

## Methodology

Between September-November 2016 we asked 310 neighbours representing the local electorate, community leaders, and head teachers to share their views and to make suggestions about how we could improve. For the first time in Wythenshawe we included those people who had complained to us about our operations during the last six months, as well as those who work in and represent the local community.

### 1. Reply sample

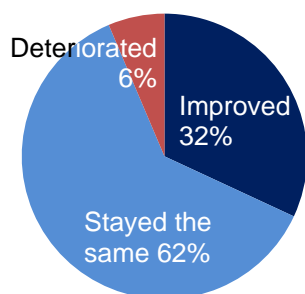
20% of those invited to comment chose to share their views:

- ✈ 30% were people who complained to us about our operations.
- ✈ 26% were religious leaders and those involved with charitable/not for profit groups.
- ✈ 30% were engaged in public office such as our MP, teachers and Councillors.
- ✈ 14% were those who work in business in Wythenshawe.

Our questions related to:

- How they 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 Wythenshawe community.

### 2. How has our relationship changed



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

In 2013 82% of respondents told us that they had a good or better than good relationship so it is pleasing that 62% feel that their relationship has remained the same and 32% feel that it has improved.

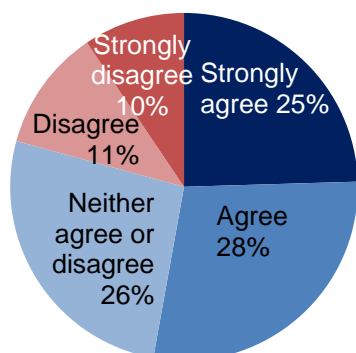
We are keen to understand why 6% of people think our relationship has worsened and we will be working on this.

### 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 good or better; with 'World of Work Days', our Attendance Scheme and 'What's My Line' activities all highly valued.
- ✈ Our volunteering activities (examples listed below) were rated excellent (61%) or good (35%).
  - Attendance Scheme
  - Arts tickets
  - Presentations by M.A.G staff
- World of Work Days
  - Numbers at Work
  - What's my line
- Community clear ups
  - Assistance in kind with specialist expertise/skills.

### 4. Communication

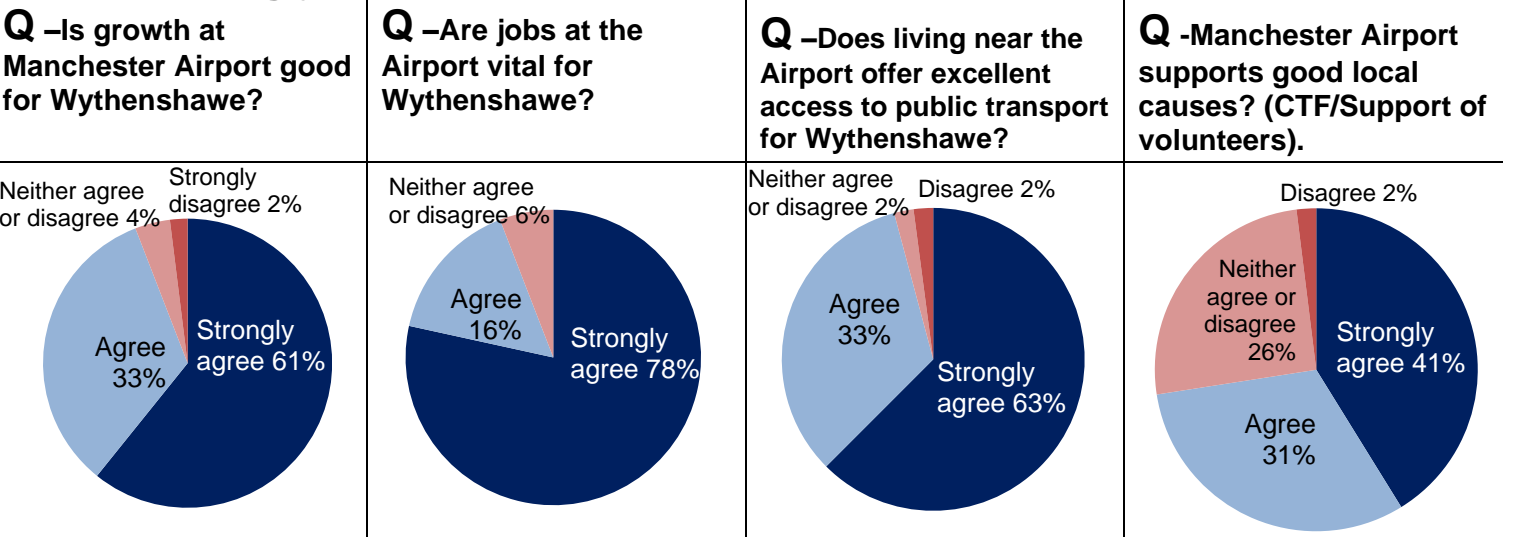


#### Q - Manchester Airport keeps me up to date with their work in my community and what they are doing?

Over 50% of respondents believe they are kept up to date with our activities and 26% are content with the service that we provide. Our regular communications include direct mail shots, eNews, our Twitter feed (@MAComRels) and our web pages –these all achieved high scores in the supplementary questions. Over 80% of those that attended an Outreach session found it useful in understanding our operations/work in their community.

We will use the feedback we have received to improve our communication mechanisms for those who do not feel they are kept informed.

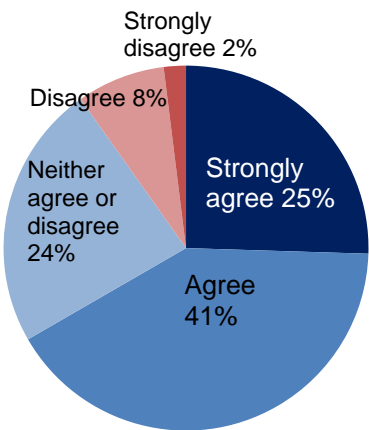
5. Airports add economic value to the regional and national economy, stimulating jobs, investment and travel opportunities.



6. Where would local people like to see us prioritise our help in Wythenshawe in the future?

- Q -Where should Manchester Airport focus its’ effort? (in order of priority):
- 1. Continue to support local people into employment [–See our Airport Academy.](#)
  - 2. Continue to support of local schools. [–Offers available to Wythenshawe Primary Schools.](#)
  - 3. Maintain communications with local people. [–See latest Wythenshawe eNews.](#)

7. Manchester Airports’ relationship with the Community



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

This is the first time that we have asked this question and so it is positive that 90% are content with our relationship. -Of these 66% feel that we are a good, honest and trustworthy neighbour.

It is disappointing that 10% disagree. -We will use the feedback provided by this Impact Study to continue to improve our relationship with our neighbours over the coming years.