

Ref	Date	Time	Location
CCB-008	18/12/17	12.00-15.00	Deutsche Lufthansa AG, Heathrow Boulevard 2 284 Bath Road West Drayton UB7 ODQ

## CONSUMER CHALLENGE BOARD (CCB)

**MONDAY 18 DECEMBER 2017  
12.00 – 15.00 AT DEUTSCHE LUFTHANSA**

### Minutes

Present	Apologies	Guests
<ul style="list-style-type: none"> <li>▪ Jeff Halliwell (JH) - Chair</li> <li>▪ Trisha McAuley (TM)</li> <li>▪ Claire Whyley (CW)</li> <li>▪ Isabel Liu (IL)</li> <li>▪ Amy Breckell (AB) - Secretariat</li> </ul>	<ul style="list-style-type: none"> <li>▪ Jayne Scott (JS)</li> <li>▪ David Holden (DH)</li> </ul>	N/A

### Summary of Open Board Meeting Actions

Action ID	Origin		Status	Date Identified	Owner	Action
CCB_A014	Board Meeting	001	In Progress	14-Jun	CW	Talk to CAA Consumer Panel about engagement with persons with reduced mobility (PRM)
CCB_A025	Board Meeting	002	In Progress	10-Jul	JH	Seek engagement the CAA Board
CCB_A033	Board Meeting	004	In Progress	07-Aug	JH	Engage HAL on surface access
CCB_A034	Board Meeting	004	New	07-Aug	AB	Organise a session with HAL on constructive engagement
CCB_A035	Board Meeting	004	In Progress	07-Aug	CCB	Develop a timetable for CCB activity
CCB_A038	Board Meeting	004	In Progress	07-Aug	AB	Develop first draft of Focus Area document for the CCB.
CCB_A047	Board Meeting	006	In Progress	1-Nov	CCB	CCB produce a status report in the first quarter of 2018.
CCB_A048	Board meeting	007	New	23-Nov	CW	Send AB Gatwick contact details to organise a tour of Gatwick's PRM offering.
CCB_A050	Board meeting	007	New	23-Nov	CCB	Engage HAL on R3, HAL's work to date and how consumer engagement fits into this.
CCB_A052	Board meeting	008	New	18-Dec	AB	Request forward plan of activity from Heathrow's PM including how the CCB fit into this.
CCB_A053	Board meeting	008	Closed	18-Dec	JH	Decline follow up attribute meeting on the 4th January.

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CCB_A054	Board meeting	008	Closed	18-Dec	CW	Provide feedback to HAL on their brief for the passenger insights community and presentation on passenger segments
CCB_A055	Board meeting	008	New	18-Dec	AB	Clarify how Frontier Economics are working with HAL
CCB_A056	Board meeting	008	New	18-Dec	CW	Provide feedback to HAL on their sustainability research brief.
CCB_A057	Board meeting	008	New	18-Dec	JH	Raise with HAL the apparent lack off consumer engagement regarding surface access and reiterate that consumer engagement should run throughout the organisation.

## 1. Outcomes WTP survey next steps

- a. The CCB discussed the airlines, HAL and CCB tripartite meeting on the 5<sup>th</sup> December. At this meeting the CCB recommended the use of the consumer voice to guide the reduction of the 40-50 attributes identified through the CTA qualitative research, to a lower number practical for inclusion in a WTP quantitative phase. The CCB’s view is that if this process of inserting an additional step is followed, it preserves the “golden thread” of consumer voice running through the engagement process – if not, it is broken.
- b. On the 11<sup>th</sup> December, HAL provided those who attended the tripartite meeting with a summary and proposed revised list of attributes to include in the study and the current research timeline. HAL requested review and feedback. The CCB provided feedback on the 14<sup>th</sup> Dec.
- c. The CCB discussed the invite to an attribute follow up meeting on the 4<sup>th</sup> January. The CCB agreed is was their role to scrutinise and critique the process of HAL’s consumer engagement, rather than be instrumental in designing the detail. For this reason, a decision was taken to decline CCB attendance at the meeting on the 4<sup>th</sup> January – however, the CCB are interested to learn the outcome of the meeting.

**ACTION** Request forward plan of activity from Heathrow’s PM including how the CCB fit into this.

**ACTION** Decline follow up attribute meeting on the 4<sup>th</sup> January.

## 2. Passenger insight community

- a. On the 12<sup>th</sup> December HAL provided the CCB with a brief for the passenger insights community and a presentation on passenger segments. The CCB agreed to provide feedback to HAL by the 20<sup>th</sup> December.
- b. CCB discussed the importance of the passenger insight community in supporting current operations and future expansion. The CCB felt due to this role the participation of the group should be wide and cover all types of passengers.

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- c. The CCB also discussed HAL's challenge to recruit and keep people engaged so that the passenger insight community can build capacity and review more complex things.

**ACTION** Provide feedback to HAL on their brief for the passenger insights community and presentation on passenger segments

### 3. Sustainability research brief

- a. On the 12<sup>th</sup> December HAL provided the CCB with their sustainability research brief. The CCB agreed to provide feedback to HAL by the 22<sup>th</sup> December.
- b. The focus needs to be on passengers (including non-current users, pan UK and international). CCB noted there are other mechanisms to get the wider picture.

**ACTION** Clarify how Frontier Economics are working with HAL

**ACTION** Provide feedback to HAL on their sustainability research brief.

### 4. Surface access

- a. On the 4<sup>th</sup> December, the CCB had a presentation from HAL on surface access. The CCB discussed that they felt consumer engagement was lacking from HAL presentation.

**ACTION** Raise with HAL the apparent lack off consumer engagement regarding surface access and reiterate that consumer engagement should run throughout the organisation.

### 5. HAL Literature Review

- a. On the 13<sup>th</sup> December HAL sent the CCB a literature review HAL undertook internally. HAL requested and the CCB have agreed for this to be an agenda item at their meeting on the 15<sup>th</sup> January.
- b. The CCB discussed consumer trends globally and are interested in comparative messages than can be taken from other sectors.

### 6. Update on meetings

- a. JH updated the CCB on the quarterly meetings he has with the CAA. The CAA and CCB are both happy with the progress the CCB are marking and recognise the useful role the CCB are playing in bridging the gap between the airlines and HAL.

### 7. Section 16

- a. The CCB discussed the importance of the consumer engagement on expansion fitting into HAL's overall Strategy for Consumer Engagement.

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## **8. Issue Log / Q1 2017 Status Report**

- a. The CCB decided to publish in January a first draft of the issues log which was developed in December.
- b. The first draft of the issue log will form the basis of the Q1 2017 Status report and include an update of progress. The CCB plan to publish this in February.

## **9. Future meeting dates and locations**

- a. The following meetings are planned:
  - 8<sup>th</sup> Jan the CCB are meeting the CAA to have an update on the consultation, S16 and resilience. Location CAA
  - 8<sup>th</sup> Jan the CCB have a Board Meeting. Location CAA.
  - 15<sup>th</sup> Jan the CCB to meet HAL, the agenda has not been finalised. Location HAL.
  - 15<sup>th</sup> Jan the CCB have a Board meeting. Location HAL.
  - 5<sup>th</sup> Feb the CCB to meet EasyJet, the agenda has not been finalised. Location Gatwick

## **10. AOB**

- a. N/A