



CAA Liaison Meeting 1

Friday 20 November 2020 1130-1215

Compliance with Consultation Strategy

Contents

1. Progress of consultation
2. Launch week media
3. Social media
4. Summary of activities completed as per Consultation Strategy
5. Summary of activities planned as per Consultation Strategy
6. Discussion on overall effectiveness
7. Set a date for Meeting 2
8. AOB, and close

1. Progress of consultation

- We are 30% through – this is day **32**, with **77** full days remaining of 110 day duration
- **906** responses as of 11am today
- Emerging themes, and actions arising
 - Hold location, height, frequency >>FAQ in progress
 - Clarification on what people can comment on >>FAQ in progress
 - Size of documentation >>Abridged consultation document
- Virtual Exhibition stats:
 - 5,261 visitors in total
 - 244 this week
- Citizen Space stats – Difficulties in acquisition, how can this be fixed?
 - Discussed with CAA Citizenspace admins

2. Launch week media

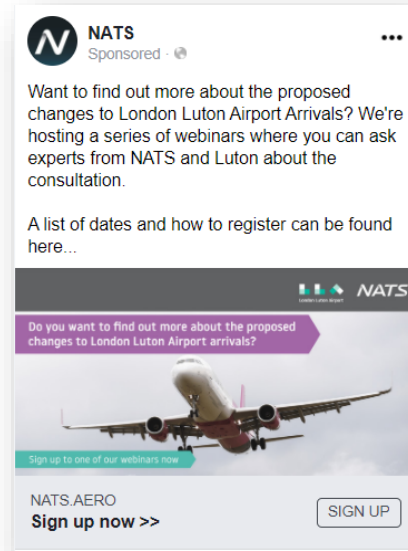
- Broadcast regional TV:
 - ITV Anglia west (morning bulletin and evening package)
 - BBC Look East (evening package)
 - Broadcast radio:
 - BBC Three Counties (bulletin, morning interviews and drive time)
 - BBC Cambridgeshire
 - **Estimated reach: over 1m**
- Online and print:
 - Over 10 local newspapers and websites published with print expected to follow this week
 - **Estimated reach: 586,000**
- **Total estimated reach of 1.5m**

3. Social media

Paid-for adverts

Facebook

51,876 impressions
1,886 link clicks
(173 this week)



Twitter

111,077 impressions
433 link clicks
(78 this week)

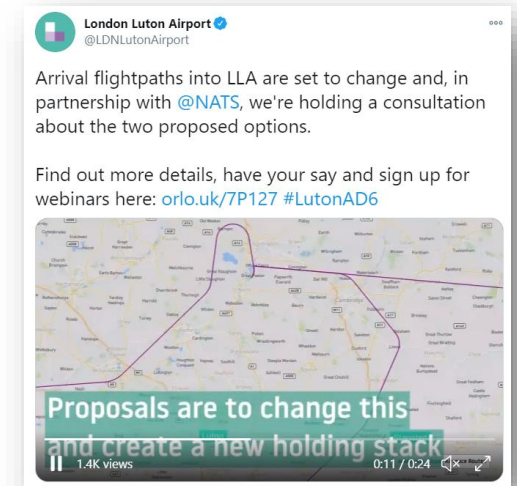


NATS Private

Organic

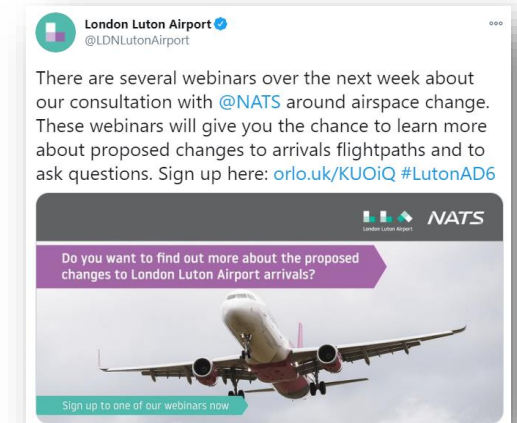
Last week's posts: Holding stacks visualisation

- Engagement rate: 5.8%
- 5,052 impressions
- 293 engagements
- 1,021 video views
- 44 link clicks



Public webinar push

- Engagement rate: 3%
- 2,409 impressions
- 54 engagements
- 10 link clicks



4. Summary of activities completed as per Consultation Strategy

- Webinars:
 - 14 MPs briefed via webinar or direct contact
 - 6 MPs have been contacted multiple times and offered briefings
 - 1 Local Govt webinar
 - 1 LLA Consultative Committee webinar
 - 2 General Aviation webinars
 - 3 Public webinars
- 4 Requests for paper copies of the document
- Digitally excluded and seldom heard – Contact method, information pack inc. leaflets
- Mapping tool – summarising the postcode lookup inputs: ([Link](#), live data)

*(link removed for
PDF publication)*

5. Summary of activities planned, as per Consultation Strategy

- MP briefings upon request – none scheduled at time of writing
- 2 Local Govt webinars
- 2 LLA Consultative Committee webinars
- 2 General Aviation webinars
- 7 Public webinars (next one is Saturday 21st)

- 2 MoD workshop webinars

- Planned media activity, milestones
- Reactive media activity – GA webinar promotion on ‘Flyer’ website

- Digitally excluded, seldom heard

- Mapping tool – additional tool in progress, to highlight where responses come from, allowing further targeting

6. Discussion on overall effectiveness

- Open discussion:
 - Consultation compliance
 - Consultation is on track as per Consultation Strategy

5 and 6. Date for next meeting, AOB and close

- Check diaries
- Suggest 15 or 17 December (Webinars and workshops either side)
- Attendee list?

- AOB?

Thank you



NATS-LLA

Date: 20th November 2020

Liaison Meeting 1 with CAA

Time: 1130-1215hrs

Via MS Teams

CAA:

CAA Technical Regulator
CAA Principal Airspace Regulator (Consultation)

NATS:

Head of Airspace Change Assurance
Community Relations Manager
Graduate Trainee
Community Engagement Manager
Airspace Change Expert (Presenter)

LLA:

Airspace and Noise Performance Manager

Discussion record	Actions
<p>Welcome Set up using MS Teams</p> <p>Introductions Slide Pack - Agenda:</p> <ol style="list-style-type: none"> 1. Progress of consultation 2. Launch week media 3. Social media 4. Summary of activities completed as per Consultation Strategy 5. Summary of activities planned as per Consultation Strategy 6. Discussion on overall effectiveness 7. Set a date for Meeting 2 8. AOB, and close <p>The slide pack was presented, and attendees were invited to interrupt and ask questions at any point. The slide pack is published as part of these minutes.</p>	
<p>Brief summary of discussions Overview of emerging themes and actions arising; consultation and virtual exhibition stats</p> <p>Virtual exhibition</p> <ul style="list-style-type: none"> o 250 hours (total) spent in virtual exhibition o 52% mobile, 36% desktop o 1,500 hits on the postcode look-up o 89% new users, 11% returning users o 55 - 64 year olds currently highest users, but fairly even spread across all age groups o London and Luton as primary access cities, also high in Bedfordshire o Arriving from Citizen Space; direct link from Google; link from Facebook • Citizen Space stats not available from CAA until midpoint and end of consultation. NATS-LLA could have used this data to target activities, however there is no statutory requirement for the CAA to provide this. 	

Launch week media

Overview of broadcast regional TV and radio, online and print.

- Regional TV and radio
 - Included interviews with NATS and LLA staff
- Pre-record packages picked up by The Evening News and Good Morning Britain
- This high reach drove up virtual exhibition users and consultation responses in the first week.

Social media

Review of paid and organic social media posts on Facebook and Twitter

- Paid
 - 70% budget for Facebook, 30% for Twitter
 - Luton focus on campaigns
- Organic
 - Above 4% is a good campaign – we have 5.8% on Facebook
 - Promoted webinar sign ups – this was reactive due to lower than expected sign ups. This generate around 10 sign ups per week.

Activities completed

Overviews of webinars, paper copies of documents, digitally excluded and seldom heard groups, and mapping tool

- MPs
 - MPs may wait and see what their local opinion is before getting involved
- Local Government
 - Offered three webinar dates
- Public webinars
 - 10 scheduled in – can be booked via virtual exhibition
 - Originally TEAMS Live, actual sign up rate lower than expected
 - Normally about 10-15 sign ups, but fewer attend on the day.
 - Pushed social media campaign to promote it
 - Switched to regular TEAMS – more engagement; real time contact (participants can speak and use video); most questions were still typed.
 - All webinars have had many questions and participants seemed well informed.
 - Follow up email to participants.
- Digitally excluded and seldom heard
 - Identified 50 plus groups
 - They have all been phoned (not all answered) and have all been sent an initial introduction email explaining that we have paper information should they wish it.

- Mapping tool
 - Collates the postcode look-up searches to show most searched first half
 - Postcode lookup can be found in the virtual exhibition, and the microsite
 - A few searches from postcodes well outside the consultation area

Activities planned

Overview of MP briefings, MoD workshops, media activities, digitally excluded and seldom heard groups, and mapping tool activities planned.

- Public webinars will continue to use TEAMS rather than the initially planned TEAMS LIVE format.
- Media
 - Drafting an infographic about the height of the hold
 - Preparing mid-point reminders
 - Focus on GA webinar – the final GA webinar is public to all GA users. Press released to GA media this morning.
- Digitally excluded / seldom heard groups
 - Several thousand leaflets printed that these Gatekeepers can distribute to their members
 - Currently responding to requests for leaflets / information
- Mapping tool – where responses are coming from
 - Work in progress

Discussion on Overall Effectiveness:

CAA – This appears to be an effective consultation, high response rate, good mix of channels. CAP1616 is quite rigid in format, this review is to allow you to deviate from the consultation strategy if necessary (as an impact of consulting during a pandemic) to make the consultation as effective as possible.

Discussion on public webinars

- The public webinars have lower attendance than expected, but are getting more questions, and these are more informed than expected. Barriers to entry are being reviewed.
- It is likely that the virtual exhibition is more than good enough to meet people's requirements, hence the lower signup rate for webinars.
- If the number being offered is reduced (as per CAA advice earlier), the ones near the end of consultation would be maintained as people are likely to engage again at this point.
- The requirement of the strategy has been met (in terms of number of webinars being delivered). They also support highly engaged members of the public.

Discussion on Virtual Exhibition

- Relatively even spread of age groups visiting the virtual exhibition, and high number of people using it.
- CAA – users' time in the virtual exhibition is good, signs of an effective campaign.

	<p>Demographics</p> <ul style="list-style-type: none"> CAA – Has there been any concern that the more traditional avenues have not been catered for? NATS / LLA have had positive feedback saying it is very useful. One question was asked in a local government webinar, about taking a noise pod to locations so people could hear different aircraft noises, but this is not practical in the current situation. <p>Date of next meeting Suggested by NATS / LLA – 15th or 17th. CAA prefers 15th, date agreed, also agreed that this format is suitable.</p> <p>AOB NATS-LLA to send a copy of the presentation and minutes to CAA to agree</p> <p>NATS-LLA to upload a copy to the consultation website</p> <p>NATS-LLA to get in touch with CAA before the next meeting if need to change the approach due to the pandemic. Already look sensible and effective including reactive changes to social media etc.</p> <p>NATS / LLA – FAQs and abridged document to be updated next week.</p>	<p>Action NATS-LLA Send meeting invitation (Completed and Closed)</p> <p>Actions (Completed and Closed)</p> <p>(Completed and Closed)</p> <p>If required</p> <p>In progress (before next meeting)</p>
	<p>Close Thanks to attendees</p>	

Notes by ZH 20/11/20