



Colleague commuting survey

Pilot fieldwork briefing
16th May 2024



- The survey is conducted by BVA BDRC on behalf of Heathrow Airport Ltd.
- It is run every few years and was last conducted in 2017.
- The survey helps Heathrow understand how people travel to/from work, how far they travel and some basic information about employees.
- The results are used to make sure transport facilities are fit for the future support Heathrow's long-term sustainability goals. It also helps understand how employees travel to work at Heathrow during their working week.
- The objective of the project is to interview a broad range of colleagues with differing levels of seniority, who work at the airport, from as many different companies as possible, to make sure everyone's views are represented.

The objective of the **pilot** is to obtain completed survey responses and gather feedback specifically on the survey completion and recruitment process.

Project approach / methodology

Methodology overview

Recruitment to online questionnaire (QR code) or F2F interview
+ feedback on survey completion / recruitment

Recruitment at designated areas

7 hours shifts

The pilot run for one week between
20th – 26th May 2024

Shift process

On the day of your shift...

- Dress code: please wear your uniform. Please wear a hi-vis jacket when working at the airside ops.
- Please have your work ID card with you at all times.
- LoA: Please have with you the Letter of Authority provided.

Shift process

During the shift...

1. Introduce yourself and explain what the survey is about. Please mention that the survey is being conducted on behalf of Heathrow Airport Ltd.
2. It is important that you follow the recruitment script as closely as possible.
3. It is important that you collect any feedback on the survey, completion methods, recruitment or anything else relevant to improve the survey/processes.

Shift process

During the shift...

- At start of your shift: you will have to input these info in your tablet
 - Shift number
 - Interviewer number / ID
 - Location where you are recruiting

You will be prompted to enter this the first time you are recruiting someone. Following this, each selection is pre-selected for the rest of the shift.

- Employees can take part in the survey via:
 - Face to face interviewers with you (CAPI).
 - Self-completion - Scan of QR code on your tablet. The QR code will take them to the survey directly and the person can complete the survey in their own time.
 - Self-completion – QR code leaflet. The person can take a leaflet, scan the QR code and complete the survey in their own time.

Recruitment script

Going through the link

<https://www.signupanywhere.com/signup/pvp6emzq>

Items to bring

1. Hi-vis jacket (for the airside ops).
2. Letter of Authority.

1. Aim of the pilot – gather feedback on survey completion and recruitment process, please take note of any.
2. Please approach as many employees as possible.
3. Different methods of recruitment.

Any
questions?



