

Appendix 7A: Statement of Community Involvement

Comms Plan for Stakeholder 'Local Residents and Local Businesses'

The Marketing and Comms Strategy addresses the requirement for an annual RAFCTE stakeholder engagement plan based on the Stakeholder Analysis Matrix. It will determine the appropriate level of communications for individual stakeholder groups identified in the Needs Analysis. The plan will outline the nature of the stakeholder's relationship with RAFCTE and will identify which member of RAFCTE has the lead.

Individual engagement plans will be drawn up for key stakeholders and will be reviewed and measured annually. For this example, we have chosen Stakeholder group 68 – Local Residents, Local Businesses and Livestock owners which are regarded as 'Low Influence / Medium Impact' in the Stakeholder Analysis Matrix. The Needs Analysis states RAFCTE needs Local Resident' support and influence whilst they 'need/benefit from':

- Tourist Impact
- Local Economy
- Influence
- Kudos
- Donations

To this can be added 'Information'.

Stakeholder No 68 to 70 – Local Residents, Local Businesses and Livestock Owners

The relationship between RAFCTE and Local Residents, particularly those surrounding RAF Fairford, is important because it is often through them that individuals living in local communities express their concerns/grievances.

These relationships have proved extremely valuable when countering negative publicity surrounding traffic, litter, inconvenience to residents etc. Harboursing positive relations creates 'RIAT Champions' within the community – similarly, in addition to creating goodwill, donations and social enterprise attribute to our sustainability efforts.

RAFCTE works closely with Town and Parish Councils throughout the year to reach local residents (in particular the neighbouring Kempsford Parish Council and Fairford Town Council), please see the activity plan below:

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No 68/69/ 70	Activity	Benefit	Date	Lead
	Community litter pick – World Earth Day: A selection of staff donate time to conduct a litter pick in the local community, the benefit for this is both for positive engagement with local residents but more widely, demonstrates our commitment to sustainability outside of show delivery.	Kudos	April	MD/BF
	Attend annual parish council meetings: Attend meetings held by Kempsford Parish Council and Fairford Town Council – these engagements allow us to share accurate information and directly answer questions about the event, in the case of Kempsford Parish Council, this meeting is also attended by residents and has been valuable when discussing event traffic.	Support	April	MD
	Annual Local Representatives Briefing: Hosted by RIAT at Douglas Bader House, the event sees local representatives for all neighbouring Towns and Villages invited as well as USAF/RAF colleagues. The briefing involves presentations from CEO, PR & Engagement Officer and Operations Director, as well as a Q&A session as we brief all interested parties on the show updates. This meeting is also where the Local Residents Newsletter is distributed.	Information & Influence	May	MD
	Production of Local Residents Newsletter: Created by PR & Engagement Officer and the wider Marketing Department, the newsletter includes welcomes from both the CEO and RAFCT Chairman, information on the traffic plan, show themes, further details on the local resident ticket offer and general information such as how to tune into Air Tattoo Live and the Local Residents Helpline. Quantity of these is steered by numbers provided by Local Councils, with a surplus then kept at Douglas Bader House. An electronic version is also created. Each newsletter has two car stickers enclosed.	Information	May	MD
	Production of Residents Car Sticker: Created by Graphic Designer under the guidance of PR & Engagement Officer – these stickers must be a different colour to the year before to prevent them being re-used and are distributed with the Local Resident newsletter.	Support	May	MD/ CS
	Community Helpline goes live: This number goes live in line with Gate G opening as the influx of traffic has an impact on local residents. This must be turned on by IT. The phonenumber itself enables residents to avoid call queues when they have an issue and alerts the Customer Service team that it is a local resident call.	Support	May	MD/JM
	Visit local livestock owners: PR & Engagement Officer to provide Event Control with a surplus of Local Resident Newsletters and car stickers, these are then given to an Event Control Volunteer who visits the local farms to discuss the show.	Information	July	MD/E W

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Detail communicated in these conversations include the local resident helpline as well as information on when loud aircraft are due to fly according to the daily flying programme.

Post Show wash ups: PR & Engagement Officer to host meetings with representatives of Kempsford Parish Council, Fairford Town Council and Hannington Parish Council. These councils see the most disruption. During these conversations the PR & Engagement Officer will talk through the areas of complaint that have been identified as well as take on feedback from local council on their experience of the show. Once completed, relay this to the relevant departments as we enter the planning cycle for the upcoming show.	Support	August	MD
Member of Business Connect: PR & Engagement Officer to attend local business group on a monthly basis and act as a representative for RIAT. This group enables us to remain in good communication about potential positive public relations opportunities through discussions with community groups and like-minded organisations.	Support	Monthly	MD
RAFCTE donations: PR & Engagement Officer to have regular conversations with community leaders to assess and identify public relations opportunities by funding local initiatives.	Donations	Monthly	MD
Logistical support: During regular conversations with local councils and community groups, the PR & Engagement Officer to scope out opportunities for RIAT to benefit the community. For example, every year we lend cones to Kempsford Parish Council for their village fete and at Christmas, staff members help Fairford Town Council with their decorations for the high street.	Support	Quarterly	MD
Financial Donations: PR & Engagement Officer to offer sponsorship of local events and other celebrations when fitting to wider community support. This may include complimentary tickets as a prize for raffles etc.	Donations	Ongoing	MD