

MAG Community Survey Manchester Airport Report

March 2024

Executive Summary

In March 2024, MAG Community Engagement team conducted a survey to assess community sentiment at Manchester Airport. *The survey was open between 01st February and 22nd March 2024.*

Through the survey, MA engaged with a total of 549 stakeholders via an online survey to measure feelings towards difference aspects of its CSR community engagement strategy, the survey received 181 responses.

Methodology – survey design and structure

- 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*

Response rates have more than doubled from 15% to 33%. The previous survey was conducted by Simply Sustainable, this year the survey was distributed directly by the Community team at each airport. The significant increase may be related to the survey coming from a known trusted source and direct encouragement to complete the survey.

Demographics

Across the three airports there was a similar even split between male/female respondents, but most respondents were white, over 55 years of age and did not disclose a disability.

Invitations ?

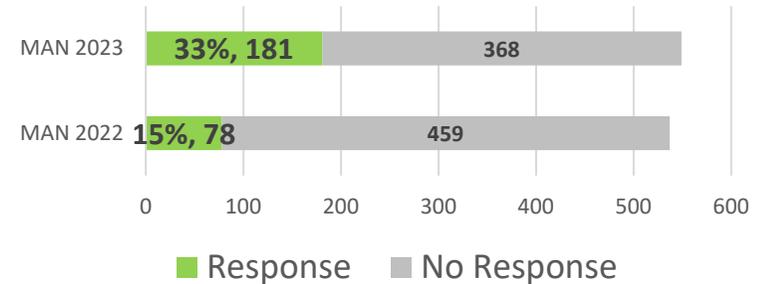
- 437 opened (79.6%)
- 25 unopened (4.6%)
- 79 bounced (14.4%)

205 clicked through (37.3%) ?

8 opted out (1.5%) ?



Man Number of recipients of survey and number of responses



Questions & Manchester Stakeholder Responses

Stakeholder engagement - Awareness of CSR Strategy – “Working together for a brighter future”

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

Almost half (48%) of those surveyed were aware of the CSR Strategy, this is a small lift from the previous year’s results.

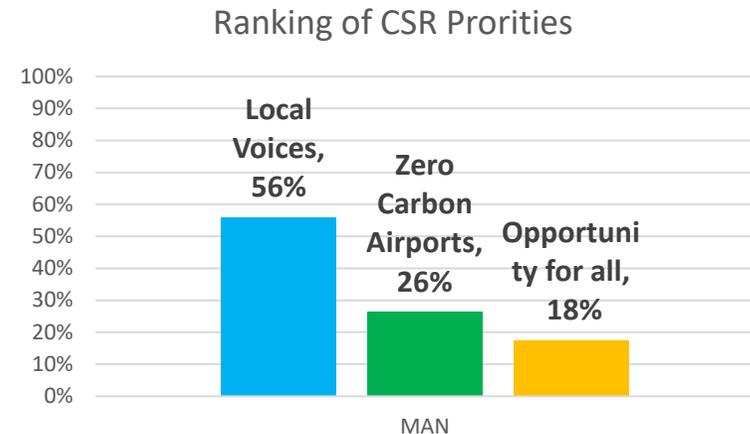
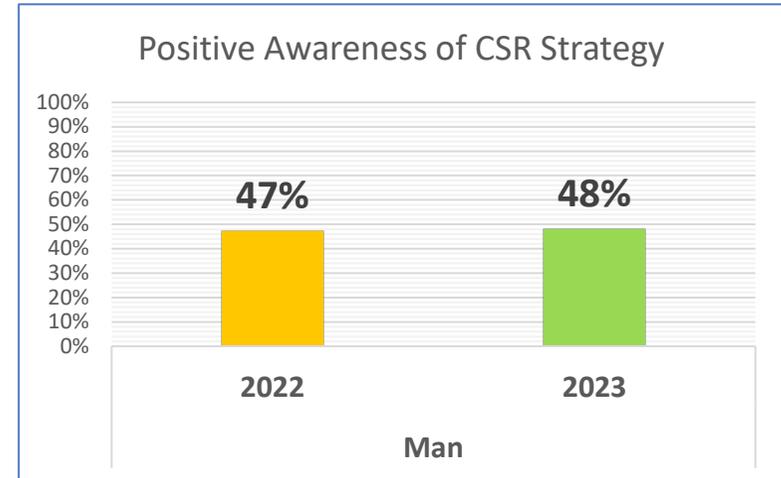
Comment

All engagement activity should ensure the promotion of the CSR strategy including stakeholder interactions, newsletters and outreach activity, retaining recognisable & visible CSR branded elements.

Q – Within the strategy we have three priority areas , please prioritise these in order of importance to you?

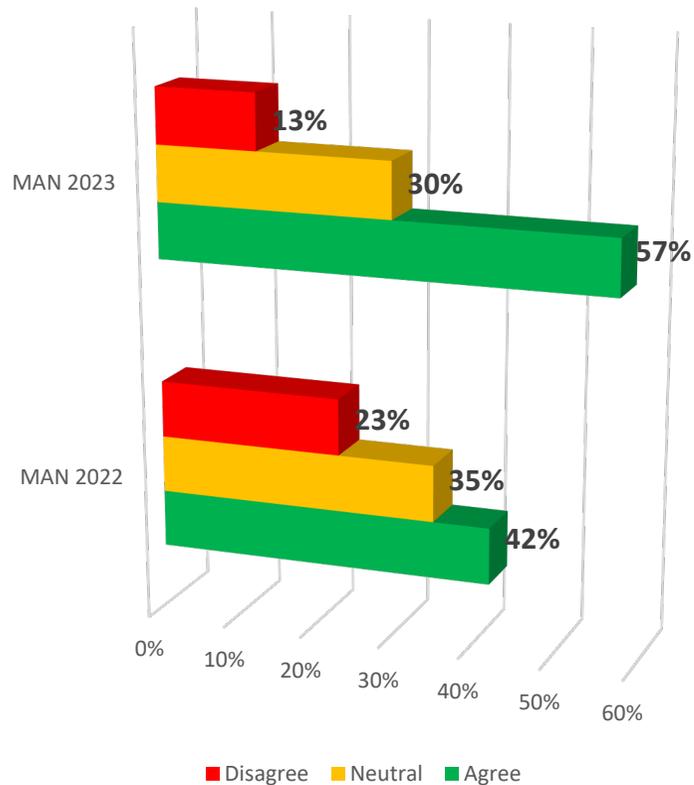
Across all three airports the three pillars were given the same priority ranking. As the survey was aimed at community stakeholders it’s unsurprising Local Voices was prioritised highest, OFA may have come third due to the demographics of respondent who may not be as concerned about education or employment.

*See breakdown of demographics on slide 17



Stakeholder engagement - Trust as a responsible neighbour

Manchester Airport is a good, honest and trustworthy neighbour



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

The positive sentiment levels of trust shown in MA as a responsible neighbour has increased to 57% vs 42% last year, this is balanced with a reduction in negative responses with “Disagree “ reducing from 23% down to 13%

Comment

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

We believe this is in part due to the delivery of positive activity and support for hyper local causes and a proactive and transparent approach to engagement with stakeholders on issues that they raise with us, such as landside operations, rogue parking in local areas and airport developments.

Stakeholder engagement - Trust in resolving local issues

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

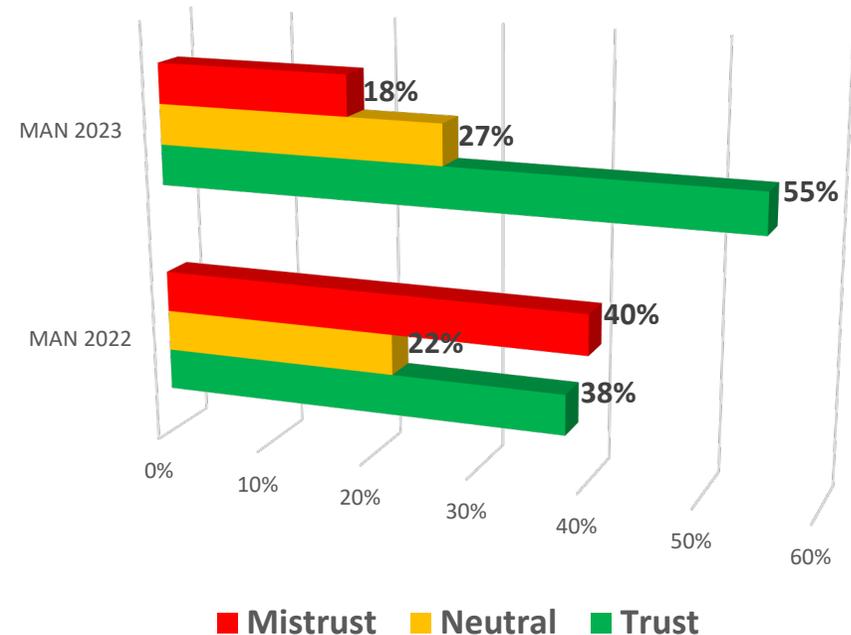
55% of Manchester respondents trust that the airport will listen to and resolve their issues, compared to 38% last year. This may be the result of working more closely with community representatives to highlight issues early or before they happen, proactive management and visibility of activity in the local area.

There was a significant reduction in negative levels of “Mistrust” down from 40% in 2022 to 18% in 2024

Recommendation

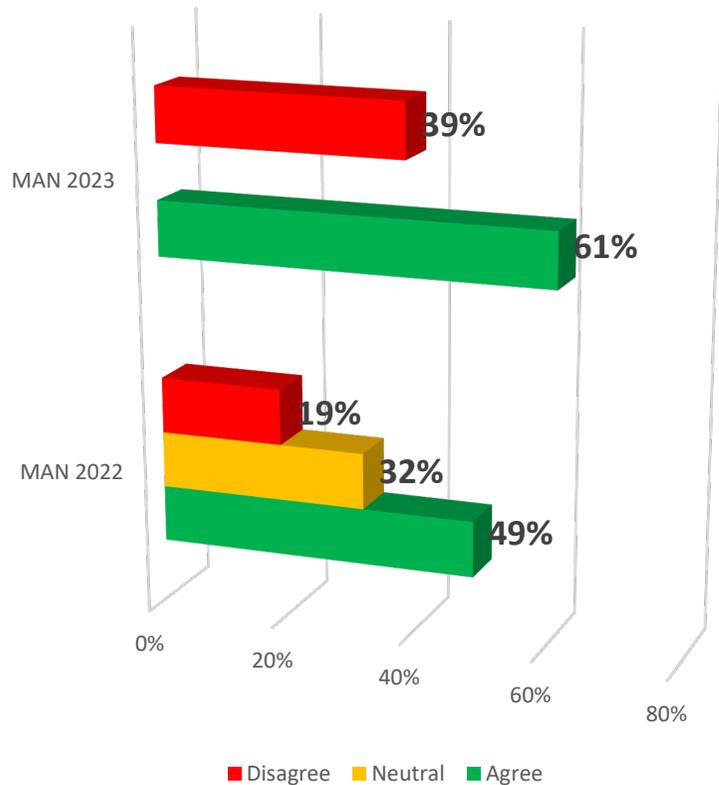
- include regular feature ‘You said... We did...’ in quarterly newsletter
- develop easy-to-use local issues log on website

Trust that the airport will listen and resolve issues



Stakeholder engagement - Communication

Do you agree that the airport keeps its stakeholders up to date



Q Manchester Airport keeps me up to date with the work in my community and what they are doing

To simplify the result In 2023 we did not offer a “neutral” option to gauge a more definitive answer and only two answer options were provided (Agree or Disagree)

At Manchester, more than half (61%) of the respondents responded favorably compared to 39% who disagreed, that MAG keep stakeholders up-to-date with work in the local community.

Recommendation:

Explore possibility of using paid-for social media to more widely promote Community Engagement work / increase newsletter circulation

Trial a limited print-run of hard-copy newsletters for local libraries, community centres etc.

Stakeholder engagement - Communication

Stakeholder comments

“Use local media for campaigns e.g. local paper and community radio.”

- Wythenshawe Resident

“It’s very good at keeping me informed of developments”

- Cheshire West & Cheshire Councillor

“The airport is a HUGE influence on the lives, livelihoods traffic, public transport, day-time and night-time disturbance of thousands of people. Properly communicating with us is not going to be achieved by the “nice” community flyer.”

- Altrincham Resident

“Comms are good but they are simply a means of telling the community what decisions you have made”

- Knutsford Resident

Stakeholder engagement - Communication

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

41% of respondents noted a greater use of accessing the community website for information, and 37% receipt of an e-newsletter as the preferred method of communications with Manchester Airport

Recommendation

Improvements to website

Manchester 2022

| Rank | Channel |
|------|--|
| 1 | Receive e-newsletter with community updates, 32% |
| 2 | Direct emails, 22% |
| 3 | Social media, 14% |

Manchester 2023

| Rank | Channel |
|------|--|
| 1 | Check the website for latest information 41% |
| 2 | Receive e-newsletter with community updates, 37% |
| 3 | Direct emails, 30% |

Stakeholder engagement - responding to community needs

Q – Overall, Manchester Airport responds well to the needs of the community

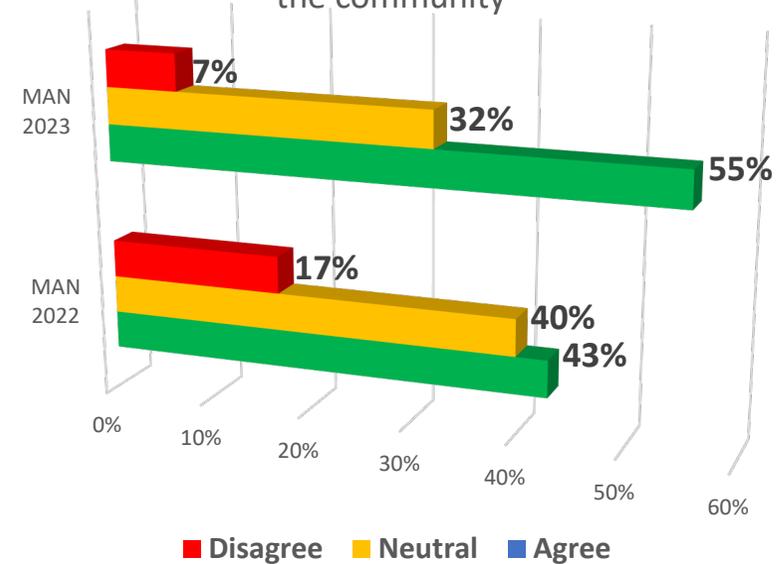
Over half 55% responded in agreement that MA responds well to the needs of the community lifting from 43% in the last survey.

We also saw a reduction in negative sentiment dropping from 17% in 2022 to 7% in disagreement in 2024

Comments / Recommendations

- As part of website update, include case studies of good news stories where we have responded to community needs e.g. Hale Top Cottage gate; planters on Selsted /Hillary Road; support for children's centres etc

Manchester Airport responds well to the needs of the community



Stakeholder engagement - Communication

Stakeholder comments

"I believe more engagements with the groups that matter will be very useful. Sometimes we don't even know of the amazing things you do"

- Community Group

"Continued investment that is publicised regularly"

- Community Trust Fund Recipient

"Reduce drop off charges. Prioritise the passenger experience rather than retail, their service is expensive and not always provided in appropriate ways."

- Altrincham Resident

"When issues are raised, please respond to them and let people know what you are doing (even it's a long-term plan)"

- Woodhouse Park Resident

Stakeholder engagement - Environmentally responsible

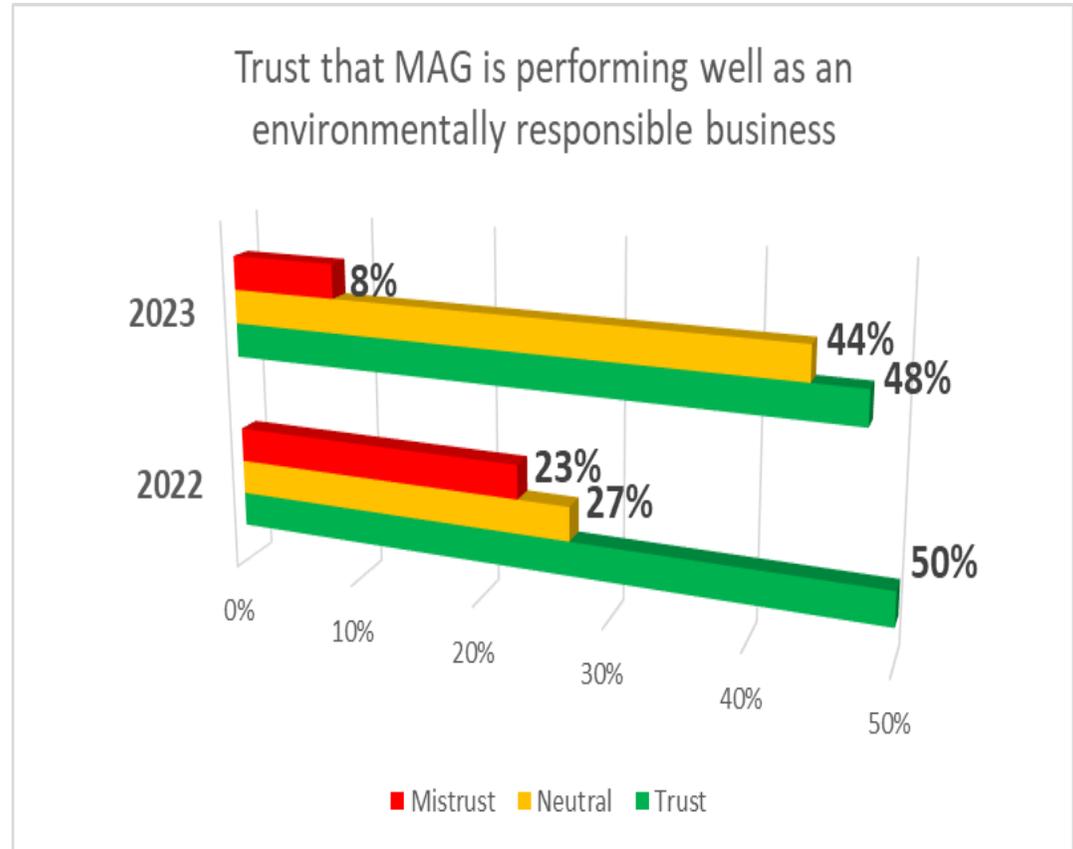
Q – Overall the airport is performing as an environmentally responsible business

Across all stakeholder groups, 48% of respondents trust that Manchester Airport is performing well as an environmentally responsible business. This has shown a slight dip from 50% in 2022.

Where we have seen the biggest change is in the response of stakeholders who do not trust MA dropping from 23% to 8% in 2023

Recommendation

Develop ‘ZeroCarbon’ page of newsletter to focus on local environment & people at MAN who deliver key objectives relating to environment e.g. water, waste management, energy, biodiversity alongside the longer-term decarbonisation / FEU topics



Stakeholder engagement - Communication

Stakeholder comments

“Information on new flight procedures to be given in easy to understand language please”

- Local Councillor

“Only supply bio fuels and so older/less environmentally friendly planes can't refuel unless they landed under mayday condition.”

- Altrincham Resident

“Civil enforcement officer would stop the taxi's parking with idling engines in hotspot areas who are associated with the litter in the area. On your actual site I think you do a good job, such as water refillery schemes etc”

- Council Officer

“Use of more modern aircraft to reduce noise and pollution.”

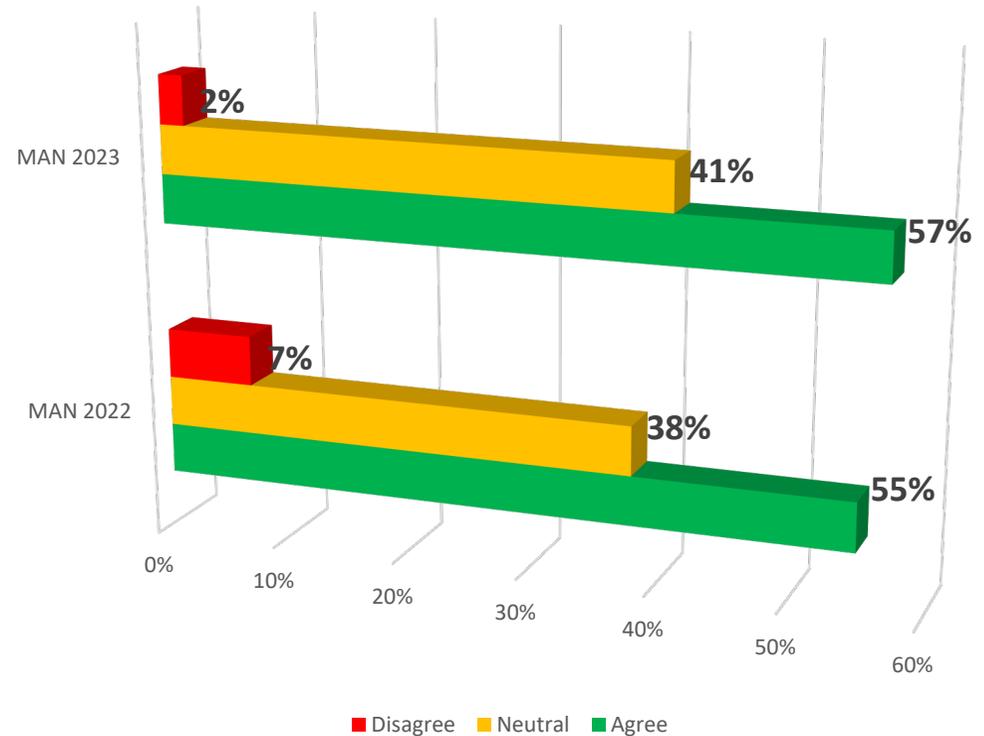
- Mobberley Resident

Stakeholder engagement - MA is performing well as a provider of opportunities for all

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

Across all stakeholder groups, 57% of respondents trust that MA will be performing well as a provider of opportunities for all.

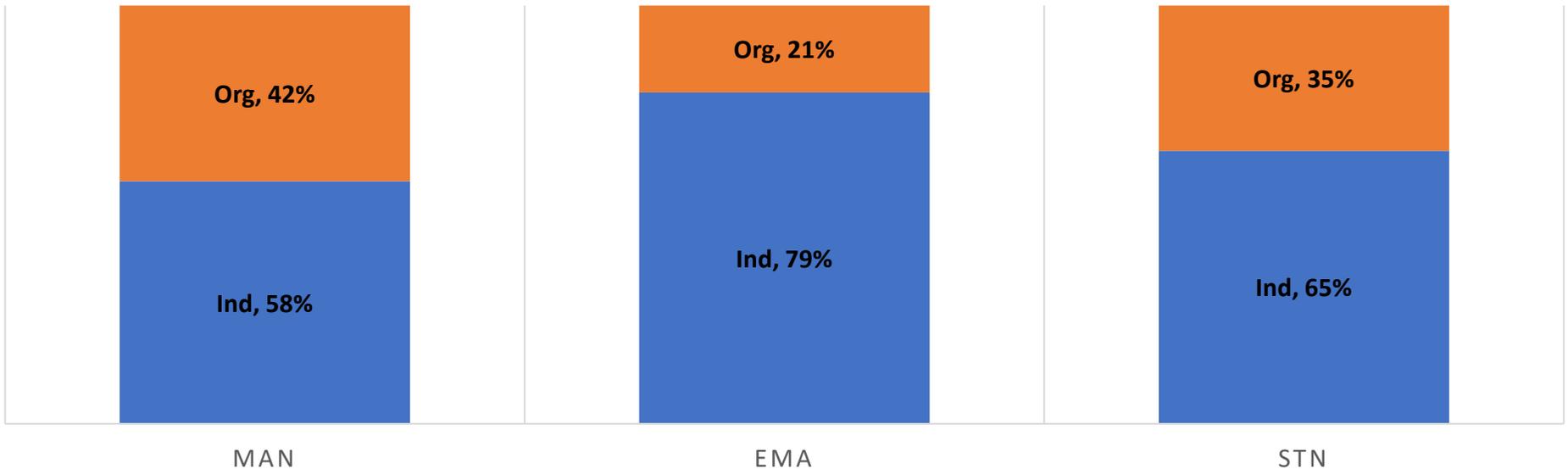
Trust that MAG is performing well as a provider of OFA



Representatives identified
across Manchester,
London Stansted and East
Midlands

- Summary
- Q Are you responding to the survey as a private individual or as part of an organisation or group?
- Many of Manchester's respondents were recipients of CTF grants
- Incentivise sign-up to newsletter at summer outreach events e.g. prize draw to increase reach of survey for individuals

RESPONDENTS
INDIVIDUALS VS ORGANISATIONS



Stakeholder profile: Geographical location

| Manchester | |
|------------|-----------------------|
| 1 | WA16: Knutsford (18%) |
| 2 | SK9: Wilmslow (9%) |
| 3 | SK8: Cheadle (7%) |
| 4 | SK1: Stockport (7%) |
| 5 | WA14: Warrington (4%) |
| 6 | SK4: Heaton (4%) |
| 7 | M22: Wythenshawe (4%) |
| 8 | CW9: Northwich (3%) |
| 9 | M41: Urmston (3%) |
| 10 | Others: (41%) |

Summary

Geographical analysis was conducted to understand the location of survey respondents in proximity to the airport. Respondents were asked to provide their full postcode. The top 10 postcodes have been identified. The variety of postcodes shows the geographical area that the survey has reached, the demography around that area and the needs of the community in that area. This analysis also provides a better understanding of where further outreach and communications are required.

Stakeholder profile: Relationship with airport

| Manchester | |
|----------------------------|-----|
| Traveller | 68% |
| No Visit | 15% |
| Picking up or Dropping Off | 9% |
| Business Purpose | 5% |
| Attended an event | 1% |
| Educational Visit | 1% |

Summary

Even split between male female, majority were white, able bodied over 55

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.

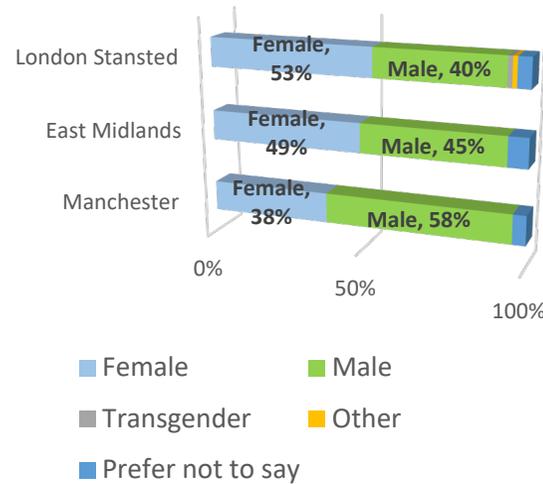
Findings

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

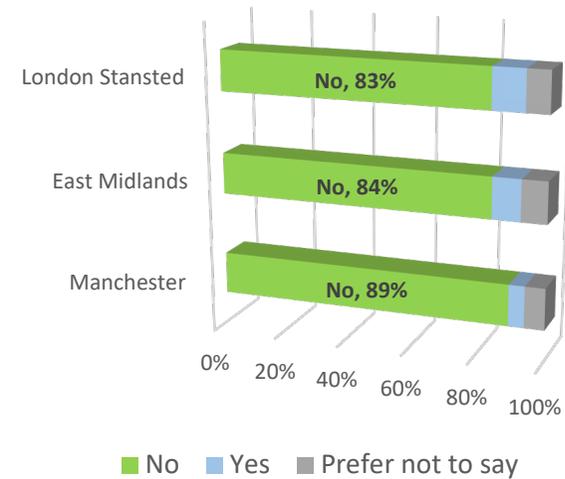
This represents a limitation throughout the study, as the views are largely homogenous and not necessarily reflective of the wider population across the airports' local communities.

*Higher returns from under 25 category we think is down to Youth Forum engagement

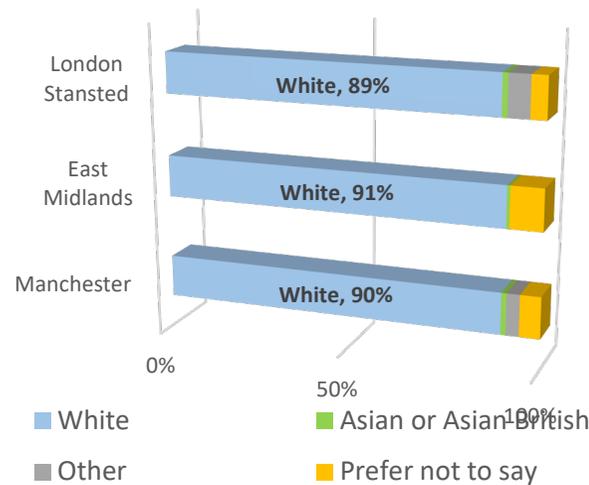
Gender Analysis



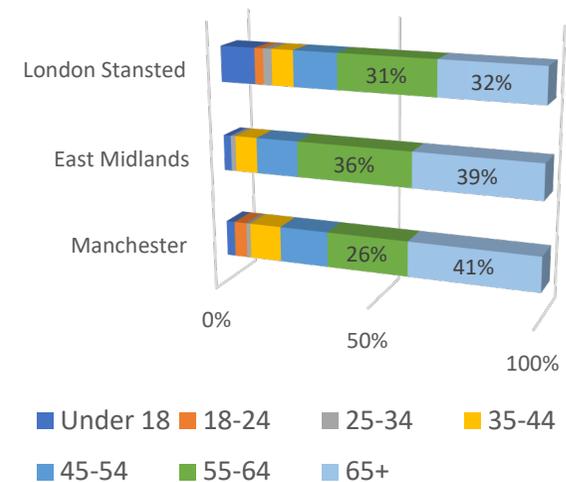
Disability Analysis



Ethnicity Analysis



Age Analysis



Recommendations

- Explore options to grow awareness of the CSR strategy
- Maintain and build on the relationships with local stakeholders to proactively identify issues early, or before they are realised and work collaboratively to deal with issues.
- More comms on you said we did – promotion of community work
- Work with internal teams to progress plans for management of local issues and hotspots
- Develop comms plans for long term projects