



Birmingham Airport Surface Access Strategy 2015-2020

May 2015



Introduction

Birmingham Airport is located in the Metropolitan Borough of Solihull, adjacent to the National Exhibition Centre (NEC) and 8 miles South East of Birmingham's city centre. The Airport was opened in 1939, but its role as a modern international airport really began in 1984, when new passenger terminal facilities were opened. The Airport is now the seventh largest airport in the UK, with nearly 10 million passengers in 2014.

Our Vision - Great Airports for Great Cities

Our vision for UK aviation is a network of long-haul national airports, each supporting the comparative economic advantage of that region to boost trade, foreign direct investment and tourism. Our development strategy will plug the greater Midlands economy into global wealth and enable businesses to reach the markets they need to deliver jobs and growth for future generations.

We have major developments underway to support growth and connectivity. Our new runway extension is helping to generate 8,000 jobs in the region and will support more direct long-haul flights to emerging economies, including Brazil and China, as well as tourist

hotspots on the West Coast of the USA.

2014 was also our busiest ever year, handling over 9.7 million passengers and seeing major growth in long-haul. By 2020, we are forecast to handle 15 million passengers a year and we recently played host to the first direct flights from China to a UK airport outside of London. With Birmingham Airport to be HS2 integrated, we are promoting the role that the UK's great and connected cities can play in rebalancing the economy.

The Future

Birmingham Airport has a significant role to play relieving pressure on the South East and expanding aviation connectivity across the country, as part of a network of airports linked to growing markets around the world. We are calling for:

- The Government to back our network of great airports for great cities, and ensure that the future of UK aviation investment supports choice and flexibility for the whole country rather than reliance on a single hub.
- Surface access improvements in rail and road, to ensure the region makes the most of HS2.
- The Government to emphasise the importance of HS2 in making the Midlands region accessible to foreign direct investors.
- New measures around Air Passenger Duty to be implemented to move passenger activity and balance our economy.
- Further Fifth Freedom rights for foreign airlines to be trialled to establish routes outside of the congested South East.
- The Government to take a cautious approach to state aid and the Regional Air Connectivity Fund. The priority must be enhancing national road and rail links to long-haul aviation networks, rather than artificially supporting new routes to and from small airports.

Connectivity and Surface Access

The Airport currently has excellent surface access by road and public transport. It is at the centre of the national rail and motorway network and is directly served by the M42 and Birmingham International Station.

Excellent connectivity for all modes of transport is essential if the airport is to continue to grow sustainably, reduce carbon output, and minimise the impact on the surrounding road network. This Air to Surface Access Strategy (ASAS) sets out at a strategic level how the airport will improve and encourage all the different ways that passengers, staff and goods get to and from the airport over the next five years and beyond. It replaces the previous ASAS that covered the period 2006-2012.

Beneath the ASAS will sit the Airport's travel plan which will set out in more detail how the strategy

will be implemented. The Airport will also work with our partners to deliver the strategy via various groups and processes such as the Surface Access Group, Airport Transport Forum, Local Enterprise Partnerships and the requirements of the Section 106 Agreement with Solihull MBC that came into effect when the runway extension was built in 2013/2014. Furthermore, the emerging Airport Master Plan will also include Surface Access proposals that will address the key priorities of this strategy.

This Strategy is therefore deliberately high level with the aim of guiding the introduction of initiatives and development to improve connectivity whilst at the same time ensuring a level of flexibility to allow different approaches to reflect any change in circumstances. It will also be updated once the next Airport Master Plan is prepared and published.



Key Objectives and Priorities

When planning permission was granted by Solihull MBC in 2009 for the runway extension, a legal agreement was attached to the permission which commits the airport to use all reasonable endeavours to achieve a Public Modal Transport Share (including those who use off-site car parks and then use a bus to access the site) for passengers/ employees of:

- **25% by 2012**
- **31% by 2022 or 20.9m passengers per annum whichever occurs later**

- **37% by 2030 or 27.2m passengers per annum whichever occurs later**

One of the main objectives of our ASAS is to ensure we meet these targets where possible and make Birmingham Airport the most accessible airport in the UK by providing integrated accessible multi-modal transport options for all passengers, staff and commercial operators. To achieve this objective there are 13 key priorities:

Key Priorities

- 1 Optimise upcoming government opportunities, such as franchising, rail devolution, transport infrastructure investment and other consultations.
- 2 Make public transport (bus, coach and rail) a credible and convenient choice.
- 3 Integrate key infrastructure schemes with the Airport (e.g. M42 junction 6 improvements and HS2), whilst ensuring compatibility with other schemes such as UK Central (UKC).
- 4 Integrated Ticketing across all modes.
- 5 Informed passengers across modes using intelligent systems.
- 6 Support improvements in capacity, accessibility and reliability across and between modes (off-site).
- 7 Improve capacity, accessibility and reliability across and between modes (on-site).
- 8 Improve accessibility and opportunities for increased Freight Movements.
- 9 Ensure reliable access options are available by all modes to all employees.
- 10 Review static and dynamic information systems with Centro and SMBC to ensure best practice.
- 11 Liaise with bus, coach and rail operators and Centro to seek to improve quality and quantity of public transport to the airport.
- 12 Review landside road infrastructure for pedestrian and cyclist movements to achieve improvements in the level of provision.
- 13 Surface access improvements in rail and road to ensure the region is well connected and makes the most of HS2 through initiatives such as Midlands Connect and Birmingham Connect.





Our Targets

Our 13 key priorities are intended to increase the proportion of journeys made to the airport by public transport, cycling and walking. Our existing modal share figures and future targets are set out in the below tables:

Passenger Modal Travel

Mode	Existing	Target	
	2015	2016	2020
Car	43%	40%	37%
Train	20%	22%	23%
Taxi	18%	18%	18%
Car park bus	15%	16%	17%
Bus / Coach	2%	3%	4%
Other	2%	1%	1%

Employee Modal Travel (based on the 2014 Staff Travel Survey)

Mode	Existing	Target	
	2015	2016	2020
Car	69%	66%	62%
Train	8%	9%	10%
Cycle	1%	2%	2%
Car share	4%	5%	7%
Bus / Coach	16%	16%	17%
Other	2%	2%	2%

These targets are ambitious and will be subject to regular review during the lifetime of the strategy. It should also be noted that the target for passengers goes beyond the requirements of the S.106 agreement and is greater than the employee targets. However, improving the employee modal share is more challenging given the shift patterns many employees work. These targets are therefore below the passenger targets but are realistic. The remainder of this strategy sets out the broad principles of how accessibility shall be improved to meet these targets with reference to the various modes of transport and connectivity.



The Region's Transport Infrastructure

The transport infrastructure of the surrounding region greatly influences how people travel to and from the airport and is planned through groups and initiatives such as 'Midlands Connect,' Local Enterprise Transport Groups and the planning policies of local authorities. Infrastructure projects such as improvements to the road network and HS2 also affect our connectivity.

Policy 1: The Region's Transport Infrastructure

We will:

- Continue to engage with the relevant bodies and groups that control and influence transport investment.
- Actively support infrastructure projects that are required to boost the economy of the region and connectivity to the airport.
- Ensure that the development of HS2 maximises the connectivity benefits and does not adversely affect existing connectivity.

Whilst these are outside our direct control, the airport will seek to ensure that future investment in the transport network takes into account the need to improve access to the airport to maximise the benefits that we can offer the regional economy and increase the use of sustainable travel modes.

To achieve this we will continue to actively engage with the relevant bodies and groups that control and influence transport investment/infrastructure including the following:

- Centro
- Solihull MBC
- Birmingham City Council
- Local Enterprise Partnerships
- Midlands Connect
- Birmingham Connect
- Chambers of Commerce
- Central Government
- Airport Consultative Committee
- West Midlands Integrated Transport Authority
- Highways England



We will also work with adjoining major employers such as the NEC and Resorts World to improve surface access to the immediate area that could benefit all parties.

Rail

Rail access to Birmingham Airport is an important part of our accessibility strategy. The airport is located next to Birmingham International station on the West Coast Mainline and is connected by an air-rail link that transports passengers to and from the station in 90 seconds. Birmingham Airport is subsequently the best connected airport in the UK by rail with 23% of passengers using the train to travel to and from the site. As Birmingham Airport continues to grow, it is imperative rail capacity and services are maintained and improved where necessary and it is marketed and promoted to maximise its use.

We will therefore continue to work with the relevant external bodies including Network Rail, Department for Transport and Train Operating Companies (TOCs) to improve access to the Airport site. The introduction of through ticketing that is clear and cost effective will also be supported to encourage its greater use.

We have also been fully engaged with Network Rail's Long Term Planning Process and we will continue to be as it progresses to Route Based Strategies. We particularly welcomed the recommendation of minimum service frequencies and operating hours for large airports.

The provision of early and late train services serving the airport are critical to maximise rail access and reduce the reliance on private cars and taxis, especially for our early departures when there is little alternative and for staff who work shifts. We will continue to work with Network Rail and train operators to ensure these are provided to maximise the benefits of planned investment in

the growth of transport hubs across the West Midlands (including Birmingham Airport). Further investment will be required in surface access particularly to 'hard to reach areas' such as the Black Country and neighbouring Shires.

We will therefore work with partners to improve rail access to 'difficult to reach' locations. For example, we will seek improved frequencies to the Black Country and the Thames Valley via Leamington Spa and enhancements to difficult to reach areas including Stratford-upon-Avon, the East Midlands, South West and Yorkshire. We will also seek improved information at New Street Station regarding services to the airport and improvements on the Snow Hill and Chiltern Lines. More attractive services on lines served by Solihull station will also be supported. The extension of the Midland Metro to the airport also has the potential to open up areas that are currently difficult to reach and transform connectivity to the airport for on-site staff and passengers. The Airport will therefore support the extension of the line.

Rail access is also important for our employees and we will continue to work with TOCs and on-site organisations to offer discounted rail tickets for those wishing to use rail to access the site.

We will continue to work with HS2 Ltd and transport and Government stakeholders to ensure that we, and the Midlands region, are "HS2 Ready." We will continue to lobby for appropriate direct access to Birmingham Interchange HS2 station via a dedicated people mover that ensures maximum connectivity with Birmingham International Station and does not compromise existing links during the building period.

Buses

Bus services provide local, regional and national connections for passengers and employees. Numbering a daily average of some 400, these services operate throughout the day and are an essential form of sustainable accessibility. Increasing bus access is a priority and we would welcome all approaches from bus operators to increase bus services, especially overnight and along key corridors. We will also seek and support improvements to bus services that improve the customer experience and make them more convenient to use. One such example is the proposed A45 SPRINT Bus Rapid Transit which will provide a major upgrade to public transport in this corridor and link Birmingham city centre, residential areas of East Birmingham and Birmingham Airport.



Policy 3: Buses

We will:

- Improve on-site passenger experience for bus services.
- Explore new routes to local destinations.
- Liaise with bus operators to improve bus and coach connectivity and on-site facilities and infrastructure.
- Support the introduction of the A45 SPRINT Bus Rapid Transit, Platinum Buses and other improvements to services.
- Encourage the provision of 24/7 bus services.

Policy 2: Rail

We will:

- Work with Network Rail on its Long Term Planning Process and the West Midlands and Chilterns Route Study.
- Work towards a 24/7 railway operation at Birmingham International.
- Seek better links to Solihull Station/Chiltern Line.
- Maximise opportunities at Birmingham New Street.
- Explore enhancements to difficult to reach areas, incl. the East Midlands.
- Create a truly integrated and clear air-rail ticket experience for passengers.
- Support HS2 Development and direct access to Birmingham Interchange.
- Support the renaming of Birmingham International and HS2 Birmingham Interchange to include 'Birmingham Airport.'
- Produce a dedicated Air-Rail Access Strategy in 2015.
- Support the extension of the Midland Metro to Birmingham Airport.



Coaches

Coach services currently serve a number of major cities within our catchment area. However we will seek improvements on corridors where there are current gaps in rail options, such as Warwickshire (including Stratford-upon-Avon), the East Midlands and South West. We will work with coach operators to explore these opportunities.

We will also work with coach operators to explore ways to facilitate through ticketing with our airline partners and on-site organisations and provide funding to improve coach facilities, possibly through a site access levy.

The Confederation of Passenger Transport UK (CPT) is recognised

by Government as the voice of the bus and coach industry, and the focus for consultation on national and international legislation, local regulations, operational practices and engineering standards. We will liaise with the CPT to improve bus and coach facilities, including through regular meetings on at least an annual basis.



Cycling and Walking

In 2013, as part of our Runway Extension, the A45 diversion included a new footpath and cycleway. This has improved facilities for those wishing to access west bound destinations by bike or on foot.

We will continue to work with local authorities and our partner organisations to improve cycling and walking opportunities to and from the site and ensure that cycle and walking links are direct, convenient, well lit, safe and secure.

The Airport Company also offers

Birmingham Airport Limited employees a Cycle to Work Scheme and will continue to encourage other onsite organisations to do the same. We also provide showering facilities and lockers for staff and cycle parking facilities for staff and customers. The provision of these facilities will be monitored to ensure there is satisfactory provision and ensure that we meet our modal-share target of 2% of employees by 2020. In particular, new secure cycle parking facilities will be provided on the Elmdon site.



Policy 4: Coaches

We will:

- Improve on-site passenger experience for coach services.
- Explore new routes to local and national destinations that are currently difficult to reach.
- Introduce a site access levy for coach services to help fund on-site coach facilities.
- Liaise with the CPT to improve bus and coach connectivity and on-site facilities and infrastructure.
- Encourage the provision of 24/7 coach services.

Policy 5: Cycling and Walking

We will:

- Work with partners to improve and increase walking and cycling routes including the HS2 Cycleway Study.
- Carry out an audit of the on-site cycling network and facilities.
- Promote a dedicated cycle and walk route between the airport, Birmingham International, NEC/Resort World, the hub at UK Central and the proposed HS2 Interchange Station.
- Deliver improvements to the on-site cycling network.
- Provide suitable information and guidance to enable an active journey to and from the airport site.
- Ensure the provision of satisfactory, secure on-site cycle parking facilities.

Private Car

We will continue to work with partners and Government bodies to influence strategic, national and local policies which manage and establish policies in regard to highway access. Highways England is currently reviewing its Route Based Strategies, several of which directly impact on our catchment area and these are scheduled to be published in March 2015. We plan on maintaining our relationship and engagement with Highways England, especially in relation to the strategic road network, pinch point programmes and options surrounding capacity enhancements, such as M42 Junction 6 improvements (which the government included in the funding programme for its Road Investment Strategy in December 2014), M42 widening, HS2 integration and Solihull MBC's UK Central proposals.

We will also support connectivity improvements identified by the LEPs, such as the Black Country LEP identified scheme linking the M6 to M54. However, it is recognised the private car is a less sustainable form of transport than, for example, rail and bus. We will therefore limit the amount of car parking that will be provided on site (there are currently 14,294 car parking spaces on site, 1,700 for employees and 12,594 for passengers). The airport has agreed with Solihull MBC to provide future passenger and visitor parking at a rate less than the proportional increase in passenger throughput so as to achieve a reduction in the ratio of passenger car parking provision to total annual throughput.

We will also introduce a car share scheme for airport staff to reduce single occupancy journeys and we will also consider the introduction of a car club scheme.



Taxis

For taxis, we will continue to work with local licensing committees and with our on-site taxi organisation to make best use of their provision for our passengers, visitors and employees. This may include encouragement for alternative fuels, such as electric and the identification of priority pick-ups for more efficient vehicles.

We will also assess how taxis operate on-site in order to improve the service they provide.

Freight

We will work closely with our on-site freight organisations to understand their operations and to better facilitate their requirements. This includes ways we can boost freight traffic via our airlines and reduce the impact on the local and strategic highway network. This will consist of a separate freight and goods movement study, which will be progressed through the Air Transport Forum.

Policy 6: Private Car/Taxis

We will:

- Identify on and off-site measures to improve road access.
- Seek a reduction in the proportion of 'kiss and fly' and taxi based journeys in favour of long term parking/ other modes.
- Work with Highways England and partners on M42 Junction 6 options and UK Central/HS2 development opportunities.
- Install electric vehicle charging facilities.
- Introduce a car share scheme for staff.
- Consider the introduction of a car club scheme for passengers.
- Manage the Car Park Levy and its expenditure.
- Identify any improvements that can be made in respect of how taxis operate on-site including their sustainability.

Policy 7: Freight

We will:

- Produce a Freight and Goods Movement Study in 2015 to assess how aspirations for increased freight use through Birmingham Airport, can be best accommodated by the surface transport system.
- Implement any actions identified by the study within the timescales identified.





Airport Staff Travel

We will continue to promote an active commute to all employees on the airport site via the Surface Access Group and our Travel Plan. The Airport Company offers Birmingham Airport Limited employees a Cycle to Work Scheme and a discounted ticket scheme for public transport and we will continue to encourage other on-site organisations to do the same.

Airport Staff Travel

For employees, the 2014 Travel Survey identified the need to launch a dedicated Birmingham Airport Car Share Scheme. This will be launched in 2015 and will provide a secure way for Airport employees to share their journeys to and from work. The host website will be facilitated by Birmingham Airport and partially supported by the Centro Local Sustainable Transport Fund (LSTF) grant scheme.

This site will be facilitated by Birmingham Airport and will be partially supported by the Centro Local Sustainable Transport Fund (LSTF) grant scheme.



Policy 8: Airport Staff Travel

We will:

- Launch an employee car share scheme in 2015.
- Increase the proportion of employees car sharing.
- Encourage staff to use bus, coach or rail.
- Support active commutes, including Cycle to Work Schemes.
- Consolidate travel information making best use of online and social media channels to increase staff knowledge of sustainable travel options.
- Carry out an annual staff travel survey to identify issues and what improvements need to be made in respect of staff accessibility.
- Encourage on-site organisations to implement sustainable travel initiatives.
- Work with stakeholders to improve transport options to the site for shift workers during the night period.

Implementation Monitoring and Reporting

As part of the runway extension legal agreement the Airport agreed to establish travel groups to assess surface access to and from the airport. These groups include representatives from Solihull MBC, Birmingham City Council, Centro, the Highways Agency and employers on the airport site.

The Surface Access Group will consider, challenge, recommend, endorse, promote and monitor specific measures to support achieving public transport modal share targets and will be heavily involved in the implementation of the ASAS. The Airport Transport Forum will also be equally involved as part of its remit to identify short and long-term targets for increasing the proportion of journeys made to the airport by public transport, devising a strategy for meeting these targets and overseeing implementation of the strategy.

The measures introduced by these two groups will form part of a 'live' Monitoring Document. This Monitoring Document will be very important as it will set out exactly what measures the airport is putting in place to meet the strategic objectives, what progress has been made in implementing them and how successful they have been.



A car parking levy was also introduced by the airport in July 2014 that will be used, having considered the advice of the Surface Access Group and Air Transport Forum, to fund sustainable transport projects, undertake market promotion and offer revenue support and subsidy for projects that contribute towards the increase in public transport modal share. The car park levy will therefore help to fund the implementation of the ASAS although funding will also be sought from other sources when appropriate. A review of what the levy has been spent on will be included as part of the annual monitoring report to Solihull Council and will also form part of the 'Monitoring Document.'

We shall actively monitor our progress towards achieving our key objectives and priorities and regularly review them to inform future work. This will ensure that we are proactive in delivering a range of enhanced

surface access options to/from the airport that are evidence based. This will be done via the Air Transport Forum and the Surface Access Group.

We will also continue monitoring our modal share figures for passengers and employees via our Staff Travel Plan monitoring policy.

Finally, our progress in achieving the aims and objectives of the ASAS including the public transport modal share will also be reported to Solihull MBC, the Airport Consultative Committee, Airport Transport Forum and Surface Access Group on an annual basis.

The Airport will therefore be clear and transparent in our progress towards achieving our key aims and targets and actively engage with the relevant bodies to ensure that the overarching strategy of the ASAS is implemented.

Birmingham Airport Limited

Diamond House
Birmingham Airport
Birmingham B26 3QJ

Telephone +44 (0)871 222 0072

Facsimile +44 (0)121 782 8802

www.birminghamairport.co.uk

Registered at the above address. Registered in England & Wales no. 2078273.

© Copyright Birmingham Airport Limited