

EAST MIDLANDS AIRPORT

CORPORATE SOCIAL RESPONSIBILITY REPORT 2014-15



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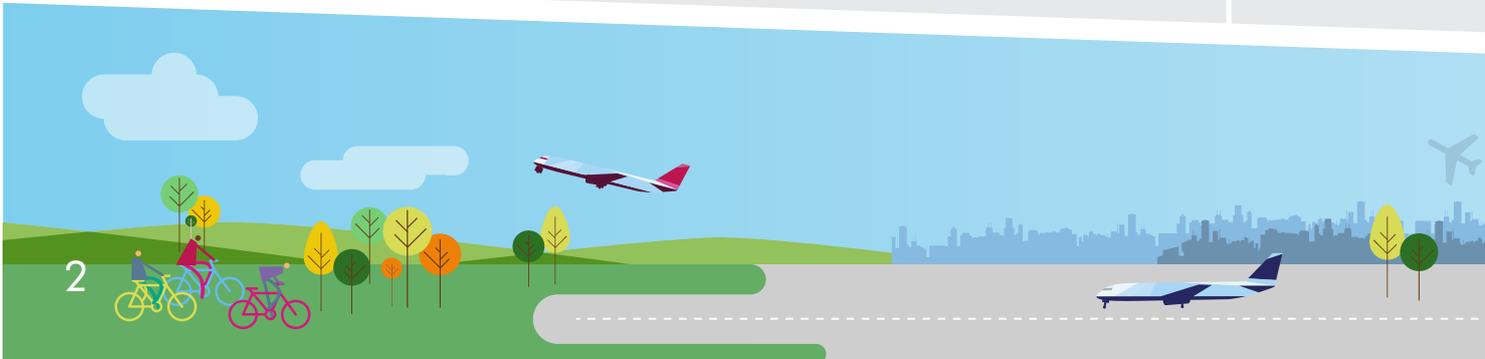
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WELCOME

Welcome to the annual review of our community strategy. At East Midlands Airport we are firmly committed to our community relations programmes and I am pleased to present this report on the activities that have taken place throughout the year.

We continued to place a high value on spending time talking with and listening to the local community, striving to create enduring relationships with our stakeholders. We are committed to creating economic growth in the communities surrounding our airport and we do this through providing funding, sponsorship, time and resources to education and community projects.

We are proud to have successfully renewed our CommunityMark status after originally being awarded the title in 2012 and are now one of only 36 companies in the UK to hold this prestigious title. The CommunityMark, awarded by Business in the Community, is the UK's premier standard for leadership and excellence in community investment.

CommunityMark holders are expected to prioritise the most pressing issues in their communities and make a measurable difference such as helping people into employment and building long terms partnerships with schools. We are particularly pleased that our Aerozone – our on-site education centre – and the Airport Academy were described as two examples of best practice.

East Midlands Airport is entering a new era as we've just completed our £12 million Terminal redevelopment which has transformed our departure area allowing a better experience for our customers. We have also invested in our new Control Room which will also allow us to deliver great customer service to our passengers going forward.

We will continue to work hard to ensure that we are a responsible, sustainable and trusted local business whilst offering our passengers the best customer experience that we can.



A white, handwritten signature of Andy Cliffe, written over a semi-transparent green background.

Andy Cliffe
Managing Director,
East Midlands Airport



ENGAGING COMMUNITIES

Communicating regularly with as many local people as possible remains one of the most important things that we do. We use a number of channels to ensure that we are sharing news about what we do openly and honestly.

COMMUNITY FLYER

We have been sharing news about our airport developments, community and environmental activities with those living near us for over 8 years through our Community Flyer. The Community Flyer is distributed to over 33,000 homes surrounding the airport and the latest version can also be seen on our website.

had been listened to and their concern had been dealt with professionally and fully.

"It's good that the airport make themselves available at these sorts of events as there are lots of people who prefer to talk to someone in person."

A KEGWORTH RESIDENT



WELCOME TO THE AUTUMN EDITION OF COMMUNITY FLYER FOR 2015

Thank you for taking the time to read this latest edition.

Once again we've had a busy summer at East Midlands Airport. It's clear that the Midlands economy is growing and that demand for connectivity will increase and we will continue over time to build a stronger route network that improves choice for passengers and better meets the needs of our region.

We have also had a record year for cargo throughput last year with 308,935 tonnes of flown cargo.

EAST MIDLANDS AIRPORT SUCCESSFULLY RENEWS IT'S COMMUNITYMARK

East Midlands Airport has renewed its CommunityMark status for the fourth year and is one of only 36 companies in the UK to hold this prestigious title. The CommunityMark, awarded by Business in the Community, is the UK's premier standard for leadership and excellence in community investment.

The award recognises businesses that are leading the way in supporting local communities. CommunityMark holders are expected to prioritise the most pressing issues in their communities and make a measurable difference across the different areas of responsible business such as helping people into employment, supporting social enterprise and building long term partnerships with schools.

East Midlands Airport Community Flyer

COMMUNITY OUTREACH

A programme of outreach events was held during 2014/15 and airport colleagues spent time at outreach events across our four closest villages: Castle Donington, Kegworth, Diseworth and Melbourne. The events were held at local community venues or events and colleagues were on hand to answer any questions community members had. They offer an opportunity for conversations to happen on a face to face basis.

After each of our events we contact those that attended to ask them to about their experience and all of those that responded felt that they

AIRPORT NEWS

We know that those closest to the airport are more likely to be affected by airport developments and activities and because of this Airport News – a newsletter sent out by email to 18 local parish councils – helps us to share these developments in a timely manner. If your parish council is interested in receiving this newsletter please contact the Community Relations team.

INDEPENDENT CONSULTATIVE COMMITTEE (ICC)

We remain committed to the ICC – an independent group that meets three times every year. The airport makes representatives from all levels and areas of our business available to ensure good quality discussions about airport activity ranging from passenger numbers and customer service scores to concerns about noise and pollution are able to take place. The committee ensures that we are held accountable for what we do and that we are a responsible business.

Alongside the full committee there are two sub groups – MENT (Monitoring Environment, Noise and Track) and TEP (Transport, Economic Development and Passenger Services).

All three committees operate according to Government guidelines and representatives from local authorities, amenity and user groups are invited to join.



COMMUNITY NOISE MONITORING

An important part of our programme is to ensure we are continually monitoring the noise levels of all the aircraft arriving and departing the airport. There are five fixed monitors in Sutton Bonington, Kegworth, Wilson, Weston on Trent and Castle Donington. The monitors help us to identify aircraft that are excessively noisy and enable us to fine the airline if they breach our stringent noise controls. Data from both the Kegworth and Castle Donington monitors is reported monthly on our website.

In addition we offer the opportunity for members of the community to look at flight paths on their home computer using WebTrak. This tool is an internet-based facility that allows anyone the opportunity to review aircraft movements to and from the airport on a 24-hour delay, including details of aircraft type, altitude and arrival or departure destination.

AIRCRAFT NOISE CONCERNS

Our priority continues to be to minimise the disruption caused by airport operations wherever possible, through a number of noise mitigation measures in place at the airport. However given the nature of the business this is not always possible. Any aircraft noise concerns that are received by the airport are taken seriously and fully investigated. We aim to respond to all concerns about aircraft operations within 10 working days. In 2014/15 we received 748 complaints from 277 complainants**.

KEY FIGURES

NOISE COMPLAINTS
FOR 2014-15

748

FROM UNDER 277
COMPLAINANTS**



AIRCRAFT NOISE CONCERNS SUMMARY 2014-15

	AIRCRAFT NOISE	AIRCRAFT OFF-TRACK	FUMES/ODOURS (FROM AIRCRAFT)	GENERAL INQUIRY	GROUND ENGINE RUNNING	LOUD NOISE	HELICOPTER	LOW FLYING AIRCRAFT	MILITARY	OTHER	TRAINING	COMPLAINTS	COMPLAINANTS	DAYTIME	NIGHT
APR-JUN 2014	144	15	2	0	1	0	1	6	0	12	2	183	50	36	147
JULY-SEPT 2014	187	6	2	0	0	0	2	9	0	29	8	243	88	80	163
OCT-DEC 2014	N/A*	N/A*	N/A*	N/A*	N/A*	N/A*	N/A*	N/A*	N/A*	N/A*	N/A*	212	96	56	156
JAN-MAR 2015	60	1	1	2	1	15	0	10	1	17	2	110	43	57	53
TOTAL												748	277**	229	519

* In January 2014 the airport made a significant investment into upgraded software to our Airport Noise and Track Monitoring (ANOMS). Unfortunately due to a hardware issue experienced during the upgrade there is a short period of lost data over a few weeks in December, meaning manual counts of complaints were undertaken for that quarter. As a result we are unable to run the report that provides a breakdown of complaints by type during that quarter. It also means we cannot run the full report for the year, due to data being on two separate systems.

** Because we cannot run a full year report, we are only able to report on number of complainants per quarter. Total complainants for the year has been calculated by adding the four quarters together. However some of these may be duplicated as they may have complained in more than one quarter.



INSPIRING YOUNG PEOPLE

Supporting young people in their learning is vital if we are to ensure our workforce of the future and as such our Inspiring Young People programmes are at the heart of what we do.

We aim to bring to life some of the wide range of opportunities that young people have available to them at the airport, opening their eyes to exciting potential career options they may not otherwise have known exist.

AEROZONE

Since 2010 we have provided over 12,000 young people the opportunity to gain a real insight into life at the airport through the Aerozone – our on-site education centre. In 2014 we welcomed 3005 young people from Foundation stage to University age through our doors.

Our aim with those who visit, whatever their age, is that they learn as much as possible about the airport, how it operates and why. We offer a variety of activities set at the appropriate level for the visitors, as well as a tour of the departures and arrivals area to see the airport in action.

We are able to provide a richer experience for school and college groups through our airport

colleagues and service partners, who volunteer their time to come and talk groups about their jobs and experience of the world of work. They are able to bring a real insight into the working of an airport including the fire department, airport security and police, air traffic control and customer services.

East Midlands remains one of our most popular attractors providing visitors of all ages the opportunity to role play at a number of key job roles at the airport. We have set up a smaller version of check in, security, a café, duty free shop and a plane. This facility is very well received particularly by primary age children but is becoming increasingly popular with older students, where more complex role-play scenarios can be played out to explore a number of issues. It is also used to support assessments for students studying for a BTEC in travel and tourism, and by tutors at the Airport Academy and employers to embed customer service skills through role play.



East Midlands Airport Aerozone learning centre



“

Just a short email to express my sincere thanks to your team as well as to your wonderful speaker for an outstanding lecture. The students could not keep up their note writing! Thank you for this valuable resource.”

SUZANNAH MEAD
Stockton Riverside College.

A quick note from the staff and children of Norwood School. You made us extremely welcome and everybody had an excellent time. We will hopefully see you again next year!”

KARL BURNHAM
Norwood School

VISITOR NUMBERS TO THE AEROZONE SINCE 2010

aerozone ✈️
where your education takes off

**east
minilands** ✈️

12,000



SUMMER ACTIVITIES

Each year we take advantage of the summer school holidays by opening up our Aerozone to families and this year was no different, with 100 young people and their parents coming along to enjoy some time with us across 5 different sessions. Local families got the chance to learn a little more about the airport whilst having fun in East Minilands, hunting for treasure all around our Airport Terminal, creating mosaic art and model aeroplanes as well as a visit from the airport fire fighters.

Opening up the airport for events like this enables airport colleagues to spend time with community members and see a different side to the airport and similarly our visitors get an insight into to parts of the airport that you wouldn't normally see as a passenger.

All activities were once again fully booked and participants had a very positive experience.



Summer activities at the Aerozone



WORLD BOOK DAY



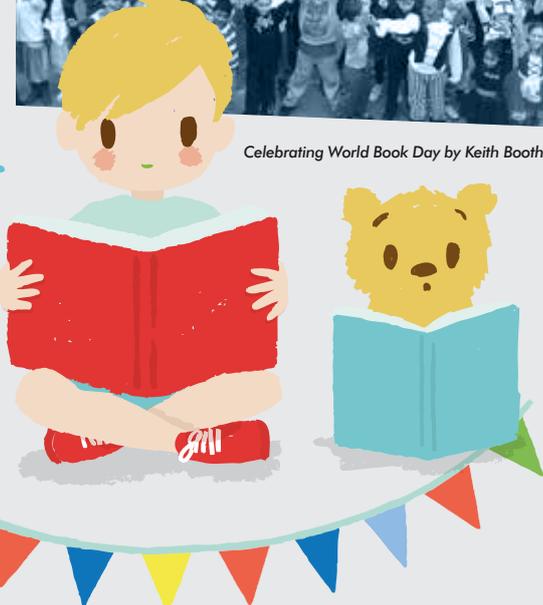
During the week of World Book Day, 12 of our colleagues spent time visiting 11 different local primary schools to share books with the children. Colleagues visited a different school each day of the week and read with groups of children in an effort to support the schools and encourage children into a lifelong love of books. In addition we donated over a hundred books to the schools for them to add to their library collection to be enjoyed by many more children over the years to come.

WORLD BOOK DAY
5 MARCH 2015



Celebrating World Book Day by Keith Booth

“Many thanks for giving up the time to come and share stories with our children this morning. The children welcomed the opportunity to hear a different voice read a story with them and from what you’ve said you enjoyed the experience too!”
HEAD TEACHER
Hathern CofE Primary School



BRING YOUR CHILD TO WORK

In April 2014 the airport took part in national ‘Bring your child to work day’ for the second time. The airport hosted 15 young people, giving them the chance to explore different roles around the airport and learn a bit more about where their family member works and who they work with. Highlights of the day included a visit by the Airport police and a trip to the fire station.

This is an important day in our calendar as it helps young people understand about the world of work and feel proud of what their family members do.



Bring your child to work day at East Midlands Airport



WORK EXPERIENCE

Our work experience programme remains incredibly popular and this year we received 94 applications for a programme of one-week placements which take place during our busy months between April and October.

To focus our skills and to best match them with students applying we have split our programme into two streams and were able to offer 6 travel and tourism and 6 STEM (science, technology, engineering and maths) placements this year. The travel and tourism programme focuses on customer facing roles such as our information desk, check in and hospitality. The STEM programme focuses on areas such as aerodrome safeguarding, air traffic control and airfield operations.

We aim to ensure that the young people chosen have a positive and quality experience of the real world of work, offering participants an insight into what goes on behind the scenes at a local airport and how we make everything happen to ensure our passengers safety, security and the best customer experience possible.

One of the students that took part in the STEM programme proved to be talented enough to join an eight week work placement programme in the terminal as part of our customer services team. He supported the team throughout the busy summer period helping customers on their journey through the airport. He left such a good impression on one of our business partners that he has secured employment.



Hugo Milner during his work experience at East Midlands Airport



Air Traffic Control was by far the best day as I really enjoyed visiting the control tower and listening in to the control commands and radar information. The staff were all really friendly and were keen to show me around...after today I see Air Traffic Control as a future career option."

HUGO MILNER
Littleover Community School

SCHOOL ATTENDANCE SCHEME

This was the third year that the airport has run the School Attendance Scheme – a programme that recognises and rewards those students who achieve good attendance. Punctuality and good attendance are really important in the work place and so the scheme aims to support schools in highlighting the importance of good attendance.

For every term that a student achieves 100% attendance they are rewarded with a badge and certificate. Those that achieve 100% attendance for the entire school year are then invited to a celebration event hosted by the airport.

For the last three years we have been working with Dovedale, Longmoor and Brooklands Primary Schools in Long Eaton, and John Port School in Etwall, with each school recording an increase in attendance since they commenced the scheme.



John Port School celebrate 100% attendance

This year's Primary School celebration event was held at The Launchpad at Donington

Park, where the students could enjoy a variety of activities, refreshments and reward giving.

The celebration event for John Port School took place at the Aerozone, East Midlands Airport's on site education centre. Here the students were able to meet colleagues from around the airport – including the Fire Fighters, act out some role play scenarios in the mini airport as well as receive their rewards.

The Attendance Scheme will continue for the next three years with a new selection of schools, and we look forward to working with the students to encourage good attendance.



Thank you for today's event, the children loved it and were excited all the way home. It really has given the children an added incentive to reach 100%. Last year we brought 17 children and this year we've brought 42 – a huge improvement. Thank you for your hard work."

JO MENZIES
Longmoor Primary School



EMPLOYMENT

As one of the region's largest employment hubs, East Midlands Airport is committed to supporting its local community and aims to address unemployment by supporting local people into employment on the airport site where possible through its Airport Academy, which was established in June 2013.

The Airport Academy is a dedicated employment and education facility which is run in partnership with Jobcentre Plus, providing a valuable resource to the many employers on the airport site by ensuring that its pool of candidates are pre-screened and work ready.

The Academy was run initially in partnership with Stockport College, who also run our Academy at Manchester Airport. The academy was closed briefly from July 2014 and reopened in November 2014 under a new contract with Stephenson College, and a new Airport Academy coordinator was appointed in April 2015.

In 2014/5 we worked with 92 job seekers from across the East Midlands who completed the two week NVQ2 course in pre-employment and customer services with 25 of those going on to secure work as a result.

Successful candidates have been placed in a range of positions, including the new catering outlets introduced as part of the terminal redevelopment programme, with service partners, airport hotels, the security team, customer service and DHL.

In January 2015 we kick-started our summer season with our 'Big Job Fair' in the check-in hall with over 350 jobs on offer. We had a great turn out with over 1,200 people seeking employment opportunities at the airport across more than a dozen of the on-airport businesses, including Security, Car Parks and Passenger Services positions as well as DHL, UPS, Frankie & Benny's, Autogrill, Swissport, Jef2.com and World Duty Free.

WORK EXPERIENCE

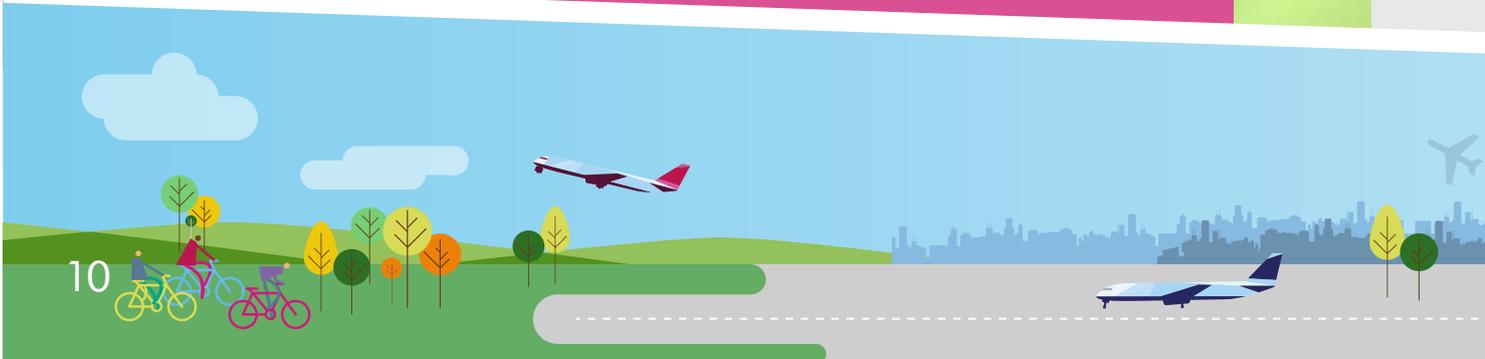
To help provide additional opportunities for 18 to 24 year olds who are struggling to secure employment, the Airport Academy has established a work experience programme

in partnership with Jobcentre Plus. The opportunity is within the EMA Customer Service team and enables young people to get some hands on experience in a busy customer service environment. It is also a great opportunity to meet employers on-site and to find out about opportunities for employment.

The aim going forward will be to build on the academy's success by working with other businesses in the area to help support the training programme and broaden the number of jobs that can be offered to successful candidates.



Andy Cliffe – East Midlands Airport Managing Director, during an Airport Academy event



“

After completing the Airport Academy course I now feel more confident in dealing with such things as interviews and the correct way to communicate with people.”

I have learnt that customer service skills can be used not only to help customers but also colleagues and general dealings in your day to day life. I have a much better understanding of what employers might expect and I hope I can use this to secure employment.”

At the beginning of the course I was a little apprehensive as I had not been in a classroom for a number of years. The course has been instructive and inspirational in areas I had lost the skills.”

I enjoyed having a reason to get up every day and I have met new people and made friendships. I have applied for jobs that I would not have thought about otherwise, which I hope will lead to a job at the airport.”

The EAST MIDLANDS AIRPORT Recruitment Fair

NUMBER OF JOBS AVAILABLE AT AIRPORT AT THE 'BIG JOB FAIR'



NUMBER OF PEOPLE WHO ATTENDED

1,200



CHARITABLE GIVING

The airport is committed to supporting the hard work of the many fantastic local community groups in our area, some of which would struggle to continue with their vital work without financial support from businesses.

As a local business it is our responsibility to continue to support these groups and our charitable giving programme focuses on those based close to us.

COMMUNITY FUND

Since 2002 the Community Fund has contributed over £773,000 to 1048 projects in the region. Each year the airport donates £50,000 to the Community Fund and any group based within the designated area of benefit and provided their project meets the criteria is eligible to apply for funding. In addition to the airports annual contribution the fund is topped up with fines from excessively noisy aircraft.

The fund is managed independently by committee members who are voted for by our Independent Consultative Committee. Included on the committee are three councillors from Nottinghamshire, Derbyshire and Leicestershire as well as a member from one of the on-site businesses, currently Royal Mail. In addition there is an independent minute taker and minutes are made available on our website after each meeting.

During 2014/15 the committee awarded £52,291.46 to 67 projects. Any group based within the designated area of benefit and provided their project meets the criteria is eligible to apply for funding. The committee meet six times a year in order to ensure decisions are made in a timely manner.

One of the community groups that benefited from funding was Burton Leander Rowing Club who were awarded £1,500 to go towards a new boat. An airport representative attended the launch of the new boat and was delighted to see that it has been named 'East Midlands Airport'.



Burton Leander Rowing Clubs were awarded £1,500 towards a new boat

We contributed £2,000 towards the Blackfordby War Memorial Fund and were pleased to be able to attend the dedication ceremony for the new memorial on Remembrance Sunday.

Another beneficiary was the Shepshed Town Bowls Club who were awarded £1,023 for kitchen equipment.

We marked our 1000th award by celebrating with local residents at Rempstone Village Hall, who received £650 towards improving their facilities with new catering equipment.



Rempstone Village Hall was awarded £650

“

Shepshed Bowls Club is very grateful to the EMA Community fund for assisting with the purchase of new kitchen equipment which will make the work of our many volunteers so much easier and more pleasant.”

NIGEL BILSBROUGH
Treasurer





Beeston Hockey Club were awarded £500 for new kit



Blackfordby War Memorial Fund was awarded £2,000



A contribution like this really makes a difference to our players and parents, and goes a long way to ensure that money is not an object to participating in sport locally, nationally and, in our case, internationally. We will be off to the World Youth Championships in Holland in May 2014 and will be proudly sporting the kit that the fund has paid for. Thank you!

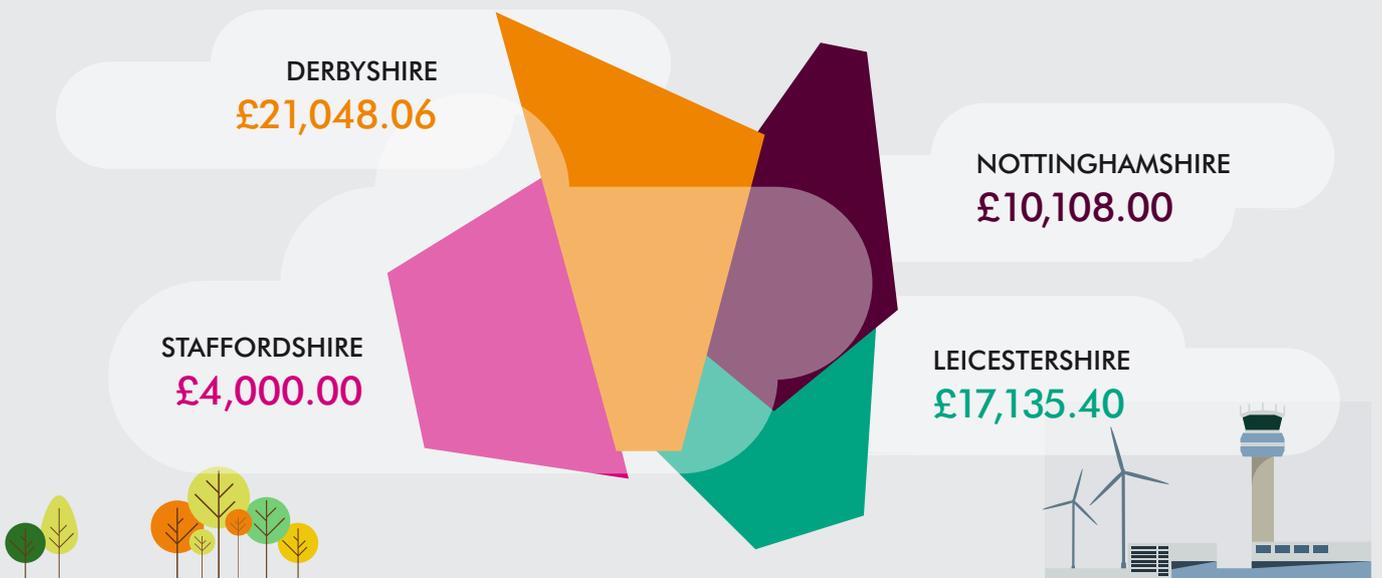
ROWENA HACKWOOD
Beeston Hockey Club

SUPPORTING LOCAL COMMUNITIES

There are many worthwhile community projects that may not fit the Community Fund criteria but are still very worthy of our support. We therefore offer the opportunity for these groups to apply for a small amount of funding from the airport in order to ensure their continuation. During 2014/5 we contributed £6,756 to 65 local groups. Some of the groups that benefitted include Castle Donington's 14th music festival, the Aston on Trent Fun Run, Melbourne Fete and the Diseworth Retired Resident's Christmas Lunch.

In addition we donated 49 raffle prizes to support other local fundraising.

FUNDING SPLIT BY AREA:



MACMILLAN COFFEE MORNING

In September 2014 Air Traffic Control hosted a very special coffee morning as part of the World's Biggest Coffee Morning for Macmillan Cancer Support.

The event took place at the top of the air traffic control tower so colleagues were not only treated to delicious cake but also an amazing view. The event was a combination of a cake sale, a raffle supported by local tenants and quizzes, raising a fantastic £516 for the charity.



DEPARTURES

In 2009 the airport opened two art gallery spaces in the terminal in response to requests from local artists for a space to display their work. DepARTures remains a key feature in our airport terminal and has now been running for 6 years. The scheme means that the work of local artists is exhibited to the millions of passengers that travel through the airport for a three month period. As a result of our terminal redevelopment we have been able to offer additional space in our new 'dwell area' – a space that receives 100% footfall – for artists to display their work.



WHEN YOU WISH UPON A STAR

In December 2014 we once again supported local charity When You Wish Upon A Star with their flight to Lapland for children with life limiting illness. The trip turns these young people's wish to meet Santa into a reality.

Colleagues and business partners from across the airport ensured that the flight got away smoothly and the children were well entertained whilst they waited for their flight to depart. The airport also waives any fees associated with arriving and departing at the airport.



Volunteers supporting the When You Wish Upon A Star charity's flight to Lapland



A super experience, very well organised and executed."

GRAHAM DARCH
Head of Engineering, volunteer on the day

COINS FOR CAUSES

Every year our airport colleagues choose a charity to receive our 'Coins for Causes' donations and in 2014 – 2015 the charity we chose to receive the money donated by our passengers on their return to the airport was Guide Dogs Derby. Coin collection boxes are located in the baggage reclaim area encouraging passengers to donate any left over foreign currency or simply make a donation. Thanks to the generosity of East Midlands Airport passengers we were able to hand over £863.55 to Guide Dogs Derby.

The colleague vote for 2015/16 has taken place and during the year we will be collecting for ABF – The Soldiers Charity.



INVESTING IN OUR COLLEAGUES

At our airport we actively encourage our colleagues to get involved with the local community by volunteering their time. The programme is designed to encourage all colleagues to spend time giving back by using their skills to the advantage of a local group or project, or within our Inspiring Young People programme.

Volunteering provides benefits for all involved, with local community groups feeling supported in their work and colleagues feeling motivated and engaged.

COMMUNITY CHAMPIONS

During the past year 103 colleagues gave over 500 hours to volunteering, resulting in 19% of all colleagues working for the airport engaged in our volunteering programme, significantly higher than the 12% achieved last year. All colleagues are entitled to two days for volunteering.

primary school children, raised funds for Children in Need and supported the When You Wish Upon a Star charity flight.

We also support teams who wish to help local groups whilst building stronger teams. This year a team from Engineering spent a day at Rainbows Children's Hospice in Loughborough and were tasked with laying down block paving to enable wheelchair access to a bridge.

Paul from Maintenance said of the experience, *"Thank you to Rainbows for accommodating us today. We all had a great day and felt that we had done something worthwhile for the charity."*



These results have been a significant achievement given that our work force more than doubled to just over 500 the previous year. We have worked hard to find opportunities that meet the needs of our colleagues who work shifts. A significant number of our volunteering opportunities are supporting young people and giving them an insight into the real world of work, for example through giving talks in our Aerozone or providing them with the opportunity to gain valuable work experience.

Colleagues have also taken part in mock interview activities with young people and attended career fairs in local high schools, supported World Book Day reading with



The airport's engineering team at Rainbows Children's Hospice



You all did an amazing job. We are really so grateful to the Airport for allowing you to come along and give us your time."

Kate Golding
RAINBOWS CHILDREN'S HOSPICE



TRANSPORT

The airport has been investing in public transport and other sustainable travel initiatives for over a decade and in 2014/15 a further £127,000 was invested into supporting bus routes and promoting bus, car share, cycling and walking.

BUSES

At the end of the financial year Skylink had carried over 2.25m passengers representing 25% growth on the previous 12-month period.

Of this total 1,153,680 annual passengers used Derby-Leicester Skylink in 2014/15, representing an 18% growth on the previous 12-month period. In September 2014 the operator, Trent Barton increased the frequency of the service from twice to three times every hour between the hours of 4am to 7pm, and also invested in a brand new fleet of vehicles.

The decision by Trent Barton to increase the frequency of the Nottingham Skylink to three times an hour between 4am and 7pm taken the previous year has been rewarded by a significant 33% increase in passengers with 1,099,077 using the service in 2014/15.



Skylink competition winner celebrates during the Skylink launch

EAST MIDLANDS PARKWAY STATION – NEW SHUTTLE SERVICE

A new shuttle service between the Airport and East Midlands Parkway Station – called Parkway Railink – was launched in March 2015 as part of a partnership between East Midlands Airport, East Midlands Trains and Elite Cars. The service operates hourly between 6am and 7pm daily, with fares of £6 each way.



The Parkway Railink Shuttle service is launched in March 2015

ANNUAL ON-BOARD BUS USER SURVEY

Each summer we undertake a survey of Skylink bus users, which provides us with some valuable information both about the nature of trips made and the quality of the service and customer satisfaction.

In August 2014 we captured 1090 responses across both Skylink services, a 17% increase on last year. This year we have found that 33% of all Derby/Leicester Skylink passengers were accessing the airport – 22% to work at the airport and 11% to fly from EMA – with the remainder being local trips.

Nottingham Skylink now follows a similar profile with 23% of all Nottingham Skylink passengers accessing the Airport – 14% to work at the airport and 9% to fly from EMA – with the remainder being local trips.



Around 78% of those using the bus to work at the Airport told us they could not have made the same journey by car, whilst around 60% of flying passengers could not have accessed the airport by car. Skylink therefore provides a very valuable and socially necessary role.

There is a consistently high level of satisfaction with both Skylink services, 94% of Skylink Nottingham passengers and 92% of Skylink Derby/Leicester passengers rating the services as 'good' or 'excellent'.

MARKETING

Building on 8 years of promoting Skylink to passengers using a combination of on-line advertising and social media campaign, this year we again ran a public promotional campaign specifically targeting those living in Derby, Nottingham and Leicester. Our Skylink Summer marketing campaign ran for 6-weeks during July and August and was supported by Jet2.com with contribution of a family holiday to Lanzarote.

CAR SHARE

This year during February we worked with our partners Liftshare to deliver a two-day car share promotional event on the Airport site to our employees and employees of airport terminal partners. We ran both early morning and afternoon sessions to capture maximum shifts. The activity resulted in an additional 87 new members – around a 20% increase.

CYCLING AND WALKING

The Airport continues to make cycles available for staff to bike to work through Cyclescheme, the tax-free cycle loan scheme. This

year a further 6 employees were assisted in purchasing a new cycle.

In order to further promote cycling to work we took part in the national Bike Week promotion this year, offering a number of different cycling opportunities throughout the week, including a Dr Bike session where 12 employees took up the opportunity to have their bike serviced and get free advice. In addition we offered free cycle training with both beginner and advanced courses on offer.

TRAVEL CLINICS & THE 2014 TRAVEL SURVEY RESULTS

The airport is committed to monitor the modes of transport used by all employees working across our site every two years. This year, in order to find out how people travel to work and at the same time provide valuable face-to-face travel advice we held a series of Travel Clinics between August and November 2014.

The Travel Clinics were supported by Leicestershire County Council, and the airport offered a free incentive through our on-site catering partner Autogrill in order to encourage participation.

We received a total of 1,175 responses which is equal to around 18% of all employees across around 80 different employers based on the airport site. We found out that 27.5% of our employees are travelling sustainably. This means that they are using a mode of travel other than being a single-occupant car user. This is against a target of 30% sustainable travel set to be achieved by 2016. We know that 10% of all employees on the airport use the bus whilst 15.4% car share. Only 1.3% of employees cycle to work.

KEY FIGURES

2014 TRAVEL SURVEY

Total number of survey respondents across 80 different airport employers

1,175

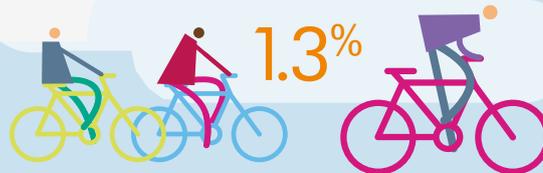
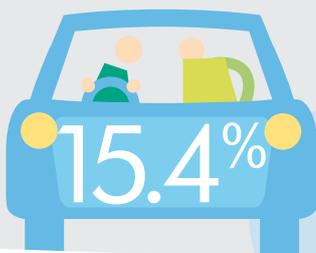


EMPLOYEES WHO TRAVELLED SUSTAINABLY

% of employees who car share

% of employees who cycle to work

% of employees who travel on the bus





We are interested in hearing your views about our CSR programme, please send them to **community@eastmidlandsairport.com**

