



Oversight of the campaign

Introduction

To create maximum focus on the need for increased air capacity in the South East, London First has initiated *Let Britain Fly*, an independent campaign endorsed by a wide range of businesses and organisations (see list of campaign signatories under '[our signatories](#)'). To date, London First has managed the campaign. However, following its launch on November 19th the intention is to move the oversight of the campaign to an Operating Guidance Group and associated Leaders Group (see below).

London First will continue to participate as a member of these groups and will also continue to provide free of charge, if required, the secretariat (two full time and one part time), financial management and accommodation. It may, through its own research and campaign budget, provide further funding.

To enable the campaign to achieve maximum impact, London First is also fundraising for a further £250,000 ("the Campaign Fund"). To date, Aberdeen Asset Management, Canary Wharf Group, the City of London Corporation, Harrods, Mace, Radisson Edwardian, SEGRO and Selfridges have each agreed to provide £25,000. In addition, Arup, Cadogan, Chelsea Football Club, Cicero Group and ICAP have sponsored specific campaign activities. At the moment it is intended that the campaign will be run as a ring-fenced project within London First but, should it be required, an independent company may be established.

Campaign Fund Activities

The Campaign Fund will cover costs associated with:

- New research and analysis;
- Special events; and
- Promotional activities.

The specific nature of these activities will be determined by how the debate unfolds and where increased pressure will make the most impact. Specific items cannot be listed at this point but are likely to follow the pattern of similar lobbying campaigns. Examples include extensive research into the economic and social impact of the various long-term options for increased air capacity and targeted marketing, including advertising specifically aimed at influencers in Westminster and Whitehall. The fund will enable *Let Britain Fly* to respond rapidly to events as they unfold. The posters at Westminster station covering the launch of the campaign have been paid for out of this fund.

Operating Guidance Group

Let Britain Fly will be overseen by an Operating Guidance Group. This will include any financial contributor that wishes to nominate a representative and the *Let Britain Fly* Campaign Director. The Operating Guidance Group will oversee the campaign finances and provide high level guidance to the campaign secretariat. This group may be supplemented with individuals with campaigning expertise or policy experience.

The Operating Guidance Group will initially meet monthly.

Leaders Group

Each funder will also be invited to join a Leaders Group of senior business people supporting the campaign. The leaders of some of the key participating business organisations would also be invited to join this group.