

PRESENT: Councillor Bob Swann, Chairman of Consultative Committee (after Item 1)  
Councillor Terry Aldridge, Lancashire County Council  
Councillor Keith Deakin, St Helen's Metropolitan Borough Council  
Councillor Allan Harvey, Halewood Town Council  
Councillor Roy Harvey, Hale Bank Parish Council  
Councillor Tom McInerney, Halton Borough Council  
Jordi Morell, West Cheshire and North Wales Chamber of Commerce  
Alex Naughton, Merseytravel  
Simon Osborne, National Trust  
Steve Pearse, Friends of Liverpool Airport  
Councillor Michael Roche, Sefton Metropolitan Borough Council  
Angus Tilston MBE, Wirral Transport Users Association  
Councillor Mark Warren, Frodsham Town Council  
Liverpool John Lennon Airport  
Sarah Barnett, Customer Services  
Robin Tudor, Head of Public Relations, Peel Airports  
Secretariat  
Mike A Jones, Assistant Secretary

## **1 APPOINTMENT OF CHAIRMAN**

The Assistant Secretary opened the meeting and invited nominations for the role of Chairman of the Consultative Committee.

Councillor Allan Harvey nominated Councillor Bob Swann, seconded by Councillor Tom McInerney.

Councillor Roy Harvey nominated Colin Rowan in his absence, who had indicated previously that he wished to be nominated. This was seconded by Denis Knowles.

A secret ballot was conducted, and Councillor Bob Swann was duly elected as Chairman.

Councillor Swann said that when he joined the Committee he had been 'bowled over' with how well the meetings were managed by the previous Chairman, Denis Knowles, who had been involved for 17 years.

Robin Tudor thanked Denis on behalf of Liverpool John Lennon Airport. He was well aware from other Airports how challenging Consultative Committees could be and that with Denis' leadership we had an excellent Committee, with input from a diverse membership.

Denis spoke to the Committee, noting how there had been change over 17 years since he took over from Gordon Pattinson. He gave thanks to Robin Tudor and to his Deputy Chairman Marshall Morris for getting him 'up to speed' on the operation of the airport and thanked the Friends of Liverpool Airport group for their support. He would remain interested in the work of the Committee and requested to receive copies of agendas and minutes, although he would be concentrating on his painting and decorating work.

The Deputy Chairman, Marshall Morris, thanked Denis and thought back to Denis' election, when Marshall was already Deputy Chairman and the Secretary at the time Mike Flynn held a meeting at Cheshire County Council's premises in County Hall where he explained the processes.

Councillor Bob Swann was pleased to be involved in the Committee and felt that the standing of the Committee and Airport could be lifted.

**DECIDED: That**

Councillor Bob Swann be appointed Chairman of Liverpool Airport Consultative Committee for the 2015/2016 year.

## **COUNCILLOR BOB SWANN IN THE CHAIR**

### **2 APPOINTMENT OF VICE-CHAIRMAN**

The Chairman invited nominations for the role of Deputy Chairman of the Consultative Committee.

The Chairman nominated Marshall Morris, seconded by Councillor Allan Harvey.

There were no other nominations.

**DECIDED: That**

Marshall Morris be appointed Deputy Chairman of Liverpool Airport Consultative Committee for the 2015/2016 year.

### **3 APOLOGIES**

Apologies for absence had been received from:  
Geoffrey Dormand, Wirral Older People's Parliament  
Sam Lewis, Liverpool Local Enterprise Partnership

### **4 DISCLOSURE OF PERSONAL INTERESTS**

Councillor Mark Warren, Frodsham Town Council, declared a pecuniary interest as a pilot of easyJet.

### **5 MINUTES**

**DECIDED: That**

the minutes of the meeting of the Liverpool Airport Consultative Committee held on 21 November 2014 be agreed as a correct record and signed by the Chairman.

### **6 CHAIRMAN'S ANNOUNCEMENTS**

The Chairman had no announcements.

## **7 MINUTES OF SUB-COMMITTEES**

### **DECIDED: That**

The minutes of the meeting of the Noise Monitoring Sub-Committee held on 16 January 2015 be received.

## **8 PUBLIC QUESTION TIME**

No questions were raised by the members of the public present and no questions had been submitted in advance.

## **9 MEMBERSHIP**

The Committee reviewed the vacancy for a Travel Industry representative which had been carried since the 2014 Annual General Meeting. The Airport had seen opportunities of working with the travel industry, including selling of seats on existing flights by other operators. This work may result in a potential nominee for the vacancy being identified.

The Committee also considered the request by ARCH under the Bridge (formerly Garston Under The Bridge Community) representative Alan Ascott for his organisation to be added to the Consultative Committee instead of just to the Noise Monitoring Sub-Committee. He attended once to observe and found its focus more relevant to the organisation.

### **DECIDED: That**

- (1) the Travel Industry Representative vacancy be carried until the 2016 AGM and reviewed then;
- (2) ARCH under the Bridge (formerly Garston Under The Bridge Community) be added to the Consultative Committee; and
- (3) it be noted that
  - a) Geoffrey Dormand has been reinstated as representative for Wirral Older People's Parliament; and
  - b) Terry Aldridge has been appointed as main representative for Lancashire County Council in replacement of John Fillis. Cynthia Dereli remains as named Deputy.

## **10 APPOINTMENT OF SUB-COMMITTEES AND PANELS**

### **DECIDED: That**

in accordance with paragraph 8.5 of the Constitution the Noise Monitoring Sub-Committee and General Purposes Sub-Committee be reappointed for 2015/2016 with the Terms of Reference and Membership as detailed in the Constitution dated February 2015.

## **11 INTRODUCTION TO LJLA CUSTOMER EXPERIENCE PROGRAMME**

Sarah Barrett, Marketing Director at the Airport who is leading on a new Customer Experience Programme, gave the Committee an update on issues around Customer Services (presentation attached to these minutes).

Liverpool John Lennon Airport (LJLA) had set out on a mission to create the Airport our region loves and in order to achieve this, customers needed to be at the very heart of all the airport does. In October 2014 LJLA signed up to the Airports Council International (ACI) Airport Service Quality (ASQ) Benchmark Survey.

The ASQ was the only global benchmarking programme measuring passengers' satisfaction while they are at the airport and brings to life the voice of the customer.

It was conducted 4 times a year and 267 airports worldwide take part in the survey. Liverpool sat within the 2 – 5 million passenger airport group alongside 50 other airports. It had a comparison benchmark league table consisting of 19 direct competitor airports including for example Manchester Airport, destination airports that airlines from Liverpool fly to and from and other airports with similar customer profiles and size.

LJLA was 3rd for ease of finding your way and checking in, 4th for Security Inspection, 1st for speed of baggage delivery and 2nd for passport and visa inspection.

Whilst scores for other areas were lower, these were the focus of a series of improvements including carpets and toilets which have been discussed previously and were in need of replacement.

Members discussed improvements and areas where improvements could be made.

### **DECIDED: That**

the update on Customer Services be noted.

## **12 QUARTERLY REPORT**

Robin Tudor, Head of Public Relations, presented the Airport's Quarterly Business Report, covering October to December 2014. Overall, there had been a 4% fall in passenger numbers which reflected the reduced capacity. Passenger numbers fell 5% over 2014 as expected, but load factors were 80%, which was 5% higher than in 2013.

Key points (with comparisons with the equivalent period in the previous year) included:

- EasyJet had increased passenger numbers;
- Ryanair's throughput for the period had decreased by 9%;
- Flybe had strong load factors and announced a new service to Belfast City 17 times weekly during Winter and 23 times weekly in Summer;
- Wizz Air saw a 1% increase in load factor despite a 10% reduction in capacity;
- Blue Air started with a load factor of 70%;
- Car parking remained strong, with a 0.002% crime or incident rate for the year;
- The extension of the perimeter fence to the East of the runway was still delayed awaiting receipt of the drawings to accompany the Section 106 agreement, which should be followed by formal planning approval then an application to stop up Dungeon Lane and re-open Bailey's Lane;

- The airport welcomed news of the scrapping of Air Passenger Duty (APD) for children under 12 from 1 May 2015 and for under the age of 16 in 2016, and had responded publicly to the announcement that Scotland was to have power to set APD;
- The Airport had submitted its response to the Airports Commission giving conditional support to Heathrow's proposal as the best opportunity for global connectivity for Liverpool;
- The Airport held an emergency exercise as required by the Civil Aviation Authority;
- Channel 5 were filming a reality TV series at the airport called 'Holiday Airport' following holidaymakers and including interviews with employees, to highlight the positives of using the airport.

**DECIDED: That**

the quarterly report be received.

**13 COMPLAINTS AND QUERIES**

There were no complaints or queries received by the Secretariat since the last meeting.

**14 DATE OF NEXT MEETING**

**DECIDED: That**

the dates of meetings for the Liverpool John Lennon Airport Consultative Committee and the Noise Monitoring Sub-Committee for 2015/2016 Municipal Year be confirmed as follows:

<b>NMSC</b>	<b>LJLACC</b>
24 April 2015	29 May 2015
17 July 2015	11 September 2015
16 October 2015	20 November 2015
15 January 2016	12 February 2016

Chairman .....

Date .....

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ASQ Update for LJLA Consultative Committee  
13<sup>th</sup> February 2015

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Sarah Barrett – Marketing Director

Minute No. 11

➔ Total participants = 267



➔ 2 – 5 million passenger group = 51

➔ LPL Airport benchmark group = 19



➔ Airports of particular interest:-

- ➔ Destination Airports
- ➔ Competitors
- ➔ Comparable size and customer profile

- ➔ North America (43)
- ➔ Middle East (12)
- ➔ Asia (77)
- ➔ Europe (96)
- ➔ Africa (22)
- ➔ Latin America & Caribbean (17)

MLA	MALTA	0-5	EU
EMA	EAST MIDLANDS	0-5	EU
KRK	KRAKOW	0-5	EU
<b>LPL</b>	<b>LIVERPOOL</b>	0-5	EU
BRS	BRISTOL	5-15	EU
FAO	FARO	5-15	EU
LIS	LISBON	5-15	EU
GVA	GENEVA	5-15	EU
GLA	GLASGOW	5-15	EU
LTN	LUTON	5-15	EU
DUB	DUBLIN	15-25	EU
STN	LONDON STANSTED	15-25	EU
MAN	MANCHESTER	15-25	EU
PMI	PALMA DE MALLORCA	15-25	EU
LGW	LONDON GATWICK	25-40	EU
AMS	AMSTERDAM	40+	EU
LHR	LONDON HEATHROW	40+	EU
MAD	MADRID	40+	EU
CDG	CHARLES DE GAULLE	40+	EU



	Top		Average		Bottom		LPL		MAN		LPL rank	LPL rank	MAN	MAN
	Q4		Q4		Q4		Q4		Q4		out of 19	out of 17	rank out	rank out
	2014	2010	2014	2010	2014	2010	2014	2010	2014	2010	Q4 2014	2010	Q4 2014	2010
Overall Satisfaction Business Pax	4.14		3.75		3.37		3.77		3.58		11		14	
Overall Satisfaction Leisure Pax	4.28	4.27	3.97	3.77	3.62	3.44	3.94	3.59	3.92	3.90	11	13	12	4
Ease of finding your way through the airport	4.48	4.17	3.98	3.85	3.22	3.52	4.27	3.85	3.94	3.83	3	10	12	11
Flight information screens	4.45	4.15	4.04	3.83	3.70	3.12	3.86	3.12	4.01	3.96	17	17	11	10
Cleanliness of washrooms/toilets	4.07	4.06	3.73	3.62	3.23	3.09	3.63	3.38	3.69	3.86	13	15	12	2
Comfort of waiting/gate areas	3.87	3.83	3.43	3.29	3.03	3.04	3.06	3.07	3.35	3.46	17	16	14	4
Cleanliness of Airport Terminal	4.33	4.24	3.97	3.86	3.54	3.44	3.85	3.58	3.92	3.96	15	16	12	6
Ambience of Airport	4.25	4.12	3.76	3.62	3.19	3.21	3.79	3.58	3.60	3.67	10	15	17	7

	Top	Average	Bottom	LPL rank out of 19	MAN rank out of 19
Q4 2014					
Speed of baggage delivery	4.10	3.62	3.09	TOP (1)	12
Arrivals passport & visa inspection	4.17	3.83	3.74	2	15
Waiting time in check in queue	4.33	4.07	3.50	3	10
Waiting time at security inspection	4.25	3.88	3.30	4	12

## Voice of the Customer

Speed of Baggage Delivery



Arrivals Passport & Visa Inspection



Waiting Time to Check In



Ease of Finding Your Way



Waiting Time at Security



ASQ Survey Q4, 2014.  
Based on Liverpool Airport's select benchmark panel of 19 Airports.

