

Consumer engagement with vulnerable consumers and PRMs

One of the CCB's areas of interest is PRMs and vulnerable consumers, more widely. This is in the context of HAL's 'needs improvement' rating in the CAA's recent report on PRMs and the findings of the qualitative WTP research, which highlighted some significant failures to meet the needs of this group. In addition, the CCB is mindful that it is not only PRMs who struggle to access and use airports. Increasingly, regulated and non-regulated firms are developing 'vulnerable consumer' strategies, seeking to understand and address the needs of all existing *and potential* customers who, for example:

- are unable to access services altogether;
- experience restricted access to services;
- struggle to get value for money from services;
- are less likely to be satisfied with their experience of using services.

As part of our engagement with HAL, to date, we received an update on 11th September 2017 on the plans to improve services to PRMs going forward. We are due to receive a further update at our meeting on December 4th 2017.

The CCB has undertaken some initial engagement with stakeholders on the issue of PRMs and vulnerable consumers to develop a view of what constitutes good quality consumer engagement with these consumers; and the outcomes that would indicate a successful and responsive programme of engagement.

To develop this thinking further, the CCB would like to explore the following questions with HAL.

1. Is HAL proposing to develop a view of what constitutes a vulnerable consumer in relation to air travel? If so, how will this be developed?
2. How are the needs of vulnerable consumers and PRMs built into HAL's business planning and delivery processes including the design and delivery of services, and the development of outcome indicators and success measures?
3. How does HAL develop the criteria used to assess bids for the delivery of special assistance services to PRMs? What research

and engagement was undertaken to inform the tendering process?

4. How much oversight does HAL have over the delivery of PRM services after the contract has been issued?
5. What other support and services does HAL offer to vulnerable consumers and PRMs in addition to the special assistance service?
6. How are services and support for PRMs and vulnerable consumers promoted? What research and engagement has HAL undertaken to inform this?
7. How does HAL work with airlines to ensure that services are available for PRMs and vulnerable consumers?
8. What training and monitoring does HAL undertake with frontline staff to ensure the quality of services offered to PRMs and vulnerable consumers?
9. With regard to H7 and R3, specifically, what are HAL's plans for research and engagement around the needs of vulnerable consumers and PRMs, including those who do not currently use Heathrow airport?
10. What are the objectives and success measures for this engagement?