

Item 9: Forward-look and future planning for development of SASIG and its membership

Recommendation: That SASIG members note the content of the attached presentation regarding future development of SASIG and its membership. Comments are invited at the AGM and for a further period to follow.

Following the Chairman's Advisory Group (CAG) meeting on 7th June 2017, CAG held an additional meeting under Chatham House rules to take a forward-look at SASIG and its work over the next two years. This is likely to be a busy, and in terms of aviation policy development, crucial period that will impose significant demands on SASIG and CAG's view was that thought is needed in advance on how to manage it.

Issues covered in CAG's initial discussion included:

- (a) ensuring available resources for all necessary research and development;
- (b) examining and establishing a remit that will be relevant to a wider audience, to include members and also non-members;
- (c) extend SASIG's influence in Government, building on its higher profile and extending the group's recognition, engagement and influence in Government with officials and Ministers;
- (d) develop better co-ordination with like-minded partners (e.g. UKACCs, AoA/RABA, LEAs, Core Cities & Key Cities, Business Chambers).

SASIG is now clearly recognised by DfT as the voice of local authorities on aviation but one of its key objectives is to see more tangible outcomes from its influence and how that can be highlighted and delivered. The best way of securing this is by generating new ideas, proposals and solutions that are based on targeted research and that are well presented. To achieve this we need to engage existing members more closely, encourage new members to join and reach out to strategic partners and important political influencers.

CAG is therefore keen to ask members to contribute towards the development of what is in effect a two year action plan which can then be submitted for endorsement by the wider membership at the next full SASIG meeting later this year.

The attached presentation will provide the basis for discussion at the July meeting.

FUTURE PLANNING MEETING

SASIG

STRATEGIC AVIATION SPECIAL INTEREST GROUP
of the Local Government Association

East India Club
7th June 2017

Purpose of the Afternoon's Discussion **SASIG**

STRATEGIC AVIATION SPECIAL INTEREST GROUP
of the Local Government Association

Prior to the AGM, undertake an review of SASIG's key challenges over the next two years and develop an Action Plan to:

- a) Retain LGA SIG status, ensure SASIG remains financially solvent beyond March 2019 and develops the extant VfM offer to Members.
- b) Increase membership or find sponsorship to generate additional income for research, networking and lobbying activity and to improve the Group's online/media presence.
- c) Build on Group's enhanced profile to extend engagement with Government officials, SPADS, Ministers, APPG's and MPs.
- d) Offer policy advice and strategic leadership to SASIG's Members, strategic partners, affiliates and other key stakeholders the review of UK aviation policy over the next two years.
- e) Develop co-ordinated platforms with like minded partners (e.g. UKACCs, AoA/RABA, LEPs, Core & Key Cities, Business Chambers);

Review of Prospective Work and Engagement Demands



Post Election two years of intensive policy development will result in:

Consultations

- Aviation Strategy x 6-8 responses
- CAA x 2-3 responses; 2-3 TSC Inquiries
- Project consultation: x 3 responses (e.g. LHR, Tier 2 airspace, Manston)
- Other relevant consultations (NIC, Midlands Engine, Northern Powerhouse, Brexit, Industrial Strategy, Planning Policy etc)

Engagement with Government & Regulators:

- EAG, ANEG, COSIRA, Aviation Strategy Group, Bi-laterals with officials from DfT and other relevant Departments and agencies

Parliamentary and Industry Lobbying

- Ministers, TSC, APPG, Reception, MPs, Conferences

TOTAL: 15-20 CONSULTATION RESPONSES; 30-35 OTHER EXTERNAL MEETINGS

Maximising SASIG's Influence



SASIG now clearly recognised by DfT as voice of Local Authorities on aviation; but how to secure real influence on policy outcomes?

Influence depends upon:

- Positive engagement, offering new ideas and solutions based supported by research and evidence
- Secure bi-laterals with DfT officials, regular letters/meetings with Ministers
- Engagement with other departments, particularly DCLG, HMT, Cabinet Office, No 10 Policy Unit, More engagement with MP's/Parliament.
- Securing broader alliance with other stakeholders on selected issues (e.g. SIG's, LEPs, AOA/RABA, UKACCs, Core & Key Cities, Business Chambers)
- Pro-active lobbying of TSC, APPG, MPs, Mayors and Council Leaders
- Having the Membership/funding resources to undertake the above

Need to find a tone that is 'constructive but assertive' and back it up with MP 'champions' and combined letters from members

Securing Wider Stakeholder Support



Who	Why/On What?	How?
LEPs	Surface access, skills, local economic/infra development – EZs, LDOs	Joint research and publications; surface access + funding guides
Business Chambers and Tourism DMOs	Connectivity, air access to LHR, freight	Presentation to BCCI, joint statement
Airports RABA and AoA	Safeguarding, planning, sustainability initiatives, local engagement	MoU, joint submissions, position statements
Core & Key Cities	Airports and cities; regional connectivity	Research, publish reports, APPG Inquiry
UKACCs	Environmental and secondary impacts, airspace changes	MoU, exchange of papers, regular meetings

Creating Added Value for the Existing Membership.



- Survey to establish what Members want from SASIG?
- Tailor services – to reflect membership wishes and the availability of resources
- Target research where it can have most impact on issues of policy significance to Local Authorities?
- Main Meetings, TWGs, Newsletter, Website, Linked-in Group
- Parliamentary Reception, Conference participation, publish research develop relationships with journalists (national, regional and industry)
- How do we measure vfm/membership contentment?
- Quantify value – need to find a metric(s) to quote to potential new members

Increasing Membership and Income



- Survey – use to introduce to SASIG non-members
- Reception – Use to invite non-members?
- Political introductions: divide into regions and/or political parties and allocate responsibilities to CAG/Secretariat
- Discounts for new members/or incremental members to existing members/groups
- Refresh double sided two page leaflet on SASIG
- Summer/autumn campaign – of meetings/visits
- Sponsorship: Target local government suppliers (Project managers, framework contractors, outsourcers, media)
- Affiliates – Devolved administrations, parish councils, etc
- Secure extra income by charging Affiliates for access to web site, receive Newsletter, invitations to events etc. Discounts for parish/town councils where Local Authority is member

Action Plan – Next Steps



- Outline proposals to July AGM and secure support for for preparation of plan and intermediate steps
- Period for member feedback - to include a questionnaire based consultation to structure feedback and ascertain priorities
- Seek external views of SASIG (e.g. from DfT, CAA, AoA, Sustainable Aviation)
- Prepare draft plan to next CAG
- Seek sign off of Action Plan at SASIG meeting next October