

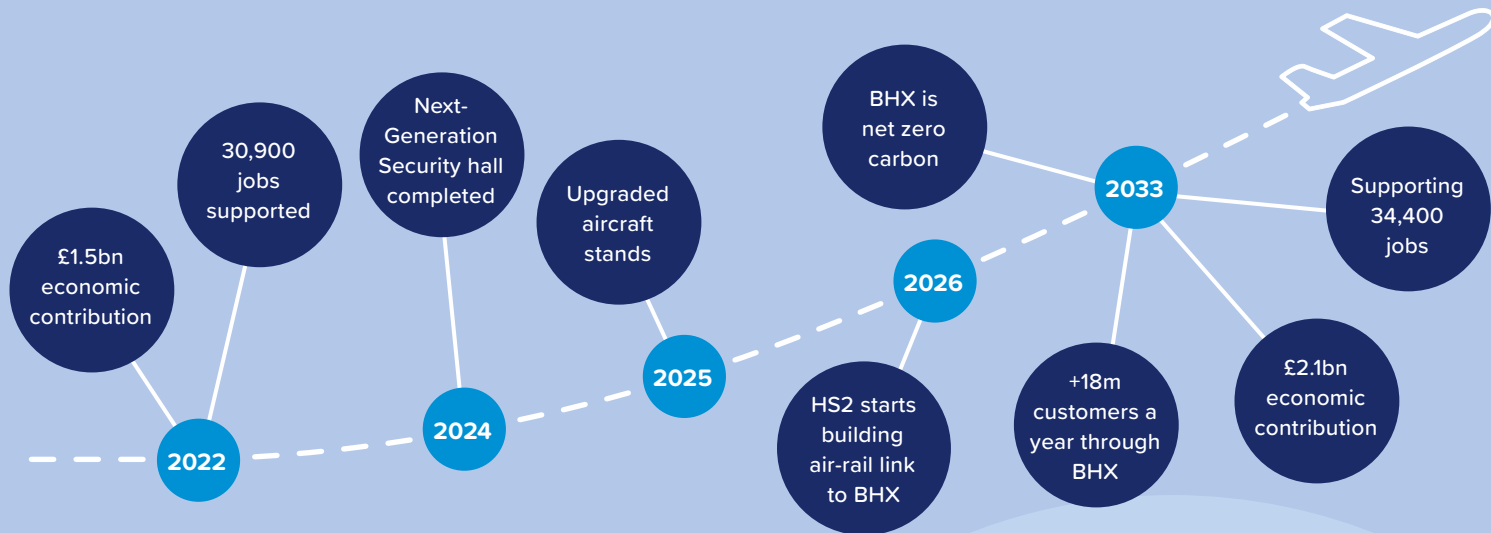


Proud of every journey

April 2023 edition



Proud of every journey



Our story to 2033

Birmingham Airport (BHX)'s purpose is: **Proud of every journey.** That means everyone at BHX taking pride in getting customers safely, punctually and comfortably from A to B.

By creating a values-driven environment where everyone feels **empowered** to bring their best to work, we will retain and develop our people – and deliver on being proud of every journey. We will grow our business, give our people fulfilling careers and support our region.

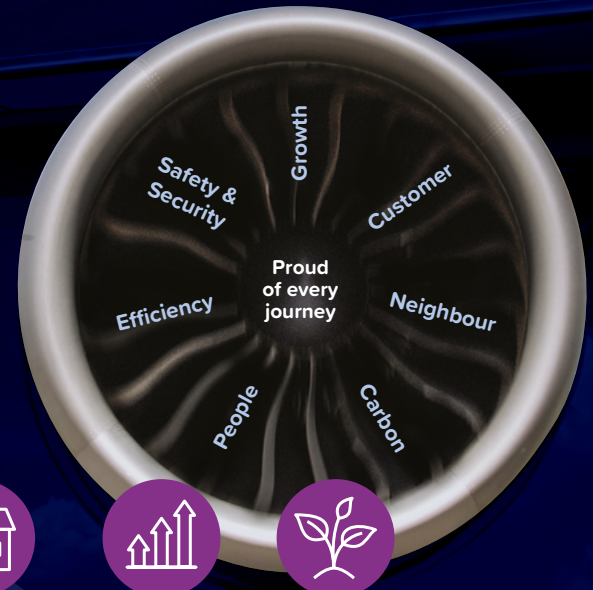
Of the 800 cities in Europe, Birmingham is the 26th largest. It is Britain's second city. And yet its airport is the UK's seventh largest. We have an **opportunity to grow.** Our growth aspiration directly supports the future prosperity of the West Midlands. As we grow, our region grows.

Prior to Covid, 12.5m customers a year flew in and out of BHX. We project growth to more than 18m customers a year by 2033 – by which time we will be connected to central London by HS2 trains in just 37 minutes and we will be a **net zero carbon airport.**

What we do

Our seven strategic pillars guide everything we do to deliver our purpose: **Proud of every journey**. They are “what” we do. Our values (page 06) are “how” we do it.

Progress towards the outcomes of these pillars is tracked with clear metrics which inform the personal objectives of every BHX employee. If what we do doesn't support one of the pillars, we don't do it.



People

Trust and empower our people in an inclusive workplace.



Customer

Maximise passenger experience, airline satisfaction and support for our partners.



Safety & Security

Embed a culture of safety excellence – compliant and secure.



Carbon

Reduce our emissions to net zero and work with our partners to reduce theirs.



Neighbour

Strive to be a responsible neighbour and drive sustainability, minimising our environmental impact.



Efficiency

Maximise productivity, optimising assets and return on investment.



Growth

Grow revenue, grow the airport, grow the region's economy.

See pages 06-07 for more on how we'll deliver these pillars

See pages 08-11 for more on how we'll deliver these pillars



How we do things

Our values guide how our **people** treat each other – as we serve **customers**, with **safety & security** our top priority

CURIOUS

Dare to do differently, challenge norms, continually improve, embrace change



DEDICATED

Deliver excellence in all we do - as one BHX team



INCLUSIVE

Be the true, authentic you in a welcoming, fair workplace which celebrates difference



RESPECTFUL

Listen, be honest, act with integrity, considerate, caring, creating a safe, kind environment for all



SUPPORTIVE

Develop our people, empower our partners, fulfil our potential - as one BHX team



Efficiency



We're investing **£100,000 every working day** between now and 2033 to develop our airport, creating:

- A more efficient passenger **security area**.
- A direct connection to the **new HS2 railway**.
- New standardised **aircraft stands** and more.



Our Next-Generation Security screening area is due to be operational in summer 2024.

Carbon



Aviation accounts for just 2% of global greenhouse emissions – and yet we're seen as far more polluting than that. Our very existence depends on us tackling this problem.

- We will cut carbon emissions we control to **net zero by 2033**.
- We'll do this with low-carbon tech: solar power, electric vehicles, LED lights, low-energy heating and cooling.
- We're working with airlines to help reduce their emissions.

Note: This booklet is printed on **100% recycled paper**.



Neighbour



We want to be a good neighbour and reduce our impact on the environment. Our Airport Consultative Committee is the bedrock for this – ongoing **fruitful dialogue** with our local communities.



Growth



Over the coming years, we will:

- Enable **low-cost airlines** to flourish and grow, increasing flight frequency to key European cities.
- Foster **sustainable long-haul growth** to places like New York, Mumbai, Doha, Toronto.
- Attract **more passengers** on a greater number of routes.
- Grow our **market share** and our **revenue**.
- Serve **+18m customers by 2033** (+44% more than the 12.5m we served in 2019).
- Grow BHX's regional economic contribution to **£2.1bn** (+40%) and jobs to **34,400** (+11%) by 2033.

Outcome

If we get our “what” (pillars) and our “how” (values) right, the result is: **happy** customers, **satisfied** shareholders and **fulfilled** colleagues in a **sustainable** business which supports **economic growth** in our region. A story we can all be proud of.



Fun facts about BHX:

- HS2 will connect BHX to central London in **37 minutes**.
- By 2033 we will serve **18m customers** a year – using our existing runway, which has capacity to serve up to **35m customers** a year in future.
- By 2033 we will have become a **net zero-carbon** airport.
- **12,500** breakfasts are served by BHX airside Wetherspoons each week.
- **4,000** books are sold each week across BHX's seven WHSmith outlets.
- **7,300** cups of coffee are served each week at BHX Arrivals Costa.

Supporting growth in our region

Scan the QR code for more on our story to 2033 and beyond.



**Birmingham
Airport**

Proud of every journey