

# Community Update

## 'Zoom' to welcome kids 'SkySide' this summer



We're launching a unique and exciting children's adventure this summer to give the thousands of youngsters jetting off on holiday an engaging and fun experience at the Airport before they fly.

The 'Sky Side' experience is free to join and starts from the moment the child arrives at check-in. It culminates when they arrive at a themed 'Sky Zone', an area furnished with modern interactive games and activities, including touch screen tables, interactive floor projection, a gazing station, music light beams and story-telling pods.

Children will aim to become a qualified 'Sky Cadet' like 'Zoom', the scheme's mascot who will offer support as they achieve the multiple challenges set out in their 'Sky Pass'. The 12 page Sky Pass will be issued at check-in and contains tasks, activities and prizes that will earn participants their 'Wings' to give to them access to the Sky Zone at the end of their journey through the Airport.

The initiative has resulted in the creation of 14 new summer jobs, with the successful applicants becoming the Sky Side 'Crew' responsible for facilitating the children's journey, from check-in to the Sky Zone. Jo Lloyd, the Airport's Marketing Director said, "Customer service is a key business objective for us and we know that to offer 'great' customer service consideration needs to be given to all passengers – young people and adults. "We recognised that we needed to improve our family facilities and have listened to feedback from mums and dads about what they'd like to see at the Airport to develop the Sky Side scheme. This is a unique and bespoke concept designed specifically to work in our terminal for our younger passengers and we know it'll be a hit with children and parents."

Sky Side will launch on 15th July and will run throughout the summer months. Sky Passes will be available at check-in and a dedicated Facebook page has been set up to inform passengers about the Sky Side scheme before they arrive at the Airport, so that children can prepare themselves for their exciting mission.

Check it out at: [www.facebook.com/birminghamairportskyside](http://www.facebook.com/birminghamairportskyside)