

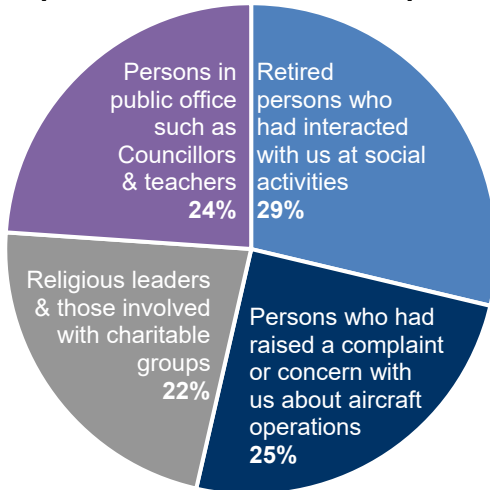
# Heald Green/Styal Impact Study 2018

## Methodology

Between August-December 2018 we asked neighbours representing the local communities of Heald Green and Styal to share their views and to make suggestions about how we could improve our relationship. We surveyed these same communities, in a similar way, in 2012 and 2015.

## 1. Reply sample

### Sample invited to share their opinions



The sample invited to share their views reflects those that we have worked with over the last three years.

Just over 37%, of those invited to comment, chose to share their views with us.

### Breakdown of those that responded



Our questions related to:

- How the individuals see their relationship with Manchester Airport and *where relevant* that of their organisation.
- Airport delivered activities in their community.
- Communications with the Airport.
- Our future involvement within the Heald Green/Styal communities.

In the responses some specific queries and questions were raised. Individual responses sent, or specific actions have been taken to address these queries.

## Commentary

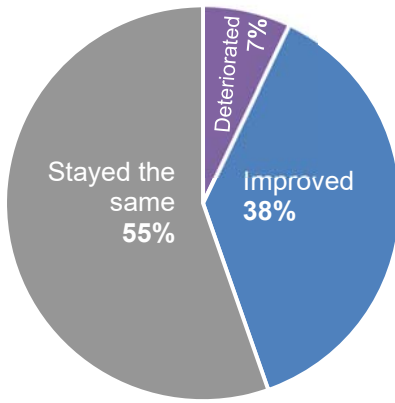
We are committed to measure and report our Impact through an annual Community Impact Study and taking feedback from each of our events. Our Studies have been of Wythenshawe (to the north of our site), Knutsford and Mobberley (to the south and west) and Styal/Heald Green (to the east).

We have surveyed Styal & Heald Green in 2012, 2015 and now 2018. The Styal and Heald Green communities, although both to the east, are different in many ways; they are not in the same Borough Council and one is an urban community and the other a rural and more sparsely populated area.

This will be the last survey where we 'group' the two communities together.



## 2. How has our relationship changed?



### Q -How has your relationship with Manchester Airport changed over the past three years?

In 2015 79% of respondents told us that they had a fair or better relationship, so it is pleasing that in 2018 55% feel that their relationship has remained the same and 38% feel that it has improved.

It is disappointing that 7% of respondents feel our relationship with them has worsened.

We will use the feedback, provided by this Impact Study, to continue to improve our relationship with our neighbours over the coming years.

## 3. Activities in the Community.

We asked people to rate various pieces of work that we deliver in the community.

- ➔ Overall our activities in support of local schools were rated by 91% as 'good' or 'excellent'.
- ➔ Presentations by Airport colleagues to the public were rated by 93% as 'excellent' or 'good'.
- ➔ In the period of review, covered by this Impact Study, we have commenced hosting tea parties for retired people in Heald Green. It is therefore pleasing that 89% rated the events 'excellent' or 'good'.

## Extra information

### Schools

Each School in Heald Green/Styal has been sent a book outlining educational offers available; that are tailored to support curriculum objectives. The School can then select those that best match the need of their pupils. From this feedback the Schools, that have positively responded to these offers, have found them valuable:

- ➔ **Prospect Vale:** We have provided, What's my job, Apprentice (enterprise) Competition, Travel topic support, an International Day, Booking a holiday (maths challenge), Hallé meet a musician and Pantomime tickets.
- ➔ **Outwood:** We have supported World Book Week, the six-book challenge, Apprentice (enterprise) Competition, Travel topic support, an International Day, Booking a holiday (maths challenge), Hallé for Youth music workshops and their School Choir performed at our Autumn Leaves event. We also have an MAG colleague who is a 'Community Governor' supporting the School.
- ➔ **Etchells:** We have supported World book week, Apprentice (enterprise) Competition and Booking a holiday (maths challenge). We also have an MAG colleague who is a 'Community Governor' supporting the School.
- ➔ **Styal:** We have supported International Day (French Café/Language activity), What's my Job and Booking a holiday (maths challenge). We are also supporting the establishment of the Wilmslow Collaborative Education Trust through the provision of an MAG colleague as a Director.

### Presentations by Airport colleagues



↑ Manchester Airport Consultative Committee. In 2019 the Committee marks fifty years representing those using, living by and working at the Airport.

In 2018 Styal Parish Council was invited to take a place on the Manchester Airport Consultative Committee; Heald Green and Long Lane Rate Payers Association also have a place. Both representatives are also on the Technical Advisory, a Sub Committee, and so attend meetings eight times a year. We also meet with Councillors from Cheshire East Borough, Stockport Metropolitan Borough and Styal Parish Councillors twice a year. By these means we ensure that maintain a dialogue year-round with people in Styal and Heald Green.



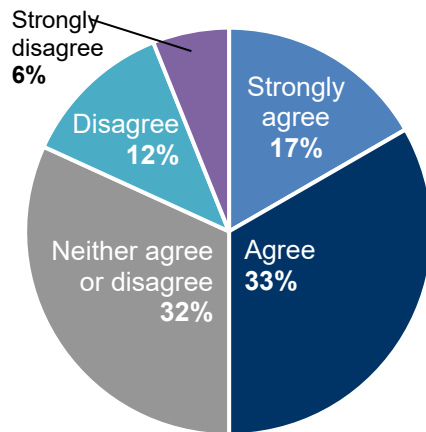
↑ In March we met with 52 Councillors representing 25 City, Borough, Parish and Town Councils. We also took 34 Cllrs on a tour of Pier Alpha at Terminal 2 before it opened.

### Tea parties

We know that our Tea Parties are very much enjoyed by those attending and the Community Relations Team. We held our third Heald Green Tea Party in April 2019; pictured left. Our 70+ guests were treated to afternoon tea, entertainment provided by the Airport Choir, bingo and a raffle. The Community Relations Team were supported by eleven colleagues from across our business. By popular demand we will be holding our first Styal Tea Party at the Sports Club (pictured right) in August 2019.



## 4. Communication



### Q - Manchester Airport keeps me up to date with their work in my community and what they are doing?

Over 50% of respondents agree that they are kept up to date with our activities and 82% are content with the service that we provide. Our regular communications include direct mail shots, eNews, and our web pages –these all achieved high scores in the supplementary questions.

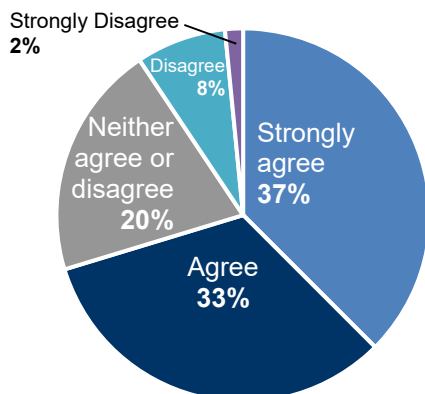
Nearly 75% of those surveyed value our web pages ([www.manchesterairport.co.uk/community](http://www.manchesterairport.co.uk/community)). When considered that, not all those in our survey sample are web users, this is a very positive result.

100% of those that attended an Outreach session found it useful in understanding our operations and work in their community.

The feedback in this area will be used to improve our communication mechanisms. If you would like us to keep in regular contact with you e-mail us at [community.relations@manairport.co.uk](mailto:community.relations@manairport.co.uk) and we will add you to our circulation.

## 5. Airports add economic value to the regional and national economy, stimulating jobs, investment and travel opportunities.

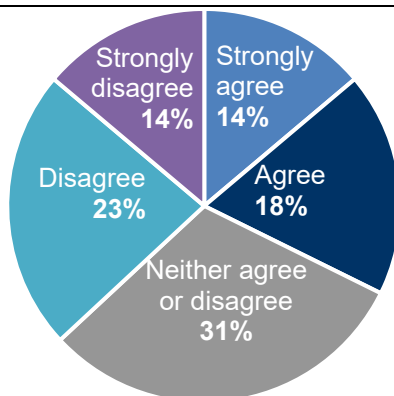
### Q –Jobs at the Airport are important for people living in Heald Green/Styal?



During the three years since we last surveyed these communities our Airport Academy has extended recruitment to include Heald Green and Stockport. During 2018 39 Heald Green unemployed/out of work residents and 51 from other areas of Stockport found jobs through the Airport Academy.

We will ensure our Airport Academy continue to provide opportunity for these areas.

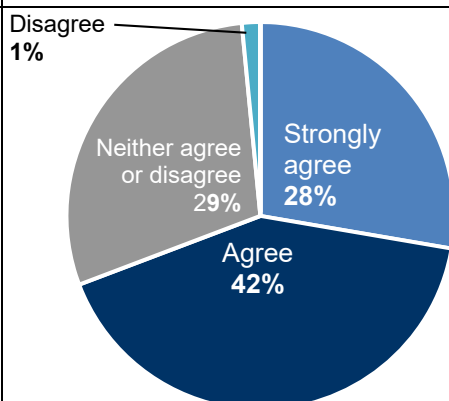
### Q –Growth at Manchester Airport is good for Heald Green/Styal?



The work of the Community Relations Team is designed to enhance the benefits for those living closest to our site such as job/educational opportunities. Such as working with local schools to provide educational opportunities and help people in to work.

We recognise that we need to tailor benefits to meet local community needs and plan to work with Heald Green/Styal representatives to ensure that this happens.

### Q –Manchester Airport supports good local causes? (CTF/Support of volunteers).



Since its inception in 1997 over £3.5Million has been awarded to 1,529 projects; 466 were in Stockport Metropolitan Borough Council and 300 in Cheshire East Borough Council. Find out more at our website:



↑ Styal Community Cafe £2150 towards new kitchen equipment

[www.manchesterairport.co.uk/CommunityTrustFund](http://www.manchesterairport.co.uk/CommunityTrustFund).



## 6. Where would people like to see us prioritise our help in Heald Green/Styal in the future?

**Q** -Where should Manchester Airport focus its' effort? (in order of priority):

- 1 Continue to support local schools.

[-See our web pages](#)

### Action

68% of respondents believe it is important for us to continue to support local Schools. -Education is a pillar of our [Community Strategy 2018 to 2021](#) and a priority for our business. We will continue to offer educational opportunities that are tailored to support curriculum objectives.

- 2 Continue to support local people into employment

[-See our Airport Academy.](#)

### Action

66% of respondents felt that we should continue to support local people in to Airport jobs. -Employment is a pillar of our [Community Strategy 2018 to 2021](#) and in 2018 the Academy helped 492 people find employment on our site. Supported for these job seekers may involve formal training and qualifications or simply helping to identify how particular talents and knowledge can be applied to roles at Manchester Airport.

- 3 Maintain communications with local people.

[-See keeping in touch](#)

### Action

There is a clear requirement to ensure we continue to inform people of developments on our site, the measures taken to maintain the balance between the increasing public demand to fly, for employment and a desire to reduce the negative effects of our business experienced by those living close to our site. We continue to provide a range of information and resources on our web pages ([www.manchesterairport.co.uk/community](http://www.manchesterairport.co.uk/community)), two Outreach sessions in Heald Green and one in Styal each year provide the opportunity for face-to-face discussion and our Annual Review/Community News/Datasheets provide updates.

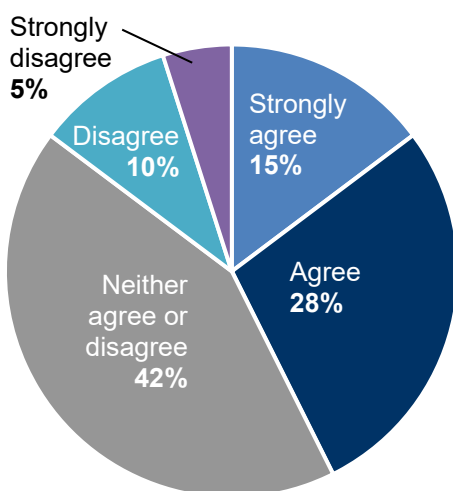
- 4 Continue to provide social activities for over 65s

[-See Working in our Community](#)

### Action

In 2017 we introduced our first social event for retired people in Heald Green. We are delighted to continue to provide these popular sessions and we held our third in April 2019. We will also respond, to feedback from this survey, and provide our first such event for the Styal community in August 2019.

## 7. Manchester Airports' relationship with the Community



**Q** -Manchester Airport is a good, honest and trustworthy neighbour?

It is pleasing that 85% are content with our relationship; compared to 75% in 2015.

It is disappointing that 15% disagree. The feedback provided by this Impact Study will be useful in continuing to improve our relationship with our neighbours over the coming years.

### Action

We have outlined a series of measures that we have taken (and will take) to positively react to the feedback from this Study. We anticipate that these measures will further strengthen our connections with these communities.