BIRMINGHAM
INTERNATIONAL AIRPORT

Moving

Together

Airport Surface Access Strategy

2006-2012

Contents

Foreword

The Government's White Paper - "The Future of Air Transport", published in December 2003, sets out a clear policy framework for the development of airports in the United Kingdom. The strategic advantages of Birmingham International Airport, with its proximity to motorways and the rail network, are recognised and it is concluded that the Airport should continue to develop as the Midlands' principal international gateway.

In response to the White Paper on Air Transport, the Airport Company has prepared a new Airport Master Plan setting out the framework for the development of the Airport to 2030, where surface access is one of the key issues. In parallel, this revised Airport Surface Access Strategy has been prepared, with a shorter Plan Period to 2012, to replace the previous Airport Surface Access Strategy issued in 2000.

The Airport is one of the Region's main drivers of employment and economic activity, but, in the future, it will have an increasingly important role in supporting prosperity and providing the international links that are so important to modern business and society.

The Airport Surface Access Strategy recognises the requirements set out in the Government's Transport White Paper - "A New Deal for Transport - Better for Everyone" (1998) and "Guidance on Airport Transport Forums and Airport Surface Access Strategies" (issued by Government in 1999), and also takes account of the feedback received through consultations with stakeholders.

Surface access is crucial to the Airport's success and this, the second Airport Surface Access Strategy, recognises the importance of surface access to the Airport, set within the context of a sustainable approach. Surface access by all modes and for all users of the Airport, including our passengers, all those employed at the Airport and all those visiting the Airport, is vitally important. The Airport needs excellent surface access as a matter of good customer service. An air transport journey begins and ends with surface access and the Airport Company will work with its partners and the stakeholders to seek excellent surface access for the Airport and to make journeys to and from Birmingham International Airport part of a seamless travel experience.

This Airport Surface Access Strategy has been developed to help ensure a co-ordinated approach continues to be taken, addressing future requirements in a sustainable manner. It should not be considered as definitive, but rather as providing a framework upon which further initiatives can be built, thereby supporting the Airport's economic aspirations for the region.

Joe Kelly
Acting Managing Director

SECTION 1

Introduction

1.1 Surface Access is an important aspect of the operation of any large airport. To put this in perspective, Birmingham International Airport, like most large airports, generates significantly more surface trips than air trips.

1.2 This Airport Surface Access Strategy (ASAS) sets out a framework for the development of surface access at the Airport for a plan period up to 2012 and replaces the previous ASAS which covered the period 2000 to 2005.

1.3 Birmingham International Airport is located immediately adjacent to the National Exhibition Centre (NEC), a unique pairing in the UK, which brings many benefits to the region and minimises the surface access trips generated by overseas visitors to exhibitions at the NEC. As the Airport and NEC share similar surface access infrastructure and concerns, the Airport Company and NEC are working together to produce compatible surface access strategies. It should be noted that although there is a requirement for the Airport to produce an Airport Surface Access Strategy (as set out, initially, in the Government's 1998 White Paper on the Future of Transport - "A New Deal for Transport : Better for Everyone" and, subsequently, in "Guidance on Airport Transport Forums and Airport Surface Access Strategies" issued by the Department of the Environment, Transport and the Regions in 1999), no such formal requirement exists for the NEC.

1.4 Unlike the previous ASAS, it is not expected that significant additional on-site transport infrastructure will be required during the plan period. However, the Airport Master Plan proposes the construction of an Extension to the Main Runway by 2012, which would involve the diversion of the A45 and the provision of a short tunnel. This scheme would have implications for road users, the proposed Midland Metro route, cyclists and walkers, which would need to be considered in the design of the scheme for the Runway Extension.

1.5 The main focus of this ASAS is on policy issues to reflect ongoing changes in Government policy. This consists of an approach that links traffic management and traffic restraint with improvements to public transport. There is also a strong emphasis on encouraging the use of "sustainable" modes such as cycling.

1.6 The ASAS also stresses partnership working, recognising that the Airport Company needs to work closely with government agencies, local authorities and public transport operators to implement the strategy. This partnership working needs to be extended to all organisations working on-site at the Airport, with a view to them being more engaged in surface access issues.

1.7 Section 2 briefly summarises the progress made since the publication of the 2000 Airport and NEC Surface Access Strategy, while Section 3 comments on the recent events and developments in Government policy that provide the context for this ASAS. Sections 4 and 5 deal with the issues of Sustainability and Partnership Working respectively.

1.8 Section 6 discusses the review of surface access, recent trends in modal shares and sets out new modal share targets for the period up to 2012.

1.9 Each of the main modes are discussed in Sections 7 to 15, whilst Section 16 considers developments in surface access information.

1.10 Building on these proposals, Sections 17 and 18 specifically consider passenger and employee travel. Finally Section 19 considers the implementation and review of the strategy.

1.11 At the end of each section, there are policies which will form the basis of detailed action plans, to be developed as this ASAS is implemented. These policies are intended to set out the strategy for surface access during the period up to 2012, but the detail and timescale of their implementation will be developed during the plan period. Therefore, it is essential that flexibility is retained, in order that the strategy can respond to changing circumstances, particularly in relation to the Airport Company and external circumstances.

SECTION 2

Previous Surface Access Strategy

2.1 The 2000 Airport and NEC Surface Access Strategy contained high level commitments by both the Airport Company and the NEC to seek an increase in the use of public transport for surface access to both sites, i.e. in terms of the Airport:

"The Airport Company shall use all reasonable endeavours to achieve a Public Transport Modal Share of 20% by 31 December 2005 or when the number of air passengers is at a rate of 10 million passengers per annum, which ever event occurs later"

2.2 In 2000, the overall Airport Public Transport Modal Share was 13.7%. By 2005, it had increased to 19.1%. During the same period the number of Airport passengers increased from 7.6 million to 9.4 million. In 2006 the Public Transport Modal Share was 20.2% so the Airport Company has achieved the target set out in the 2000 Airport Surface Access Strategy.

2.3 The Airport Passenger Public Transport Modal Share has gradually increased from 10.6% in 2000 to 14.9% in 2006. The increase in the Public Transport Modal Share for employees/staff has been greater, increasing from 13.6% in 2000 to 24.8% in 2006.

2.4 Since 2000, there have been significant infrastructure improvements which have been funded by the Airport Company and have contributed to the achievement of these targets:

- The re-establishment of a high quality Air-Rail Link between the Airport and Birmingham International Station.
- The opening of the Birmingham International Interchange.
- A new Bus and Coach Terminus at the Airport.
- Completion of new A45 Inbound/Outbound Access Roads.

2.5 Other highlights involving the Airport are:

- The part funding of the 966 North to South Solihull Bus Service.
- The part funding of the experimental Buster Werkenbak Service.
- The introduction of the Airport Access, Bus and Rail Guides.
- The introduction of real time rail and highway information in Terminal 1.
- The enhancement of the staff Travelwise Scheme.

2.6 Our partners in Government, Local Government and the transport industry have also introduced the Active Traffic Management (ATM) system on the M42, completed the M6 Toll Road, introduced new trains and buses on most routes serving the Airport, completed a new rail station at Coleshill and built a segregated cycle path along Catherine-de-Barnes Lane.

2.7 The sections of the ASAS dealing with individual modes give further details of achievements since 2000.

SECTION 3 Policy Background

3.1 The importance of surface access issues has been increasingly recognised by Government. The 1998 White Paper "A New Deal for Transport: Better for Everyone" (subsequently referred to as the "1998 Transport White Paper") and the 1999 Guidance on Airport Transport Forums and Airport Surface Access Strategies explicitly required airports, for the first time, to prepare an Airport Surface Access Strategy and set up an Airport Transport Forum to consider surface access issues.

3.2 This requirement was re-iterated in the 2003 White Paper "The Future of Air Transport", i.e.: "All airports in England and Wales with more than 1,000 passenger air transport movements a year are required to set up an Airport Transport Forum and prepare an Airport Surface Access Strategy. The Strategy should set out short and long-term targets for decreasing the proportion of journeys to the airport by car and increasing the proportion by public transport, for both air passengers and airport workers. Where appropriate, these strategies will need to be revised, alongside the preparation of airport master plans, and in consultation with the relevant Forum to reflect the conclusions in this White Paper."

3.3 Although surface access issues at airports can often be perceived negatively, the 1998 Transport White Paper also stressed the positive features, particularly in relation to public transport. Trips generated by an airport can contribute to the overall viability of services used by non airport trips. Airports are increasingly being recognised as natural transport hubs and interchanges, where facilities of a higher quality can be provided than would otherwise be the case. At Birmingham International Airport, the new interchange at Birmingham International Rail Station is an example of such a facility, which was jointly funded by the Airport Company and local authorities because of its wider benefits.

3.4 Airports, like all major developments are increasingly expected to demonstrate that they have responsible policies towards protecting the environment and local communities. These policies need to affect the behaviour of all airport users, including passengers and employees. In terms of employee behaviour, this is particularly challenging at an airport like Birmingham International Airport, where there are over a hundred different organisations involved in a variety of activities at the site.

3.5 The core issue is the need to substitute car travel with more sustainable modes, including public transport, cycling, walking, and car sharing. This is required both to meet local environmental concerns and the growing need to reduce emissions to combat climate change. It is a challenging issue for an airport, but a responsible attitude towards surface access will contribute to the mitigation of the environmental impacts of an airport.

Previous Airport Surface Access Strategy

3.6 The previous Airport and NEC Surface Access Strategy was prepared in 2000, in response to the requirements of the 1998 Transport White Paper and the 1999 Guidance on Airport Transport Forums and Airport Surface Access Strategies. The main background to the document were the proposals for the development of the Airport set out in the Airport Master Plan ("Vision 2005", published in 1995). Linked to this was the Section 106 Panning Agreement with Solihull Metropolitan Borough Council concerning the Outline Planning Approval for the Expansion of the Passenger Terminal Facilities and Related Infrastructure. This placed various obligations on the Airport Company relating to surface transport (as well as other issues). The key requirements in relation to surface transport were to replace the Air-Rail Link, ("Maglev") people mover system, spend a sum of £3,000,000 on public transport improvements and promotion, and to work towards a Public Transport Modal Share target of 20% by the end of 2005 or 10 million passengers per annum, which ever came later.

3.7 The 2000 Airport and NEC Surface Access Strategy was developed within this overall context. Since then, the key requirements have been met, with the completion of the new Air-Rail Link system in 2004, a programme of expenditure on public transport of over £4,000,000 and a Public Transport Modal Share of 20.2% in 2006 with passenger throughput at 9.1 million passengers.

Transport Policy Background

3.8 Within the timescale of the previous ASAS, there have been many national and local policy changes, which have affected the delivery of existing transport plans and services, and will affect future policies.

3.9 The period covered by the previous ASAS, 2000-2005, has seen considerable developments in local, regional, and national transport policy, which formed the background against which the Airport Company has had to implement its first ASAS. Such issues, and developments, will also affect this ASAS.

3.10 The following commentary is designed to illustrate the main developments during the period 2000-2005. It is not intended to be exhaustive, rather it is designed to provide a background context for the development of this ASAS.

Central Government Policy

3.11 Following the publication of the 1998 Transport White Paper, a series of Multi-Modal Studies were commissioned, for areas across the UK, which were designed to develop an integrated approach to transport investment in specific geographical areas and transport corridors. With respect to Birmingham International Airport, the most relevant were the West Midlands Area Multi-Modal Study (WMAMMS), the Midlands to Manchester Multi-Modal Study (MIDMAN) and the West Midlands to East Midlands Multi-Modal Study (WMEMMS). WMAMMS was focussed on the West Midlands conurbation, MIDMAN on links between the West Midlands and Manchester along the M6 corridor, and WMEMM on the links between the West Midlands and East Midlands centred on the M42/A42 corridor.

3.12 Whilst the first Multi-Modal Studies were getting underway, the Hatfield rail crash (in October 2000), and its widespread repercussions, resulted in a hiatus in the rail industry and concerns over the escalating costs of rail maintenance and new investment. This led to the collapse of the rail infrastructure provider Railtrack, in October 2001, and its replacement by a not-for-profit company Network Rail in October 2002.

3.13 The results of WMAMMS were published in October 2001 and proposed £7.67 billion of new investment in the West Midlands by 2031, the majority in public transport, and including the four-tracking of the West Coast Mainline between Birmingham and Coventry. Although, in response, the Government promised significant investment in transport for the West Midlands, the prospect of such large scale rail investment, as proposed by WMAMMS, has receded. The climate of opinion towards rail investment had changed and this was reflected in the results of WMEMMS, published in August 2003. The WMEMMS proposed investment of £1.1 billion, of which only £5million was in public transport, the remainder being for road schemes.

3.14 The successful introduction of the London Congestion Charge in February 2003, and the opening of the M6 Toll in December 2003, raised public and political interest in road pricing, a demand restraint measure which had been floated in many of the Multi-Modal Studies. In July 2004, the Government published a new transport White Paper “The Future of Transport – A Network for 2030”, which gave a much greater prominence to the idea of traffic management and restraint through the introduction of road charging. This included interest in a new toll road between Birmingham and Manchester (a proposal studied, but rejected, in the MIDMAN study), which has now been rejected by Government, and encouragement to local authorities to become trial areas for the development of road pricing funded through the new Transport Innovation Fund (TIF). The West Midlands Metropolitan District Local Authorities have successfully bid for £2.6 million from TIF.

SECTION 3 Policy Background

Regional Transport Strategy

3.15 The West Midlands Regional Spatial Strategy, which includes the Regional Transport Strategy, was published in 2004 and identified access to Birmingham International Airport and the NEC as being amongst the five Transport Priorities for the West Midlands Region.

3.16 The Region's Transport Delivery Plan supports "the on-going sustainable development of Birmingham International Airport and the NEC to sustain and improve connections with international markets." An element of this priority is to "produce a surface access strategy that increases the proportion of sustainable trips".

3.17 This emphasis on encouraging sustainable travel modes is consistent with the general thrust of regional transport policy, as set out in the West Midlands Regional Spatial Strategy's twelve policies relating to "Transport and Accessibility", including Policy T11 Airports which relates specifically to the development of Birmingham International Airport and Policy T12 Priorities for Investment.

3.18 The Region's Transport Delivery Plan recognises that the details of the ASAS will need to be developed as part of the Airport Master Plan process, but there is a clear expectation that the ASAS will build upon the previous ASAS, with more challenging targets for the Public Transport Modal Share.

Local Transport Policy

3.19 These national and regional developments have been reflected in the evolution of the West Midlands Local Transport Plan (LTP), prepared jointly by the seven West Midlands Metropolitan District Local Authorities. The original plan, published in July 2000, incorporated the themes of the 1998 Transport White Paper and proposed significant investment in heavy rail and Midland Metro. The LTP was prepared almost concurrently with the previous ASAS and endorsed key elements of the strategy, including the replacement of Maglev with a new Air-Rail Link and the construction of the Birmingham International Interchange.

3.20 Because of the significance of the proposals contained in WMAMMS, it was agreed there should be a major revision to the West Midlands LTP. The revised West Midlands LTP was published in July 2003 and incorporated the main elements of the WMAMMS strategy, with significant investment proposed in heavy rail and Midland Metro.

3.21 In response, the Government proposed £1 billion of investment in transport in the West Midlands. However, the Strategic Rail Authority was indicating that the level of long term rail investment proposed was unrealistic.

3.22 All local authorities were required to update their LTPs in 2005. (these updated LTP's are known as LTP2). The new LTPs were based on a number of shared priorities between Central Government and Local Government. In terms of transport, these were:

- Tackling congestion.
- Delivering improved accessibility.
- Improving road safety.
- Producing better air quality.

3.23 Government guidance for the LTP2 process gave a new emphasis to improving accessibility. However, delays in obtaining, and using, the necessary software led to interim Local Transport Plans being submitted in 2005, with full plans submitted in July 2006.

3.24 The new emphasis on accessibility was consistent with a growing emphasis on "soft" transport measures, instead of the "hard" infrastructure schemes usually associated with transport development. More local authorities are becoming actively involved in the promotion of employee travel plans and cycling. This has led to the development of national and regional Travelwise, which promotes sustainable modes and the employment of Sustainable Transport Officers in many local authorities.

These developments have also been reflected in the LTPs of other local authorities within the West Midlands Region. Particularly relevant to the Airport is Warwickshire County Council whose boundary is less than two miles from the Airport. The County Council has developed its own Aviation (Surface Access) Strategy, funded two studies relevant to surface access to the Airport, and secured funding for a new rail station at Coleshill with associated bus links to the Airport.

3.25 This period also marked a renewed interest in cycling within local authorities, partly in response to the sustainable transport charity Sustrans' project to create a National Cycle Network of 10,000 miles by 2006.

Local Transport Plan Major Schemes

3.26 The main mechanism for significant investment in local transport is the LTP Major Schemes procedure, which applies to all capital schemes over £5 million. To secure funding from Government, local authorities must submit a comprehensive bid document known as an "Annex E" bid. In recent years there have been two Major Scheme bids prepared which have relevance to the Airport:

- Coleshill Multi-Modal Interchange.
- Public Transport Access to Birmingham International Airport/NEC.

3.27 The Coleshill Multi-Modal Interchange (now known as "Coleshill Parkway") is a Warwickshire County Council Scheme which provides a new park and ride station and bus interchange on the Birmingham to Leicester rail line at Hams Hall, Coleshill, four miles north of Birmingham International Airport. A new bus-only bridge enables improved bus services through the Hams Hall site, with many of the services terminating at the Airport. The new station and associated bus services provide improved links between the Airport, the East Midlands and East Anglia. The scheme was opened in August 2007.

3.28 The Airport/NEC Public Transport Access Scheme was submitted by Solihull Metropolitan Borough Council, for funding, in July 2004. It consists of a package of measures to improve facilities for public transport to the Airport and NEC, including bus priorities and links, improved terminus facilities and real time information. There is also a significant sum allocated to improved facilities for cyclists. As part of the overall scheme, the Airport Company and NEC have also agreed, in principle, to provide "pump priming" in the form of revenue support to improve bus services in the area. This scheme has been identified as a regional priority, and, in July 2006, the Department for Transport agreed that it should be included in the programme, subject to the submission of a final business case. This was submitted in July 2007. It is hoped that construction of this scheme will start as soon as possible.

3.29 A further Major Scheme, which has implications for the Airport, is in the early stages of preparation by Birmingham City Council. This is the East Birmingham North Solihull Mobility and Access Project, which is considering a range of transport issues in the north-south and east-west corridors to the west of the Airport. Although the scheme is unlikely to directly affect the Airport, it creates opportunities to improve public transport (and possibly cycling) links to and from an area which is an important source of Airport employees, but has relatively poor links at present. The timetable for the submission of this scheme has, as yet, not been determined.

SECTION 3

Policy Background

Government Policy towards Air Transport

3.30 The Government White Paper "The Future of Air Transport", published in 2003 (subsequently referred to as the "2003 Air Transport White Paper"), set out the strategic framework for the development of airport capacity in the UK up to 2030. The Airport Company was invited to prepare a new Airport Master Plan based on the 2003 Air Transport White Paper.

3.31 With regard to surface transport, the 2003 Air Transport White Paper stated:

"The airport operator will also need to work closely with the Strategic Rail Authority, the Highways Agency and regional stakeholders to develop a robust strategy for improving surface access to the Airport. The aim should be to improve public transport mode share significantly, with 25 per cent as a long term target. Improved rail, bus and coach services will need to contribute to this, alongside the new Interchange at Birmingham International Station and the new SkyRail connection (now known as the Air-Rail Link) to the Airport"

3.32 The 2003 Air Transport White Paper also identified the need for a review of highway capacity on the M42 between Junction 3 and 7, acknowledging the complexity of this issue, the other issues affecting this corridor and the imminent planned implementation of the pilot Active Traffic Management System. The Airport Company was expected to initiate a review of motorway access arrangements for Airport traffic, in conjunction with the Highways Agency, and this has been taken up by the Airport Company.

Airport Master Plan

3.33 In response to the 2003 Air Transport White Paper, the Airport Company published a Draft Master Plan in October 2005. This sets out the proposed strategy for the development of the Airport up to 2030. The proposals included an Extension of the Main Runway by 2012, a Third Passenger Terminal and a new Second Runway in 2020. A sixth month consultation period was completed in March 2006.

3.34 The publication of the final Master Plan was delayed pending the publication of the Progress Report on the Air Transport White Paper (published December 2006) and the decision on the Appeal by Coventry Airport in relation to their planning application for a new passenger terminal (the Appeal was lost in June 2007). The final Master Plan sets out a framework for the development of the Airport to 2030. The main proposals that are relevant to Surface Access are:

- The extension to the Main Runway by 2012
- No Second Runway before 2030
- A Third Passenger Terminal.
- Additional commercial and operational facilities at the Elmdon Terminal Site
- Junction 6 of the M42 to remain the main highway access with long term improvements to this junction.
- Additional on-site car parking located north of the A45
- Long term public transport targets of 30% by 2022 and 35% by 2030.

Full details of all the proposals are available in the Airport Master Plan Document "Towards 2030: Planning a Sustainable Future for Air Transport in the Midlands"

The ASAS takes into account proposals planned to be implemented before 2012, including the Extension to the Main Runway.

Passenger Forecasts

3.35 The Airport Master Plan contains forecasts of passengers at Birmingham International Airport in 2012, 2022 and 2030 (Table 3.1).

3.36 The forecasts take into account the proposed development of new infrastructure at other major airports in the UK, as included in the White Paper. For Birmingham International Airport, it is assumed that a Runway Extension, and the necessary airspace capacity are provided, as demand arises. In this respect, the forecasts are unconstrained.

Table 3.1 Passenger Forecasts (millions per annum)

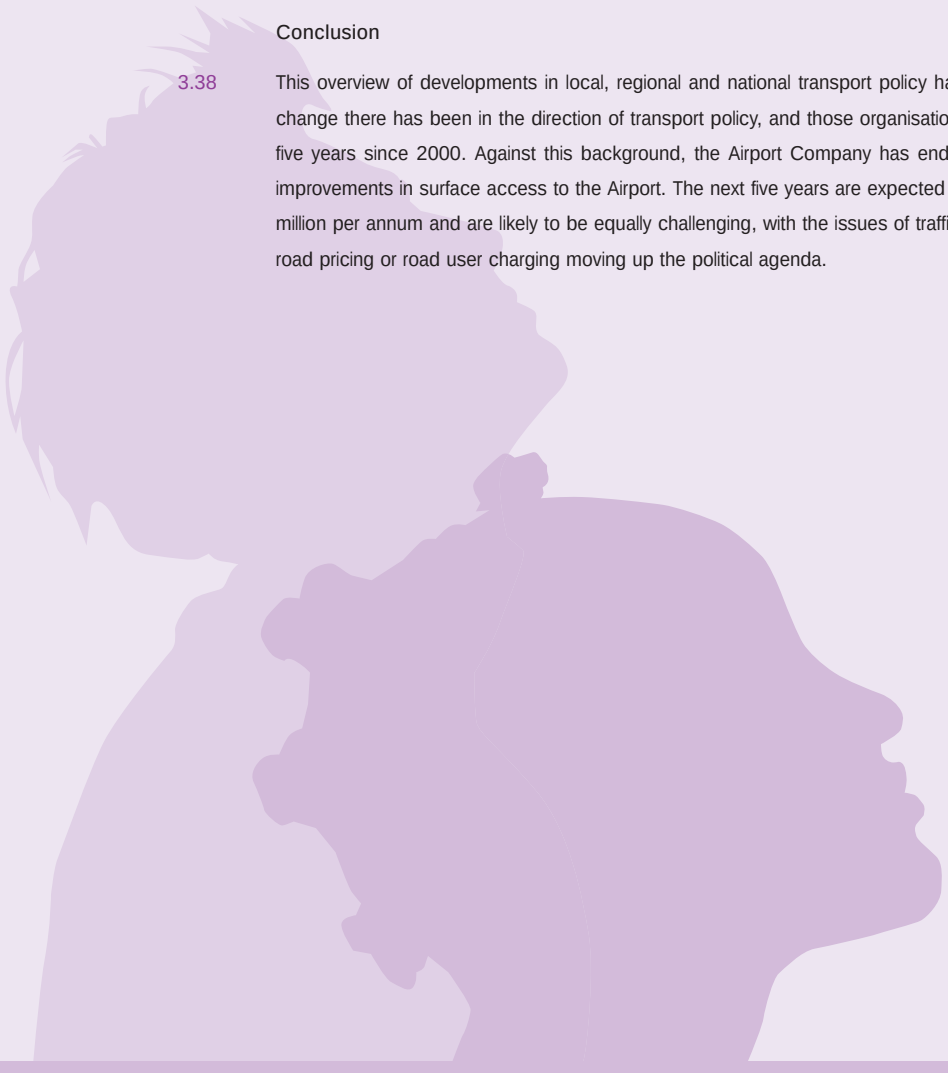
2006	2012	2022	2030
9	13	21	27

Note. The forecasts assume the provision of the Runway Extension by 2012.

3.37 Like all long term forecasts, these forecasts will be regularly reviewed to reflect the best information available.

Conclusion

3.38 This overview of developments in local, regional and national transport policy has demonstrated the enormous amount of change there has been in the direction of transport policy, and those organisations required to deliver it, in a period of only five years since 2000. Against this background, the Airport Company has endeavoured, with its partners, to deliver real improvements in surface access to the Airport. The next five years are expected to see passenger numbers rise to over 13 million per annum and are likely to be equally challenging, with the issues of traffic management and traffic restraint through road pricing or road user charging moving up the political agenda.



SECTION 4

Sustainability

Policy

4.1 Air transport is critical to the UK in maintaining international 'connectivity' and economic growth. Air transport is also important in social terms, in meeting people's needs for access to air travel for leisure, social and family purposes, and also in providing employment. However, there are environmental impacts associated with air transport, which need to be managed and mitigated effectively. The Government has promoted a sustainable approach to airport development in the 2003 Air Transport White Paper through its proposals for a "balanced approach".

4.2 Critical to Birmingham International Airport's continuing success will be a sustainable approach to the Airport's development and surface access. This will mean the development of the Airport, including surface access arrangements, in such a way as to encourage economic growth and social inclusion, whilst minimising the environmental impact of the Airport and its operations – a 'balanced approach'.

4.3 In 1999, the Government published "A Better Quality of Life", where it set out its strategy for sustainability, with the following objectives:

- Social progress which recognises the needs of everyone.
- Effective protection of the environment.
- Prudent use of natural resources.
- Maintenance of high and stable levels of economic growth and employment.

4.4 More recently, in March 2005, the Government published "Securing the Future", which progresses the objectives for sustainability by providing five guiding principles to form the basis of sustainability in the UK:

- Living within environmental limits.
- Ensuring a strong, healthy and just society.
- Achieving a sustainable economy.
- Promoting good governance.
- Using sound science responsibly.

4.5 The new strategy also specifies four priority areas for action:

- Sustainable consumption and production.
- Climate change and energy.
- Natural resource protection and environmental enhancement.
- Sustainable communities.

4.6 The Government's objectives for sustainability, as set out in "A Better Quality of Life", are the principles which will underpin future development plans for Birmingham International Airport, including surface access.

4.7 The Airport Company's approach to sustainability is set out in the Airport Company's Sustainability Policy Framework and reported, annually, in the Airport Company's Community and Environment Report. The Airport Company's vision for sustainability is:

"Bringing direct economic and social benefits to the Central England Region, and playing our part as a responsible and proactive citizen whilst minimising the impact of our operations and activities on the environment."

Journey Time Savings

4.8 The proposals in the Airport Master Plan would satisfy an increased proportion of the regional demand for air travel within the West Midlands. This would, in terms of environmental benefits, reduce the need for a significant number of the current surface journeys to other airports outside the West Midlands. The annual economic benefits, in terms of the surface journey time and cost savings, would also be substantial. Between 2006 and 2030, the discounted total value of journey time savings is estimated to be in excess of £520 million (2006) prices. Estimates of the time and cost savings from reduced surface journeys are summarised in Table 4.1:

Table 4.1 Journey Time Savings from Reduced Surface Access Journeys

	2021	2030
Estimated Journey Time Savings in Hours	2 Million	4 Million
Estimated Cost Savings at 2006 Prices	£50 Million	£93 Million

SECTION 5 Working in Partnership

Introduction

5.1 Birmingham International Airport has an impact on, and is in turn affected by, the local, regional and national transport systems, and the local, regional and national policies that determine their development and operation. Whilst the Airport Company can provide appropriate transport infrastructure on the Airport site, many aspects of the ASAS will be affected by the infrastructure provided by other parties outside the Airport and the policies in operation by other parties beyond the Airport Company.

5.2 The Airport Company is also only one of the on-site employers; there are over hundred other employers of various sizes on the Airport site. "Buy-in", and partnership working with these organisations, is also required if all are to contribute to achieving the ASAS objectives.

5.3 The successful implementation of this ASAS will require co-operation with the many stakeholders involved in the planning and delivery of transport infrastructure and transport services in the area.

Airport Transport Forum

5.4 The main Airport forum for transport issues is the Airport Transport Forum (ATF), which was set up in 2000, following the 1999 Guidance on Airport Transport Forums and Airport Surface Access Strategies, and now meets twice each year. In order to retain flexibility, the ATF does not have a formal membership, but consists of representatives of organisations who have an interest in surface access issues. Typically about 80 people are invited to the ATF, with average attendances of about 50 people. This open structure has enabled the Airport Company to invite individuals and organisations to attend who have expressed an interest in doing so. The ATF also has three sub groups which meet 3 to 4 times a year to consider surface access issues, and proposals, in more detail. The sub groups cover Bus and Coach Services, Rail Services and Cycling and Walking. Membership of the Sub Groups is again open and they attract members of the ATF who have a particular interest in these areas.

5.5 However, the arrangements, and structure, for the sub groups are not fixed. The review of monitoring issues and targets (Section 6) and the importance of employee travel (Section 18) creates an opportunity for further sub-groups to ensure that the overall process is open and transparent.

5.6 There is also the opportunity to establish a higher level ATF Steering Group, which would have a greater role in implementation issues.

Other External Links

5.7 Members of the local community also attend the ATF, but more formal contact is maintained through the statutory Airport Consultative Committee (ACC), which meets quarterly. The ACC also has a Passenger Services and Surface Transport Working Group, which considers surface access issues in more detail and reports back to the ACC.

5.8 As part of its commitment to partnership working, the Airport Company attends a number of established and ad-hoc groups to consider transport issues affecting the Airport's immediate locality and the wider region. The following list is not meant to be exhaustive, but it gives an indication of the range of the Airport Company's involvement:

- West Midlands Regional Assembly Regional Transport Partnership.
- West Midlands Regional Transport Officers Group.
- West Midlands Business Transport Group.
- Transport Thematic Group of the North Solihull and East Birmingham Regeneration Zone.
- BIA/NEC Area Liaison Group.
- 966 Bus Service Partnership.
- Solihull Cycling Steering Group.
- Regional Travelwise Committee.
- Travelwise Workplace Co-ordinators Group.

5.9 Through the ATF, and participation in these formal groups and ad-hoc meetings, the Airport Company has contact with a wide range of organisations with respect to surface access issues.

- Government and Government Agencies, including the Department for Transport, Government Office West Midlands and Advantage West Midlands.
- Regional Authorities, including West Midlands Regional Assembly.
- Local Authorities, including Birmingham City Council, Solihull Metropolitan Borough Council and Warwickshire County Council.
- Infrastructure providers and network planners, including Centro, the Highways Agency and Network Rail.
- Train Operating Companies, including Central Trains and Virgin Trains.
- Bus and coach operators serving the Airport, including Travel West Midlands and National Express.
- NGOs (Non Government Organisations) with an interest in transport, including CPRE (Campaign to Protect Rural England), CTC (Cyclists Touring Club), Friends of the Earth, Push Bikes, Sustrans and the Campaign for Better Transport (formerly Transport 2000).

Links to Employers

5.10 There are established links to other on-site employees through the Airport's Partnership Programme and attendance at the ATF. However, it is recognised that these links need to be strengthened if the ASAS is to be successful. The pressure for the "Airport" to implement sustainable transport policies is increasing and it is essential that all companies on the Airport site share the responsibility for achieving change within their organisation. To increase the level of engagement, it is proposed to establish an Employers Transport Forum, comprising of representatives from key employers on the Airport site and representatives of the employees and staff. The remit will be to work together with the Airport Company to further develop the proposals for employee travel set out in Section 18.

Transportation Studies

5.11 The Airport, as a key trip generator, is an important factor in many transport studies which are commissioned by other organisations. The Airport Company regularly contributes to such studies through the provision of data and by taking part in study steering groups and working groups. The Airport Company has also made a financial contribution to some studies. In recent years, the Airport Company has been involved in a range of studies, including:

- The West Midlands Area Multi-Modal Study.
- The West Midlands to East Midlands Multi-Modal Study.
- The Midlands to Manchester Multi-Modal Study.
- The BIA North East Area Catchment Area (BIANCA) Study.
- The Centro Park and Ride Study.
- The Solihull MBC BIA/NEC Annex E Submission Studies.
- The Solihull MBC/BIA Cycle Route Study.
- The West Midlands Transport Studies and PRISM Model Development Studies.
- The X42 (Tamworth to Stratford Corridor) Feasibility Study.

SECTION 5 Working in Partnership

Policies

Policies

PA01 The Airport Company will continue to host regular meetings of the Airport Transport Forum and its Sub Groups.

PA02 The Airport Company will consider setting up an Airport Transport Forum Steering Group, plus an additional Airport Transport Forum Sub Group to cover monitoring and target issues.

PA03 The Airport Company will continue to formally report to the Airport Consultative Committee on Surface Access Issues.

PA04 The Airport Company will continue to engage with a wide range of partners, whether through membership of formal groups, regular/ad-hoc meetings or participation in formal transportation studies.

PA05 The Airport Company will establish an Employers Transport Forum, to increase the opportunities for engagement on surface access issues with other on-site employers and staff employed at the Airport. Such an Employers Transport Forum could act as an ATF Sub Group.

PA06 Subject to issues of commercial confidentiality, the Airport will continue to make data freely available to transport studies.

SECTION 6 Monitoring and Targets

Introduction

6.1 The accurate monitoring of surface access by all modes is an essential element of an ASAS. At Birmingham International Airport, monitoring has also been essential in relation to the targets set in the Section 106 Planning Agreement. However, it is recognised that the approach adopted to monitoring should not be static and needs to be flexible, as the emphasis of the strategy changes over time. Similarly, targets need to be reviewed periodically, as circumstances change.

Existing Monitoring and Targets

6.2 For the Section 106 Agreement and the previous ASAS, a system of monitoring was developed which involved surveys of three types of trip, i.e. passengers, employees/staff and visitors. Passenger surveys have been undertaken at the Airport for many years, but other types of surveys have been put in place more recently. These surveys give the modal shares for each type of trip. For the purposes of the monitoring of the Section 106 Agreement targets, these datasets were combined to give a single overall modal share. The relative weights given to each type of trip were set at 0.65 for passengers, 0.30 employees and 0.05 visitors, based on an early assessment of the make up of the total trips to the Airport. For consistency, these proportions were held constant during the period covered by the previous ASAS.

6.3 Both the Section 106 Agreement and the previous ASAS had an overall modal share target for public transport of 20%, which the Airport Company would use all reasonable endeavours to achieve by the end of 2005 or when passenger numbers reached 10 million, whichever was later.

6.4 Tables 6.1 and 6.2 show the Public Transport Mode Shares during the period 1996 to 2006.

Table 6.1 Public Transport Modal Shares 1996-2006

	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Passengers	13.9	12.2	12.1	7.3	10.6	10.3	10.7	11.3	11.5	12.4	14.9
Employees	13.5	12.7	13.6	13.6	13.6	19.1	15.8	14.2	18.6	26.8	24.8
Visitors	44.9	44.9	56.8	48.4	55.5	53.0	36.1	51.4	51.2	60.7	60.7
All Trips	15.3	14.0	14.8	11.2	13.7	15.1	13.5	14.2	15.6	19.1	20.2

Table 6.2 Overall Modal Shares 1996-2006

	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Car	74.0	74.1	73.1	76.2	72.6	71.2	72.6	71.9	69.4	66.6	65.0
Taxi	10.6	11.9	12.1	12.5	13.6	13.8	13.9	13.9	15.0	14.3	14.8
Rail	7.7	6.9	7.5	4.8	7.2	7.1	7.3	7.5	8.8	9.1	11.3
Bus	6.4	5.9	6.1	5.4	5.6	6.4	5.5	5.4	5.7	8.0	7.0
Other	1.3	1.2	1.1	1.0	0.9	1.6	0.7	1.2	1.1	2.0	1.9

Notes:
Visitor surveys did not take place in 2006 so 2005 data has been used for that year.

6.5 The "headline" figures for the overall Public Transport Modal Share have shown a gradual increase in recent years, increasing from 13.7% in 2000 to 20.2% in 2006, thus exceeding the 20% target contained in the Section 106 Planning Agreement and the previous ASAS.

6.6 As experience of the monitoring process has been gained, it has become apparent that the "headline" figure can be distorted by the variability of results from the employee and visitor surveys. The results from the employee and visitor surveys have been found to be more variable than the results from the passenger surveys, due to smaller samples (for visitors) and a greater level of variability within the sample population (for employees).

6.7 This ASAS gave an opportunity to reconsider the approach to the monitoring processes, in the light of experience gained in recent years. As part of the development of the ASAS, the Airport Company reviewed the monitoring procedures and has adopted a new approach to the monitoring of surface access.

Review of Existing Methodology

6.8 The main conclusion of the review into the measurement of the modal shares was that the balance between passengers, employees/staff and visitors was not static and there was also no robust and cost effective way of measuring this balance. In particular, employee movements and visitors appear to form a lower proportion of the total movement than previously thought.

6.9 A further issue was that people who drop-off and pick-up passengers (mainly by car) were treated as the passenger's mode of travel, rather than as visitors. These passengers are classified as arriving by car, but they generate twice as many car trips as passengers who park at the Airport. These additional car trips are excluded from the analysis. However, many of these people do not leave their vehicles and are, therefore, difficult to include in the surveys.

Proposed Approach

6.10 In order to give a more robust approach to measuring surface access mode shares, the overall modal share statistics and targets have been replaced with separate ones for passengers and employees. This brings Birmingham International Airport in line with most other airports. The visitor mode share is no longer being monitored, except insofar as they are part of the passenger mode share.

6.11 In terms of defining the targets, "public transport" is now defined as everything except car and taxi, for both passengers and employees, so that the targets effectively relate to reducing the percentage of people arriving by car and taxi. In terms of passengers, off-site car parks are now included as public transport, in order to reflect the fact that these passengers arrive in a bus, thus reducing local congestion. However, these trips will continue to be identified separately in the more detailed figures. The new targets reflect this change of assumption.

6.12 However, regardless of the Public Transport Modal Share, it is the overall level of surface access movements that is very important. Therefore, a new measure has been introduced based on its key visible impact - the total number of vehicles entering and leaving the Airport site. This can be accurately measured using existing automatic traffic counters and car park entry data. A further advantage of this measure is that modes of transport that generate large numbers of vehicles (e.g. passenger drop-off and pick-up) will be accurately included in the statistics. Meanwhile, traffic generated by the relatively small number of other visitors is also automatically included.

6.13 Vehicle trips will, inevitably, tend to increase, as the number of passengers rises but it is desirable that road traffic should increase at a slower rate than the increase in passenger numbers. Although the total number of vehicle trips will be monitored and reported, the measure proposed for a target is the number of Vehicle Trips per Passenger. A reduction in this statistic may be regarded as a benefit, all other things being equal. This will encourage the development of other transport solutions, in addition to public transport, including, for example, the greater use of car share, and the need to consider the balance between set-down and pick-up and on-site and off-site car parking.

6.14 At the time the new targets were developed, the latest modal share data available was for 2005. Therefore 2005 was used as the new "baseline" for the modal share targets. However, for completeness, the latest 2006 data has also been included in the tables in this section.

Targets

6.15 In 2005, the Passenger Public Transport Modal Share was 12.4%, and the off-site car park mode share in 2005 was 8.4%, giving a combined total of 20.8 %. In 2006 this increased to 21.7%. The combined target for the Passenger Public Transport Modal Share in 2012 is 25%, with a longer term target of 30%. This compares with the long term target proposed in the 2003 Air Transport White Paper of 25%.

6.16 In 2005, the Employee Public Transport Modal Share was 26.8%. However, this had increased significantly from 18.6% in 2004, and there was a concern that this may not be a fully representative figure, as is always a possibility from a sample survey. Public transport operators have not identified a noticeable increase in demand during this period. To reduce random variation, the new baseline is the three year (i.e. 2003-2005) average of 20.3 %, with a target for the Employee Public Transport Modal Share in 2012 (also based on a three year average) of 25%. In 2006 the Employee Public Transport Modal Share remained high, with a 2004-2006 three year average of 23.2%.

SECTION 6 Monitoring and Targets

6.17 The 2005 baseline figure for Vehicle Trips per Passenger is 1.15. This value increased to 1.17 in 2006. In line with the proposed Passenger Public Transport Modal Share target of 25% (which implies a reduction in the car and taxi proportions from about 80% to 75%), the proposed target for Vehicle Trips per Passenger in 2012 is 1.08.

6.18 These targets are intended as headline targets, appropriate for this ASAS. Should the Public Transport Modal Share remain high over the next two years, these targets may be reviewed. Tables 6.3, 6.4 and 6.5 illustrate how the targets are made up. More detailed targets for individual areas of the plan will also be developed in the form of Action Plans, which will be reviewed annually taking into account current priorities and resource availability.

Table 6.3 Passenger Mode Shares and 2012 Targets

Passenger Mode Shares %	2003	2004	2005	2006	2012 Target
A. Car	61.8	58.5	58.5	57.1	55
B. Taxi	20.4	21.9	20.7	21.2	20
C. Off-site Car Park/Hotel Bus	7.3	9.0	9.1	7.5	9
D. Rail	8.2	8.6	9.1	11.7	12
E. Coach	0.8	0.6	0.8	1.0	2
F. Local Bus	0.8	0.6	0.7	0.6	1
G. Cycle	-	-	-	-	-
H. Other	0.7	0.8	1.1	0.9	1
Public Transport (non-car/no-taxi, C-H)	17.8	19.6	20.8	21.7	25

Notes:

The target for taxis is to keep the modal share constant. This compares with a gradual upward trend during the past ten years, probably a reflection of increasing affluence.

Table 6.3 Employee Mode Shares and 2012 Targets

Employee Mode Shares %	2001-3	2002-4	2003-5	2004-6	2012 Target
A. Car	81.9	81.3	77.4	74.0	73
B. Taxi	1.5	2.1	2.3	2.7	2
C. Off-site Car Park/Hotel Bus	0.0	0.0	0.0	0.0	0
D. Rail/Air-Rail Link	4.5	5.0	4.5	5.3	6
E. Coach	-	-	-	-	-
F. Local Bus (& Coach)	9.9	10.1	13.4	15.0	16
G. Cycle	0.6	0.5	0.7	0.7	2
H. Other	1.6	1.0	1.7	2.2	1
Public Transport (non-car/no-taxi, C-H)	14.2	16.7	20.3	23.2	25

Notes:

Employee modal shares are based on three years of data to reduce random variation.

Table 6.5 Proposed Vehicle Trips/Passenger Targets

Vehicle Trips per Passenger	2003	2004	2005	2006	2012 Target
Total Vehicle Trips (millions)	10.20	10.06	10.81	10.74	-
Total Passengers	9.08	8.86	9.39	9.15	-
Vehicle Trips per Passenger	1.12	1.14	1.15	1.17	1.08

Notes:

Vehicle trips include all those on Airport Way and entering or leaving the Long Stay and Staff Car Parks.

Policies

Policies

MN01	The Airport Company will undertake regular surveys of Airport passengers and employees/staff and present detailed annual modal share statistics for these types of trips, broken down into the main modes.
MN02	The Airport Company will monitor total vehicle movements in and out of the Airport site, using automatic traffic counters, and present annual data for total vehicle trips, total passengers and vehicle trips per passenger.
MN03	The Airport Company will seek to achieve a Public Transport Modal Share (i.e. non-car and taxi) for Passengers of 25% by 2012.
MN04	The Airport Company will seek to achieve a three-year-average Public Transport Modal Share (i.e. non-car and taxi) for Employees/Staff of 25% by 2012.
MN05	The Airport Company will seek to reduce the Vehicle Trip per Passenger ratio to 1.08 by 2012.

SECTION 7 Roads

Existing Situation

7.1 Efficient roads are required both to give access to the Airport and NEC and distribute traffic within the two sites. The vast majority of passengers, employees and visitors use the road system at some point, whether they arrive by car, taxi, coach or bus.

7.2 Car (and, for the purposes of this section, this includes taxis and private car) is by far the most important means of access to the Airport, accounting for 88% of passenger trips and 73% of employee trips and generating nearly 11 million vehicle trips in 2005. This broadly reflects the national picture, where 85% of passenger miles are by private car.

7.3 The Airport and NEC are located only a mile from Junction 6 of the M42. It is estimated that about 85% of passengers coming by car use this route. Routes taken by employees are more varied, reflecting the different distribution of trip origins, but the A45 Coventry Road, Bickenhill Lane and Catherine-de-Barnes Lane are particularly important routes for employees.

7.4 The pattern of Airport trips throughout the day is different to the traditional traffic profile. In general, the peaks are earlier and shallower. The morning peak hour at the Airport (0500-0600) is before the normal peak period (0730-0930), so that highway capacity for Airport traffic is rarely a problem at this time. However, the level of Airport trips during the traditional peak periods does contribute to peak problems on the highway network.

7.5 Traffic generated by the Airport varies by time of day, day of the week and month of the year, with the highest flows usually on Fridays and Mondays in the summer months and in September. However, traffic volumes are reasonably predictable.

7.6 This contrasts with traffic generated by the NEC which is more related to the start and finish times of particular events, and tends to peak in the spring and autumn.

7.7 The Airport Company will need to ensure that the capacity of the internal road network keeps pace with the growth in passengers, taking into account the location of the various car parks and the arrangements for set-down and pick-up. At peak times in the summer, some congestion may be inevitable and, where possible, the routes of public transport vehicles through the site will be designed to avoid this. However, in summer 2007, following the terrorist attack on Glasgow Airport, the Airport Company closed the roads in front of the Passenger Terminals to general traffic and converted the Short Stay Surface Car Park to a rapid set-down area. As a result, issues concerning security will need to be kept under review, which could have further implications for the future arrangements for set-down and pick-up.

7.8 The broad strategy for the development of the internal road network is set out in the Airport Master Plan, with the details being developed as the plan is implemented.

7.9 It is expected that Solihull Metropolitan Borough Council's Annex E Scheme will be implemented during the period covered by the ASAS. This will include improvements to the local road network and the provision of more direct routes for buses, including a new bus-only exit on to Bickenhill Lane.

7.10 The biggest issues facing car access are the variable conditions on the motorway network near the Airport, and in particular the M42 and Junction 6 of the M42. This issue is much wider than just the impact of the Airport and NEC, as the heavy flows on the M42 are the result of national, regional and local traffic. It is entirely appropriate that the Airport and NEC, as regional and national trip attractors, are located adjacent to the national motorway network. The frequent peak hour congestion on the M42 is, in part, caused by local commuter trips, which are generated by the presence of an orbital motorway system. This effect has also been seen in London on the M25, and elsewhere in many other cities worldwide. The times of peak traffic generation at the Airport do not coincide with the peaks on the M42.

Organisational Framework

7.11 The maintenance and improvement of the motorway network is the responsibility of the Highways Agency (a Government agency). They are also responsible for national trunk roads, which include the A45 east of the M42 and the A452 through Stonebridge. Other roads are the responsibility of the local authorities (as local highway authorities). Close to the Airport, these are Solihull Metropolitan Borough Council, Birmingham City Council and Warwickshire County Council. Within the Airport site (north of "Bird Island"), the roads are private roads and the responsibility of the Airport Company. However they are treated as public highway for the purposes of Road Traffic Legislation. The Airport Company has built roads (e.g. the new A45 Inbound/ Outbound Access Roads, opened in 2002, linking the Passenger Terminal Site with the A45) outside the Airport site, but they have been adopted by the local highway authority on completion.

Recent Developments and Achievements

7.12 In 2002, the Airport Company opened the new A45 Inbound/Outbound Access Roads, which provided a direct access between the Passenger Terminal Site and the A45 and reduced pressure on the three roundabouts between the A45 Clock Junction and Bickenhill Lane. Traffic capacity in this area is generally adequate. When problems do occur, they are usually between the Clock Junction and Junction 6 of the M42. This is usually as a result of heavy traffic volumes emerging from the NEC, in combination with incidents on the motorway network or local road network.

7.13 In 2006, the Highways Agency completed the implementation of the pilot Active Traffic Management (ATM) scheme, which provides for mandatory variable speed limits, designed to increase road capacity by smoothing traffic flows as congestion develops, and the use of the hard shoulder during peak periods, to provide further capacity. The Highways Agency intends to monitor the impact of this pilot scheme before deciding its long term strategy for the M42, including the option of widening the M42. However, any scheme to widen the M42 will be outside the plan period of this ASAS. Meanwhile, the Highways Agency and the local highway authorities are looking at various short term improvements to Junction 6 and longer term arrangements for junction capacity on the M42 (including Junction 6), and the Airport Company is involved in a number of groups looking at various aspects of this issue.

7.14 Traffic within the Airport normally flows freely, but problems can arise during summer peaks when there is pressure on set-down and pick-up and car parking. In summer 2004, additional set-down and pick-up capacity was provided but in summer 2007, following the terrorist attack on Glasgow Airport, the Short Stay Car Park was converted to a rapid set-down facility. However at peak times, levels of traffic will sometimes require additional traffic management, in order to use the available car park spaces effectively and reduce the amount of circulating traffic.

Objectives

7.15 The Airport Company believes that adequate capacity should exist on the highway network, in order to accommodate those people wishing to come to the Airport by private car and as part of a balanced transport "offer" in terms of public transport and car parking charges. The variation in levels of Airport traffic which might result from different public transport targets is not considered to be the critical factor in the provision of additional highway capacity. Although the rate of growth of the Airport will be a significant factor, the rate of growth of other traffic will, in absolute terms, be of more importance.

SECTION 7 Roads

7.16 The origin and destination of Airport trips means that the critical highway links are the M42 and the A45. In line with the policies of the local authorities in the West Midlands Region, the Airport Company supports the Widening of the M42, as part of an integrated transportation strategy. However, there is a concern that any additional capacity provided could be taken up by suppressed demand for other (particularly commuter) trips, if complementary restraint measures are not also put in place. Proposals in the WMEMMS to widen the A42 are also likely to attract more traffic into this corridor. Therefore, the Airport Company welcomes the Transport Innovation Fund Studies which will investigate the feasibility of traffic restraint measures in the West Midlands.

Future Plans and Constraints

7.17 The best link for Airport traffic between the M42 and the Airport is a technical issue, which involves consideration of the feasibility of expanding the capacity of Junction 6, or options for a new junction on the M42, but this is a longer term issue beyond the plan period for this ASAS. In addition, it is not just about Airport traffic, and the Highways Agency will need to consider the requirements of all traffic using Junction 6, as well as the impact of any proposed scheme on the environment and local community.

7.18 It is not expected that M42 Motorway widening, a new junction or traffic restraint measures will be in place within the plan period for this ASAS.

7.19 The Airport Master Plan proposes an Extension to the Main Runway. The proposed Extension to the Main Runway would involve the local realignment of the A45 Coventry Road, with a short section in a tunnel below the Runway End Safety Area (RESA). It proposes that the Extension to the Main Runway should be available for operational use by 2012. In addition, the A45 and Clock Junction are vital to Airport surface access by road and, therefore, it is important that they are able to function. However, when problems do occur, they are usually the result of heavy traffic volumes emerging from the NEC, in combination with incidents on the motorway network or local road network. Appropriate traffic management measures for the A45 and Clock Junction may be necessary, but no significant additional capacity is likely within the plan period for this ASAS.

7.20 Within the plan period of the ASAS, no significant additional road capacity is likely to be provided within the Airport Site. However, there may be an increasing need to proactively manage the internal road network and adjacent roads. This could be an extension of proposals to include variable message signs on local roads within Solihull Metropolitan Borough Council's Annex E Scheme.

7.21 With security issues in mind, and peak time congestion on the Airport roads within the Passenger Terminal Site, set-down and pick-up arrangements will also need to be kept under review. In addition, there is the potential for the relocation of the public transport facilities, to a centralised bus and coach facility at the Birmingham International Interchange, as proposed in Solihull Metropolitan Borough Council's Annex E Scheme. This would release the existing Bus and Coach Terminus, within the Passenger Terminal Site, for other uses.

Policies

Policies

CA01 The Airport Company will continue to support the principle of the widening of the M42, providing it is linked to the application of traffic restraint in the M42/A42 corridor.

CA02 The Airport Company will work with the Highways Agency, local authorities and stakeholders to develop a robust and sustainable long term strategy for access to the Airport and NEC from the M42.

CA03 The Airport Company will bring forward plans to develop the internal road networks at the Passenger Terminal Site and the Elmdon Terminal Site, in line with the Airport Master Plan and as the implementation of the plan proceeds.

CA04 The Airport Company will investigate the provision of measures to improve the management of the set-down/pick-up and short stay car parking areas at times of peak demand.

CA05 The Airport Company will continue to review the operation and control of set-down and pick-up at the Airport, taking into account the security situation and the levels of traffic generated by set-down and pick-up trips.

Links to Other Policies

Passenger Travel and Employee Travel

SECTION 8 Car Parking

Existing Situation

8.1 The Airport provides a range of car parking for passengers, employees/staff, visitors and operational purposes. The majority of car parking is that shared between passengers and visitors and comprises of surface long stay car parks and multi-storey car parks (for short stay and premium-priced long stay). In summer 2007, the Short Stay Surface Car Park was designated a "Rapid Drop Off" area, increasing the space available for passenger set-down.

8.2 The majority of employee/staff car parking is in the main Staff Car Park which directly adjoins Long Stay Car Park 1, but there is additional staff car parking at the Engineering Base, within the Controlled Zone, and under the Novotel Hotel. Operational parking includes that required for car hire, service vehicles and the Bus and Coach Park.

8.3 Separate, and dedicated, car and vehicle parking is also provided at the Elmdon Terminal Site, to serve the particular activities and operations associated with the Elmdon Terminal Site.

Organisational Framework

8.4 The main car parks are operated under contract by NCP, who also operate the courtesy buses to the two Long Stay Car Parks, and the Staff Car Park, and provide a valet parking service.

8.5 All public car parking incurs a charge, which varies by location and length of stay to encourage the correct use of each car park. The main Staff Car Park has access by electronic passes. Free car parking is provided for Airport Company employees. The companies of all other on-site employees are charged a flat rate annual fee for each pass issued. In most cases, this charge is not passed on to the employees so car parking is free at the point of use. This means that the existing car park charging system has limited effect on modal choice, but the Airport Company does exert control through the number of staff car parking spaces which it makes available.

Recent Developments and Achievements

8.6 The Section 106 Planning Agreement specified that the number of passenger and visitor car parking spaces provided should not increase at a rate faster than the proportional growth in passengers, whilst acknowledging that such parking has to be provided in financially viable units. This objective has been met as passenger car parking spaces have increased by 69% since 1995, compared to the increase in passengers of 76%. The Section 106 Planning Agreement also specified that the number of staff car parking spaces should not increase at a rate faster than the proportional growth in employment, whilst again acknowledging that such parking has to be provided in financially viable units. This objective has also been met as staff car parking spaces have increased by 42.5% since 1995, compared to a growth in employment of 56.6%.

8.7 Since 2000, car parking capacity has increased as a result of the opening of Phase 1 of Multi-Storey Car Park 3 (1765 spaces), Long Stay Car Park 2 (2047 spaces) and two extensions to Long Stay Car Park 1 (432 and 800 space). However, in 2006, the construction of new aircraft stands resulted in a loss of spaces in Long Stay Car Park 1 and the main Staff Car Park (a loss of 560 spaces), the latter being affected by the move of the entrance to Long Stay Car Park 1 to "Bird Island".

Table 8.1 Car Parking Capacities in 2006

Car Park	Spaces
Short Stay	321
Multi-Storey 1 & 2	2031
Multi-Storey 3	1765
Long Stay 1	5003
Long Stay 2	2047
Car Hire	403
Staff Car Park	1638
Total	13208

Note: Excludes a limited amount of operational and staff parking scattered throughout the Airport site. Following the terrorist attack on Glasgow Airport, in 2007, the Short Stay Car Park became a Rapid Drop Off area in August 2007.

Objectives

8.8 Parking policy at the Airport has to take into account a number of conflicting and competing objectives:

- Car parking is a key revenue earner for the Airport Company, helping to sustain investment in other areas of the business including public transport and environmental mitigation programmes.
- Provision of new car parking is becoming increasingly expensive, as developable land in the Airport Company's ownership becomes scarce, requiring either land purchase or the construction of structural parking. Remote car parking incurs heavy servicing costs through the operation of courtesy buses.
- As the Airport expands, some existing parking will be required for Airport operations and passenger facilities.
- There is an expectation that growth in parking spaces should be below the level of passenger and employment growth.
- The employee/staff car park charging system, whilst largely being "free" at the point of use for employees and staff and relatively simple to administer, is increasingly being seen as inconsistent with local, regional and national transport polices.

As the Airport expands, the financial costs per space and the opportunity cost of using the land for parking will increase. In addition, there will be increased pressure to re-allocate staff car parking for the use of passengers.

SECTION 8 Car Parking

Future Plans and Constraints

Passenger and Visitors

8.9 It is the Airport Company's policy to provide sufficient parking spaces to meet the needs of passengers and visitors. Demand for parking is highest in late summer and early September. It is not considered acceptable, in terms of customer service and the impact on local communities, for the Airport car parks to become completely full.

8.10 However, demand for parking is monitored continuously and proposals for new parking will only be brought forward when it is forecast to be required. As other aspects of the ASAS are implemented, it is expected that the number of parking spaces per passenger will decline. Where there are short term problems in meeting the peak demand for parking, the Airport Company will consider parking management changes (e.g. the selective use of the multi-storey car parks for long stay parking) to make more car parking available.

8.11 Planning Permission exists for a second phase of Multi-Storey Car Park 3. Beyond this, the Airport Master Plan sets out an intention to acquire the NEC Western Car Park for development of the Airport. Ultimately, it is proposed to use this site for new passenger terminal facilities, the diversion of Bickenhill Lane and structural car parking, but in the short term its continued use as a surface car park for the Airport would be possible.

8.12 Additional off-site car parking is provided (i.e. by Airparks at Garretts Green, Birmingham and APH at Hams Hall, Coleshill), but is outside the control of the Airport Company. The development of these sites is subject to local planning authority policies. The Airport Company considers it most effective to maximise the amount of car parking provision for passengers and visitors at the Passenger Terminal Site. The Airport Company proposes that it should work with local planning authorities to seek proper conditions on off-site car parks, in order to ensure that their operations are compatible with local planning policies and the local communities which could suffer disturbance from their operations.

Employee Parking

8.13 Parking for Airport employees/staff comprises approximately 12% of the overall car parking stock at the Passenger Terminal Site. The cost of providing this car parking is high, compared to the revenues received and the financial opportunity cost of not using it for passengers. There is also a high ongoing cost of providing a 24 hours courtesy bus service to the Staff Car Park. The issue of employee/staff car parking cannot be seen in isolation from other aspects of the ASAS relating to employee/staff travel. The relative attractiveness to employees and staff of other modes, and in particular public transport, is affected by the cost, availability and location of staff car parking. Therefore, this issue is considered further under "Employee Travel" (Section 18).

Policies

Policies

CP01 The Airport Company will seek to provide sufficient passenger car parking to meet the forecast demand for peak period car parking, taking into account the other polices in this ASAS.

CP02 The Airport Company will seek to reduce the number of parking spaces per passenger, in line with the general theme of this ASAS.

CP03 The Airport Company will seek to reduce the number of parking spaces per employee, in line with the general theme of this ASAS.

CP04 The Airport Company intends to identify sites within, and adjacent to, the Airport for future parking, and will bring them forward for development when a need has been clearly identified.

CP05 The Airport Company will work with local planning authorities to seek appropriate guidelines and controls for off-site car parking.

Links to other Policies

Employee Travel

SECTION 9 Taxis (including Hackney Carriage, Private Hire and Executive Limousines)

Existing Situation

9.1 The 2006 passenger modal share for all forms of taxi was 21.2%. This has remained relatively unchanged since 2000.

9.2 There are different types of vehicle covered by the mode "taxi". Most visible are the conventional "black cab" hackney carriages, which operate from the Airport Taxi Rank in front of Millennium Link (between Terminal 1 and Terminal 2). Secondly, there are many private hire ("mini-cab") firms, varying in size from single car operators to companies with multiple vehicles. Lastly, there are "executive" limousines that transfer airline passengers, or crew, to and from the Airport.

Organisational Framework

9.3 The hackney carriages operating at the Airport are provided through an agreement with the Birmingham and Solihull Taxi Association (BSTA), which runs through to 2009. All the drivers that pick up passengers at the Airport Taxi Rank are members of this association. When the contract started, BSTA made annual license payments to the Airport Company, in return for the use of the facilities provided. As allowed within the contract, this arrangement was recently altered, with the license fee replaced by the individual drivers making a payment per trip.

9.4 Private hire companies and operators have the right of access to drop off and pick up pre-booked passengers. Their rights for the use of parking facilities are either the same as those for general users of the Airport, or as arranged by prior commercial agreement.

9.5 Executive limousines are operated by a number of companies and are, in principle, the same as those for private hire, but are allowed slightly different operating policies by the licensing authorities, reflecting the different nature of their customer needs and accounting arrangements. Some of these organisations transfer crew and passengers on behalf of airlines.

Recent Developments and Achievements

9.6 In July 2006, after earlier trials and subsequent design amendments, a pay-per-trip taxi rank for hackney carriages was introduced. Under the new system, drivers pay an amount that reflects the use they make of the facilities provided and the fares they earn.

9.7 At the same time, hackney carriages were also relocated to a larger holding corral, allowing a greater number of drivers to work at the Airport. In addition, an enlarged rest room and improved toilet facilities were provided for the drivers.

9.8 In April 2006, a scheme was introduced to provide private hire cars and executive limousines with access to Airport parking facilities at a discount rate. This was in acknowledgement of the role they play in helping passengers access the Airport. The scheme also supports the management and reduction of circulating vehicles and illegal parking on Airport roads, thereby relieving congestion.

Future Plans and Constraints

9.9 Appropriate and convenient facilities for taxi services (including hackney carriages, private hire vehicles and executive limousines) will need to be maintained as a matter of good customer service, and, where possible, improved as the Airport continues to develop and grow. However, it is recognised that such taxi services, particularly private hire vehicles and executive limousines, generate "double" vehicle trips per passenger movements and contribute significantly to set-down and pick-up traffic. Therefore, the Airport Company will need to keep this issue under review, and consider whether taxi services will be able to continue to set-down and pick-up in front of the Passenger Terminals, taking into account the security situation and congestion on the Airport roads.

Policies

Policies

TA01 The Airport Company will seek to ensure the provision of appropriate taxi services to meet future levels of passenger demand.

TA02 The Airport Company will continue to review the operation and control of set-down and pick-up arrangements for taxis, private hire vehicles and executive limousines, taking into account the security situation and the levels of traffic generated by set-down and pick-up trips.

Links to Other Policies

Roads

SECTION 10 Car Hire

Existing Situation

10.1 In 2006, the passenger modal share for hire cars was 3.9%. At present, six car hire companies are contracted with the Airport Company to provide the service at the Airport. Their business can be split into corporate account, business walk-up and leisure customers.

Organisational Framework

10.2 Currently all six operators at the Airport (Hertz, Avis, Europcar, National/Alamo, Enterprise and Budget) are major international car hire companies. Each operator has a desk in the Passenger Terminals, with a number of spaces in a dedicated Car Hire Pick Up and Return Area at the Passenger Terminal Site, which includes a small operations building. Three of the companies also rent valet facilities and bulk car storage spaces at a location on the Airport Site, off Airport Way. The other companies make their own arrangements off-site.

Recent Developments and Achievements

10.3 Early in 2006, there were minor changes to the location of the Car Hire Pick Up and Return Area, to accommodate new aircraft stands for Terminal 2. Additional parking bays were also provided to meet increasing passenger demand.

Future Plans and Constraints

10.4 In the immediate future, work will be undertaken to improve the quality of the existing Car Hire Pick Up and Return Area. In the long term, as Airport passenger numbers grow, the need to use the land occupied by the Car Hire Pick Up and Return Area for airfield expansion, together with the car hire companies need for extra space, will require a relocation of the Car Hire facilities.

Policies

Policies

HI01 The Airport Company will, in conjunction with the car hire operators, develop passenger terminal, vehicle pick-up/return and valet/storage facilities that allow the car hire companies to provide an efficient and convenient service for Airport passengers.

SECTION 11 Rail

Existing Situation

11.1 Birmingham International Airport is unique amongst regional airports in being located immediately adjacent to a railway of national importance, the West Coast Mainline (between London and Birmingham). Birmingham International Rail Station was opened in 1976 to serve the NEC, and has also served the Airport since the relocation of the Passenger Terminal Facilities from the Elmdon site in 1984. Both Passenger Terminals (i.e. Terminal 1 and Terminal 2) are only 500 metres from Birmingham International Station and are linked to it by the free and frequent Air-Rail Link people mover shuttle, which operates when the rail station is open. In 2003, the station was enhanced with the opening of improved interchange facilities (the "Birmingham International Interchange"), with facilities to improve access by other public transport modes.

11.2 The number and types of train services passing through Birmingham International Station is dependent on local, regional and national patterns of demand within the West Coast rail corridor. The trains serve a number of overlapping markets, of which the Airport is only one. Birmingham International Station itself, in addition to its role of serving the Airport and the NEC, is also an important "parkway" station for the West Midlands in terms of rail access to London. In 2003/4, over 3 million passengers used Birmingham International Station.

11.3 In January 2007 Birmingham International Station was served by long distance trains operated by Virgin Trains (West Coast and Cross Country) and local/regional services operated by Central Trains. The latter services are provided on behalf of Centro (the Passenger Transport Executive of the West Midlands Passenger Transport Authority). In total, about 200 trains depart from Birmingham International Station each day, and there are 7 trains each hour to Birmingham New Street Station during weekdays.

11.4 Although there are five platforms at Birmingham International Station, the railway is essentially double track between Birmingham and Coventry, which limits the potential for the growth in services assuming the current mix of services is maintained.

11.5 Table 11.1 summarises the weekday pattern of services through Birmingham International Station.

Table 11.1 Rail Services using Birmingham International Rail Station (January 2007)

Service	Operator	Trains per hr	Comment
(Wolverhampton)-Birmingham-Coventry--London	Virgin West Coast	2	Trains are extended hourly to and from Wolverhampton
NW/NE-Birmingham-Coventry-Reading-(Bournemouth)	Virgin Cross Country	1	Most trains operate to and from the South Coast and alternate between the North West and North East
Birmingham-Coventry-(Northampton)	Central Trains	2	Provides a stopping service between Birmingham International and Coventry. Alternate trains operate to Northampton
(Walsall)-Birmingham-Birmingham International	Central Trains	2	Local stopping service between Birmingham New Street and Birmingham International. Operates to and from Walsall during the day on weekdays.

Note: Bracketed destinations are not served by all trains

11.6 The relatively limited access to rail within the Airport's passenger catchment area (compared to the road network) means that it serves longer trips best, where the relatively high speeds can off-set the access times. However, rail is also the most suitable public transport mode between the Airport and Birmingham City Centre. In 2005, the percentage of passengers using rail or the Air-Rail Link was 9.1%. Table 11.2 summarises the main origins of rail passengers and their associated modal shares.

Table 11.2 2006 Airport Rail Trips by Region

Region	Rail	Rail Modal Share (%)	% of all rail trips
East Anglia	4,600	13	<1
East Midlands	105,100	8	13
Northern	5,500	34	<1
North West	7,800	16	1
South East	63,700	21	8
South West	55,500	14	7
Wales	13,900	13	2
West Midlands	552,600	9	68
Yorkshire	7,400	9	<1
Total	640,000	10	100

Note: This table excludes trips recorded as using the Air-Rail Link which are usually reported within the rail total. Most of these trips will be from the NEC. Values are rounded to the nearest 100.

Organisational Framework

11.7 Rail services in the UK are provided by Train Operating Companies under franchise, with a not-for-profit company, Network Rail, providing the infrastructure. Until 2005, the Strategic Rail Authority (SRA) controlled the franchising process and major investment, but these functions have now been split between the Department for Transport (DfT) and Network Rail. In the West Midlands conurbation, Centro controls fares and service levels on local services, with some investment being provided through the West Midlands Local Transport Plan.

11.8 This structure means that there are a wide range of organisations for the Airport Company to deal with in terms of rail access for the Airport. Liaison occurs primarily through the Airport Transport Forum Rail Services Sub-Group and ad-hoc meetings with the Train Operating Companies and Centro.

SECTION 11 Rail

Recent Developments and Achievements

11.9 During the first half of the period covered by the existing ASAS, rail use, nationally, was affected by the aftermath of the Hatfield rail crash (in 2000) and the engineering works associated with the upgrade of the West Coast Mainline. This led to a decline in rail trips. However, recently the benefits of new investment in the rail industry have started to be realised, with new trains on Virgin Trains West Coast and Cross Country services and Central Trains regional services. The timetable has also been progressively developed, with the re-launch of the faster and more frequent Cross Country network, in 2002, and the new Pendolino service to London, in 2004. In September 2005, a revised and more regular pattern of local services was also introduced, following the construction of a new track crossover at Birmingham International Station.

11.10 The Airport Company has also invested to improve links with Birmingham International Station through the opening of the Air-Rail Link people mover system and the Birmingham International Interchange in March 2003.

11.11 Improvements in information provision have also been made, with the introduction of the Airport Rail Guide, in 2002, and real time information on rail departures in Terminal 1, together with a Virgin Ticket Machine, in 2005.

11.12 These improvements have resulted in a steady increase in the number of passengers using rail for access to the Airport.

11.13 There are a wide range of organisations which have an interest in the development of the rail network and it is not possible to meet all their aspirations, some of which may conflict. The Airport Company can seek to influence the range of services provided through Birmingham International Station, but it has no direct role in the specification of them. This ASAS has been prepared at a time when the future of the local rail network has been, and is, under review. The main developments affecting the Airport are summarised below.

West Midlands Route Utilisation Strategy

11.14 In 2005, the SRA published the West Midlands Route Utilisation Strategy, which seeks to make best use of the available track capacity to 2011. Because of the recent investments described above, major changes are not expected during the plan period. However, proposals included plans to divert a further hourly Cross Country service via Birmingham International Station (instead of via Solihull), following capacity improvements on the Coventry to Leamington route and the introduction of a third train each hour between Birmingham and London. The lack of track capacity between Birmingham and Coventry is recognised as a major issue, with no short term solution. The possibility of longer trains and differential peak/off peak pricing was also discussed, and it was recognised that limited track capacity could constrain future developments. An industry working party was established to try and resolve these problems.

West Midlands Regional Planning Assessment

11.15 The SRA's (now DfT's) West Midlands Regional Planning Assessment for the railway (RPA), published in July 2006, has looked at longer term rail investment in the West Midlands, within the context of the national and regional "drivers of change" which are expected to affect demand for rail services. The West Midlands RPA puts forward short term (up to 2014), medium term (2014 to 2020) and long term (2020 to 2026) proposals for the development of the rail network in the West Midlands Region.

11.16 The West Midlands RPA proposes relatively modest improvements to the rail network to accommodate the forecast growth in demand, including longer trains (sometimes requiring platform lengthening) and additional car parking. Planned signalling improvements will allow the frequency of some services to be increased and some services restructured. For example, there may be more services from the Airport to the north west "subject to timetabling constraints". Some proposals in the West Midlands Route Utilisation Strategy, including the diversion of the second Cross Country service via Birmingham International, are now proposed for the medium and long term.

11.17 The West Midlands RPA is disappointing in that it appears to ignore the need for a step change in the level and quality of rail services identified in the West Midlands Area Multi-Modal Study. For example, there is now no expectation that the West Coast Mainline, between Birmingham and Coventry, will be four-tracked within the foreseeable future, and it is not proposed to pursue the "International Connection" between Birmingham International Station and the Derby/Leicester rail lines.

11.18 The West Midlands RPA appears to envisage a rail network in 20 years time which is essentially similar to today's rail network, and is seeking to accommodate growth rather than actively promoting it. This appears inconsistent with both Central and Local Government policy to reduce car use and congestion. It is also inconsistent with the 2003 Air Transport White Paper, which proposes that rail should play a larger role in bringing passengers to expanded regional airports, including Birmingham International Airport.

SECTION 11 Rail

Completion of the West Coast Mainline Modernisation

11.19 In May 2006, the DfT published a progress report on the modernisation of the West Coast Mainline, with a strategy for completion by 2009. The bulk of the work affecting services in the West Midlands is now complete. However, major schemes such as the remodelling of Rugby will enable a further acceleration of Birmingham to London services, with a travel time between Birmingham International Station and London of about 70 minutes. There is a commitment to introduce three trains per hour between Birmingham New Street Station and London in 2008, with trains calling at either Rugby, Milton Keynes or Watford. The proposed new layout at Rugby will also make it feasible for the Birmingham to Northampton service to be increased to twice-hourly after 2008.

11.20 Mention is also made of the desirability of concentrating the operation of 125 mph tilting trains on the West Coast Mainline route, which has implications for the through operation of Cross Country services from the South to the North.

11.21 The implication of these changes is further developed in the proposals for the new West Midlands and Cross Country rail franchises.

Central Trains and Cross Country Franchise Changes

11.22 From November 2007, the existing Central Trains, Virgin Cross Country and Silverlink franchises will be replaced by a new pattern of rail franchises, which will operate until at least 2015. In the West Midlands, a new franchise will operate local services in the West Coast Mainline corridor, including the services through Birmingham International Station and Silverlink County services south of Rugby. The Cross Country franchise will be extended to encompass some of the longer distance services (e.g. Birmingham to Stansted), currently operated by Central Trains. In the East Midlands, a new franchise will combine Midland Mainline services with former Central Trains local services, but this franchise will not serve the West Midlands.

11.23 The franchise proposals are critical to this ASAS, as they will determine the broad level of rail service to the Airport throughout the period covered by this ASAS.

11.24 The detailed proposals for the franchises were published in June 2006 and have been the subject of a consultation exercise which ended in August 2006. The Airport Company responded, in detail, formally expressing strong disappointment with the limited nature of the proposals affecting services through Birmingham International Station.

11.25 The emphasis of the proposals was on the more effective use of existing trainsets, to improve capacity and reliability, with very modest levels of new investment. Furthermore, it was not clear that the proposals would result in an improved service for the Airport because the additional London to Birmingham train (from 2008) may affect the capacity available for regional and local services. There was also no commitment to provide earlier trains to reflect the 24/7 operation of the Airport. If these proposals become the basis of the services to be operated by the new franchisees, it does not appear that the ASAS policies relating to rail can be met.

11.26 In summer 2007 the Department for Transport announced that the new West Midlands franchise had been awarded to Govia operating as London Midland and the Cross Country franchise to Arriva operating as CrossCountry. Significant changes to rail timetables will not be made until December 2008.

Reconstruction of Birmingham New Street

11.27 A scheme ("Birmingham Gateway") is being developed by a number of partners (including Advantage West Midlands, Birmingham City Council, Centro and Network Rail) to completely redevelop Birmingham New Street Station. This £500 million scheme will significantly increase the space available for passengers and dramatically improve the internal and external appearance of the station. However, it will not significantly change train capacity at the station. The project was launched in April 2006 and an Outline Planning Application for the redevelopment of the station was submitted in August 2006, with the DfT backing the proposals. It is expected that the re-development of the station will commence within the period covered by this ASAS. Although the redevelopment of Birmingham New Street is welcomed, it is important that the impact on passengers during the reconstruction is minimised. With this in mind, the proposals for the new franchises, which appear to require more interchange at Birmingham New Street for Airport passengers, are of concern to the Airport Company.

Other Developments affecting the Airport

11.28 Construction of the Coleshill Parkway rail station scheme on the Birmingham to Leicester rail line began in 2006. The new rail station and bus interchange, which opened in August 2007, creates a new opportunity for travel between the Airport and the East Midlands without having to go via Birmingham New Street Station. The station is four miles north of the Airport and Warwickshire County Council has revised bus services to establish a regular 15 minute interval service, throughout the day, between the Airport, Coleshill and the new rail station.

11.29 Similar opportunities already exist for bus-rail links at Solihull Rail Station, with Central Trains and Chiltern services to the south. However, this potential is limited by the 30 minute interval bus connection provided by the 966 bus service. If bus services to Solihull can be enhanced, this potential will be increased.

SECTION 11 Rail

Objectives

11.30 The high cost of rail investment, and the nature of services using Birmingham International Station, make it unlikely that further significant investment by the Airport Company, in either rail services or off-site rail facilities, would be justified. Capacity constraints, and the need to serve other rail markets, means that dedicated Airport services are not considered appropriate. The Airport Company's main objective with respect to rail is to work with partners, within and outside the rail industry, to ensure that the Airport is served by the best pattern of services possible, within the constraints applying, and to ensure that the opportunities to travel by rail to the Airport are widely publicised. The Airport Company is disappointed that recent policy documents issued by the Government propose only very modest improvements to rail services through Birmingham International Station, both within the plan period covered by this ASAS and the longer term.

11.31 Any changes to rail services proposed during the period of this ASAS will need assessing in terms of the Airport Company's priorities for rail access. These are:

- The maintenance of a frequent and reliable service to Birmingham New Street Station. To be an attractive "turn up and go" service, there should be a minimum of six trains per hour during the day (Monday to Saturday) and four trains per hour at other times. A regular interval service may not be possible because of the mix of trains, so the maximum interval between trains should be 12 minutes during the day and 20 minutes at other times. These interval targets are not currently being met.
- Subject to the achievement of the above, the operation of direct services to the maximum number of destinations within the Airports core catchment area. Key target areas for additional through services are Banbury, Leamington, Milton Keynes, Northampton, Stafford, Telford, Wolverhampton and Worcester.
- A reduction in disruption to services at weekends in the summer. The current practice of replacing many services by buses, particularly during the Airport's busy summer period, reduces the attractiveness of rail for access to the Airport.
- The provision of more early morning services, particularly from Birmingham New Street Station, in recognition of the importance of this period for departing flights. Other airports have overnight services, but the first eastbound arrival at Birmingham International Station is at 0540, which is too late for the many flight departures between 0600 and 0700.
- The availability of all tickets on any train operating between Birmingham International Station and Birmingham New Street.

Future Plans and Constraints

11.32 The objective of getting more frequent and direct services through Birmingham International Station raises questions about the use of available track capacity. The existing pattern of rail services between Birmingham New Street Station and Birmingham International Station allocates considerable capacity to local trains, which typically use the equivalent of three to four paths for fast trains. Rail use to the Airport is concentrated amongst passengers and those Airport employees who live some distance from the Airport, so Airport-related use of local services is limited. In terms of priorities, the value for money of this use of track capacity should be reassessed. Measures which might allow more frequent, regular and direct services to operate through Birmingham International Station, such as additional crossovers and a reduction in station stops, would be supported.

11.33 As with the highway network, Airport passengers use only a relatively small amount of the train capacity passing through Birmingham International Station and then, generally, at off peak times. Nevertheless, it is recognised that capacity is limited at certain times of the day and the West Midlands Route Utilisation Strategy forecast that it will get worse. This problem is largely generated by the forecast growth in long distance traffic, combined with the continuing growth in commuting to Birmingham City Centre. Apart from the Virgin Pendolino trains, train lengths are limited to 3/4 cars on local services and 4/5 cars on Virgin Cross Country services, so a priority for investment would be to put the trains and station infrastructure in place to enable longer trains to operate on this route.

Rail Marketing and Promotion

11.34 As a high quality Air-Rail Link, between the Passenger Terminals and Birmingham International Station, is now in place, supported by the Birmingham International Interchange and generally modern trains, raising awareness of the opportunities for travel by rail to the Airport needs to be a key priority. The characteristics of people using rail to and from the Airport are not fully understood, so it is proposed to commission research to obtain a greater understanding of this market. This will lead to the development of a co-ordinated "Air-Rail Access Strategy", in conjunction with Centro, the rail industry, airlines and tour operators, where the growth of the internet is rapidly changing ticketing procedures in both air transport and rail transport.

11.35 There is also scope for a more co-ordinated branding of the service (but not the trains) between Birmingham New Street and the Airport, to reflect the speed and frequency of service. This would require co-operation between Centro, the train operators and Network Rail.

11.36 Real time information about rail services has been included at two locations at the Airport (in the International Baggage Reclaim Areas of Terminal 1 and Terminal 2), and it is planned to extend this to other suitable locations as the opportunity arises.

Off Site Air-Rail Facilities

11.37 It is considered that the volume and pattern of the origin of passengers to Birmingham International Airport make the provision of special information, and other facilities, at off-site rail locations to be, generally, not viable. In particular, any provision of off-site check-in of baggage would be extremely costly and fraught with difficulties in terms of security. Even the "flagship" scheme at London Paddington (for Heathrow) has now been withdrawn. However, the redevelopment of Birmingham New Street Station may give an opportunity to provide some facilities and information aimed at rail-air passengers, as a means of raising the awareness and use of services to the Airport (possibly including the provision of flight information). With this in mind, the Airport Company would wish to be included, as a stakeholder, in the redevelopment of Birmingham New Street Station, so that any opportunities can be recognised and realised.

11.38 The concept of a mini "air-rail hub", with secure parking, waiting facilities and information for passengers, has been floated as a means of encouraging rail use from areas where road conditions make rail use particularly attractive. The Airport Company would like to work with partners to develop this concept further.

SECTION

11 Rail

Policies

Policies

R01 The Airport Company supports the Coleshill Parkway scheme and will work with Warwickshire County Council to promote opportunities for air-bus-rail connections.

R02 The Airport Company supports the diversion of the second hourly Cross Country service via Birmingham International as a means of increasing the number of direct trains to Leamington, Banbury and beyond, and to the north.

R03 The Airport Company would support the extension of services passing through Birmingham International Station to destinations beyond Birmingham New Street Station, where this would not unduly compromise reliability. Similarly extensions to services beyond Wolverhampton and Northampton would be supported.

R04 The Airport Company is concerned that the current proposals for the West Midlands and Cross Country Franchises do not appear to be supporting improvements to direct rail access to the Airport, via Birmingham International Station.

R05 The Airport Company will continue to improve information about rail services at the Airport, including the extension of real time information on rail departures to additional locations throughout the Passenger Terminals.

R06 The Airport Company intends to commission research to better understand the air–rail market to the Airport and work, with partners in the rail industry and the air transport industry, to produce an Air-Rail Access Strategy to raise the awareness to air passengers of the potential for rail access to the Airport.

R07 The Airport Company would like to see the Birmingham New Street Station to Birmingham International Station Airport/NEC service (but not the trains) branded to highlight its speed and frequency.

R08 The Airport Company will investigate, with partners in the rail industry, the feasibility of providing improved facilities at Birmingham New Street Station for Airport passengers, as part of the redevelopment of that station and, as a pilot, at other suitable stations within the Airport's core catchment area. The Airport Company would wish to be involved with any stakeholder groups considering the facilities to be provided within the redeveloped Birmingham New Street Station.

Targets

To achieve an air passenger rail mode share of 12 % by 2012

To achieve a staff rail mode share (three year average) of 6% by 2012.

Links to Other Policies

Surface access information, passenger travel, employee travel.

SECTION 12 Midland Metro

Existing Situation

12.1 Currently, Midland Metro, the light rail system in the West Midlands, consists of one line between Birmingham Snow Hill and Wolverhampton. Plans are well advanced to extend this route across the City Centre to Five Ways and to provide a second route between Wednesbury and Merry Hill (Midland Metro Phase 1). The legal approvals required are in place and a final Business Case will soon be submitted to the DfT. Subject to funding, these routes are likely to open in 2010/11. A further set of routes is under development (Midland Metro Phase 2), including a route between Birmingham City Centre and the Airport/NEC, via the A45 Coventry Road. Further studies and consultation on this route are underway. However, completion of this route will be outside the plan period for this ASAS.

Organisational Framework

12.2 The development of Midland Metro is being undertaken by Centro. The network has been given a high priority in the West Midlands Local Transport Plan and the Regional Transport Strategy. Implementation of the network is dependent on significant funding being obtained from Government, together with powers to construct routes being obtained through a Transport and Works Act. Both these procedures introduce considerable uncertainty in the timescale for Midland Metro implementation. So, whereas the Airport Company supports the implementation of Midland Metro in principle, it is necessary to maintain a flexible approach as to how the integration of Midland Metro within the Airport's development programme is best achieved.

Objectives

12.3 Midland Metro has brought high quality public transport to the West Midlands and the Airport Company supports its extension to the Airport/NEC. However, it is unlikely to carry significant end to end movements if the "heavy" rail system continues to provide an alternative fast and frequent service. The Airport Company would not favour the development of Midland Metro at the expense of the fast rail service between Birmingham International Station and Birmingham New Street Station. The main role for Midland Metro, in relation to the Airport, will be to provide a frequent and high quality service for employees living in the A45 Coventry Road Corridor. Therefore, the location of stops, and the arrangements for interchange with crossing bus services, will be critical for the success of this route. This ASAS identifies Sheldon as a potential bus-bus interchange and this concept needs to be incorporated into the Midland Metro scheme. Similarly, the potential for metro-coach interchange at Digbeth Coach Station needs to be included in the design.

12.4 For the Airport site, there will be a need to provide a terminus point and protect a suitable alignment, which is compatible with the Airport Master Plan and does not unduly compromise flexibility. The Airport Company considers the most appropriate location for the Midland Metro terminus to be the Birmingham International Interchange (at Birmingham International Station). This is consistent with the proposals contained in Solihull Metropolitan Borough Council's Annex E Scheme and the Airport Master Plan.

12.5 The Airport Company proposes to bring forward proposals to extend the Main Runway during the period covered by this ASAS. This would involve the diversion of the A45 Coventry Road and the provision of a short length of tunnel under the extended runway, with the need to protect the alignment of Midland Metro and make suitable provision for Midland Metro.

12.6 In the longer term, the Airport Company would like to see Midland Metro extended beyond the Birmingham International Interchange and into North Solihull and East Birmingham, in order to improve accessibility to this important location for Airport employees. However, there are no current proposals for such a route, which would be well outside the plan period of this ASAS.

Policies

Policies

MM01 The Airport Company supports, in principle, the development of a Midland Metro route between Birmingham City Centre and the Airport/NEC, via the A45 Coventry Road.

MM02 The Airport Company supports the provision of a Midland Metro Terminus within an enlarged Birmingham International Interchange.

MM03 The Airport Company will seek to agree, with Centro, an alignment for Midland Metro for the Airport site, which will be protected. New developments at the Airport, including the proposed Extension to the Main Runway, will take into account the need to protect this alignment.

SECTION 13 Local Bus

Existing Situation

13.1 Local buses provide the most flexible form of public transport to and from the Airport. The pattern of trip origins makes buses more suitable for Airport employees, rather than Airport passengers. In 2006, of the employees/staff surveyed, 15.4% used local buses, compared to only 0.6% of Airport passengers.

13.2 On a weekday, there are nearly 200 local bus departures from the Airport on five main routes. The details of these are shown in the Table 13.1. All these buses stop at both the Bus and Coach Terminus (at the Passenger Terminal Site) and the Birmingham International Interchange at Birmingham International Station. In addition, some of the buses also stop at the Elmdon Terminal Site.

Table 13.1 Local Buses serving the Airport (July 2007)

Service	Operator	Destination	Buses per hour		
			Day	Evening	Sunday
900	TWM	Birmingham	3	2	2
900	TWM	Coventry	3	2	2
966	TWM	Solihull	2	2	2
966	TWM	Erdington	2	2	2
38	TWM	Birmingham	1	0	0
717	Stagecoach	Nuneaton	1	0	0
757	Johnsons	Sutton Coldfield	1	0	0
767	Arriva	Tamworth	1	0	0
777	Stagecoach	Atherstone	1	0	0

13.3 The level of service in the early morning, when significant numbers of employees need to get to work, is very limited and with little demand elsewhere, at this time, such services are not viable without support.

13.4 The primary target area for bus services to the Airport is the Airport's core employment catchment area (within about 5 miles of the Airport) where approximately 40% of Airport employees live. Beyond this area, Airport employees are too dispersed for support for bus services to be considered. At present, access to the Airport from this area by direct bus services is limited. Although most of the area can be reached by one change of bus, the frequency of the routes to the Airport does not encourage this. These issues need to be addressed within the period of this ASAS.

Organisational Framework

13.5 Most local bus services to the Airport are operated by Travel West Midlands, the main bus operator in the West Midlands, and they are operated on a commercial basis. The two main services, the 900 and the 966, call at the Airport en-route, but cater for a wide range of non-Airport flows within the corridors they serve. The 38 links the Airport to Acocks Green and the A41 Warwick Road corridor. The 717, 757, 767 and 777 are tendered services, funded by Warwickshire County Council, and link rural communities in North Warwickshire with job and educational opportunities (including jobs at the Airport). They also link the Airport to the new Coleshill Parkway rail station.

13.6 The 966 is unusual in that it is registered as a commercial service, but it is supported financially by a partnership which includes the Airport Company. The service was introduced in September 2001, to link North and South Solihull and provide improved access to new employment, particularly in South Solihull. Over the past four years, usage has grown and the daytime service is effectively commercially viable, but the evening and Sunday services are not commercially viable. However, the involvement of the partnership has enabled the operator to provide a higher frequency of service in the evening and on Sunday than would otherwise be possible based on Centro's standards for tendered services. The future of the Partnership was reviewed in 2007 and changes to this service will be made in 2008.

Recent Developments and Achievements

13.7 Over the years, the Airport Company have financially supported or "pump primed" a number of bus services, including the 900, the 966, the 38 and the 777, to create an "Airport Bus Network". Some other services (including the "Airbus", the 737 and the 747) have been trialled by operators, with Airport Company support, but they found it difficult to attract sufficient passengers to make them sustainable, in the long term, and they were withdrawn. In recent years, the Airport Bus Network has been relatively stable.

13.8 In January 2007, Warwickshire County Council introduced a new hourly 767 service, between the Airport and Tamworth. This is part of a package of changes to serve the new Coleshill Parkway interchange. It also extended the 70 service (renumbered as the 757) from Sutton Coldfield to the Airport and restructured the 717 and 777 services, so as to give a combined 15 minute interval service between the Airport, Coleshill town centre and the new Coleshill Parkway rail station.

13.9 Also in 2007, Travel West Midlands will be released from an obligation, under the Central Trains franchise agreement, to maintain some bus services at constant levels for the period of the franchise. This may result in changes to the 900 and 38 services.

13.10 The Airport Company has also provided significant levels of financial support to the demand-responsive "Buster Werkenbak" service, operating in North Solihull. This service, which was primarily funded by Advantage West Midlands and Urban Bus Challenge, provided a 24/7 service for Airport employees. This service was replaced, in July 2006, by a Centro-supported conventional bus route, the 95 service, running early morning and late at night to and from parts of North Solihull and East Birmingham. However, usage of the service was low and Centro withdrew support for the service after twelve months of operation.

13.11 Significant improvements in bus waiting facilities at the Airport have been provided recently, with the opening of the Birmingham International Interchange, in March 2003, and the new Bus and Coach Terminus at the Passenger Terminal Site, in September 2004. Both locations are well lit and provide shelter, seating and information displays. In addition, the Birmingham International Interchange is fully enclosed and heated. In 2006, these facilities were further enhanced by the provision of Real Time Information Displays for the 900 service.

SECTION 13 Local Bus

Future Plans and Constraints

13.12 If bus travel is to play a greater role in bringing more people into the Airport, there need to be more frequent services to a wider range of destinations and services which operate longer hours. The Solihull Metropolitan Borough Council Annex E Scheme includes proposals for capital investment to improve bus infrastructure for the Airport and NEC. This investment will be linked to an agreement with the Airport Company and the NEC to provide revenue funding for improvements to local bus services (to include enhanced frequencies and new services).

13.13 The infrastructure schemes would include new links to simplify the routes of buses through the Airport site and focus all local buses at an extended Birmingham International Interchange. Real time information would be extended to all the routes and there would be a general upgrading of other aspects of the services.

13.14 Although the Airport Company fully supports the Annex E bid, it is recognised that neither Solihull Metropolitan Borough Council nor the Airport Company has the power to determine the bus network serving the Airport (and NEC). Additional funding may be able to secure the operation of new and enhanced bus services for a number of years, but it will not ensure their use or long term viability. It is known that bus operators regard the availability of free car parking for Airport employees as a major constraint to enhancing bus services to the Airport. Therefore, it is important that financial support for bus services is also linked to staff car parking policies.

Objectives

13.15 The main objective for the Airport Bus Network is to improve the provision of direct services within the Airport's core employment catchment area and improve the potential for interchange within this area. The number of services operating in the early morning also needs to be increased.

13.16 Table 13.2 gives suggested target areas for new services, with suggestions on how they could be served by means of extension or diversion of existing services.

Table 13.2 Target Areas for Bus Service Improvements

Area	Possible Solution
Bordesley Green, Stechford, Tile Cross	Extension of service 97
Alum Rock, Kingshurst	Extension of service 14 or 55
Hall Green	Possible linking of 32, 38 and 42
Shirley	Extension of service 966 or 767
Monkspath & Widney	Diversion/extension of 166

13.17 Where direct services cannot be achieved, the aim will be for employees to be able to change at selected interchanges to high frequency services. Existing interchanges in Solihull Town Centre and Chelmsley Wood would fulfil this role and the new interchange at Coleshill Parkway would also contribute. A further opportunity exists to provide for interchange in Sheldon, on the A45 Coventry Road, to improve access to East Birmingham and parts of West Solihull.

13.18 The short term objective would be to establish minimum headways of 15 minutes to these interchanges, with a medium term target of 10 minutes. These reduced headways may be achieved by inter-working the proposed direct services or by dedicated shuttle services to supplement the existing services.

13.19 Warwickshire County Council has completed a study to investigate the feasibility of introducing improved bus services in the Tamworth-Airport-Shirley-Stratford Corridor. This study may lead to the formation of a partnership which could contribute to achieving the objective of improved services between the Airport, Solihull and Shirley.

13.20 The objective of securing additional early morning services to the Airport is likely to require specific funding, combined with incentives to encourage staff to use the new services.

13.21 The Airport Company would also wish to see closer integration between routes serving the Airport. Centro's "Network West Midlands" concept is supported, as is the provision of additional real time information, integrated fares for all services and the developments of smartcard payments systems.

13.22 To facilitate interchange on to services to and from the Airport, the Airport Company would support improvements in bus facilities at Solihull and Chelmsley Wood and the provision of a new interchange at Sheldon. As a priority, real time information should be provided on services between the Airport and these interchanges. Interchange would also be facilitated by ensuring that integrated ticketing is available on all services serving the Airport, including those in Warwickshire.

Implementation

13.23 Within the current framework for the provision of bus services in the UK, it is not possible for any one organisation to specify the overall pattern of bus services that will operate in an area. This depends on an assessment by the operators of the commercial opportunities that exist and (in the West Midlands) Centro's policies towards the provision of bus services which are considered socially necessary. The Airport Company can influence the outcome of this process, by the provision of targeted financial support for services and the creation of an Airport environment that favours the operation and use of public transport. To achieve such objectives will require the Airport Company, Centro, the local authorities and the main bus operators to work constructively, and flexibly, to use their collective resources to meet the aspirations of the various partners. It will also require more pro-active measures to encourage Airport employees to use the new bus services.

13.24 Off-site infrastructure would normally be funded through the Local Transport Plan, either though the Integrated Transport or Major Scheme budgets. The Solihull Metropolitan Borough Council Annex E Scheme will provide significant new investment, to improve infrastructure for bus services to the Airport and NEC.

SECTION 13 Local Bus

Policies

Policies

BU1 The Airport Company will support and, where appropriate, facilitate the introduction of bus infrastructure improvements funded through Solihull Metropolitan Borough Council's Annex E Scheme.

BU2 The Airport Company will work with bus operators, Centro and local authorities to secure improvements to bus services which are consistent with the Airport Company's strategy for an Airport Bus Network.

BU3 The Airport Company would support the provision of a new interchange in Sheldon to improve bus links between the Airport and parts of East Birmingham and West Solihull.

BU4 The Airport Company will encourage Centro, Warwickshire County Council and the bus operators to establish a ticket that is available on all bus routes serving the Airport.

Links to Other Policies

Surface Access Information and Employee Travel

SECTION 14 Scheduled Coach

Existing Situation

14.1 National Express operates a number of long distance coach services through Birmingham International Airport. These are summarised in Table 14.1

Table 14.1 Long Distance Coach Services Serving the Airport

Service	Operator	Destinations	Approx departures per day
210	National Express	Wolverhampton/Heathrow/Gatwick	9
305/314	National Express	Northampton, Bedford, Cambridge	3
422/538	National Express	Stoke, Manchester Airport, Manchester	2
777	National Express	Luton, Luton Airport, Stansted Airport	11

14.2 Two of the principal services are the inter-airport services, the 210 and the 777, which are marketed as National Express Airport. In addition to bringing people to and from Birmingham International Airport, these services also facilitate inter-airport transfers and improve access to larger airports outside the West Midlands.

14.3 Scheduled coaches in 2006 were used by only 0.4% of Airport passengers, which is low compared with most airports. Use is constrained by the relatively limited range of coach services available to the Airport's passengers. The provision of coach services is affected by the Airport's excellent access to the rail network. Congestion on the local motorway and road networks is also known to be a deterrent for some National Express services calling at the Airport, en-route to Digbeth Coach Station, as the operator tries to retain flexibility over routing to avoid congestion in the Birmingham area.

14.4 Birmingham Digbeth Coach Station is a major interchange on the coach network. In 2005, National Express confirmed their intention to redevelop Digbeth as a high quality coach station. National Express consider a central Birmingham interchange to be essential to their operations.

Organisational Framework

14.5 Long distance coaches in the UK operate commercially, without support from Government. However, some services, which serve local needs en-route, do benefit from fuel tax rebate. The majority of long distance coach services are operated by National Express, which operates an extensive network of services. Interchange is provided at a series of hubs, an important one being the Digbeth Coach Station in Birmingham. Other operators do provide services in particular markets, but not on a national scale. In addition, some local bus operators operate medium distance express bus services, but there is not a co-ordinated network and most are only promoted locally.

Recent Developments and Achievements

14.6 The National Express network serving the Airport has remained stable since 2001, when the 777 service to Luton and Stansted was introduced. Information provided at Birmingham International Airport has improved and, from September 2004, all scheduled coach services have used a dedicated stop in the new Bus and Coach Terminus.

Future Plans and Constraints

14.7 A benefit of coach operations is that services can be developed relatively quickly, in response to market changes. National Express have shown a commitment to serving the Airport and consider the new facilities at the Airport Bus and Coach Terminus appropriate to the level of service provided. The number of routes serving the Airport is governed by commercial considerations, but it is reasonable to assume that more services will become viable as the Airport continues to grow. National Express and the Airport Company have identified the north-east to south-west axis as having the most potential, as competing rail links are indirect, but road links are good in these corridors. National Express are understood to be considering the introduction of a Nottingham to Birmingham International Airport service, but this is not yet a commitment.

Objectives

14.8 It is considered that the expansion of coach services to the Airport would be one of the most effective ways of increasing the Passenger Public Transport Modal Share, particularly as existing usage is so low and there are frequent requests for such services. However, the demand in any one corridor is likely to be insufficient to justify dedicated services and, therefore, an increase in the number of services may be most cost-effectively achieved through the diversion of existing services through the Airport. In addition to passenger demand to and from the Airport, it is considered that the Airport is an ideal stop for passengers from East Birmingham and Solihull.

14.9 National Express have concerns over congestion on the local motorway and road networks, which will have to be considered in relation to future highway developments, including further development of the M42 Active Traffic Management system, the A45 Red Route scheme and the Solihull Metropolitan Borough Council Annex E Scheme. Many passengers from the Airport will still have to change at Digbeth Coach Station and the creation of a high frequency shuttle service between the Airport and Digbeth, based on new or existing services, may be an option to increase coach usage at the Airport.

14.10 Higher frequency medium distance coach services, which typically travel 40 to 60 miles, are particularly appropriate to serve the Airport's passenger market. Taxis tend to be too expensive for this distance, and rail is too slow if no direct services are available. This type of service is under-developed in the Midlands. The West to East Midlands Multi-Modal Study suggested this type of service might be appropriate to serve parts of the East Midlands, including providing a high quality link to the new Coleshill Parkway rail station. There may be similar opportunities to serve towns in Worcestershire where rail access to the Airport is relatively indirect. The Airport Company is keen to explore the potential for this type of service with local authorities, National Express, and other interested operators.

14.11 Although the Airport Company is keen to work with National Express to develop and promote new services, direct financial support is unlikely to be appropriate for long distance commercial coach services.

SECTION 14 Scheduled Coach

Policies

Policies

C01 The Airport Company would welcome more scheduled long distance coach routes serving the Airport.

C02 The Airport Company will continue to provide facilities for coach passengers at the Airport and, as usage grows, work with National Express to improve the facilities to a standard appropriate to their level of use.

C03 The Airport Company will work with National Express to make real time information for coaches available at the Airport, as soon as a suitable system becomes available.

C04 The Airport Company will work with National Express to seek an improvement in the arrangements for accessing the coach hub at the new Digbeth Coach Station, whether by existing buses, coaches or a new shuttle service.

C05 The Airport Company will work with interested bus and coach operators to develop proposals for a network of medium distance coach services, providing information on Airport passengers for planning purposes and support to promote new services.

Targets

To increase the use of coaches by air passengers to 2% by 2012.

SECTION 15 Cycling and Walking

Existing Situation

15.1 Cycling is increasingly recognised, both locally and nationally, as a mode of transport that should be encouraged for both environmental and health reasons. Cycling is emission-free at the point of use and does not use fossil fuels. Regular cyclists can easily achieve the levels of exercise recommended by the Government and, on average, have fitness levels of someone 10 years younger. For companies, like the Airport Company, cycling can reduce the need to invest in expensive and space consuming car parking for employees. In recognition of these benefits, it is normally accepted that cycling, a very efficient form of private transport, should be included as "public transport" for the purpose of modal share targets and monitoring.

15.2 For obvious reasons, the use of cycles by passengers will always be very limited. However, for employees, it has considerably more potential, with approximately 40% of Airport employees living within five miles of the Airport, which is about a 30 minute cycle ride. Levels of cycling in the UK are unusually low by European standards, with only about 2% of work trips being cycled. This compares with the 10-15% often achieved in other countries and nearly 25% in the Netherlands. The reasons for this difference are complex, but largely cultural. Where cycling is regarded as a normal way of travelling, many people do it regularly. However, there is a "tipping point", where cycling ceases to be a mainstream activity and, once this cycling-friendly culture has been lost, it is very difficult to re-establish it. The traditional high levels of car ownership in the West Midlands (linked historically to the presence of the motor industry) may have contributed to the loss of a cycling culture in the area. However, these changes are not irreversible and there is evidence that a cycling culture is beginning to be re-established in London, where a combination of factors, working together, have led to a recent dramatic increase in the numbers cycling.

15.3 The level of cycling by employees to the Airport is less than 1%. In addition to the general lack of a cycling culture, parts of the local road network are a deterrent to cycling. Those people who do cycle mainly live within 6 miles of the Airport, although a few people regularly cycle much longer distances.

15.4 The potential for walking to the Airport is limited by the location of the Airport site. However, new roads developed within the Airport site are designed to include footways, as standard, with appropriate pedestrian crossing facilities. Cycle routes developed off-site will normally be shared-use, which will also benefit pedestrians.

Organisational Framework

15.5 The Airport Company can provide special facilities within the Airport site to encourage cycling, but the major barriers to cycling are considered to be outside the Airport, on roads controlled by the local highway authorities and, to a lesser extent, the Highways Agency. The cycling charity Sustrans, which has initiated and co-ordinated the implementation of the National Cycle Network, is also active in promoting and providing continuous cycle-friendly routes, particularly away from the highway. The Airport Company works closely with these bodies, through the Cycling and Walking Sub Group of the Airport Transport Forum and the Solihull Cycling Steering Group.

Recent Developments and Achievements

15.6 Solihull Metropolitan Borough Council, in partnership with the Airport Company, has established a segregated cycle route from Catherine-de-Barnes to the Airport, including a new route across the A45 Coventry Road which avoids cyclists having to negotiate four difficult roundabouts. This investment was made, partly, in anticipation of sections of this route being included in the National Cycle Network. A sum of £600,000 was also included in the Solihull Metropolitan Borough Council Annex E Bid for cycling schemes, including a route along the A45 Coventry Road. Within the Airport site, the Airport Company has provided sixty secure cycle lockers for employees and new showers and clothes lockers at the Airport Company offices in Diamond House. The Airport Company also actively promotes cycling through a cycling leaflet, special events and the provision of cycling information.

Future Plans and Constraints

15.7 Sustrans and Solihull Metropolitan Borough Council are working together to implement a "braid" of National Cycle Network Route 53, which would pass north-south through the Airport site. North of the Airport, this will provide employees with an improved cycle route to Marston Green and Chelmsley Wood. However, there are a number of issues which need to be resolved, in order to get a satisfactory route implemented, but, in principle, a route is supported which would take the cycle path alongside the West Coast Mainline (railway line) north of the Airport, from where it would cross to the east of the railway line to continue towards Elmdon Road in Marston Green. The Airport Company has prepared schemes to make improvements for cycling within the Airport site, to enable this route to be connected, in the south, to the route to Catherine-de-Barnes. These include a new link for pedestrians and cyclists under the Bickenhill Lane bridge, which is due for implementation in 2007/8.

15.8 Parts of this route will also be affected by the Solihull Metropolitan Borough Council Annex E Scheme, which will provide funding and opportunities for further improvements to routes used by cyclists.

15.9 Proposals in the Airport Master Plan to Extend the Main Runway will require the diversion of the A45 Coventry Road. The special needs of cyclists and pedestrians will be considered in this scheme, and the opportunity taken to improve the existing conditions for cyclists using the A45 Coventry Road.

15.10 Further afield, the regeneration of North Solihull gives the opportunity to improve cycle routes to, and through, Chelmsley Wood. The Airport Company has also raised the need for improved links to Coleshill, and Warwickshire County Council has raised this as an issue in its new Local Transport Plan.

Objectives

15.11 The Airport Company wishes to increase the number of Airport employees cycling to the Airport. A target of 2% is considered a reasonable short term goal. However, direct and attractive routes to the north and west will be required to make this a realistic target. In addition, there must be a culture within the Airport where the value of cycling is recognised and where staff are positively encouraged to cycle.

SECTION

15 Cycling and Walking

Policies

Policies

CY01 The Airport Company supports the completion of a direct and attractive cycle route to Marston Green as part of National Cycle Network Route 53. The Airport Company will fund cycle routes required within the Airport Site and consider making financial contributions to other off-road Airport cycle routes in the vicinity of the Airport.

CY02 The Airport Company will ensure that any changes to the A45 Coventry Road, proposed in association with the proposed Extension to the Main Runway, will make adequate provision for cyclists.

CY03 The Airport Company will endeavour to provide secure cycle storage for all Airport employees who wish to cycle.

CY04 The Airport Company will develop improved and secure cycle parking facilities for Airport passengers and visitors.

CY05 The Airport Company will continue to promote cycling for Airport employees through information, special events and schemes, working in partnerships with local authorities and other organisations with an interest in cycling.

Target

To increase the percentage of Airport employees cycling to 2% by 2012.

SECTION 16 Surface Access Information

Existing Situation

16.1 The Airport Company provides a variety of information about Airport surface access, and in particular public transport, through on-site static and real-time information displays, a series of public transport guides, and the Airport website. Provision of information about surface access for the Airport is considered vital, in terms of customer service and promotion.

16.2 Until recently, the emphasis has been on static and paper-based information displays, but these traditional forms of information provision are increasingly being supplemented by interactive and real time information, which can be accessed through a variety of media including the internet and mobile phones. Such information is usually provided directly, by operators or public bodies such as Centro. Future provision of information at the Airport will need to take account of these trends, whilst also recognising that paper-based information is still likely to have a role to play, for many people, for the foreseeable future.

Organisational Framework

16.3 Most public transport in the UK is provided by the private sector and they have the prime responsibility to provide information about the services they operate. However, in the West Midlands, this responsibility is shared with Centro, the Passenger Transport Executive. Centro is in the process of taking a more active role in promoting local public transport, under the branding of "Network West Midlands". New static displays are being provided at most bus stops across the West Midlands and real time information is also being provided for an increasing number of bus services.

16.4 The Airport Company owns the on-site infrastructure for public transport and works in partnership with Centro to provide a high standard of information. This can range from the provision of hardware, such as display cases, to the reformatting of operator-provided information to a format more suitable to the Airport environment. These principles can be extended to developing technologies, so that standard real time information can be shown on displays provided at the Airport or be reformatted to be displayed in different ways. Increasing use of the internet also opens up new opportunities in this area.

16.5 Similar principles apply to off-site information, with the Airport Access Guide and separate Airport Bus and Airport Rail Guides essentially presenting information provided by the operators in a more targeted format.

16.6 The Highways Agency and local authorities are also becoming more active in providing passengers and staff with information about access by road, together with information about roadworks and congestion on the highway network, as a means of encouraging drivers to avoid congested areas. The Airport Access Guide, the Airport website and the static displays also provide information about access by motorway and the local road network.

Recent Developments and Achievements

16.7 In recent years, dramatic improvements have been made to the level and quality of information provided about surface access for the Airport, including:

- Regularly updated Access, Rail and Bus Guides, developed for distribution on and off the Airport site.
- The Airport Website.
- Static timetable and other information at bus stops and within the new Bus and Coach Terminus and Birmingham International Interchange.
- Landside information on "Totems" in the Passenger Terminals and the Air-Rail Link Terminals.
- Airside information in the Passenger Terminals.
- Improved information displays in the Terminal 1 and Terminal 2 International Baggage Reclaim Areas, including real time rail departures at Birmingham International Station and motorway/road information.

16.8 From 2004/5, the ICE Visitor Centre, in the Millennium Link, provided public transport information, through an agreement with Centro, and sold tickets for National Express and Travel West Midlands. However, the ICE Visitor Centre, a commercial operation, closed in June 2006, and this useful facility has been lost.

Objectives

16.9 Surface access information can be provided at a number of different levels and the Airport Company has a role to play at all these levels.

Primary Information

16.10 People at the Airport need accessible, visible and reliable information on surface access, both before and after they have made the decision to use the Airport and, in particular, use public transport. Static displays for "headline" information, supplemented by free timetable leaflets are still an effective means of delivering information. A key objective is to bring this type of information up to a uniform high standard, building upon work being undertaken by Centro on the Network West Midlands initiative.

Secondary Information

16.11 Information on the current "real time" operation of the motorway and local road networks and public transport services relies on extensive infrastructure being in place to provide this information. This is now generally available for the motorway network, some of the local road network and the rail network, but less so for bus and coach services. The Airport Company can facilitate the provision of this information throughout the Airport, as and when it becomes available. In particular it is expected that the ability to provide real time bus information will increase considerably during the next five years.

Tertiary

16.12 More complex information requirements (e.g. for route planning) is best dealt with via specialist software, delivered either through an operator or directly through the internet. Although such information is usually available through internet-enabled telephones, the high profile provision of such information, through a staffed help desk and/or dedicated terminals, could be beneficial in terms of accessibility. Well trained staff, backed up by computer-based route planning, would be capable of providing a flexible and customer-friendly service.

16.13 Increasingly all types of information on surface access will be delivered through the internet, either to fixed terminals or through mobile phones The Airport Company will review how information is provided through its own website and the websites of relevant partners and, where relevant, how these may be linked together. The Airport Company will also work with Centro, the Highways Agency, local highway authorities and the public transport operators to determine the most appropriate and cost effective approach to the delivery of detailed information, taking into account the rapidly changing nature of technology.

SECTION

16 Surface Access Information

Policies

Policies

IN01	The Airport Company will work to develop, and provide, a uniform high quality level of surface access information in key locations, where it is needed by Airport passengers, employees and visitors.
IN02	The Airport Company will work with Centro to introduce the Network West Midlands branding at the Airport.
IN03	The Airport Company will facilitate the provision of real time public transport information screens at suitable locations within the Airport, as and when this type of information becomes available from the operators.
IN04	The Airport Company will investigate the best way of providing more detailed surface access information for Airport passengers within the Airport, possibly using dedicated touch-screen terminals.
IN05	The Airport Company will continue to produce and distribute written literature about surface access by all modes, and periodically review the content and format of its publications.
IN06	The Airport Company will further develop its website as a source of information about surface access and develop links to other sites providing relevant information.

SECTION 17 Passenger Travel

17.1 Travel by Airport passengers forms the bulk of travel to and from the Airport, comprising about 75%-80% of all trips and 80% of vehicle trips. For UK residents who have a car available, car is the "natural" choice for trips to the Airport. This is for a number of reasons:

- The need to handle heavy luggage.
- Car is often perceived as being more reliable than public transport.
- A significant number of flights are early in the morning, when public transport is limited and the roads are relatively congestion free.
- Trips are relatively infrequent, so knowledge of public transport alternatives is often poor.

The origin and destinations of passenger trips have a wide distribution which affects the relative attractiveness of the different modes. One third of trips are to and from the West Midlands Conurbation and two thirds of trips are to and from the West Midlands Region. Table 17.1 summarises the distribution of passenger trips to the Airport.

Table 17.1 Home Location of BIA Passengers from England and Wales

Region/County	%
West Midlands	65
Herefordshire	1
Shropshire	3
Staffordshire	11
Warwickshire	8
West Midlands	34
Worcestershire	8
East Midlands	20
Derbyshire	4
Leicestershire	7
Lincolnshire	1
Northamptonshire	4
Nottinghamshire	4
East Anglia	<1
North East	<1
North West	2
South East	6
South West	3
Yorkshire	1
Wales	2

Note: 2006 data.

17.2 The biggest deterrent to car use is the cost of car parking. This leads to above average use of taxis, private hire vehicles and set-down and pick-up at airports, compared to other land uses. As these modes generate twice as much traffic as passengers who park, the balance between them is important in terms of the overall level of traffic generation.

17.3 For non-UK residents, the availability of cars is more limited so public transport is more important. For those who need the flexibility of a car, the use of hire cars and taxis is also important. In addition, such trips are more likely to have destinations in the main city centres, to which the use of rail is more competitive.

17.4 Group size is another factor affecting modal choice, with car use particularly convenient and cost–effective for family travel.

17.5 Rail has the greatest potential to increase its passenger modal share, but a greater understanding is required of the actual barriers to rail use. Anecdotal evidence often states problems with luggage, lack of through services and unreliability as barriers. However, the actual barriers are not fully understood. In order to increase rail use by Airport passengers, a greater understanding of these issues is required. Simply making people more aware of rail services might be more cost-effective than the provision of new infrastructure and services. Therefore, the Airport Company will maintain dialogue with partners in the rail industry and the air transport industry to produce an Air-Rail Access Strategy and raise awareness of the potential for rail access to the Airport.

17.6 Coach travel should also have more potential, particularly for Airport leisure passengers. However, securing viable direct services is the major challenge. It is possible that a frequent service to a limited number of destinations would be more effective than a number of low frequency services.

17.7 Local bus attracts relatively few Airport passengers. Bus can be attractive for short journeys, but taxis, private hire vehicles and set-down and pick-up are all competing for trips made by UK residents. Use of bus by non-UK residents is higher, but the most common destinations are also served by rail, which generally provides a more attractive service. There appear to be no niche markets, of sufficient size to support a regular scheduled bus service specifically aimed at Airport Passengers. However, the network of buses proposed for development, although aimed primarily at Airport employees, will also open up new opportunities for greater use by Airport passengers.

Airport Access

17.8 The arrangements for set-down and pick-up are an important issue for the future development of the Airport and will need to be kept under review. Users who set-down and pick-up occupy valuable road space, often contributing more to congestion than those who pay to park, particularly pick-up traffic which circulates around the road system to avoid having to park. Compared to passengers who park, passengers who are set-down or picked-up also generate twice as many trips on the local road network.

17.9 In summer 2007, following the terrorist attack on Glasgow Airport, the set-down area was relocated to the former Short Stay Car Park which was re-designated as a “Rapid Drop Off” area. A nominal charge (£1 for 20 minutes) was introduced to encourage vehicles to use the marked parking spaces (rather than stopping in the aisles), with much higher charges to discourage longer stays (which are directed to use the multi-storey car parks). A free 60 minute set-down facility was also provided in the long stay surface car parks. It is recognised that people are used to the concept of paying for parking, but not for stopping to set-down or pick-up, particularly if the operation is very quick. However, expectations are starting to change and the recent introduction of the London Congestion Charge has raised awareness of the idea of paying to bring a car into a particular location.

Other Developments - Through Ticketing and Remote Check-In

17.10 There are regularly suggestions for through air-rail ticketing, as a means of increasing the use of rail for Airport access, usually with some form of discount. There is no doubt that the opportunity to purchase a related secondary product, at the same time as the purchase of a primary product, can be very successful. The growth of internet sales has made this form of link much easier to implement. Airlines know this and use the opportunity to sell other products, such as car parking, accommodation, car hire and even rail tickets. However, there is a limit to how many products can be sold in this way, without interfering with the sale of the primary product. This means airlines are able to effectively sell this opportunity to the highest bidder. Rail operators can take the opportunity to form such links, but where average trip lengths are relatively short, the low level of revenue per trip, compared to the level of commission, means it is not very cost effective. Non-internet ticket sales are declining and conventional links though Travel Agencies appear to be too costly for operators to implement.

17.11 Remote check-in as a means of increasing Airport passenger rail use is not considered feasible for the present, both in terms of cost and security. It is not even clear that passengers would welcome relinquishing their bags some distance from the Airport. Modern wheeled suitcases are also easier to handle and the systematic provision of manual assistance (bookable in advance) may be a more cost-effective approach than the provision of expensive remote check-in facilities.

SECTION

17 Passenger Travel

Policies

Policies

PA01 The Airport Company will keep under review the arrangements and charges for vehicles setting down and picking up, as part of the further development of the Passenger Terminal Site.

PA02 The Airport Company will work with partners in the rail industry to improve luggage handling facilities for Airport passengers using rail links to the Airport.

Links to Other Policies

All policies relating to specific modes and Surface Access Information.

SECTION 18 Employee Travel

Existing Situation

18.1 Travel by Airport employees/staff to and from work is estimated to be 20% of total trips to the Airport and about 14% of vehicle movements. In addition, 12% of car parking spaces are allocated to staff.

18.2 Public transport use by employees is also significant, with 15.4% using bus and 5.8% using rail in 2006.

18.3 All the modal strategies so far described will increase the attractiveness of public transport and other non-car modes for Airport employees. This section is concerned with how these elements can work together to have a greater impact on the modal share of employees.

18.4 Existing public transport use by employees is dominated by local bus, which serves the Airport's core employment catchment area better than rail. However, rail use is more important for office based employees, who tend to travel further to work.

18.5 The Airport Company encourages public transport use by its own employees through an enhanced Travelwise scheme, which gives a 25% discount on local bus and rail passes. A more modest voucher promotion scheme is available to non Airport Company employees, who pay for a Centro or Travel West Midlands local bus and rail pass through a direct debit scheme.

Discussion

18.6 Generally, high levels of public transport use are achieved where there is both a high level of public transport service and a strong deterrent to car use, either through traffic congestion, a congestion charge and penal car parking charges or restrictions on car parking supply. The most familiar case in the UK is Central London, where all these conditions apply and public transport use is very high.

18.7 In contrast, at most UK airports the opposite situation generally applies. Public transport is less available than in a typical city or town centre, staff car parking is readily and cheaply available and anti-social hours make the provision of viable public transport particularly difficult. This leads to a "vicious circle" of high car use and declining public transport, which particularly impacts on existing and potential employees who have no access to private transport. As the Airport is adjacent to areas with relatively low levels of car ownership (e.g. East Birmingham and North Solihull), this issue affects not only the Airport's transport strategy, but also the Airport's employment strategy.

18.8 Existing policies for Airport Company staff effectively subsidise both public transport and car use through the provision of discounted travel and free staff car parking. This policy results in relatively high levels of expenditure, but reduces the impact on modal shares. Non-Airport Company staff (the majority of employment at the Airport) benefit indirectly from the Airport Company's support for public transport, but most work for companies and organisations who pay for staff car park passes but do not pass the charge on to employees and, therefore, they have free car parking at the point-of-use, which discourages consideration of alternative modes.

18.9 There is a need to establish a co-ordinated approach to this issue, encompassing both public transport support and car parking so as to gradually move to a situation where Airport employees can use public transport more effectively. Realistically, this would not be possible unless there is some form of restraint on car use practically applied through car parking charges, and incentives to use public transport. This would represent a significant change from the current strategy and will be a key challenge for this ASAS.

Organisation Framework

18.10 The Airport Company controls all employee parking and the staff car parks, so some of the issues relating to the application of charging could be relatively straightforward. Also there are no readily available alternatives (e.g. nearby on-street parking, which would impact on local communities). The main issue is likely to be the acceptability of change to existing Airport employees.

18.11 In a deregulated environment, the Airport Company cannot guarantee the exact Airport Bus Network which will be provided. However, Centro's interest in developing Bus Quality Contracts may make it easier for the Airport Company to have a greater input to this process. During the early morning and late at night, services are unlikely to be commercially viable, so there is greater scope for the Airport Company to secure the provision of specific services. However, this could be very expensive and would only make sense if it was linked to incentives to encourage the use of the bus services provided.

Objectives

18.12 A key objective in relation to employee travel is to increase the amount of travel by non-car modes. This will require a greater use of the existing public transport services and the provision of new and sustainable public transport services to the Airport. The expenditure required would be significant and could only be realistically raised through a form of staff car parking charges, applied at the point-of-use to all employees working at the Airport, or new ring-fenced funding streams, together with an incentive scheme to encourage bus use by all employees working at the Airport. Such charges would encourage the use of new public transport services, in turn reducing their net cost. The availability of these public transport services would increase accessibility to Airport employment, particularly amongst those with limited access, and no access, to a car, potentially opening new employment opportunities at the Airport.

18.13 However, the implementation of a strategy, based around staff car parking charges, new ring-fenced funding streams, but to include incentive schemes to encourage bus use by employees, would be challenging. The alternative approach, which would be more popular with employees, is to use existing Airport revenues to fund new public transport services, further discount the price of bus and rail passes and tickets, and introduce direct payments to employees who would be willing to use alternative modes.

Related Issues

18.14 Car sharing amongst Airport employees is an alternative way of reducing the amount of car travel to the Airport. As the Airport develops, the potential will grow. Successful schemes nearly always give some strong incentive to car share, usually related to car parking availability, location and charging. With such incentives in place, only a mechanism to facilitate self- matching is required, and a number of companies offer internet-based solutions. Staff car parking charges would be the main incentive required for a successful car sharing scheme. This could be reinforced by moving employee parking and the staff car park to a more remote location, combined with the establishment of car share priority car parking closer to the Passenger Terminals.

18 The need to engage more fully with all on-site employers over surface access issues has already been identified (Section 5.10). There may be a case for a dedicated resource to do this, particularly if this could be done in partnership with other organisations (for example the NEC) with similar interests.

18.15 Homeworking is often mentioned as a possible way of reducing the need for employees to travel to work. However, the nature of the Airport's business means that the majority of employees are operational and need to be on-site. There are relatively few jobs within the Airport Company where homeworking appears feasible, and the potential for other employers is even less, so the overall impact on employee travel is likely to be minimal.

SECTION 18 Employee Travel

Policies

Policies

ST01 The Airport Company will develop an integrated staff transport policy, including the introduction of employee car parking schemes and public transport incentive schemes, designed to encourage employee modal shift to more sustainable modes.

ST02 The Airport Company will maintain a Travelwise Scheme.

ST03 The Airport Company will introduce a car sharing scheme, once the necessary incentives for a successful scheme have been put in place.

ST04 The Airport Company will consider designating a Travel Plan Officer to help develop travel plans for all employers and employees based at BIA.

Links to Other Policies

All policies relating to specific modes and Surface Access Information.

SECTION 19 Implementation and Review

19.1 The implementation of the Airport Surface Access Strategy will require close working between the Airport Company and its partners at the Airport, with Government and Local Government and with partners in the transport industry, whether directly or through formal groups like the Airport Transport Forum. The Airport Company can prioritise investment at the Airport site, but clearly it cannot determine either transport policies or investment priorities off-site. The achievement of modal share targets will require a change of behaviour by millions of individual travellers. These decisions are influenced by a multitude of factors, very few of which are under the control of the Airport Company. It is, therefore, essential that Government, Local Government and transport operators buy into this Airport Surface Access Strategy, with supportive policies and investment.

19.2 Experience with the previous Airport and NEC Surface Access Strategy (published in 2000) shows that some flexibility is required, in order to accommodate opportunities that may arise, both in and out of the Airport site. Where projects or schemes arise, which will support the objectives of this Airport Surface Access Strategy, they will be supported as appropriate.

19.3 It is essential that progress towards the achievement of the policies and targets is monitored throughout the plan period of this Airport Surface Access Strategy. It is proposed to do this through:

- The monitoring of the key mode share targets on an annual basis.
- Preparation of an annual report, in March of each year, for presentation to the Airport Transport Forum.

19.4 It is also proposed to undertake a formal review of the progress made in implementing this Airport Surface Access Strategy during 2009.

SECTION 20 Further information

SECTION

20

Further Information:

Planning and Transportation Department
Birmingham International Airport Limited
Birmingham B26 3QJ

Telephone 0121 767 7107
Fax 0121 767 7065

Copies of this document are available for download at
www.bhx.co.uk

Design

Designed by Cole Creative Communications
www.colecoms.co.uk

BIRMINGHAM INTERNATIONAL AIRPORT

YOU & YOUR WORLD

enviro.aero

ACI EUROPE AWARDS 2007

Cover printed on 350 gsm Revive 75 Silk, 50% de-inked post-consumer waste, 25% pre-consumer waste, 25% virgin fibre.
Text printed on 170 gsm Revive 100 Silk, 100% de-inked post-consumer waste. Revive brands are FSC certified and Carbon Neutral.

Birmingham International Airport Ltd
Birmingham B26 3QJ
www.bhx.co.uk

Designed by Cole Creative Communications Limited 0121 321 3444