

MANCHESTER AIRPORT

COMMUNITY REVIEW 2015-16



INTRODUCTION

Manchester Airport is a growing business serving 24 million passengers, flying to 210 destinations contributing £1.7 billion to the North West economy and supporting 20,500 jobs on our site.

We know that our Airport's touch the lives of many and that by developing our community programmes we can maximise the benefits for all. At Manchester Airport our CSR strategy themes recognise the importance of responsible growth and are instrumental in our desire to be a respected and trusted neighbour. Our focus is on driving the benefits of our success, focusing on employment, skills, education and regeneration.

As we grow further with our £1 billion terminal redevelopment and Airport City projects we will require an ever expanding workforce, armed with the right skills and attitude to help deliver an excellent customer experience. Many of our CSR projects are designed to highlight opportunities and share expertise and skills with the workforce of tomorrow and fit the theme of 'education into employment'.



Ken O'Toole
Ken O'Toole

Managing Director, Manchester Airport



Heading up the External Corporate Affairs team at Manchester Airport is Adam Jupp, who joined MAG in 2015.

Adam Jupp, Head of Corporate Affairs with Crossacres 100% ers

Some of my highlights...



BOOK WEEK

Again this year Manchester Airport colleagues shared their love of reading with children at five Wythenshawe Primary Schools during World Book Week. Retailer WHSmith, which has shops in all three Airport Terminals, supported the initiative by donating a World Book Day book for each child at every school.

1,263 children took part in five schools.



We will use the story for a PSHE session about the importance of reading and accepting all people, no matter how different.

TEACHER QUOTE



Helen McNabb celebrating Book Week



MASTER CLASS

At our Autumn Councillor meetings we offered to run 'Master Classes'; to explain our operations. We held two 'Master Classes' in December for 21 Councillors; we took them through aircraft operations in the air and on the ground as well as bringing them up to date with NATS/CAA thinking on future Airspace design/consultation.



It was a very good idea to call this a masterclass because it generates different and higher expectations than a routine councillor meeting and they were fully met. Usual high standard of info and organisation – well done!

CLLR ROBERT BARR OBE
Lymm Parish council

TRANSFORMATION

Students from Knutsford Academy supported our Royal Cheshire County Show stand. The students competed to entertain our visitors. The winning team wowed the judges with a presentation and a video they had made about our Transformation programme. At the Show the students used a model to talk to visitors about the £1 billion development of our Terminals.



Cheshire show make



We were really impressed with how the students from Knutsford Academy grasped the importance of the Manchester Airport Transformation Programme and the investment for the North West.

LOUISE HUGHES
Communications Manager – Business to Customer,
Manchester Airport Transformation Programme

STRATEGIC OBJECTIVES



Our Environment:
We will make the best use of natural resources and minimise the environmental impact of our operations.



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

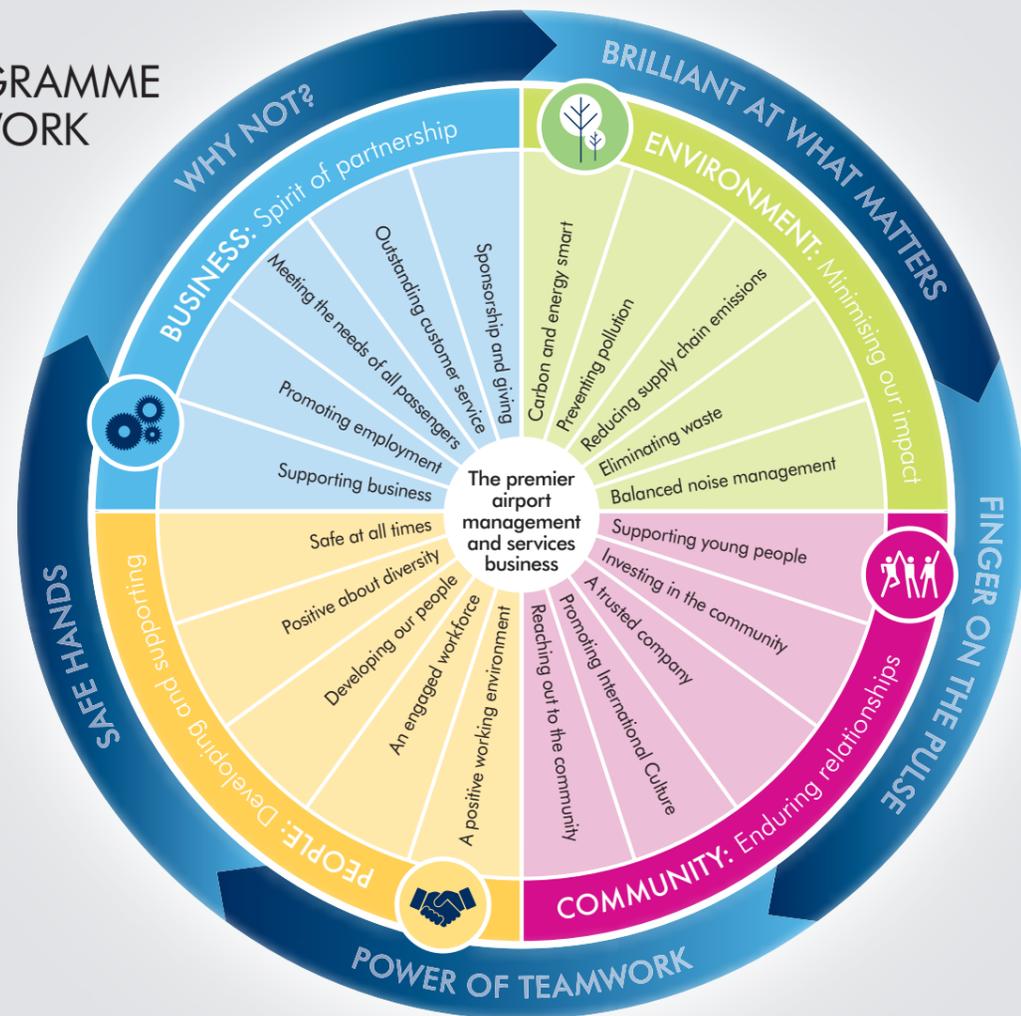


Our Colleagues:
Keeping them safe at all times, we will support and develop our people so they consistently deliver high performance.



Our Business:
Working in the spirit of partnership, we will maximise our social and economic contributions in the regions we serve.

OUR PROGRAMME OF WORK



ENVIRONMENT



BALANCED NOISE MANAGEMENT

In 2015 we introduced WebTrak allowing people to investigate their own complaint from the comfort of their own home at a time to suit them.



WebTrak Screen

COLLEAGUES

A POSITIVE WORKING ENVIRONMENT

We know our colleagues love to volunteer and the company offer two days of paid time each year to do this. Volunteering in community projects has helped to improve the engagement score among volunteers, demonstrating the value of volunteering to the business as well as the recipients.

394 colleagues volunteered 6,103 hours towards community projects.



Airport volunteers

TEAM CHALLENGE GIVE AND GAIN DAY

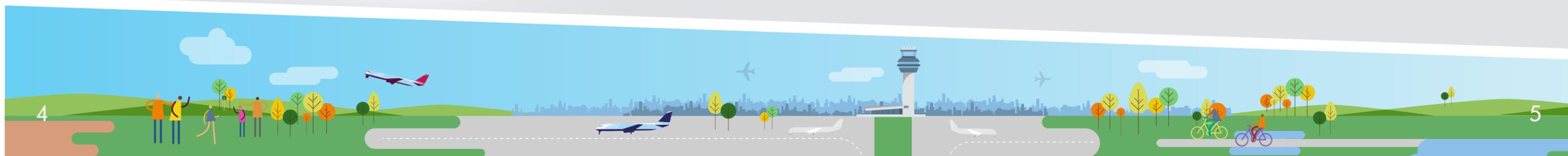
Business in the Community's Give & Gain Day is a celebration of the incredible power of employee volunteering. By getting unprecedented numbers of people out across the globe, they champion the talent, skill and energy found in businesses.

This year the Airport sent two teams out into the community on the 20th May. One group went to The Peel Residential Care Home where 7 colleagues offered manicures and organised a game of Bingo. Twenty colleagues joined forces with local landowner the National Trust to do a clear up on 'the old brickworks site' which adjoins their Quarry Bank property and our own Runway Trail. On this one day over 100 hours of volunteering took place.

We know that colleagues engaged in Volunteering are less likely to be absent and have a higher engagement score and higher retention rate.



Airport Give & Gain Day team



COMMUNITY

During March, at six meetings, we met with 61 Councillors representing Parish, Town, Borough and City Councillors from Cheshire, Trafford, Stockport and Manchester on our site. We brought Councillors up-to-date on our Transformation Programme, airspace consultation and developments across our site; as well as our work in their communities. Councillors were asked to rate the event out of four (one being poor and four excellent) and we averaged 3.7; excellent.

"A most useful meeting - as usual."

INVESTING IN OUR COMMUNITY

The Manchester Airport Community Trust Fund is now in its 19th year and celebrated £3m into the community. In 2015-16, 64 grants were awarded, amounting to £118,686 invested in community, environmental or social projects.

Accessible through a web link groups are able to find out information and upload their applications www.manchesterairport.co.uk/CommunityTrustFund

Income is generated from £100,000 annual donation and from noise fines imposed on airlines.



Trustees, recipients and the Consultative Committee celebrate our £3 million milestone

A TRUSTED COMPANY

We were proud to support our consultative committee by hosting their national conference in 2015. They asked the Community Relations Manager to describe our approach to working with and representing local communities.



UKACC group

SUPPORTING YOUNG PEOPLE

Our work experience policy offers students at school within a 3 mile radius, or children of staff, the chance to attend a 1 week business taster. Thirty four students attended over the year and a further 80 came from 2 local Academies for a 2 hour 'job shadow' session.

Three students had the opportunity to meet and have their photograph taken with James Nesbitt; who was filming a scene for the new series 'Cold Feet' in Terminal 2!

Students commented that 'hands on' experience of their chosen job shadow role had motivated them to pursue a career in that work area.



James Nesbitt selfie in Terminal 2

REACHING OUT TO THE COMMUNITY

For the fourth consecutive Year Manchester Airport hosted the popular 'Autumn Leaves Luncheon' for Woodhouse Park residents aged 65 and over. The lunches took place over three days to accommodate 311 guests. Thirty colleagues from Manchester Airport, together with 45 students from Manchester College and Manchester Enterprise Academy looked after the guests.

In July the Community Relations Team entertained 38 residents to tea, cake and a special royal raffle in the Longridge area of Knutsford and 28 residents in the Rajar building in Mobberley.

Our guests enjoyed music from the 1940's, had their pictures taken with the Queen and even played a game of bingo.



Mayor of Knutsford with Wendy at Knutsford tea party

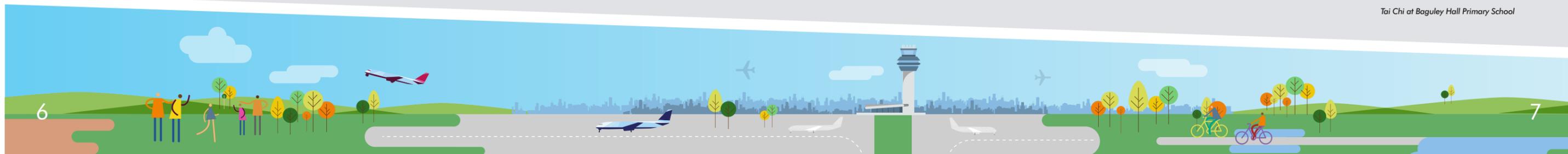
PROMOTING INTERNATIONAL CULTURE

We have held 'internationally themed' events at Baguley Hall Primary School in Wythenshawe and Etchells Primary School in Heald Green.

Our Community Strategy outlined that we will use our resources to celebrate and increase knowledge of other countries, cultures and identities. With the support of the Manchester Chinese Centre colleagues introduced children at Baguley Hall to Chinese food, Tai Chi, culture, language and art. Similarly at Etchells Primary we celebrated Spanish Tapas, regional identities and popular/useful phrases.



Tai Chi at Baguley Hall Primary School



BUSINESS

PROMOTING EMPLOYMENT

Our hugely popular jobs fair, ring fenced 750 places for very local people to have first opportunity on 3,000 vacancies. Our HR recruitment team helped candidates prepare during a 'get ready to get hired event' held in Wythenshawe. At the jobs fair itself our Airport Academy were on hand to offer training and guidance.

In 2015-2016, 116 people took part in training and 172 were helped into work.

Following the event a virtual jobs fair to highlight ongoing opportunities on our site was set up on line at www.manchesterairport.co.uk/jobs-fair

SPONSORSHIP AND GIVING

As major sponsors of the arts in the region we have shared our benefits among communities, each year we offer arts tickets to the community to recognise individuals efforts for their grass roots volunteering.

We donated 100 arts tickets valued at £6,250 and four schools received £3,000 towards the Hallé's Adopt-a-Player education project.

COMMUNITY TRUST FUND

The Community Trust Fund remains a popular resource in the Airport's wider community. Since its inception in 1997 over £3 million has been awarded to 1,345 projects.

We promote our Trust Fund at every opportunity and in the last year this has included:

- A celebration event; of awarding over £3 million in Grants.
- Twenty-one 'Mobile' Community Outreach events across Cheshire and Greater Manchester.
- Nine project visits/opening events.
- Forty-one Knutsford Outreach opportunities (at Knutsford Library).
- Trafford Funders Fayre and Cheshire Councillors Forum.

If you have an event that you would like us to attend please contact us.



Images L to R clockwise: Dial Park Allotment – received £1,740 towards bee keeper suits and equipment, Friends of Romiley Park – received £2,800 to provide ornamental railings, Step Ahead – received £750 towards toys and safety mats, Allotments Love Life – received £1,855 towards composting toilets, 2nd Cheadle Mercia Cub Group – received £700 towards go-carts, Denton Cricket Club – received £3,000 towards mobile ground covers

OUTSTANDING CUSTOMER SERVICE

We attend Knutsford Library each Tuesday 9.30-17.00 (or 12.00-19.00 on the first Tuesday of each month).

At all our Outreach sessions members of the Manchester Airport Community Relations Team are on hand to have focused one-to-one conversations with residents about their individual concerns. We are also able to demonstrate and tutor our WebTrak System – our publicly accessible track monitoring system.

For details of where we will be over the coming year visit: manchesterairport.co.uk/outreach

You can find out more about our work in your community and airport operations at manchesterairport.co.uk/community and you can contact us at community.relations@manairport.co.uk or on 08000 967 967.

Our twitter account @MAComRels provides instant news, pictures and updates following events in real time; eg. we had positive feedback following a night time runway closure that directly affected where aircraft fly, telling the story through posting 44 tweets over 11 hours to reach a phenomenal 13,410 people and no complaints.

Join our Community...

Keep up-to-date with our latest offers, resources, **FREE school trip opportunities, teacher masterclasses** and **inset days**.

Please email community.relations@manairports.co.uk to sign up for your **FREE** membership and for the chance to **WIN** a school trip to our airport!

Manchester Airport Education Resources

Pack your suitcase, and come on an educational journey with Manchester Airport.

Brand new resources designed for a range of subjects in both Primary and High School curriculum.

www.magworld.co.uk/education

Landing in October 2016

Best things to do here.....

The national flag of:

TEACHERS NOTES

TEACHERS NOTES

The most amazing thing was:

@MAComRels

Manchester_Airport_Education

OUR PERFORMANCE



OUTCOME & PROGRESS KEY			
📅	Secure future workforce pipeline	📈	On target
👉	Support our future growth	📉	Behind target
★	Host neighbourhood events	📉	Substantially behind target
£	Demonstration of economic contribution		

	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	TARGETS	OUTCOMES	PROGRESS
EDUCATION															
Total number of children benefiting	[Progress bars]												5,000	📅 👉 ★	📈 9,850
Work Experience	[Progress bars]												✓	📅 👉 ★	📈 34
Activities in Primary Schools	[Progress bars]												20	📅 👉 ★	📈 47
MEA feeder Primaries	[Progress bars]												15	📅 👉 ★	📈 16
Wythenshawe & Cheshire High Schools	[Progress bars]												15	📅 👉 ★	📈 16
EMPLOYMENT															
Jobs Fairs	[Progress bars]												1	📅 👉 £	📈 1
Adult Work Experience	[Progress bars]												10	📅 👉	📈 15
Young People with learning difficulties	[Progress bars]												5 in to work	📅 👉	📈 8
COMMUNITY															
Outreach	[Progress bars]												15 Mobile / 35 Knutsford	📅 ★ £	📈 21 / 41
Biannual Cllr visits	[Progress bars]												8	📅 ★ £	📈 10
Faith leader visit	[Progress bars]												1	📅 ★ £	📈 1
No. of complaints	[Progress bars]												<1,200	📅 ★	📈 678
Movements per complaint	[Progress bars]												>130	📅 ★	📈 258
Response to complaints	[Progress bars]												97% <Five Working days	📅 ★	📈 100%
Impact Study	[Progress bars]												1 in Heald Green/Styal	📅 ★	📈 1
COLLEAGUES															
Contribute volunteer hours to Community	[Progress bars]												5,750	📅 ★	📈 6,103
Number of volunteers	[Progress bars]												544	📅 ★	📉 394
Volunteers as a % of colleagues	[Progress bars]												✓	📅 ★	📉 17%
% of Volunteers that are shift-based	[Progress bars]												n/a	📅 ★	📈 38%
Host 'Bring Your Child to work Day'	[Progress bars]												20	📅 ★	📈 20
Host volunteer roadshow	[Progress bars]												✓	📅 ★	📈 12
ENTERPRISE & CULTURE															
International culture project with Schools	[Progress bars]												2	📅 👉 ★	📈 6
Share benefits of M.A.G arts sponsorship	[Progress bars]												64 Organisations	📅 ★	📈 75
Showcase community art in our business	[Progress bars]												1	📅 ★	📈 2
Support Community Trust Fund	[Progress bars]												>£100,000	📅 ★	📈 £118,686
Social events for community	[Progress bars]												2	📅 ★	📈 4

