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## 1. Methodology

### 1.1.Introduction

Methodology is a philosophical source which is used to study and conduct research in order to understand the research aims. Data collection approach, research approach and research tools will be comprised in order to fulfill the research. This part will end with a sample and summary of the conducted research. This section includes an examination of the theoretical framework of the research and the appropriateness for addressing the point of this study. It also includes information regarding research design; qualitative tradition used; the role of the researcher; questions and sub-questions; the context for the study; ethical protection of participants; criteria for selecting participants; the justification of the data collected; how and when the will be analyzed; and changes that were made from a prior exploratory study to enhance this research study.

### 1.2.Aim

The aim of this research is to identify the attitudes of local residents on the expansion at Birmingham International Airport.

### 1.3.Research Design

It is the structure to be followed in an investigation to exercise control of the subject and to find reliable results and its relation to the questions arising from the hypothesis. The problem statement defines the initial scope of the investigation and creates assumptions (or not set due to wing nature of the study), the investigator must display the practical and concrete way to answer the research questions, as well as meet their objectives. This involves selecting or developing one

or more research designs and applying them to a particular context of their study. The term design refers to the plan or strategy selected to get the information researcher wants. In the quantitative approach, the researcher uses his or her designs to analyze the accuracy of the assumptions made in a particular context or to provide evidence about the lines of research.

The design must also specify the steps to be taken to control extraneous variables and indicates when, in relation to other events, will collect the data. It must also specify the environment in which the study will be conducted. This means that the researcher should say where they have carried out the interventions and data collection, it can be in a natural environment (such as home or the workplace of the subjects) or in a laboratory environment (with all the controlled variables). Qualitative research is known to use various data collection methods in gathering detailed information (Stake, 1995). The different methods employed in this study are survey, interviews, and field notes to record the thoughts and experiences of the researcher throughout the time of the project. Qualitative research is best known to be descriptive, using words and pictures, rather than numbers to communicate the results of the study (Merriam & Associates, 2002). For those reasons, the case study approach was chosen as the best approach for this research.

#### 1.4.Method of Research

For the completion of research, qualitative research method was adopted in the form of survey, which was taken by a number of different local residents of Birmingham to express their attitudes towards the expansion of the Birmingham International Airport. Benefits were taken from the literature in this area to grow the level of the survey.

#### 1.5.Primary Research Instrument

In order to identify the attitudes of local residents towards the expansion of the Birmingham International Airport the researchers first used all the prior information regarding the complete plan and structure of the airport through the secondary sources i.e. reports, expansion plans and other useful information available on the World Wide Web. The main survey with 10 questions was conducted in order to gain the primary knowledge for this research, which included questions regarding the resident's priorities, their concerns and hopes along with their thoughts about the future of air transportation in Birmingham. Participation in the survey was voluntary and participants were asked to answer the questionnaire with respect to their own thoughts.

#### 1.6.Data Collection

The questionnaire was pre-tested on five randomly selected people to ensure the clarity of the questions in the survey. As a research of the pre-test, researchers refined the questionnaire by adding and subtracting some questions in order to acquire better results. The final version of the questionnaire contained 10 questions that reflected the attitude of local residents regarding the expansion of Birmingham International Airport. Participants were given clear instructions to complete the survey and they were notified that their participation was in the survey was voluntary.

#### 1.7.Study Population and Sample

This study was specifically conducted to gain the knowledge about the attitudes of the local residents of Birmingham. About 1,016,800 people live in the city of Birmingham and Birmingham Airport is worlds' busiest airport. . This setting was chosen based on the convenience of gathering information and people were chosen randomly to complete the survey at the airport, shopping malls, churches and subway stations. There were 655 respondents out of

which 320 were females and 335 were male respondents. The average age of a respondent was 27. About 98% of the respondents were from Birmingham and 84% were aware of the expansion program of the airport.

### 1.8.Summary

The research focused on the attitudes of local residents towards the expansion of the Birmingham Airport. This chapter discussed issues of the research methodology like the research design, population and sampling procedures, instruments and the data collection procedures. The data analysis has also been discussed. It is my opinion that the qualitative study design above allowed sufficient information to be gathered, analyzed, and processed. Data about the research results, a discussion about the description of research participants, procedures applied in the qualitative research and data assessment are defined in next section.

## 2. Result and Discussion

The purpose of this study was to determine the attitudes and thought of local residents towards the expansion of the Birmingham International Airport. The participants were random people at different places that were asked for their voluntary participation in the survey. Several interesting findings can be drawn from an inspection of the descriptive statistics. In this section we will summarize the more noteworthy results. First, the survey helped researchers understand the ways of impact perception has over the attitudes of different residents while filling the surveys. Those who were frequent flyers and unemployed were highly supportive of the idea of expansion while environmentalists and property and residents living near the airport premises were highly against it. There were also few respondents who supported the plan of expansion because they wanted more tourist activities in the city and then there was a group who was completely unaware of the whole expansion program.

The survey was conducted in different locations in the city of Birmingham, from the airport itself to the shopping malls, subway stations and different churches. The population of the city is approximately 1,016,800 residents and only 655 surveys were filled by the respondents. The setting was selected based on the accessibility of collecting data and proximity. The respondents presented their answers with different aspects, bringing out all the positives and negatives sides according to their understanding of the expansion. The main issues that were focused in the survey were related to economy, environment and property based concerns that were under consideration by the authorities of BIA in prior researchers. With all these impacts and policies one of the major concerns of the plan was the reaction of the local community and people. There have been all kinds of mixed responses when a group of people highly agree to the expansion and the other group is totally against it. However with the huge number of people

which are in the favor of the expansion there are those who think of this expansion as another attempt of the government to successfully waste the national reserves.

Every organization, community, society, nation and individual has certain needs. Human nature is curious and wants to achieve more. With growth comes hunger and with hunger comes a striving force to achieve something bigger. According to the Maslow's hierarchy of needs, every individual has certain needs that are to be given to him or her on time in order to keep them psychologically calm. Referencing this hierarchy to the expansion of Birmingham airport it can be observed that the expansion is the need of the company as well as the economy which should be completed in order to expand and achieve more (Pride, Hughes and Kapoor, 2011).

A group of respondents, around 13 percent, believed that for the future of air transport it is necessary for the regional airports to extend and expand their services with the infrastructure to support the regional economic development along with providing the passengers with better choices and more options. The proposed plan by the airport will also be helpful in attracting the international consumers and also help in achieving Birmingham's aspiration of becoming world city. Along with the idea of extension of the runway, addition of a new control tower which will be approximately 37 m above the ground level which will help in providing a significant improvement in the overall perspective of the air field, obstacle limitation surfaces, revision to the fuel farm which will accommodate the necessary parallel taxiway, a new exit taxiway, airside perimeter road, diversion of water courses and high speed two link railways was also included in the expansion plan.

On the other hand, about 21 percent of the environmentalists respondents were concerned regarding the environmental impacts as some climate changes have been addressed which

include the overtime emission of the carbon dioxide as a result of the proposed expansion. Also an increase in noise with the expansion of the runway will be faced. Another major concern was the with the noise and air pollution factors that will be adversely affected by the expansion of the runway, along with the effect upon the price of the property in the surroundings. With the construction of the second runway the houses and property that will be affected will not be compensated by the government.

Tourism being another important factor served as both negative and positive factors of this expansion as the Airport Company claimed that the expansion and increase in the flights will result in tourism and will help the national reserves. However, in the light of put the doxy's irredax theory, it can be observed that the increase in tourism might lead to annoyance by the local residents as there will be excessive crowd and less open space and might even end up in antagonism by the residents.

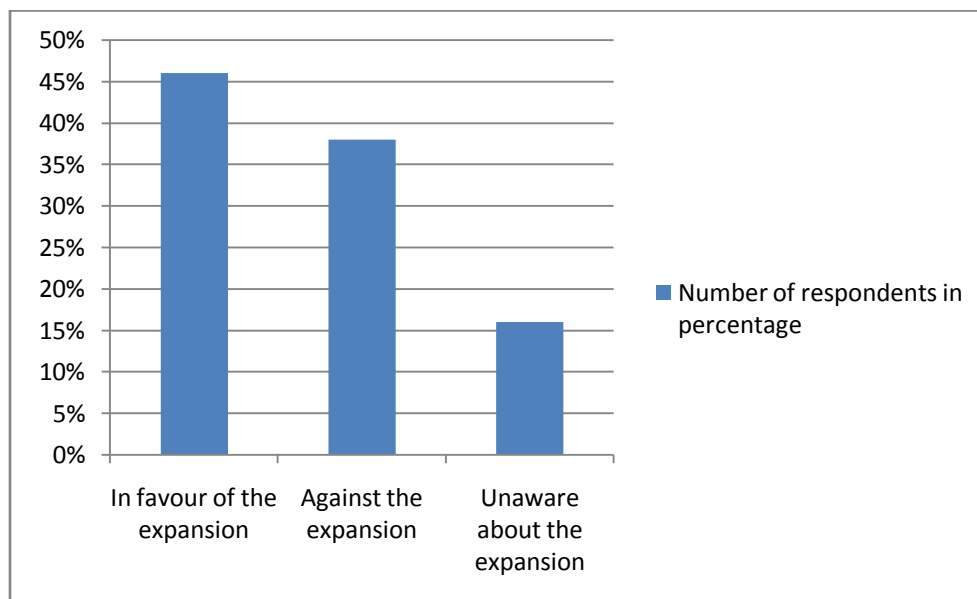
One of the major reasons, in the light of the conducted survey, of people backing up the proposal in the expected increase in the rate of employment as first within the construction time period many people will get employment and after the construction the terminals and extended runway will help getting more technical and other staff for the airport provides more employment opportunities to the people. Also frequent travelers will have better options and avoid getting connecting flights to go to areas where the airport was not providing services before. Also, one of the reasons why the people are supporting this is because it will affect the business by giving them a chance to attract international investors.

The fact that Birmingham International airport management has always been very active in helping the society and has several trust funds and other societal helping aims that have been



making a difference in the community for decades, was a significant reason behind the positive attitude towards the residents. The company plays an important role in the local community, and aims to enhance quality life through targeted investment from a Community Trust Fund. The Trust Fund was established by the Airport Company to help the local projects affected by the airport activities and operations in the area. The Community Trust Fund has been very helpful and successful in the society and is now embedded in the local community as an important source of investment. Along with this, the Airport Management plays an active role in the expansion of the education program in the local community as well. The investment is used to build quieter areas within the school buildings that are near the airport and are affected by the noise (Murphy, 1985). The table below shows the number of respondents which were in favour and against the expansion along with the percentage of the respondents who were unaware of the expansion program.

Table 1.1. Number of respondents in percentage



### 3. Conclusion and Recommendations

With the recent trends in the growth of air transportation, the proposed plan by the BIA explains the activities that are required for the advancement of the air transportation within Birmingham and the Midlands along with the benefits it will bring in the region. It also includes an assessment of the national, regional and local policies that are to be followed to create an effective plan for the infrastructure. With the increased number of air links BIA will play an important role in attracting the international tourist and investors, and foster international trade, helping regional businesses as well as enhance cultural ties with the rest of the world. Residents of the city and local communities have shown great interest in this expansion program along with some concerns and critics.

There are still some comments about the Airport Company that they are not engaging the local residents in the expansions for which it is suggested that polls and surveys should be conducted by the management in order to make sure that they are aware of the requirement that are demanded by the people. There should be an open discussion under the facilitation of the Airport management where general public can log on and comment on the proposed expansion plan by the BIA. Birmingham International Airport has been working on the proposal for a few years now and local residents and citizens have been fully aware of each step taken by the Airport Company. The “Airport Newspaper” that contained the details of the proposal along with the policies and other informants were distributed to approximately 135,000 households surrounding BIA. Previously “The Airport” has been distributed to almost 60,000 properties surrounding the BIA but due to the increased readership it was decided to increase the circulation of the newspaper. BIA has presented two voluntary compensation schemes aimed at helping the people whose properties will be affected. In regards to the environmental concerns no permanent

air quality impacts are foreseen during construction and operation, also water resources with the incorporation of the robust construction phase can be minimized; however there are impacts on the ecology with the proposed development such as the loss of marshy and neutral grasslands. There will be a few adverse effects on the landscape near the work area however there are no significant changes.

In addition to the information that has been printed in the airport the company also printed a press release in the local newspaper for the readers who are not living near the BIA so that they can also be aware of BIA's proposals. The airport also has its own website that is updated on daily basis (The Stationery Office, 2003).

References

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*Appendices*  
Sample Survey

*This survey is aimed to understand the attitude of local residents on the expansion of Birmingham International Airport. Participation in this survey is voluntary and this information will not be used for any other purpose except mentioned.*

1. Are you a frequent flyer?

Yes No

2. Are you aware of the expansion program at Birmingham International Airport?

Yes No

3. If Yes, do you think that the expansion of BIA will be able to boost Birmingham's economy by providing new employments?

Yes No May be I don't know

4. With 1 being the lowest and 5 highest, on a scale of 1-5 rate the importance of tourism for strong economy.

1 2 3 4 5

5. Do you think the extended runway will be a negative factor for the environment?

Yes No May be I don't know

6. Would you prefer single flights with no layovers and connections to far off destinations?

Yes No May be I don't know

7. Do you agree that tourism will help in strengthening Birmingham's economy?

Strongly Agree Agree Strongly disagree Disagree

8. Do you agree that properties near airports have decreased value than their original value?

Strongly Agree Agree Strongly disagree Disagree

9. Please circle that best describes you

- 18-25
- 26-30
- 31- 36
- 37-45
- 45+

10. Gender

- Male
- Female