

## Work Activity Brief

<b>Course</b>	Cabin Crew Level 2		
<b>Project Title</b>	Creating a New Airline		
<b>Tutor</b>	Nigel Tostevin		
<b>Issue date</b>	April 2020	<b>Completion date</b>	August 2020

### Project overview

Air cabin crew make the flying experience pleasant and safe for passengers.

As a cabin crew member, you'll provide excellent customer service to passengers whilst ensuring their comfort and safety throughout the flight.

**Once you have completed your project, please forward this to the following email address along with your full name: [submissions@esc.ac.uk](mailto:submissions@esc.ac.uk). We'll then forward this on to our curriculum teams who will be in touch shortly.**

### Outcome of the project

This project has been developed to help you to prepare for the programme that you will be joining in September. It will hopefully give you some insight into the subject area and develop skills of working independently and assignment writing.

### These are the tasks that you need to complete, with guidance to support you to structure your work

#### 1. Airport codes

All airport destinations have an airport code allocated to them. Research online and find out which airports have the following codes:

- BGI
- MCO
- MLE
- JTR
- KEF
- IBZ

#### 2. Flight detail

From the airport codes above, please state:

- Flight duration from London Gatwick Airport
- Whether these are short haul or long haul flights
- Identify **two** airlines that travel from the UK to London Gatwick

#### 3. Creating your airline

From the airport destinations above, choose one that interests you the most. Create a fictitious new British airline to fly from London Gatwick to your chosen destination.

- Choose an appropriate name for your airline and produce a logo to represent it. Your brand will need to stand out against other competitors, so think about the name and branding you'll use.

#### 4. Promoting your airline

Now consider what strapline you'll use. A strapline appears at the bottom of an advert and sums up the essence of the brand or company. Consider other airlines' straplines, as yours will need to be unique and provide customers with an idea of what your airline is all about.

#### 5. Recruiting your team

You will now need to recruit cabin crew, and it is important that you recruit staff with the right skills, qualities and qualifications.

##### Research and answer the following:

- What skills and qualities are you looking for?
- What is the typical starting salary?
- Are there different roles that cabin crew can progress (be promoted) to?
- What qualifications are needed?
- Describe a typical working day in the life of cabin crew.

#### 6. Researching an aircraft

To transport your passengers, you have decided that you will use the following aircraft type: *Boeing 737*.

##### Research the following online:

- Provide an image of a Boeing 737
- How many passengers can this transport?
- Provide the name of one airline that uses this model

You wish to fly from five UK airports in total. Provide the names of **five** other UK airports, bearing in mind that you would like to serve the majority of the UK, so think about where these airports are located in the UK.

#### 7. Researching Health and Safety

Health and Safety is paramount and there will be extensive training requirements prior to any passengers boarding flights. Provide **three** health and safety checks that will be carried out on board to ensure that passengers are safe.

#### 8. Researching the Department for Transport

The **DFT** are the *Department for Transport*. Provide an explanation as to who the DFT are and the role they play within the travel industry

#### 9. Designing a uniform

Cabin Crew will need to be provided with uniform, which will need to be professional and adhere to health and safety regulations.

Provide images of what your crew will be expected to wear. Take in to consideration:

- i) colour scheme
- ii) head wear
- iii) foot wear