

# Birmingham Airport Corporate Responsibility Report 2017-2018





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## Corporate Responsibility Report 2017-18

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# Welcome

Welcome once again to our annual Corporate Responsibility Report, where we offer a snapshot of some of the work we've been doing during 2017/18 to advance the CSR agenda at Birmingham Airport.

**I am delighted to introduce our Corporate Responsibility Report for 2017-18, a snapshot of some of the initiatives we've taken to ensure we're meeting the region's growing demand for air travel in the most sustainable manner possible.**

Some of these initiatives are conceived and delivered in-house, by talented people right across the business. More often than not however, we work closely with a host of industry and community partners, pooling our expertise and resources for maximum impact. This year, we've seen an outstanding example of the benefits of this approach in the development of our new Night Flying Policy. Starting from two very different opening positions, we've come together with the local community to listen and negotiate over many months of hard work to address one of the most pressing issues facing the industry today. While not without the compromises

that are inevitable in an issue of this complexity, the result is a new, locally relevant, more sophisticated policy which we believe is amongst the most stringent in the UK, delivered through a process of community engagement.

No matter how we deliver the programmes outlined in this report, the issues they address remain more pressing and relevant to our stakeholders than ever before. As we grow, so too does our impact on local communities. While it is undoubtedly the case that we should do all we can to mitigate the negative results of what we do, we should never lose sight of the immense potential we have to deliver benefits, not least the 7000 jobs and £1.4bn we contribute to the regional economy. I and my team remain committed to meeting this challenge.

To find out how, go to our website where there is more detail than we can give in a brief overview such as



this. Better still, why not talk to my Sustainability Team? They will be more than happy to provide you with the back stories to what you read here.

**Simon Richards,**  
Acting Managing Director

## Sustainability Team Update

**The ongoing Airspace Change Process for departures from Runway 33 and the review of our Night Flying Policy have occupied much of our time this year and have undoubtedly posed many challenges. However, they also proved to be something of an opportunity - to better understand the impact of our operations on local communities and to forge new relationships and ways of working.**

As we adapt, we generate opportunities for development within the team and this year we have seen some changes. I am delighted that our Environment Specialist **Tom Redfern** has taken on the role of Environment Manager, responsible for managing our noise impact and for developing our

policies on air and water quality, and waste management. I'm equally delighted that **Abigail Redmond** has successfully completed her apprenticeship and joined the team full time, as Sustainability Assistant.

Also new to the team this year are **Rosie Bishop**, our new Environment Executive, **Nicoleta Muntean**, Health and Safety Co-ordinator and **Rowan Underwood**, who joins the Fire Safety Team as Fire Safety Advisor.

I am committed to ensuring we have the skills and expertise we need to manage a growing business sustainably and we will continue to develop the Sustainability Team, to better meet the increasing expectations of our stakeholders.

**Kirstin Kane,**  
**Head of Sustainability**



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## Business Context

**2017/18 was another year of rapid growth at Birmingham. Almost 12.9 million passengers travelled through the airport, an 8.2% increase over the previous financial year, representing close to a million additional passengers.**

Growth was somewhat tempered by the sad demise in October of Monarch Airlines, one of our largest customers, operating approximately 40 flights daily and supporting around 500 jobs. Our Aviation Development team has worked hard to meet the demand from the 1.5 million passengers who flew with



Monarch from Birmingham each year and we have seen carriers such as Jet2, TUI and Thomas Cook increase their capacity from the airport. Additionally, we were delighted to see the return of British Airways in May, to welcome a second daily A380 service with Emirates, while among new routes was the UK's only direct service to Amritsar with Air India.

A very busy summer in the terminal was followed by an intensive programme of development over the winter period. We've invested in a number of new facilities and refurbishments to ensure our passengers have the best possible customer experience in summer 2018. These have included reconfiguring the security search lanes and the introduction of a new security preparation area. Outside the terminal, we've provided a free drop-off facility, reconfigured the Drop and Go facility and added additional car parking capacity on

the Elmdon site. We've also invested in a new flight information service called FlightSmart, which enables customers to receive regular flight status updates to their Twitter account.

Further afield, we've been engaging with communities to the north of the airfield to explain proposed changes to flightpaths for aircraft departing from Runway 33 and with the wider community to address night flying, probably the most contentious of all our community impacts.

Finally this year, we have seen some changes in the leadership of the organisation. In July, we said farewell to **CEO Paul Kehoe**, after more than eight years at BHX and to **Chairman John Hudson OBE**, who has been with us since 1997. Our new chairman, **Tim Clarke**, has extensive experience of the leisure and retail sectors, while **CFO Simon Richards** is leading the executive team as Acting Managing Director.



# Community

## Community Trust Fund

**This year our Community Trust Fund made grants totalling £84,426 to community projects in those areas impacted by our operations.**

The Trust Fund supports a wide and varied range of organisations and among the projects we supported this year are:

**Story Wood School and Children's Centre in Perry Common**, where staff have ambitious plans to turn a retired London bus into a multi-purpose venue to engage children and parents in a range of community and education partnerships.

**The Washwood Heath Association** which needed help to fund marquees for use at their Mega Mela family fun day, enjoyed by thousands of people in Ward End Park.

**Hillcrescent Farm** in Water Orton, whose provision of social care and training for vulnerable groups, was expanded by the purchase of specialist large animal handling equipment.

**Oikos Community Church** in Erdington, where funding for a commercial fridge helped the establishment of a community café and drop-in centre.

**Bromford Lions FC.** By funding a set of match day goals, we were able to help the club comply with league rules and continue their work with local youngsters.

**St Peter's Church Bickenhill**, where stonework needed repair and restoration.

**The Oval Primary School** in Stechford was awarded £3,000 to build a sensory play area in the school grounds. They worked with adventure playground specialists, All Out Play, to plan and build the new interactive facility which opened in June. **Julie Gouldbourn, Strategic Business Manager** at the school, said:

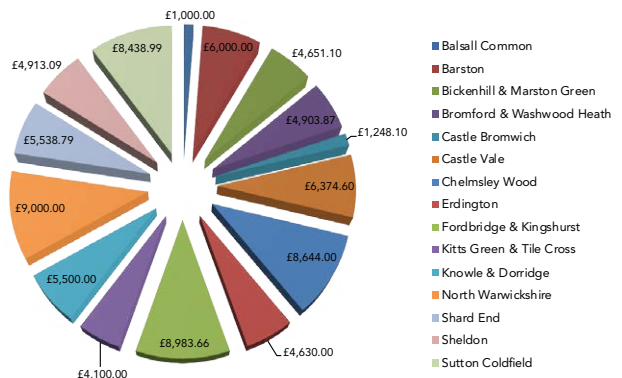
*"The outdoor retreat that has been built with the Airport's support is of huge benefit to the children. The design,*

*with its mixture of interactive zones, combines play with learning and has also made a huge difference to the local community by greatly improving the outlook of the area for future generations."*

In all, we were able to help forty local projects where residents are working hard, often in challenging circumstances, to make a difference in their communities. Our '30-30-40' strategy, aims to direct 30% of our funding to east Birmingham, 30% to north Solihull and the remaining 40% to other affected areas. We have been working to increase the number of applications from those communities which suffer from high levels of deprivation. We have seen 24% of Trust Fund awards being made to groups in east Birmingham, 23% to groups in north Solihull and 53% to groups in remaining areas of our catchment.

It is encouraging to see the measures we have taken to encourage more applications from priority areas having some impact, but these figures show we still have some way to go to reach our targets under '30-30-40' and we will continue to work alongside the eight independent Trustees of the Fund to improve our performance.

Community Trust Grants 2017/18 - By Area



## Investment

**Although the Community Trust Fund is the most important vehicle for our community investments, it may not always be the most appropriate and we try to remain alert to opportunities for smaller scale, targeted investments in the health and wellbeing of our neighbouring communities.**

Having been a supporter of the Sheldon Countryside Festival for many years, we were disappointed to learn that it would not take place in the summer of 2017. Working with local councillors, we identified an alternative project in the nearby Chestnuts area of Sheldon which could benefit from the funding we had already committed to the Festival. Holiday Kitchen is a structured summer programme providing food and activities for schoolchildren and families that need it most. What to

do with bored children and how to provide regular healthy meals, is a challenge for disadvantaged families during the long summer holidays. Research has shown that during the summer break children often either go hungry or survive on unhealthy meals, resulting in poor nutrition and, on returning to school in September, decreased academic performance. The Holiday Kitchen scheme has been evaluated by Birmingham City University where results showed overwhelmingly positive reviews from parents and children. It was reported that children who attended eat more healthily, undertake more exercise and demonstrate better behaviour, returning to school more healthy, happier and fitter.

Equally we recognise our responsibility to join the region's business community when it comes together to get behind much

bigger projects. This year we again supported Birmingham Poppy Day alongside venues across the city such as the Bullring, the QE Hospital New Street Station and the Colmore Business District. Members of the armed forces collected in the terminal and the Band of the King's Division entertained staff and passengers throughout the day. And we were delighted to again support Birmingham Children's Hospital which, following on from 2016's 'Big Hoot', brought dozens of beautifully decorated bear sculptures to the venues throughout Birmingham and Solihull, including the Airport, in 'The Big Sleuth'.



## Community Environment Protection Schemes

**Our Sound Insulation Scheme makes up to £3,000 available for insulation against aircraft noise in each of more than 7,600 residential properties that lie within the Scheme boundary.**

That Scheme boundary is defined by 63 db(A) Leq Summer Noise Contour, which in recent years has shrunk as new technology has introduced quieter aircraft. Despite this, we insulate those properties that lie within the contour as it stood in 2002. This year a further 43 properties in Kitts Green were fitted with high-specification double glazing, taking total spending since 2002 to £2.9m. Moving forward we are planning a further three-year programme to offer insulation to those properties where householders have declined the offer in earlier years.

It's not just homes that benefit from the Sound Insulation Scheme. We also make funds available annually for insulation works at schools lying within the 63 db(A) contour.

Currently one school, Gossey Lane Primary Academy, falls within the contour and this year we tackled some of the issues faced by the school, which lies squarely under the runway centreline in Kitts Green. We appointed a consultant to carry out a detailed survey which identified two areas where noise mitigation measures could have the greatest impact. Phase One - the replacement of doors and high-level windows in the school hall with high specification double glazing has been completed this year, reducing the impact of noise and improving security in a vulnerable area. Phase Two - the replacement of a section of flat roofing with polyphonic plywood above a classroom area is scheduled for the financial year 2018-19.

Our Vortex Protection Scheme operates in those communities where there is a risk of damage to roofs caused by the vortices generated in the wake of arriving aircraft. When any damage is confirmed,

our contractors will carry out an immediate repair before the property is placed into the Scheme, which provides long-term protection with a new, vortex-proof roof.

This year we responded to four confirmed vortex strikes, where repairs were made and these properties entered the scheme. We also take a proactive approach and commissioned our consultants to carry out an assessment of the potential risk of a vortex strike occurring at the shops in Lea Village, a busy shopping parade with a high footfall. The assessment identified two high and three medium risk blocks and this year we completed the scheme to re-roof these properties. Total spending on our Vortex Protection Scheme now stands at £1.8m since 2002.



## Education

**Raising aspirations and work-based learning are the twin pillars of our education support programme, where we aim to play our part in helping equip young people with the outlook and skills they will need as they move through their academic career and into the world of work.**

And we believe it's never too early to start, which is why we've partnered with Enabling Enterprise to deliver a series of sessions with children as young as six. Enabling Enterprise is an award-winning not-for-profit social enterprise, set up by a team of teachers in 2009. Its mission is to equip young people with the skills, experiences and aspirations they need to succeed in life and their sessions are fast-paced, challenging and teach the children the importance of core skills such as teamworking, creativity and problem-solving.

At the other end of the scale, we have established some valuable links with many of those regional universities delivering aviation-related courses, including Aston, Buckingham New University, Coventry, Derby, Loughborough and University College Birmingham (UCB). We shared details

of our ongoing Airspace Change Process (see page 9) with students of UCB to support them in developing detailed case studies of sustainability and community relations issues within the industry.

Many of these activities take place in The Learning Hub, our dedicated education facility operated in conjunction with the schools of King Edward in Birmingham, which occupies a fantastic position overlooking the runway. This year we welcomed more than 80 groups and over 2100 young people.

New this year has been our engagement with **The Wonder Why Society**, a collaborative online learning community for primary school children which brings together schools and industry to promote learning, helping to target disengaged learners, develop job-ready young people and improve educational opportunity for everyone. We were the first Company to sign up as sponsors of this innovative initiative and will be helping the project develop with additional content.

We've also supported **UpRising**, a youth leadership development charity

providing routes to leadership and employment for 16-25 year olds who have talent, but lack opportunity. Our sessions with inspirational young people from some of Birmingham's most deprived communities addressed issues of leadership and sustainability.

In March, we partnered with **Alison Delaney**, founder of **Little Bird**, for an inspiring project with Shirestone Primary Academy in Tile Cross. Alison is the author of 'Little Chick Has Lunch On The Moon', a book dedicated to helping children believe in themselves and dreams without limitations and it forms the basis of Alison's 'Dreams Workshops', which are all about instilling a foundation of self-belief, confidence and resilience in young children.

On World Book Day, Alison was joined by airport staff to share her story and why she wrote the book, before presenting all 270 pupils with their own copy, complete with a handwritten message. Later, the children wrote their own messages of hope and inspiration to children in Mozambique, who would also receive their own copy of the book.





## Engagement

**The Airport Consultative Committee, consisting of representatives of local authorities, airport users and local community groups, acts as our 'critical friend', supporting, commenting on, and sometimes challenging us on how we are managing the business and its impact. The review of a new night flying policy this year has shown just how important and valuable this role can be.**

Although Birmingham is a 24-hour operation, our Night Flying Policy places certain restrictions on aircraft activity between 23:30 and 06:00 and is subject to review with Solihull Metropolitan Borough Council every three years. This year, under pressure to implement strengthened night time restrictions, we faced real difficulties in reconciling demands for tighter controls with higher demands for flights from passengers. With night flying representing the most sensitive community issue we face, there was the very real possibility of a serious breakdown in relations with local communities. By working with the Airport Consultative Committee

more closely than ever before, we were able to avert this.

Forming a small sub-group of interested and well-informed members, the ACC examined night flying in great depth. We shared some sensitive commercial information, while the group helped us better understand which aspects of night flying the community regarded as the least acceptable. After many rounds of intensive discussion and review, a consensus emerged which enabled the Airport to deal with some of the commercial pressures it was facing in return for some significant new and targeted restrictions on night time operations. The result, which will be reviewed in three years, is a new, more sophisticated policy that ranks amongst the most stringent in the UK.

We are immensely grateful to the Airport Consultative Committee for the pivotal role it has played in addressing a potentially very divisive issue in such a measured and positive way.

Another important community relations issue this year has been

the start of our **Airspace Change Process** for departures from Runway 33. As a result of technological and wider structural changes to UK airspace, we are required to change flightpaths for aircraft departing Birmingham to the north.

We engaged in a major consultation exercise involving 14 public meetings attended by nearly 600 people and responses from more than 500 consultees. Inevitably, changes to flightpaths are controversial and can have a negative impact on relations between the airport and its neighbours, but there have been positives, not least in areas such as Castle Bromwich and Harborne, where there are significant concerns about aircraft activity. In Castle Bromwich residents have formed an Airport Forum to engage with the airport. We have met with the group on several occasions and while areas of contention remain, a constructive dialogue is now in place. We are committed to developing these and other relationships as the Airspace Change Process continues.





# Environment

## Noise

**Aircraft noise has always been the number one concern for those living close to the airport, which means it is at the top of our priority list of actions. This year has been no different and a number of emerging issues and initiatives has ensured another busy year of striving to minimise our noise impact.**

In January, we upgraded our Noise and Track Keeping capacity. Quicker and more resilient than its predecessor, the industry-leading ANOMS 9 system allows us to offer a better service when investigating community concerns and monitoring our noise and track-keeping performance. Having an accurate and reliable picture of all aircraft activity at Birmingham is at the heart of developing practical policies and procedures to minimise disturbance from aircraft activity.

In 2016 we received approval from the CAA for the permanent implementation of satellite-based navigation procedures known as RNAV for aircraft departing to the south from Runway 15. However, in granting approval, the regulator required us to take further action

to minimise noise impacts. One of these was that we review our Noise Abatement Procedures to identify and then implement the most appropriate procedure to minimise impact, specifically on the village of Barston, but also for all other areas affected by departing aircraft.

In response we began a trial of two Noise Abatement Departure Procedures (NADP), known as NADP1 & NADP2 in January 2018. These use different combinations of flap and thrust settings to alter the noise climate during the early stages of an aircraft's departure. NADP 1 is designed to provide a noise benefit for communities close to the Airport, but may lead to an increase in noise for communities located further out. The situation is reversed when NADP 2 is used.

We have enlisted the support of three of our airline partners to fly each procedure for a month at a time, allowing us to monitor the actual noise impact with portable monitors. We will compare the results for each procedure against a period of standard operations acting as a base measurement with a view to assessing which procedure delivers

the greatest community benefit. Birmingham is the first UK airport to invest in a trial of NADPs and the results are likely to be of interest beyond the local community.

Alongside the NADP trial, we have been continuing our work to increase the use of Continuous Descent Operations, (CDO) at Birmingham. CDO provide a way of managing an aircraft's descent into an airport that reduces noise, fuel burn and emissions, by limiting the need for pilots to use engine thrust. We have been working with our biggest airline customers to monitor and report their CDO performance on a weekly basis. This proactive campaign, where we feedback information to flight crews, has delivered a compliance rate of 95%.

These initiatives are excellent examples of just how complex it can be to find practical solutions to the issue of aircraft noise, but we remain committed to gaining the best possible understanding of our impact and working with our partners and neighbours to achieve an improvement in the noise climate around the airport.

## Carbon Reduction

**An important aspect of our Carbon Management Plan is the control of so-called Scope 1 Emissions – those which are the direct result of our own operations on the airport site. Despite an increase in passenger numbers, we have continued to make progress in reducing our carbon footprint.**

During the summer of 2017, the annual amount of CO<sub>2</sub> generated per passenger fell below one kilogram for the first time ever. Overall, our carbon performance for 2017/18 stood at 1.51kg CO<sub>2</sub> per passenger. This represents a fall of 6.61% when compared to the previous year.

Over the past ten years the amount of CO<sub>2</sub> generated per passenger has fallen by 42.9%. Overall carbon emissions during the same period have fallen by 21.18% and electricity

consumption by 11.6%, all despite a 40% increase in passengers.

This year's improvements have been due to a continuing focus on energy reduction initiatives including:

- A rolling programme of LED replacement lighting
- The introduction of more PIR lighting sensors in Car Park 1
- The installation of automatic gas meter readers
- The replacement of fans on air handling units

We're also working with Aston University to monitor our heating, ventilation and air conditioning systems to provide near real-time data analysis to enable us to quickly identify issues and take action where required.

And we've begun a programme of vehicle fleet renewal, taking out diesel and petrol vehicles and replacing them with all-electric models. Eleven vehicles have been replaced this year and we've installed electric vehicle charging points at the Engineering Base, Diamond House and in Airside Locations. Looking forward, we'll be replacing more of the vehicle fleet and assessing the use of electric buses to service the landside car parks.



# Assisted Travel



## People

### Access for all

**In August, a CAA (Civil Aviation Authority) report ranked Birmingham as 'very good' for the services it offers disabled travellers, a great result and fitting reward for the hard work and dedication our staff show in making air travel accessible to all.**

The CAA's framework, the first of its kind in Europe, was introduced to ensure consistent and high-quality service for disabled passengers across UK airports. We were one of only five UK airports to be given the top rating and came top of the

league for airports of our size, scoring well in customer satisfaction, waiting times and engagement with disability organisations.

This last point is particularly pleasing, because we have worked hard to understand the needs of all our passengers. We have been working with Autism West Midlands to develop resources and protocols which can help those with Autism and their families travel through the airport as easily as possible. Likewise, we have partnered with The Alzheimer's Society and now have more than 80

staff from the Airport Company and our Special Assistance provider, OCS, who are Dementia Friends, trained to recognise and understand the needs of those with the condition and to provide any extra assistance they may need.

Autism and Alzheimer's are examples of hidden disabilities and this year we have introduced the hidden disability lanyard, which provides a discreet signal to airport staff that the wearer may need additional support, while enabling them to remain independent as they travel through the airport.



## A Safe Environment for All



**We are committed to providing a safe and secure workplace and operational environment for all who use the Airport and we're delighted to have been awarded full re-accreditation in our OHSAS 18001 audit, which took place in August. OHSAS 18001 is the internationally applied British Standard for occupational health and safety management systems.**

We were therefore extremely disappointed to have to acknowledge our shortcomings at Birmingham Magistrates Court in December 2017 at proceedings following a serious accident in September 2016, which resulted in a prosecution by the Health and Safety Executive. The court recorded that the accident should not have happened, but that the Company had taken immediate and appropriate steps, and by pleading guilty accepted its oversight and failure to adequately make a reassessment of risk.

Determined to learn lessons, during 2017/18 we have conducted a series of reviews and audits to identify areas requiring improvement and have put in place a comprehensive Safety Improvement Plan which we began to implement in August and which has already brought about improvements.

We have also implemented a new **Safety Management** structure with a new **Board Safety Committee** setting our strategic health and safety direction on behalf of the shareholders. Our existing **Operations Safety Review Group** is joined by a new **Health & Safety Review Group** to give equal priority to the safety of non-airfield operations.

There was an increase in staff accidents during the year - 89 accidents compared to 58 in 2016/17. Given the increase in staff numbers this year, the accident frequency rate has only increased slightly. There were no moderate or serious

accidents and the majority - 67 - occurred within the Security Department, in part a reflection of the fact that security officers represent the largest staff group. The most common injury was from 'sharps' during bag search operations and the Health & Safety Team have worked with officers to address this, through the issue of protective gloves to each security officer and a campaign, 'straight to the point', to promote awareness of the dangers. The number of passenger accidents has also marginally increased from 174 in 2016/17 to 177. However, given the increase in passenger numbers, the frequency rate has fallen.

As always, training remains vital to improvement. By the end of the year 47% of staff had achieved the **British Safety Council Level 2 Health & Safety in the Workplace** qualification. We have developed new Fire Safety and Health and Safety computer-based induction and training programmes which all staff will complete. We now have 37 trained risk assessors across the business and 10 trained **COSHH (Control of Substances Hazardous to Health)** risk assessors. Risk Assessment training continues to be rolled out across the organisation. Additionally, 10 Directors and senior managers have completed the British Safety Council eLearning programme and 16 staff members are trained to NEBOSH General Certificate level 3 standard. We have also undertaken a thorough review of fire safety training material and presentations, especially in relation to 'train the trainer', fire investigation and fire safety induction.

In May we supported the Airport Operators Association's Safety Week and in October we introduced our '**Safety Champions**' initiative, a working group of employees whose role is to promote safety in their own teams, highlight risks and suggest improvements.

## Investing in the future

**We are continuing to support graduates, interns and apprentices in gaining valuable experience in a range of airport departments. Currently there are 11 positions across the airport's information technology, finance, motor transport, terminal operations, airfield safety and fire safety divisions.**

Our programmes give enthusiastic and bright young people the chance to get hands-on experience of the inner workings of an airport, while the business benefits enormously from the fresh thinking and new ideas they bring as they develop into the next generation of managers and leaders.

Sasha Drake and Giles Baldwin were selected from a number of applicants to work within terminal operations whilst studying for Aviation Management degrees at Coventry University.

Giles said

*"This industry experience is absolutely vital for my career development. I'm getting great opportunities to get stuck into some big projects including the new fast track immigration system. I enjoy the technical aspects of the airport operation and I've been supported and encouraged to flourish here."*

Sasha said:

*"I've had great hands on experience dealing with the day to day terminal operation and leading on projects such as uniform changes for staff. I really enjoy the customer-facing part of the role and assisting passengers and this has motivated me to aim for a full-time position within the terminal management team."*

Meanwhile a new Customer Service training programme has been rolled out for all staff, providing them with the skills they need to deliver excellence in this critical area of our business, and a new employee health and wellbeing programme has delivered everything from discounted gym membership to free yoga sessions and even dance training, with the aim of developing a healthier, more engaged and motivated workforce.



## Health Action Plan

**In April 2017 we published our Health Action Plan, which addresses specific health issues and opportunities arising from the Airport and its operation.**

The Plan was prepared in conjunction with the Airport Health Group, made up of representatives from Birmingham Airport Limited, Solihull MBC, Birmingham City Council and the Airport Consultative Committee. The primary objective of the group is to embed the consideration of community health issues and opportunities into the operation and any further development of the Airport, and to monitor the effectiveness of mitigation and community support initiatives. As a small group, there is plenty of opportunity for in-depth discussion, drawing on members' comprehensive understanding of local community circumstance, sensitivity and needs.

The Plan itself considers four broad health pathways - air quality, noise,

employment education and social capital, and wellbeing, examines the potential impacts, both positive and negative, that airport operations are likely to have. It summarises the evidence base for each health pathway and presents available evidence on local community needs and circumstance. It then examines how adverse impacts are currently being minimised and how positive health outcomes can be maximised. Against this backdrop, the Plan provides the opportunity to record further actions and methods of tracking progress.

The development of the Health Action Plan has been very much a collaborative effort. Birmingham and Solihull's Public Health teams provided a summary of local community health circumstance, sensitivity and inequality, alongside a list of their own public health objectives and initiatives to address them. This information aided the

identification of community health issues and opportunities that could be positively influenced through the implementation of the Plan.

For our part, we presented the current operational procedures, mitigation and support initiatives relating to each health pathway, so that the group could understand how community health is addressed and identify potential gaps.

The development of the Plan has been important in helping us carry out an assessment of our Corporate Responsibility Strategy and how we can better align our activities with the Councils' own Health & Wellbeing Strategies. It is envisaged that the Plan will be very much a 'living document', able to respond to new priorities and opportunities as they present themselves.





# Economy

## Employment

**One of the most important contributions we can make to the health and wellbeing of both communities and individuals is the provision of long-term, stable employment. With areas of significant deprivation on our doorstep, there is the opportunity to make a real difference to people's lives.**

We make an annual contribution to Solihull Metropolitan Borough Council to support initiatives that connect local people with employment opportunities at the Airport. This year our contribution has supported the Youth Promise Plus programme. Youth Promise Plus (YPP) is a flagship project funded by Birmingham City Council, Solihull Council, The European Social Fund and Youth Employment Initiative. It supports Birmingham and Solihull young people, aged 15-29 and who are 'Not in Employment, Education or Training' (NEET), towards sustainable employment or training.

More than 60 YPP participants have received support in applying for a range of positions at the Airport, in security, customer service, retail, catering and ground handling. Young people often face practical barriers to a successful application for airport roles, such as not being able to provide a five-year checkable history, or travel to work issues. The YPP team has worked hard to understand the needs of employers and the particular requirements of working at the airport, and have been able to provide young people with the advice, support and practical help they need to maximise their chance of success.

This year has also seen a continuation of our partnership with the Prince's Trust. The 'Get into Airports' programme, supports young people aged 16 to 25 who are work ready but who do not have vocational skills, providing them with a mixture of practical training, experience and the opportunity to meet employers.

Working with ground handlers Swissport and delivery partner The Launch Group, we have helped fund four programmes this year, in which 53 young people were engaged, with 51 completing their programmes. Of those a total of 39 young people were offered positions with Swissport, which is a great result.



**Prince's Trust**



## Showcasing our Region

**Creating 7000 jobs and generating £1.4bn Gross Value Added for the region, we're one of the Midlands most important assets. By supporting partners across the region, we can help showcase our region across the world and maximise our contribution to the prosperity of all.**

In the run up to the announcement in December that Coventry would be the UK's City of Culture 2021, we were a Bid Development Sponsor, joining a host of businesses and organisations behind the city's bid. The airport will be key to bringing in visitors to Coventry and the West Midlands from across the world, a huge part of what the City is aiming to achieve.

Another exciting partnership this year has seen us working with Visit Britain and three of our destination partners – Shakespeare's England, Visit Birmingham and The Peak District – for a concerted effort to raise the profile of the region in key markets overseas. Focussing on North America, we're helping promote our region as 'England's Heartland' showcasing what the region has to offer in heritage, culture, city breaks and outdoor activities.

We were also proud to be a National Partner of the IAAF World Indoor Championships which were staged in Birmingham over four days in March. Bringing in athletes from over 200 countries and attracting coverage across the world, it was another opportunity to showcase our region.



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