

GARA Global AirRail Awards

CASE STUDY: Airport of the Year 2013 WINNER - Birmingham Airport



Birmingham Airport is UK's third busiest airport outside London and is directly connected to Birmingham International Station by a 90 second monorail service, the Air-Rail Link. Birmingham International Station serves 107 destinations, operating 20 hours per day. In addition to rail services, the airport has a bus interchange, located next to the Birmingham International Station, which provides direct connections across the region and beyond.

In 2012, Birmingham Airport made significant steps forward in creating a truly integrated transport facility, which facilitates air-rail connectivity:

- £13m "One Terminal" project incorporated significant passenger improvements, including direct air-rail links and transport information;
- 4% increase in passenger rail mode share to 23%;
- 2% increase in employee rail mode share to 9%;
- Improvements to integrated multi-mode facilities;
- Recognition by stakeholders of Bir-

mingham Airport's potential and incorporation of Airport information in transport operators' information;

- Significant marketing campaigns advertising rail connectivity to Birmingham Airport, which directly led to increased passenger numbers;
- Employee specific engagement highlighting rail opportunities; and
- Major political lobbying campaign successes to gain recognition as a national airport that can play a vital role in shaping the future of the UK aviation market and UK economy.

The 'One-terminal' project saw the ex-

isting two terminals merge into a single facility to improve its overall operational capabilities and the customer experience. Birmingham Airport has made changes to the multi-modal interchange facilities, including promoting a one destination for all rail and local bus journeys. The delivery of a specific Birmingham Airport Travel Plan, working with each organisation on site individually, has enabled more individual measures to be implemented to support access to the Airport by public transport. This includes direct involvement in the Airport's transport offer by employees and has seen an increase of 2% in rail mode share to 9%.

It was clear from passengers' feedback that they wanted better public transport information, so changes in the Visitor Centre facility was an essential part of airport's on-site improvements. This included a new interactive timetable and ticket booking station, clearer marketing of tickets and training for employees to deliver information on a wider geographical area.

Creating a single 'Station' for bus and rail travel is a long term aspiration of Birmingham Airport, which has taken significant steps forward in 2012 with a few simple, yet effective changes. This included signage within the Birmingham Multi-Modal Interchange being replaced with Birmingham Airport Station and directional signage to buses and rail services being upgraded.

