

## Action Plan – Durham Tees Valley Airport

No.	Recommendation	Proposed Actions/Progress	Success Measures	Responsibility	Date
1	Peel continue to grow and encourage leisure and holiday flights at the earliest opportunity.	<ul style="list-style-type: none"> <li>• Increased leisure options over summer 2015 – Channel Island Travel Services and Newmarket Holidays have retained services and added a number of ad-hoc flights</li> <li>• Increased marketing investment – new website launched in Jan 2015. The new site &amp; marketing campaign since have delivered double the number of (website) visitors consistently on a monthly basis with a search engine for flights and holidays (Fly DurhamTees)</li> </ul>	<p style="text-align: center;">2</p> <p style="text-align: center;">1</p>	DTVA Board including Peel	

2	Peel further cultivate these services to retain and build upon to ensure a successful business flights base.	<ul style="list-style-type: none"> <li>• 3% increase in flights 2015-2014 (more <a href="#">here</a>). All 3 measures of traffic (P2P, Mid haul and Long Haul) are showing increased levels of booking in excess of previous year</li> <li>• Aviation Development Manager appointed to work with new &amp; existing airlines, developing relationships with airline operators and promoting new route opportunities</li> <li>• Appointment of an Aviation Development Executive who will focus on general and business sector growth at DTVA</li> <li>• Opening of reconfigured terminal building with new suite office space, and terminal improvements undertaken with refurbished toilets, improved passenger flow, new lounge product and improved food/beverage offer</li> <li>• Peel Group committed £5M to match fund the £5M Local Growth Fund monies to create a new link road between the north and south sides of the airport, running around the eastern end of the airport runway</li> <li>• Submitted bid for a Belfast City service, working with LinksAir and Belfast City (shortlisted in Aug 2015 for further discussion)</li> <li>• Range of new tenants to 'Hangar One' including IAS Medical, NALJets, GW Microlights and DTV Airsports</li> </ul>	<p style="text-align: center;">2</p> <p style="text-align: center;">1</p> <p style="text-align: center;">1</p> <p style="text-align: center;">1</p> <p style="text-align: center;">1</p> <p style="text-align: center;">2</p> <p style="text-align: center;">2</p>	DTVA Board including Peel	
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2	2 cont....d/	<ul style="list-style-type: none"><li>• Conducted independent study with RDC Aviation to identify the top 6 route development opportunities based around the airports current business plan of regional routes with business demand. Identified Belfast, London, Paris, Southampton and Bristol as key markets – meetings being held with a range of airlines that could serve those markets</li></ul>	2		
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3	Peel increase their marketing promotion with/of KLM and Eastern Airways	<ul style="list-style-type: none"> <li>• Marketing campaigns underway ('It's a Small World'):</li> <li>• An updated website, Radio campaign and billboard campaign (on the A19 – started in February), with new terminal branding</li> <li>• Loyalty Privilege Club (launched early February) for businesses</li> <li>• Business Survey launched in February 2015 – 26 strong new leads arising from this</li> <li>• Aero Centre marketing to attract occupiers to the site launched in April 2015 – aero centre has been featured at the AP&amp;M property exhibition and Multimodal this year. Promotional marketing material has been developed and will be outlined in the Aero Centre marketing plan available from Sept 2015</li> <li>• Privilege Club loyalty scheme launched in Jan 2015 offering members discounts and offers – due to enhance scheme in next 12months</li> <li>• Growth in the KLM load factor in 2014 was +3% versus the previous year. Growth in the first half of 2015 is +4% versus same period in 2014</li> </ul>	<p style="text-align: center;">1</p> <p style="text-align: center;">1</p> <p style="text-align: center;">1</p> <p style="text-align: center;">1</p> <p style="text-align: center;">2</p> <p style="text-align: center;">2</p> <p style="text-align: center;">1</p>	DTVA Board including Peel	
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4	<p>The Council and Tees Valley Unlimited support any work and lobbying (including to the Airports Commission and Transport Select Committee) that has the potential to result in the reinstatement of a London (flight) link..</p>	<ul style="list-style-type: none"> <li>• TVU, DTVA &amp; the 5 LAs have worked together to make the case for the re-instatement of a London link in what is a challenging time for smaller airports, as recognised in a number of recent reports including the Davies Commission (Jul 2015) and the House of Commons Transport Select Committee (Oct 2014) – focus on ring-fenced slots for regional airports, policy change on APD, route support and reduced landing charges</li> <li>• TVU’s response to the Transport Select Committee inquiry into Smaller Airports (Oct 2014) emphasised the need for a London connection and that any new airport capacity in London should come with ringfenced slots for regional airports</li> <li>• TVU response to National Connectivity TaskForce consultation on ‘Aviation Connectivity’ (Dec 2014) made the same points, emphasising the importance of a London link, particularly for Tees Valley businesses</li> <li>• Response to the Airports Commission in 2014 made exactly the same points</li> <li>• TVU and LAs are working with DTVA on what aviation asks can be built into devolution proposals submitted to government (to inform HM Treasury Comprehensive Spending Review – autumn 2015)</li> </ul>	<p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>2</p>	<p>DTVA Board including Peel</p> <p>TVU</p> <p>LAs</p>	
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5	<p>The Council and Tees Valley Unlimited support any work and lobbying (including to the Airports Commission and Transport Select Committee) to:</p> <ul style="list-style-type: none"> <li>• Introduce differential APD for regional airports such as DTVA</li> <li>• Secure route support funding and mandate those airports increasing capacity in London and the South East, to ring-fence a certain proportion of flights to regional airports e.g. DTVA</li> <li>• Reduce landing charges at Heathrow for domestic flights.</li> </ul>	<ul style="list-style-type: none"> <li>• TVU response to Transport Select Committee inquiry into Smaller Airports (Oct 2014) emphasised the need for policy change from government on APD, route support and reduced landing charges at Heathrow. Committee called for more route support for new flights and changes to APD policy.</li> <li>• TVU support for DTVA's application to the Regional Air Connectivity Fund for a new route to Belfast (Mar 2015); it was announced in Aug 2015 that DTVA had made the next stage (to submit a full bid by Oct 2015).</li> <li>• The Davies (Airports) Commission report was published on 1 July recommending a new northwest runway at Heathrow and noting the importance of regional airports, citing the importance of international connectivity to the Northern Powerhouse. Comments include: <ul style="list-style-type: none"> <li>○ Citation of DTVA as an example of a regional airport lacking a London connection</li> <li>○ 60%of the economic impact of expansion may be felt outside London and the South East</li> <li>○ Welcomes the Regional Air Connectivity Fund (into which DTVA have bid for a new route to Belfast) and the £10M fund announced by Heathrow for new routes</li> </ul> </li> </ul>	<p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p>	<p>DTVA Board including Peel</p> <p>TVU</p> <p>LAs</p>	
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5	Cont....d/	<ul style="list-style-type: none"> <li>○ A call on Government to interpret the Public Service Obligations more flexibly &amp; deploy them on an airport-to-airport basis, using them to support a widespread network of domestic routes to the expanded airport.</li> <li>• As part of the summer '15 budget, the Government is reviewing potential options to help mitigate the impacts of the devolution of APD on regional airports. As part of the review, the government is exploring the following three options in more detail: Devolving APD within England; varying APD rates within England; providing aid to regional airports within England. TVU and DTVA are working on responses to the consultation calling for APD reductions, particularly for vitally important economic routes, and emphasising the importance of new route funding.</li> <li>• TVU and the local authorities are working with DTVA on what aviation asks can be built into the devolution proposals submitted to government (to inform HM Treasury Comprehensive Spending Review).</li> </ul>	2		
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6	Support is sought from appropriate local MPs and MEPs in lobbying for changes covered in the proposals above.	<ul style="list-style-type: none"> <li>Various MPs have raised questions in the House of Commons including at Transport Question in the House (Feb &amp; Jul 2015), and to the Chancellor re: Scottish devolution (Dec 2014) – further information available on request</li> </ul>	1	TVU LAs	
7	All funding secured from any and all Housing & Neighbourhood Development on the airport site(s), is subject to reinvestment under transparent arrangements to deliver the aspirations of the Peel Master Plan and ensure secondary income for the airport.	<ul style="list-style-type: none"> <li>Enabling Development Plan submitted to DBC and now being assessed by consultants on behalf of the LAs – this plan provides strategy and detailed cashflow illustrating that housing receipts would be full invested into the Airport</li> <li>Peel is working towards a planning application submission in Sept 2015 and are in negotiation with DBC in regards to S106 agreement</li> </ul>	2  2		
8	The Councils work closely with TVU and DTVA to find solutions to sub-regional and local public transport connectivity to DTVA and that any initiatives assisting with this be supported.	<ul style="list-style-type: none"> <li>As updated in previous sections</li> </ul>		LAs DTVA Board including Peel TVU	
9	Peel's marketing promotion of their "Aero Centre" proposals (to develop specialist clusters e.g. logistic operations and complementary activities at DTVA) be supported.	<ul style="list-style-type: none"> <li>TVU input into marketing material for the 'Aero Centre'</li> </ul>	1	DTVA Board including Peel	