

# The LLA Way – Licence to Serve Policy

# Licence to Service Policy

## Introduction

This policy sets out London Luton Airport Operations Limited's ("LLA", "our" or "we") requirements in connection with persons who work and interact with members of the public ("Guests"), at London Luton Airport ("Airport").

## Who does this policy apply to?

This policy applies to:

- all persons working at the Airport, including those working for LLA or a third-party operator, except for those who work for an Operator, whose staff LLA has exempted from being required to adhere to this policy (together being "Airport Staff" and each being a "member of Airport Staff", "you" or "your"); and
- all third-party organisations operating at London Luton Airport (each an "Operator");

Each member of Airport Staff is required to comply with this policy in accordance with LLA's "Airport Access Terms for Workers" document.

Each Operator is required to comply with this policy in accordance with the terms of LLA's "Charges and Conditions of Use".

## What is the purpose and scope of this policy?

London Luton Airport isn't just a place that Guests pass through on their way to business meetings or a holiday, it is something much, much more. London Luton Airport is the start of a Guest's journey and you and your team can help make that journey the best it can possibly be by doing things the "LLA Way".

At London Luton Airport we want every Guest's journey to be the very best it can, which is why we need a fantastic group of service-minded individuals to help us from across the operation. Together we can make London Luton Airport an airport that delights our Guests by making travel safe, accessible, simple and enjoyable. We are seeking to continuously improve, ensuring that individual changes add up to something much more.

We must be Guest obsessed in the way we think and operate and strive to build upon the great history of our past. We must always look to be better, continuously improve and work together as one team to deliver the best Guest experience we can. That is what this policy is for; it sets out the minimum standards that we and our Guests expect. It explains that you should treat our Guests courteously and responsively, and in a way that shows you care about them.

This Licence to Serve policy is a guide for Airport Staff and Operators to implement behaviours and a culture that helps to ensure that every single Guest enjoys a smooth, happy, and relaxed journey through our Airport, by delivering great hospitality – consistently.

This policy outlines:

- the general responsibility of each member of Airport Staff to help maintain high standards when interacting with our Guests;
- the actions each Operator must take to maintain high standards for our Guests;
- the measures LLA may implement to help determine if minimum standards are being maintained; and
- the measures LLA may take if minimum standards are not being maintained.

This policy aims to:

- ensure standards are met by all Airport Staff to maintain a Guest focused environment delivering high standards consistently;
- create a culture of Guest focused teams and service across LLA;
- ensure Airport Staff feel comfortable informing LLA (and any Operator they work for) about any concerns, issues or problems with services being delivered across LLA; and
- create an environment where everyone takes responsibility for the service provided to our Guests at every touch point.

This policy is subject to regular review by LLA and may be withdrawn or updated without notice at any time. It is the responsibility of all Operators and Airport Staff to review this policy regularly and whenever it is updated.

## What are the general responsibilities of each member of Airport Staff in connection with this policy?

Each member of Airport Staff must complete “Licence to Serve” training required by LLA (including when applying, or re-applying, for an identity pass issued by LLA (“**ID Pass**”)). This includes applications for a Full Airside, Landside, Reissue (Airside), Reissue (Landside) or Statutory Rights ID Pass Application on IDGateway.

Each member of Airport Staff must at all times whilst at the Airport:

- help to maintain a high level of Guest focus and service delivery;
- understand and comply with the contents of this policy and uphold all professional standards or duties they are required to adhere to in connection with the role they undertake;
- be courteous, helpful, empathetic and polite to others;
- be friendly and approachable whenever you deal with colleagues, other contractors, airport staff and our Guests;
- adhere to the following “LLA Service Signatures”:
  - work collaboratively as one team;
  - build loyalty by showing we care;
  - share what we know;
  - take accountability for the end-to-end Guest journey;
- report faults, spillages or maintenance issues at the Airport to an appropriate person in a timely manner;
- be of smart appearance, and in a company branded uniform if supplied. As a minimum, we expect you to wear suitable clothing to look professional, approachable and friendly. Guests won’t distinguish between temporary contractors and more permanent members of staff, so how you look, and act represents everyone who works here wearing an Airport ID;
- keep your service radar on, always look for Guests that might require assistance, and for those that do, seek to help them if it is practical to do so in the course of your work duties;
- tidy up after yourselves – keep your working areas clean and free from litter to provide a professional environment;
- do not smoke or vape anywhere at the Airport – whether inside or outside - except for designated staff smoking areas that you have been told you can use by us; and
- be mindful of your surroundings; and ensure personal discussions, poor language and unprofessional behaviour are not overheard or seen by Guests.

The above standards and requirements constitute the “LLA Way”.

## What are the general responsibilities of each Operator in connection with this policy?

Each Operator must:

- inform [LLAStakeholdertraining@ltn.aero](mailto:LLAStakeholdertraining@ltn.aero) of any new member of Airport Staff engaged by that Operator (names and email addresses) once that new member of Airport Staff has accepted the position, so that a link can be sent to them to complete training ASAP;
- commit to ensuring all new and existing staff members complete their Licence to Serve training;
- ensure sufficient resources and time are allocated for staff to complete their Licence to Serve training;
- monitor and ensure staff continue to meet the “LLA Way” and adhere to the terms of this policy; and
- take appropriate action in respect of its employees and contractors that do not adhere to the terms of this policy.

## Measures LLA may undertake to determine if standards are being maintained

LLA will monitor which Airport Staff complete “Licence to Serve” training and may notify you or the Operator you work for if that training is not completed by you.

LLA may record examples of your non-compliance with this policy, which may be reported to your line manager (and documented on OPSCOM with your name and ID Pass number)

## Measures LLA may undertake if minimum standards are not being maintained:

If a member of Airport Staff (who is not employed or engaged by LLA), or the Operator which employs or engages that member of Airport Staff, does not comply with the requirements of this policy, LLA may take such action as it deems appropriate in accordance with LLA’s “Terms of Airport Access for Individuals”, LLA’s “Charges and Conditions of Use” (as applicable). Such action may include, but is not limited to:

- providing advice on the correct course of action to be taken by the member of Airport Staff to comply with this policy;
- restricted access to parts of the Airport; and/or
- LLA’s permanent withdrawal of any ID Passes, and LLA’s prevention of that member of Airport Staff from obtaining further access to the Airport.

If a member of Airport Staff (who is employed or engaged by LLA) does not comply with the requirements of this policy, LLA may take such action as it deems appropriate in accordance with its disciplinary procedure.

By following the LLA Way, Airport Staff contribute to a positive and enjoyable environment for all Guests and staff.

We thank Airport Staff and Operators for their cooperation.

## Flow Chart of Process



