



Innovation Hub

**Guide to Applying the Civil Aviation
Authority's (CAA) Consumer Principles to
the Advanced Air Mobility (AAM) industry**

Introduction and Purpose

This guidance provides a list of considerations for the AAM industry, to assist in the application of Consumer Principles. The principles ensure that in addition to safety, consumers are supported in relation to choice, value and fair treatment.

This is a universal document that can be used as guidance by manufacturers, operators, and infrastructure providers.

The CAA's consumer principles assist organisations to work out how particular issues and policies are likely to affect consumers. They help identify key subjects and questions to provide a consistent framework for approaching issues.¹

The CAA's consumer principles are:

- > Access
- > Fairness and equity
- > Representation
- > Choice
- > Information
- > Education
- > Safety and quality
- > Sustainability
- > Protection of economic interests
- > Redress
- > Privacy

¹ [Considering the consumer interest: the consumer principles \(caa.co.uk\)](https://www.caa.co.uk)

This is a list of some of the potential consequences if consumer principles are not embedded into the AAM industry:

- > A service that benefits the few, but not the many i.e, an elitist and expensive service
- > An industry led by a small number of main players (as opposed to one with competition to enable consumers to choose)
- > An industry that does not serve a diverse community - e.g., does not serve those with reduced mobility
- > An industry where safety is questioned and where there is lack of consumer trust



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CAA Consumer Principle

How can it be applied to the industry?

List of Considerations

Access/Representation/
Fairness and Equity

Consumers should be able to access services at a price and quality that suits their needs. Barriers to access should be identified and addressed.

The views, experiences and expectations of consumers should be considered in service design and provision, and the process of decision-making should be transparent, to reach a rounded understanding of consumer needs and preferences.

Consumers will be treated fairly and equitably by providers and ensure consumers are not unfairly discriminated against.

Accessibility based on affordability:

- > How do you plan to ensure that affordability is not a barrier to AAM?
- > Are you applying a people-first approach and customising plans around the needs of your diverse communities?
- > Will you consult the general public to ensure there are no barriers to your service?
- > Will your service be available to all on an equal basis without price discrimination?

Accessibility for those with reduced mobility:

- > How will you ensure AAM is accessible for all and that consumers are not unfairly discriminated against, if they have reduced mobility?
- > Are your vehicles accessible to those with reduced mobility? How?
- > Is this information available on your website to educate consumers on how the service can suit their needs?
- > Have you consulted specialist representative bodies during design?
- > Have you collaborated with the accessibility community during design?
- > Have you included those with reduced mobility in consumer-focused and design-focused groups during design and planning?

Other barriers to access:

- > How will you cater for those with hearing and visual impairments?
- > How will your service be suitable where there are language barriers?
- > Are there any considerations for those with mental health issues or those who are neuro-diverse?
- > How will your booking platform be suitable for consumers where there are barriers i.e., read-aloud, large text, language selection, easy booking, ability to book the whole journey including transfers?
- > Have you considered a booking process for those who cannot access a digital booking service?
- > How will those consumers be able to book your service?

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CAA Consumer Principle	How can it be applied to the industry?	List of Considerations
Choice/Information	<p>To exercise choice, consumers need to be able to find meaningful information, at the right time, and in a format that makes it easy to compare.</p> <p>Consumers need clear, comparable, and timely information to make decisions.</p>	<p>Infrastructure:</p> <ul style="list-style-type: none"> > How will infrastructure be made accessible for those with reduced mobility? > Are associated vertiports/infrastructure aware of any requirements for them to change the embarking/disembarking process, where you have made vehicles modifications to suit those with reduced mobility? > Will vertiport staff (ground handling) be trained and equipped to deal with passengers with reduced mobility? e.g. disembarking/embarking wheelchair users. > To ensure a seamless passenger journey for all passengers, have you considered overcoming access issues for door-to-door operations; for example can passengers book an accessible taxi company to get from home to the vertiport? > How will you build social and consumer acceptance of infrastructure? > How will you ensure a people-first approach and ensure infrastructure is available in necessary locations? <hr/> <ul style="list-style-type: none"> > How are you ensuring the consumer will have access to all the information they require to make the right choice for them? Will this extend to multiple transfer and vertiport choices, in addition to the eVTOL flights? > What will the booking platform experience be like for your consumer- how will you maximise choice? > What is the most critical information that the consumer requires to make their choice? > Will information be clear, comparable and timely to enable the consumer to make decisions? > Have you ensured the information is not too complex or difficult to compare?

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Education	Developing and enhancing skills and knowledge to enable consumers to make informed and well-reasoned choices that take societal values and objectives into account.	<ul style="list-style-type: none">> How will you determine the key issues to consumer understanding of AAM?> How will you educate the consumer on the AAM industry?> How will you persuade the consumer to use this novel transport solution?> Have you considered live demonstrations of your vehicle to increase consumer understanding?> How will you use education to build the knowledge of the consumer to be able to make informed and well-reasoned choices?
Safety and Quality	Consumers should have access to safe and high-quality services that meet acceptable standards.	<ul style="list-style-type: none">> Have you liaised with the CAA to ensure you are following the relevant safety requirements?> How will you ensure consumers have confidence in the quality of your vehicle/service?
Sustainability	The promotion of sustainable consumption patterns to protect the environment and meet wider sustainable development goals.	<ul style="list-style-type: none">> Are you promoting sustainability?> Do you have a sustainability committee that can ensure sustainability throughout the business?> Have you carried out a life cycle analysis?> Have you considered the whole supply chain i.e., parts manufacturing right through to disposal?> What are the environmental impacts of the proposed infrastructure serving this new technology solution? Can the carbon footprint be minimised in any way?> Where are your materials being sourced- could they be sourced more locally?> Have you considered second-life strategies, for example the battery?> Have you considered mitigations around noise and visual pollution?

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Protection of Economic Interests	Consumers should be able to access clear information when purchasing goods and services so that they can be protected from risk and make effective decisions which enable them to obtain value for money.	<ul style="list-style-type: none">> How will the consumer know they are getting value for money?> Will you have service comparisons between your service and different transport options?> How are you increasing jobs in this new industry?> Have you considered how training/education courses will need to advance to cater for careers in this new industry?> In terms of your business model, how will you maximise economic development i.e., regional service, serving the city for commuters, vertiports located in locations that benefit the community?
Redress	Ensuring consumers have access to a simple, quick and fair system for dealing with complaints and disputes if things go wrong.	<ul style="list-style-type: none">> How will the industry carry out dispute resolution?> How will consumers be able to carry out dispute resolution?> Will dispute resolution be quick and fair for the consumer?> How will you build consumer trust when things go wrong?> How will you utilise consumer feedback in improving your operation?> How will your customer complaints system work; will it be easy and quick for customers to use?
Privacy	Consumers need to be able to trust organisations to respect the privacy of data.	<ul style="list-style-type: none">> Have you considered issues around consumer data privacy and storage of data?> Will there be any consumer data that is shared?> How will you deal with sensitive data i.e., customer weight? How will you give the consumer comfort in providing this type of information?> Do you have appropriate cyber security systems in place to ensure consumer data is kept safe and secure?> Do you have procedures in place for a time when there is a security breach?> How will you mitigate resident concerns over privacy in relation to low-flying vehicles?