



HEATHROW **COMMUNITY**
ENGAGEMENT BOARD

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This presentation will cover:

1. About the HCEB
2. Our purpose
3. Challenges
4. Our work so far
5. Questions

Airports Commission (July 2015): A **Community Engagement Board** should be established under an independent Chair, with real influence over spending on compensation and community support and over the airport's operations.

NPS (June 2018): A **community engagement board** will be developed at Heathrow Airport to help to ensure that local communities are able to contribute effectively to the delivery of expansion, including to consultations and evidence gathering during the planning process.

The **Heathrow Airport Consultative Committee (HACC)**, an existing forum for local authorities, airport users and interest groups, takes on the additional responsibilities of the engagement board. The HACC was relaunched formally as the HCEB at the start of 2018.

Rt Hon Chris Grayling MP (June 2018): Earlier this year a **Community Engagement Board** was established and appointed Rachel Cerfontyne as its independent chair. It will focus on building relations between Heathrow and its communities, considering the design of the Community Compensation Fund which could be worth up to £50 million a year, and holding the airport to account when it comes to delivering on its commitments today and into the future.



The Heathrow Community Engagement Board (HCEB)

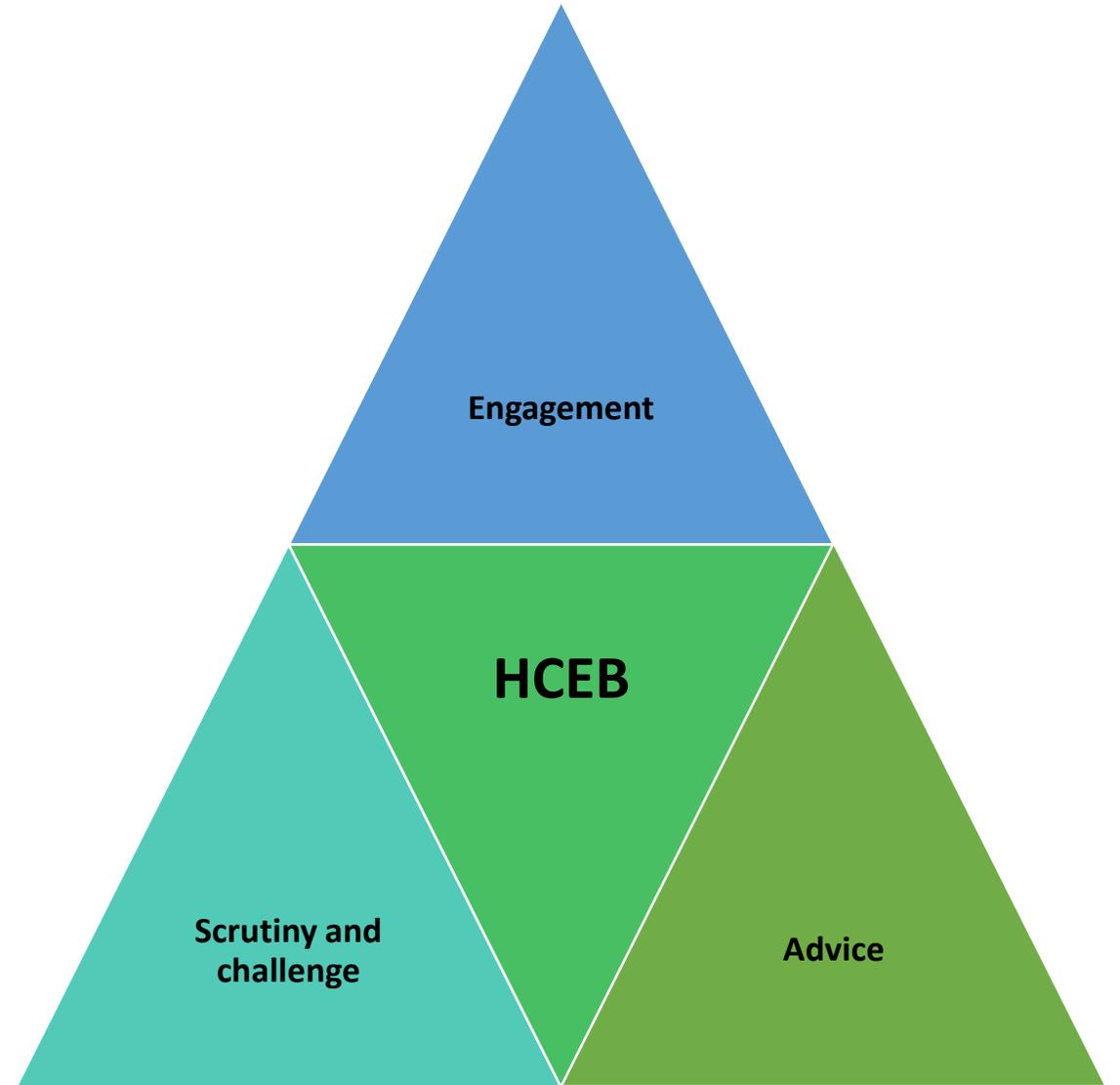
- We are a non-profit company limited by guarantee which operates **independently** from Heathrow Airport.
- Our aim is to enable communities and key stakeholders to **scrutinise, challenge and contribute** effectively to decision-making at the airport. We aim to build the relationships necessary to ensure that these groups have the opportunity for their views to be heard.



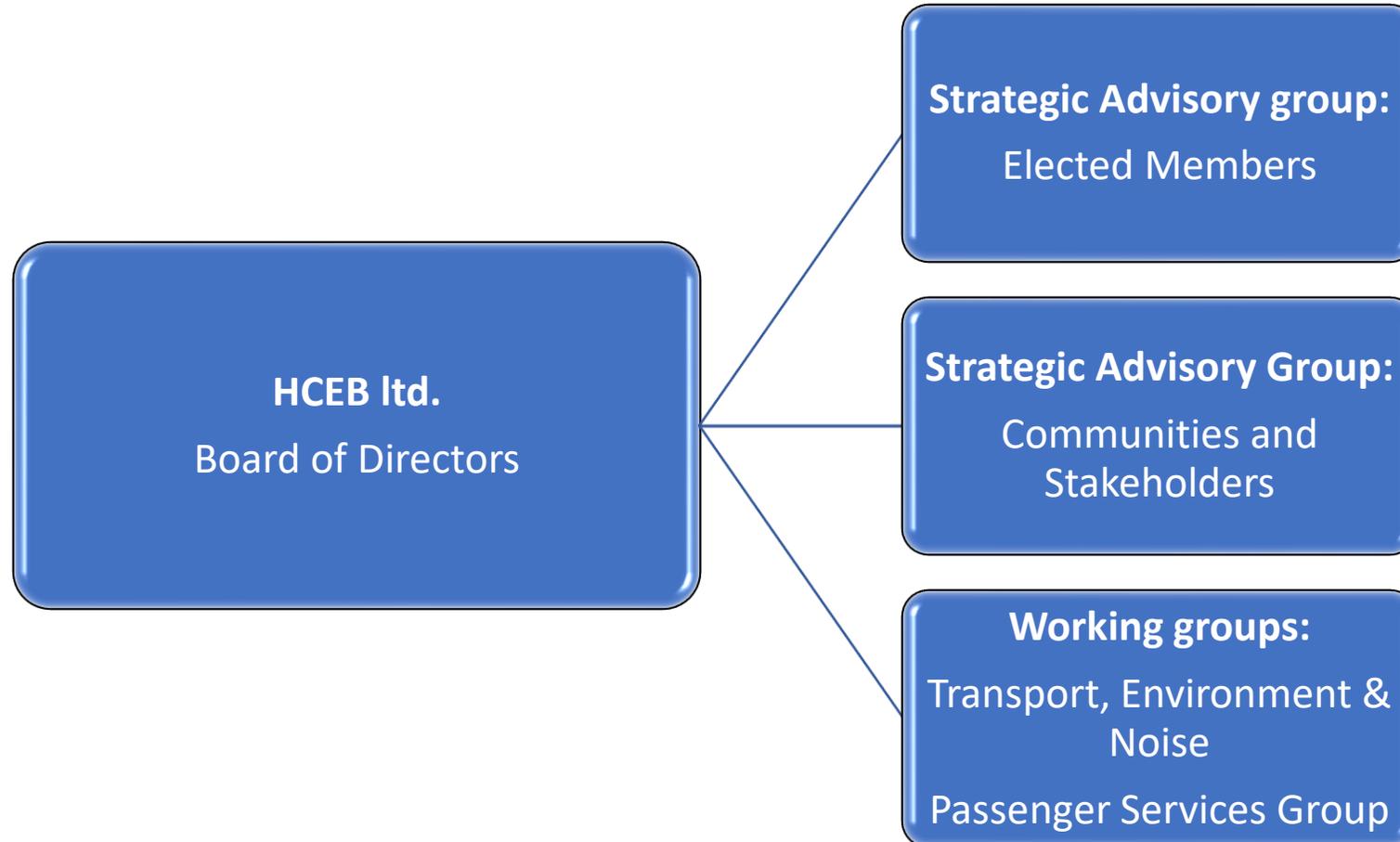


HEATHROW COMMUNITY
ENGAGEMENT BOARD

We have three
key purposes:



HCEB structure





Challenges

- Starting a new company
- Demonstrating our independence
- Managing expectations
- Loud voices and unheard voices
- Increasing engagement in the consultation processes
- Ensuring meaningful and effective consultation
- Model for future projects
- Being a strong and respected influencer



HEATHROW COMMUNITY
ENGAGEMENT BOARD

Our work so far...





HEATHROW COMMUNITY
ENGAGEMENT BOARD

**Built trusted
relationships with
communities.**





HEATHROW COMMUNITY
ENGAGEMENT BOARD

Developed new
ways to engage
students and
young people.





HEATHROW COMMUNITY
ENGAGEMENT BOARD

Arranged and
hosted ministerial
visits with locally
impacted
communities.





HEATHROW COMMUNITY
ENGAGEMENT BOARD

Commissioned independent research on local community attitudes and on sustainable communities.





HEATHROW COMMUNITY
ENGAGEMENT BOARD

Hosted
independent
drop-in advice
sessions in
impacted areas.



Developed and
maintained an
engaging presence
on Twitter, Instagram
and Facebook.

Over the last year, our
tweets have been
viewed almost half a
million times.



This morning we're on a tour of [@Colne_Valley](#), a uniquely impacted area of green space, with members of our Board and Strategic Advisory Groups looking at the [@yourHeathrow](#) T5 mitigation measures and discussing the proposed expansion mitigation measures.



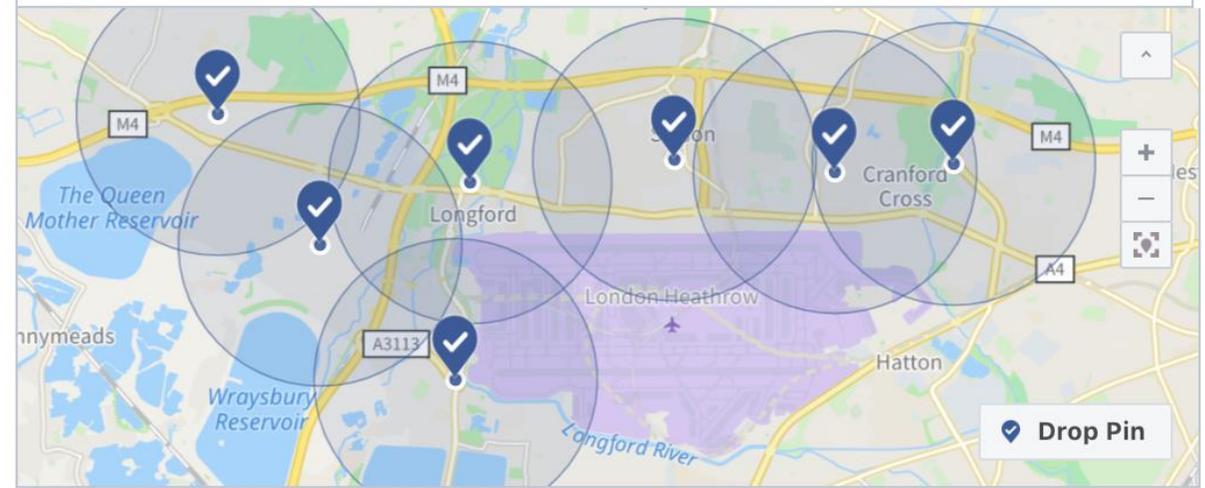
10:10 AM · Jun 4, 2019 · [Twitter for iPhone](#)

[View Tweet activity](#)

7 Retweets 6 Likes

Used targeted
Facebook advertising
to engage with those
most impacted by the
airport.

We have reached
over a quarter of a
million people living
close to the airport
through Facebook.



Your audience size is **defined**. Good job!

Potential Reach: 39,000 people **i**

Performance

You've spent **£2,361.34** over **183 days**.

Link Clicks

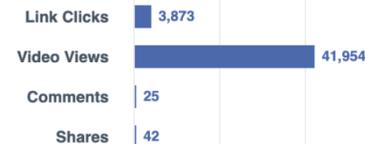
3,873

People Reached **92,317**

Cost per Link Click **£0.61**

Activity

Engagement on Facebook

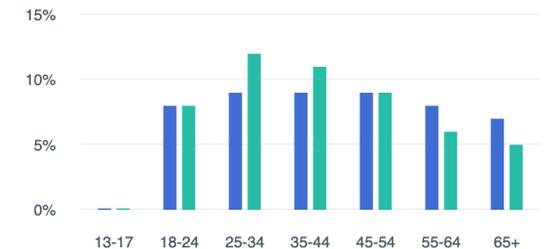


Audience

This ad reached **92,317** people in your audience.

People Placements Locations

50% **Women** 50% **Men**



Audience Name United Kingdom: Heathrow Airport (...)

Location - Living In United Kingdom: Heathrow Airport (...)



and...

- Planning for and advising Heathrow on their consultations in January and June
- Written to the 250,000 households closest to the airport with a survey – receiving over 1,500 responses
- Working with external agencies to identify hard to reach groups and develop the right message to reach them



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Find us online at www.hceb.org.uk
or on Twitter, Facebook & Instagram @**HeathrowCEB**