

## CONSUMER PANEL MEMBER CANDIDATE BRIEF

### INTRODUCTION FROM THE CHAIR OF THE CAA CONSUMER PANEL

The CAA Consumer Panel is a small specialist group of independent experts, who bring together deep consumer expertise and experience along with strategic thinking, applying this in a practical way to improve the aviation experience for consumers. The Panel acts as a non-statutory 'critical friend' to the CAA, providing expert advice to make sure that the consumer interest remains central to CAA policy development and decisions.

Widely seen within the CAA as a key source of independent, trusted, consumer-focused input – a testament to the quality of input provided by current and former members - this is a chance to be part of the Panel's next phase of development. Much of the success of the Panel depends on the quality of its membership. The Panel needs to be informed, in touch, engaged and independent, providing support and advice to the CAA on issues that affect present and future consumers of air services.

It works in a constructive and collegiate way, both with the CAA and with each other. Its key activities are to:

- Help the CAA to understand fully, and take account of, the interests of consumers in its policy development and decisions.
- Use existing CAA research, request the CAA undertakes new targeted research and captures intelligence, to understand the aviation consumer experience.
- Provide the CAA with feedback from a consumer perspective on its policies and practices.

The Panel's recent priorities focused particularly on building the evidence base, driving better outcomes for consumers, and influencing future frameworks. Most recently, this has been in the context of the aviation sector's recovery from the impact of the Covid-19 pandemic, following a turbulent few years in the aviation sector as set out in the Panel's latest annual report.<sup>1</sup> The Panel will also be shortly publishing its new work programme, setting out the key issues it plans to focus on over the next two years.

The Panel does not campaign publicly (although it may respond to select external consultations), nor does it deal with individual complaints from the public or correspond directly with air travellers. Issues affecting citizens, such as noise from flight paths, do not fall under the Panel's remit.

We are looking for two new members who are committed to helping us shape the CAA's regulatory activity around the needs of current and future aviation consumers. In particular, we are looking to appoint members who hold at least one of the following areas of experience and expertise:

- **experience of living with disability and a personal understanding of what it is like to experience barriers when flying in order to provide valuable insights to the panel; and/or**
- **expertise in market research and a broad understanding of both primary and secondary research methodologies, familiarity with analytical tools and**

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<sup>1</sup> See <https://www.caa.co.uk/publication/download/22781>.

**processes, experience in engaging with and obtaining the views of those who may be more difficult to reach, and an ability to communicate observations.**

Above all we want candidates who can bring an understanding of and keen interest in consumers' experiences.

Knowledge of aviation and transport issues is not a requirement, provided those new to the industry can demonstrate their capability to build quickly an effective understanding of unfamiliar sectors or industries.

We are keen to make sure the Panel is inclusive, made up of the different parts of society that it represents, and represents a diverse range of views.

If you think this might be something you would like to be involved in, then we very much look forward to receiving your application.

**Rt Hon Jenny Willott, OBE**

A handwritten signature in grey ink that reads "Jenny Willott". The signature is written in a cursive, flowing style.

CAA Consumer Panel Chair

## ABOUT THE CAA

As the UK's independent, specialist civil aviation regulator, the CAA works to ensure the aviation industry meets the highest standards of safety and security of aviation; to ensure that consumers have choice, value for money and are protected and treated fairly when they fly; and to minimise the environmental impact of aviation on local communities.

We constantly challenge ourselves and our stakeholders to improve safety, security and consumer protection outcomes and strive to be a diverse, innovative, and future-focused regulator dedicated to enabling thriving aviation and aerospace sectors.

For more information about the CAA, including the latest corporate reports, please visit [www.caa.co.uk](http://www.caa.co.uk).

## OUR STRATEGY

The CAA's strategy, vision and mission can be found here: <https://www.caa.co.uk/Our-work/About-us/Our-Strategy/>.

## OUR VALUES

			
<b>Do the right thing</b>	<b>Never stop learning</b>	<b>Build collaborative relationships</b>	<b>Respect everyone</b>
<b>DO THE RIGHT THING</b>	<b>NEVER STOP LEARNING</b>	<b>BUILD COLLABORATIVE RELATIONSHIPS</b>	<b>RESPECT EVERYONE</b>
<p>We always do the right thing, not the easy thing, to achieve our Vision and Mission</p> <p><i>We take our responsibilities seriously and are accountable both internally to our colleagues and externally with our stakeholders. We hold ourselves to the highest standards.</i></p> <p><b>Keywords:</b> ethical; honest; fair; balanced; accountable; transparent; professional; principled; independent regulatory decisions; impartial</p>	<p>We're always open to challenging our thinking</p> <p><i>We're open-minded, always eager to learn more, and never afraid to challenge the status quo. We know that tomorrow will always bring new challenges, and we're ready to explore new ideas and solutions. We ask 'why' 'what if' and 'could we?'</i></p> <p><b>Keywords:</b> curiosity; reinvention; discovery; challenge; change-makers; agility; growth; exploration</p>	<p>We have common goals and we use our diverse experiences, skills and knowledge to achieve them</p> <p><i>We're team players and support each other to achieve the best results. We listen to each other and our stakeholders before we make independent regulatory decisions.</i></p> <p><b>Keywords:</b> partnering, together, active collaboration, communication, perspectives, stakeholders, impact, listening, asking, balancing</p>	<p>We know, and show, that everyone deserves respect</p> <p><i>We're honest and ethical in everything we do. We're unwavering in our efforts to contribute to a culture of inclusion. We treat everyone with respect, both in and outside our organisation, and expect to receive it in return.</i></p> <p><b>Keywords:</b> care; inclusion; respect; diversity; equity; consideration; trust; fairness; wellbeing; psychological safety</p>

Further information on the CAA is set out in the annex below.

## **ABOUT THE CONSUMER PANEL**

### **INTRODUCTION**

The CAA seeks to support consumers to receive choice, value, fair treatment, and relevant information from industry, at all times. With this in mind, the CAA has established a Consumer Panel: a non-statutory body which acts as a 'critical friend' to the regulator. The Panel provides expert advice to make sure that the consumer interest remains central to CAA policy development, focusing on the interests of current and potential aviation consumers.

### **ROLE OF THE PANEL**

The CAA Consumer Panel supports the CAA in delivering its strategy and vision. By sharing consumer-led intelligence and expertise, the Panel works in partnership with CAA colleagues on a range of targeted projects.

For more information about the Panel, including the Terms of Reference and biographies of current members please see <https://www.caa.co.uk/our-work/about-us/caa-consumer-panel/>.

Much of the success of the Panel depends on the quality of its membership. The Panel needs to be informed, in touch, engaged and independent, providing support and advice to the CAA on issues that affect present and future consumers of air services. It works in a constructive and collegiate way, both with the CAA and with each other.

### **STRUCTURE**

The Panel is supported by a small Secretariat based within the CAA Consumers and Markets Group. The Panel produces a work programme (every two years) which it aims to align with the CAA's strategy and key focus areas in order to have maximum impact. The Panel also produces an annual report which is shared with the CAA Board setting out progress made against the work programme.

The Panel recently completed its 2022 – 2024 work programme and published an annual report setting out the progress it made against this.<sup>2</sup> The Panel will shortly be publishing a new work programme.

Alongside developing a constructive working relationship, the CAA recognises the need to ensure the Panel has sufficient independence to make a difference. It is important that the Panel Chair has an ability to speak with authority and to question and challenge the CAA if appropriate. To support this, the Panel Chair meets with the

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<sup>2</sup> See <https://www.caa.co.uk/publication/download/22781>.

CAA Board, the CAA Chair, Chief Executive, and other members of the Senior Executive on a regular basis.

The Panel has no statutory basis and governance of the Panel falls within the corporate structure of the CAA.

## **REMUNERATION AND TIME COMMITMENT**

New Panel members will contract with Reed (not the CAA) and will be paid £450.00 per day before tax and are expected to commit to 12 days of Panel work per year. While the position is remote, in-person attendance at four formal Panel meetings (one each quarter) is required. Members will also be required to contribute to various sub-groups and committees in between formal Panel meetings. General daily expenses (such as lunch) are covered by the daily rate. The CAA will reimburse reasonable travel expenses for members making extensive journeys to meet Panel commitments.

## **APPOINTMENT TERMS**

The Chair and Members are required to work towards the objectives of the Panel, and not promote their own interests or those of any group or organisation for which they work, or of which they are members. No employee of the CAA may be Chair or a Member of the Panel. Appointments will be for a term of up to three years which may be renewed for a further term of up to three years.

Potential or perceived conflicts of interest will need to be considered as part of the recruitment process. As such we ask that applicants highlight any potential or perceived conflicts when applying. New members will also be expected to undertake BPSS security clearance.

Subject to security clearance, it is anticipated that new Panel members will start their terms towards the end of Q1 2025.

## **PERSON SPECIFICATION – CONSUMER PANEL MEMBERS**

We are looking for members who are committed to helping us shape the CAA's regulatory activity around the needs of current and future aviation consumers. Above all we want candidates who can bring an understanding of and keen interest in consumers' experiences. Knowledge of aviation and transport issues is not a requirement, provided those new to the industry can demonstrate their capability to quickly build an effective understanding of unfamiliar sectors or industries.

We welcome applications from all areas of society and want the Panel to be inclusive and representative of UK society as a whole.

## **MINIMUM SKILLS REQUIRED**

Candidates should be able to demonstrate all of the skills below as a minimum:

- An understanding of, and a deep-seated commitment to, promoting and protecting the interests of consumers; in particular how these interests are shaped by regulation and policy.
- Be able to understand the impact of CAA policy on the aviation market.
- Listen and challenge in a constructive manner, providing an objective and independent point of view.
- Work collaboratively with the ability to take account of different perspectives as part of a collegiate decision-making process and to take ownership for decisions made.
- Be able to analyse and evaluate complex information, including qualitative and quantitative research and market data, in order to form opinions and make fair, balanced and proportionate decisions based on evidence and reasoned argument.

## EXPERIENCE AND EXPERTISE

In addition to the above minimum skills, we are looking for candidates who are able to demonstrate one or more competencies from the list below, but our preferences are in bold.

- **Have experience of living with disability and a personal understanding of what it is like to experience barriers when flying in order to provide valuable insights to the panel.**
- **Expertise in market research and a broad understanding of both primary and secondary research methodologies, familiarity with analytical tools and processes, experience in engaging with and obtaining the views of those who may be more difficult to reach, and an ability to communicate observations.**
- Expertise in technology and innovation and understanding of how this may impact consumers in future.
- Understanding of the ways in which consumers may be more at risk in the market and how this can be addressed.
- Understanding of consumer law, enforcement, its application in practice and the implications of potential reforms to the landscape.
- Experience of safety and security regulation.
- Experience of the consumer landscape and particular issues facing consumers in Scotland.

## HOW TO APPLY

To apply for this role, please provide the following documents:

- An up-to-date CV.
- A supporting covering letter (maximum two pages) that outlines:
  - your interest and motivations for applying to be a member of the CAA's Consumer Panel.

- how you meet the skills, experience, and expertise that we are looking for, as set out above; and
- any potential or perceived conflicts of interest.

If candidates use AI tools to assist with their application, we ask that this is made clear in their application.

To ensure a fair and inclusive approach, if candidates require any adjustments to the recruitment process, please let us know.

If you want to know more about the role or selection process, please contact [HRresourcing@caa.co.uk](mailto:HRresourcing@caa.co.uk)

**Closing date:** To apply for this role please submit your CV and covering letter by the closing date specified in the advert.

## **ANNEX - THE CAA'S STRUCTURE**

### Consumers & Markets Group

Ensuring the aviation market works to protect and benefit air passengers, regulating airports and air traffic services, airlines, and air holiday companies.

### CAA Strategy & Policy (CSP)

CSP is the CAA's source of analysis and insight, providing oversight of corporate strategy and cross-organisational policy development.

### Safety & Airspace Regulation Group (SARG)

SARG strives to ensure UK civil aviation standards are set and achieved in a collaborative and cost-effective manner. SARG must satisfy itself that aircraft are properly designed, manufactured, operated and maintained; airlines are competent; flight crews, air traffic controllers and aircraft maintenance engineers are fit and competent; licensed aerodromes are safe to use and air traffic services and general aviation activities meet required safety standards. This includes new technologies, innovations and new entrants to the UK an international aerospace community.

SARG is also responsible for the planning and regulation of UK airspace, and space regulation.

### Aviation Security

The CAA has been responsible for aviation security regulatory activity and compliance monitoring since 1 April 2014. While the Government leads on international aviation security matters and UK aviation security policy (including the setting of security standards), the CAA regulates security arrangements at UK airports and for air carriers, cargo and in-flight suppliers.

### Professional Services Group

Leads the CAA's focus on customer experience. Aligned together, the Shared Service Centre (SSC) and former International Group combine their efforts and knowledge to prioritise professional customer care and champion continuous service improvements for internal and external customers alike.

### Corporate Enabling Services (CES)

CES enable the delivery of the CAA's regulatory activities. Teams include Finance, Procurement, Corporate Planning and Performance, Information Services, Portfolio Delivery, Information Services and Health, Safety and Security.

### Office of the General Counsel (OGC)

OGC provide legal advice across all areas of the CAA.