



***EASTERLY ALTERNATION  
INFRASTRUCTURE PROJECT***

***STATEMENT OF COMMUNITY INVOLVEMENT (SOC) REPORT***

***OCTOBER 2024***





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It is intended to be submitted to the London Borough of Hillingdon as a supporting document relating the to the Planning Application for the Easterly Alternation Infrastructure project.

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## **EXECUTIVE SUMMARY**

Heathrow has developed proposals for a scheme to enable easterly departures on Heathrow's northern runway.

Once these proposals are in place, Heathrow will be able to introduce Easterly Alternation and use both runways for easterly departures, as we do today on westerlies.

These proposals are being brought forward following the Government's decision to end the Cranford Agreement, a verbal agreement established in 1952 between the Government and Cranford, a village at the eastern end of the northern runway.

Whilst Heathrow will follow any necessary regulatory airspace process, this element is for the ground infrastructure changes only, and includes:

- Taxiway adjustments: Improving the ground routes for aircraft between terminals and the northern runway, to facilitate full runway alternation when Heathrow Airport is operating in an easterly direction (towards London)
- Noise barrier: Constructing a new noise barrier at Longford to mitigate noise impact

This element of the project will require planning permission from London Borough of Hillingdon, under the Town and Country Planning Act 1990.

Heathrow has engaged with the community in Longford in relation to the noise barrier and managed a 30-day engagement period to raise awareness of the ground infrastructure proposals being made as part of the planning application to the London Borough of Hillingdon.

The engagement period was an information awareness exercise that enabled the project team to inform the local communities and produce this Statement of Community Involvement (SOI).

### **Key findings**

- There was a general sentiment that stakeholders understand why Easterly Alternation is being introduced.
- Communities would like to see more details regarding noise mitigation and understand who is eligible for it. This detail is available in the planning submission and communities will be contacted later with more details if the application is approved and if they are eligible.
- Communities would like to see the London Borough of Hillingdon communicate about the consultation and direct people to the noise mitigation information.
- There was interest in what equitable respite looks like with Easterly Alternation. As easterly alternation is introduced, Heathrow will produce a full schedule that will allow communities to understand the timing of runway alternation, as they currently do on westerly operations.
- We are confident the planning application will provide the further clarity communities were seeking during the pre-application period.



## ***Next Steps***

Heathrow will await the determination of the planning application, which now sits with the London Borough of Hillingdon. Heathrow are committed to support Hillingdon in any further information required and further engagement that might be necessary.

The next step for the project will be a public consultation conducted by the London Borough of Hillingdon on the planning application. This will be where all the project details unavailable during the pre-application period will now be available.

Heathrow will update the project website in parallel to the planning consultation, to help support communities view the planning documents.



# 1. INTRODUCTION

## 1.1 Background

1.1.1 This Statement of Community Involvement (SOCI) has been prepared by Heathrow Airport Limited (Heathrow) as part of a planning submission to the London Borough of Hillingdon for the development of infrastructure that will facilitate full runway alternation when Heathrow is operating in an easterly direction.

## 1.2 Scheme overview

1.2.1 Easterly Alternation will mean departures and arrivals in an easterly direction can alternate (or swap) between the northern and southern runways, as they currently do on westerly operations.

1.2.2 Runway alternation in an easterly direction has not occurred at the airport routinely because it was prevented by a historic agreement known as the Cranford Agreement.

1.2.3 The Cranford Agreement was ended by the Government in January 2009 following consultation, to redistribute noise more fairly around the airport and provide predictable periods of respite to communities under flight paths during easterly operations.

1.2.4 The scheme will provide the infrastructure required to implement that decision and to enable full alternation of the runways during easterly operations. Full runway alternation would comply with the government policy decision and provide a fairer, more equitable distribution of noise around the airport.

1.2.5 The infrastructure includes:

- **Taxiway adjustments:** Improving the ground routes for aircraft between terminals and the northern runway, to facilitate full runway alternation when Heathrow Airport is operating in an easterly direction (towards London)
- **Noise barrier:** Constructing a new noise barrier at Longford to mitigate noise impact.

## 1.3 Scheme aims and objectives

1.3.1 The scheme aims to:

- Alternate between both runways when on easterly operations
- Enable communities to share the noise and noise respite from aircraft traffic on easterly operations as they currently do on westerly operations





## 2. **ENGAGEMENT METHODOLOGY**

- 2.1.1 As a project team we recognise our scheme is one of many schemes happening at Heathrow and communities may not understand the differences between projects. To help communities understand the project and changes being proposed, we decided to undertake a period of pre-application community engagement.
- 2.1.2 The details of the pre-application engagement period were discussed and refined with officers from the London Borough of Hillingdon. It was decided a pre-application consultation for the scheme was not necessary and therefore we did not seek formal feedback as part of the engagement process.
- 2.1.3 The Heathrow Local Community Forum were also engaged on the approach to the pre-application engagement period, this allowed the engagement period to provide a balance of community and project needs.
- 2.1.4 It was decided that a hybrid strategy of in person and online engagement should be taken forward, over a 30-day period. This included information events, printed and online engagement materials, a postcard drop and a geographical social media campaign.

### 2.2 **Engagement approach**

- 2.2.1 To make engagement efficient, targeted, and cost effective the team delivered the approach below:
- Attended technical stakeholder meetings
  - Carried out early engagement in Longford
  - Updated the project website with simplified scheme information, including a video
  - Delivered 72,479 postcards with a QR code directing recipients to the project website
  - Ran a paid social media campaign to promote the project
  - Provided a dedicated email address for communities
  - Hosted seven community information events
  - Reviewed feedback and insights gathered from engagement
- 2.2.2 The aims of the engagement were to:
- Raise awareness of Heathrow's proposals for introducing Easterly Alternation
  - Raise awareness of the Cranford Agreement coming to an end
  - Inform communities of our intention to submit a planning application for the scheme
  - Provide communities with an opportunity to discuss proposals with members of the project team.
  - Explain the next steps of the scheme to interested stakeholders





### **3. STAKEHOLDER ENGAGEMENT**

3.1.1 Stakeholder engagement for the scheme commenced with introduction emails and discussions with local MPs, local councillors and local authority officers. This allowed the team to build a programme of engagement to support the development of the scheme design, ahead of community engagement.

3.1.2 To support our engagement process, we attended meetings including forums, technical meetings, and local residents groups, prior to and alongside community engagement events in September 2024.

#### **3.2 *Technical meetings***

3.2.1 We have carried out a series of technical meetings with different bodies in this pre-application stage of the scheme.

#### **3.3 *London Borough of Hillingdon***

3.3.1 Regular meetings have been held with London Borough of Hillingdon, as the local planning authority. These meetings have enabled the team to refine the scheme and present environmental methodologies, which included the noise and air quality assessments.

3.3.2 Representatives from Heathrow's planning department meet with London Borough of Hillingdon every fortnight, and quarterly meetings are held with Hillingdon senior leadership.

3.3.3 The project team also held technical working meetings with London Borough of Hillingdon on the following dates:

- 14 August 2023
- 4 March 2024
- 14 March 2024
- 21 May 2024

#### **3.4 *Environment Agency***

3.4.1 To help validate and refine our environmental assessments, the Environment Agency have been engaged, through a series of email conversations in August 2024. Detail discussed included: noise bunds, alignment, structural separation, and flood risk.

3.4.2 A technical note was produced to document these discussions on the 6 September 2024 and the assessments are detailed in the Environmental Statement.



### **3.5 Greater London Authority**

3.5.1 Pre-application engagement commenced with the Greater London Authority (GLA) on 30 November 2023. This was followed by a second pre-application meeting on 14 December 2023.

### **3.6 Community meetings**

3.6.1 We met with the Longford Residents Association on the 3 June 2024, to discuss the proposals and concerns members had about the project. This meeting helped the team to prepare for events in Longford and gave a clear insight to the concerns and questions for this community.

3.6.2 Email and telephone engagement took place with Littlebrook Nursery in Longford, due to their proximity to the noise barrier proposed. No issues of concerns were raised about the noise barrier.

### **3.7 Heathrow forums**

#### **Local Community Forum**

3.7.1 Heathrow's Local Community Forum (LCF) facilitates a dialogue between the airport and its neighbouring communities. The forum keeps members informed on the airport's current operations and future plans and provides a space for members to give feedback and work with Heathrow to deliver positive outcomes for Heathrow's surrounding areas.

3.7.2 The project team provided regular updates on the scheme at the LCF meetings. The LCF played an active role in helping the project team refine their engagement process with the local communities, by giving detailed feedback and providing valuable community insight.

3.7.3 The project team attended the LCF on the following dates:

- 21 November 2023
- 16 January 2024
- 12 March 2024
- 14 May 2024
- 9 July 2024
- 10 September 2024

### **3.8 Noise and Airspace Community Forum**

3.8.1 The Noise and Airspace Community Forum (NACF) was established in 2022 and continues the work of the Heathrow Community Noise Forum (HCNF), which was set up in 2015 in response to local concerns regarding future changes to airspace because of the Government's airspace modernisation strategy. It is made up of representatives from local authorities around Heathrow, NATS, BA, DfT, CAA and Heathrow.



3.8.2 The project team attended the NACF on the following dates to explain and answer questions on the emerging proposals for easterly alternation infrastructure:

- 29 May 2024
- 25 September 2024

### **3.9 CISHA**

3.9.1 The Council for the Independent Scrutiny of Heathrow Airport ensures the independent oversight of the way Heathrow engages with stakeholders. To support proactive engagement with local authorities around Heathrow, CISHA arranged a series of meetings to discuss the scheme.

3.9.2 The project team has met with CISHA and local authority officers, to discuss Easterly Alternation Infrastructure. This has allowed two-way proactive engagement between Heathrow and neighbouring authorities.

3.9.3 Discussions at these meetings have allowed the project team to refine the engagement process and have enabled the Heathrow team to share and develop the supporting technical assessments.

3.9.4 The project team met with CISHA on the following dates:

- 28 March 2024
- 25 June 2024
- 24 September 2024

3.9.5 Members of the following local authorities have attended CISHA meetings:

- London Borough of Hounslow
- London Borough of Ealing
- London Borough of Hillingdon
- London Borough of Richmond upon Thames
- Royal Borough Windsor and Maidenhead
- Slough Borough Council
- Spelthorne Borough Council
- Surrey County Council
- Transport for London
- Heathrow Strategic Planning Group

3.9.6 More information on Heathrow's forums and CISHA can be found on: <https://www.heathrow.com/company/local-community/community>



## 4. EARLY COMMUNITY ENGAGEMENT

4.1.1 Our environmental assessments show there will be a benefit from the construction of a noise barrier at the end of the northern runway, close to the community of Longford. The barrier will mitigate the start of roll noise from aircraft taking off in an easterly direction. It was important to involve the local community in helping to refine the design of the noise barrier, as it will be visible to some Longford residents.

4.1.2 To enable this, we carried out early engagement seeking views on the principle of the noise barrier and asking for feedback on the height and material of the noise barrier.

### 4.2 Letters and door knocking in Longford

4.2.1 In December 2023, letters were sent to approximately 300 addresses in Longford, giving details of our emerging proposals and asking for feedback on the proposed noise barrier. The community were asked to provide feedback through an online survey about their thoughts on the provision of a noise barrier as part of the scheme. The feedback period closed on 31st January 2024.

4.2.2 In February 2024, further face to face engagement (door knocking) was then carried out to gather additional feedback from Longford residents.

### 4.3 Longford survey results

4.3.1 There was a total of 32 responses to the Longford survey, with 19 responses received online and 13 additional responses received from our door knocking exercise. Table 4.1 below provides a breakdown of the closed questions asked in the survey.

*Table 4.1 Longford Closed Question Survey Results*

Total Responses	Do you live to the north or the south of the Bath Road?	Do you support the introduction of a 5 metre high noise barrier?	For the section around the Terminal 5 car park, do you support a 5 metre or 7 metre high barrier?	Would you support the top 2 metres of the barrier being transparent?
Online: 19	South: 21	Yes: 27	5m: 6	Yes: 23
Door Knocking: 13	North: 11	No: 5	7m: 26	No: 9
Total: 32				

4.3.2 The responses show 72% of Longford residents that responded are supportive of a noise barrier in Longford.

4.3.3 The online survey contained an open text question asking respondents "What other suggestions would you make in respect of appropriate ground noise mitigation for the residents of Longford?"

4.3.4 There were 26 responses to this question from the total of 32 survey responses.

4.3.5 An overview of the feedback received is listed below:



- General support for the barrier
- Comments that residents would become familiar with the noise barrier view once constructed
- Support for our proposals that the top of the barrier is transparent
- Concerns that the noise barrier will not mitigate against aircraft vibrations and increased noise levels
- Comments about air quality and how that can be mitigated as a result of Easterly Alternation
- Comments suggesting the southern runway should be used more often, due to the northern runway being closer to residents
- Support for the third runway instead of Easterly Alternation
- An ask for greater noise mitigation from Heathrow in local homes and community spaces
- Support for future development at Heathrow
- Opposition to future development at Heathrow
- Suggestions to introduce redirected flightpaths

4.3.6 This feedback has allowed the project team to design the noise barrier with local feedback incorporated, which has resulted in the inclusion of the barrier and refining its design to being 5-7 metres with the top two or four metres being transparent. The feedback also informed the linear extent of the barrier proposal.



## 5. **ENGAGEMENT MATERIALS**

- 5.1.1 A dedicated project page was established on the Heathrow website in 2023, which provided a high-level overview of the project.
- 5.1.2 The website was accessible through internet searches through using phrases such as “Cranford” and “Easterly Alternation”.
- 5.1.3 The project team produced engagement materials to support the communities to understand the different elements of the scheme and how operations for departures work at Heathrow.
- 5.1.4 Technical information was simplified to allow the communities to understand the relatively complex nature of runway alternation. The information provided at the events and on the website was high level as the technical assessments were still on going at the time of engagement.
- 5.1.5 These included:
- Website
  - Information boards (Appendix A)
  - Postcard (Appendix B)
  - Social media (Appendix C)
  - Emails (Appendix D, Appendix E)

### 5.2 **Website**

- 5.2.1 A dedicated website has been in place since 2023. The page was updated in September 2024, with up-to-date information on the scheme, a video explaining Easterly Alternation, and a breakdown of the events scheduled. The dedicated Easterly Alternation website can be found here: <https://www.heathrow.com/company/local-community/noise/operations/easterly-alternation>

### 5.3 **Information boards**

- 5.3.1 The team produced information boards to present the proposed changes, operations at Heathrow and future plans at the information events. We had the following boards at each event:
- Welcome
  - Operations at Heathrow
  - Runway Alternation
  - The Cranford Agreement
  - Environmental Impact Assessment
  - Predictable Respite
  - Ground Infrastructure Changes



- Local Community

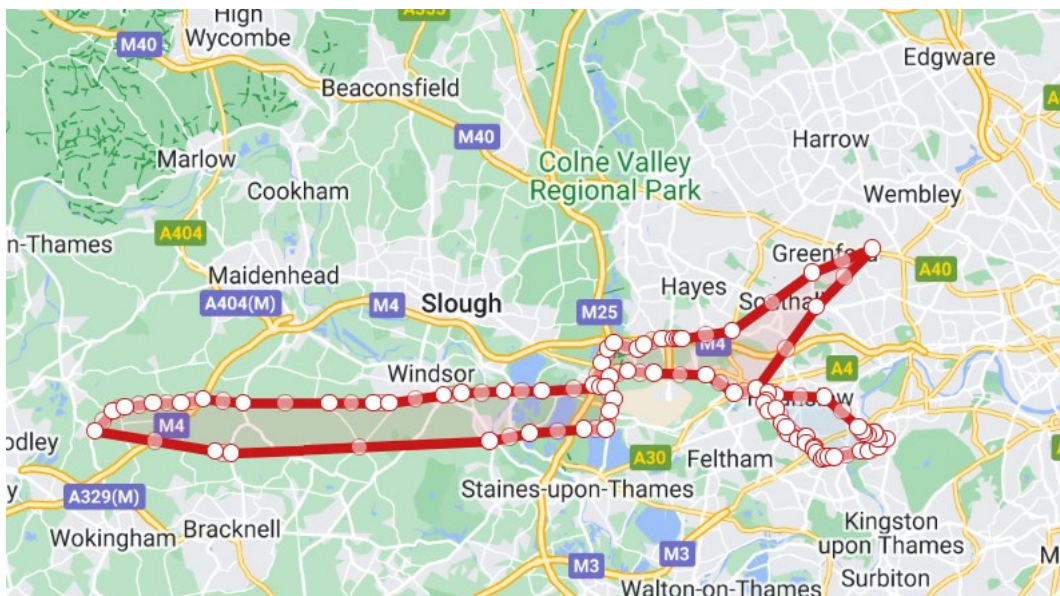
5.3.2 Images of the boards can be found in Appendix A.

## 5.4 Postcards

5.4.1 In early September 2024 our postcard was hand delivered to 72,479 addresses in communities surrounding Heathrow. Figure 5.1 shows the postcard boundary, which was drawn based on communities who would experience the biggest change as a result of Easterly Alternation, as they do not currently experience easterly take offs from the northern runway.

5.4.2 The purpose of the postcard was to invite stakeholders to the information events and provide a QR code for the website. The postcard can be found in Appendix B.

*Figure 5.1: Postcard delivery boundary*



## 5.5 Social media campaign

5.5.1 In previous schemes at Heathrow, we have seen positive results and engagement from sponsored social media posts promoting projects. We produced a paid social media campaign to help promote the scheme to all communities that will experience a change from Easterly Alternation but were not included in the postcard boundary.

5.5.2 A paid social media campaign involves creating a post for social media, which then appears as a paid advertisement in social media users feeds. Users can click on the adverts and will be redirected to the project website.

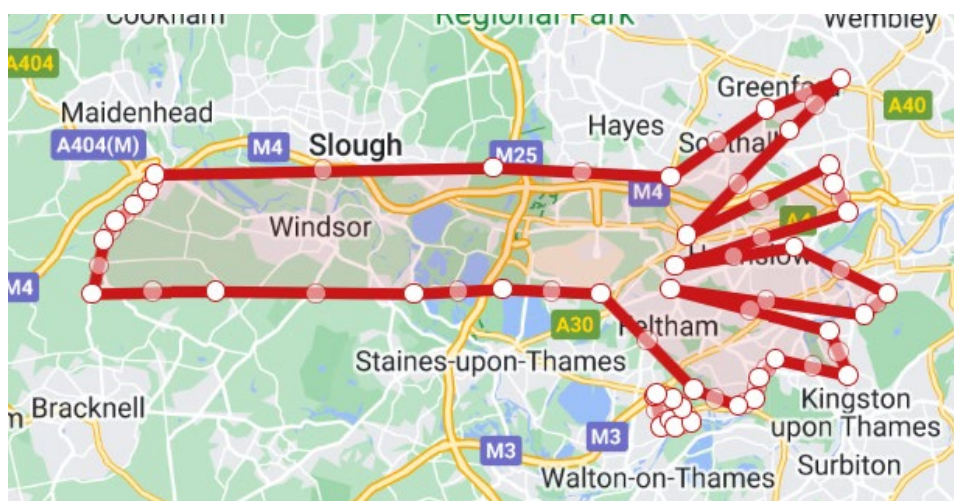
5.5.3 We created a short video, that was part of a sponsored post that will come up in the timelines of chosen users. To target the correct audience on social media platforms, the campaign used postcode data to create a geographical campaign. Facebook and Instagram were the chosen social media platforms to advertise on.





- 5.5.4 The social media posts contained high-level scheme details, as well as the dates and times for the engagement events. The posts also encouraged users to follow a link to the project website. The posts would only appear in social media users feeds if they were present in the postcode area.
- 5.5.5 Figure 5.2 shows the boundary used for the social media campaign, this was drawn and then postcode data extracted to target our audience.
- 5.5.6 The boundary contains postcodes of communities expected to experience a change from Easterly Alternation, some of which would have received the postcard. The campaign was used to reach a wider audience in a more carbon effective way.
- 5.5.7 Images of the social media posts can be viewed in Appendix C.

*Figure 5.2: Social media engagement boundary*



- 5.5.8 The statistics from the social media campaign can be found in the engagement feedback section (7.3)

## **5.6 Email to local councillors**

- 5.6.1 All local councillors within the engagement boundary shown on Figure 5.2, were provided an update on the scheme and encouraged to attend the engagement events via email on 3 September 2024. This email can be found in Appendix D.

## **5.7 Email to Local Community Forum**

- 5.7.1 All members of the LCF and the NACF were provided an update on the scheme and encouraged to attend the engagement events via email on 29 August 2024. This email can be found in Appendix E.



## 6. **ENGAGEMENT EVENTS**

### 6.1 **Event overview**

- 6.1.1 The engagement events were held to raise awareness of the scheme, allow community members to meet members of the project team and explain the next steps to interested stakeholders.
- 6.1.2 The local communities were invited to attend to gain an understanding of the scheme and our proposals, and to understand the next step in the process, of Heathrow submitting a planning application to London Borough of Hillingdon.
- 6.1.3 The project team organised seven information events in communities that are expected to experience the biggest change from Easterly Alternation.
- 6.1.4 Where possible, we held events in local community facilities such as village halls or community centres. We ensured that all venues were accessible for those with limited mobility.
- 6.1.5 We scheduled the events over a two-week period, on various days and at different times to accommodate different working patterns, particularly shift work for airport workers. We also organised evening events and one on a Saturday. The schedule is detailed in Figure 6.1 below.

*Figure 6.1: Event schedule*

Location	Date	Times
Isleworth Public Hall	Tuesday 10 September	16:00 – 20:00
Southall – Havelock Family Centre	Wednesday 11 September	12:00 – 17:00
Longford – Thistle Hotel	Thursday 12 September	15:00 – 20:00
Cranford Community College	Saturday 14 September	10:00 – 14:00
Stanwell Moor Village Hall	Tuesday 17 September	13:00 – 17:00
Old Windsor Memorial Hall	Wednesday 18 September	10:00 – 14:00
Longford – Thistle Hotel	Thursday 19 September	16:00 – 20:00



## **6.2** *Event planning*

- 6.2.1 We initially booked six events but due to a delay in delivery from a third-party postal supplier, some residents in Longford did not receive postcards in time for their local event.
- 6.2.2 As a result of this, Heathrow added an additional event to accommodate anyone who hadn't received the postcard in time for the first event, to meet the project team.
- 6.2.3 Postcards were updated with the additional event and hand delivered to Longford residents.

## **6.3** *Event management*

- 6.3.1 As a project team, we ensured that different technical representatives from the project team attended each event. They were able to answer any questions raised on noise, airspace, community issues, and operations. We maintained a robust rota and were well resourced for each event. This approach and commitment ensured that most questions could be answered on the day and people left the events feeling informed.
- 6.3.2 Briefing sessions took place before and after each event to prepare for localised scheme information and to learn lessons from each event.



## 7. **ENGAGEMENT FEEDBACK**

- 7.1.1 During the pre-application engagement period we did not formally ask for feedback about the scheme, as we were not conducting a consultation. The team did make a note of the verbal feedback received, as these insights were very helpful to refine the presentation of the proposals.
- 7.1.2 This section details the feedback and insights the project team received from communities attending the information events. It also includes an overview of feedback and comments received by email enquiries.

### 7.2 **Event feedback overview**

- 7.2.1 The events were well attended with 189 attendees coming in total. We saw higher numbers in Longford, Stanwell Moor and Old Windsor, as shown in table 7.1 below.

*Table 7.1: event feedback breakdown*

Event	Attendees
Isleworth Public Hall	18
Southall – Havelock Family Centre	11
Longford – Thistle Hotel	38
Cranford Community College	22
Stanwell Moor Village Hall	36
Old Windsor Memorial Hall	51
Longford – Thistle Hotel	13
<b>Total</b>	<b>189</b>

### 7.3 **Event feedback breakdown**

- 7.3.1 Throughout the events we identified reoccurring themes with certain questions being asked multiple times. Table 7.2 shows the themes and questions raised at the information events.



Table 7.2: Themes and questions

Theme	Questions/Comments
Noise	<ul style="list-style-type: none"> <li>Will I hear more noise?</li> <li>When will I hear the noise?</li> </ul>
Noise mitigation	<ul style="list-style-type: none"> <li>Am I eligible for noise mitigation?</li> <li>What will the noise mitigation be?</li> </ul>
Airspace	<ul style="list-style-type: none"> <li>Is this part of airspace modernisation?</li> <li>Will there be more flights?</li> <li>Are the flight paths moving?</li> <li>Will this project allow for mixed mode?</li> </ul>
Expansion	<ul style="list-style-type: none"> <li>Is this linked to a third runway?</li> <li>Is this a precursor for expansion?</li> </ul>
Next steps	<ul style="list-style-type: none"> <li>What happens next?</li> <li>Where can I raise my concerns?</li> <li>When will this be implemented?</li> </ul>
Misc. community and other queries	<ul style="list-style-type: none"> <li>Taxi's idling</li> <li>Careers at Heathrow</li> </ul>

## 7.4 Engagement Feedback

7.4.1 Table 7.3 below breaks down the themes and queries we had at the events, first by listing the common queries and responses seen across all events, and then specifically by each event for any stand-alone lines of enquiry.

Table 7.3: Engagement Feedback Breakdown

Event	Queries	Response
<b>All events</b>	Noise: the most common line of enquiry was attendees trying to determine if they would hear more or less noise as a result of Easterly Alternation.	Our team would look at the map and explain what different attendees could expect, and also explain the respite schedule.
	Noise mitigation: attendees who are likely to experience the most change as a result of Easterly Alternation were interested in understanding what noise mitigation Heathrow are offering and whether they will be eligible for it.	The project team explained that the Quieter Neighbourhood Scheme (QNS) is already in place, and alongside this, Heathrow will be introducing an Easterly Alternation specific noise mitigation scheme



Event	Queries	Response
		<p>which goes beyond any offering Heathrow has made before. We explained that all of the details for this, and who will be eligible for the scheme would be set out in the planning application Heathrow make to London Borough of Hillingdon.</p> <p>Airspace modernisation: attendees were keen to understand the future changes to airspace through airspace modernisation, if flight paths would change, and if we would be introducing mixed mode.</p> <p>Expansion: attendees were keen to ascertain if this project was linked to third runway or any kind of expansion at Heathrow.</p> <p>Next steps: many attendees were interested in understanding the timeline of events moving forward and whether London Borough of Hillingdon would have more events as part of their consultation.</p>
<b>Isleworth</b>	Nothing outside of the above themes	
<b>Southall</b>	Model aircraft height restrictions: attendee raised queries on the height they could fly	Members of the operational team took the attendees



Event	Queries	Response
	their aircraft at a local airfield to Heathrow and if Easterly Alternation would impact this.	contact details and would take the query away.
	Moving the airport: one attendee mentioned the Thames Estuary Airport idea and asked why we weren't pursuing this.	We explained the event was related to Heathrow and Easterly Alternation only.
<b>Longford</b>	Air quality: attendees of events had concerns on air quality from the departure traffic they would now see from the northern runway. We also saw this query raised on the early engagement survey responses	We explained that there will be details from the monitors and further information in the Environmental Impact Assessment as part of the planning submission.
	Existing mitigation: a small number of event attendees had feedback from previous work on their homes under previous insulation schemes.	We explained that Heathrow are now working with Kier, a contractor with an industry recognised reputation and some homes may be revisited under Heathrow's general QNS scheme as well as being eligible for the specific Easterly Alternation mitigation scheme.
	Miscellaneous community issues and concerns, such as taxis idling and joy riders in car parks.	We explained we would pass this to the Communities team to look into further.
	One event attendee was keen to understand how we determine whether we are on Easterlies or Westerlies.	Our team explained the procedure of deciding and explained why sometimes her app might show something different.
<b>Cranford</b>	Careers: one attendee came in to enquire about careers at Heathrow	The project team directed them to the website and spoke to them about the avenues they were interested in and explained all the different roles we had in the room
		Observation: the project team found attendees of the Cranford event to be the least informed of all locations. With some attendees having never heard of the Cranford agreement. The rest of our attendees at the other events were very well informed of operations at Heathrow.
<b>Stanwell Moor</b>	Event attendees informed us that arrivals were quieter than departures at Stanwell Moor.	This has been helpful anecdotal feedback.





Event	Queries	Response
	Mitigation roll out: event attendees asked if certain properties getting priority based on their proximity to the airport.	We explained that this information would be explained once the planning application is submitted and there are agreements in place with a designated contractor.
Old Windsor	One event attendee asked for a leaflet or any other hard copy of the information.	We explained that everything was online. This was the only request we had for this across all events.
	We received positive feedback at the event and a following email to say that the information provided was very clear and the team were friendly and helpful.	This was gratefully received by the project team.

## 7.5 Social media

7.5.1 Our social media campaign ran from 3 September 2024 to 18 September 2024, inviting people to click through to the website and read more about the project and our engagement events.

7.5.2 The social media campaign was very successful and our end of campaign report details the following:

- 11,892 visitors to the website that came through social media links
- The campaign reached 907,806 unique social media accounts
- We were 143% over our KPIs in terms of reach
- We were 275% over our KPIs in terms of link clicks

7.5.3 Figure 7.1 shows the overall performance.

Figure 7.1: Social media campaign results

	Gross Cost	Impressions	Reach (KPI)	Frequency	Link Clicks	CTR
Planned	£9,746.35	2,165,856	637,016	3.0	4,332	0.20%
Delivered	£9,704.19	1,749,063	907,806	1.93	11,892	0.68%
diff. (%)	99.57%	81%	143%	64%	275%	340%

## 7.6 Website

7.6.1 Our website was updated with further details to support the pre-application engagement period at the start of September 2024 and throughout the month we had:

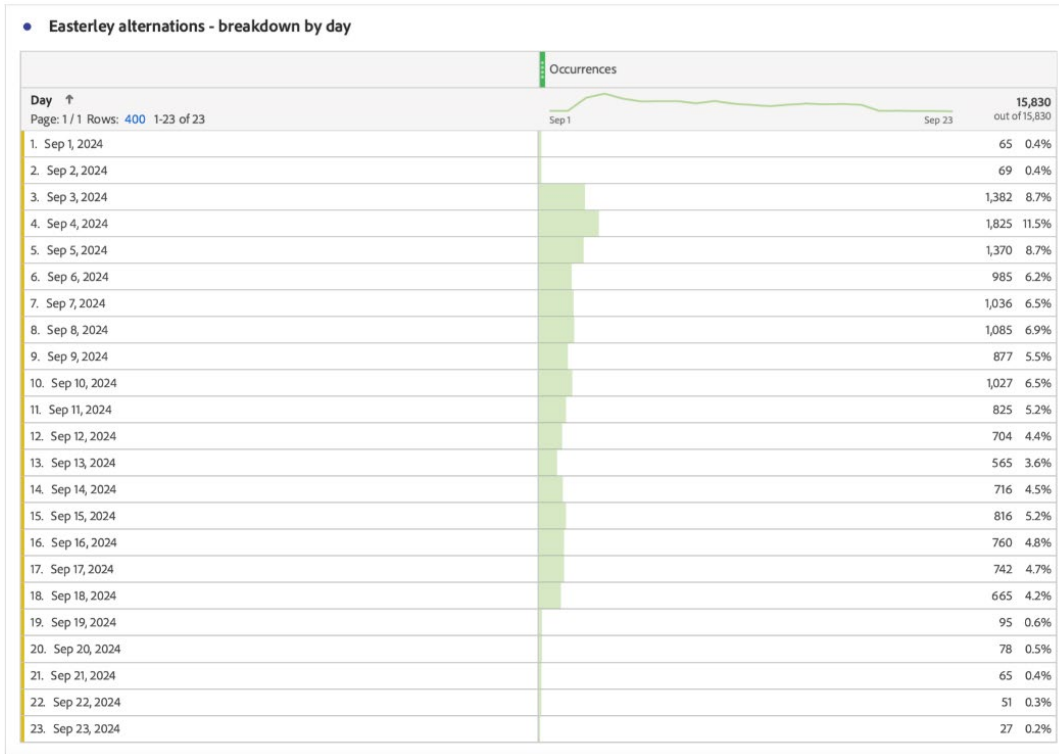
- 539 website visits using the postcard QR code.
- 11,892 website visits via the sponsored social media posts.



- 14,442 total visits to the website.

7.6.2 As can be seen in Figure 7.2, the traffic increased when the social media campaign launched, and postcards were sent out, and decreased when the social media campaign came to an end.

Figure 7.2: Website visits, daily breakdown September 2024



## 7.7 Emails

7.7.1 During the pre-application engagement period there were six emails requesting further detail about the scheme. The community relations email address is on the website and members of the project team have supplied responses to the queries raised. The community relations email remains open, should any members of the community have further questions about the scheme.



## 8. CONCLUSION AND NEXT STEPS

### 8.1 Conclusions

- 8.1.1 The pre-application engagement period held by Heathrow was insightful and allowed the team to gain further understanding from the local community on their concerns about the project. The information events were very useful to meet members of the community and understand their views on the scheme, as well as providing an opportunity to provide clarity to communities on technical points.
- 8.1.2 The aim of our engagement was to raise awareness of the project and the website traffic and social media results, show communities received and viewed project details.
- 8.1.3 Below provides an overview of the key insights gained during the engagement period:
- Communities would like to see more details regarding noise mitigation and understand who is eligible for it. This detail is available in the planning submission and communities will be contacted later with more details if they are eligible.
  - Communities would like to see Hillingdon communicate about the consultation and direct people to the noise mitigation information.
  - There was a general sentiment that stakeholders understand why Easterly Alternation is being introduced.
  - There was interest in what equitable respite looks like with Easterly Alternation. Heathrow will produce a full schedule that will allow communities to understand this process, as they currently have on westerly operations.
  - We are confident the planning application will provide the further clarity communities were seeking during the pre-application period.

### 8.2 Next steps

- 8.2.1 Heathrow will await the determination of the planning application, which now sits with the London Borough of Hillingdon. Heathrow are committed to support Hillingdon in any further information required and further engagement that might be necessary.
- 8.2.2 The next step for the project will be a public consultation conducted by the London Borough of Hillingdon on the planning application. This will be where all the project details unavailable during the pre-application period will be available.
- 8.2.3 Heathrow will update the project website in parallel to the planning consultation, to help support communities to view the planning documents.



## ***APPENDICES***

- A. Information banners
- B. Postcard
- C. Social media
- D. Councillor emails
- E. LCF member email



# A INFORMATION BANNERS



## Welcome

We have proposals for the first phase of a project called Easterly Alternation.

This project is being developed following the UK Government's decision to end the Cranford Agreement.

This will support Heathrow in alternating between our two runways when we are on easterly operations.

The proposals will allow more equitable distribution between the departure and landing runways during easterly operations.

Our proposals require some airside ground infrastructure changes, which include adjustments to the taxiways to the northern runway and a new noise barrier at Longford.

These changes are required to enable Heathrow to alternate runways when on Easterly operations in the same way we already do for Westerly operations.

**Heathrow**

heathrow.com  
 ✈ @heathrowairport

## Heathrow Operations

For safety and performance reasons aircraft typically take off and land into the wind. The aircraft's wing relies on the speed of the air moving over it (airspeed) to lift it off the ground.



Today, for the 20-30% of the time we operate on Easterly operations, aircraft generally land on the northern runway and depart from the southern runway.

Aircraft only depart to the east from the northern runway in exceptional circumstances, due to the legacy of the Cranford Agreement.

*Please see our board on The Cranford Agreement for more information.*

**Heathrow**

heathrow.com  
 ✈ @heathrowairport



### The Cranford Agreement

The Cranford Agreement was established in 1952 as a verbal agreement between the Government and Cranford, a village at the eastern end of the northern runway.

The agreement prevented aircraft from taking off over the village except in exceptional circumstances. For example, we took off over Cranford during the Covid-19 pandemic when we operated on one runway.

Following a consultation, the Government ended the agreement in 2009, to provide more predictable periods of noise respite to all communities surrounding Heathrow.

Although the Cranford Agreement has ended, we have not yet introduced Easterly Alternation on the northern runway because the airfield requires our proposed infrastructure changes.

In 2014 we made an application to the London Borough of Hillingdon for the same project, this was granted planning permission from the Secretary of State in 2017. However, we didn't go ahead with the works then, because of the proposals for the third runway. The previous planning application has now expired.



### Ground Infrastructure Changes

Our proposals require some airport ground infrastructure changes to be made.

These include adjustments to the taxiways leading to the northern runway and the construction of a new noise barrier near Langford, which could be between 5-7 metres high.

Part of the noise barrier will replace an existing acoustic barrier running alongside Wright Way and a fence which marks the boundary of the Terminal 5 POD car park. The images below show the location of the noise barrier and a visualisation of what the noise barrier might look like when constructed.



### Runway Alternation

During the day, when planes are landing and taking off towards the west (Westerly operations), we alternate the use of our two runways to provide local communities with respite.

The alternation pattern means that for part of the day we use one runway for landings and the other for take-offs, then at 3pm, we switch over.

At the end of each week, we switch completely so that communities get respite from planes in the morning one week and in the evening the next.

This project will support us in alternating between our runways when on Easterly operations.



The figure above is how we would alternate the runway when on Easterly operations.



### Predictable Respite

Easterly alternation will bring predictable periods of respite from aircraft noise when Heathrow is operating on Easterly operations. Aircraft noise will be shared more equally – as it is today when we are on Westerly operations.

This means we can offer our neighbours a schedule that will detail periods of flights overhead and periods of noise respite.

The above is an extract from today's Westerly alternation schedule, once we are further along in the project we can provide further timetables for Easterly operations.



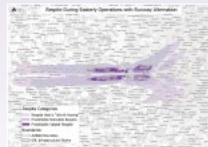
### Environmental Impact Assessment

The ground infrastructure changes require an Environmental Impact Assessment to be submitted with our planning application.

This is underway and our emerging information shows that there will be more predictable periods of respite for our local communities with noise levels shared more equitably around the airport.

Some communities will experience new noise overhead, as they were not previously overflown when Heathrow is on Easterly operations, due to the Cranford Agreement.

Communities who are currently overflown when on Easterly operations will experience a decrease in number of flights overhead each day, as the redistribution of existing flight paths will be further spread out over more communities.



More information about the environmental assessment will be provided as part of the planning application.



### Local Community

Our intention is to improve the daily lives of our neighbours and colleagues by investing in our communities, through funding and other initiatives.

We recognise our impact on our local community and as part of our Heathrow sustainability strategy we aim to:

- Invest in our local community
- Work with our neighbours to improve their lives
- Support our local community to improve their lives
- Support our local community to improve their lives

Do you have a local community project that needs Heathrow's support?

You can find out more about our community involvement and getting support by scanning the QR code opposite.







## B POSTCARD



### Our proposals

To comply with Government policy, Heathrow Airport is working on proposals to enable **easterly departures** (when planes take off towards London) from our northern runway.

To enable this, construction is required to:

**Build new taxiways within the airport:** Improving the routes for aircraft between terminals and the northern runway.

**Build a noise barrier on the edge of the airport:**

Constructing a new noise barrier at Longford to mitigate noise impact of easterly departures.

### How to find out more

To learn more about our proposals, please visit our website or attend one of our information events to meet our experts.

Following these events, we will submit a planning application for the taxiways and noise barrier to the London Borough of Hillingdon for their consideration.

Location	Date	Time
Isleworth Public Hall	Tuesday 10 September	16:00 – 20:00
Southall – Havelock Family Centre	Wednesday 11 September	12:00 – 17:00
Longford – Thistle Hotel	Thursday 12 September	15:00 – 20:00
Cranford Community College	Saturday 14 September	10:00 – 14:00
Stanwell Moor Village Hall	Tuesday 17 September	13:00 – 17:00
Old Windsor Memorial Hall	Wednesday 18 September	10:00 – 14:00



Visit [heathrow.com/easterlyalternation](https://heathrow.com/easterlyalternation) to find out more.  
Scan the QR code to learn more.

Heathrow





## C SOCIAL MEDIA

**Heathrow Airport** Sponsored · 🌐

To comply with Government policy, Heathrow is working on proposals to enable easterly departures from our northern runway.

**We're developing changes to Heathrow's airfield**

**Heathrow**

[heathrow.com/easterlyalterna...](https://heathrow.com/easterlyalterna...)  
**Easterly Alternation** [Learn more](#)

👍 🥰 🍷 188    116 comments    29 shares

**Heathrow Airport** Sponsored · 🌐

To comply with Government policy, Heathrow is working on proposals to enable easterly departures from our northern runway.

**We're developing changes to Heathrow's airfield**

**Heathrow**

👍 🥰 21    10 comments    3 shares

👍 Like    💬 Comment    ➦ Share



## D COUNCILLOR EMAILS

Dear Cllr XXXXXXXX,

I hope this email finds you well.

As part of our ongoing updates about the Easterly Alternation Infrastructure project, we wanted to share more details about our community engagement. In September, we will host a series of community events where project team members will be available to answer questions community members may have about the project. These events are open to everyone.

This week, we will send postcards to communities directly around Heathrow, that will experience the biggest change with Easterly Alternation, containing information about the project and event details. For reference, we have attached a copy of the postcard to the email. Additionally, we will launch a geographically targeted social media campaign to further inform communities about the project and upcoming events. Our website has also been updated, containing further technical information about the project - <https://www.heathrow.com/company/local-community/noise/operations/easterly-alternation>

Below, you will find an outline of the project. We have been engaging with Ajit Bansal at the Council and the Council for the Independent Scrutiny of Heathrow Airport (CISHA) on the development of this project. If you have any further questions, please do not hesitate to contact me or Hannah Burgess.

### **Heathrow Easterly Alternation: New Ground Infrastructure required to our Existing Northern Runway**

At present, we alternate the use of our two runways to provide local communities with predictable respite. However, that can only happen when we operate on westerly operations (when aircraft land over London and take off towards Windsor)) due to the long-standing Cranford Agreement. The legacy of this agreement, which was established in the 1950s, severely curtails alternation when we are on easterly operations (when aircraft land over Windsor and take off towards London), meaning some communities get no respite at all.

Following a consultation, the Government ended the agreement in 2009, to provide more reliable periods of noise respite to all communities surrounding Heathrow. Enabling easterly alternation is a key part of our sustainability strategy, Heathrow 2.0, helping us to be an extraordinary airport that is fit for the future, while also ensuring we are a good neighbour for our local residents.

Easterly alternation will bring predictable periods of respite from aircraft noise to thousands of people in our local community when Heathrow is on easterly operations and allow more equitable distribution of noise for local communities. However, we know that some people will be newly impacted by noise under easterly alternation, and we are doing further work to model and communicate the impact of this and better understand future mitigation options.

The Easterly Alternation project consists of two elements:

#### **1. Ground infrastructure changes:**

- Taxiway adjustments: Improving the ground routes for aircraft between terminals and the northern runway, to facilitate full runway alternation when Heathrow Airport is operating in an easterly direction (towards London)
- Noise barrier: Constructing a new noise barrier at Longford to mitigate noise impact



This element of the project will require planning permission from London Borough of Hillingdon under the Town and Country Planning Act 1990.

2. **Civil Aviation Authority (CAA) procedures:** The second element will require Heathrow to comply with the CAA airspace regulatory procedures to utilise the current airspace structure for full runway alternation during easterly operations.

The two elements of the project are required to enable Heathrow to alternate runways when on easterly operations in the same way we already do for westerly operations. It will also provide more equitable distribution of aircraft noise for our local communities.

Our proposals will not change the number of aircraft flying in and out of Heathrow. They are also not a pre-cursor to any potential airport expansion. This project is to support the end of the Cranford Agreement and allow more equitable distribution of noise for local communities.

Following our community engagement, we will submit a Town and Country Planning Act 1990 application to the London Borough of Hillingdon, who will complete a public consultation on the planning application.

### Community Events

Venue	Date	Time
Hounslow – Isleworth Hall	10 Sep 2024	4pm - 8pm
Havelock Family Centre, Southall	11 Sep 2024	12 – 5pm
Longford – Thistle Hotel	12 Sep 2024	3pm – 8pm
Cranford Community College	14 Sep 2024	10am – 2pm
Stanwell Moor – Village Hall	17 Sep 2024	1pm – 5pm
Old Windsor – Memorial Hall	18 Sep 2024	10am – 1pm

Best wishes,  
**Danielle Knafo**  
 Stakeholder Engagement Manager

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## **E LCF MEMBER EMAIL**

Dear LCF Members,

We hope this message finds you well.

As part of our ongoing updates about the Easterly Alternation Infrastructure project, we are wanted to share more details about our community engagement. In September, we will host a series of community events where project team members will be available to answer any questions community members may have about the project. These events are open to everyone, and we look forward to seeing some familiar face from the LCF and wider community.

Next week, we will send postcards to the communities directly around Heathrow, that will experience the biggest change with Easterly Alternation, containing information about the project and event details. We have attached a copy of the post card to the email for you, in both PDF and picture format if you wish to share with your community groups. Additionally, we will launch a geographically targeted social media campaign to further inform communities about the project and upcoming events. The project website will also be updated next week, containing further technical information about the project.

Below, you will find an introduction to the project and if you have any further questions, please contact Hannah Burgess.

### **Heathrow Easterly Alternation: New Ground Infrastructure required to our Existing Northern Runway**

At present, we alternate the use of our two runways to provide local communities with predictable respite. However, that can only happen when we operate on westerly operations (when aircraft lands over London and takes off towards Windsor)) due to the long-standing Cranford Agreement. The legacy of this agreement, which was established in the 1950s, severely curtails alternation when we are on easterly operations (when aircraft lands over Windsor and takes off towards London), meaning some communities get no respite at all.

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Old Windsor – Memorial Hall	18 Sep 2024	10am – 1pm

Kind regards

**Heathrow Community Engagement Team**

Heathrow Airport Limited

The Compass Centre, Nelson Road

Hounslow, Middlesex, TW6 2GW

w: [heathrow.com](https://www.heathrow.com) t: [twitter.com/heathrowairport](https://twitter.com/heathrowairport)