

**North Weald Airfield income generation plans 2014/15**

	<b>Income generator</b>	<b>Actions</b>	<b>Achieve by</b>	<b>Progress</b>
1	Introduction of landing fees	<ul style="list-style-type: none"> <li>• Produce Implementation plan</li> <li>• Discuss with JN / DM</li> <li>• Liaise with Estates on implementation / lease issues</li> <li>• Liaise with Accountancy regarding budget implications</li> <li>• Landing fees introduced</li> </ul>	<ul style="list-style-type: none"> <li>• Jan 2014</li> <li>• August 2014</li> <li>• Sept 2014</li>   <li>• January 2015</li> <li>• April 2015</li> </ul>	<ul style="list-style-type: none"> <li>• Done</li> <li>• DG to arrange</li> </ul>
2	Promote use of Control Tower as a meeting venue	<ul style="list-style-type: none"> <li>• Refurbish / decorate areas identified as training rooms</li> <li>• Produce marketing material</li> <li>• Promote via website / social media / information outlets</li> <li>• Training rooms being used</li> </ul>	<ul style="list-style-type: none"> <li>• January 2014</li> <li>• February 2014</li> </ul>	<ul style="list-style-type: none"> <li>• Done</li> <li>• Done</li> <li>• Done / on-going</li>   <li>• On-going</li> </ul>
3	Promote North Weald as a major events venue	<ul style="list-style-type: none"> <li>• Produce marketing material</li> <li>• Promote venue via social media / website / location websites</li> <li>• Identify possible major event organisers</li> <li>• Consult with stakeholders</li> <li>• Event subject to the ESG</li> <li>• Event takes place</li> </ul>	<ul style="list-style-type: none"> <li>• On-going</li>   <li>• January 2014</li> <li>• February 2014</li> </ul>	<ul style="list-style-type: none"> <li>• Done</li> <li>• Done / on-going</li>   <li>• One identified</li> <li>• Event re-buffed on advice of Estates due to the implications it could have on the weekly market</li> </ul>
4	To identify areas for additional aircraft parking / hangars	<ul style="list-style-type: none"> <li>• Identify possible areas for hire</li> <li>• Liaise with Estates to advertise</li> </ul>	<ul style="list-style-type: none"> <li>• May 2014</li> <li>• June 2014</li> </ul>	<ul style="list-style-type: none"> <li>• Done</li> <li>• To action</li> </ul>

		<ul style="list-style-type: none"> <li>rental opportunities / lease terms</li> <li>• Advertise areas for hire</li> <li>• Liaise with hirers / Estates to agree terms of lease</li> <li>• Lease begins</li> </ul>	<ul style="list-style-type: none"> <li>• August 2014</li> <li>• Oct 2014</li> <li>• April 2015</li> </ul>	
5	To introduce PPL training	<ul style="list-style-type: none"> <li>• Produce implementation plan</li> <li>• Identify possible training provider</li> <li>• Discuss with JN and training provider operational issues</li> <li>• Liaise with Estates to consider licensing issues</li> <li>• Produce PFH report</li> <li>• Consult with stakeholders</li> <li>• Agree terms with training provider</li> <li>• License to operate commences</li> </ul>	<ul style="list-style-type: none"> <li>• January 2014</li> <li>• January 2014</li> <li>• May 2014</li> <li>• July 2014</li> <li>• Sept 2014</li> <li>• January 2014</li> <li>• April 2015</li> </ul>	<ul style="list-style-type: none"> <li>• Done</li> <li>• Done</li> <li>• Done</li> <li>• Meeting planned for July 11<sup>th</sup></li> </ul>
6	Promote NWA as parking venue for TDF	<ul style="list-style-type: none"> <li>• Agree operational requirements</li> <li>• Advertise via website / social media and The Forester publication</li> <li>• Liaise with Audit regarding taking of monies etc</li> <li>• TDF takes place</li> </ul>	<ul style="list-style-type: none"> <li>• March 2014</li> <li>• April 2014</li> <li>• June 2014</li> </ul>	<ul style="list-style-type: none"> <li>• Done</li> <li>• Done</li> <li>• Done</li> </ul>