

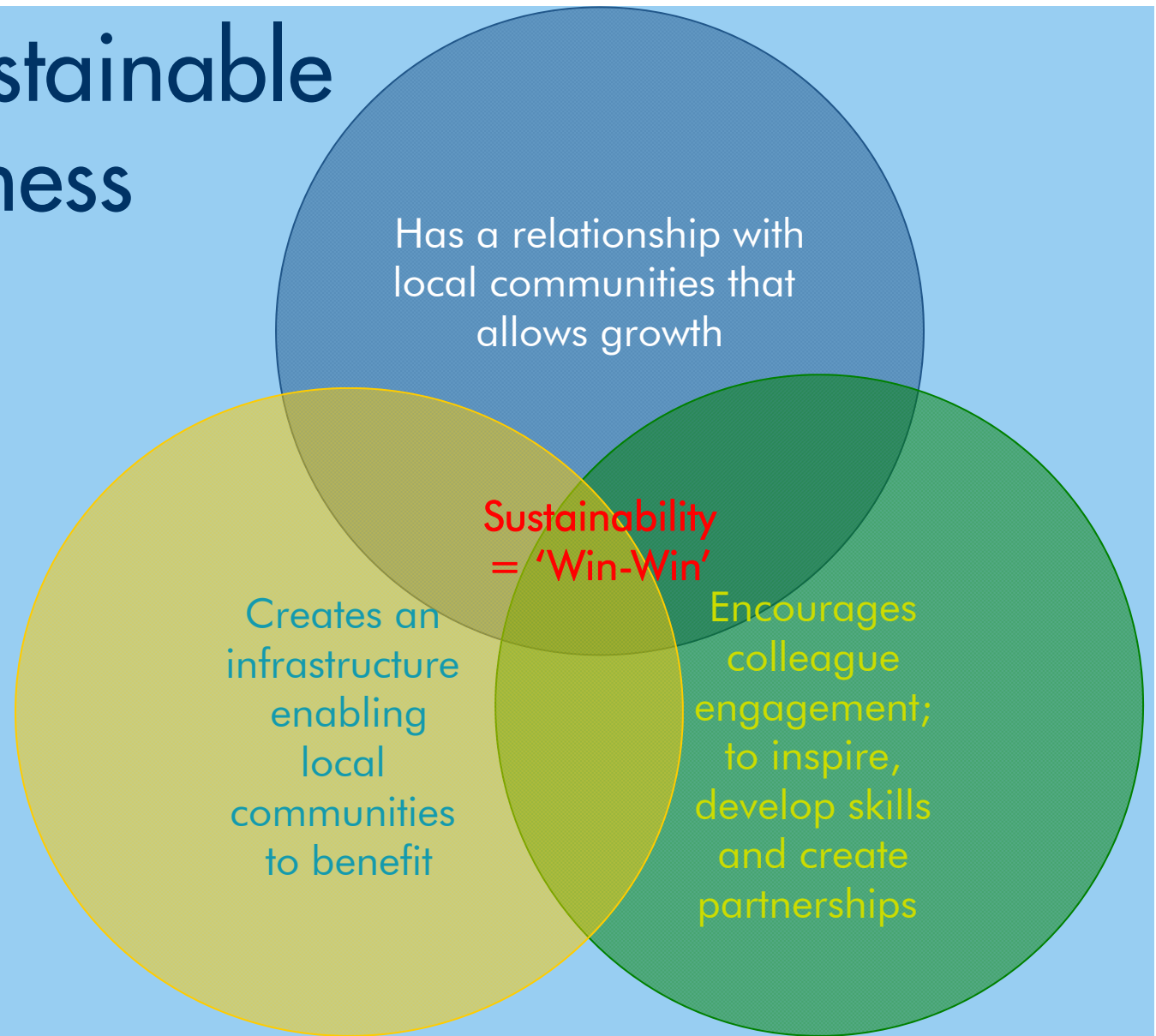


EFFECTIVE COMMUNITY ENGAGEMENT

Wendy Sinfield
Community Relations Manager

WHY?

A sustainable business



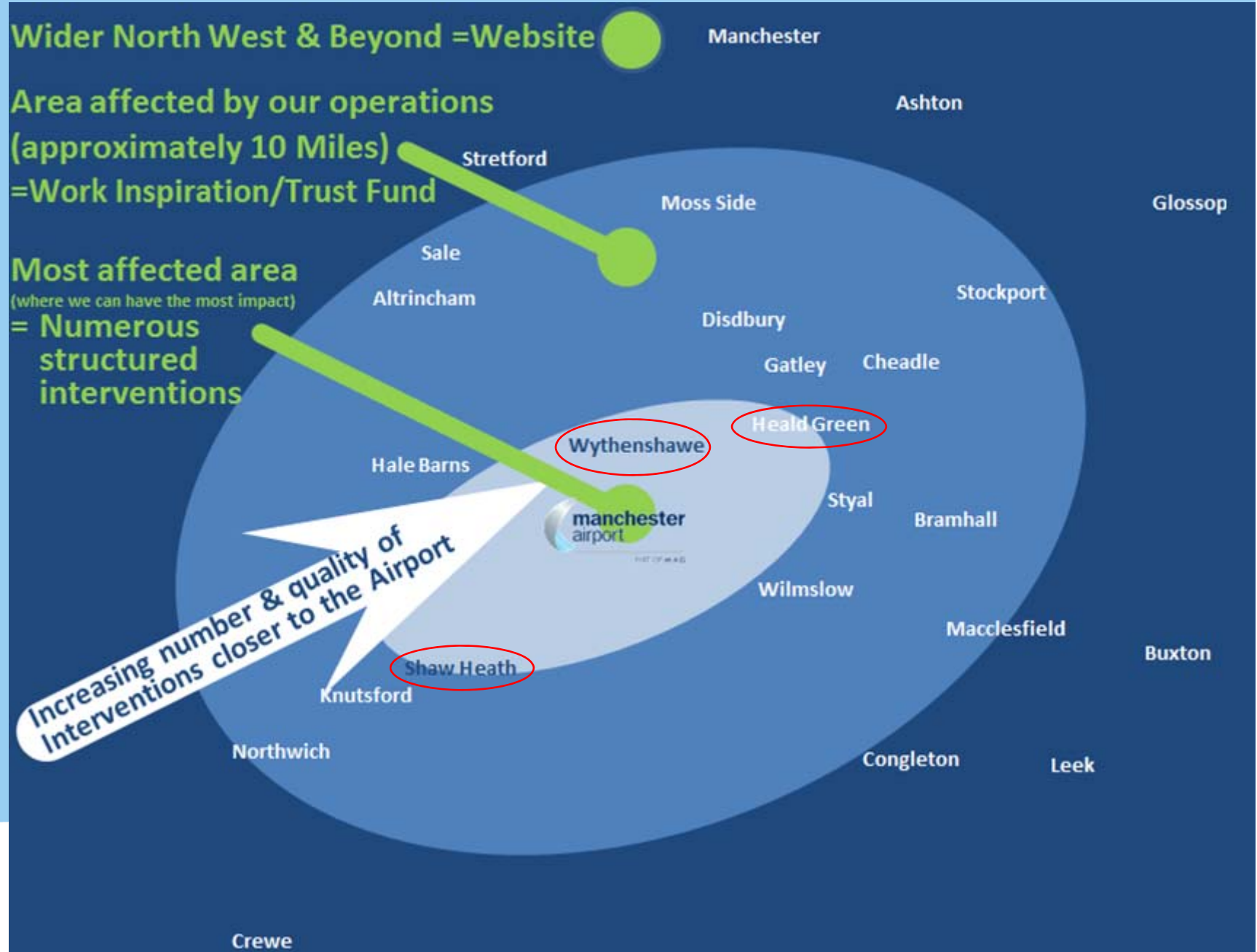
FOCUS

Wider North West & Beyond = Website

Area affected by our operations
(approximately 10 Miles)
= Work Inspiration/Trust Fund

Most affected area
(where we can have the most impact)
= Numerous
structured
interventions

Increasing number & quality of
Interventions closer to the Airport



COMMUNICATING

- Impact studies measure performance and help to direct our priorities.
- Regular meetings with elected representatives & our Consultative Committee.
- Outreach at fixed and mobile locations.
- Website.
- Data sheets.
- iBook.
- Meetings with faith leaders.

Our neighbours tell us our priorities should be:

✓ Employment

✓ Education

“Local people feel they have a stake in the future development of the Airport”.

-Councillor Barbara O'Neill, Wythenshawe

WHERE DO WE FIT?

Manchester Airports Group

Manchester Airport

Community

Education

Employment

Enterprise &
Culture

Colleagues

COMMUNITY

- Informing communities about our activities.
- Offering a range of opportunities to meet and inform.
- Listening to our communities, taking their concerns seriously & responding appropriately/timely.
- Encouraging community benefit of our Community Trust Fund.
- Ensuring our programmes include opportunities for all those living close to our site.
- Publishing the results of our Impact Studies.

“Flight paths are well disciplined, communication about on-going development or maintenance work is good”. -Feedback to Cheshire impact study

EDUCATION

- Encourage/support colleagues to act as leaders/Governors in schools in our impact areas.
- Encourage/support colleagues to mentor/support young people in transition from education to work.
- Offer master classes/opportunities to enhance the curriculum focussed on business/employability.
- Provide materials that support the curriculum.
- Create programmes that strengthen employment links.
- Continue focus/support on our partner High School; Manchester Enterprise Academy and its feeder primary school.

“Manchester Airport is a very positive influence in this area -offer jobs, travel and inspiration to the local community”. -Head teacher St Aidans RC

EMPLOYMENT

- Continue to support our training & recruitment 'Airport Academy' -provide a showcase within our public areas.
- Support employability programmes that focus on offering opportunity for young people & those who are workless.
- Encourage our service partners to engage with us in employability programmes.
- Work with our colleagues in Airport City to ensure opportunity for those who live locally.
- Look for opportunities to access funding to develop bespoke opportunities to train and recruit young people for our site.

"(Manchester Airport)provides employment and supports local initiatives" .

-Rev Jackie Betts , Knutsford Methodist Church

ENTERPRISE & CULTURE

- Continue to seek new partnerships that offer wider opportunity for local people.
- Build on existing partnerships to keep projects fresh & relevant.
- Create spaces to show local talent within our Terminals for static and performed art & music.
- Ensure our projects include people of all ages & cultures.
- Share the benefits of our M.A.G sponsorship, in particular arts.
- Develop programmes and links that showcase the international nature of our business and Airport City partnership; in particular the links to China.
- Introduce links between our business and passenger needs.

“It attracts many different individuals to the area which enriches the culture and diversity of Wythenshawe”. -Head teacher Newall Green Primary

COLLEAGUES

- Support colleagues in offering volunteering opportunities that develop skills, enhance teams and support the Community Strategy.
- Support 'Community Champions' to link to the wider colleague community.
- Hold employee road shows to encourage participation and understanding of the Strategy.
- Collect data on the benefits of volunteering.
(0.1% absence + 17% engagement)

".....what an enjoyable day it was despite my initial concerns/nervousness. Looking forward to the next one!"
-Systems Engineer, Water Services

WORKING IN PARTNERSHIP

We recognise our agenda is wide ranging and stretching and that our business is not able to deliver all the opportunities required alone. We work in partnership:

- Airport Community Network (ACN).
- Business Working With Wythenshawe (BW³).
- Knutsford & Longridge Support Group.

*“(Manchester Airport is.....) an excellent Partner committed to making a difference to local communities”.
-Richard Christopherson, Cheshire East Partnerships Team*






WHAT ARE WE DOING? - 1 (OF 2)



WHAT ARE WE DOING? -2(OF 2)



OPPORTUNITIES FOR OUR TEAMS

Opportunity		Skill(s) developed
Team makeovers		'Build team work'
Works Experience/Job Shadow		'Coaching/ communication skills'
Mock interviews		'Interview practice'
Aspirational Mentoring		'Coaching/nurturing'
Community Champion		Non hierarchical positions enabling networking'

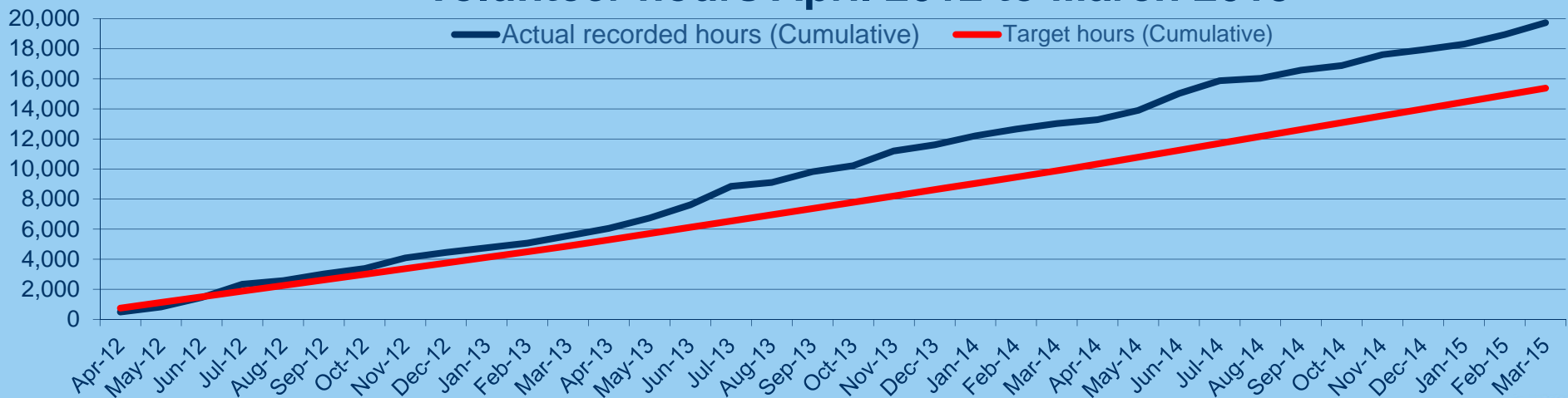
"For the best return on your money, pour your purse into your head".
-Benjamin Franklin

HOW ARE WE DOING?

Performance 2014/2015

- 199 Movements per complaint (target 130).
- 100% of complaints responded to in five working days.
- 6,710 colleague volunteer hours.
- 404 volunteer colleagues; 21% of our Manchester colleagues.

Volunteer hours April 2012 to March 2015



HOW ARE WE DOING?

Benchmark (nationally)

- BITC Platinum 'Big Tick' in 2013.
- Rated 4-Star in the BITC index.
- 2014 BITC Big Ticks Inspiring Young Talent, Building Stronger Communities, Education and Rural Action (also nationally shortlisted).
- 2015 Finalist for the national finals of the BITC Freshfield Work Inclusion and Education Partnership Awards.
- One of only 36 companies in the UK to be awarded the Community Mark.



"... Manchester Airport has developed partnerships with the communities affected by the operation of the business by talking, listening and reacting to each other's needs for mutual benefit".

-BITC on our 2014 'Building Stronger Communities Award'.



PART OF M.A.G

HOW ARE WE DOING?

Benchmark (locally)

- In our 2014 complainant feedback survey 95% reported the person was polite, 72% that our replies were helpful.
- In our 2014 Impact Study of Mobberley/Knutsford 89% of persons reported that their relationship with us was 'Fair' or better (67% Excellent/Good).
- Cllrs attending our Borough/Town/Parish meetings rated them 'Excellent'.

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