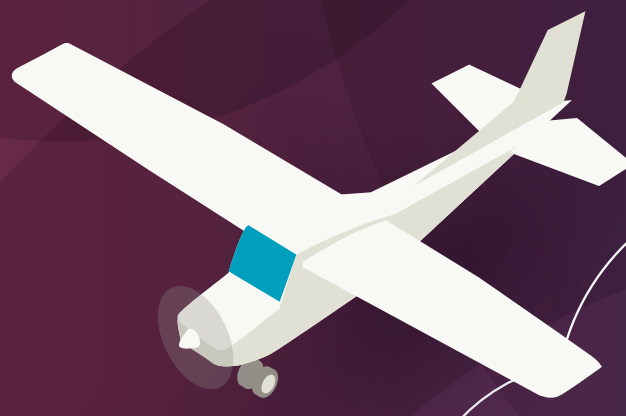


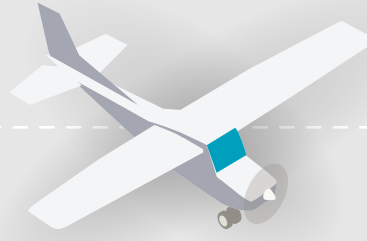
The Airfield Development Advisory Fund (ADAF) was set up by the CAA and DfT to provide advice to the General Aviation (GA) sector.



The ADAF was open to airfields (and associated businesses) that handled fewer than 200,000 passengers per year.

The types of support available varied from organisational advice to marketing and communications and almost everything in between. All aimed to help the GA sector improve their operations and future proof their businesses.

**103**  
applicants



**93**  
total grantees approved for advice

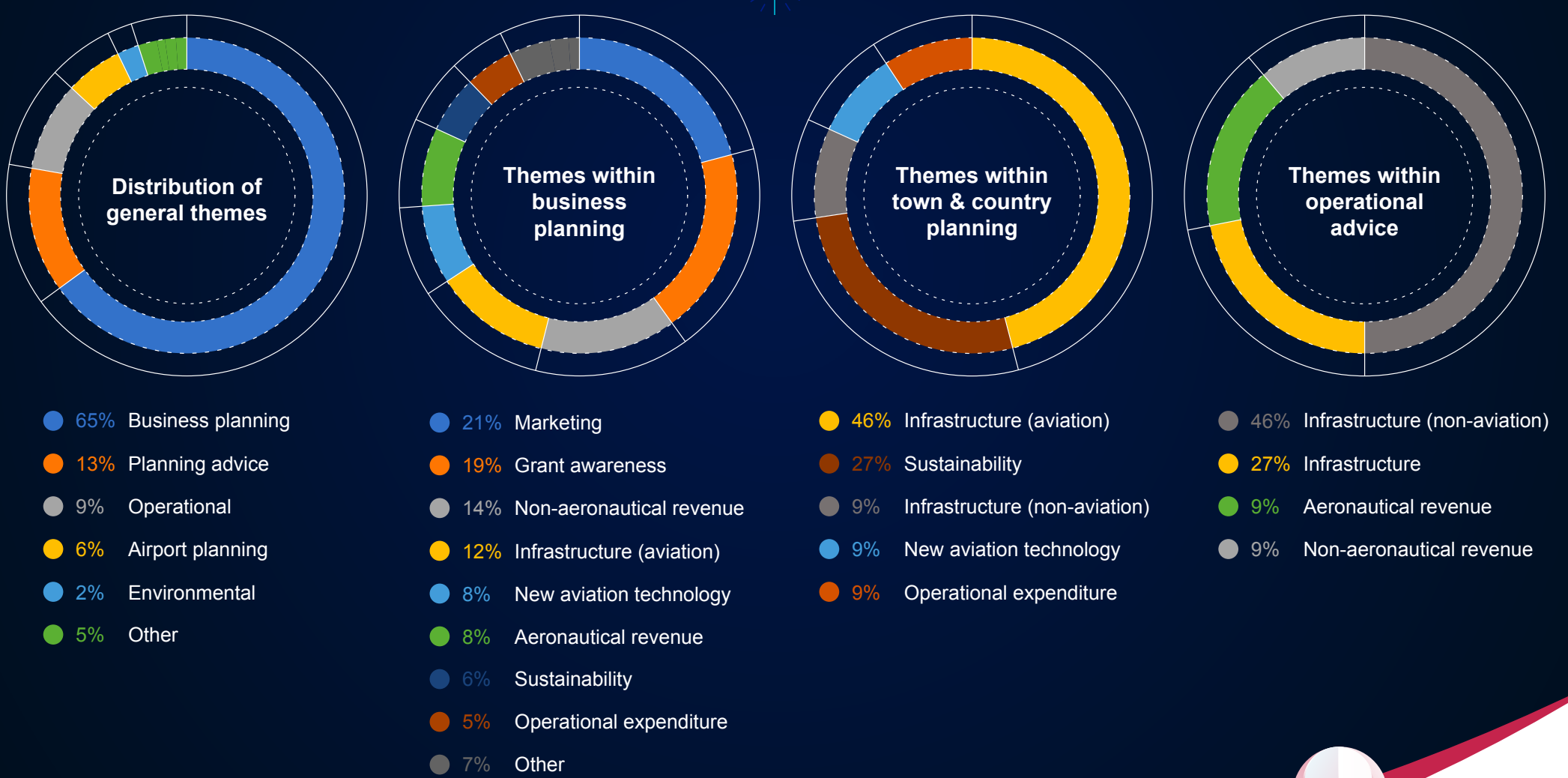
**Map of grantee locations**

There were 93 grantees in total. Here is the percentage breakdown of the types of businesses that used the fund\*.

\*Some businesses were classified in multiple categories



Grantee requests varied significantly across nine categories. By far the most common request was for help with business planning. This category covered a range of requests from reviewing existing business plans to reviewing the organisation's marketing.



The requests from organisations were many and varied (marketing was the most frequent), however there was a common theme: organisations sought help with diversifying their revenue streams and improving their financial performance.

An interpretation of this is that current revenue streams have reached their capacity, lacking further demand.

**The results of the ADAF showed that:**

Grantees demonstrated a consistent need for increased revenue, suggesting that their business offering requires expansion and diversification into other forms of income generation.

GA businesses which have multiple offerings under one roof, and attract a wide variety of customers, will be better set up for success.

For change within the sector to be effective, it should come from the DfT, CAA and the GA sector working collaboratively together.

As evidenced by the grantee needs, sector improvements won't be difficult, providing it is given the support it requires for infrastructure, support systems, investments etc.

There is evidence that not enough people engage with the GA sector, so a change in the sector, such as green technologies, may be attractive to a new audience.

The sector should consider how it can improve its offerings to a wider UK audience to increase participation and engagement as the price point of the sector is not the main deterrent.

GA should continue the great work it's doing with STEM and encouraging the younger generation into the sector, as well as targeting the new and expanding more environmentally conscious audience.

New technologies (e.g. electric aircraft) could hold the key to tap into a new market. If done correctly with the right marketing, it could be a game changer.



"We received a very useful and prescriptive guide to redesign our website and social media activity, and ideas for future campaigns."

ADAF Exit Survey



"We intend to use the benefit of the consultation in preparing a forthcoming planning application."

ADAF Exit Survey

The ADAF helped many grantees in the General Aviation sector take a fresh approach to their operations.

Whether that was through a new marketing and communications strategy or assistance with a grant application, grantees were given a unique opportunity to make a positive change for the future.

