

## Team Heathrow Colleague Commuting Survey 2024 – Pilot phase

### Interviewer Instructions

Please make sure you read these instructions thoroughly before completing your shift.

Please note that this manual is for the pilot phase of the project only.

#### Survey background

The Team Heathrow Colleague Commuting Survey is conducted by BVA BDRC on behalf of Heathrow Airport Limited. It is run every few years and was last conducted in 2019. It helps Heathrow Airport to understand factors such as:

- How people travel to work at Heathrow.
- How far they travel.
- The sizes of different groups of people that work here (e.g. different age groups, job types, access to private transport, etc.).

The results help Heathrow ensure transport facilities are fit for the future and support Heathrow's long-term sustainability goals. It also helps understand how employees travel to work at Heathrow during their working week.

The overall 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. This will ensure that everyone's views are represented. Some companies will be quite easy to find; others will be much more challenging.

During the pilot phase, our main aim is to obtain completed survey responses and gather feedback specifically on the survey completion process. It's essential you take note of any areas for improvement (e.g. about the survey, about the recruitment process, etc.).

The questionnaire lasts about 15 minutes and covers 3 main areas:

1. People's job at Heathrow.
2. How they get to work and where they start their journey from.
3. Some basic information about the respondent (e.g. age, ethnicity, etc.).

#### Pilot phase – 20th to 26th May 2024

We are running a pilot phase to test the questionnaire and recruitment process, and make sure all is ready for the main launch on w/c 3<sup>rd</sup> June 2024.

To encourage people to participate we are being as flexible as possible with how they can access and complete the survey. We will be using a combination of:

1. Face to face interviewers (CAPI).
2. Self-completion - Scan of QR code on the tablet.
3. Self-completion –QR code leaflet.

During the pilot phase, specific companies will not be targeted. You will be allocated to a location within Heathrow Airport.

The locations covered during the pilot are:

- T2 – staff canteen and bus stops
- T5 – staff canteen and bus stops
- T3 – staff canteen and bus stops
- T4 – staff canteen and bus stops
- Compass centre – staff canteen

Please try to recruit as many employees as you can from any company within these areas. Please make notes on any feedback received or any issues you encounter while completing the survey, recruiting respondents etc.

If you experience any technical difficulties with the tablets please refer to the tablet instructions, in the first instance, or contact an Epinion supervisor via email. One of the supervisors will get back to you as soon as they can.

- Epinion contact - [Epinion.Supervisors.UK@epinionglobal.com](mailto:Epinion.Supervisors.UK@epinionglobal.com)

### **Shift details**

All shifts have been selected to cover specific parts of the airport at different times of the day, based on the employees who might be available at these places/times. Please stick to your shift plan as closely as possible. If problems occur contact an Epinion supervisor.

### **Items to bring on your shift:**

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

## Letter of Authority

Each shift requires a Letter of Authority. You must have this with you to show it to employers/employees/staff if asked about legitimacy of the survey or to prove you can conduct the fieldwork.

## Dress code

Please wear your uniform. You have been supplied with an **ID card**, please have it with you at all times. Remember to also wear your **high vis jacket** whilst working on the airside ops. Please remember that you are representing Epinion, Heathrow Airport Limited and BVA BDRC at all times you are working on this project. Therefore, you must **remain professional, polite, and courteous and follow any instructions given by staff.**

## Recruiting respondents

For the pilot phase we are targeting any company so please find an appropriate place (e.g. canteen and bus stops) where you can intercept employees from a range of companies.

On your tablet you will have to enter the following information at the start of your shift. This is so we can match this back and identify which shift you were conducting and where:

1. Shift number.
2. Interviewer number / ID.
3. 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.

When approaching a possible respondent, please follow the script on your tablet device as closely as possible (see copy of the script in the appendix). Introduce yourself and explain what the survey is about.

Employees might be aware that the survey is being conducted; however, it is very unlikely that they will have heard about it. Please approach everyone as if they know nothing about the survey. It is therefore very important to explain the survey to every respondent, its purpose, the likely benefits of the survey and the prize draw incentive. The recruitment script embedded in the tablets provides a survey intro with all details about the survey.

Engagement with respondents is particularly important for the online part of the survey; we want to ensure that most of the people who scan the QR code or take a leaflet go on to complete the survey. We have seen from other similar projects that positive engagement helps to increase this response rate. We will be monitoring the online response rate for each shift; please ensure that you actively engage everyone you approach to maximise the response rate.

Given that you might be standing on very busy areas, we recognise that there might be occasions when you do not have much time to provide a long introduction to each person.

However please tell them the survey is being conducted on behalf of Heathrow Airport Limited and concerns employees travel behaviours to/from work at Heathrow.

Employees can take part in the survey via:

1. Face to face interviewers with you (CAPI).
2. 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.
3. Self-completion – QR code leaflet. The person can take a leaflet, scan the QR code and complete the survey in their own time.

## **Feedback**

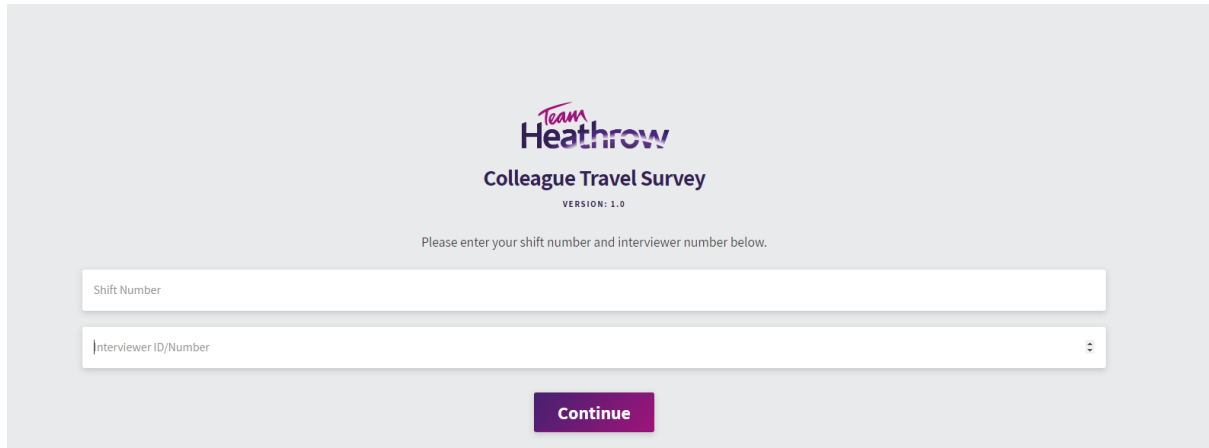
It's very important you take note of any feedback received from participants about the survey and anything related to that. We'd also appreciate your feedback on the shifts that you conduct, and to let us know how we can improve the survey, the fieldwork, or any other aspect of the project. We will use the feedback to improve the survey and recruitment process.

Similarly, if any employees suggest an alternative way to target employees we would like to know.

## Appendix

### Recruitment script

Insert shift number and interviewer ID/number:



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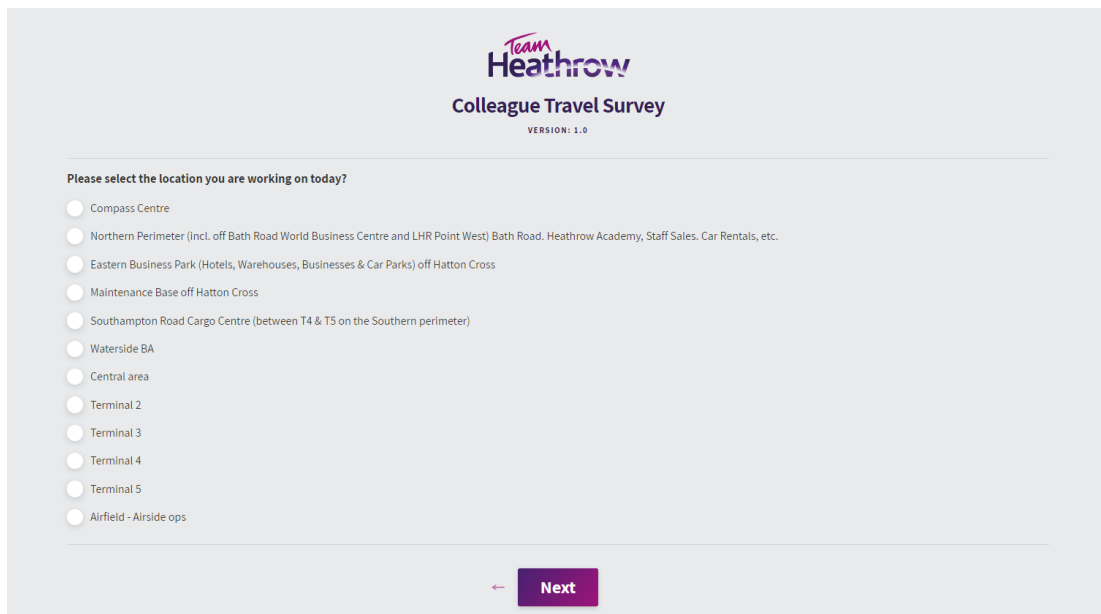
Please enter your shift number and interviewer number below.

Shift Number

Interviewer ID/Number

**Continue**

Insert location where you're working:



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Please select the location you are working on today?

- Compass Centre
- Northern Perimeter (incl. off Bath Road World Business Centre and LHR Point West) Bath Road, Heathrow Academy, Staff Sales, Car Rentals, etc.
- Eastern Business Park (Hotels, Warehouses, Businesses & Car Parks) off Hatton Cross
- Maintenance Base off Hatton Cross
- Southampton Road Cargo Centre (between T4 & T5 on the Southern perimeter)
- Waterside BA
- Central area
- Terminal 2
- Terminal 3
- Terminal 4
- Terminal 5
- Airfield - Airside ops

**Next**

Intro text:

The screenshot shows the introduction page of the 'Team Heathrow Colleague Travel Survey'. At the top, the 'Team Heathrow' logo is displayed in purple and pink, with 'VERSION: 1.0' below it. The text reads: 'Good morning/afternoon/evening. My name is ..... from [EPINION / PERSPECTIVE] and I'm working on behalf of Heathrow Airport Ltd., and BVA BDRC, an independent market research agency.' It continues: 'BVA BDRC is conducting a survey among airport colleagues on behalf of Heathrow Airport Limited, about how you get to work. It should take no more than 15 minutes and results are used to help Heathrow ensure our colleague transport facilities are fit for the future and support our long-term sustainability goals. This survey is being conducted in accordance with the Code of Conduct of the Market Research Society in Britain.' A prize draw is mentioned: 'As a thank you we are offering you a chance to take part in a **prize draw** to win one of many **Love2Shop vouchers** (1x £500, 2x £250 and 10x £100). The deadline to win the prize draw is 31st December 2024 whilst the survey is live. (For full Terms & Conditions interviewer can click [here](#))'. A confidentiality statement follows: 'Please be assured that all responses will be kept confidential, accessible only to the research team at BVA BDRC and Heathrow Limited for research purposes and quality control. Your privacy is paramount, and no personally identifiable information will be shared. All data will be securely stored for six months after the project's completion after which time the data will be deleted.' A link to the privacy notice is provided: '(For further information about your legal rights and how to exercise these please see the Privacy Notice on BVA BDRC website: <https://www.bva-bdrc.com/guidance-for-survey-respondents/>)'. A question is posed: 'Have you completed this survey this year, either with an interviewer or online?'. There are two radio button options: 'Yes' and 'No'. At the bottom, there is a purple 'Next' button with a left-pointing arrow.

If answer yes – thank and close.

If answer no – see below:

The screenshot shows a question from the survey: 'Are you available to complete the survey with me now?'. There are two radio button options: 'Yes' and 'No'. At the bottom, there is a purple 'Next' button with a left-pointing arrow.

If answer yes, start interview:

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INTERVIEWER PROMPT - The full survey will open in a new tab. Once the survey has been completed, please return to this page to complete the submission.

[Click here to open survey →](#)

← **Next**

If answer no, see below:

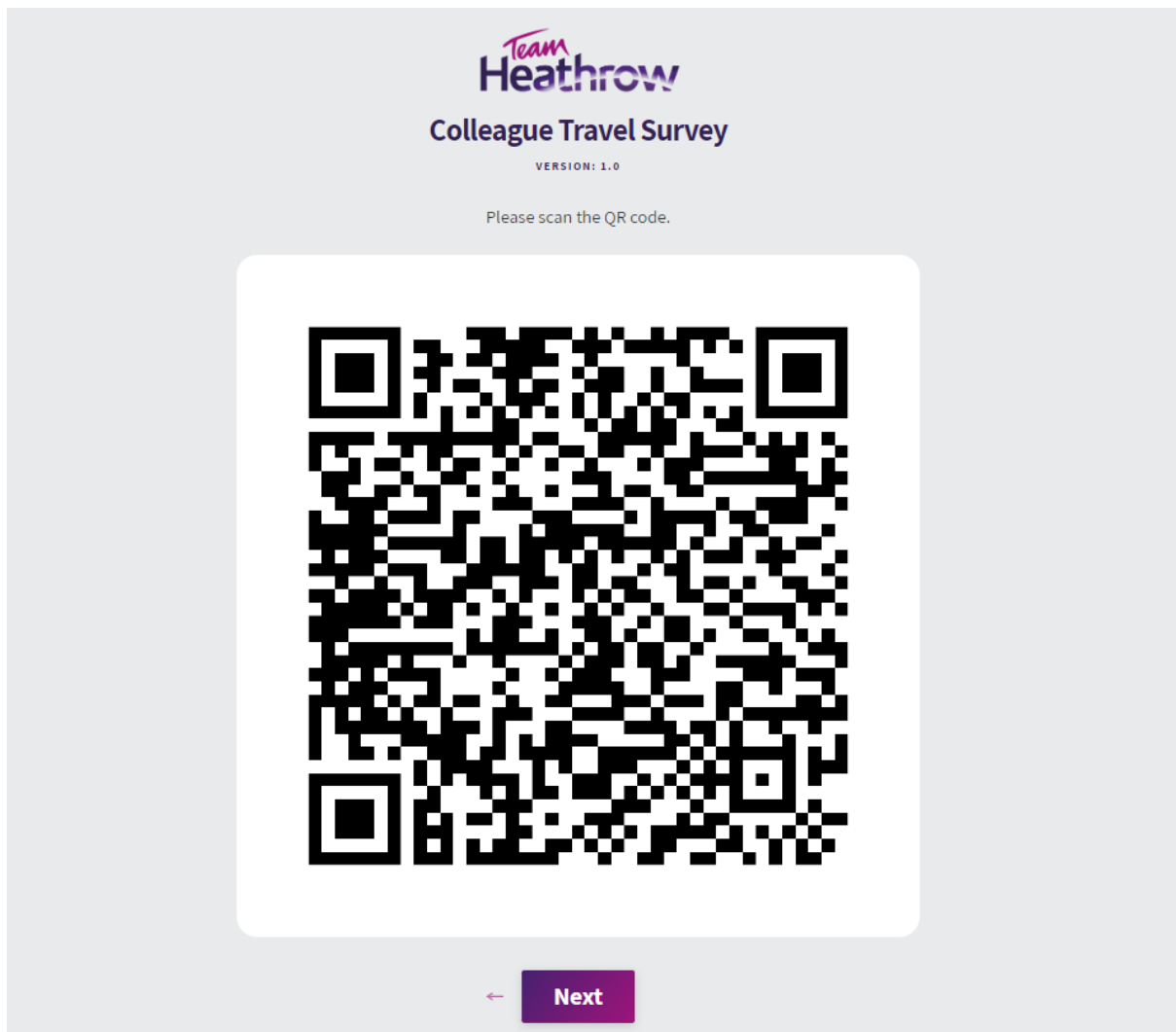
**Team  
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Would you like to complete the survey in your own time? You can do so by providing your email address where we will send you the survey link, by scanning the QR code that will take you directly to the survey or taking a leaflet with you and scan the QR code later.

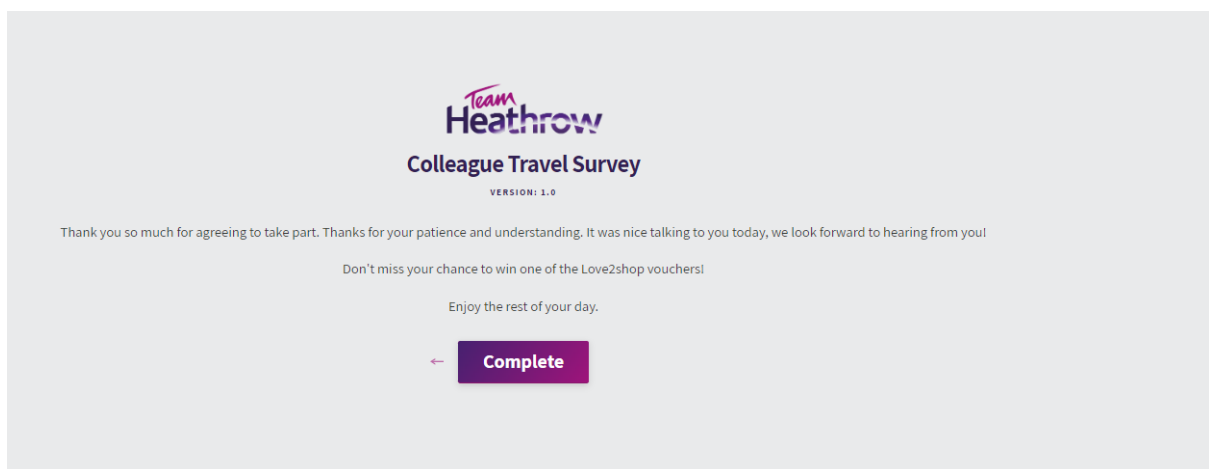
- QR code
- QR code leaflet (INTERVIEWER TO HAND OUT THE LEAFLET)
- No

← **Next**

If choose QR code, see below:



If choose QR code leaflet see below:



If no, see below:





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Thank you for your time.

It was nice talking to you today. Enjoy the rest of your day.



**Complete**