

# Fight or flight?

## Preparing for a new direction in UK Aviation

14th July 2011, Bircham Dyson Bell, Central London



It's been a testing year for the aviation sector since the Coalition Government came into power. With plans for extra capacity cancelled, economic, security and tax reforms pending, and no aviation framework out until 2013, it's hard to know how to prepare for the imminent change of direction.

This conference aims to offer some much needed clarity on where the Government's UK Aviation strategy is headed and how the aviation industry can prepare for the changes. Hear from key industry players on new regulatory standards in UK aviation and join the debate on changing taxation, including the reform of APD.

We will be bringing together aviation professionals from across the UK to debate key issues in air transport such as relieving capacity in the South East and driving forward 'better not bigger' airports.

Attend this event to get up to date on the economic and regulatory outlook for aviation and work together in the consumer interest to keep UK aviation competitive.

### Your chance to hear from a leading line-up including:

**Alec Shelbrooke MP** Parliamentary Private Secretary to Rt Hon Theresa Villiers MP, Aviation Minister

**Andrew Haines** Chief Executive **Civil Aviation Authority**

**Mike Greenacre** Director **ABTA**

**Darren Caplan** Chief Executive **Airport Operators Association**

**Angus Walker** Partner **Bircham Dyson Bell**

**Jim Steer** Director **Greengauge 21**

**David Moesli** Deputy Director **CAA**

**John Morris** Head of Public Affairs **Birmingham International Airport**

**Jo Lloyd** Head of Brand **Birmingham International Airport**

**Laurie Berryman** Vice President UK & Ireland **Emirates**

**Anna Mahoney** Director **Strategic Aviation Special Interest Group**

**Paul Foote** Managing Director **Conservative Environment Network**

Chaired by: **Laurie Price** Director of Aviation Strategy **Mott Macdonald**

Hosted by:

Bircham Dyson Bell

Endorsed by:



Organised by:

waterfront  
conference company  
a freshwater company

# Benefits of attending:

Attend this event to:

- Debate how to keep UK air travel competitive under the proposed APD changes
- Learn about the future of airport planning and subsequent impacts
- Join the debate on how to fix Heathrow without extra runway capacity
- Get up to date on changes to ATOL
- Prepare for integration into the EU Emissions Trading Scheme
- Join the High Speed Rail VS. Aviation debate and explore ways to achieve mutual benefit
- Share ideas on unlocking the potential of regional airports
- Hear case studies on 'better not bigger' airports and discover the motives behind the Airport Economic Regulation Bill
- Learn how to work together in the consumer interest and improve passenger experience

# Who should attend?

- Airports
- Scheduled airlines (budget and full service)
- Charter airlines
- Freight airlines
- Business groups
- Local authorities and Integrated Transport Authorities
- Aviation authorities and regulators
- Regional chambers of commerce
- Regional Development Agencies
- DfT, DECC, DCLG and Government Offices for the Regions
- Environmental groups
- Aviation, planning and environmental lawyers
- Aviation, environmental and planning consultancies
- Travel agents, tour operators and the tourism industry
- Aviation supply industry
- Airport safety inspectors
- Surface access operators
- Trade unions
- Logistics companies
- Passenger interest groups
- Academics

# Conference Calendar

For details of all upcoming conferences visit: [www.thewaterfront.co.uk](http://www.thewaterfront.co.uk)

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<http://www.twitter.com/thewaterfrontuk>

# Programme

08.45 Registration and coffee

09.30 Chairman's opening remarks  
**Laurie Price** Director of Aviation Strategy **Mott MacDonald**

09.40 **Ministerial Address**  
**Moving towards a new framework for UK Aviation**

- The Coalition Government's vision for aviation
- Emerging outcomes from the 'Developing a sustainable framework for UK aviation' consultation

**Alec Shelbrooke MP**, Parliamentary Private Secretary to Rt Hon Theresa Villiers MP, Aviation Minister

## Section 1 – Taxation, regulatory and economic outlook

10.00 The future of UK Aviation regulation  
**Andrew Haines** Chief Executive **Civil Aviation Authority**

10.20 The reform of Air Passenger Duty

- Differentiation of APD and impact on the regions
- The impact of APD on destination economies
- Competing with low taxation in Europe

**Mike Greenacre** Director **ABTA**

10.40 Future taxation on airports and airlines: how will the industry cope?  
**Darren Caplan** Chief Executive **Airport Operators Association**

11.00 Questions and discussion

11.15 Morning refreshments

11.45 The future of landside planning and the localism agenda  
**Angus Walker** Partner **Bircham Dyson Bell**

12.05 Update on changes to ATOL: Reforming financial protection for passengers  
**David Moesli** Deputy Director **CAA**

12.25 Questions and discussion

12.40 Lunch

## Section 2 – Connectivity and distribution of demand

13.40 High Speed Rail VS. Aviation: competition, cooperation and achieving mutual benefit  
**Jim Steer** Director **Greengauge 21**

14.00 Case study on the growth of Birmingham Airport

- Capacity and opportunity
- Creating a brand and raising awareness

**John Morris** Head of Public Affairs **Birmingham Airport**  
**Jo Lloyd** Head of Brand **Birmingham Airport**

14.20 Questions and discussion

14.30 Panel debate: Realising the potential of regional airports to relieve strain in the South East  
**Laurie Berryman** Vice President UK & Ireland **Emirates**  
**Anna Mahoney** Director **Strategic Aviation Special Interest Group**  
**John Morris** Head of Public Affairs **Birmingham Airport**  
**Jim Steer** Director **Greengauge 21**

15.10 Afternoon refreshments

## Section 3 – Delivering 'Better not bigger' airports

15.30 Airport Economic Regulation Bill: progress made in making 'better not bigger' airports  
**Paul Foote** Managing Director **Conservative Environment Network**

15:50 Can improved slot allocation unlock airport capacity?  
**Simon Smith** Aviation Team **Steer Davies Gleave**

16.10 Questions & Discussion

16:25 Chairman's closing remarks

16:30 Close of conference

Book Now! [www.thewaterfront.co.uk](http://www.thewaterfront.co.uk)

# Registration Form

Fight or flight? Preparing for a new direction in UK aviation  
14th July 2011, Bircham Dyson Bell, 50 Broadway, Westminster, London

## Delegate Details Please complete in BLOCK CAPITALS

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Booking Contact	Position
Tel	Fax
Email	

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Invoices will be sent by email and post, please ensure an email address is supplied above.

**Data Protection Act:** The data you provide will be held on a database in accordance with the Data Protection Act (1998). Occasionally your details may be passed to sponsors and or endorsers who have supported Waterfront events at which you attended, and who wish to contact you for related purposes.

**Terms of payment:** Payment is required at the time of booking. A further late payment invoice of 10% of the invoice total will be issued to any delegate whose invoice remains outstanding by the conference date. Invoices may be raised by special arrangement by calling +44 (0)20 7787 1210. VAT receipts will be sent by post for all bookings.

## Delegate Fees

- Standard conference fee**  
£399 + VAT = £478.80
- Public sector conference fee**  
£299 + VAT = £358.80
- Voluntary organisations and registered charities**  
£199 + VAT = £238.80

Delegate fees include:

- Lunch and refreshments
- PowerPoint slides

## How to Register

Online: [www.thewaterfront.co.uk](http://www.thewaterfront.co.uk)

Fax: +44 (0)20 7787 1211

Post: Waterfront Conference Company  
130-132 Tooley Street, London SE1 2TU

## Sponsorship Options

There are a number of opportunities available to raise your company's profile through this event, including:

- Exhibition stand
- Hosting of a refreshment break, lunch or dinner
- Insertion into delegate packs

For more information on these and other packages, please contact the Marketing Manager on +44 (0)20 7787 1210.

## Can't make it?

Purchase a set of conference PowerPoint slides  
(sent after the conference)

- £99 + VAT = £118.80

**Cancellations and substitutions:** If for any reason you are unable to attend, cancellations received in writing by 30th June April 2011 will be entitled to a full refund less 10% of the invoice total. There will be no refunds for cancellations after this date, for whatever reason, and any outstanding invoices must be paid in full. Substitutions can be made at any time at no additional cost.