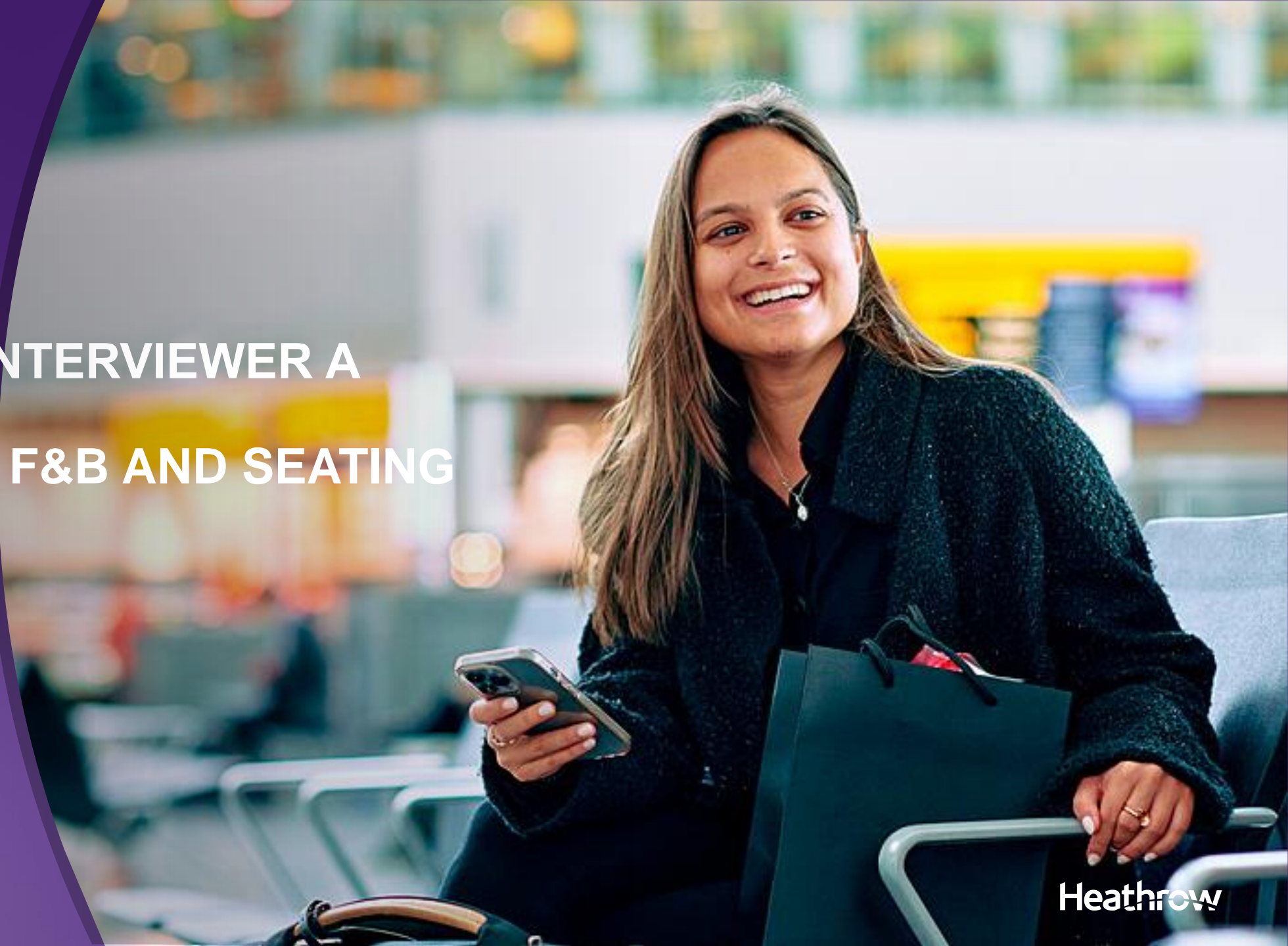


TERMINAL 2 – INTERVIEWER A

**UPPER RETAIL, F&B AND SEATING
COUNT NORTH**



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
T2 Upper level	3 (Two weekdays,1 weekend day)	2 interviewer – Retail, F&B & Seating 1 interviewer = Walkway South & North 1 floater	4
T2 Lower Level		1 Walkways 1 All Retail & F&B 1 Seating North 1 Seating South 2 floaters	6

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 COUNTING – RETAIL, F&B AND SEATING COUNT SOUTH

DOS

There is a total of 5 type of counts in total for this zone.

1. Retail – 1 count
2. Catering – 1 count
3. Seating – 3 counts

Please complete each count in order and press submit after each count before starting the next.

DON'Ts

- Don't count **any** staff members in Retail & catering outlets
- Don't double count

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

GENERAL RULES FOR COUNTING CATERING & RETAIL - INTERVIEWER A

DO'S

- There are 2 types of counts for this zone.

Catering passengers – inside the outlets.

- Count people seated and standing inside the outlets.
- Count people at the entrance of the outlets waiting to go in.

Retail passengers – inside the outlets.

- Count standing inside the outlets.
- Count people at the entrance of the outlets waiting to go in.
- Do not enter High end luxury stores.

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 COUNTING SEATS INTERVIEWER A

DO'S

- There 3 types of counts for this zone:
 - **Heads** – Seats that are 'occupied' by a pax or staff.
 - **Standing** – Passenger standing around seating area.
 - **Blocked** – Seat blocked by
 - Suitcase
 - Bags
 - Rubbish
 - Personal belongings
 - Prams, wheelchair etc.
- Count people standing (near screens) last, after you have finished your seat counts.
- Count 'occupied' seats as you first see them. (If a passenger or staff stands up after you have checked that seat, consider that seat as occupied).
- Count the seats based on their state of occupancy without considering momentary changes.
- When a person lies down using more than one seat, count the total seats they occupy and subtract one to determine the number of blocked seats. Example: If a passenger is lying across 3 seats: They are using 3 seats in total. You subtract 1 seat (the seat the passenger is using).The remaining 2 seats are counted as blocked.

DONT'S

- Don't double count.

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



Interviewer A

All Retail, F&B and Seating North

Objective

1 interviewer counts **ALL** Retail, F&B units & seating areas located on this level 'North' side only.

Methodology

Count every 15 minutes by the clock. After counting & submitting F&B & Retail, please count all the seating in the north area.

Instructions:

Step 1

- Start F&B & Retail count at **Jones the Grocer**
- Finish at **Sunglass Hut**.

Step 2

- Start counting seating area, number of people 'using' seats, blocked & standing. We do not count 'Empty' seats in this terminal.

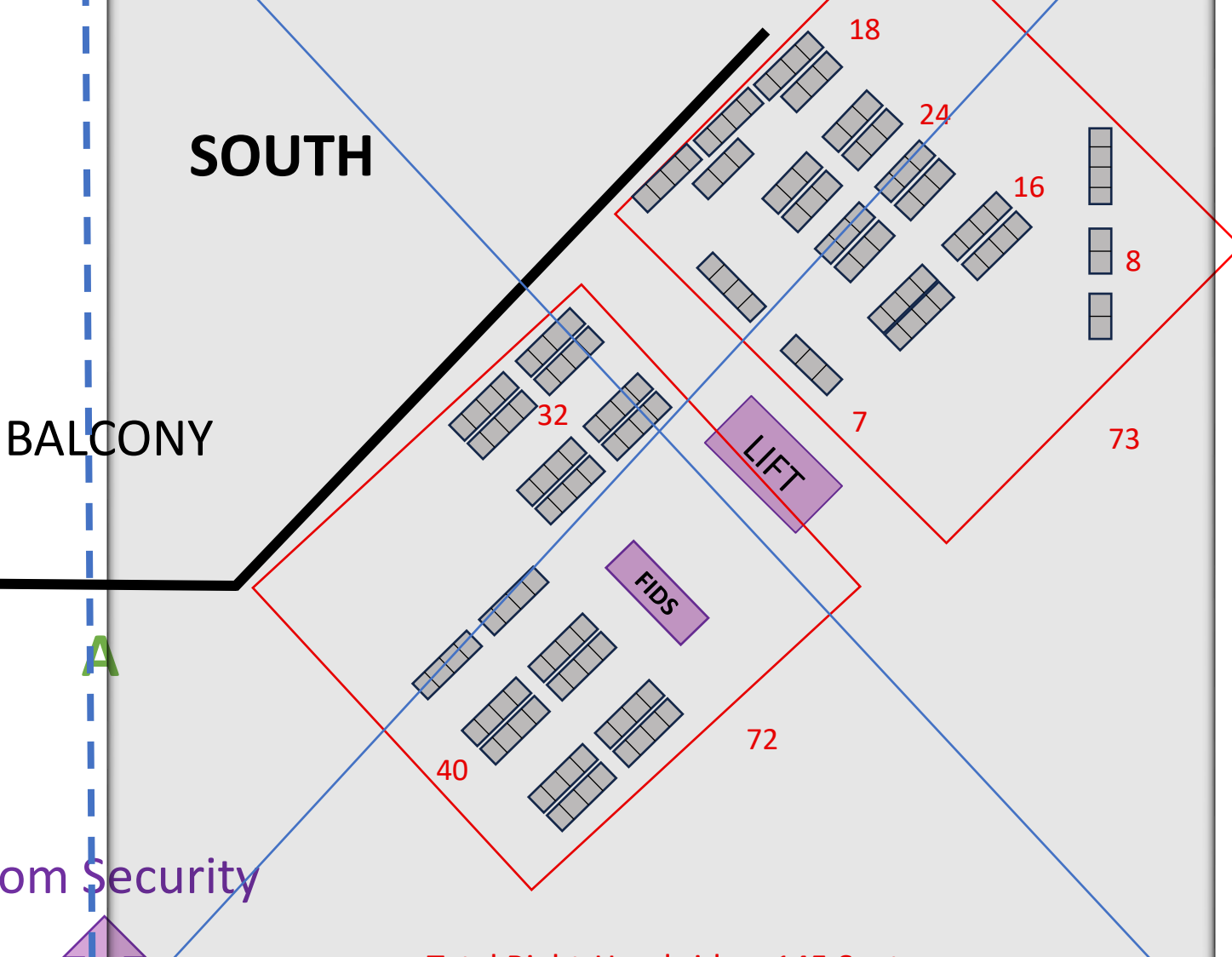
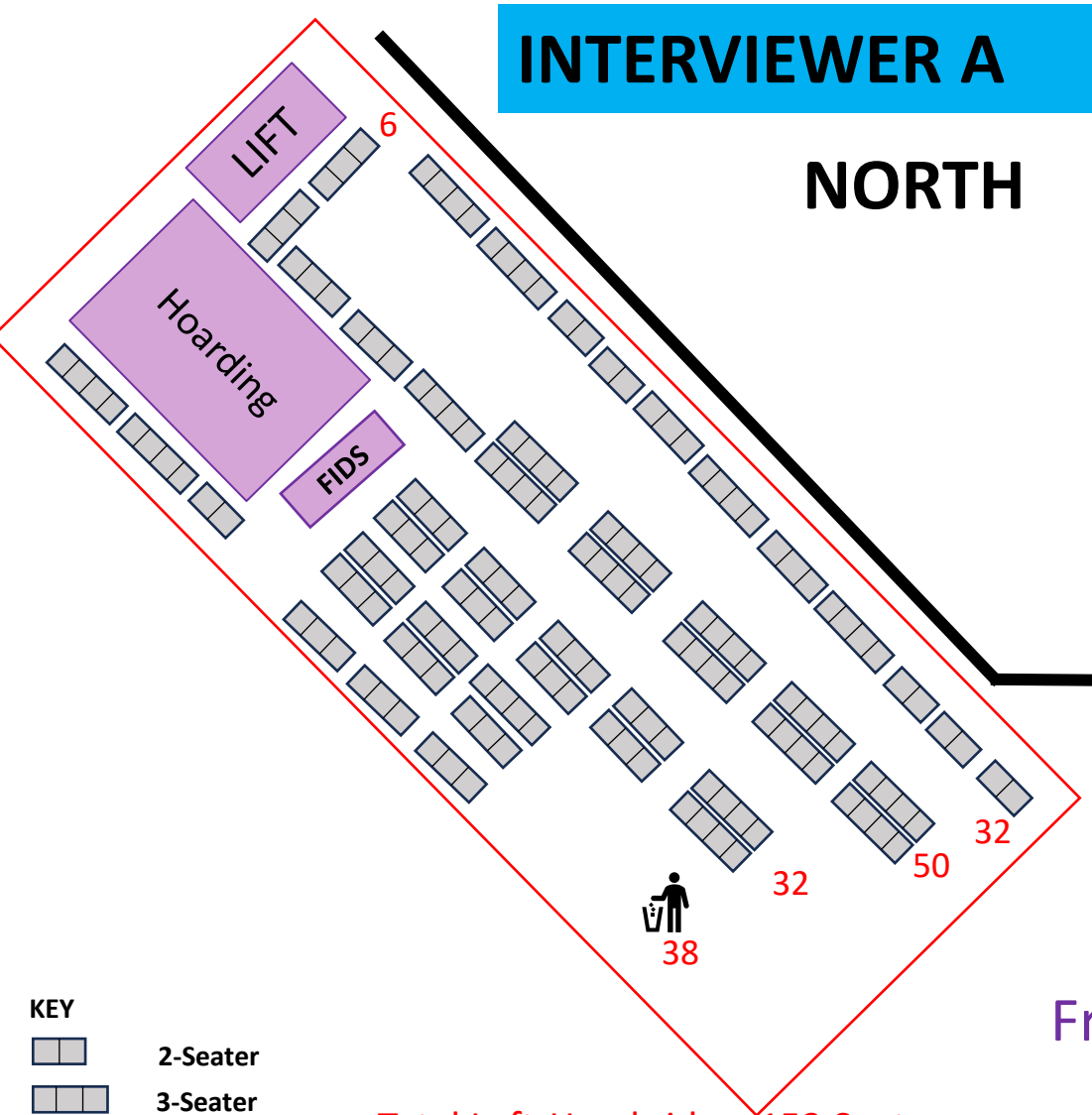
Repeat action for the entire shift

Terminal 2 Level 30

297 seats

Classification: Internal

INTERVIEWER A



BALCONY

A

From Security



- KEY**
- 2-Seater
 - 3-Seater
 - 4-Seater
 - 5-Seater

Total Left-Hand side = 152 Seats

Total Right-Hand side = 145 Seats