

P-04-453 Improvements at Cardiff Airport : Correspondence from Petitioner to Chair 19.02.2013

Dear William

First off, many thanks for your recent correspondence and apologies in the late response to it. I have to admit I am having difficult accessing the information on the PDF of your letter I've received from my Fly Cardiff colleague. As I currently live in China.

We at Fly Cardiff are somewhat perplexed at why we or indeed some of the people present in the Wales Air Network groups were not consulted to be part of the task force?

We have also identified the need to promote Wales as a whole and I am also in the early stages of writing the new Wales Culture Forum content which I hope will act as an education resource to those curious about Wales and lead to the visit Wales portal. It does however need to be translated to Arabic or Chinese (which may I suggest the visit Wales site also should strive to achieve). The WCF came to mind from some of the problems brought about by Fly Cardiff and also through my own travelling - I constantly get blank looks when asked where I am from and this really needs to change.

Getting back to the airport. In our time running (voluntarily) Fly Cardiff we have encountered many myths about why the airport is under performing; the landing fees, the approach road, not enough affluent people in the catchment area. When I set up Fly Cardiff I wanted to avoid going down the route of blame or being derogative of anyone who worked there. However it is plain and simple - we don't have the management or the marketing team to achieve greater success. Bristol does. So the question really is why can we not bring on board someone with a track record of running an airport? Cardiff is a great city to live in (providing you can find work that is) so we need to attract the right people.

The secondary factor is not enough **dialogue** with people who use the airport and the airlines to get the correct **frequency** of flights. I believe if this was addressed this would also act as catalyst for people and airlines to commit to Cardiff airport and Wales. I dare say the First Minister's announcement does meet our aims. Let's hope for some positive results arising from it - it is long overdue.

In the meantime, I thank you once again for your letter.

Sincerely..

Kelvin Hayes (on behalf of Fly Cardiff team)