



Business Aviation A Perception

Marc Bailey CEO
BBGA



Topics for the session

- What is GA to you?
- Reasons to focus
- Business Aviation the Proposition
- Areas to consider
- A Proposal for Business Aviation
- Christmas List
- Petition



Where are we now

- What is GA to you
 - Why is this important
 - Very different perspective across Europe
 - Access to EASA
 - Appropriate proportionate legislation
 - Appropriate Taxation



Reasons to Focus Olympics Airspace

- Olympics preparation 2012
 - Displace Business Aviation in favour of Scheduled Ops
 - Active Media lobbying campaign
 - Attack on the legal framework of ICAO
 - Appeal to BA's better nature to capitulate



Reasons to Focus APD

- APD where we started
 - Some four years ago a popular press Ad
 - First round of consultations did not include business aviation
 - Clear perception of high net worth
 - Needed to define the market from scratch
 - Market context shows political decision
- £3Bn - £7M and 300 – 1200 operators



Reasons to Focus Wake Vortex LHR

- Yet another example is a current proposal on separation
- Consequences would be a ban on Business Aviation
- No consultation, no understanding
- Assuming basic modelling for glide path and separation
- No account was taken of capability of the well equipped business jet fleet
- Still in the balance



Business Aviation

The Proposition

- What is the Business Aviation offering
 - We don't sell seats on aircraft
 - We do sell optimum use of time
 - We provide agility
 - We provide integrated business activities
 - Thin connectivity
 - We do not compete with airlines, our users prime the pump



Areas to Develop

- Airports, DfT and Border Force to embrace the difference
 - Remove the one model terminal security approach
 - Consider how quickly can we pass BA travellers through our borders
 - Make process secure and welcoming
 - Remove the politics of Envy and train staff to understand
 - Trusted Traveller status



Risk Based Oversight

- Significant Issue with mixed Ops
 - Critical Part security is treated as a compliance based model
 - Inspectors are allowed to interpret requirements
 - Additional costs are placed upon FBO's with no real redress
 - Genuine risk based oversight is a culture change and requires trust
 - Consideration being given to pay for dedicated service by Border Force – Market distortion is but a step away



Advance Passenger Notification

- When you understand our market why would you place the current limitations.
 - Flights from European Economic Area 4 hours
 - Flights from non EEA 24 hours
- We can board a scheduled aircraft without this
 - Why not trusted arrival ports
 - Why not place a hold on passengers if necessary



A Proposal for Business Aviation

- Industry workshop with Airport Operators Assoc.
 - We decided to work together Airports & FBO's
 - Getting a clear understanding of Business Aviation
 - Agreeing what our Christmas list would say
 - Rolling out that proposal



The Christmas List

- Business Aviation provides the non-scheduled, on demand aviation for UK business, allowing it to unlock the highest value global economic opportunities for the UK.
 - Recognises its value to UK business
 - Provides a planning framework that promotes sustainable growth in the sector
 - Ensures a competitive tax regime within Europe
 - Puts in place bespoke and proportionate regulation, relating to security and immigration controls



The Petition

- Starting with a petition to Secretary of State for Transport
- Launched at BBGA conference last week
- Excellent response from members
- Would like to extend the offer to attendees of AeroExpo



Summary

- Need to convey a better understanding of Business Aviation
- Must address some of those issues immediately
- We must all play our part in communication
- Active engagement at every opportunity
- Support the petition and send a message now!

Questions

