Your airport



www.bristolairport.co.uk

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New airline is 'Streamlined for Business'

See inside for **Your Jobs** pull-out guide to careers at Bristol Airport

At the end of October another scheduled airline joined the 12 carriers already operating services from Bristol when bmi regional commenced double-daily flights to Aberdeen. The direct jet operation further strengthens links between the South West and Scotland, alongside the existing Eastern Airways' daily service via Leeds Bradford.

Having operated regular services for other carriers, bmi regional is a long-standing partner of Bristol Airport, but the Aberdeen service is the first scheduled route to be sold under its own brand in the South West.

The Bristol-Aberdeen route was one of the first to be announced following bmi regional's sale by British Airways parent, IAG. Now under new ownership, bmi regional will continue operating UK and European services under the strapline 'Streamlined for Business'.

The new owners are committed to retaining the airline's reputation for good service and reliability, having been named the UK's most punctual airline a remarkable seven times running. Passengers travelling on the new Bristol-Aberdeen service enjoy a 20kg hold baggage allowance, complimentary onboard catering, and can check in up to 30 minutes prior to departure.



Pictured with the traditional pipers who welcomed the first bmi regional service from Aberdeen are (from left to right) Shaun Browne (Aviation Director, Bristol Airport), Alex Ryder-Elton (Marketing Executive, bmi regional) and Don Yule (Sales Manager, bmi regional).

Copenhagen service adds to capital connections

Another capital city gained a direct connection with the South West when easyJet launched a year-round service to Copenhagen at the start of the winter season. Flights operate four days a week making short leisure and business trips convenient without the need to connect.



Passengers and crew on easyJet's inaugural Copenhagen flight join Bristol Airport's Head of Sales and Marketing, Jason Wescott, to enjoy a danish pastry at check-in.

It is some time since this route was last served from Bristol Airport, and a direct flight to Scandinavia has been lacking since summer seasonal services to Oslo and Stockholm ceased four years ago. As a result, Copenhagen featured high on the list of destinations most requested by passengers in recent polls.

The much sought after link with the Danish capital is well suited to business travellers, with flights each Monday, Wednesday, Friday and Sunday. In addition to the demand from local companies with Scandinavian links, Copenhagen is expected to prove popular

as a city break destination, as well as bringing thousands of Danish visitors to Bristol, Bath and beyond.

Copenhagen becomes the thirteenth overseas capital city to be served direct from Bristol Airport, underlining the international links air travel provides to business and leisure travellers in region.

easyJet offers flexible fares for business travellers from £95 one way, including unlimited date changes over a four week period, one piece of hand luggage, one piece of hold luggage and speedy boarding.

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Sustainability

Prius glides in

Bristol Airport's on-site taxi operator, Checker Cars, has added four Toyota Prius vehicles to its fleet. The move supports its strategy to lower vehicle emissions from surface access journeys to and from the Airport.

The Prius is a full hybrid and can be powered solely by its electric motor at lower speeds, which means zero fuel consumption and exhaust emissions. It offers low carbon dioxide emissions of 92g/km plus combined fuel economy of 70.6mpq.

The arrival of the new Prius cars represents the latest phase of a rolling fleet replacement programme for Checker Cars which will ensure it continues to operate one of the newest, safest and most environmentally friendly taxi fleets on the road.

Bristol Airport worked closely with Checker Cars on the initiative as part of an overall commitment to reducing carbon emissions and energy usage. The introduction of the new vehicles will also contribute to improving air quality in and around the Airport where taxis are stationary or travelling at lower speeds.

Checker Cars is the only official taxi operator at Bristol Airport and all its drivers are authorised to set down and pick up from the terminal forecourt. This provides passengers with a streamlined, door to door service, and guarantees availability of taxis 24/7.



Work programme wins Government award

Bristol Airport and its catering business partner, SSP, scooped a prestigious award earlier this year following the launch of a new programme to help unemployed adults in the local area get back to work.

The programme was created in partnership with City of Bristol College and received a BETEC Customer Services Award in recognition of its role in providing the skills and qualifications required to return to full employment.

The two-week course offered students classroom based learning along with practical work experience. Prospective candidates visited SSP's outlets at the Airport (including Burger King, Starbucks, Café Ritazza, Dexters Chargrill and Bar, Bar Zero9, Soho Coffee Co., and the Wine & Deli Bar) to gain first-hand experience of working in the retail catering industry.

The group also attended a range of demonstrations and lectures, including a presentation by leading motivational speaker and communications expert Karl James.



Skills and Employment Plan launched

In November Bristol Airport launched a Skills and Employment Plan aimed at providing opportunities for local residents, particularly young people, to access jobs.

Around 3,000 people are currently employed by 45 organisations at the Airport, with current estimates indicating that 300 additional on-site jobs will be generated by 2017.

The special guide to be found inside this issue of Your Airport provides an introduction to the career opportunities available, as well as advice on how to apply for jobs. Other initiatives include attending jobs fairs in the West of England, offering work experience placements to local schools and involvement of Airport staff in schemes such as Young Enterprise.

Passenger experience

Car parks take the biscuit



Bristol Airport's Silver Zone car park received a top industry accolade recently, scooping Essential Travel's car parking award. Based on customer feedback, the award recognises staff who went 'the extra mile' to provide exceptional service.

Silver Zone is the first on-airport car park to win the award and, in recognition of this achievement, the Ground Transportation team were presented with a certificate and a month's supply of biscuits!

During 2012 over £500,000 has been invested in car park improvements, including better signage and enhancements to pick up and drop off areas in Silver Zone. The Premier Car Park has also been extended to meet demand from customers wanting convenient parking close to the terminal.

Plug in to the latest electricals

Dixons Travel, the UK's leading airport technology retailer, has opened a new store at Bristol Airport. This welcome addition to the departure lounge offers competitively priced electricals for holidaymakers and business travellers alike.

The store stocks an extensive range of over 1,000 products, including a choice of nearly 200 sets of headphones and over 100 different hardware products.

Dixons Travel also offers a 'reserve before you fly' scheme enabling customers to call the store before they travel to reserve items for collection when they arrive at the Airport.



New look Gate 10 means business



As part of Bristol Airport's ongoing focus on improving its product for business passengers, the boarding gate most commonly used by full-service carriers (including Air France, KLM and Brussels Airlines) has been redecorated and fitted out with new furniture and facilities.

Gate 10 now features stylish seating and work stations with access to power outlets, all with the aim of improving the ambience for those travelling on business.

Upgrade for mobile web site

Bristol Airport has upgraded its mobile web site following customer research which showed more passengers want information while on the move using mobile devices.

The improved site (m.bristolairport. co.uk) makes useful information easily accessible and quick to download, with a new drop-down menu option making better use of available space on smaller screen sizes.

The home page features inspiring seasonal destination suggestions and a selection of the latest deals, as well as a new look arrivals and departures board which makes tracking your flight even easier.

Offers and vouchers are now more readily available to mobile users, and the Airport's bars and restaurants accept vouchers displayed on mobile devices, doing away with the need to print off a hard copy before travelling.

Car parking can also be booked using the mobile site, with a simplified form designed to be 'finger friendly'.



A quick new way to get served

Bristol Airport has become the first in the world to enable customers in bars and restaurants to order food and drinks via their smartphones.

Passengers can download the new QikServe® app free of charge, place an order and have their food served to their table without having to queue at the bar or be tempted to leave valuables unattended.

QikServe® is a great example of technology making the travel experience more enjoyable and convenient. The app can be downloaded when at the Airport using WiFi access which is available free of charge for the first 30 minutes.

Serving our region

Bristol Airport calls for balanced aviation policy

Bristol Airport has responded to the Government's consultation on its Draft Aviation Policy Framework with five recommendations which would deliver real benefits for airports in the regions, the wider economy and passengers across the country.



The Draft Framework was published by the Department for Transport (DfT) in July 2012 and outlines the Government's high level aviation strategy. Bristol Airport has submitted a formal response to the DfT consultation on

the Draft Framework, alongside a position paper containing policy proposals which would help rebalance the economy.

Entitled 'Giving wings to airports across the UK', the report sets out five recommendations for Government policy which would enable airports outside London to more effectively serve their local markets by making best use of existing capacity, easing congestion in the South East as a result.

In the foreword, Bristol Airport's Chief Executive Officer, Robert Sinclair, says:

"As politicians, Government officials, aviation professionals and other stakeholders debate issues around capacity and new schemes costing billions of pounds, it is critical to remember that significant airport capacity already exists in the UK regions.

"Government policy should encourage the use of this capacity and should encourage private sector investment in long-term infrastructure. Not only will this relieve congestion at airports in the South East, but it will help rebalance the economy at the same time.

"Like many airports outside London, Bristol Airport is very well placed to create jobs and drive economic growth in its region. What we need is a very clear and very tangible aviation policy which supports growth and investment."

A copy of the report can be downloaded at www.bristolairport.co.uk. Bristol Airport's five recommendations for a balanced aviation policy are:

1. Rebalancing the economy

In order to deliver the forecast growth in UK air passengers and spread the benefits of connectivity more evenly across the UK, aviation policy must provide clear support for specific growth proposals at airports in the regions. Without an explicit Government policy directive, critical decisions affecting regional economic growth risk becoming bogged down in local planning disputes. Action is also required to make best use of existing capacity outside London. While it is airlines who decide which routes are operated from which airports, a range of policy levers and fiscal measures should be employed to ensure best use is made of existing airport capacity.

2. Investing in surface access improvements

Government policy should prioritise transport proposals that would deliver short, medium and long-term improvements in surface access to airports outside London in order to drive economic growth within the regions. Links to nearby airports should be a key consideration when assessing applications for funding of new transport schemes, and integration of rail and air services must be central to the assessment of rail franchise replacement bids. The scope of the Department for Transport's review of rail access to airports should be extended beyond those airports named in the Draft Aviation Policy Framework and widened to include road transport.

3. Supporting inbound tourism to the regions

The Government's tourism strategy should encourage international visitors to use airports in the regions as gateways to the UK. The proximity of regional attractions to local airports with access to international connections should be highlighted in marketing materials promoting the UK overseas. Priority should also be given to airports outside London when considering initiatives, such as US pre-clearance, which would increase their appeal to international passengers. Similarly, where this would provide benefits to inbound passengers, Government agencies should consider piloting other innovative technology and processes at airports in the regions.

4. Promoting travel policies which embrace airports in the regions

Private and public sector organisations should be encouraged to revise travel policies to, where possible, favour the use of airports in the region in which they are located. This would deliver a combination of time, cost and emissions savings, while also relieving congestion at London airports. Government should also address the anomaly whereby passengers on domestic flights linking far-flung regions of the UK pay double the tax of those making return trips to destinations in other European countries.

5. Maintaining 'light touch' regulation in the aviation sector

The Government should act decisively to reduce the regulatory burden and costs for airports. Additional regulatory costs act as a drag on efficiency and should be avoided wherever possible. Regulation should avoid a 'one size fits all' approach, with the characteristics of individual airports taken into consideration when framing any limits or guidelines required. A Joint Task Force should be formed to enable airports to work with Government to identify areas where red tape could be removed.

30 million and counting

easyJet celebrated a major landmark recently when it carried its 30 millionth passenger at Bristol Airport. Andrew and Sarah Hodder from Rode in Somerset became passengers 30 million and 30 million and one when checking in for a trip to Naples.

With a choice of 44 destinations and operating a fleet of 11 aircraft during the peak summer season, easyJet is Bristol Airport's largest operator. For over a decade, the airline has been helping to make the world a smaller place for people across the South West and Wales, making it easier to see new places, visit friends and family or do business in new markets. Tourists from 16 different countries can also fly with easyJet to Bristol Airport in order to enjoy the region's major tourist attractions and events.



Ali Gayward (left), easyJet's UK Commercial Manager, and Robert Sinclair (right), Chief Executive Officer at Bristol Airport, with the Hodders.

South West in Pole position

Hard on the heels of easyJet's launch of a flight to Copenhagen (see front page), Ryanair followed suit with a capital city route of its own when a new Warsaw service commenced at the end of October.

The three times weekly flight serves the capital's newest airport, Modlin, and brings the number of Polish destinations available direct from Bristol Airport to eight. With over 10,000 people of Eastern European origin living in the North Somerset area alone, these air links enable far-flung families and friends to keep in touch – and generate a flow of visitors to the region's many events and attractions.

Warsaw will also be popular with outbound travellers, offering a great short break for culture vultures and those looking to enjoy the city's vibrant night life and music scene.



Airbus proud to give the world wings

Bristol Airport played host to staff from Airbus in Filton recently when a new advertising campaign was launched in the terminal. A 43 metre long image was unveiled in the international arrivals corridor of the western walkway, featuring Airbus employees involved in wing design at the company's Filton facilities.

The new campaign was revealed just feet away from stands occupied by Airbus A319 and A320 aircraft which feature wings designed at Filton. Following the closure of the airfield at Filton in December 2012, Airbus will charter regular flights between Bristol Airport and its major locations around Europe, such as Toulouse in France.



Brussels service is right on Q

Passengers flying from
Bristol Airport to Brussels can
now do so on board a new,
improved aircraft following an
agreement between Brussels
Airlines and Flybe. The Belgian
airline's three-times daily
service to Europe's capital is
operated on its behalf by Flybe
using a Bombardier Q400.

The new aircraft has capacity for 78 passengers – a 60 per cent increase in seats compared to the Embraer 145 which previously operated the service. It carries the Brussels Airlines livery and offers the same product and services enjoyed across the Brussels Airlines short haul network, meaning passengers from Bristol can enjoy a seamless product when using the flight to access onward connections.

As one of the quietest and most technologically advanced turboprop aircraft on the market, the Q400 will also deliver environmental improvements. It produces 30-40 per cent fewer emissions on routes where it has replaced similar capacity, older jets.

The Brussels Airlines service operates three times a day, with convenient connections from Brussels to 21 destinations in Africa, 50 European cities and a new daily flight to New York JFK. Flight times include an early morning departure (06:20) making it possible to do a day's business before returning at 16:20 or 20:50. The winter schedule also includes a Saturday flight.



UK Marketing Manager, Lynne McGrath, shows off the new aircraft to Bristol Airport's Head of Sales and Marketing, Jason Wescott.

Our community

Footpaths, playing fields and other projects benefit from Community Fund



Pupils from Winford Primary School help with the tree-planting.

The fund set up to benefit the community around Bristol Airport has paid out over £50,000, with more grants expected to be made before the end of 2012.

The Bristol Airport Environmental Improvement Fund has been established to invest in a range of local projects which benefit the local community and

the environment. The Fund is one of the commitments the Airport agreed to provide in connection with its planning permission for development over the next decade.

Bristol Airport contributes £100,000 per annum to the Fund, with this figure increasing in line with future growth in passenger numbers. Projects supported so far include a puffin crossing in Backwell, tree-planting in Felton, a project to improve drainage of the recreation field in Wrington, and the installation of 'eco lighting' for Cleeve Village Hall.

The Bristol Airport Local Community Fund has been established to invest in a range of local projects which benefit the local community and the environment. Its main purpose is to mitigate the environmental and social impacts of the Airport's operations and give something back to the surrounding communities who are affected by being situated in close proximity to an international airport. It reflects the Airport's aim to develop in a sustainable way, respectful of the local community and the environment.

The Fund supports projects in the following areas:

- Initiatives to mitigate the impact of aircraft and ground noise on the local community which may include but not be limited to noise insulation for schools and homes in affected areas, the construction of additional noise insulation barriers and the funding of school trips;
- The on-going improvement of transport infrastructure and services to and from Bristol Airport with an emphasis on reducing the impact of airport traffic in the community and villages surrounding the Airport which may include but not be limited to road improvements, public transport initiatives and measures to reduce community severance; and
- Nature conservation, educational projects and sustainability initiatives in the locality of the Airport.

The Fund's area of benefit concentrates on the areas most affected by aircraft operations and comprises the parishes of Winford, Wrington, Backwell, Brockley, Cleeve and Barrow Gurney. More information can be found at www. bristolairport.co.uk.

Tower tours well received



In issue four of Your Airport we showcased the popular air traffic control tower tours run by community relations manager, Mike Littleton. The evening visits, arranged with the cooperation of air traffic services provider, NATS, provide the perfect backdrop against which to explain airspace arrangements and tackle any concerns about track-keeping and aircraft noise.

Feedback received from Wells Probus Club has underlined the value of these visits. Malcolm Mogford, the group's social secretary writes:

"In addition to the control of Bristol's airspace we were able to get informed answers to our queries about the general running of the Airport and its future development. I don't think any of us had truly comprehended the volume of traffic handled at Bristol and the effect the new aircraft currently in development would have on future planning.

"Pleasure and deep interest from all the party was apparent throughout our visit and we would like to put on record our appreciation to Mike and all the friendly and informative personnel that we met for a most enjoyable visit."

Mike is planning to run further tours in spring 2013. Interested groups should contact him on 01275 475478, although spaces are limited due to the difficulty of arranging access to what is a live working environment.

Harry's big holiday helps raise funds for Hospice

Holidaymakers setting off on their travels from Bristol Airport earlier this year found themselves picking up a new, cuddly travel companion.

Children's Hospice South West (CHSW), the Airport's official charity of the year, gave away hundreds of teddy bears – known as 'Harry' – to passengers as part of their Harry's Big Holiday initiative.

In return for a donation of their choice, passengers received their very own Harry teddy bear. CHSW then asked travellers to post photos of Harry on holiday their Facebook page. All donations went to supporting local life-limited children and their families at the charity's Charlton Farm hospice in Wraxall, North Somerset.

Over £7,500 was raised as a result, with photos posted from as far afield as Tenerife (pictured below) and Las Vegas.



Airport people

Meet the team – Alison Roberts, Head of Customer Operations

As Head of Customer Operations, Alison Roberts and her team of over a hundred people are responsible for ensuring passengers have a smooth journey through Bristol Airport's car parks and terminal before boarding flights to all points of the compass.

A background in education means she is passionate about coaching and motivating her team, with every member of staff undergoing WorldHost training. Here Alison gives an insight into the challenges involved in ensuring the thousands of customers passing through the terminal every day enjoy an amazing start to their journey.

When I joined Bristol Airport in 2000 it was in a temporary role as a customer service assistant for the summer season. But it soon became clear that airports were in my blood (my mum worked at Jersey Airport) and I jumped at the chance to make the position permanent.

At the time I was teaching interior design, fitting my shift work at the Airport around lessons. Having wanted to work in art from a young age, I found the reality of finding a role more difficult than imagined and my first job after leaving college was in security at a high street fashion store where I found myself dealing with shoplifters and internal fraud! However, I fulfilled my ambition to work in a creative field by returning to college to complete my training before setting up a business designing for residential and commercial properties. Qualification as a tutor and NVQ assessor followed, during which time I ran courses for local schools, colleges and companies. But the airport bug bit me, and my career took off in a new direction.

Twelve years ago, Bristol Airport was handling just over two million passengers a year, compared to just under six million today. My own role has grown in parallel, and my teaching experience has proved invaluable in managing a growing team spanning the terminal and our on-site car parks.

A typical 24 hours is hard to describe, simply because every day brings new challenges. I often start work with one issue at the top of my 'to do' list, but quickly have to react to changing circumstances which are out of my control, such as weather conditions or strikes by overseas airport workers causing disruption to airline schedules. It is this variety that I love about the job – no two days are ever the same.

As well as managing the Bristol Airport team in the terminal and car parks, I work closely with a range of business partners who all play a role in the customer journey. In many ways, Bristol Airport is like a small town, with around 45 different organisations based on site, all of whom have their own ways of working. My job is to make sure we all deliver a consistent Bristol Airport experience, from check-in to passport control.

Working in a busy airport can be challenging, particularly when flights are disrupted by severe weather or, more



unusually, volcanic ash. Snow usually means sleepless nights for the team as we all muck in to keep car parks and roadways clear for customers, while the fire section concentrates and keeping the runway operational.

The ban on liquids in hand luggage caused problems when introduced overnight in 2006, and I vividly remember trying to reason with customers who were upset at not being able to board with their lipsticks or water bottles! Thankfully, the regulations are now much more widely understood and adhered to, meaning we can keep delays at security search to a minimum.

Another incident which sticks in my mind involved a young man returning from the Glastonbury Festival who was badly affected by substances he had taken while there. It took six policemen and a riot van to restrain him – not an easy situation to manage in a terminal full of families heading off on holiday!

As these examples show, a sense of humour and a strong work ethic are essential when working at Bristol Airport. Patience and empathy are also useful when dealing with customers in stressful situations. These attributes contribute to the skills mix which I believe will enable my team to make the passenger experience at Bristol Airport even better in 2013.

Servisair gives students flying start



Students from City of Bristol College get a taste of the travel industry at Bristol Airport.

Since 2009 airline handling agent, Servisiar, has developed links with both City of Bristol and Filton Colleges. The partnerships provide training and job shadowing at Bristol Airport for students studying Passenger Handling and Aviation Customer Service.

"Our partnership with Servisair is invaluable in supporting classroom learning and preparing students for employment in aviation," said Jasmine Wong, Air Industry Services Course Team Leader at Filton Colleage. "Students find the training sessions held at Bristol Airport inspiring and beneficial to their studies."

Successful students are guaranteed an interview for summer seasonal vacancies with Servisair, enabling them to develop their skills and knowledge in the workplace and providing an invaluable opportunity to take a first step on the career ladder

News round-up

Win a copy of Downside Road

Weston-born writer Jerry Turner is a regular at Bristol Airport, shuttling between the UK and his home in Switzerland. However, in his latest book jet-setting Jerry has returned to his North Somerset roots.

Based on a true story, *Downside Road* is a gritty and realistic family saga. The action moves between London and Weston-super-Mare in the post-war years, with several mentions of Bristol Airport scattered throughout the book. Although the Downside Road of the title refers to the street of that name in Weston, our very own Downside Road (which runs

alongside the north edge of the airport site) also features.

We have two copies of *Downside Road* to give away,

signed by the author himself. Simply email your name and address to yourairport@ bristolairport.com and include 'Downside Road book competition' in the subject line. The first two entries out the hat will receive a complimentary copy of this fascinating tale. The draw will be made on 1 February 2013 and winners notified by email.



Thomson team fly high for MS therapy centre

Leading tour operator, Thomson Airways, has raised over £7,000 for the West of England MS Therapy Centre in Bradley Stoke.

The Centre offers support for those living with multiple sclerosis, including a range of facilities such as oxygen treatment, counselling, physiotherapy, acupuncture and more.

Bristol-based Thomson crew voted it their local charity of the year back in June 2011 and the high-flying team have since taken part in fundraising activities including skydiving and abseiling down the Avon Gorge. Loose change donated by passengers also contributed to the impressive total raised.



Thomson's Tracey Williams during her charity skydive.

International students check in for new term

At the end of September over 400 hundred international students descended on Bristol Airport en route to begin studies at the University of Bristol. The freshers hailed from 25 different countries, with the majority making long haul connections via Amsterdam, Brussels and Paris. They were met at the Airport by a team of University 'Ambassadors' who hosted a welcome desk in the landside arrivals area over the course of the weekend.

China provided the highest number of students (80), followed by the USA (50), Canada (35) and Nigeria (30). The latest Civil Aviation Authority data indicates that around one in five passengers using Bristol Airport starts their journey overseas.



Bristol University 'Ambassadors' met overseas students in arrivals.

Herbie goes bananas at Bristol Airport



Movie fans and car enthusiasts alike enjoyed a rare treat at Bristol Airport earlier this year when a Volkswagen modelled on the vehicle from the popular 'Herbie' films made an appearance.

The car's owner, Al Clinton, called in following his journey from Liverpool to Monte Carlo to raise money for a Merseyside children's hospice charity – a cause close to the hearts of the Bristol Airport team, whose official charity of the year is currently Children's Hospice South West. Al has spent over £30,000 restoring the vintage VW, modelling it on the 'Herbie' featured in the popular films of the 60s and 70s.

The iconic car lined up next to an easyJet aircraft also returning from the French Riviera, giving passengers on the Nice flight a close up look at a movie legend while disembarking.

Al and Herbie passed through Paris and Lyon before arriving in Monaco, where they completed a lap of the Grand Prix circuit.

Exchange success

2012 was another successful year for the Bristol-Bordeaux Student Exchange, and 120 young people from both sides of the Channel have already applied to take part in 2013.

The Exchange serves more than 20 secondary schools across the Bristol and North Somerset area and is supported by Bristol Airport. It is unique in providing a traditional exchange with full immersion and sharing of language and culture based on twinning arrangements which began in 1947.

For more information see www.academieaquitaine.co.uk







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