

# Heathrow: A national asset



**Heathrow**  
Making every journey better



Aberdeen

SCOTLAND

Edinburgh

Glasgow

Newcastle upon Tyne

NORTHERN IRELAND

Belfast

Leeds

Manchester

ENGLAND

WALES

HEATHROW

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**Not many countries have a hub airport. In fact, only six airports worldwide, including Heathrow, serve more than fifty long haul international destinations.**

Countries all around the world are currently spending tens of billions of pounds to build or protect their hub airports. Hub airports are seen as national assets that deliver benefits for the whole of the country.

In the UK, Heathrow expansion is often seen as a local issue to be decided by local councils and local MPs. Heathrow's neighbouring businesses, residents and politicians are very important to us, but it must be remembered that Heathrow impacts on the rest of the UK. And the voice of the regions and nations must be heard in the aviation debate.

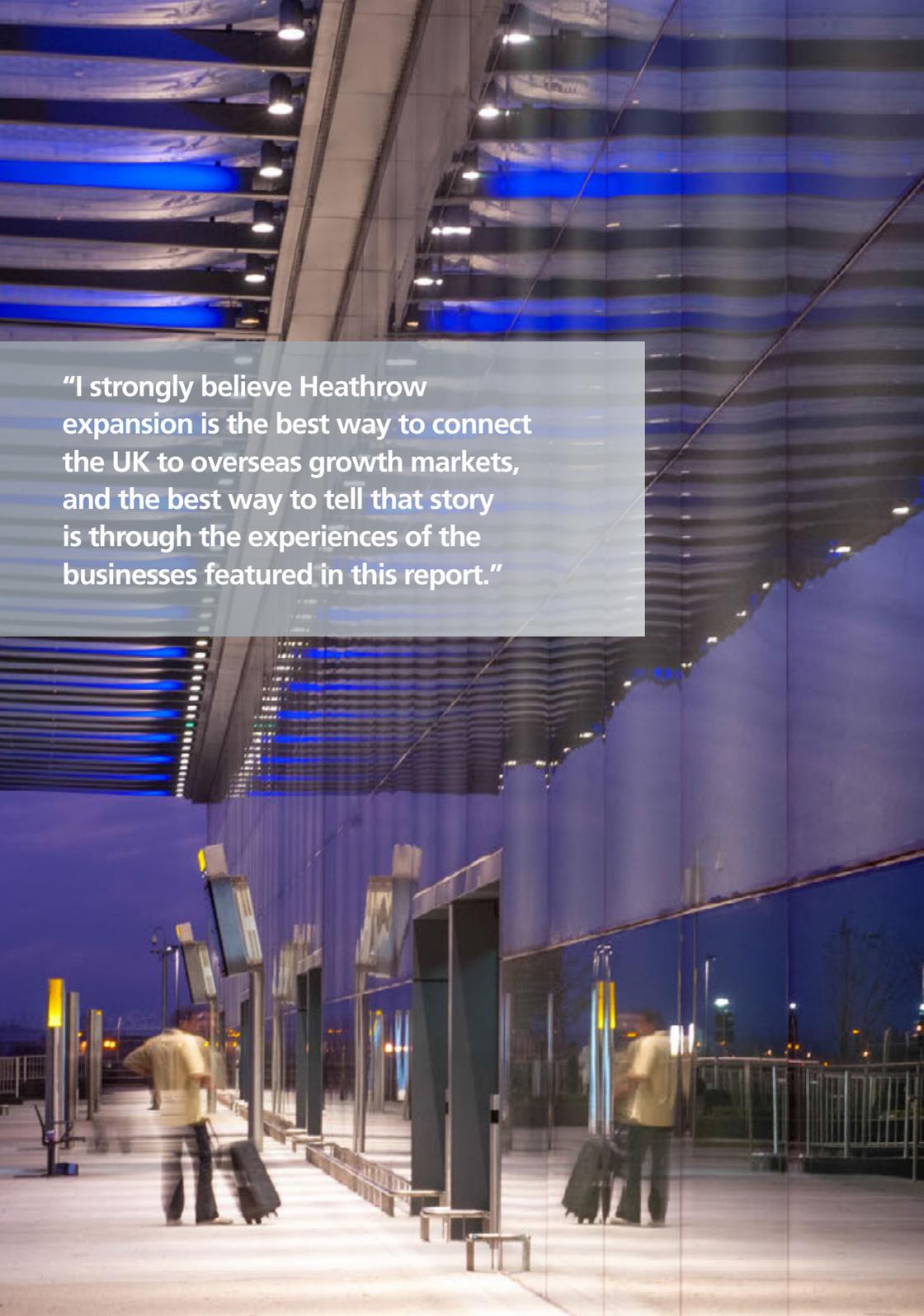
That's why we are launching this report 'Heathrow: A national asset' at the British Chambers of Commerce Annual Conference. Each page has an example of a different business from a different region or nation of the UK, with an explanation as to what expansion at Heathrow would mean to them, and their future growth.

If Heathrow gets approval for expansion, we are committed to making sure the whole of the UK feels the benefit, by working with airlines and Government to deliver better air and rail links between Heathrow and the UK's nations and regions. I strongly believe Heathrow expansion is the best way to connect the UK to overseas growth markets, and the best way to tell that story is through the experiences of the businesses featured in this report.



A handwritten signature in dark ink that reads "Colin Matthews".

**Colin Matthews**  
Chief Executive



"I strongly believe Heathrow expansion is the best way to connect the UK to overseas growth markets, and the best way to tell that story is through the experiences of the businesses featured in this report."

# Business in the UK

The UK is in a global race for trade, jobs and economic growth. The international economy is changing with the rise of emerging markets like Brazil, Russia, India and China. It is projected that by the year 2050, growth markets will represent nearly half (46%) of global GDP. Heathrow is the UK's only international hub airport and the only airport that can connect the UK to these long-haul destinations.

# 99.8%

UK businesses are SMEs

BIS, Business Population Estimates, 2013

# 85%

of UKTI clients said exporting led to a level of growth not otherwise possible

UKTI survey, 14 Feb 2014

The UK is the world's

# 10<sup>th</sup>

largest exporter of goods

UKTI survey, 14 Feb 2014

UK businesses trade

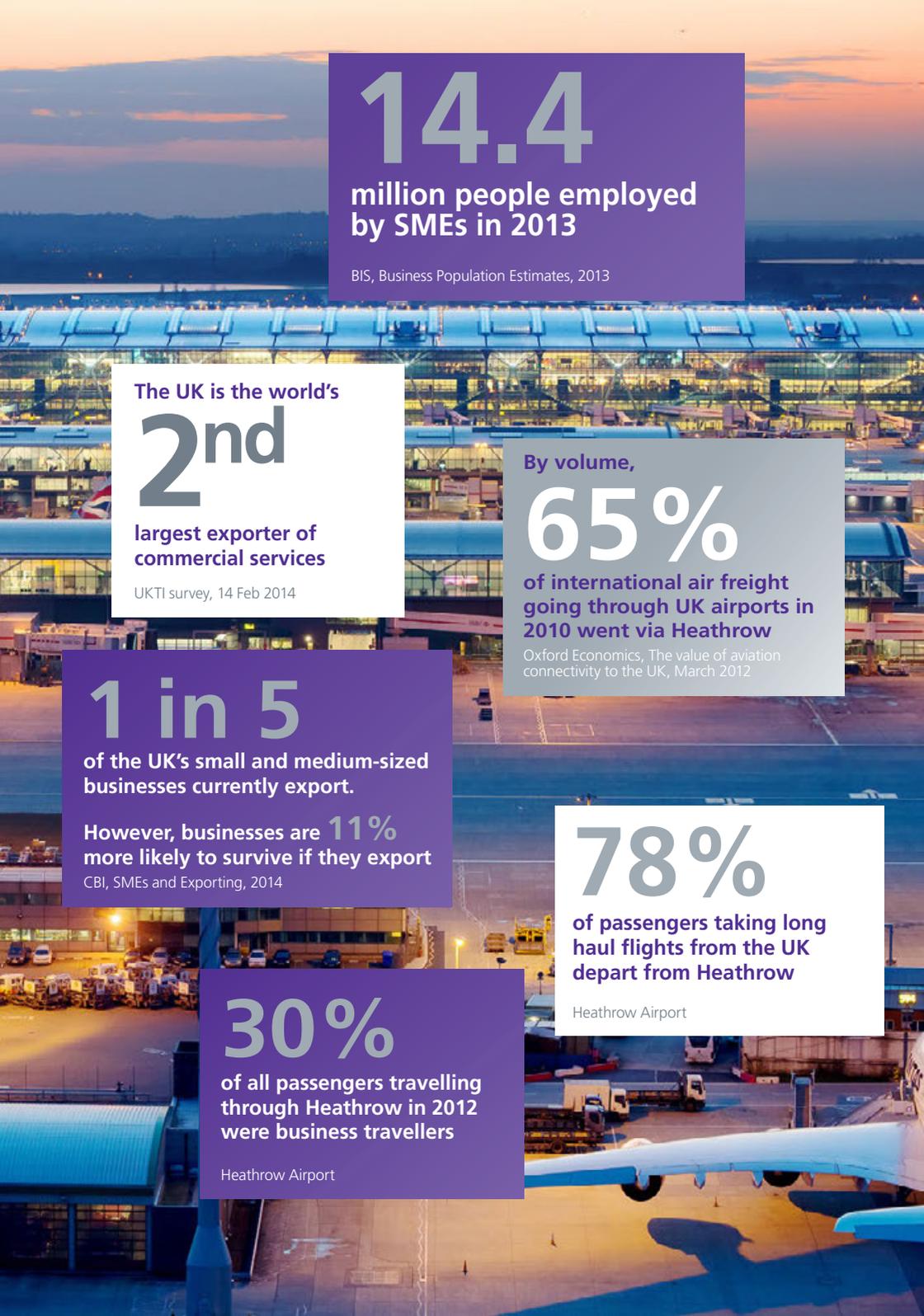
# 20 times

as much with Emerging Market countries that have a direct daily flight to the UK as they do with those countries that do not

Frontier Economics, Connecting for growth: the role of Britain's hub airport in economic recovery, Sept 2011

Heathrow accounts for just **23%** of total UK flights, but accounts for **78%** of all long haul flights

Heathrow Airport



# 14.4

million people employed  
by SMEs in 2013

BIS, Business Population Estimates, 2013

The UK is the world's

# 2<sup>nd</sup>

largest exporter of  
commercial services

UKTI survey, 14 Feb 2014

By volume,

# 65%

of international air freight  
going through UK airports in  
2010 went via Heathrow

Oxford Economics, The value of aviation  
connectivity to the UK, March 2012

# 1 in 5

of the UK's small and medium-sized  
businesses currently export.

However, businesses are **11%**  
more likely to survive if they export

CBI, SMEs and Exporting, 2014

# 78%

of passengers taking long  
haul flights from the UK  
depart from Heathrow

Heathrow Airport

# 30%

of all passengers travelling  
through Heathrow in 2012  
were business travellers

Heathrow Airport

## Scotland

12



### Aggreko

- 📍 Glasgow
- 🏢 World leader in interim power and temperature control facilities
- 🐦 @Aggreko\_Intl

## North West

8



### Liverpool School of English

- 📍 Liverpool
- 🏢 Offers English language provision to students from across the world

## Northern Ireland

10



### Pinsent Masons LLP

- 📍 Belfast
- 🏢 Legal services
- 🐦 @PinsentMasons

## West Midlands

9



### Bureau Veritas UK

- 📍 Birmingham
- 🏢 Global leader in testing, inspection and certification services
- 🐦 @\_BureauVeritas

## Wales

11



### Outwrite

- 📍 Mold, North Wales
- 🏢 PR and online marketing services
- 🐦 @outwritepr

## South West

5



### Kawasaki Precision Machinery UK

- 📍 Plymouth
- 🏢 Manufacturer of hydraulic components for construction and marine sectors

# Great British Businesses

## North East

7



### Hart Door Systems

- 📍 Newcastle upon Tyne
- 🏢 Designer and manufacturer of specialist doors
- 🐦 @HartDoors

## Yorkshire & the Humber

1



### Simba Smoby Toys UK

- 📍 Bradford
- 🏢 UK sales, marketing and distribution subsidiary of major EU toy manufacturer
- 🐦 @simba\_dickie

## East Midlands

6



### The Miller Partnership

- 📍 Leicester
- 🏢 Specialist tax advisers
- 🐦 @PeteTaxMiller

## East of England

2



### Hi Breeds International Limited

- 📍 Norwich
- 🏢 Unique independent supplier of high-quality poultry hatching eggs and chicks

## London

3



### Octink

- 📍 Brentford, London
- 🏢 Develops creative event environments and signage
- 🐦 @octink

## South East

4



### Sound Moves UK

- 📍 Ashford, Middlesex
- 🏢 International freight forwarders specialising in music and live events
- 🐦 @soundmovesuk

## Simba Smoby Toys UK

 Bradford

 12

 UK sales, marketing and distribution subsidiary of major EU toy manufacturer

 £520m turnover (Global)

 @simba\_dickie

### Simba Smoby and Heathrow:

- ▶ This business regularly flies to China to visit suppliers with approximately 85% of the world's toys manufactured there
- ▶ Simba Smoby would benefit significantly from an expanded hub, allowing for better connections to its parent company's EU HQ in Germany and suppliers in the Far East

### Top 5 destinations from Leeds Bradford Airport via Heathrow:

- ▶ New York JFK
- ▶ Madrid Barajas
- ▶ Hong Kong
- ▶ Chicago O'Hare
- ▶ Los Angeles

Simba Smoby UK is a subsidiary of the Simba Dickie Group, one of Europe's leading manufacturers of licensed toy products. The business distributes major brand toys to high street retailers including Argos, Toys R Us and Tesco.

As a subsidiary, executives are required to travel regularly to and from the group's headquarters in Nuremburg, Germany. However, at present, there are no connections from either nearby Leeds Bradford Airport or Heathrow to Nuremburg. This costs the business both time and money as executives are forced to use less convenient routes from Stansted or London City, reinforcing their view that well connected regional airports and strong hub airports are vitally important to UK business.

Executives from Simba Smoby regularly use the recently restored British Airways flight from Leeds Bradford to connect with suppliers and subsidiaries in China. As an example, senior directors make half yearly visits to their Hong Kong subsidiary via Heathrow.

Simba Smoby believes it would benefit in three significant ways from an increase in the UK's hub capacity at an expanded

Heathrow. First, it would allow for an increased number of direct flights between Heathrow and Leeds Bradford (and other regional airports) which would save executives significant travel time. Second, it would allow for a greater number of direct connections between the UK and China, where around 85% of the world's toys are manufactured. Third, it would increase the number of slots available for improved connections to other business destinations in Europe such as Nuremburg which are currently limited.

Taken together, Heathrow expansion would allow Simba Smoby to benefit from a strong and successful hub airport that could provide the routes to Europe and China that the business requires to continue to grow in the UK.



**“As part of one of Europe’s largest toy manufacturers, we would benefit significantly from the improved connectivity that an expanded Heathrow would provide.”**

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*Richard Belford, Sales Director,  
Simba Smoby UK*

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**“Firms in Yorkshire already benefit from a flight three times a day direct from Leeds Bradford Airport to the UK’s hub, Heathrow. A bigger Heathrow would increase the range of growth markets that firms from my constituency, and across Leeds and West Yorkshire, can access throughout the world, boosting jobs and growth.”**

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*Fabian Hamilton MP  
(Lab, Leeds North East)*

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## HiBreeds International Limited

 Norwich

 4

 **Unique independent supplier of high-quality poultry hatching eggs and chicks**

 **£20m turnover**

### HiBreeds and Heathrow:

- ▶ As a 100% export business, HiBreeds uses Heathrow to ship approximately 200,000 eggs a day
- ▶ Uses Heathrow because of the access to global markets including the Middle East and South East Asia

HiBreeds is a unique business established in 1998 as the UK's only dedicated hatching egg export company. Since then, the business has exported over 250 million eggs worldwide, co-ordinating operations from its Norwich-based office.

HiBreeds prides itself on taking just three days to transport eggs from the hen to their final destination. Given that the majority of the eggs are sourced in Northern Ireland and delivered to customers in Saudi Arabia, this presents a significant logistical challenge. Starting their journey at farms in Northern Ireland, the eggs travel in refrigerated containers by ferry to Liverpool and then by road to Heathrow before flying to Riyadh. The business delivers this service to customers with a guaranteed breakage rate of less than 0.5%.

Their success has seen HiBreeds receive multiple awards, including the 2011 Queen's Award for International Trade for outstanding achievement. The award recognises the business's extraordinary growth in exports, having sold in excess of 250 million eggs to Saudi Arabia and achieving more than £80 million in sales since incorporation.

Heathrow is at the centre of its operations with the business relying on the twice-daily flights to Riyadh to access its current sole market of Saudi Arabia. But, while HiBreeds has grown to its current size on the basis of extraordinary demand from Saudi Arabia, new markets will be required in order to expand. The increasing demand for protein in global diets presents significant opportunities for HiBreeds, particularly in the Middle East and Africa.

A strong hub airport which can provide extensive connections to emerging markets is therefore essential to support HiBreeds' future growth. Without expansion at the UK's hub, this unique British business will be forced to look elsewhere in Europe for connections to new markets, reducing its competitiveness as logistical costs rise.



**“Our business relies on Heathrow to gain access to its core market of Saudi Arabia and as more countries look for a reliable and healthy source of protein, our business will need access to further markets in order to expand.”**

*Nick Chandler, Managing Director,  
HiBreeds*

**“This unique Norfolk business is a great British success story, with Heathrow at the centre of its operations. An expanded Heathrow would create new growth opportunities for HiBreeds and other businesses in Norfolk through better connections to emerging markets.”**

*Caroline Williams, Chief Executive,  
Norfolk Chamber of Commerce*

## Octink

-  **Brentford, London**
-  **102**
-  **Develops creative event environments and signage**
-  **£12.5m turnover**
-  **@octink**

### Octink and Heathrow:

- ▶ The firm estimates that 30% of its turnover is directly apportionable to local businesses who generate business from Heathrow
- ▶ Heathrow expansion would allow for new routes and open up new opportunities for Octink in emerging markets

Octink is an award-winning display specialist, offering signage and display graphics, event branding, marketing suites, and construction site protection products.

A successful British company, Octink benefits from its proximity to Heathrow for many reasons.

Several clients, including SEGRO Plc are based in the area due to Heathrow's proximity. SEGRO is a leading owner and operator of warehousing facilities for which Octink create and manage its bespoke signage portfolio. Local clients, whose businesses are heavily dependent on Heathrow, are currently responsible for 30% of the firm's turnover.

In addition, Octink has recently opened a new office in Dubai, with regular flights from Heathrow an integral part of supporting the early days of the business.

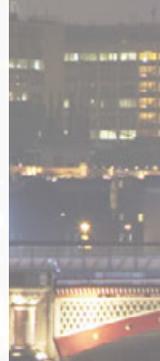
Looking to the future, Octink aims to increase its construction site protection and safety signage exports, which are reliant on extensive and regular connections to emerging markets. While the Middle East is already well served

by Heathrow, expansion would allow for new routes and will open up new opportunities for Octink in emerging markets.

Octink is concerned that potential relocation of the UK's hub airport could lead to a downsizing of the business by 30-40% given the loss of local work.

**“Octink heavily benefits from our proximity to Heathrow with expansion of the airport presenting significant new opportunities for us to grow.”**

*Mike Freely, Managing Director, Octink*



## Sound Moves UK

-  **Ashford, Middlesex**
-  **24**
-  **International freight forwarders specialising in music and live events**
-  **£17m turnover**
-  **@soundmovesuk**

### Sound Moves and Heathrow:

- ▶ Uses Heathrow every night to ship and receive 3,500 consignments of music and live event equipment around the world each year
- ▶ Operating on 5 continents, Sound Moves UK depends on Heathrow's direct and frequent routes to 82 global destinations

Sound Moves UK are specialists in providing logistical support for major live music and events around the globe. The business has supported major international artists including The Rolling Stones, U2, The Stone Roses and Madonna to meet the logistical challenges of staging global tours. This requires sophisticated logistics operations with equipment moved across the world 365 days a year.

With its warehouse located in Ashford, Middlesex, Sound Moves UK uses Heathrow every night to ship music and live event equipment around the world. Last year, the business moved approximately 3,500 consignments through the airport ranging from microphones to large pieces of stage equipment.

Sound Moves UK handled the inbound freight through Heathrow in August 2013 for Beyoncé's World Tour and is proud to be acting as the global cargo partner for the Mrs Carter Show. The Beyoncé project is headed up by Sound Moves UK Tour Principal John Corr, who also manages accounts including Walking with Dinosaurs and Celine Dion. 45,000kgs of equipment flew into Heathrow from

the US after Beyoncé's tour completed its North American leg.

Artists' tours are becoming increasingly global, with rising disposable incomes in emerging countries including Turkey and the BRICS meaning an increasing requirement for new regular, direct routes to these destinations.

Current capacity constraints already present problems for the entertainment business through a lack of direct flights, a situation that is only going to become more difficult as access to new markets is restricted. This could lead to the live entertainment support businesses, such as freight forwarders, lighting, sound and video companies, seeking alternative routes via European hubs. This would ultimately lead to these businesses setting up new warehouses overseas at the expense of specialist well paid jobs in the UK.

Sound Moves UK is also clear that only a single hub airport can support their needs in the future while a split hub would result in a massive increase in costs as the business would need a duplicate warehouse, work extended hours and increase labour and running costs.



**“As the BRIC markets continue to grow, our business will become increasingly reliant on the destinations that a hub airport supports.”**

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*Martin Corr, Managing Director,  
Sound Moves UK*

**“It is imperative we recognise the inherent advantages Heathrow has as a world-class, global air-freight hub and the unique benefits this brings, not just to the South East of England but to Britain as a whole.”**

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*Ian Veltch, President, Freight  
Transport Association*

## Kawasaki Precision Machinery UK

 Plymouth

 300

 **Manufacturer of hydraulic components for construction and marine sectors**

 **£60m turnover**

### Kawasaki Precision Machinery and Heathrow:

- ▶ As a wholly-owned subsidiary of Japan-based Kawasaki, Heathrow is an important connection point for the business
- ▶ New routes to growth markets in the Far East would create significant growth opportunities

Kawasaki Precision Machinery is a specialist manufacturer of hydraulic components for use in the construction and marine sectors. Based in Plymouth in the South West, the business has produced components for shipment around the world from the same site since 1994. In 2012, the company reaffirmed its commitment to the region with a £6 million investment in the facility, creating 80 jobs.

As a business operating in the global marketplace, Heathrow is regularly used by passengers visiting the factory. Kawasaki welcomes customers and potential customers from around the world virtually every week, the majority of whom travel via Heathrow. From 1987 until 1996, Plymouth enjoyed four return flights per day to Heathrow. At the time, Plymouth City Council estimated that this direct route attracted 80 new companies and 17,000 jobs in Plymouth alone.

Kawasaki are also concerned over the potential loss of the direct air link between London and the region, with Flybe having announced it will be ending its route between Newquay and Gatwick in October this year. While Flybe has since appealed to the Government to support the route,

if they are unsuccessful travel between London and Plymouth would become more difficult and time-consuming.

Kawasaki are therefore strongly supportive of expansion at Heathrow given the knock-on benefits it would provide for their business and the South West. An expanded Heathrow would boost the case for improved surface access to the airport and potentially attract the restoration of a



**“The business is dependent on Heathrow to access overseas markets, with increased hub capacity presenting great opportunities to grow.”**

*Steve Cardew, Managing Director, Kawasaki Precision Machinery UK and Chair, Plymouth Manufacturing Group*

direct air link. The business is particularly pleased that Heathrow has committed to work with airlines and the Government on regional access to the hub. New routes to growth markets around the world would create significant opportunities for the business, particularly in the growing construction sector in the Far East.

**“As the largest city on the UK’s south coast and the economic driver for the South West peninsula, Plymouth needs access to international markets. We can see the wider benefits of an expanded Heathrow, especially if it means direct rail access from Reading which will improve direct rail connectivity to the South West. It will also increase the opportunity to increase potential regional flights in the longer term from the South West using Heathrow as a hub airport.”**

*Tudor Evans, Leader, Plymouth City Council*



## The Miller Partnership

📍 Leicester

👤 2

📋 Specialist tax advisers

£ £250 - 300k turnover

🐦 @PeteTaxMiller

### The Miller Partnership and Heathrow:

- ▶ A broad range of clients from around the UK rely on Heathrow to access international markets
- ▶ The growing number of high-tech and creative firms based around the M4 corridor require the firm's specialist support on the patent box

The Miller Partnership was founded by Pete Miller and his wife, Tracey, in May 2011 to give expert tax advice. Based in Leicester, they advise a wide range of businesses across the UK on specialist areas of taxation including the taxation of intangible assets and intellectual property. Many of their clients depend on Heathrow to access international markets and are finding that the UK's constrained hub capacity is limiting their ability to grow.

The introduction of the Patent Box in April 2013 has recently provided The Miller Partnership with significant growth opportunities and is set to continue to do so into the future. The Patent Box enables companies to apply a lower rate of Corporation Tax to profits from patented inventions and certain innovations. The intention is to incentivise creative businesses to design new products in the UK and is expected to be a major boost to innovative companies, like those in the high-tech, creative cluster around the M4 corridor.

Businesses have chosen to base themselves in this area given the proximity of the M4 to Heathrow, giving direct access to international markets. The

growth of these businesses provides significant opportunities for The Miller Partnership but there is a danger that the promising growth in the creative sector could be constrained by a lack of hub capacity.

While this danger is particularly acute for the firm's innovative clients, many of their other clients from across the country also depend on Heathrow to conduct global business and are being constrained by the limited access to emerging markets.

A strong hub airport which can provide extensive connections to emerging markets is therefore essential to support the Miller Partnership's future growth.



**“While based in Leicester, our clients are from all over the UK with many of them relying on Heathrow for access to international markets.”**

*Pete Miller, Partner, The Miller Partnership*



## Hart Door Systems

-  Newcastle upon Tyne
-  40
-  Designer and manufacturer of specialist doors
-  @HartDoors

### Hart Doors and Heathrow:

- ▶ Connectivity to export markets is vital for the business and its future growth is reliant on the new connections an expanded Heathrow could provide
- ▶ The business has previously been forced to travel via Schiphol adding additional cost and reducing its competitiveness with European rivals

### Top 5 destinations from Newcastle International via Heathrow:

- ▶ New York JFK
- ▶ Los Angeles
- ▶ Miami
- ▶ Newark
- ▶ Hong Kong

Hart Door Systems is the UK's leading designer and manufacturer of specialist doors. The business produces bespoke doors and shutters of all sizes for building projects around the world.

At present, Dubai is Hart Door's predominant export market as the city prepares the infrastructure for the World Expo in 2020. At the start of their work in the region, the company was forced to route its goods via Amsterdam Schiphol but have since benefitted from the introduction of the direct Emirates flight from Newcastle International to Dubai.

However, the business is not complacent and continues to scour the globe for new opportunities. Even with improvements in the domestic economy, emerging markets offer the best opportunities. While Dubai and the Middle East currently provide a strong demand, it is difficult for the business to predict where future demand will be in the future.

As a result, Hart Doors recognises the need for a strong hub airport to connect the business directly with the emerging markets of the future. If capacity at Heathrow remains constrained, Hart

Doors may be forced to once again use alternative European hubs such as Schiphol to access the new routes they need. This not only significantly increases their costs, but would put the business at a competitive disadvantage to firms on the continent, whose airports have the capacity to link to new markets.

**“The unpredictable nature of our future market means we require the extensive connections an expanded Heathrow could provide.”**

*Alan Richardson, Contracts Manager,  
Hart Door Systems*



**“Only an expanded Heathrow can provide the hub capacity required to connect North East businesses to fast growing emerging markets.”**

*Mark Stephenson, Policy and Research Manager, North East  
Chamber of Commerce*

## Liverpool School of English

-  **Liverpool**
-  **45 – 120 (Seasonal)**
-  **Offers English language provision to students from across the world**
-  **Approx. £2m turnover**

### Liverpool School of English and Heathrow:

- ▶ Students arrive at the School via Heathrow every week from across the world including Latin America and the Far East
- ▶ The School would benefit from an expanded Heathrow through improved connections to the emerging markets and increased connectivity to the North West

### Top 5 destinations from Manchester via Heathrow:

- ▶ New York JFK
- ▶ Miami
- ▶ Hong Kong
- ▶ Mumbai
- ▶ Los Angeles

The Liverpool School of English provides English language provision to 3,300 students a year from 70 different nationalities. Based in Liverpool city centre, the School has gone from strength to strength on the back of increasing demand for English, particularly from the BRIC countries.

English language provision is now the UK's third largest global export market with sufficient demand to support the opening of the School's first franchise in Dubai later this year.

Air travel and Heathrow are at the heart of the School's business model, with new students travelling to Liverpool via the UK's hub airport every week. While most European students arrive via Manchester Airport, Heathrow provides routes for students from the rest of the World, particularly Latin America.

At present, students arrive at Heathrow and most travel via train to Liverpool, as there are no direct flights to Liverpool Airport. Expansion at Heathrow would increase the number of slots, allowing room for new flights to new regions of the UK.

The School recognises the need for a strong hub airport in order to connect to the emerging markets of the future. In particular, new routes will be required to their growth areas of Brazil, Russia, India and China who all continue to expand their aviation capacity while Heathrow remains constrained. If capacity remains at current levels, future potential students may choose other language schools where there is better access.



**“The School relies on Heathrow to attract students from across the world with new routes to China and the Far East vital for our future expansion.”**

*Anna Goodband, Principal, Liverpool School of English*



## Bureau Veritas UK

-  **Birmingham**
-  **1,200 (UK), 61,000 (Global)**
-  **Global leader in testing, inspection and certification services**
-  **Approx. £100m (UK), €3.9bn (Global) turnover**
-  **@\_BureauVeritas**

### Bureau Veritas and Heathrow:

- ▶ Bureau Veritas and its clients use Heathrow on a regular basis given the range of international flights and quality of surface access
- ▶ The business would benefit from an expanded Heathrow through improved connections to its global office network across 140 countries

Bureau Veritas UK is a division of a global business operating in over 140 countries with 22 offices across the UK, including in Birmingham. Bureau Veritas is a global leader in Testing, Inspection and Certification (TIC), ensuring their clients' assets, products, infrastructure and processes meet standards and regulations in terms of quality, health and safety, environmental protection and social responsibility.

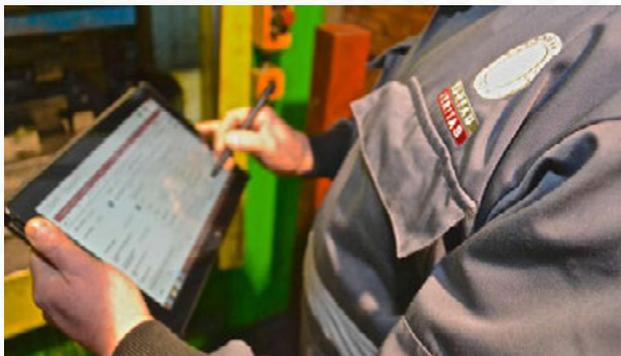
Employing 1,200 people in the UK, the West Midlands is a key region for the business given the concentration of manufacturers in the area. In recent years the regeneration of Birmingham and growth in manufacturing has strengthened demand for the services Bureau Veritas offers. With a strong team of multi-disciplined engineers based in the Midlands, Bureau Veritas is providing services to multiple sectors including the construction industry, NHS hospitals, new and expanded factories and new supply chain businesses set up to support this growth. The business is therefore performing strongly and is well positioned to benefit from the resurgence of manufacturing in the West Midlands.

Bureau Veritas prides itself on its ability to respond quickly to client's requirements around the world, meaning convenient and accessible global travel is essential. Heathrow is the business's airport of choice given the comprehensive and convenient flight schedule to their global office network. Heathrow is also the preferred airport for Bureau Veritas' global clients visiting the UK, given the ease of surface access to Heathrow from across the UK.

An expanded Heathrow would therefore create significant benefits for Bureau Veritas given the improved connectivity to its UK & Ireland office network, international offices and global client base.

**“Heathrow is Bureau Veritas’ airport of choice for connecting our UK business to our global network. An expanded Heathrow would create significant benefits through improved connectivity which would ultimately improve our global offering.”**

*Paul Barry, Chief Executive: North West Europe, Bureau Veritas*



**BUREAU  
VERITAS**

## Pinsent Masons LLP

-  **Belfast**
-  **2,600 globally**
-  **Legal services**
-  **£309m turnover (Global)**
-  **@PinsentMasons**

### Pinsent Masons and Heathrow:

- ▶ Staff and clients rely on the daily link from Belfast to Heathrow to connect with their global office network
- ▶ Many of the firm's Belfast-based clients are dependent on the link to Heathrow for meetings in London and around the world

### Top 5 destinations from George Best Belfast City Airport via Heathrow:

- ▶ Hong Kong
- ▶ Toronto
- ▶ Kuala Lumpur
- ▶ Singapore
- ▶ Geneva

Pinsent Masons' office in Belfast forms part of the firm's international network of 20 offices across the UK, Europe, the Gulf and Asia Pacific. An international law firm with global credentials in sectors including advanced manufacturing and technology, energy and natural resources, financial services and infrastructure. The Belfast office provides a full range of legal services and can trace its roots back to the 1700s.

As a firm practicing across the globe, the Heathrow route to George Best Belfast City Airport is vital for Pinsent Masons' Belfast office to connect with the rest of the world. In particular, Pinsent Masons has a strong presence in the Asia Pacific and Gulf regions with Heathrow offering good connectivity to these regions. However, as the firm's office network grows, new routes will be required which are currently unavailable due to constrained hub capacity at Heathrow.

As well as the international connectivity, many of the firm's 60 Belfast-based lawyers, including 16 partners, travel to Pinsent Masons' London office for regular meetings.

In addition, multinational firms with an interest in Northern Ireland are often in London for meetings using Heathrow as their entry point.

The future success of the Belfast office is therefore dependent on improved capacity at Heathrow, which is vital for attracting new investment in Northern Ireland which in turn would generate new opportunities for the firm.

**“The route between Belfast and Heathrow is vital for the local economy, with Oxford Economics estimating these flights currently generate 900 jobs in Northern Ireland. An expanded Heathrow with improved connectivity to growth markets would further improve the attractiveness of Northern Ireland to global investors.”**

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*Ann McGregor, Chief Executive,  
Northern Ireland Chamber of  
Commerce*

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**“Our business uses Heathrow on a daily basis to connect the Belfast office with the rest of the world. Expansion would create easier connections to emerging markets in the Gulf and Asia Pacific regions.”**

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*Kiara Seymour, Partner, Pinsent  
Masons*

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## Outwrite

-  **Mold, North Wales**
-  **5**
-  **PR and online marketing services**
-  **£300,000 turnover**
-  **@outwritepr**

### Outwrite and Heathrow:

- ▶ Heathrow encourages global businesses who will require the services of companies like Outwrite to become established in the region
- ▶ Heathrow expansion would increase inward investment and business activity in Wales thereby helping businesses like Outwrite to grow

Founded in 1994 by former journalist Tracy North, Outwrite provides PR and online marketing services for clients across North Wales and the North West of England.

These clients range from small local businesses to businesses headquartered elsewhere in Europe such as Sweden and Holland.

Outwrite has recently benefitted from North Wales becoming an important location for investment in renewable energy, much of which emanates from overseas. The firm specialises in providing PR support to green energy businesses and would therefore benefit from future green investment in the region. The region's links to the rest of the world via Heathrow will be an important part of attracting global green investors.

While global business investment in North Wales has been fairly limited to date, the combination of High Speed Two and an expanded hub airport would increase the attractiveness of Wales as a place to invest.

As new businesses become established in the region they will require the services of companies like Outwrite to grow.

Outwrite is another example of the wider UK supply chain which benefits from a strong hub airport.



**“North Wales is now just under 3 hours by train from London and it is my view that the London economy will grow if it increases and maintains international links through Heathrow. With the potential for faster travel times through HS2, areas such as North Wales will benefit from potential inward investment. Heathrow also links to regional airports in the north such as Manchester, so the potential for job growth is immense.”**

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*David Hanson MP (Lab, Delyn)*

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**“While our business is based in North Wales, we would welcome the expansion of the UK’s hub airport for the wider economic benefits it would bring to our region.”**

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*Tracy North, Managing Director, Outwrite*

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## Aggreko

-  **Glasgow**
-  **440 (Scotland), 5,750 (Global)**
-  **World leader in interim power and temperature control solutions**
-  **£1.57 billion GBP (2013) turnover**
-  **@Aggreko\_Intl**

### Aggreko and Heathrow:

- ▶ Aggreko depends on regular flights from Glasgow to Heathrow to connect their global headquarters, IT and manufacturing operations with their global business network
- ▶ The business benefits from strong links between Heathrow and markets in Africa, the Middle East, Asia Pacific and the Americas

### Top 5 destinations from Scottish airports via Heathrow:

- ▶ New York JFK
- ▶ Chicago O'Hare
- ▶ Houston
- ▶ Los Angeles
- ▶ Hong Kong

Aggreko is a global business headquartered in Glasgow providing interim power and temperature control solutions to businesses and industries of all types and sizes.

Aggreko has gone from strength to strength and now employs over 5,750 people within a global network of over 200 service centres and operates in over 100 countries. The business is proud of its British heritage and in addition to its Glasgow HQ, has its global IT function based in the city, a major manufacturing facility in Dumbarton, and offices and service centres located across the UK.

As a truly global business, the Heathrow route to Glasgow International Airport is important to connect Aggreko's Glasgow HQ with the rest of the world. The firm is enjoying strong growth in the emerging markets of Africa, the Middle East, Asia and Latin America to which Heathrow currently offers excellent connectivity. With business growth reliant on expansion into new markets, new air routes will be required to enable access to these opportunities.

The ability to respond quickly to new client requirements around the world is an important part of Aggreko's business, meaning quick and convenient global travel is essential. Heathrow is an important part of this as the UK's only hub airport.

**“As a global business headquartered in Glasgow, we rely on the routes available from Heathrow to connect our worldwide business network.”**

*Angus Cockburn, Chief Financial Officer, Aggreko plc*

**“As Aggreko demonstrates, Glasgow Airport's connections to the UK's hub airport at Heathrow are vitally important for the local economy. Expansion at Heathrow would provide the additional hub capacity required to connect Glasgow businesses to the emerging markets they need to generate future growth.”**

*Stuart Patrick, Chief Executive, Glasgow Chamber of Commerce*



**“Heathrow is a national asset; if the UK loses its hub airport, then the whole of the UK loses out.”**

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Heathrow is a different airport to most. Heathrow is a hub airport – an airport where local passengers combine with transfer passengers to allow airlines to fly to more destinations more frequently than could be supported by local demand alone. Only six airports in the world fly to more than 50 international destinations, and Heathrow is one.

Direct international connections are important because they encourage trade and tourism between the two countries. Countries which have a hub airport are at an advantage because the hub airport sustains these links. Heathrow is a national asset; if the UK loses its hub airport, then the whole of the UK loses out. The result of this is that our competitors such as Germany (with Frankfurt as their hub) and France (with Paris CDG as their hub) will prosper.

British freight exporters are clearly a beneficiary of the UK's hub status as they can transport their goods more easily in the belly of passenger aircraft flying direct to their destination from Heathrow. Exporters and service companies also benefit from greater ease of travel, making it easier to make and sustain the relationships needed to export round the world. But companies also benefit in a more indirect way. Several companies we featured do not travel abroad themselves, but have clients or customers who do benefit from these international links.

Other companies benefit from foreign-owned companies choosing to invest in the UK, in part due to the UK's connections overseas. This investment has a ripple effect throughout nations and regions.

The importance of a UK hub airport is felt in all sectors and sizes of business. Some firms featured are micros with less than 10 employees. Some are service firms, some are manufacturers. But what they all have in common is that they all benefit from the international links that Heathrow, the UK's hub airport, provides.

But Heathrow is full. Airlines do not have the spare slots to put on direct flights to future growth markets so are flying into the other European and Middle Eastern hubs instead. This is not a problem just for London or the South East but for the whole of the UK. Our featured firm in Wales is relying on increased international investment in its area to boost growth prospects. Our featured firm in Yorkshire currently faces difficulties in connecting with its parent company, because Heathrow does not have all the links they require.

Heathrow Airport is a national asset which requires the backing of political leaders across the UK to prosper. It's time to have the vision and courage to connect Britain to the growth it needs. It's time for a third runway at Heathrow.

For more information, please contact:

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*Making every journey better*