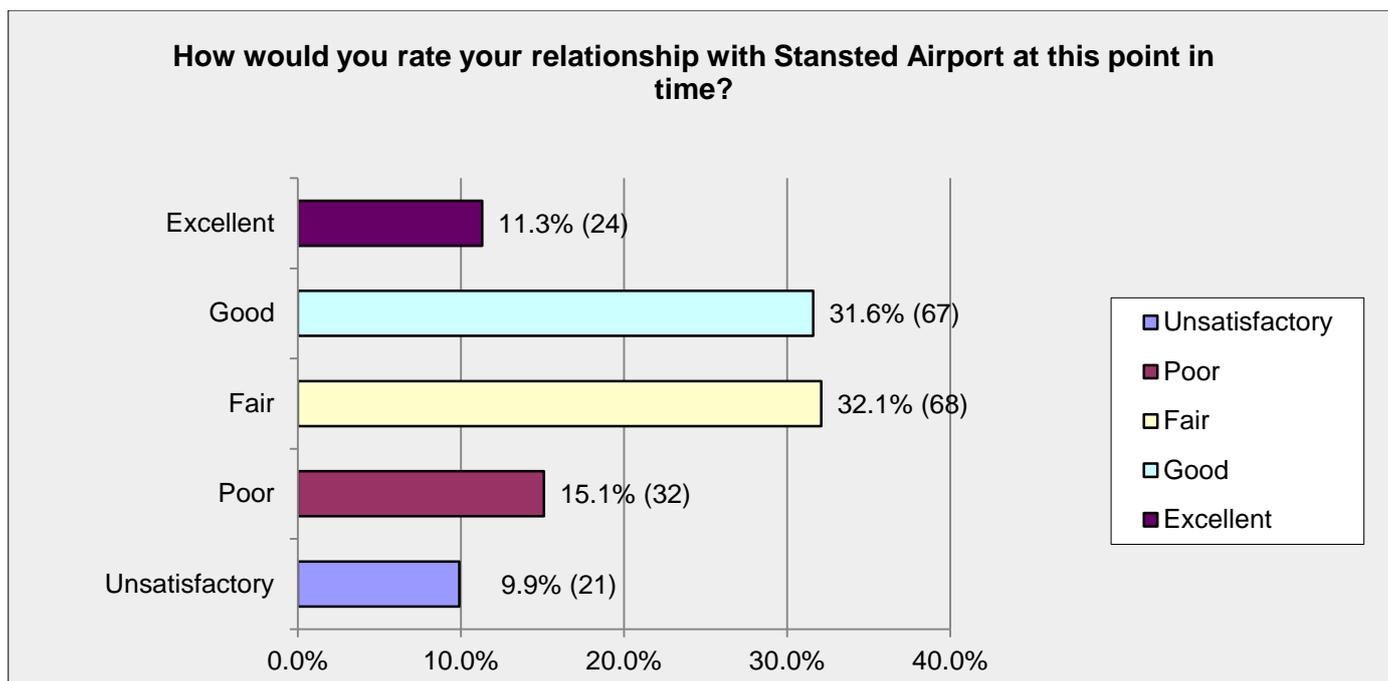
Stansted Airport endeavours to be a good neighbour and engage with its community. To this end, several questions focussed on the current perception of the airport in the community.

Involvement in the Community



From this graph, it is clear that the perception of Stansted Airport's involvement in the community varies widely. Over two thirds of those who answered this question say it is fair to excellent however there is clearly room for improvement.

Your relationship with Stansted



These results show a similar swathe of opinions to the previous question, however a higher number of responses said their relationship with Stansted Airport was fair to excellent (75%).

Stakeholders were asked to outline any specific positive or negative comments about their relationship with Stansted Airport. The top five of both are listed below:

Positive	Negative
My organisation has benefitted from the Stansted Airport Community Trust Fund (14 comments)	Stakeholders felt they have little or no relationship with Stansted Airport (12 comments)
Regular feedback and information is received promptly from Stansted Airport either by request or when sent proactively/ MAG and Stansted Airport are seen as supportive and accommodating with information and requests from the community (12 comments)	Stakeholder concerns regarding current noise levels or future noise levels associated with Airport growth (10 comments)
MAG are keen to engage with the community (7 comments)	Individual comments regarding a passenger experience at Stansted Airport (7 comments)
Senior leadership at Stansted Airport is seen as accessible, supportive and responsive to requests from the community (5 comments)	Stakeholders are unhappy regarding the airport drop-off charge (5 comments)
Education activities such as Dragon's Apprentice are seen as positive and valued (4 comments)	Communications with MAG are not always answered, take too long for response or are not personalised to the request (4 comments)

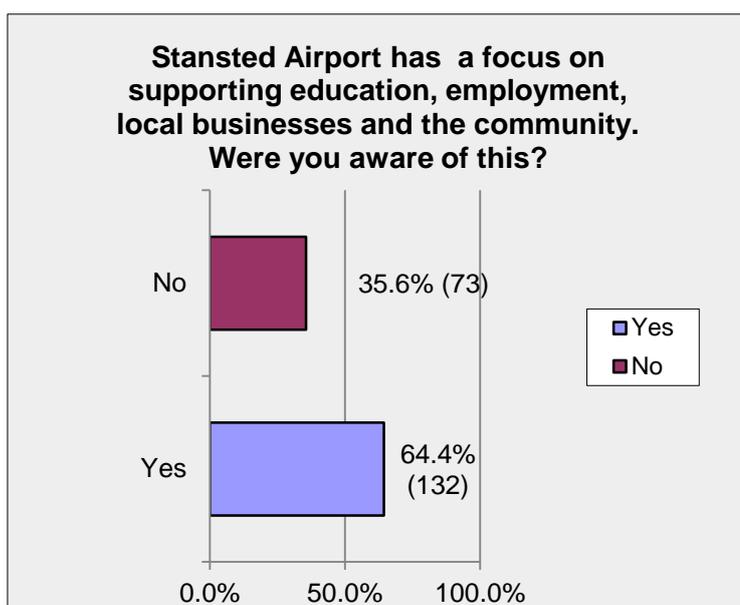
These comments show that communication and engagement with the airport is valued and those who do not engage effectively with the airport desire for this to be the case. MAG is recognised for its willingness to engage, is accessible and is praised for its community education projects. Concerns raised include those surrounding aircraft noise, which Stansted wishes to address wherever possible. Additional concerns also include individual passenger experiences.

Changes since MAG ownership (February 2013)

During the survey, respondents were asked if they felt there has been a change in the level of involvement in their community by Stansted over the past two years. 35% recognised a change of some form – with 36 positive change comments and 8 negative comments. The top 5 positive and negative comments are summarised below:

Positive	Negative
Increased community engagement, involvement, contact and communication with the community (12 comments)	Flight path changes causing anxiety (2 comments)
Improved liaison and involvement with Senior Leadership Team through the Sustainable Development Plan public consultation (6 comments)	All other negative comments were made on just one occasion. No negative themes emerged.
Community group support either human, in-kind or financial (6 comments)	
Education support and involvement (5 comments)	
Increased willingness and a proactive approach (3 comments)	

Community Perception of Stansted’s Focus



Stansted Airport has a focus on supporting education, employment, local businesses and the community. Two-thirds of respondents were aware this was the case however this could improve.

Should we be focusing on these areas?

88% (181) respondents felt that these areas are the right things for Stansted Airport to focus on, which gives the airport confidence that its activities are welcome and add value to the local community.

5. Current Community Activities

5.1 Education Activities

Stansted Airport supports primary and high school education in a number of ways, such as work experience placements, mentoring schemes, mock interviews and careers events.

Only around 45% of respondents were aware that these activities currently take place and therefore we would like this to increase so that the community can further benefit from these education activities.

Respondents who had been directly involved with these schemes gave a number of positive comments which the airport values.

“Incredibly positive [experience]. Work Experience - very successful and a relevant insight for our students. Business Mentoring - students give positive feedback regarding the mature discussions about their future and how to achieve this. Mock Interview Day - fantastic experience for the students, all feedback was 100% positive.”

Community Activities

Stansted Airport also supports employment initiatives and activities in the wider community. Whilst 36% of respondents were aware of these, 64% were not which Stansted Airport will aim to improve. Of those who have been directly involved, some examples of projects they had participated in included: a sensory garden project at Albury Primary School funded through the Community Trust Fund, the Stansted Airport Employment & Skills Academy, a local tree survey, a reading day at a local school supported by Stansted Airport employees, the Harlow Jobs Fair.

Stakeholders were also asked to suggest similar community projects that Stansted Airport could be involved in and we received a wide range of suggestions which will be reviewed by the airport. Some of these suggestions included: Airport employees visiting schools in deprived areas, YMCA, guides and scouts, tree planting schemes with schools, supporting the elderly in the community, road safety projects, cultural projects and supporting woodland management and wildlife management projects amongst others.

5.3 Support for Local Business (including SMEs)

Stakeholders were also asked if they were aware of the annual Meet The Buyers event and 33% (67) indicated they were. Meet the Buyers is an annual procurement event organised by Stansted Airport and also includes a number of preparatory events and seminars before the main event, which a number of stakeholders also attended.

Stansted Airport wishes to understand how useful these events were for attendees. 76% of stakeholders who attended the Meet the Buyers events (including preparatory events) indicated they found them useful.

The top 3 comments were:

Comment	Number
The event was a great networking opportunity	5 comments
I/my business gained new customers/business	4 comments
I now have increased awareness of involvement in the airport supply chain or access to information on supplying the airport supply chain	3 comments

In addition, feedback for future events was sought from respondents. Feedback for future Meet the Buyers events includes:

- A desire to meet and pitch to airlines operating from Stansted Airport at the event
- Earlier release of buyer lists and pre-meeting schedules
- Wider advertising of the event

5.4 Employment Initiatives

Stansted Airport has an Employment and Skills Academy on site which has helped 450 people gain employment on and around the airport site over the last year. The survey asked respondents if they were already aware of the employment academy, and 32.7% said yes. Of these, 48.5% were also aware of the “*Preparation for Work at the Airport*” courses available to job seekers, with nine people indicating they had direct involvement in the course including referring job seekers to the academy and airport tours.

One benefit of working at Stansted is the Commuter Centre and employee travelcard scheme which is available to all airport employees regardless of which organisation on site they work for. The travelcard scheme gives an 80% discount on travel between the employee’s home station and the Airport. 24% (48) of stakeholders were aware of this.

6. Communications

6.1 Sustainable Development Plan Consultation

In 2015, Stansted Airport held a public consultation regarding its draft Sustainable Development Plan. The public consultation consisted of 10 public events in towns around Stansted to allow the public the opportunity to speak to senior management at the airport, put forward their views and discuss any questions about the plans. 87 people (43.1%) of those surveyed were aware of this public consultation, with 27.4% (23) of these stating that they attended one of more of the public sessions. Stakeholders who attended the consultations indicated that information sharing and the opportunity to give their opinion regarding the plans were beneficial.

However, a small number of stakeholders felt these sessions were ‘occasions for MAG to advise what is going to happen rather than open discussions to find acceptable ways forward.’

6.2 Corporate Social Responsibility Communications

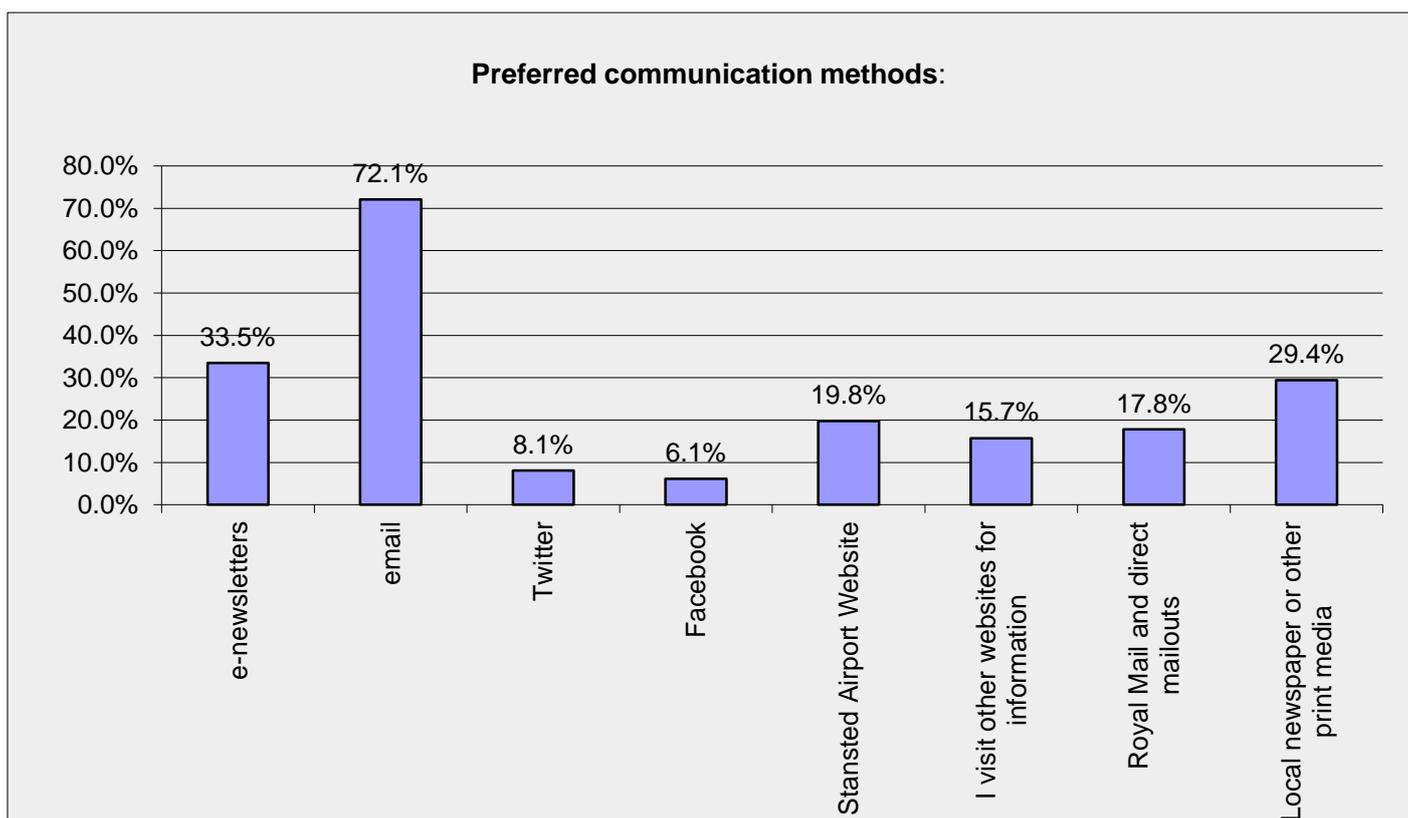
22% of respondents stated that they had seen a copy of the 2013/14 Corporate Social Responsibility Report. Stansted Airport received a number of comments about the report, mainly noting that the intention was good, with some praising highly the confidence it gives to the community:

“It made interesting reading and should hopefully reduce the number of concerns people have about increase in activity at the airport.”

Some respondents noted that they preferred to see actions to reading a report, however, generally comments about the report were positive.

6.3 Communication Methods

The preferred communication methods from respondents were as follows:



The most popular ways of receiving communications were email, e-newsletter and print media. Since this study, a new community e-newsletter has been launched to communicate further with the local community. This includes news regarding employment initiatives within the community, school projects, charity/voluntary work in the community, work experience and education projects, Aerozone updates and any other community-related news.

7. How Are We Doing Now?

81.6% of respondents thought Stansted is a desirable place to work. Comments occurring from respondents ten times or more regarding working at the airport include:

Positive Comments	Negative Comments
The variety of jobs/opportunities for training and progression make Stansted a desirable place to work (30 comments)	The highest recurring comment recurred five times: There are many low paid jobs at the airport.
Stansted Airport is a clean, modern, vibrant airport (15 comments)	
Word of mouth/reputation from a friend or family member who works/worked at Stansted Airport (13 comments)	
Public Transport to Stansted Airport is good for employees to get to/from work (13 comments)	
Stansted Airport is a large, reputable employer (12 comments) 7 x Stakeholders feel Stansted Airport is a forward thinking business	
Stakeholders feel Stansted provides local employment opportunities which make it ideal rather than commuting to places such as London (11 comments)	
Stakeholders feel that aviation/tourism are expanding sectors that will provide stability for employment (10 comments)	

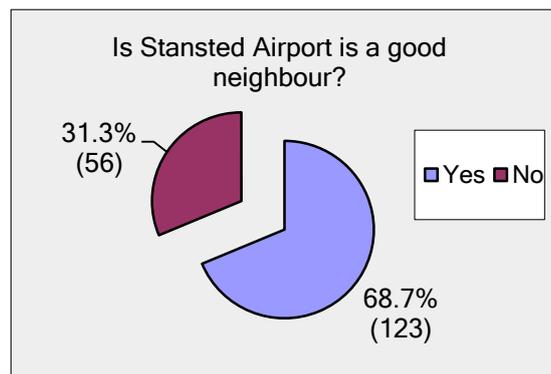
Stakeholders were then asked a series of questions regarding Stansted and their thoughts on whether they trust various aspects of the operation, the results are summarised below.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Total responses for question
Airport Communications are Reliable	7.82% (14)	11.73% (21)	42.46% (55)	30.73% (55)	7.26% (13)	179
Business Dealings are Trustworthy	5.62% (10)	10.67% (19)	37.08% (66)	39.33% (70)	7.3% (13)	178
Stansted Airport is focussed on the environment	12.29% (22)	15.08% (27)	26.82% (48)	40.22% (72)	5.59% (10)	179
Stansted Airport creates a skilled workforce	5.08% (9)	5.08% (9)	28.81% (51)	47.46% (84)	13.56% (24)	177

The above statistics show only a small percentage of respondents disagreeing with the positive statements listed about Stansted Airport. However, there is a clear opportunity to improve these perceptions in each area, particularly regarding airport communications which has been a recurring theme throughout the study.

Stansted Airport as a neighbour

68% of respondents in our survey said they thought Stansted Airport is a good neighbour. The top five reasons given for this can be found in the table below, including a number of comments about employment opportunities and community support. The top five most common negative comments about Stansted as a neighbour are also included below which mainly cite the potential effects of expansion and noise-related concerns.



Positive Comments	Negative Comments
Comments regarding Stansted Airport's community help, support or engagement (15 comments)	Stansted Airport is a noisy neighbour (16 comments)
Stansted Airport is a good neighbour as it provides employment, training and opportunities for local people (13 comments)	Concerns that expansion will lead to increased road traffic and rail passengers (11 comments)
MAG and Stansted Airport respond to questions and are good at communicating with the community/stakeholders (8 comments)	Concerns that MAG is pushing for a second runway and the pressure this will put on the community/local environment (6 comments)
Stansted listens to and cares about the community (6 comments)	Parking drop-off charges are too high/should be free (5 comments)
The Community Trust Fund Grant has supported my organisation in a positive way (3 comments)	Night flight disturbances impact my relationship with Stansted Airport as a neighbour (4 comments)

8. Focus for the Future

Stakeholders were asked to consider what Stansted Airport should focus on for the future, so that as an airport we can ensure that our efforts are focussed in the right areas to add the most value to the local community.

The following key themes were raised:

- **Build on Community Involvement, Engagement and Communications**

Whilst two thirds of stakeholders were positive about Stansted's involvement in the community, and many noticed an improvement since MAG acquired the airport in February 2013, there is still room for improvement in this area. Several stakeholders' highlighted access to the Senior Leadership Team at various public events as a valuable opportunity and this is one area of communication, amongst others, that the airport can continue to build on.

Communication is a key area that Stansted Airport can work to improve. The survey showed that many respondents liked the idea of a newsletter and Stansted has as a result now developed 'Stansted Community News' – an e-newsletter tailored for the local community.

Public events were also seen as beneficial and the airport has since begun a number of community roadshows which will develop into a more regular programme in the coming year.

- **Stansted's Priorities**

The survey showed that respondents were in agreement of the areas that Stansted supports: **education, employment, the community and supporting local business**. These will continue and expand further and our new communication channels will seek to share these projects more widely in the local community for awareness and involvement.

One example of a new project Stansted has recently launched to focus on education and employment is our new Aerozone education facility. This free centre for schools and colleges is designed to inspire students about careers within aviation and promoting core STEM skills (Science, Technology, Engineering, Maths). The centre has already welcomed over 1,700 students in less than 12 months of opening and we look forward to welcoming many more from the local community. More information is available at www.stanstedairport.com/aerozone

- **Meet the Buyers**

The Meet the Buyers event was valuable to many of our stakeholders with the opportunity to generate new sales and business contacts highlighted as a key advantage. Feedback was also given from respondents which will help Stansted to improve this annual event and ensure that the format is clear and all businesses can maximise their time at the event.

- **The Environment**

Stakeholders are concerned about the local environment including local waterways, noise and light pollution and the wider environment including climate change. Stansted has laid out in its Sustainable Development Plan its plans to address these concerns in detail.¹ Noise is a key area of focus and Stansted is committed to minimising the impacts of noise on our local community with a number of projects including our recent Performance Based Navigation trial².

9. Conclusion

Stansted Airport launched the Community Impact Survey as a means to understanding the thoughts and needs of our neighbours, so that as an airport we can continue to minimise our impacts whilst delivering meaningful benefits to the local community.

Overall, we are pleased with the response that we have received and we feel that there is broad agreement that we are focussing our efforts in the right area, that respondents feel that things have improved since the acquisition of Stansted by MAG and that most people feel we are a good neighbour. There are however areas where we can and will improve. We will seek to raise the

¹ See www.stanstedairport.com/developmentplan for further information and click on the 'Environment' plan.

² See www.stanstedairport.com/consultation for further information or search 'Stansted Airport Performance Based Navigation'

profile of some of our projects so more people can engage with us. We will also study carefully the comments received both positive and negative and make changes where appropriate.

We will continue to measure our activities and indeed the community's perception of these with further studies similar to this over the next few years. We look forward to seeing how both our initiatives and also our relationship with our community develops over the coming years as we continue to work hard to build meaningful relationships.