

Conference Powerpoint

by Corey Crockett

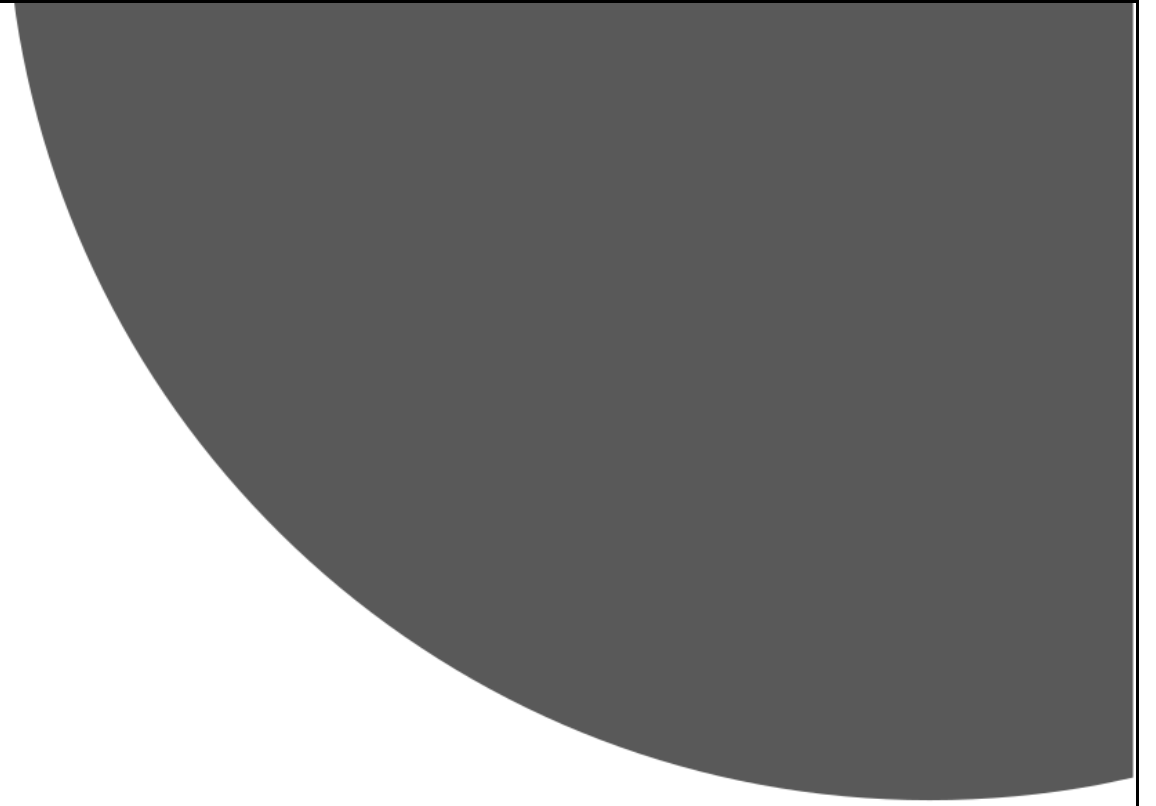
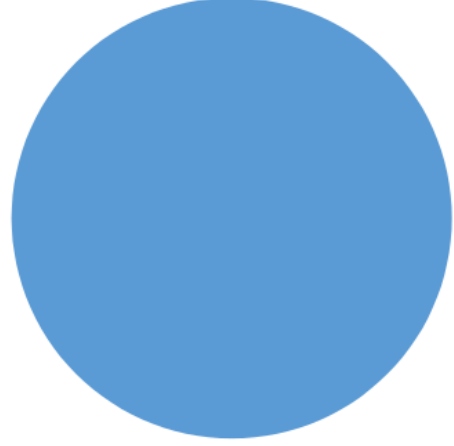
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The World's Our Lecture Theatre

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1802907



The Sustainability of Cardiff Airport

A presentation analysing their Masterplan
2040 and the effects on the airport

Things to Discuss Today



Introduction of Cardiff Airport



Methodology



Discussion of Findings



Recommendations for the Future



Conclusions

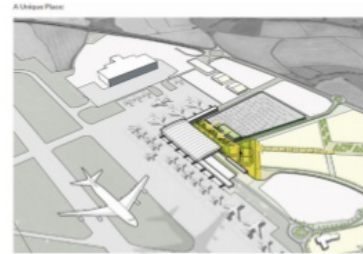
Introduction to Cardiff Airport

- “The Gateway to Wales” (Cardiff Airport, 2020)
- Handles over a million passengers a year
- Existed for over 70 years
- History- used as RAF Base for World War 2 (early 1940s)
- First transatlantic flight in 1971
- Cardiff Airport bought by Welsh Government in 2013



Masterplan 2040

- “Connecting Wales to the World and the World to Wales” (Cardiff Airport, 2040)
- UK Government recommends all airports have masterplans
- Closely linked to Aviation Policy Framework 2013
- Provide a clear statement to Government before developments can start (GovUK, 2013)
- New links with Qatar Airways
- Sustainable business and airport-economic benefit for Wales
- Full plans shown here



(Cardiff Airport, 2020)

Methodology



Usage of Secondary Resources



No usage of Primary Resources- Social Distancing



Cardiff Airport not prepared to release information directly



Findings will be backed up by relevant theorists



Various models to be discussed, highlighting the choices made by Cardiff Airport

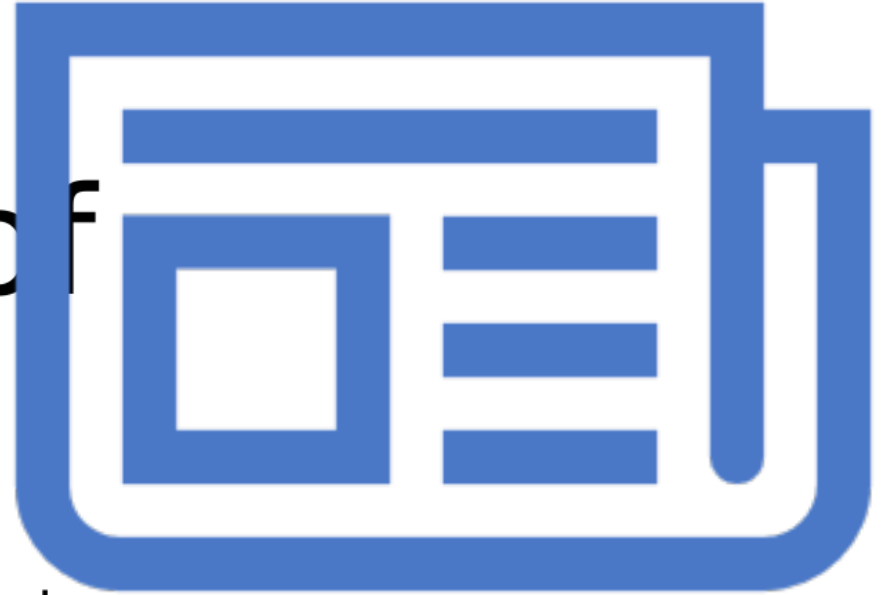


Research availability of Financial benefits and limitations (if any)



Discussion of Findings

Using the methodology discussed
we will investigate the findings that
have been discovered

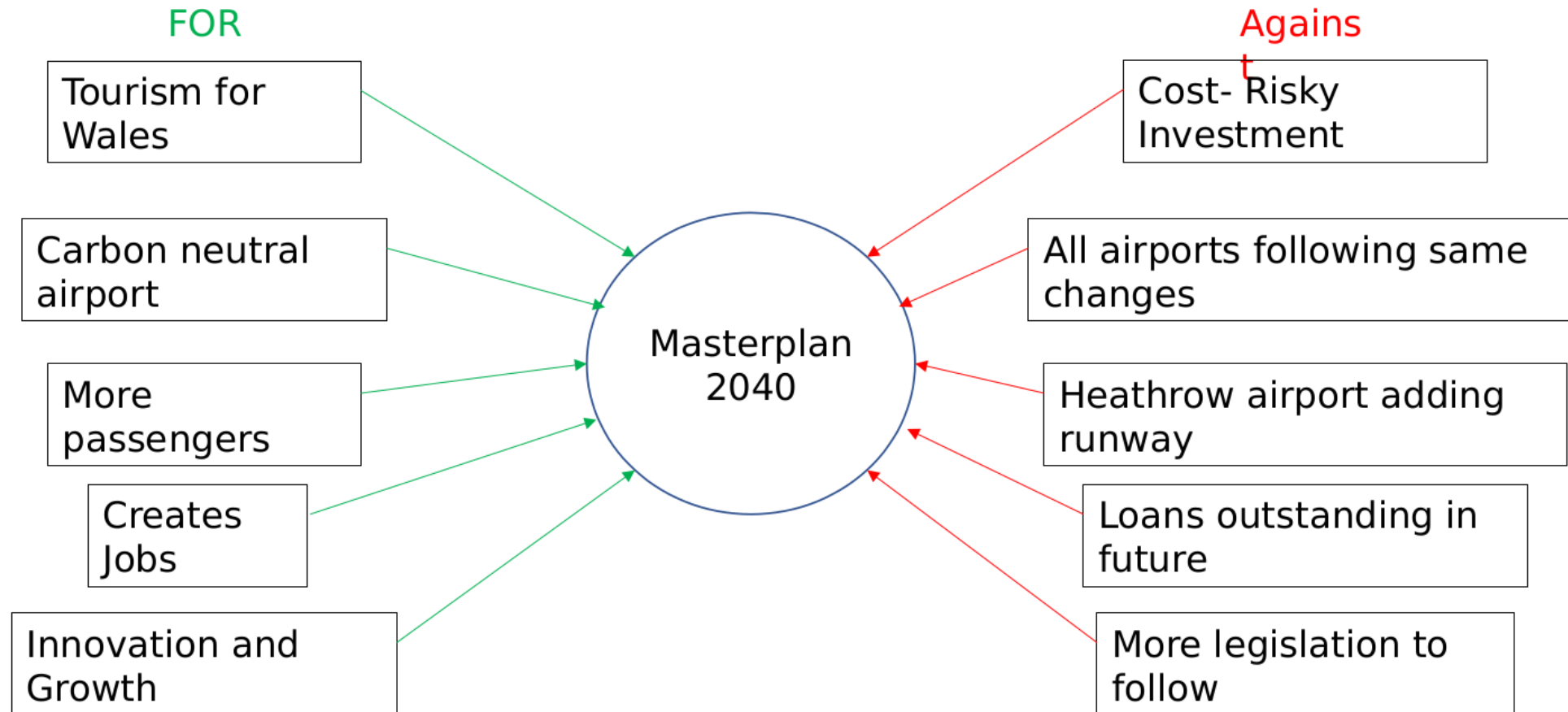


Sustainability

- Sustainable business and airport- economic benefit for Wales
- Manage sustainability to improve processes and to add value (Mckinsey, 2011)
- Fulfill all areas- All satisfied



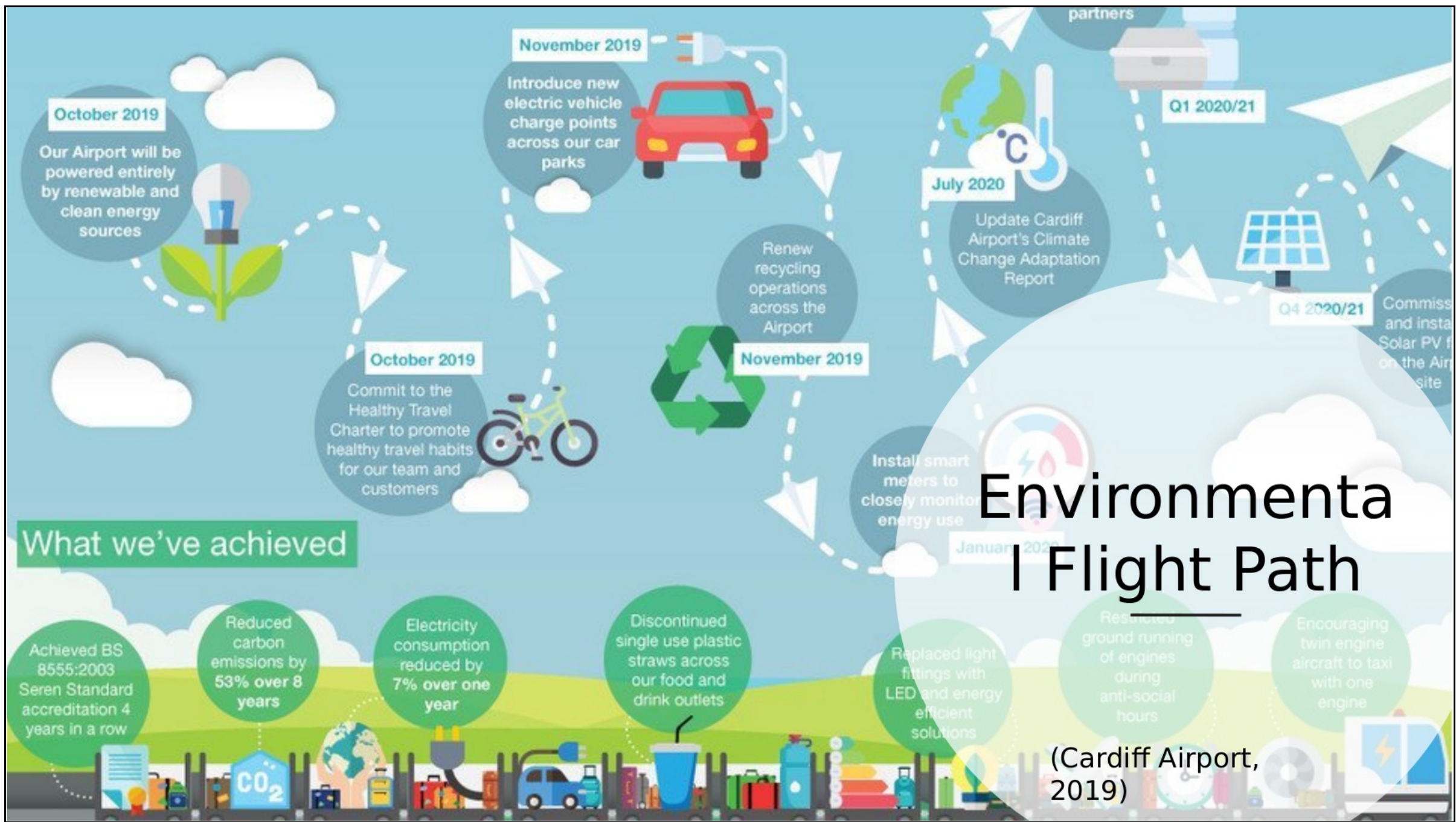
Lewin's Force Field Analysis



(Lewin, 1948)

Environmental Impacts

Discussing the Environmental impacts of Masterplan 2040



Extra Environment Factors



Aiming to be a Carbon
Neutral Airport (IAR,
2019)



Solar PV farm, Sustainable
Building Materials



Attracts to younger
groups, climate change

Economical Impacts

Discussing the Economical impacts of Masterplan 2040

Loans



High level of loans-risky



Currently: £21.2m
(Thomas, 2019)



Requested: £6.8m
(Martin, 2020)



Total at the end:
£28m (Repayable
over 25 years)



Error- Flybe in
Administration-
close to accepting
loan request



Waiting for loan to
be accepted

Other Economical Factors



INCREASE WELSH
ECONOMY DUE TO
PLANNED INCREASE IN
TOURISTS



RENEWABLE ENERGY
AND BUILDING
MATERIALS, SAVE
COSTS WITHIN
COMPANY



BALANCE OUT
SPENDING WITH
INCOME- NOT A LOSS



THE CITY DEAL,
INVESTING IN;
CONNECTIVITY, SKILLS,
INNOVATION AND
GROWTH



TOTAL INVESTMENT
£1.28BN (CCR, 2016)

Societal Impacts

Discussing the Societal impacts of Masterplan 2040

Facts and Statistics since Masterplan 2040

- Passenger numbers have increased 7% in the last year
- 18 Airlines use Cardiff Airport Regularly
- 50 direct routes from Cardiff
- Over 900 connections
- 11 routes to major hub airports
- 1.6 million customers choose to fly from Cardiff annually

New links with Qatar Airways

- Connecting Wales to the world
- Announced the new airline in 2018
- Qatar Airways are “transformational” (Reid, 2019)
- 5 flights a week to Doha
- From May 31st until September 1st- daily flights
- Accessible way to see the world
- Doha, Qatar is the central hub for the whole world (ORTG, 2020)

Recommendations for Cardiff Airport



Keep focussing on being a sustainable business and airport



Economic benefits for Wales will happen, but the time period is unknown



Look for other potential methods to receive income without requesting more loans



Consider paying off a percentage of loans to keep debt at a steady level

Conclusion

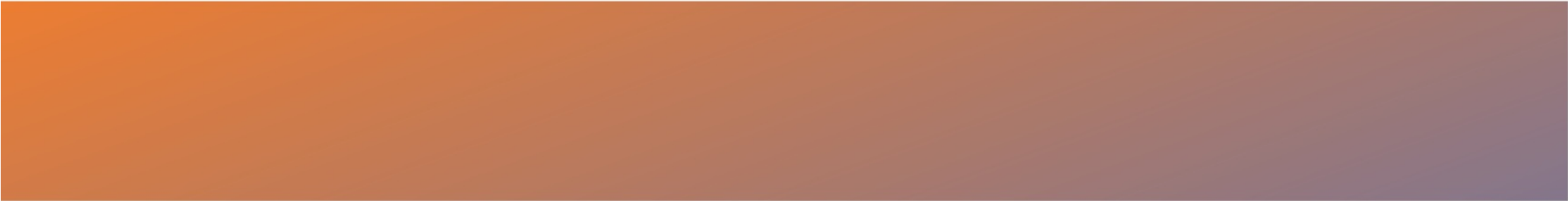
- Middle of a transformational period with Masterplan 2040
- Increased passenger numbers the last few years
- Positive impact on Environment
- Short term negative impact on economy
- Long term positive impact on economy
- Positive impacts on society
- Future looks great for Cardiff Airport
- A sustainable business

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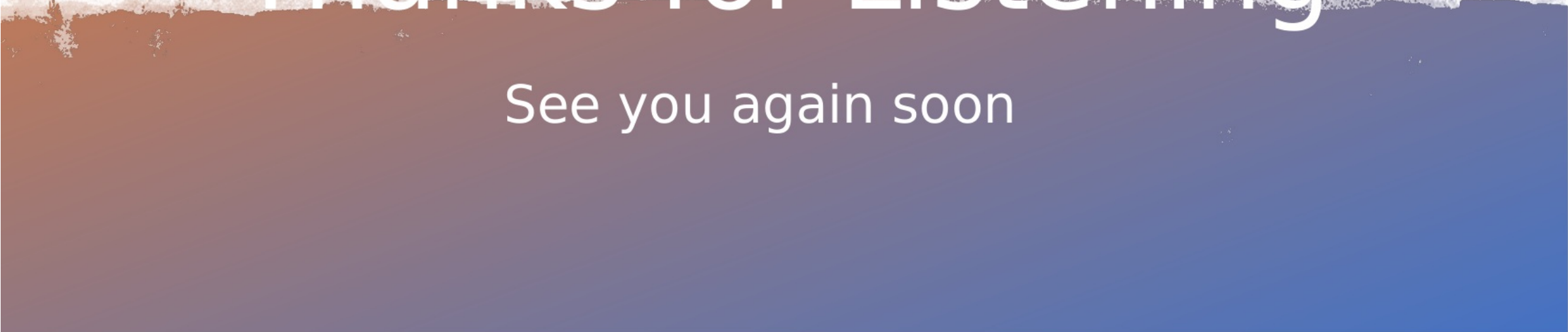
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THANKS FOR LISTENING

See you again soon



Conference Powerpoint

GRADEMARK REPORT

FINAL GRADE

/100

GENERAL COMMENTS

Instructor

Cory to consider the sustainability of CWL you need to use effective sustainability definitions along with detailed analysis of their sustainability strategy and the impacts upon the triple bottom line. This need to consider environmental, economic and social sustainability through using theories and academic models as well as statistical evidence linked to economic performance, KPI's and pax stats.

The research is limited and basic and needs to be discussed and analysed within the findings as well as using academic and detailed industry research and stats to underpin discussions. I appreciate that research was effected somewhat by Covid-19 however this assignment was due for completion at the time of lock down so this cannot be blamed for the inability to undertake primary research. There is a also a mass of data and policies available relating to the airports finances and management issues which could have been utilized. Furthermore this could have been further underpinned using strategic management texts and specialists travel industry journals and academic texts as well as industry stats.

There are a number of topical articles on developments and risks at the airport which you needed to consider. For instance Roger Pride of Heavenly has written a short article on how the airport could thrive after lock down due to the benefits of being in public sector ownership however issues of competition with BRS needs detailed consideration and comparisions.

In order to develop this topic you needed to consider the detailed and complex management and performance issues along with the WG ownership and issues considering airline insolvency and the impacts of covid-19.

One of the key issues which could positively effect CWL is the issue of APD which needs consideration along with development of regional airport strategies, blue sky policies and the need for supporting transport infrastructure. In order to evaluate the sustainability of CWL it would be important to consider the relationship with Qatar Airways and WG funding in terms of developing the QR relationship along with £2m marketing funding to QR to support the route, air route launch subsidies, costs of landing fees, development of Master plan etc etc. This needed to be considered along with the growth of cargo with QR, Pax developments and the impacts of the OWA and previous growth of St Athans as BA maintenance base. In order for this to be topical consideration needed to be given to the massive impacts of lock down on the global economy especially tourism and travel. This includes the impacts of quarantine, airport controls

As the submission only includes the power point and no voice over it is very difficult to gain an appreciation of the level of analysis and discussion that could have been developed from the slides in order to reach conclusions.

The answer needs detailed analysis and discussions of findings and statistical performance. This needs to be underpinned with theory and statistical analysis.

Some minor application of theories and models through the use of Levin but this needs to be developed and built upon in order to be able to discuss the key findings and put forward a series of innovative, creative and strategic conclusions and recs. I am concerned that without research you feel that the airport could be successful and profitable in the long term. Currently pax numbers have up to lock down seen a significant increase due to the relative success of QR however financial losses are at an all time high and airlines and routes are deeply concerning.

Your answer lacks structure and planning and needed to include a voice over and ideally supporting visuals and video links to make this an interactive presentation. I appreciate that lock down has meant that you were unable to take part in a student conference event as we planned however the assignment still needed to be masters standard and cover the task. Whilst the slides are generally well presented they needed to be supported detailed research and discussion with both theory and stats to underpin this. You would then have been able to reach informed and critical conclusions and put forward a series of realistic strategic recs. You do reach concs and recs but these are not based on detailed research and discussion. The concs and recs need to be strategic and realistic and based on informed evidence and the application of underpinning academic models and stats. This assignment needs a great deal of work in order to be reworked to pass. I would suggest that you start by undertaking detailed research into the performance of the airport in terms of sustainability strategies and KPI's along with academic theory so that you are able to use academic and industry research to underpin to support your discussions. As this was not presented, nor was it developed as a conference paper, and it was lacking detailed research it is very hard to give you marks for this assignment. Provisional grade 16% subject to moderation

Research-informed Literature

Very limited research – this assignment requires detailed academic and up to date industry research

5/20

Knowledge and Understanding of Subject

A basic understanding of sustainability and the issues facing CWL.

5/20

Analysis

The answer needs detailed analysis and discussions of findings and statistical performance.

2/20

Practical Application and Deployment

Some minor application of theories and models through the use of Levin but this needs to be developed and built upon in order to be able to discuss the key findings and put forward a series of innovative, creative and strategic conclusions and recs

2/20

Skills for Professional Practice

Very basic use of power point with no voice over or additional use of media sources

2/20

Provisional Grade 16% Subject to moderation

Moderation Mark Approved

This is a very poor submission at Master’s level. I understand from discussions with the first marker, that there was no audio error or difficulties and that in fact a basic presentation was submitted as the final article. It is not just presentation, the content is poor, it is without rigorous research and I completely agree with the first marker.

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