

Team Heathrow Colleague Commuting Survey 2024

Interviewer Instructions

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

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.

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.).

Team Heathrow Colleague Commuting Survey

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 - Provide email address for online survey.
3. Self-completion - Scan of QR code on the tablet.
4. Self-completion - QR code leaflet.

During the fieldwork you will be allocated to a location within Heathrow Airport or sent to specific companies.

The locations covered are:

- Compass centre – staff canteen
- Northern Perimeter (incl. off Bath Road World Business Centre and LHR Point West)
- Eastern Business Park (Hotels, Warehouses, Businesses & Car Parks)
- Maintenance Base of Hatton Cross
- Southampton Road Cargo Centre (between T4 & T5 on the Southern perimeter)
- Waterside BA
- Central area
- T2 – staff canteen and bus stops
- T3 – staff canteen and bus stops
- T4 – staff canteen and bus stops
- T5 – staff canteen and bus stops
- Airfield – Airside ops

Please try to recruit as many employees as you can from any company within these areas.

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

Before your shift

Ensure that your tablet and/or MiFi device are fully charged for the beginning of your shift.

If you travel to the shift location by public transport or car, please check that there are no delays or disruptions so that you arrive on time.

Assuming there is no problem with services, then please stick to the interviewing times you have been set. Do not change a shift time for any reason without you supervisor's or the office's permission.

~~PLEASE BE ON TIME – you will need to arrive for your shift at least 10 minutes before it is due to start.~~

~~If you are late to the start of your shift, please call your supervisor or the office to get advice whether your shift should be changed.~~

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 your supervisor or the office.

Items to bring on your shift

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

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

Depending on the location, you will be advised where the appropriate places to stand to intercept employees from a range of companies (e.g. canteen and bus stops) are.

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, they might not 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 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, provide their email address or take a leaflet, go on to complete the survey. We have seen from other similar projects that positive engagement helps to increase the response rate. Please ensure that you actively engage everyone you approach to maximise response rate.

Employees can take part in the survey via:

1. Face to face interviewers with you (CAPI) - you have the option to offer the tablet for survey completion. However, it is important you first confirm if individuals prefer to fill out the survey independently or have you read the questions to them and complete the survey together.
2. Self-completion - Provide email address for online survey. The email with the link to the survey will arrive to the address provided and the person can complete the survey in their own time.
3. 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.
4. Self-completion – QR code leaflet. The person can take a leaflet, scan the QR code and complete the survey in their own time.

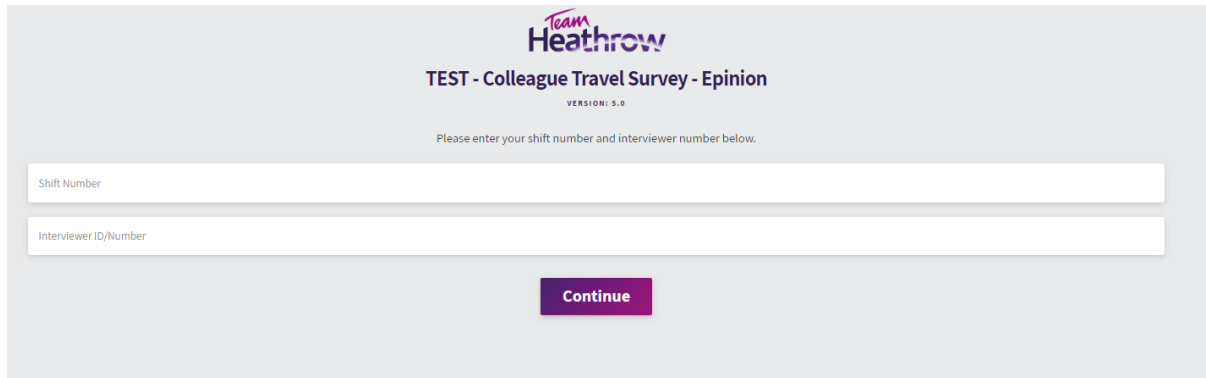
If you work in locations where employees mix with passengers (e.g. bus station, train station, underground station, terminals), you can typically recognise staff because they carry ID cards around their neck, wear a uniform and do not have any or very little luggage (e.g. cabin crew will have some small luggage but usually wear uniforms and an ID badge).

If you are sent to a specific company or location, to recruit employees there, you will be given specific instructions to follow. This could entail being sent to a company breakout room where employees will be waiting for you. You will have to explain about the survey and share the QR code to be scanned for employees to complete the survey there and then. You will then wait for about 15 minutes while employees complete the survey and ensure they can complete it without any issues.

Appendix

Recruitment script

Insert shift number and interviewer ID/number:



Team Heathrow
TEST - Colleague Travel Survey - Epinion
VERSION: 5.0

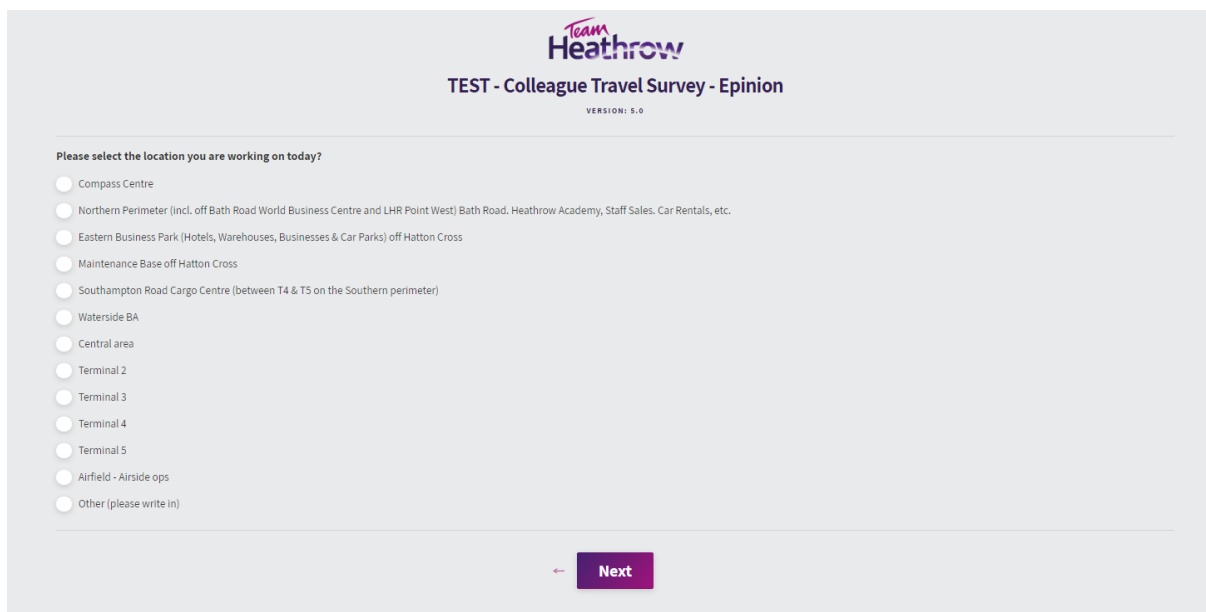
Please enter your shift number and interviewer number below.

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
- Other (please write in)

← Next

Intro text:

VERSION: 5.0

Good morning/afternoon/evening, My name is from [EPINION / PERSPECTIVE] and I'm working on behalf of Heathrow Airport Ltd., and BVA BDRG, an independent market research agency.

We are conducting a survey among airport colleagues to understand how you get to work. It should take no more than 15 minutes and results are used to help Heathrow ensure colleague transport facilities are fit for the future and support long-term sustainability goals. This survey is being conducted in accordance with the Code of Conduct of the Market Research Society in Britain.

Please be assured that all responses will be kept anonymous and confidential, accessible only to the research team at BVA BDRG and Heathrow Limited for research purposes and quality control. Your privacy is paramount, and no personal data 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.

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](#))

(For further information about your legal rights and how to exercise these please see Heathrow Airport Ltd's Privacy Policy [here](#))

Have you completed this survey this year, either with an interviewer or online?

Yes

No

← **Next**

If answer yes – thank and close.

If answer no – see below:

VERSION: 1.0

Are you available to complete the survey with me now?

Yes

No

← **Next**

If answer yes, start interview:

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**

YOU MUST RETURN TO THIS PAGE ONCE THE SURVEY IS COMPLETED WITH THE RESPONDENT, AND CLICK ON THE 'NEXT' BUTTON TO SUBMIT THE RECRUITMENT DATA.

If answer no, see below:

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.

- Email address
- QR code
- QR code leaflet [INTERVIEWER TO HAND OUT THE LEAFLET]
- No (don't want to complete) [THANK AND CLOSE]

← Next

If choose email address, see below:



TEST - Colleague Travel Survey - Epinion

VERSION: 5.0

Can you please type your email address on the tablet?

Email address

Confirm email address

← Next

If choose QR code, see below:

Please scan the QR code.



← Next

If no, see below:



Colleague Travel Survey

VERSION: 1.0

Thank you for your time.

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

← Complete

Closing page:



TEST - Colleague Travel Survey - Epinion

VERSION: 5.0

Thank you so much for agreeing to take part. Thanks for your patience and understanding. It was nice talking to you today, we look forward to hearing from you!

Don't miss your chance to win one of the Love2shop vouchers!

Enjoy the rest of your day.



Complete