



**TERMINAL 5 – INTERVIEWER I
RETAIL AND CATERING SOUTH**

Research Background

Objective:

This project aims to gain a comprehensive understanding of passenger movement and utilization within the departure lounges at Heathrow Airport. This will be achieved by analysing dwell time in known congested areas, informed by QSM (Quality of Service Monitor) and ASQ (Airport Service Quality) perceptions of airport crowding.

With an anticipated busy summer in 2024, particularly in T3 and T5, there is a heightened need for validated IDL dwell models. Heathrow wants to develop a reliable model which is crucial for strategic capacity planning and supporting business initiatives aimed at mid- to long-term growth.

Terminal	Days in Terminal	AM (04:30-13:45); PM (13:00- 22:30)	Total Interviewers needed
T5 Lower Level	2 Matched sets of 3 days (also matching T5 Upper level)	4 interviewers – Seating 3 interviewers - Retail, F&B 2 interviewers- Walkway 2 interviewers - North/South Gate areas 3 floaters	14

GENERAL RULES – FOR ALL INTERVIEWERS

- Stick to the briefing notes, starting/end point & zones.
- Count exactly how you were briefed, do not change the process.
- Press 'start' on ipad before counting. When done press submit.
- Start counting process every 15 mins by the clock, For example 04:30, 04:45, 05:00, 05:15 and so on.
- Use the same route throughout your shift when counting pax - in IDL seating, WDF, Walkways, Retail & Catering.
- Count all passengers, Adults, Children's and pets.
- Do not count **any** staff members (identify via uniforms/ security pass lanyards).
- Do try respectfully to apologise to passengers & staff for not being able to help answer any questions, whilst you are busy counting.
- If you come into contact with another interviewer who is doing a count, avoid conversating.
- Please remember to 'reset' your counter after entering the data on the ipad after each count.
- Avoid calling a floater midway through your count **unless** in an emergency.
- Avoid listening to music or using headphones whilst on duty.
- No changing or swapping post with a colleague to maintain consistency.
- When handing over shift in the afternoon, please ensure you and your colleague are both confident with the counting before leaving.

GENERAL RULES FOR RETAIL & CATERING SOUTH COUNTING

INTERVIEWER I

DO'S

- There 2 type of counts for this zone.

Retail & Catering passengers – inside the outlets.

- **Retail & catering south** - Start count from Pilot bar & end at Fortnum & Mason by following the route on the map. Start process every 15 mins on the clock.
- Count people seated and standing inside the outlets.
- Count people at the entrance of the outlets waiting to go in.
- For luxury stores do not enter and count by glancing into the store.
- Always take a moment to glance over the counter and confirm the correct type of count (retail or catering) before you begin your count.
- Count Travelex & ATM

DONT'S

- Don't count any staff members.
- Don't count people on the walkway.
- Don't double-count.

Tip: When necessary, use the floor colours to guide you to distinguish between walkway/seating/outlets

GENERAL RULES for Retail and catering south – Interviewer I

