



Item 5: Recruitment and Partnering Initiatives

Recommendation: In order to attract new members to SASIG, we recommend sending a letter to Local Authorities who may be interested in joining. The letter will detail who SASIG are, what they do and the benefits to Local Authorities of becoming a member.

- Appendix A is the summary document which would accompany this letter.
- Appendix B is the list of target Authorities – selected for their proximity to an airport.
- Appendix C is the presentation to be given when meeting with interested authorities.

Item 5: Appendix A

Summary Document to accompany covering letter to Local Authorities.

SASIG Overview

- SASIG is the Local Government Association's 'Strategic Aviation Special Interest Group'; its key aim is to ensure that UK aviation policy is implemented in a manner that reconciles economic, social and environmental issues appropriately.
- SASIG provides Local Authorities across England and Wales that have a strategic or local interest in aviation issues, with a cost-effective source of up to date information and policy advice on the sector, a collective voice with which to engage with Government and other relevant stakeholders and a range of networking opportunities through which to meet local authority officers and Councillors facing similar aviation related issue and challenges.
- SASIG prepares co-ordinated consultation responses to Government, commissions relevant research, develops policy position papers and campaigns on aviation issues of the greatest interest to local communities and their political representatives.
- The current membership encompasses authorities representing 12 million people who are directly or indirectly impacted by aviation activities – a fifth of the UK population.

The Benefits of SASIG Membership

Membership of SASIG allows local authorities to save time and money by:

- Offering online access to a library of relevant research, technical documentation and past and present position statements, consultation responses and industry guidance;
- Providing a forum to share expertise when preparing internal or outward facing reports on aviation related matters that would otherwise be expensive to procure;
- Access to easily comprehensible insights covering difficult technical issues, carefully honed and evidence-based position statements and key messages adaptable to local circumstances;
- Receiving a monthly newsletter that contains all the latest news, issues and events in the Aviation sector with additional e-mail 'news flash' updates when matters of interest occur.

Regular technical meetings develop officer knowledge, help meet CPD requirements and facilitate cost effective networking:

- There are currently Technical Groups covering: Airspace, planning and environment; surface access links and city and economic growth
- Group meetings allow cross-Authority discussions, access to relevant contacts & key decision makers, information-sharing, debates and challenge on specific issues – all very useful when responding to nationwide consultations or advising portfolio holders & cabinets on high profile or complex policy or technical issues.

Access to high level fora, decision-makers and influencers that individual authorities could not secure or resource:

- SASIG is represented on groups such as the DfT Aviation and Airports External Advisory Group, the Runways UK Advisory Board and Defra Noise Stakeholder Group, and the new Airspace and Noise Policy focus groups; the industry and CAA also recognise it.
- It offers a collective voice for Local Authorities to speak to Whitehall departments on important aviation issues where scale is important (e.g. SASIG was actively involved in the work of Sir Howard Davies' Airports Commission and engaged directly with its Secretariat), and our meetings frequently have speakers from relevant departments, the CAA or industry.
- SASIG regularly takes delegations to see key Whitehall ministers, liaises with campaigning MPs gives evidence to APPGs and Select Committees.

**Item 5: Appendix B
List of Target Authorities**

Target is to recruit 5-10 new Local Authorities per annum 2016-2017 & 2017-2018.

Potential Targets Split by Region

Targets selected by proximity to airport. There are other Councils that may be associated with the airports that could be targeted later.

South West

Airport	Target Authority
Gloucestershire	Cheltenham BC, Gloucester CC, Gloucestershire CC and Tewkesbury BC [Joint Membership]*
Bristol	North Somerset Council
Exeter	East Devon DC, Exeter CC, Devon CC [Joint Membership]*
Plymouth	Plymouth CC*
Isles of Scilly	Isles of Scilly Council*

Note: Newquay Airport already has an associated council in SASIG (Cornwall Council).

London

Airport	Target Authority
London Biggin Hill	LB Bromley†, Sevenoaks DC
London City	Newham LBC*, the GLA*

Note: RAF Northolt Airport (London Borough of Hillingdon) and London Heathrow Airport (London Borough of Hillingdon) already have an associated council in SASIG. 2M group comprises 24 authorities with an interest in the expansion of Heathrow – 6 of which are in SASIG †Not a member of LGA

South East

Airport	Target Authority
Bournemouth	Christchurch DC*, Dorset CC
Farnborough	Rushmoor BC*
Gatwick	West Sussex CC*, Horsham BC, Tunbridge Wells BC*, Tonbridge & Malling DC
Manston	Kent CC*
Lydd/London Ashford	Shepway DC*
Oxford	Cherwell DC* and Oxfordshire CC
Shoreham/Brighton City	Adur & Worthing DC*
Southampton	Eastleigh BC*, Southampton CC

Note: London Gatwick Airport has (Crawley Borough Council) represented in SASIG, and LBs Wandsworth, Kingston, Croydon and Southwark have established a pro Gatwick support group.

East Anglia

Airport	Target Authority
Cambridge	Cambridge CC/South Cambridge DC*,

	Cambridgeshire CC [Joint Membership]
Norwich	Norwich CC*, Norfolk CC
Southend	Rochford DC*

Note: Norwich Airport (Broadlands District Council) and Southend Airport (Southend on Sea Borough Council) already have associated councils in SASIG.

The Midlands

Airport	Target Authority
Coventry	Warwick DC*
Halfpenny Green (Wolverhampton)	South Staffordshire DC
East Midlands	SW Leicestershire DC*, Charnwood BC, Erewash BC, Leicestershire CC Nottinghamshire CC Rushcliffe BC South Derbyshire DC Nottingham CC [Joint Membership*]

Note: Birmingham Airport (West Midlands Joint Committee), Coventry Airport (Coventry City Council) and Halfpenny Green Airport (Wolverhampton City Council) already have associated councils in SASIG.

North of England

Airport	Target Authority
Blackpool/Wharnton	Blackpool Council*, Fylde BC*, Preston BC, Lancashire CC
Carlisle	Cumbria CC*
Doncaster-Sheffield Airport	Sheffield CC†* Rotherham BC
Durham Tees Valley Airport	Durham CC, Darlington Council, Stockton Council, Middlesborough Council, Redcar and Cleveland BC, Hartlepool Council [Joint Membership]*
Gamston (Retford)	Bassetlaw DC
Hawarden	Flintshire Council, Cheshire West and Chester Council [Joint Membership]*
Humberside	North Lincolnshire Council
Leeds Bradford	Bradford MDC, North Yorkshire CC, Leeds CC, Calderdale Council, Wakefield MBC [Joint Membership]*
Liverpool	Liverpool CC, Warrington BC, Halton BC [Joint Membership]*
Manchester	Publicly owned by the 10 local authorities of Greater Manchester
Newcastle	Northumberland CC, Durham CC, Newcastle CC, South Tyneside BC, Gateshead BC, Sunderland BC [Joint Membership]*
Walney (Barrow)	Barrow Borough Council

Note: Doncaster Airport already has an associated council in SASIG (Doncaster Metropolitan Borough Council). † Sheffield CC are not a member of the GLA.

SASIG Recruitment Presentation

(Draft for Discussion)

4 March 2016

Item 5, Appendix C



Who are SASIG?

- SASIG is the LGA Special Interest For Aviation and provides a forum for Local Authorities across England with an interest in strategic aviation issues.
- SASIG's overarching aim is to ensure that UK aviation policy is implemented in a manner that reconciles economic, social and environmental issues appropriately.
- **Our key objectives are:**
 - to promote the need for long-term, sustainable aviation policies that lead to a reduction in the environmental impact of aviation whilst securing appropriate social and economic benefits;
 - to increase understanding of the local and global impacts of aviation on the environment and communities;
 - to identify and promote the changes needed to move towards sustainable aviation practices within the industry and Government;
 - and to work with other organisations and the Government on the formulation of policy advice.



History of SASIG

- SASIG was formed in 1999 following a recognised need for national collaboration to derive technical expertise and a co-ordinated voice for local authorities with an interest in airports operations and the impacts of aviation:
 - The vehicle to achieve this was the creation of a ‘special interest group’ of the Local Government Association (LGA)
 - The overriding priority was to derive a membership demonstrating national, not just London-centric coverage
 - Our membership includes Local Authorities from across the country covering regions including the North West and North East of England, South and the South East, East Anglia and Cornwall
 - Our Chair’s Advisory Group also comprises members who reflect this national Local Authority representation
 - The local authorities currently in membership represent more than a fifth of the national population - 12 million people impacted by aviation activities and airport developments



How does SASIG work?

- SASIG Secretariat, in conjunction with the Chair and Chair's Advisory Group, work to supply specialist information to the membership, keeping them updated on the latest news and issues in the aviation sector.
 - The Secretariat issue a monthly newsletter with news-flash update during the month when important relevant issues occur
 - This supports discussions within the Group
 - SASIG Secretariat works with the Group to develop consultation responses to Government, commission research, prepare papers and other initiatives
 - In addition to the Group response, some local authorities use these consultation responses as submissions from their own authorities, supplemented with local detail as necessary
 - Ultimately, the development and provision of this input is intended to represent the local authority voice in the shaping of aviation policy
 - SASIG's national membership brings strength in breadth – and is a positive and successful example of collaborative working



The Benefits of SASIG

- Membership of SASIG allows local authorities to save time and money through:
 - Online access to technical documentation and research, both past and present
 - Access to expertise when responding to an authority or consultation.
 - Easy access to information such as thought-leadership pieces, white papers and survey results. SASIG members also receive a monthly newsletter which contains all the latest news, issues and events in the Aviation sector with additional 'news flash' updates when something of interest occurs
 - Access to insights such as how best to promote the benefits of airports to local communities – the pros as well as the cons, or information regarding airports that are to become transport hubs (e.g. Stansted)
- Regular technical group meetings develop officer knowledge and include:
 - Airspace, environment and planning
 - Surface transport
 - City and economic growth



The Benefits of SASIG

- Networking
 - Regular meetings allow for a high level of networking, cross-Authority discussion, accessing contacts & key decision makers, information-sharing and debate – especially useful when responding to nationwide consultations
 - Combining of resources also allows for greater technical expertise, ensuring that responses to consultations are always robust and fully informed.
 - Allows members to become part of a team when discussing aviation issues
- Access to groups such as DfT, Defra and Runways UK
 - SASIG is represented within groups such as the DfT Aviation and Airport Capacity External Advisory Group, Runways UK Advisory Board and Defra noise stakeholder group, giving SASIG influence within these groups as well as providing access to significant information

The Benefits of SASIG

- A collective voice for Local Authority viewpoints:
 - SASIG allows Local Authorities to speak collectively on important aviation issues, creating greater resonance and impact.
 - Gives far greater recognition within local government authorities
 - Allows for greater influence at Government level and on policy creation
 - Most recently, SASIG has been actively involved in the work of Sir Howard Davies' Airports Commission, working closely with the Commission's Secretariat and responding to many of the consultation papers throughout the two years including a formal response to the Commission's recommendations to Government. Our response was sent to the Prime Minister and the Cabinet Office airports sub-committee as well as other Government departments. In March 2016 SASIG representatives will have a meeting to discuss their response with Robert Goodwill MP, the Parliamentary Under-Secretary at the Department of Transport.



SASIG Priorities 2016/2017

- SASIG is focused on continuing to establish itself as a key voice in the aviation sector with increasing influence at a Governmental level
- Through commissioning of original research, thought-leadership documents and response to industry reports/issues, SASIG intends to maintain a strong and innovative policy voice that is relevant, credible and has extended reach

Page 46

The current PR programme seeks to further raise the SASIG profile, developing its reputation as an engaged and well-informed community opinion leader

- SASIG aims to continue to engage constructively and further develop relationships with the aviation industry
- SASIG partnering strategy is focused on the generation of a network of strategic partners, thereby maximising its impact and increasing its role as a key player in the sector.

Agenda Item 5

The logo for SASIG, consisting of the letters 'SASIG' in a bold, blue, sans-serif font. The letters are closely spaced and have a slight shadow effect.

STRATEGIC AVIATION SPECIAL INTEREST GROUP
of the Local Government Association

How can you help?

By joining SASIG you can contribute the viewpoint of your Authority at meetings and discussions, ensuring that SASIG truly represents the combined national voice on Aviation and increasing the strength and credibility of the SASIG viewpoint. You can have a say in consultation responses, influencing SASIG responses to Government, and you can input into choice of network partners, research topics and papers.

