

Employee Insight
Bringing people into focus
Call: 0870 742 4810



When all suppliers look the same,
how do you find the right partner?



Employee survey case study

Peel Airports staff air their views

About Peel Airports

Peel Airports was formed in 1997 following the acquisition of Liverpool Airport by Peel Holdings, and the Airports division now comprises Liverpool John Lennon Airport, Durham Tees Valley Airport and Robin Hood Airport Doncaster Sheffield.

Employing some 800 staff across a wide range of roles, Peel Airports wanted to measure employee engagement across all sites to identify issues and to establish a baseline against which to measure future organisation development interventions.

How Employee Insight has helped

We began work with Peel Airports in spring 2008, and it was evident that one challenge in this survey project would be ensuring a high response rate, with staff in many locations, across several shift patterns and unused to being surveyed.

It was clear that survey communication would be key, alongside gaining full union support for the forthcoming work.

Our client worked closely with trades unions and management to build awareness and commitment to the survey, whilst we developed an engaging brand for the survey and accompanying pre-survey communication materials.

Entitled 'Air Your Views', the survey began with a pre-survey poster campaign, which was then followed by a combination web and paper survey launch. We liaised closely with the client throughout the survey period keeping a close eye on response rates so that they could follow up any areas of slow response.

The results

The survey was a great success, enjoying a 74% response rate and thereby generating highly reliable survey data on which our client could act. We followed up the survey with feedback to management and a poster summarizing the results for staff.



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Peel Airports – survey branding & communication

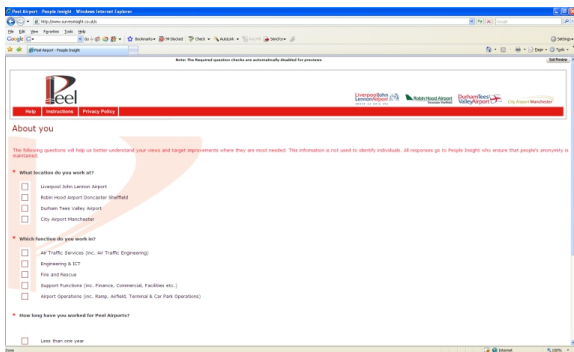
Pre survey poster:



Paper survey:



Online survey:



Post survey poster:

