

### **HCEB Study – Suggestions for ACCs**

#### **Have a wide-but-local focus**

It is important for the ACC to focus on the local area surrounding the airport – but to consider local issues not directly related to the airport alongside the airport itself. ACCs will need to work hard to demonstrate that local residents' and local business' interests are given a platform and that the forum is not dominated by large businesses and more powerful stakeholders.

#### **Be visible**

The ACC needs to engage with its residents using diverse communication channels. Local residents need to know the ACC exists and what it does. Only learning about their local ACC when taking part in consultations is especially frustrating for local people. Having a visible ACC is also crucial in gaining the trust of local residents who need to know the members of their ACC.

#### **Demonstrate tangible results**

ACCs should demonstrate how they are influencing the airport in making changes. They should do this by showing local residents and local business evidence of changes they have made including the airport's relationship with its community.

#### **Be accessible**

It is also important for the work of ACCs to be accessible to a diverse range of residents from different areas, backgrounds, and disabilities. This means providing simple messages through different channels.

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