

A LETTER FROM *Gatwick*

Ref: Q5-029-LGW01

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Economic Regulation Group
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Dear Harry

Gatwick Airport – Service Quality Failures

Thank you for your letter dated 26 October regarding the service quality rebate (SQR) for wayfinding in the South Terminal.

Following GIP's acquisition of Gatwick last year, I wrote to you on 14 December 2009 to outline our performance in this area and explain our proposals for wayfinding improvement over the course of 2010. At the time, I explained that our performance against the targets we inherited from BAA's management of 4.1 for Q5 had improved by 0.05 since the end of Q4. I also pointed out that the main reason for our failure to achieve the wayfinding target for South Terminal was the arrivals area.

Over the course of 2010, we have made significant progress with our £1.5m wayfinding improvement programme, which will ultimately see new, clearer signage installed throughout the airport. A major element of this work is the rationalisation of wayfinding to ensure we are improving the overall visibility of the signs, decluttering where necessary.

For South Terminal arrivals we have completely revisited the signage to deliver fewer, better located signs which help passengers to find the exit, train station and car parks. In the check-in and departures area, we've introduced large scale graphics, column wraps and digital signage to help passengers find the correct check-in zone and make their way to security. These measures have been well received by passengers and we will continue to roll these out as part of our overall wayfinding improvement programme.

Since December 2009, the wayfinding score has increased from 4.02 to 4.04 in October 2010, showing a sustained improvement in the overall scores for South Terminal.

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With our £1 billion investment programme now well underway, there will inevitably be disruption to our passengers' journey through the South Terminal. In September, we began improvement works to the South Terminal forecourt. Our new £47m central security area will be delivered by summer 2011 and construction work is starting with new escalators and lifts in one of the busiest areas of the South Terminal. We are also upgrading the flooring and ceiling in South Terminal check-in areas, which will mean large areas of this space will be behind hoardings. All this construction work has resulted in new routes into and out of the terminal, which will inevitably lead to less straightforward passenger journeys. We are making every effort to minimise disruption to passengers through the installation of temporary wayfinding signage and by working closely with our project teams.

Whilst I have no doubt the result of these major works will vastly improve the passenger experience and ease of wayfinding, it will be a challenge to meet the 4.1 target over the course of the next twelve months. As you may be aware, this target was set above that of Heathrow and other airports in the south east. As an independent airport, I welcome the challenge to compete with other airports on all aspects of the passenger experience, including wayfinding and I am confident of our ability to reach this target once our investment programme is complete. In the meantime, we will continue to strive to meet this target and prioritise our wayfinding improvements in line with the QSM SQR monthly survey results and other passenger feedback.

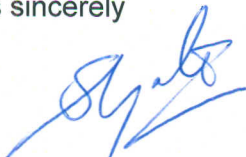
By the beginning of January 2011, we will have significantly improved the wayfinding signage on the arrivals journey through South Terminal and will have started an extensive programme of wayfinding improvement within the South Terminal landside areas. This will be complete by the beginning of March 2011.

By August 2011, we will have completely revisited signage throughout both terminals, significantly improving the ease of wayfinding for our passengers and I am confident that this will put us firmly on the right track to meet our wayfinding standards next year.

Alongside signage, we are also looking at other ways of improving wayfinding through the use of digital messaging, interactive information pods in South Terminal arrivals, a customer service initiative via Twitter and a new concierge service, with multilingual information assistants helping passengers to find their way at peak periods.

I hope this answers your questions. We would welcome the opportunity to discuss this in more detail.

Yours sincerely



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