

# MAG Community Trust Survey East Midlands Airport Results Report

March 2024

# Executive Summary

## Purpose

In February and March 2024, MAG Community Engagement team conducted a survey to assess community sentiment at East Midlands Airport.

*The survey was open between 01<sup>st</sup> February and 22<sup>nd</sup> March 2024.*

The survey was divided into seven parts to ensure a clear structure. The sections were structured as follows:

1. Awareness of the CSR Strategy & Strategy Priorities
2. Trustworthiness & Issue Management
3. Communications
4. Community Support & What matters most?
5. Opportunity for All
6. Relationship with the Airport
7. About you

## Methodology – survey design and structure

Overall, respondents were asked 36 questions regarding their opinion on how East Midlands Airport engages with its local communities.

Through the survey, MA engaged with a total of 1044 stakeholders via an online survey to measure feelings towards difference aspects of its CSR community engagement strategy, the survey received 163 responses.

### Survey limitations

- The survey was distributed to a target list of identified stakeholders via an online survey, so accessibility to the survey was limited to those with digital literacy, which may have led to a lack of representation from various demographic groups.
- *This survey will support a wider MAG Materiality Survey to be conducted in April 2024*

## Invitations ?

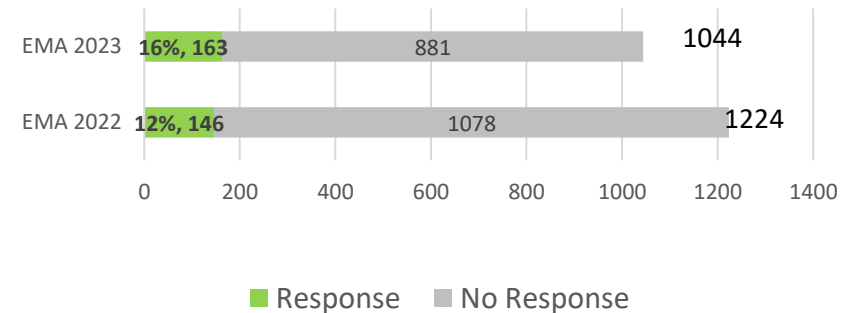
- 657 opened (62.9%)
- 169 unopened (16.2%)
- 188 bounced (18.0%)

251 clicked through (24.0%) ?

30 opted out (2.9%) ?



## EMA Number of recipients and number of responses



# Questions & East Midlands Airport Stakeholder Responses

# Stakeholder Engagement – Awareness of CSR Strategy – “Working together for a brighter future”

Q - East Midlands Airport launched its CSR Strategy in 2020  
“Working together for a brighter future?”. Are you aware of our CSR strategy?

Over half (56%) of those surveyed were aware of the CSR Strategy, this is a significant lift from last year's results of 34%.

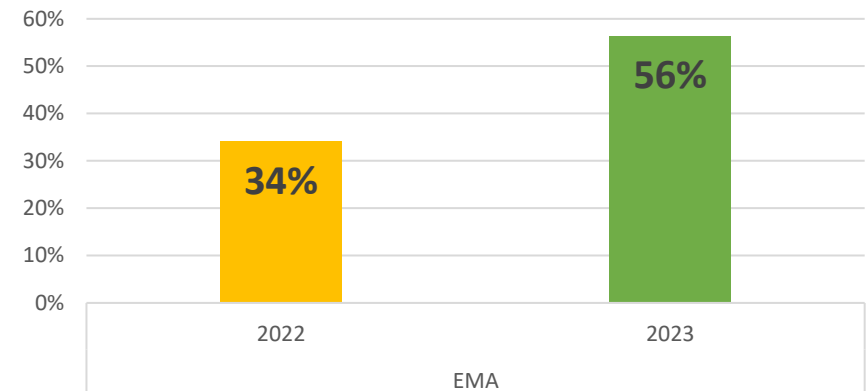
## Recommendations –

- Continue to promote CSR strategy through engagement activity including stakeholder interactions, newsletters and outreach activity, retaining recognisable CSR branded elements.
- Each quarter promote opportunity to sign up to email database for newsletter through paid-for social media posts

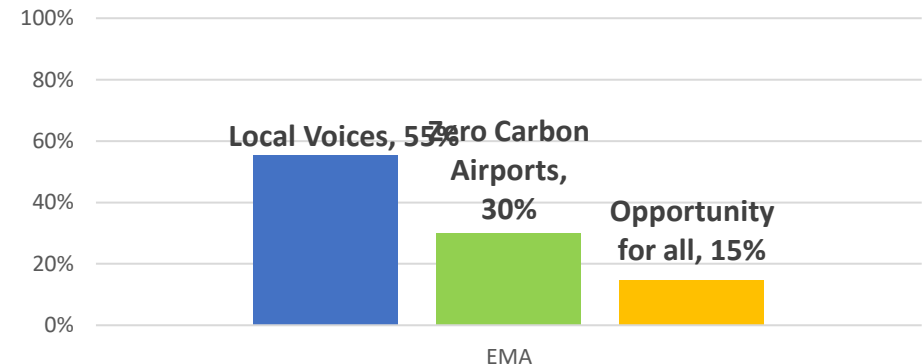
## Q – Ranking of CSR Priorities

Over half (55%) of those surveyed ranked ‘Local Voices’ as the top priority followed by Zero Carbon Airports (30%) and Opportunity for All (15%).

Positive Awareness of CSR Strategy

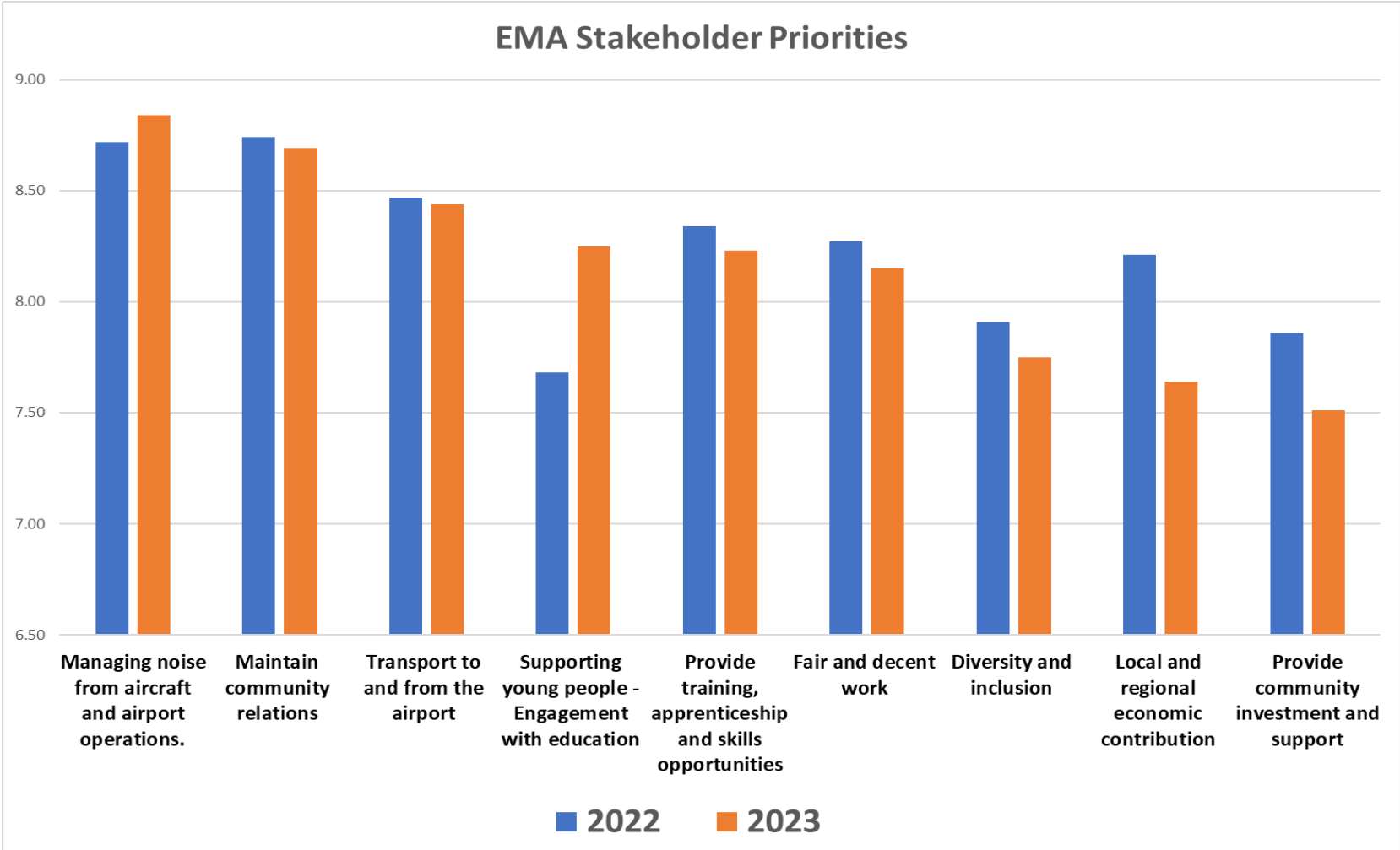


Ranking of CSR Priorities



# Stakeholder ranking of CSR Strategy priorities

Q – How important are the following for EMA to address as part of our engagement with our communities.



# Stakeholder Engagement - Trust as a responsible neighbour

## Q – East Midlands Airport is good, honest and trustworthy neighbour?

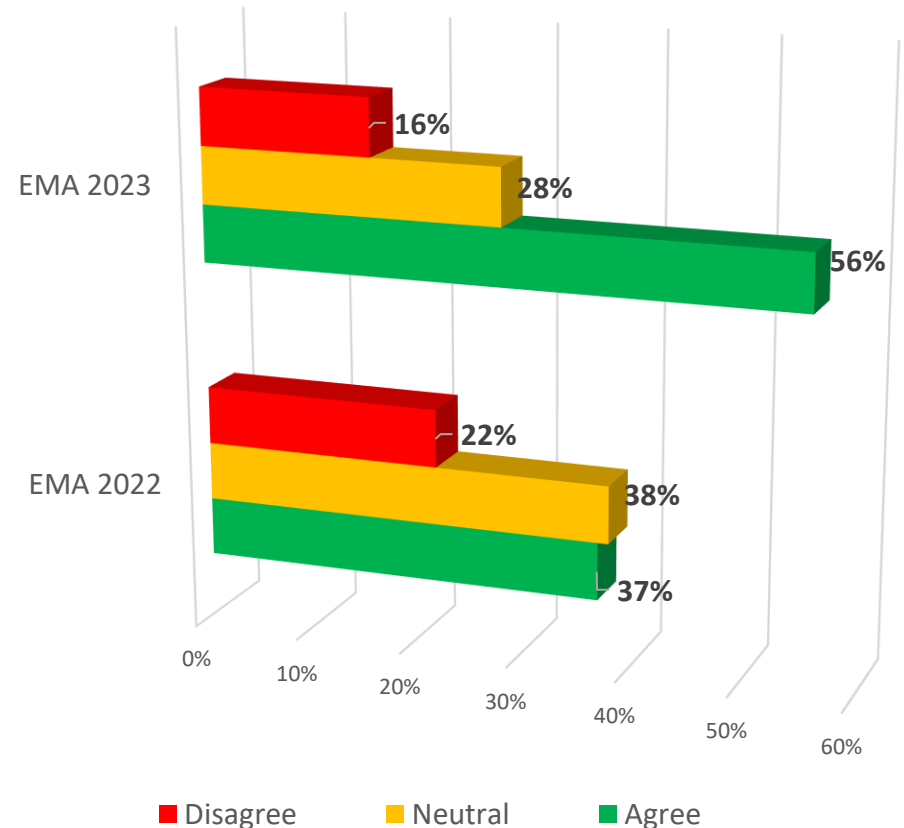
Positive sentiment to trust shown in EMA has increased to 56% from 37% last year.

This is balanced with a reduction in neutral and negative responses with “Disagree “ reducing from 22% down to 16% and “Neutral” reducing from 38% to 28%.

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.

## EMA is a good, honest and trustworthy neighbour



# Stakeholder Engagement - Trust in resolving local issues

**Q – When you have an issue relating to East Midlands Airport, you trust that the airport will listen and resolve the issue.**

45% of East Midlands Airport respondents trust that the airport will listen to and resolve their issues in 2023, compared to 38% in 2022.

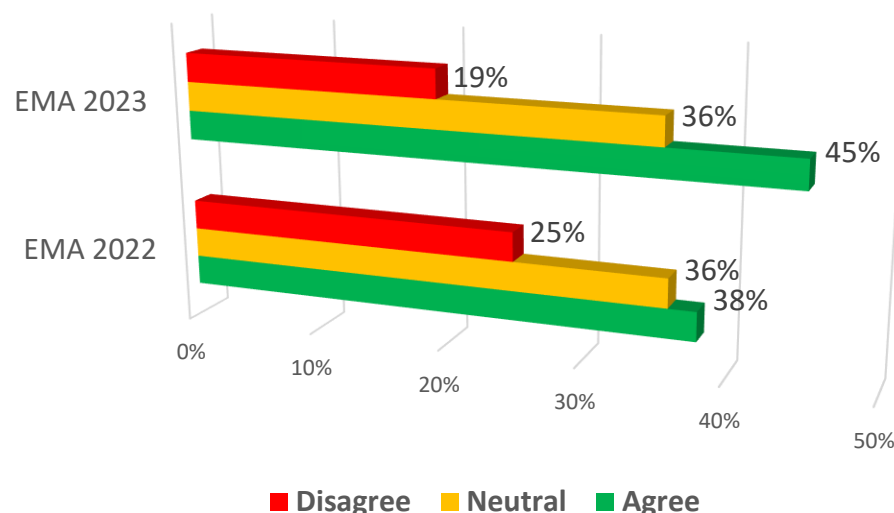
This may be the result of working more closely with community representatives to highlight issues early or before they happen, proactive management and visibility of activity in the local area.

There was a reduction in negative levels of mistrust down from 25% in 2022 to 19% in 2023.

## Recommendation:

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

**Respondents trust that the airport will listen and resolve issues**



# Stakeholder Engagement - Trust in resolving local issues

Q - 'What initiatives or measures could East Midlands Airport put in place to further strengthen your trust in the airport?'

We have had a good engagement and response to some flight and noise issues, but some related issues seem lost in consultation / technical jargon – **Thrumpton resident**

Make vast progress in addressing your contribution to climate change – **Radcliffe on Soar Clerk**

Do what you say you will without moving the goalposts (eg new rules for training flights and overflying Aston and Weston). Stop polluting our rivers and waterways. Right now, very few are noticing because you've been great neighbours thus far. Please carry on! – **SAVE Aston and Weston on Trent**

Free drop off zones like Birmingham Airport – **ICC member**

Come into local schools to develop a stronger relationship – **Gotham Primary School**

Yet more and faster impacting measures to reduce noise at night for Kegworth, the closest and most affected, and surrounding villages – **Kegworth resident**

Keep the green spaces around the airport as green spaces and not build on them – **Diseworth resident**

Reduce drop-off and parking charges – **Whitwick resident**

More community grants – **Breaston resident**

Regular open day. Help to communicate medium to long term plans – **Breedon Parish Councillor**

Stop flying low all night over my house, it is making me ill. The proposed grant scheme for noise reduction does not spread far enough – **Melbourne resident**



# Stakeholder Engagement - EMA keeps its stakeholder up to date

**Q - East Midlands Airport keeps me up to date with the work in my community and what they are doing**

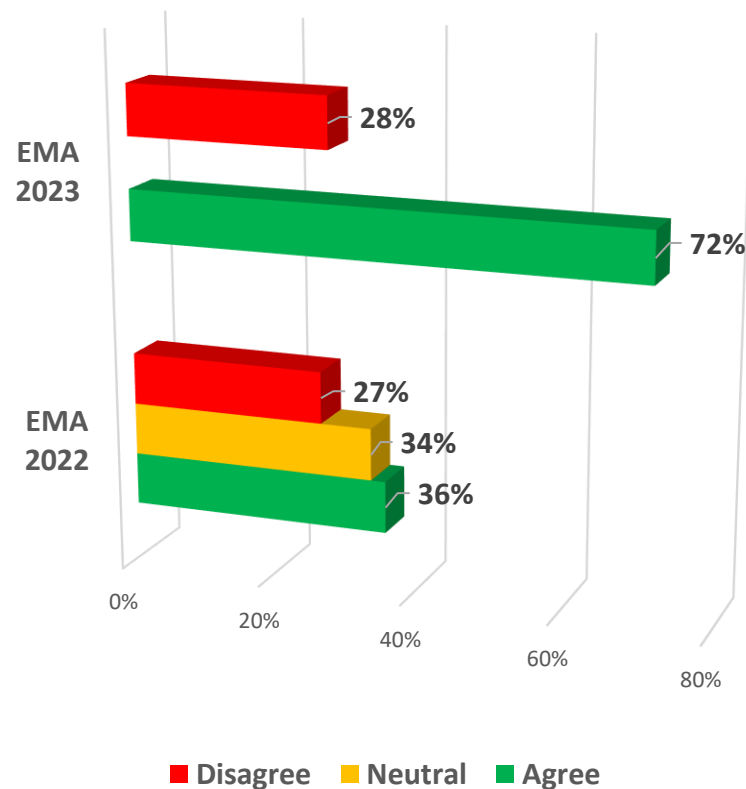
To gauge a more definitive answer, in 2023 we did not offer a “Neutral” option and only two answer options were provided (Agree or Disagree)

At East Midlands Airport, more than half (72%) of the respondents responded favorably that MAG keep stakeholders up-to-date with work in the local community, compared to 28% who disagreed.

## Comment / Recommendation

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

EMA keeps its stakeholders up to date



# Stakeholder Engagement - Communication

## Q - How can East Midlands Airport improve communication with you?

Send out emails well in advance to let us know about virtual engagement opportunities and drop-in sessions – **resident East Leake**

Pretty good comms across multiple routes – **Thrumpton Parish Meeting**

At the moment it is left for non- professional bodies such as Parish Councils etc. to dissect the technical jargon and attempt to spell out the implications in lay terms. EMA should undertake such précis and ensure that it is comprehensively distributed – **resident NG11**

Use local community Facebook page (**East Leake**). Provide stories for Parish Council newsletter

An easy website to navigate around which includes climate issues would be good – **Radcliffe on Trent Parish Clerk**

More local meetings to share plans for both the airport expansion and impact on local infrastructure and environment - **Wilson resident**

Communication is good – **Gotham Primary School**

Maybe put contributions in local newspapers like **Bunny Bulletin**

More regular Community Flyers – **resident Hathern**

Send EMA representatives to Parish Council meetings – **Smisby Parish Clerk**

Our best information comes from your engagement with community leaders and activist groups who work with you and then share the information with the local community. We don't seem to hear direct as much as we used to - **SAVE Aston and Weston**

# Stakeholder Engagement - Communication

**Q- In the past year, which of these methods of communication have you used?**

56% of respondents noted receipt of an e-newsletter as the preferred method of communications with East Midlands Airport, a small increase from 51% in 2022.

40% of respondents told us they check the community website for information, a significant increase from 14% in 2022.

36% prefer direct emails, a significant increase on 14% in 2022.

## Recommendations

- Redevelop and refresh community web pages to better align with the CSR 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 posts

## EMA 2022

Rank	Channel
1	Receive e-newsletter with community updates, 51%
2	Website, 16%
3	Direct emails, 14%

## EMA 2023

Rank	Channel
1	Receive e-newsletter with community updates, 56%
2	Check the website for latest information 40%
3	Direct emails, 36%

# Stakeholder Engagement - Responding to community needs

**Q – Overall, East Midlands Airport responds well to the needs of the community**

Almost half (48%) of respondents agreed that EMA responds well to the needs of the community, increasing from 33% in the last survey.

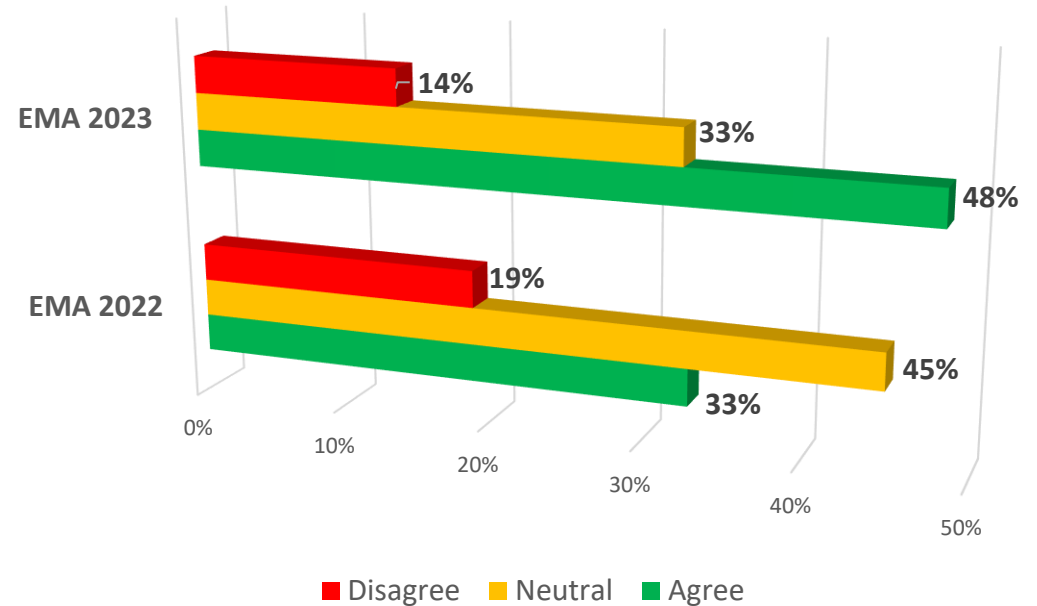
We also saw a reduction in negative sentiment dropping from 19% in 2022 to 14% in disagreement in 2024

## Recommendations:

This result correlates with an increase in trust that EMA will resolve local issues.

- 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

EMA responds well to the needs of the community



# Stakeholder Engagement - Responding to community needs

## Q - Looking ahead to the next 12 months, how can East Midlands Airport better respond to the needs of the community?

Use local councils and other agents to get the good message out to more people – **Breedon on the Hill resident**

Listen to the hundreds of people whose lives are severely disrupted by the noise made by aircraft, particularly at night. – **Melbourne resident**

My interest remains firmly upon actions taken to reduce the disturbance caused – **Melbourne resident**

Community grants and volunteers in the community to start a dialogue – **Breaston resident**

Red routes are not managed or enforced so get rid. This encourages parking in local villages. Make it easier and cheaper to park as you are second only to Heathrow. – **Kegworth resident**

Set key communication frequency and update on key issues and success. You can never over communicate – **DE72 resident**

Continue to focus on mitigating environmental impacts – **LE12 resident**

Stop building on land near Diseworth – **Diseworth resident**

Regular communication on the EMA Freeport and how that may impact local people. Working with Download and other music festival organisers at Castle Donnington re traffic management so that people can get to their flights on time – **ICC Member**

# Stakeholder Engagement - Environmentally responsible business

## Q – Overall the airport is performing as an environmentally responsible business

39% of respondents trust that East Midlands Airport is performing well as an environmentally responsible business. This has decreased from 48% in 2022.

There has also been a decrease in stakeholders who do not trust EMA is performing as an environmentally responsible business, from 22% to 16% in 2023

Neutral sentiment has grown significantly from 29% in 2022 to 46% in 2023.

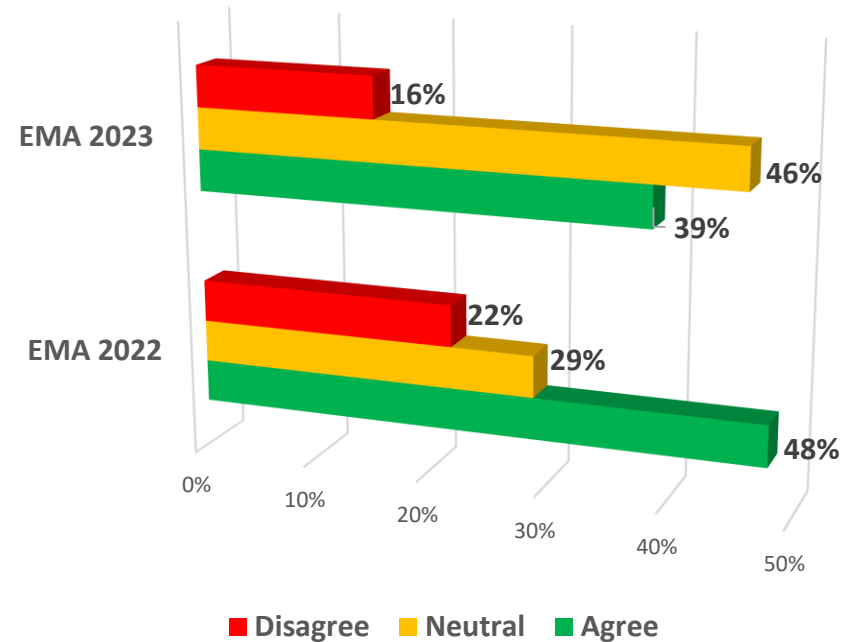
### Comment:

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

### Recommendation:

- Work with ICC 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

## Trust that EMA is performing well as an environmentally responsible business



# Stakeholder Engagement - Sustainability

**Q - Are there any other sustainability topics that you would like to see East Midlands Airport address over the coming 12 months?**

The work to support local community decarbonisation is great – **Thrumpton resident**

Effectively control noisy aircraft with substantial punitive fines to ensure they comply with noise limits – **DE74 2 resident**

Solar panels on all warehouses and ancillary buildings – **Breedon on the Hill resident.**

Improved bus services / connection with East Midlands Parkway so people can use public transport to reach the airport without driving – **Melbourne resident**

Increased implementation of reduced noise by helping airlines phase out older aircraft – **Melbourne resident**

Electric ramp vehicles .. led lighting .. MLS approach upgrades – **Barrow upon Soar resident.**

Looking for more environmentally friendly products re aircraft cleaning and anti-freeze – **ICC member**

Greater commitment to hydrogen fuel – **Kings Newton resident**

Solar panels on roof of buildings. No more building on farmland – **Diseworth resident**

# Stakeholder Engagement - Provider of opportunities for all

**Q – Overall the airport is doing well as a provider of opportunities for all”**

48% of respondents trust that EMA is performing well as a provider of opportunities for all. This is a small increase from 47% in 2022.

The relatively high neutral sentiment may be due to the older demographic of respondees.

Only 4% of respondents do not trust that EMA is performing well as a provider of opportunities for all, slightly down from 5% in 2022.

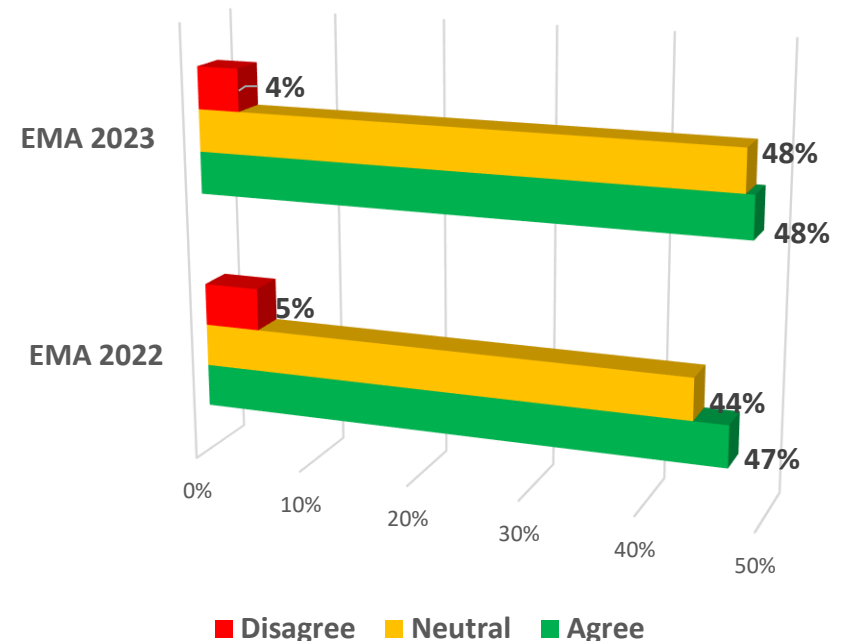
## **Comment:**

Despite being the Aerozone facility being shut for the majority of the year due to buildings issues, a good amount of activity was maintained which may have contributed to the high scores being maintained. The Academy continued to be delivered from alternative premises until the new facility opened in early 2024.

## **Recommendations:**

- Provide information about our Opportunity For All programmes to stakeholders through the ICC, Parish Forums, newsletters, emails, outreach events

**Trust that MAG is performing well as a provider of Opportunity For All**





# Stakeholder Profiles

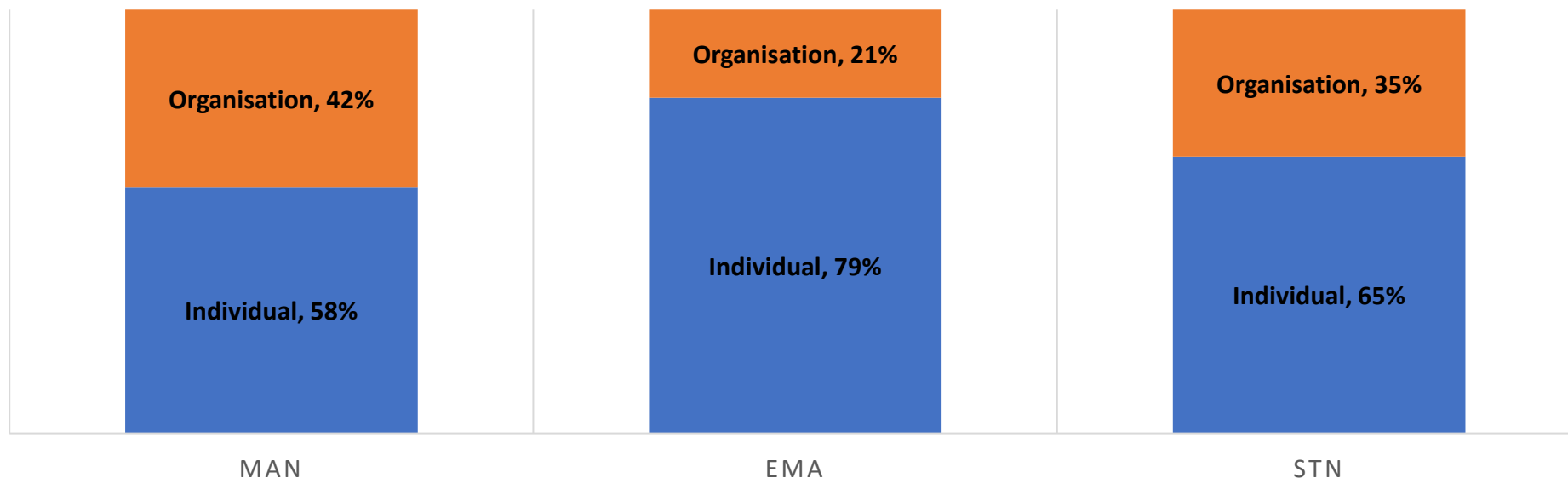
# Who responded to the survey

**Q - Are you responding to the survey as a private individual or as part of an organisation or group?**

79% of those completing the survey for East Midlands Airport were responding as an individual while 21% were responding as a representative of an organization.

Of the 21% representing an organization, 10% are local councillors and 5% onsite businesses.

**RESPONDENTS  
INDIVIDUALS VS ORGANISATIONS**



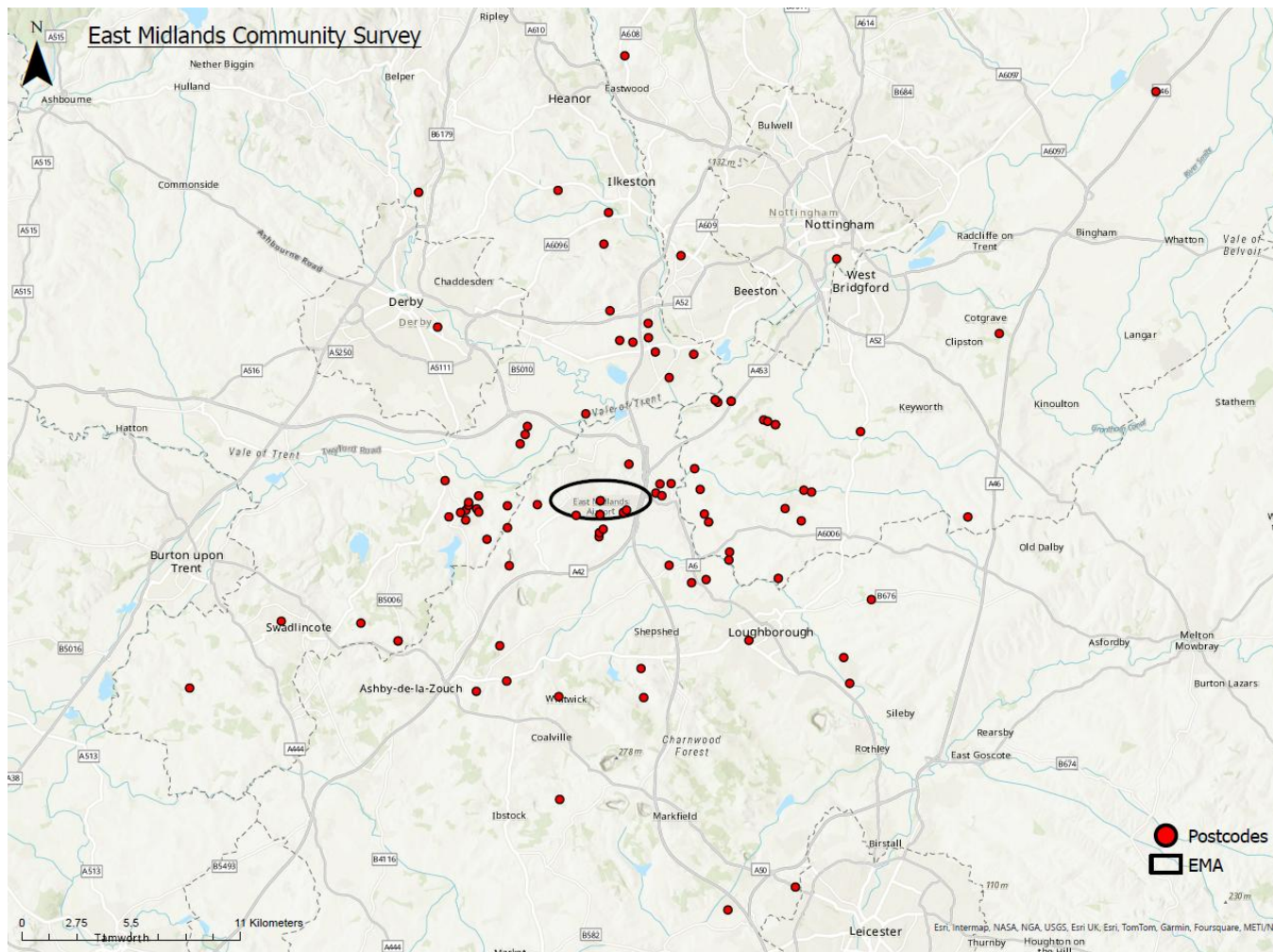
# Stakeholder profile: Geographical location

## East Midlands Airport

- |   |   |
|---|---|
| 1 | DE74: (19%) Kegworth, Diseworth, Castle Donington   |
| 2 | LE12: (18%) East Leake, West Leake, Sutton Bonington, Long Whatton, Hathern, Shepshed, Nanpantan, Quorn |
| 3 | DE73: (12%) Melbourne, Breedon on the Hill, Wilson, Chellaston  |
| 4 | NG11: (12%) Gotham, Clifton, Ruddington   |
| 5 | DE72: (7%) Weston on Trent, Aston on Trent, Shardlow Breaston, Borrowash                                |
| 6 | LE67: (5%) Coleorton, Coalville, Thringston, Bardon, Ibstock  |
| 7 | NG10: (4%) Long Eaton, Sandiacre  |
| 8 | LE11: (2%) Loughborough   |
| 9 | <b>Others: (23%)</b>  |

## Summary

Respondents were asked to provide their full postcode. The top 8 postcodes have been identified. The variety of postcodes shows the geographical area that the survey has reached. This analysis also provides a better understanding of where further outreach and communications may be required.



# Stakeholder profile: Demographics

## 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:

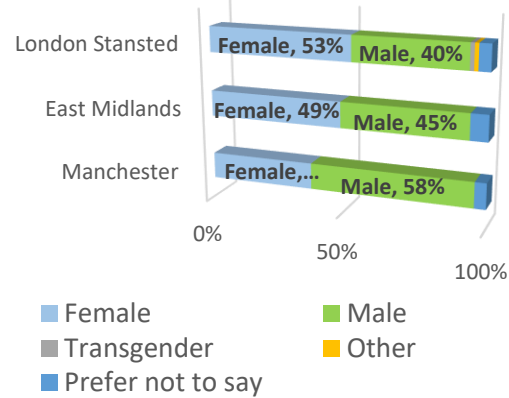
There was reasonably even split between male/female respondent but the majority of survey respondents across the three airports were white, over 55 years of age and did not disclose a disability.

This represents a limitation throughout the study, as the views are largely homogenous and not necessarily reflective of the wider population across the airports' local communities.

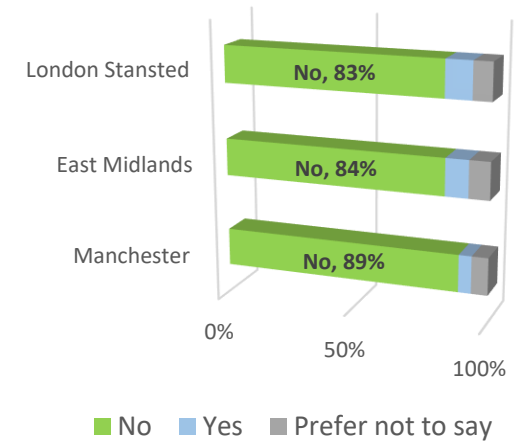
## Recommendation:

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

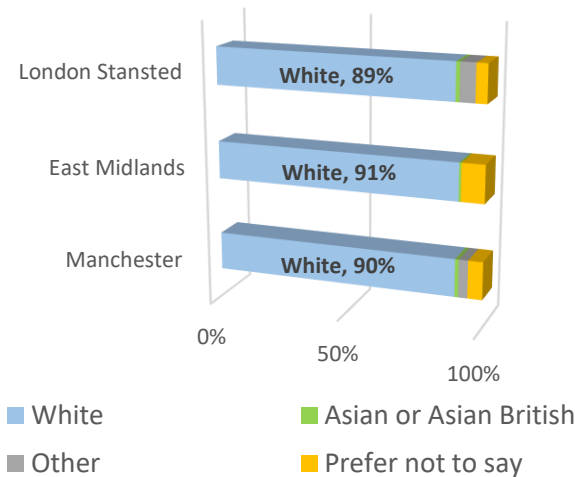
## Gender Analysis



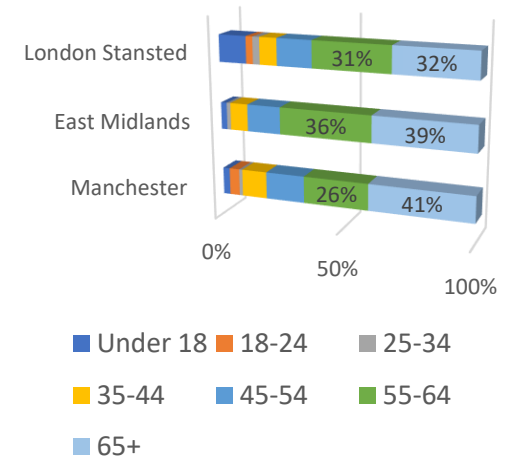
## Disability Analysis



## Ethnicity Analysis



## Age Analysis



# Recommendations

## Recommendations

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- Retaining recognisable CSR branded elements for improved recognition.
- Each quarter promote opportunity to sign up to stakeholder email database for newsletter through paid-for social media posts and other routes
- Ensure that community stakeholders know how to raise concerns and issues and that EMA responds in a timely manner.
- Work proactively with local community stakeholders to resolve concerns and issues where possible.
- Increase community sponsorship and visible presence at local events
- Continue to deliver a wide range of engagement activity including through the Independent Consultative Committee, the Parish Forum, reports, newsletters, emails, social media and community outreach activity
- Increase the frequency of news shared with stakeholders by supplementing our quarterly Community Flyer newsletters with additional relevant updates
- Publicise our community outreach programmes in advance on our website, local community newspapers, Community Flyer newsletters and social media.
- Redevelop and refresh community web pages to better align with the CSR strategy
- Obtain feedback from stakeholders on their requirements for web page content
- Maintain and continue to improve good working relationships with local stakeholder groups and representatives
- Work with ICC 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
- Provide information about our Opportunity For All programmes to stakeholders through the ICC, Parish Forums, newsletters, emails, outreach events.
- Engage younger voices through Youth Forum and through our education programmes

# “Working together for a brighter future”

Local Voices	Local Voices	ZCA & OFA	Group
<ul style="list-style-type: none"> <li>• Continue to promote CSR strategy through engagement activity including stakeholder interactions, newsletters and outreach activity.</li> <li>• Retaining recognisable CSR branded elements for improved recognition</li> <li>• Each quarter promote opportunity to sign up to stakeholder email database for newsletter through paid-for social media posts and other routes</li> <li>• Continue to deliver a wide range of engagement activity including through the Independent Consultative Committee, the Parish Forum, reports, newsletters, emails, social media and community outreach activity</li> <li>• Maintain and continue to improve good working relationships with local stakeholder groups and representatives</li> <li>• Work with ICC 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</li> <li>• Increase community sponsorship and visible presence at local events</li> </ul>	<ul style="list-style-type: none"> <li>• Ensure that community stakeholders know how to raise concerns and issues and that EMA responds in a timely manner.</li> <li>• Work proactively with local community stakeholders to resolve concerns and issues where possible.</li> <li>• Increase the frequency of news shared with stakeholders by supplementing our quarterly Community Flyer newsletters with additional relevant updates</li> <li>• Publicise our community outreach programmes in advance on our website, local community newspapers, Community Flyer newsletters and social media.</li> <li>• Redevelop and refresh community web pages to better align with the CSR strategy</li> <li>• Obtain feedback from stakeholders on their requirements for web page content</li> </ul>	<ul style="list-style-type: none"> <li>• Review results with E&amp;E team</li> <li>• Review communication of OFA activity and reshape comms plan to driver greater awareness</li> <li>• Provide information about our Opportunity For All programmes to stakeholders through the ICC, Parish Forums, newsletters, emails, outreach events.</li> </ul>	<ul style="list-style-type: none"> <li>• Continue to grow database for email and community newsletter through paid-for social media posts</li> <li>• Review survey communication channels, what to share and with whom</li> <li>• Development of all CSR webpages to improve access to information and interactivity</li> <li>• Maintain Youth Forums and develop further channels to reach under 25-year-olds.</li> </ul>