

Airport Consultative Forum (ACF)



Topic:	Airport Consultative Forum (ACF)
Meeting Date:	Wednesday 09 November 2022
Meeting Location:	St Mawgan House
	<p>Samantha O'Dwyer (SO) – Chair – CAL MD</p> <p>Cllr A Double (AD) - Independent Secretariat</p> <p>Cllr P Willis (PW) - St Columb Parish Council</p> <p>Deborah Carter (DC) - – St Mawgan in Pydar Parish Council</p> <p>Tizzy McLeod (TM) – Cllr St Columb Major Parish</p> <p>Wing Cdr M Kinnear (WCD) – RAF St Mawgan</p> <p>Tim Bunting (TB) – CAAT</p> <p>Nick Weston (NW) – Weston Aviation</p> <p>Will Ashworth (WA)</p> <p>Lawrence Palk (LP) – Wildenet</p> <p>Lothar Berger (LB) - Fly NQY</p> <p>Amy Smith (AS) – CAL – Head of Commercial</p> <p>Josie Hutt (JH) – CAL – Marketing</p> <p>Ben Simpson (BS) - CC</p> <p>Fay Smith (FS) – Minutes CAL</p>
Distribution:	As per the Agreed Attendees

AGENDA

1. Apologies
2. Minutes from the previous meeting including signed NDA's
3. Airport Operators Update
4. Airport Marketing presentation
5. Spaceport Update
6. AOB
7. Next Meeting – Wednesday 08 February 2023

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1.0	Apologies	Actions	
1.1	Apologies were received from Melissa Thorpe (MT) and Cllr Donnithorne (D).		
1.2	Samantha O'Dwyer (SO) welcomed everyone and as there were new members all attendees introduced themselves and advised their interest and organisation that they represented.		
2.0	Review the previous minutes including signed NDA's		
MA 2.1	<p>SO ran through the previous minutes asking for any amendments or changes that needed to be made.</p> <p>There were no amendments recorded so the minutes from the previous meeting were found to be a true record.</p> <p>All actions will be noted at the end of these minutes.</p> <p>SO asked for all to complete the necessary NDA and asked FS to resend the document to those that require it.</p>	FS/ALL	08 FEBRUARY 2023
3.0	Airport Operators Update		
3.1	<p>SO then ran through her update <i>which will be attached with the minutes.</i></p> <p>The points raised in the presentation showed positive OTP times, increases to routes with Flybe, Eastern and Ryanair.</p> <p>SO, feels that the PSO should be increased to include other routes such as MAN as this would then link us to the North and show the Government are serious about linking the North to the rest of the country. There is an appetite for this however will need a change in legislation.</p> <p>SO stated that we are laying a solid foundation going forward from the 2019 passenger figures of 465k. Projection of 2027 for the return of these passenger figures is looking realistic and maybe ahead of this.</p> <p>SO acknowledged that there are known pinch points in the Terminal and is a delicate balance as having passengers out in all weathers is not an option.</p> <p>SO then asked for any questions after she concluded.</p> <p>Questions</p> <ul style="list-style-type: none"> • PW asked if there were any ways of mitigating the 'reactionary' figures. <p>Responses</p> <ul style="list-style-type: none"> • SO advised that the reactionary figures were outside of our control as they reflect issues with the aircraft / operation at the origin / destination station. 		

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	<p>The airport is in the process of obtaining a second hand Ambi-lift which will assist the PRS process and the passengers which the additional benefit of ensuring that injuries do not happen to staff.</p> <p>Will Ashworth (WA) stated that all he has heard to date is very positive and very reassuring. As in his previous role as Board member this is what everyone was working towards.</p>	
4.0	Airport Marketing Presentation	
4.1	<p>Josie Hutt (JH), the CAL Marketing Executive then ran through a presentation detailing the marketing strategy of the airport.</p> <p>JH's explained how much content there is to talk about at CAL, but with budget and resource limited, she'd separated the marketing strategy into three clearly defined areas to deliver on key business objectives:</p> <ul style="list-style-type: none"> - Brand (CAN brand led messages) - Tactical (Nine airline campaigns to 18 destinations) - Estate Development (Spaceport and G7 legacy) <p>JH's presentation was very well received and showed the path being followed. It also answered the questions raised previously why the marketing for certain routes was not seen such as on the Edelweiss route as the marketing will be aimed at the incoming market not the outbound from Cornwall.</p> <p>JH stated that the airport website is not very user friendly currently and is going out to tender, but some changes had been made to the user experience in the interim.</p> <p>JH showed the meeting a video showing the passenger journey through the airport with ease and speed, to demonstrate the benefits of flying from Newquay with the 'small, friendly, terminal team'. This will be used in future brand campaigns.</p> <p>JH summarised the presentation with the following objectives moving forward:</p> <ul style="list-style-type: none"> - Ensure brand presence runs through every aspect of the marketing strategy areas identified (brand, tactical, estate development) - Work with airlines and support routes, maximising the revenue options from passengers inbound and outbound, or connecting - Build partnerships to utilise budgets to attract new customers <p>JH has written a detailed marketing strategy and media plan for CAL and will be implementing over the next 12 months.</p>	
4.2	<p>SO stated that at this point that it was important to keep on growing or the Terminal expansion and other exciting projects would not occur – if no growth then everything becomes stagnant. The increase of flights for next summer will require more staff which is a positive point.</p>	

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4.3	TB stated that the CAAT team will be featuring in another series of Emergency 999 which is all good advertising to the Aerodrome.		
4.4	<p>Questions</p> <ol style="list-style-type: none"> 1. TM asked if we will be getting a ski destination? 2. PW asked why originating aircraft were of paramount to the business with WCK asking what is the bonus of a based aircraft and what are the cons? 3. WA asked if Flybe were operating any international routes? 4. AD stated that the branding used on all marketing is very strong and she is noticing a lot of tags featuring the Airport. 5. DC asked where the investment for a new or extended Terminal would come from. 6. AD asked if you could see how many follows are picked up from social media. <p>Responses</p> <ol style="list-style-type: none"> 1. AS responded that this is the aim to have a ski destination however it is still difficult as the Airlines are reinstating lost bases overseas and building up their confidence in the market. AS states that she is continuing to push for this. 2. SO stated that having an originating aircraft indicates confidence in the airport adding that this also was true of WCK's question. 3. AS advised that currently only international routes are operating out of BHX however they are small in number. 4. JH advised that you could see the number of people responding to social media posts and advertising. 		
5.0	Spaceport Update		
5.1	<p>SO advised that Melissa Thorpe (MT) was unable to attend today.</p> <p>SO updated the meeting that as to date no license has been signed by the CAA/Dft.</p> <p>SO advised that due to this being the first launch of its kind so the first is an unknown which should make the then subsequent launches easier.</p> <p>Currently no date has been set for the launch.</p> <p>Question:</p> <p>DC asked why there have been delays?</p> <p>Response</p> <p>AD advised that the Government is heavily behind the project and the license will be signed there are just a few delays.</p>		

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6.0	Any other Business		
6.1	No one had any AOB to raise so the meeting was closed by SO who thanked everyone for their attendance.		
With nothing to discuss the meeting was closed.			

OUTSTANDING ACTIONS

Agenda Item No	Action	Who?	Deadline
MA 2.1	Remaining attendees to complete and return the NDA.	FS/ALL	08 FEBRUARY 2023