



East Midlands Airport

Community Survey 2026



Executive Summary



Purpose

Listening to our local community is a key part of our 'Local Voices' commitments within the 'MAG Sustainability Strategy 2025 – Creating a Sustainable Future for all'.

We run a community survey every other year to understand local priorities and guide our next steps. Feedback from the 2024 survey has already helped shape our work. Since then, we've taken action by continuing to invest in our Community Fund, expanding our volunteering programme and delivering actions under our Noise Action Plan.

To keep the conversation going, we ran another community survey in 2026. It was open for six weeks and closed on 1 June 2026.

Respondents were asked 23 questions regarding their opinions on how East Midlands Airport engages with its local communities.



Background

Activities we have undertaken since our last survey include:

- Consultative Committee and sub-committee meetings - details can be found on our website [here](#).
- Parish Forum meetings twice a year
- Quarterly Community Flyer e-newsletters plus special issue for the launch of 'Insightfull' – our community noise portal
- An annual programme of face-to-face outreach events which is published on our website [here](#).
- Annual colleague volunteering programme. In FY26 at EMA 37% of total staff gave 4,900 hours (equivalent to 613 working days) to various volunteering projects within our local community.
- EMA Community Fund. In FY26 awarded a total of £106,405 was awarded to 81 local charities and not-for-profit community groups and benefiting over 229,000 local people.

Executive Summary



Methodology

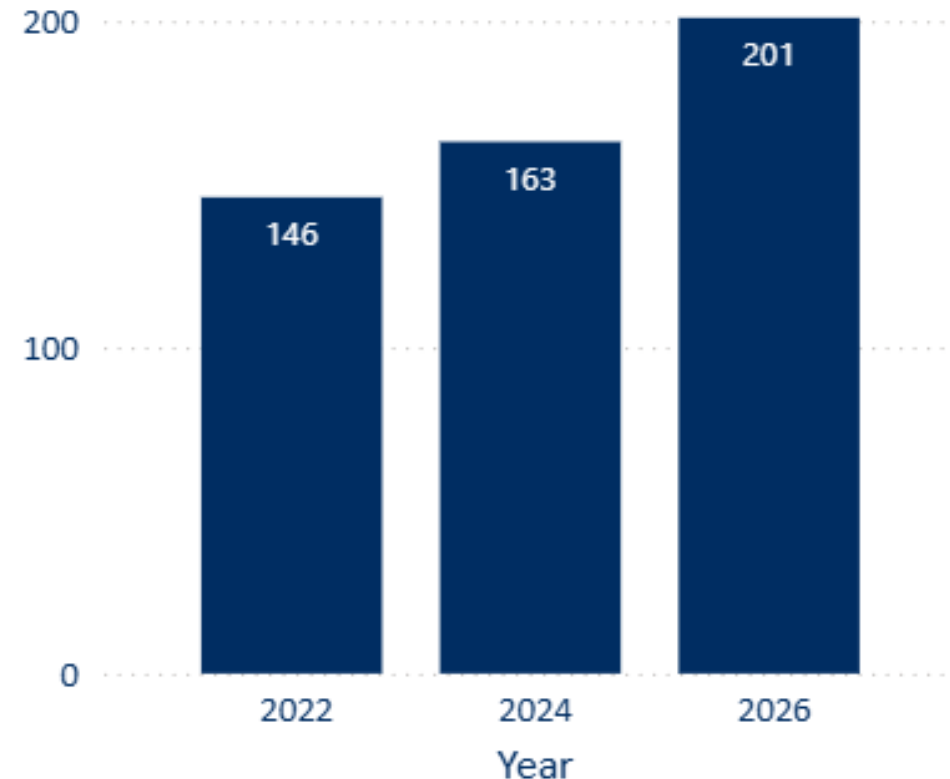
Throughout the survey, EMA engaged with over 2,000 stakeholders via an online survey to measure feelings towards different aspects of its sustainability and community engagement strategy.

The survey was promoted through direct emails to our stakeholder database, including those signed up to receive our quarterly Community Flyer e-newsletter, as well as through the Consultative Committee and Parish Forum. It was also promoted in an article in the Spring 2026 Community Flyer, and a link was published on our website.

The survey received 201 responses. This is an increase when compared with 163 responses in 2024 and 146 responses in 2022.

The survey was divided into five sections: Strategy Awareness, Trust, Local Voices, Protecting our Environment, Opportunity for all.

of Respondents



Background – MAG Sustainability Strategy



In spring of 2025 we launched our new five-year MAG Sustainability Strategy: Creating a sustainable future for all. This replaces the previous CSR Strategy which ran from 2020 to 2025.

The strategy has two pillars, Protecting our Environment and Community at our Core.

Under these pillars there are five clear strategic focus areas:

- Local Voices
- Opportunity For All
- Decarbonising Aviation
- Protecting Nature
- Responsible Resources

OUR FRAMEWORK IS BUILT ON TWO STRATEGIC PILLARS:





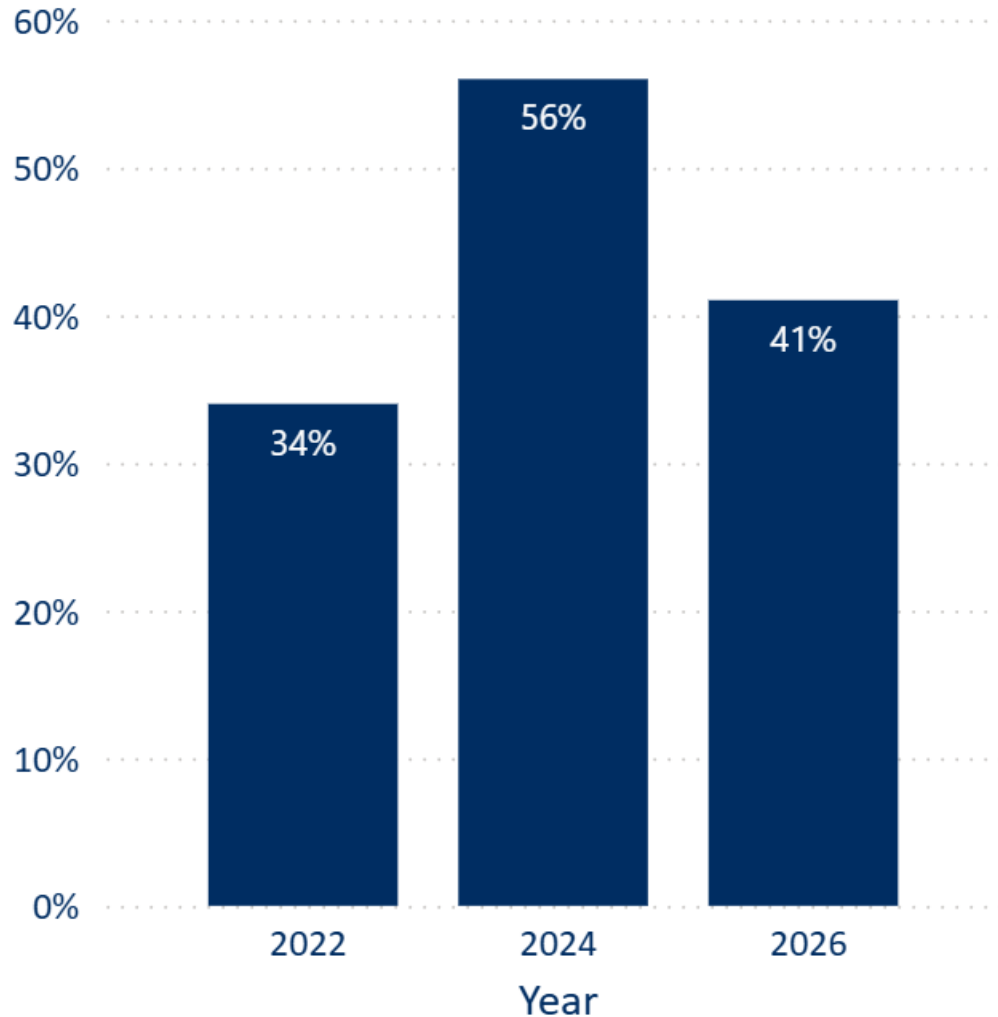
East Midlands Airport questions and responses



Stakeholder Engagement – Awareness of Sustainability Strategy



Awareness of Strategy



Question 1: MAG, the parent company of the Airport, launched its updated Sustainability Strategy 'Creating a sustainable future for all', in 2025. Are you aware of the new Sustainability Strategy for MAG?

There were 196 responses to this question from a total of 201 respondents.

41% of those who answered this question were aware of the new Sustainability Strategy. This is down from last year's results of 56% but an increase on the 2022 results of 34%.

One reason for the lower score compared with 2024 could be that the new strategy has only been promoted since its launch in 2025 while the previous strategy had been running since 2020 and therefore more time to create awareness.

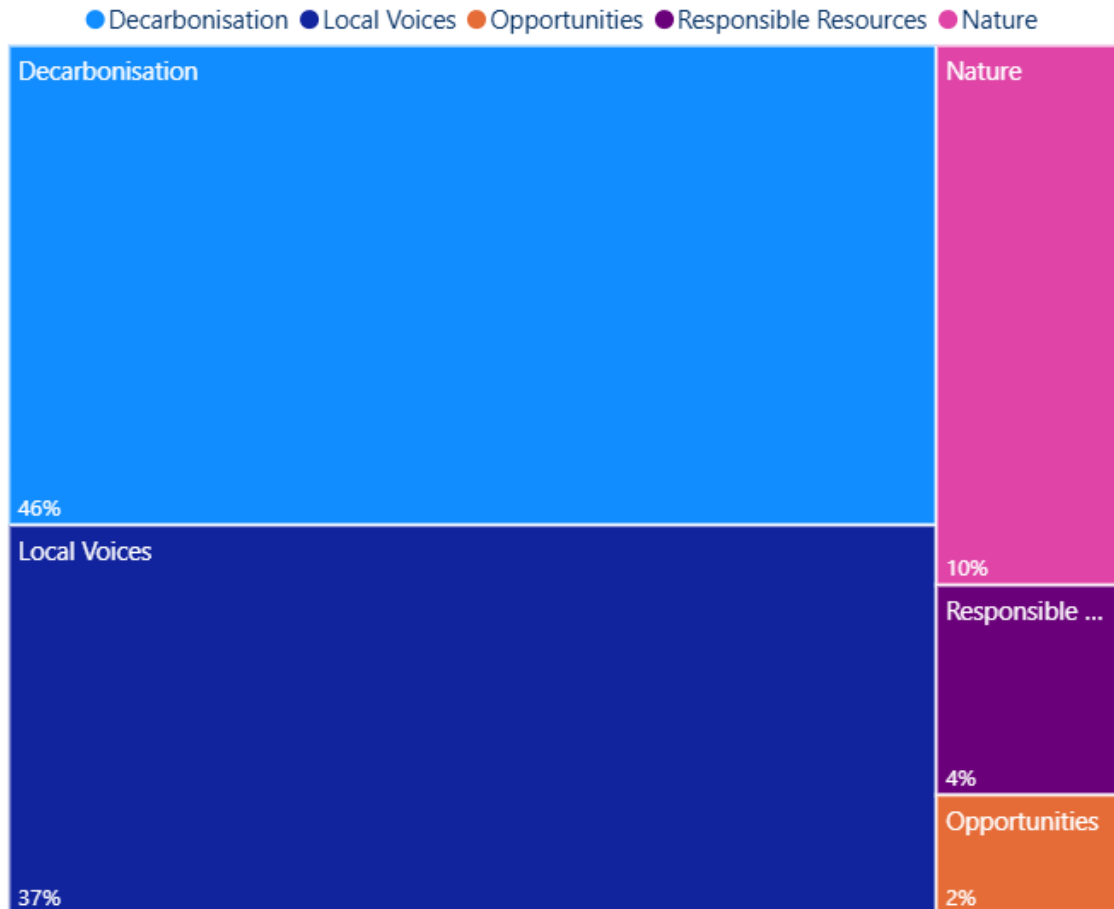
Recommendation:

- Continue to promote new 2025 MAG Sustainability Strategy through engagement activity including stakeholder interactions, newsletters and outreach activity, retaining recognisable branded elements.

Stakeholder Engagement – Ranking of Sustainability Strategy priorities



Strategy Priorities



Question 2: Within the new strategy we have two pillars and five strategic focus areas, 'Local Voices', 'Opportunity For All', 'Decarbonising Aviation', 'Protecting Nature' and 'Responsible Resources'. Please prioritise these in order of most important to least important.

In 2024 there were just three priority areas: Local Voices, Zero Carbon Airports and Opportunity for all. Over half (55%) of those surveyed ranked 'Local Voices' as the top priority followed by Zero Carbon Airports (30%) and Opportunity for All (15%)

In 2026 there were 176 responses to this question, out of a total of 201 respondents.

Of those answering this question, the following percentages of respondents ranked the new 2025 strategic priorities as their most important priority:

1. Decarbonising Aviation (46% ranked this as their 1st priority)
2. Local Voices (37% ranked this as their 1st priority)
3. Protecting Nature (10% ranked this as their 1st priority)
4. Responsible Resources (4% ranked this as their 1st priority)
5. Opportunity for All (2% ranked this as their 1st priority)

Stakeholder Engagement – Ranking of Sustainability Strategy priorities



Question 2: Within the new strategy we have two pillars and five strategic focus areas, 'Local Voices', 'Opportunity For All', 'Decarbonising Aviation', 'Protecting Nature' and 'Responsible Resources'. Please prioritise these in order of most important to least important.

In 2026 when looking at average ranking positions overall, then the new 2025 strategic priorities were ranked slightly differently, as follows:

Ranking order:

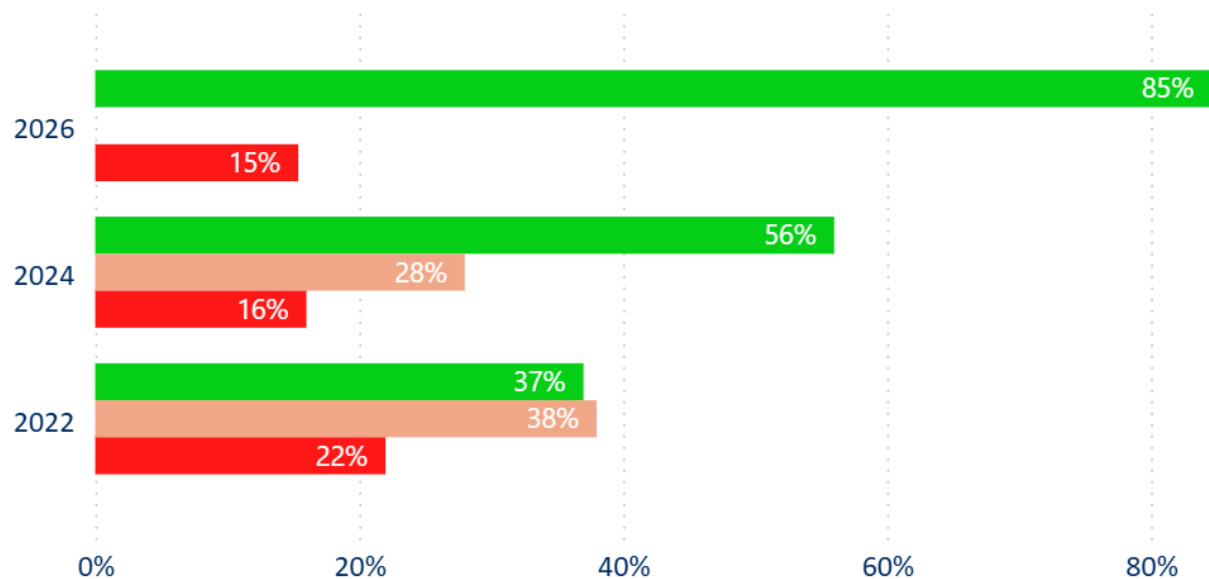
1. Decarbonising Aviation
2. Local Voices
3. Protecting Nature
4. Opportunity for All
5. Responsible Resources

Stakeholder Engagement – Trust as a responsible neighbour



The Airport is a good, honest and trustworthy neighbour

● Agree ● Neutral ● Disagree



Question 3: East Midlands Airport is a good, honest and trustworthy neighbour.

170 out of 201 people responded to this question.

For those responding to this question, 85% expressed a positive sentiment to trust shown in EMA in 2026. The increase from previous years may be due in part to the removal of the 'neutral' option.

Negative sentiment is down from 22% in 2022 and 16% in 2024 to 15% in 2026.

Based on the survey evidence it is reassuring to see that on balance the level of trust in EMA has grown.

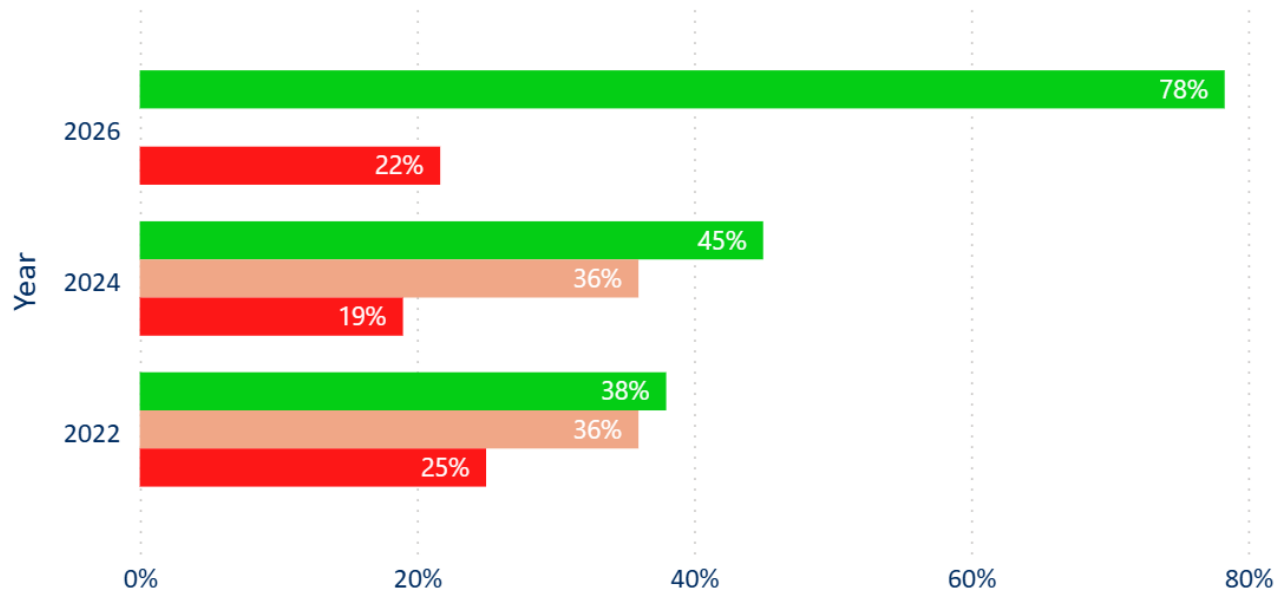
We believe this is because of our proactive and transparent approach to engage with stakeholders on issues that they raise with us, such as training flights, water management systems, lighting renewal schemes etc.

Stakeholder Engagement – Trust in resolving local issues



Trust that the Airport will listen and resolve issues

● Agree ● Neutral ● Disagree



Question 4: When I have an issue relating to East Midlands Airport, I trust that the airport will listen and resolve this issue.

167 people out of a possible 201 responded to this question. For those that answered this question positive sentiment to trust that EMA will listen and resolve local issues has increased to 78% in 2026. Negative sentiment has also grown slightly to 22% in 2026. This may be due in part to the removal of the 'neutral' option.

Based on the survey evidence the overall level of trust that the airport will listen and resolve issues has grown since 2022 when negative sentiment was 25%.

Recommendation:

- Continue to ensure that community stakeholders know how to raise concerns and issues and that EMA responds in a timely manner.
- Continue to work proactively with local community stakeholders to resolve concerns and issues where possible.
- Increase community sponsorship and visible presence at local events

Stakeholder Engagement - Examples of recommendations by stakeholders to strengthen trust



Far better discharge of water to the brook to reduce flooding issues



Larger area in Kegworth for the noise reduction scheme



Reduce frequency of training flights circling low over local residential areas.



There should at least be a few hours night-time curfew on flight arrivals like there is for the big London airports. It's unfair that we have our sleep continuously disrupted by mainly Cargo carriers in the small hours



Do not extend the airport warehousing to cross the A453. Protect our agriculture. We are going to need to grow our own food and become more self sufficient as a country. We don't need cheap Chinese knock offs being imported into tax free warehouses. Where is the benefit from that?

Question 5: Which initiatives or measures could East Midlands Airport put in place to further strengthen your trust in the airport?

99 people responded to this question



Things change or don't always go to plan so being given updated information regarding challenges EMA face will further strengthen community and public trust.



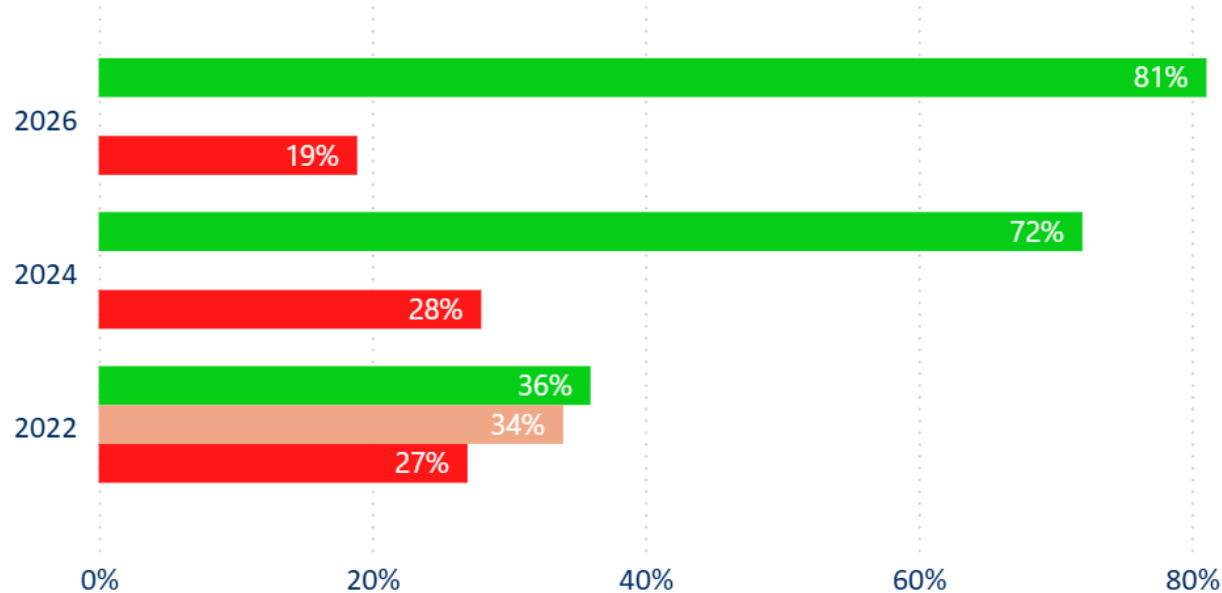
Transparency on decision making about aspects related to resource management, clear sustainability routes with targets to achieve them and specific areas where EMA social contributions help to reduce or, indeed, improved local natural environments

Local Voices - Communication (Keeping stakeholders updated)



The Airport keeps its stakeholders up to date

● Agree ● Neutral ● Disagree



Question 6: The Airport keeps me up to date with their work in my community and what they are doing.

149 people out of a possible 201 responded to this question.

Positive sentiment increased to 81% in 2026, from 72% in 2024. Negative sentiment reduced to 19% in 2026 from 28% in 2024.

Based on the survey evidence stakeholders feel that communications have continued to improve over the years.

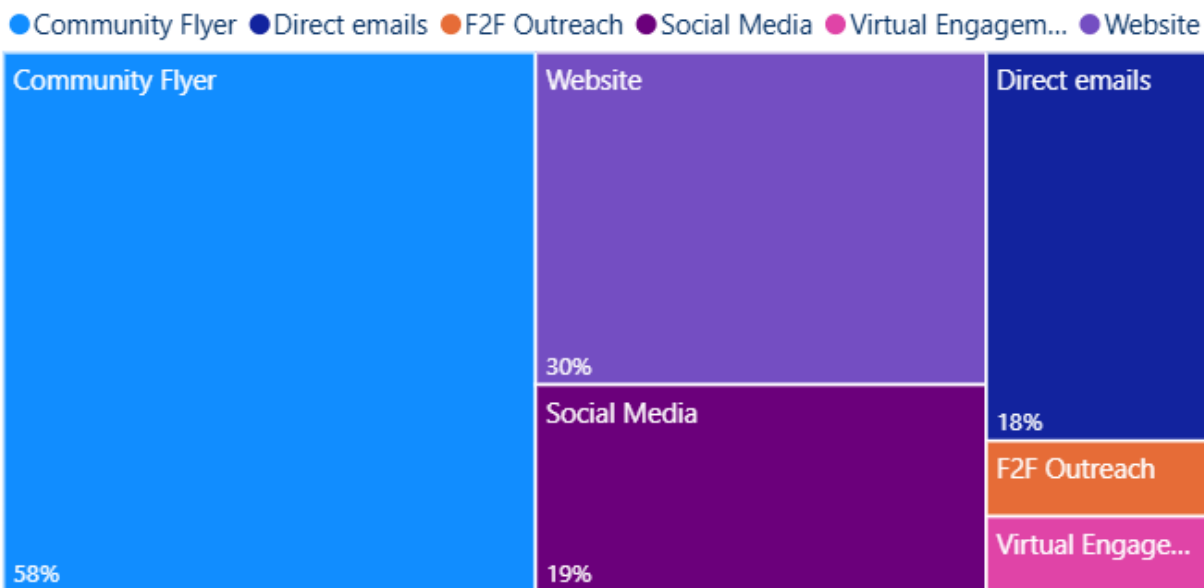
Comment / Recommendation

- Continue to deliver a wide range of engagement activity including through the Consultative Committee, Parish Forum, reports, newsletters, emails, social media and community outreach activity
- Increase the frequency of news shared with stakeholders by supplementing quarterly Community Flyer newsletters with additional relevant updates
- Continue to publicise community outreach programmes on website, Community Flyer newsletters, local community newspapers and social media.

Local Voices - Communication (Methods of communication)



Methods of Communication



Question 7: In the past year, which of these methods of communication have you used (tick all that apply).

151 people out of a possible 201 responded to this question.

The most popular method of communication was 'Receiving the Community Flyer e-newsletter' (58%) followed by 'Checking the website for the latest information' (30%).

Other popular methods included 'Social media channels' (19%) and 'Direct email' (18%)

'Attending a face-to-face outreach or drop-in session' and 'Attending a virtual engagement session via MS Teams or Zoom' each scored 3%.

Recommendations:

- Redevelop and refresh community web pages to better align with the 2025 MAG Sustainability Strategy
- Obtain feedback from stakeholders on their requirements for web page content
- Continue to grow database for email and community newsletter through paid-for social media lead-generation posts

Local Voices - Examples of recommendations by stakeholders to improve Communication



Send email updates when news is published with a link to view and read them



Find more communication channels to share information through. More info into local village social media perhaps? If that's already happening, I've not spotted it too often.



Keep us up to date by writing pieces for the Dialogue in Diseworth. You have been very helpful with community engagement for activities and projects within the village. Thank you for that. I agree you respond to the needs of the community for these small projects but not for your ambitions to cover our fields in warehouse along with SEGRO.



Continued communication, consistency and transparency.



Keep up what you're doing so well

Question 8: How could East Midlands Airport improve communications with you?
67 people responded to this question



Opportunities for real time chats with key people to promote open dialogue.



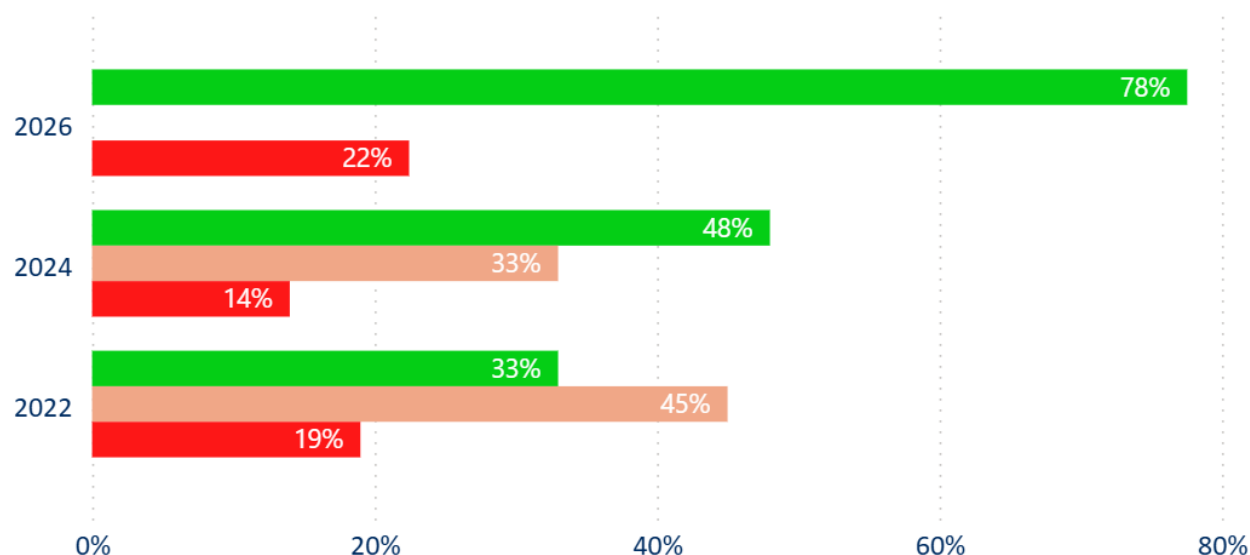
More frequent, shorter emails with info in the body text not an attachment.

Local Voices - Responding to community needs



The Airport responds well to the needs of the community

● Agree ● Neutral ● Disagree



Question 9: Overall East Midlands Airport responds well to the needs of the community.

148 people out of a possible 201 responded to this question. Of those that responded 78% agreed that EMA responds well to the needs of the community, increasing from 48% in 2024 and 33% in 2022. The increase may be due in part to the removal of the 'neutral' option in 2026.

The 2026 result correlates with an increase in trust that EMA will resolve local issues at Question 4.

Recommendations:

- Continue to ensure that community stakeholders know how to raise concerns and issues.
- Continue to respond in a timely manner and to proactively to resolve concerns and issues where possible
- Maintain and continue to improve good working relationships with local stakeholder groups and representatives

Local Voices - Examples of recommendations by stakeholders to improve responding to community needs



More funding for community projects, including more environmental grants, would be great.



Introduce targeted areas where local charities can apply for grants.



Job opportunities, improved transport links. Employ more local people.



Making sure the local residents are well informed of any changes the Airport is going to make and listened to when consulting them.



Hold local events to explain and educate people.



Open days for schools in the Leicestershire area.



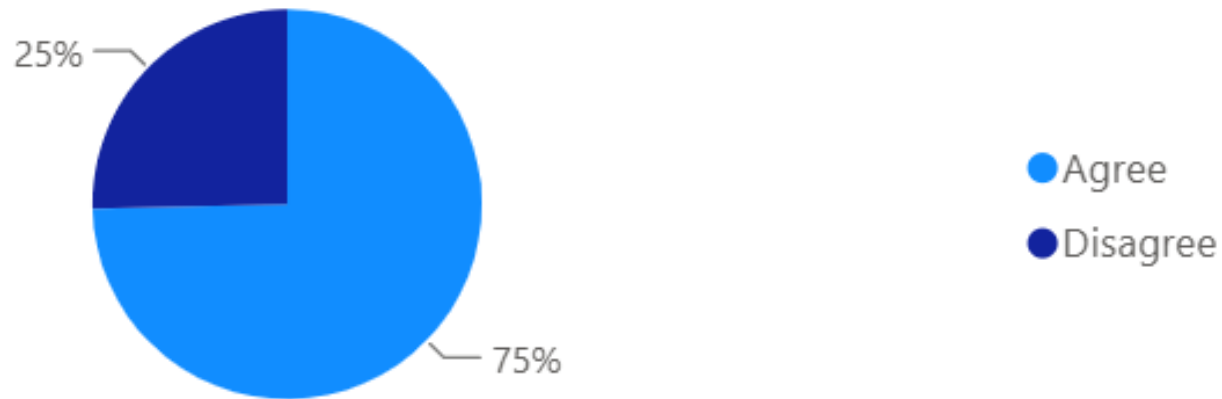
Question 10: Looking ahead to the next 12 months, how can East Midlands Airport better respond to the needs of the community? 79 people responded to this question

Engage more with Diseworth. I understand Castle Donington is a larger population. Diseworth has been supported to some extent with rising brook levels but nothing else and we are far closer to the airport, than Donington



Accelerating action on climate change and reducing reliance on fossil fuels - your targets are worthy but weak and your water commitments are vague.

Delivering Against the NAP

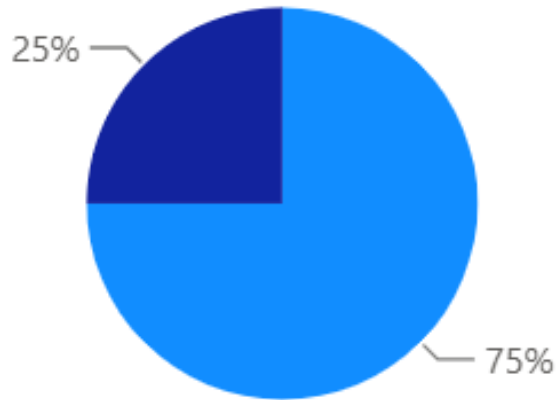


Question 11: East Midlands Airport is delivering against the actions of our Noise Action Plan 2024-28.

143 people out of a possible 201 responded to this question and of those that responded 75% indicated that they believe EMA is delivering against the actions of our Noise Action Plan 2024-2028.

This was a new question included in the 2026 survey so there is no comparative data.

Community Noise Portal is useful



● Yes

● No

Question 12: East Midlands Airport has invested in a new Community Noise Portal. Do you think this information will be useful and relevant to you?

145 people out of a possible 201 responded to this question and of those that responded 75% indicated that information within the new Community Noise Portal will be useful and relevant to them.

This was a new question included in the 2026 survey so there is no comparative data.

Local Voices - Examples of recommendations by stakeholders to improve the Community Noise Portal



Better publication of it in the surrounding areas.



Highlight any aircraft that exceed noise limits.



Training flight data including Airline.



How you are improving night time noise and any new glazing schemes happening for local homes



The map keeps flipping between two images (easterly and westerly arrivals) please could you make it so I can select which I look at rather than it happening automatically? No sooner have I worked out what I am looking at it changes again.

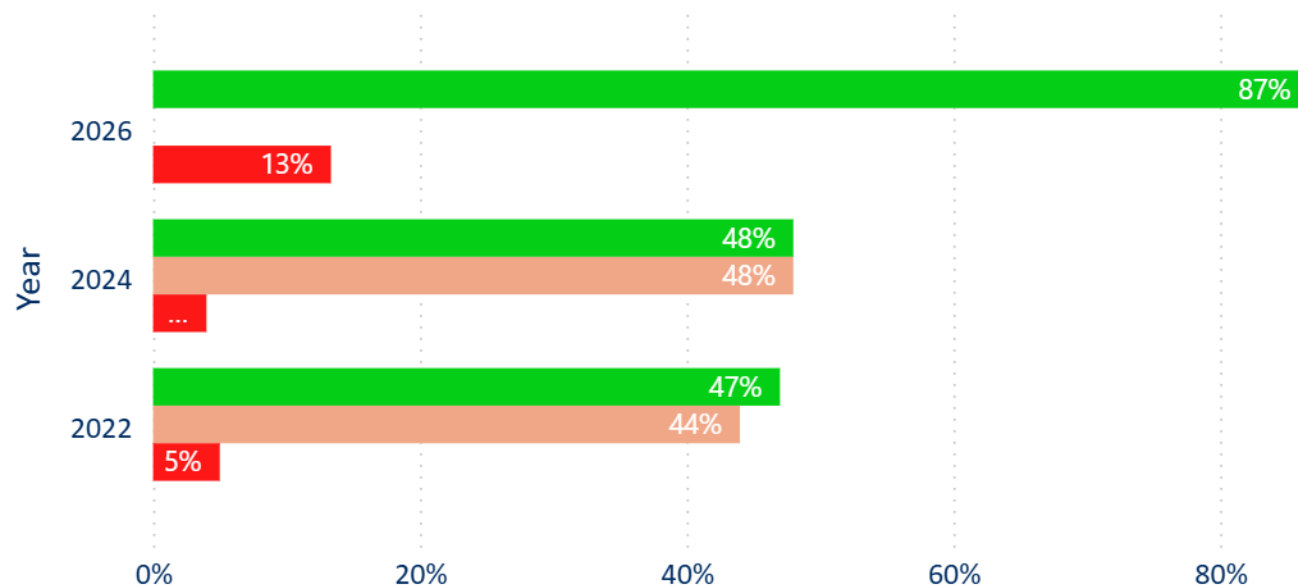
Question 13: Is there any other information that you would like to see us provide within our new community noise portal?
26 people responded to this question

Opportunity For All



Trust that the Airport is performing well as a provider of OFA

● Agree ● Neutral ● Disagree



Question 14: Overall, the Airport is doing well as a provider of opportunities for all

136 people out of a possible 201 responded to this question

87% of those that responded trust that EMA is performing well as a provider of opportunities for all in 2026. This is a significant increase from 48% in 2024.

Negative sentiment has also increased to 13% from 4% in 2024 and 5% in 2022.

Both increases may be due in part to the removal of the 'neutral' option.

The previously high neutral sentiment may be due to the older demographic of respondents.

Recommendation:

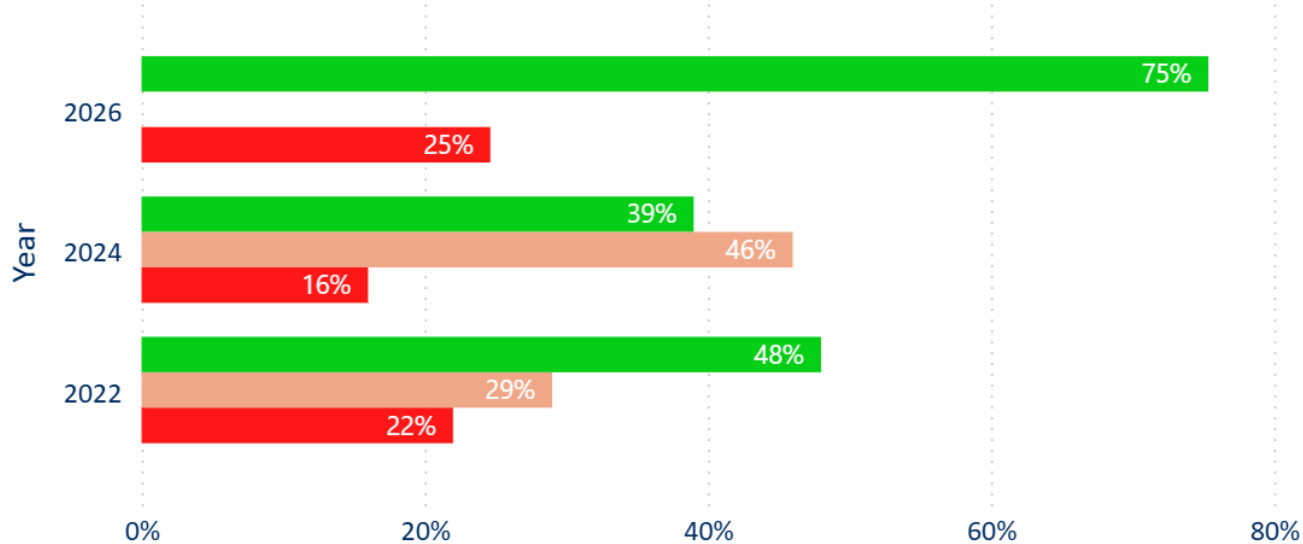
Continue to provide information about our Opportunity For All programmes to stakeholders through the Consultative Committee, Parish Forums, newsletters, emails, outreach events

Protecting our Environment - Environmentally responsible business



Trust that MAG is performing well as an environmentally responsible business

● Agree ● Neutral ● Disagree



Question 15: Overall, the Airport is performing as an environmentally responsible business.

139 people out of a possible 201 responded to this question

Of those that responded, positive sentiment to trust that EMA is performing well as an environmentally responsible business has increased to 75% in 2026, while negative sentiment has grown from 16% in 2024 to 25% in 2026. This may be due in part to the removal of the 'neutral' option.

Based on the survey evidence it is reassuring to see that on balance the overall level of trust that the airport is environmentally responsible has grown since 2022.

Comment and Recommendation:

Considering recent environmental issues at EMA it is reassuring to see that positive sentiment has increased. However more needs to be done to reassure local stakeholders that EMA takes its environmental responsibilities seriously.

Continue to work with EMACC MENT to identify ways in which we can improve information we provide including informative articles about environmental initiatives in Community Flyer and stand-alone newsletters

Protecting our Environment - Examples of recommendations by stakeholders for other topics that we should be addressing



Flood mitigation and species survey work.



Noise and air pollution needs to be reduced, including road traffic associated with the airport.

Question 16: Are there any other topics around "Protecting our Environment" that you would like to see East Midlands Airport address over the coming 12 months? 41 people responded to this question



Please keep our brooks clean. There used to be fish, water plants, crayfish and kingfishers. Now there is nothing. I haven't sent a kingfisher flashing down the brook for about six years. It's so sad.



Limit the amount of time aircraft are sat idle on runways prior to take off or following landing with engines running. I appreciate aircraft engines need time to warm up but this should be limited to the minimum required for safe operation. Try towing aircraft with engines shut down.



Litter on the Airport's nature trail needs addressing, maybe some bins that could be installed in accessible points that could be regularly emptied including dog waste bins



Creeping expansion loss of habitat and biodiversity



Use 100% SAF



Reduce the amount of blue light emitted at night - use yellow/orange/red where possible and reduce the intensity of night time lighting as much as possible

Summary of Recommendations:



Trust:

- Continue to ensure that community stakeholders know how to raise concerns and issues and that EMA responds in a timely manner.
- Continue to work proactively with local community stakeholders to resolve concerns and issues where possible.
- Increase community sponsorship and visible presence at local events



Opportunity for All:

- Continue to provide information about our Opportunity For All programmes to stakeholders through the Consultative Committee, Parish Forums, newsletters, emails, outreach events



Strategy Awareness:

- Continue to promote new MAG Sustainability Strategy through engagement activity including stakeholder interactions, newsletters and outreach activity, retaining recognisable branded elements.



Protecting our Environment:

- Continue to work with EMACC MENT to identify ways in which we can improve information we provide including informative articles about environmental initiatives in Community Flyer and stand-alone newsletters

Summary of Recommendations:



Local Voices - Communications

- Continue to deliver a wide range of engagement activity including through the Consultative Committee, Parish Forum, reports, newsletters, emails, social media and community outreach activity
- Increase the frequency of news shared with stakeholders by supplementing quarterly Community Flyer newsletters with additional relevant updates
- Continue to publicise community outreach programmes on website, Community Flyer newsletters, local community newspapers and social media.
- Redevelop and refresh community web pages to better align with the Sustainability strategy
- Obtain feedback from stakeholders on their requirements for web page content
- Continue to grow database for email and community newsletter through paid-for social media lead-generation posts



Local Voices – Responding to community needs

- Continue to ensure that community stakeholders know how to raise concerns and issues.
- Continue to respond in a timely manner and to proactively to resolve concerns and issues where possible
- Maintain and continue to improve good working relationships with local stakeholder groups and representatives



Stakeholder Profiles

About You



About you - Who responded to the survey



Summary:

A demographic analysis of survey respondents was undertaken in order to understand which groups were most strongly represented across each airport according to gender, age, ethnicity and disability.

Findings:

There was reasonably even split between male/female respondents and 24% of respondents at EMA considered themselves to have a disability.

The majority of survey respondents were white and over 55 years of age. This represents a limitation throughout the study, as many views will not necessarily reflect the wider population across the airport's local communities.

Recommendation:

- Continue to encourage wider sign-up to stakeholder database through social media and other routes.
- Continue to engage younger voices through the Youth Forum and Education Programmes

Question 17: Are you responding to the survey as a private individual or as part of an organisation or group?

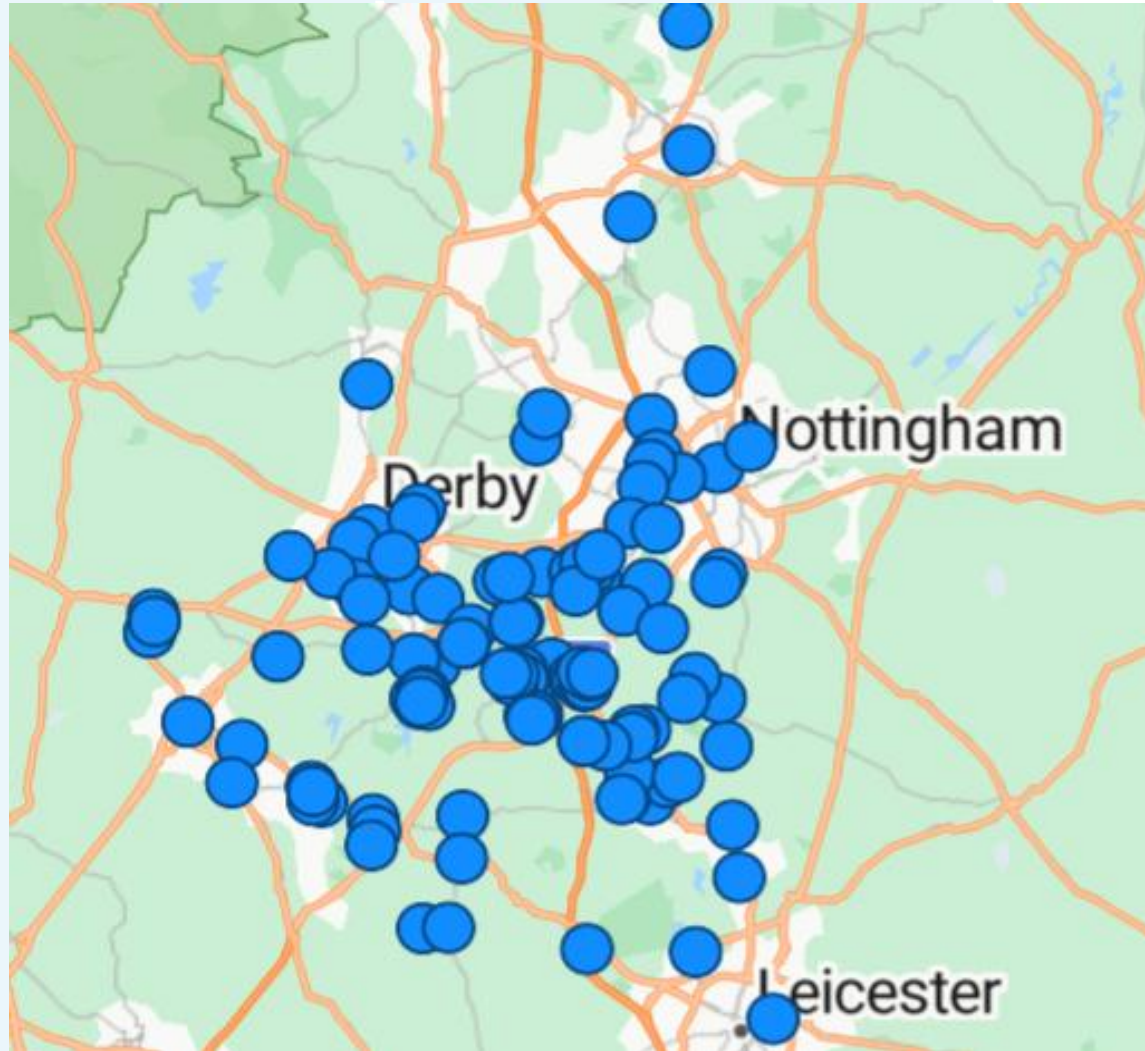
139 people responded to this question

The vast majority (93%) responded as a private individual

Question 18: Are you responding to the survey as a private individual or as part of an organisation or group?

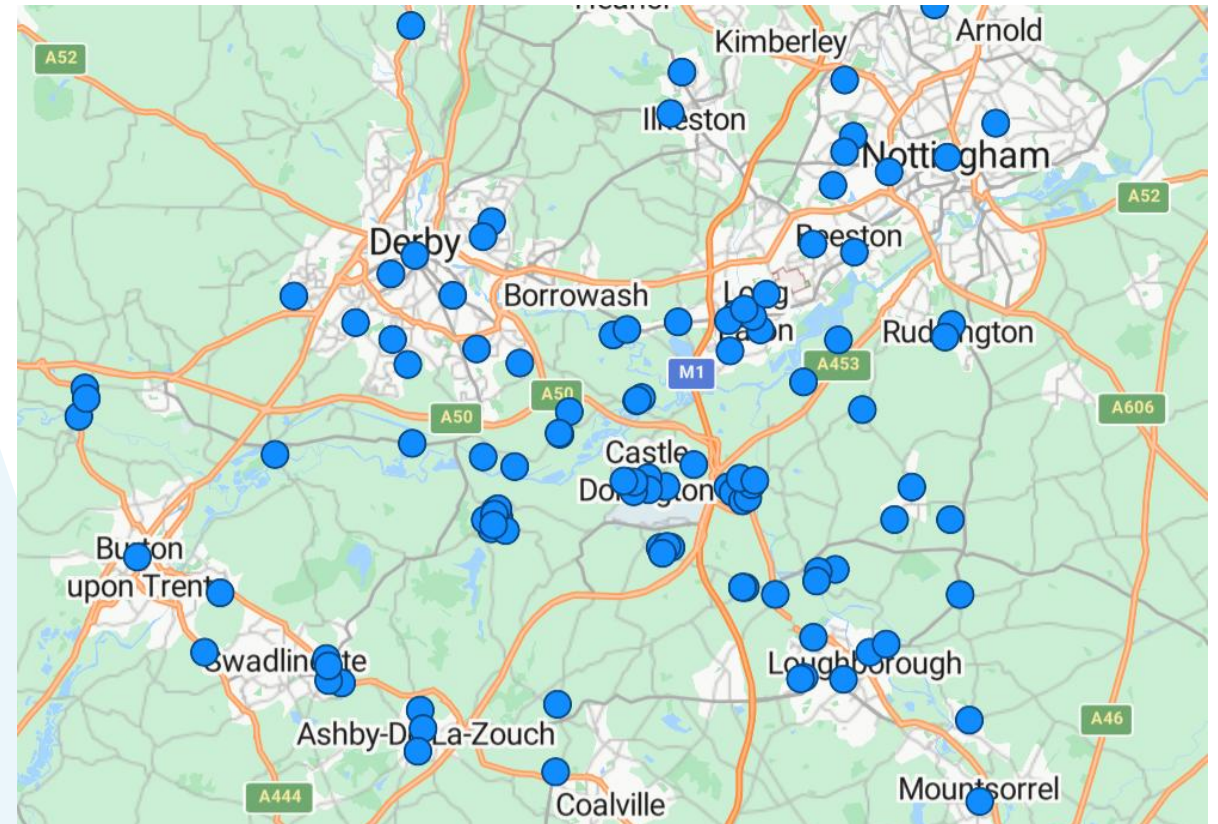
Only 10 responses were received to this question. This information is not included within this report

About you - Who responded to the survey



Question 19: Geographical location by postcode

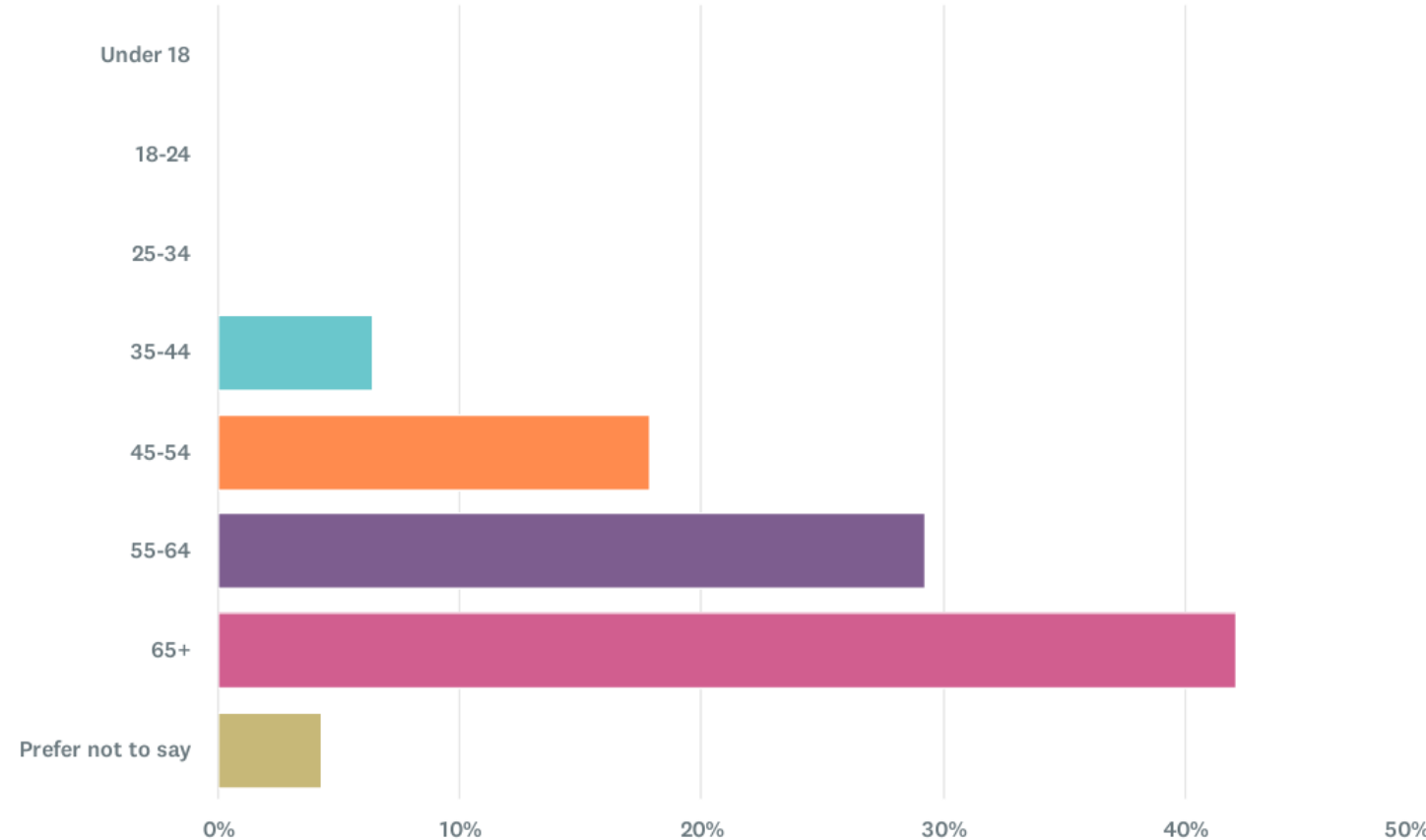
139 responses were received and are plotted here



About you - Who responded to the survey



What is your age?



Question 20: What is your age?

140 responses were received and are plotted here

The majority of respondents at EMA were in the age category 'over 65' (43%) followed by '55-64' (29%)

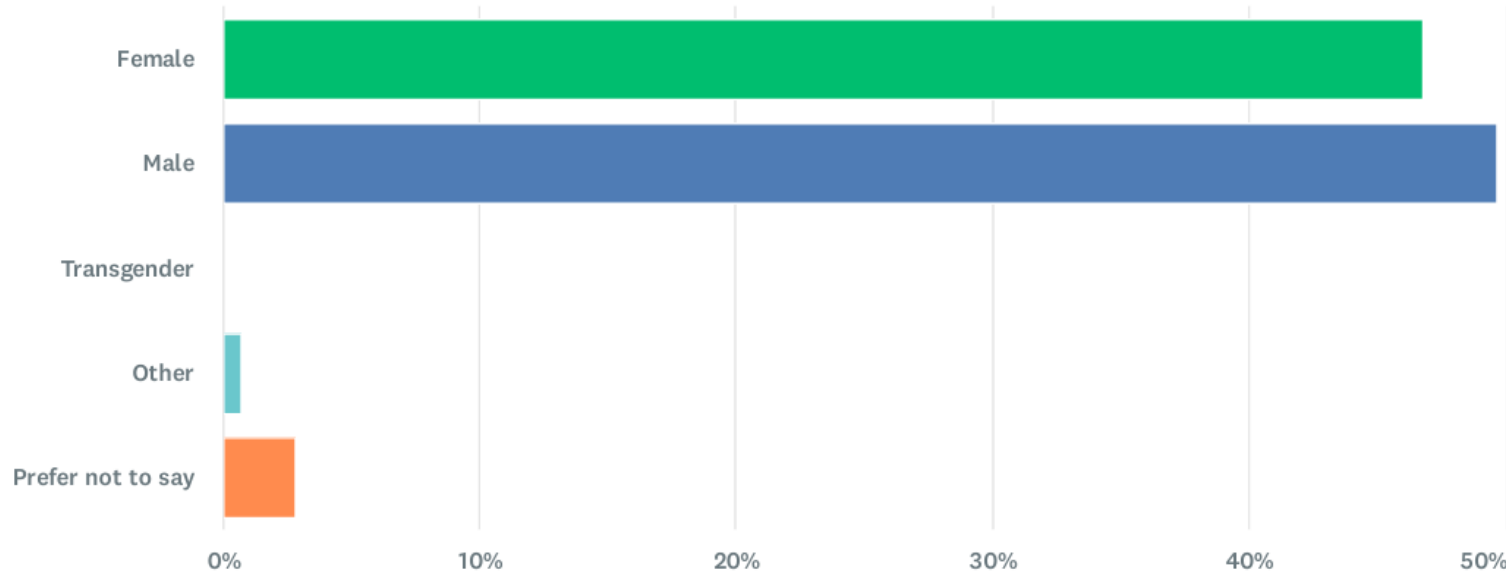
Only 17% were aged 45-54 and just 6% were aged 35-44.

A number of respondents preferred not to disclose their age category

About you - Who responded to the survey



To which gender do you identify?



Question 21: To which gender do you identify?

141 responses were received and are plotted here

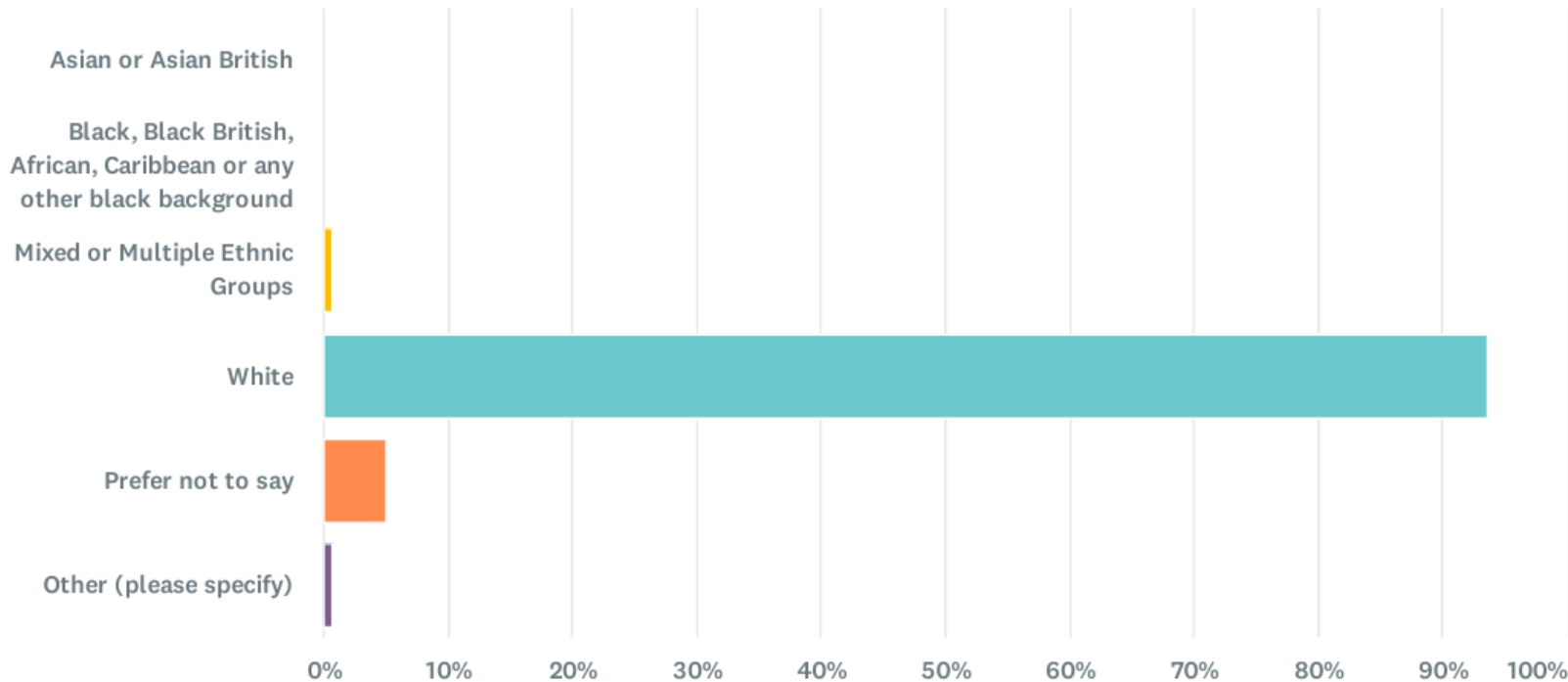
At EMA 50% of respondents were male while 46% were female.

A number of respondents chose 'other' or preferred not to disclose their gender.

About you - Who responded to the survey



What is your ethnicity? (White, Asian or Asian British, Other, Prefer not to say)



Question 22: What is your ethnicity? (White, Asian or Asian British, Other, Prefer not to say)

141 responses were received and are plotted here

At EMA a significantly high number of respondents chose 'White' 94%.

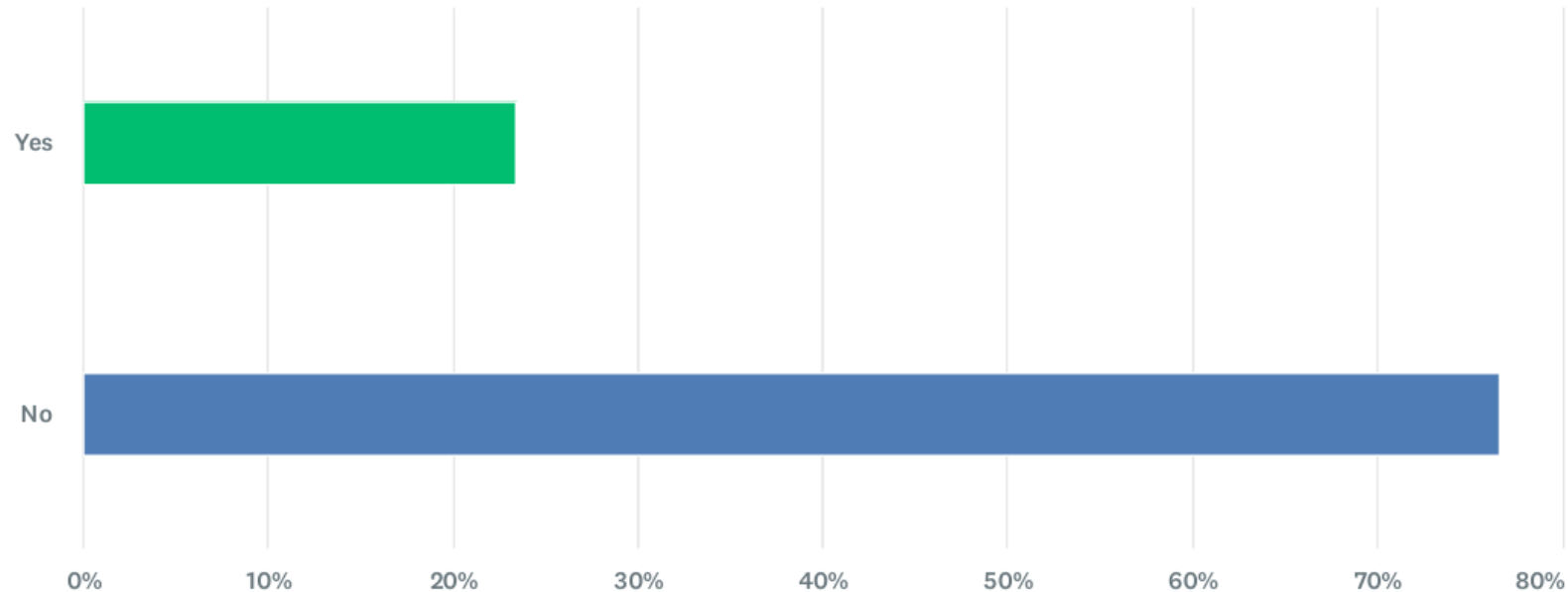
One respondent chose 'Other' and one respondent chose 'Mixed or multiple ethnic groups'.

5% preferred not to disclose their ethnicity.

About you - Who responded to the survey



According to the Equality Act 2010, do you consider yourself to have a disability?



Question 23: According to the Equality Act 2010, do you consider yourself to have a disability?

141 responses were received and are plotted here

At EMA 24% of respondents indicated that they have a disability according to the Equality Act 2010.