

Airport Consultative Forum (ACF)



Topic:	Airport Consultative Forum (ACF)
Meeting Date:	Tuesday 09 January 2024
Meeting Location:	Cornwall Airport, St Mawgan House Offices
<p>Samantha O'Dwyer (SO) – Chair Cllr A Double (AD) - Independent Secretariat Andrew Boomer (AB) – CAL Operations Director Josie Hutt (JH) – CAL Marketing Manager Louis Gardner (LG) – Cornwall Council Paul Wills (PW) – Cornwall Council Tizzy McLeod (TM) – St Columb Town Council Ross Hulbert (RS) – Spaceport Cornwall Tim Bunting (TB) _ CAAT Will Ashworth (WA) _Watergate Bay Zara Dinnacombe – Fly NQY Nick Weston (NW) – Weston Aviation Lawrence Palk (LP) – Wildanet Ben Simpson (BS) – Cornwall Council Fay Smith (FS) – Minutes CAL</p>	
Distribution:	As per the Agreed Attendees

AGENDA

1. Apologies
2. Minutes from previous meeting – 27 September 2023
3. Spaceport Update
4. Airport Update
5. Marketing Update
6. AOB
7. Next Meeting – Wednesday 06 March 2024

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1.0	Apologies and Introductions
1.1	Apologies were received from Kim Conchie (KC), Lothar Berger (LB), Amy Smith (AS), Andrew Curtis (AC), Anne Double (AD) Ian Jones (IJ) and Wing Commander Helen Simpson (WCS).
1.2	SO thanked everyone for attending and advised AD was unable to attend due to illness.
2.0	Review the previous minutes
2.1	No other amendments were recorded other than the above action so the minutes from the previous meeting were found to be a true record. All actions will be noted at the end of these minutes.
3.0	Spaceport Update – Ross Hulbert (RH)
3.1	RH reported that Spaceport is now an integral part of CAL although based in the Spaceport offices. This will allow the marketing resources of CAL to be utilised by Spaceport. RH updated the meeting on the Spaceport activities including the announcement of a new launch partner however he cannot discuss who the company is due to contractual reasons. The meeting discussed the importance that we are the only licensed Spaceport in the UK and SO and RH are looking to push this to companies over the next 18 – 24 months with companies such as the UK Space Agency. RH asked if there were any questions.
3.2	Questions or comments WA – Is there a pipeline with these missions? RH advised that this is not possible due to the way they work as the research and production cycle is fluid. SO agreed that it is challenging to define a pipeline, but that is caused by the nature of the sector as it develops and will become firmer in due course. PW – Asked a question with regard to public perception and how we manage this. Since the last launch – a year ago today – how many businesses are now based at the Spaceport offices. RH advised that there are now 12 with one just going through the process of paperwork. PW stated that this is really impressive and that we should be getting across to the population. LG added that there are lots of AI and Space orientated businesses based in Cornwall and that this is very much a positive.
4.0	Airport Update – Operations
4.1	AB ran through the details for November and December 2023 and the year April to December 2023. This presentation will be attached. November 2023 AB advised that for November 2023 with passenger figures of 23K which is an increase from last year from 16K.

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	<p>December 2023</p> <p>The passengers carried was 21,693 based on 11 routes. The load factor for the month was 61.41%. The numbers were slightly reduced due to poor weather conditions at the beginning and the end of the month together with the reduction of provided services over Christmas by Eastern Airways.</p> <p>April to December 2023</p> <p>The overall figures of carried passengers was 365,241 based on a 72.81% load factor on 23 routes. STN has now been added as a year-round carrier.</p> <p>The Airport had hosted and participated in a tabletop exercise regarding Post Emergency Disaster. AB stated that this had been well supported with lots of feedback.</p> <p>March 2024 ~ we have the Aerodrome Audit with the CAA.</p> <p>Radar Maintenance ~ this is happening this week.</p> <p>AB than rounded up by advising that we are preparing for the Summer 2024 season ensuring we have all the required staff and training.</p> <p>Terminal Refit ~ this is in process with the project team onsite, in the adjacent office.</p> <p>Staffing ~ we are still registering 0% for RIDDOR. During the winter period the possible incidents could relate to working at height and de-icing for example.</p> <p>MOR's ~ there were three reported during the period. These related to a terrain warning for an aircraft, 1 runway incursion relating to poor visibility and a pan call where we provided a service.</p> <p>AB then asked if anyone had any questions?</p>
4.2	<p>LG asked if the larger aircraft were better to have re the revenue from each passenger? AB advised that a mixture was the best result as the larger aircraft still require the same number of staff per aircraft.</p>
4.3	<p>Update re Investment Partner</p> <p>SO advised that unfortunately there was no specific details that can be provided at this time however viable bids are now progressing through the due diligence part of the tender process. The proposal will be presented to full council for the final decision scheduled for May 2024.</p> <p>SO asked if there were any questions or comments.</p>
4.4	<p>PW – Will the Council remain involved? SO advised that the council are determined to keep a share however the detail would be confirmed as the project progresses. Very important for the people of Cornwall to have a stake in the Airport.</p> <p>WA – Are there provisions for the safeguarding of the Airport. LG advised that there are provisions in the project for the potential investor to continue to run an operational airport. Other conditions of investment. The positive would be that the subsidy to Cornwall would be reduced.</p> <p>LG – stated that it is very important for the Council to have some control however all planning would need to be authorised through the Planning Department.</p> <p>PW – asked for an update on Blue Abyss. RH advised that the company is doing very well in the US and United Arab Emirates. They have been looking for investment as they have people based in Cornwall however, they do have a presence at Spaceport.</p>
5.0	<p>Marketing Update</p>

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5.1	<p>JH updated the meeting showing them a presentation of the work that the Marketing Department is undertaking.</p> <p>There are various projects with the soon to be released one being based on Blue Monday (15 January) promoting the new year-round routes to Alicante, Malaga and Faro. JH advised the meeting of the marketing mix and how it affect which market and audience they are pertaining to.</p> <p>Currently, working on the Winter 23/24 season however preparing for the summer 2024 season – with 10 airline partners flying to 21 destinations.</p>
5.2	<p>The audience numbers for each of the social media channels (Facebook, Instagram, TikTok, Threads, X (Twitter) and LinkedIn) was discussed and where the numbers are now as against where they were, showing a significant growth. Each channel has a different message and attracts a different audience and demographic.</p>
5.3	<p>JH advised that the website tender has now been decided and has been awarded to PinPoint Media. The new site will be live in the coming months.</p> <p>Wildanet will be providing the WiFi for the Terminal which will be a huge improvement for both staff using technology to help with passenger processes and experience and guest WiFi – providing passengers with high-speed connectivity.</p>
5.4	<p>A brand refresh is in the process however there will be no changes to the Airport name and logo, the branding will have a new 'look & feel' with a new corporate identity established. This will be rolled out in April on-site with the café & retail expansion, on-line and across all marketing communications.</p> <p>Brand Biscuit has been awarded the tender for the brand refresh project.</p> <p>JH asked if there were any questions.</p>
5.5	<p>LG – The new airline operating to Guernsey – Aurigny – will you been advertising them as they are not a well-known airline. JH confirmed there is an extensive marketing campaign planned to launch them as a new airline partner and destination.</p> <p>NW – Asked if Pinpoint was Pinpoint Media? JH confirmed it was with NW stating that he knows the owner and the company is very good.</p>
6.0	AOB
6.1	<p>Will Ashworth</p> <p>WA asked if there was an update on the London PSO route?</p> <p>No further update.</p>
<p>With nothing further to discuss SO closed the meeting.</p> <p>The next meeting will be held on 06 March 2024 with the venue to be confirmed</p>	

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OUTSTANDING ACTIONS

Agenda Item No	Action	Who?	Deadline
NO ACTIONS FROM THIS MEETING			

Future Meetings

The meetings are as follows

Wednesday 06 March 2024 10:00 – 12:00 Venue to be decided

Date and venue for meeting in July 2024 to be advised.

Date and venue for meeting in November 2024 to be advised.

Date and venue for meeting in December 2024 to be advised.