



HS2 Customer Community

October Task:

Workshop Feedback

Who is in the Community?

- 40 panel members in total
 - 3 existing members
 - 37 'new' members
- Recruited based on meeting certain criteria:
 - Not strongly opposed to HS2
 - Creative and articulate
 - Range of disabilities: autistic, elderly, overweight, mobility, wheelchair users, sight and hearing impairments
 - Wide geographical spread
 - Uses the trains for different purposes and different lengths of journeys
 - Socio-economic groups based on census data
 - Wide spread of ages, skewed younger
 - Gender evenly split

Workshop Agenda

30 Sept 2017

- 10.30 Welcome
- 10.35 Introduction to HS2
- 11.00 Icebreaker
- 11.15 Q&A with HS2
- 12.15 Customer Community logistics
- 12.30 Lunch
- 13.30 Workshop session: HS2 website design
- 14.25 Workshop session: station topics with digital agency
- 15.15 Tea & coffee
- 15.30 Feedback and questions
- 15.45 Group photo
- 15.55 Thank you





Workshop Feedback Task

Thinking about the workshop you attended on Saturday:

What were the most interesting things you learned?

Which parts of the day were most enjoyable?

Did anything surprise you?

What improvements/suggestions do you have for the next workshop?

Panel Participation

Task	Date	Participation
Workshop Feedback	11 th Oct – 03 rd Nov	88%



Initial Thoughts



“The sheer magnitude of the project was mind-blowingly interesting.”
– Male, 31-40, Business

“I was inspired by the positivity of the HS2 team despite the size and complexity of the undertaking.”
– Female, 61-70, Leisure

“I was surprised as to how involved the HS2 staff were willing to get! When it comes to things like travel and general communication from the management teams, it’s very rare to see team leaders and managers/directors in the travel company actually interact with members of the public.”
– Female, 18-23, Business

“Having been involved in engineering projects professionally, I was excited to get a glimpse in the process of the greatest engineering project in the UK at the moment. I was also astonished by the fact that we were given access to the main key players of the team.”
– Male, 41-50, Business

“Meeting everyone was great and I was pleased to see the enthusiasm that everyone had for the project. It was infectious and I hope it continues to be so.”
– Male, 31-40, Commuter

“I found out about the overall culture of the project, and the commitment of the company to delivering a service for all.”
– Female, 61-70, Business

The Community were inspired by the workshop

- Many didn't know that the project was for HS2, so were excited to discover that they had the chance to influence it.

"I love my city and I'm proud to be from here and excited to be part of this project."
– Male, 31-40, Commuter

- The Q&A session was a highlight of the day as it was the first opportunity for new members to have their voices heard.



- Furthermore, people felt that staff were very open to answering questions in general conversation during breaks.

"I thought that the question and answer session was good with honest and open answers without any sort of pre-set agenda as to what would be covered. I also liked the friendly atmosphere and that the event was not some sort of public relations exercise!"
– Male, 61-70, Leisure

"Realising that the train orders will be committed to as soon as next year makes everything seem so much more immediate and concrete, whereas previously it had a slightly more draft-ish feeling... Although I appreciate that there's still a long way to go, I'm still enthused by our inclusion in such an important project, and quite thrilled to see the things that we've talked about becoming a reality."
– Female, 51-60, Leisure

- Existing Community members expressed excitement at how they continue to see evidence of their input becoming part of HS2.

Suggestions for Improvements I



The Community would like to have prior knowledge of topics up for discussion so they have time to consider any questions they would like addressed in Q&A session.



Many would like to understand more about high speed rail in other countries and what HS2 have learnt.



Community members wanted more sessions in the style of the afternoon workshops, where they could learn more about the project and participate in interactive feedback tasks.

- Some wanted the opportunity to discuss topics with other Community members and share back to a wider group.

“Use the participants to explore more scenarios and present back to the group, encourage lively debate.”

– Female, 61-70, Leisure

“It'd be great to see more concepts/ideas on the future if they're available as they really helped to visualise the influences we're helping to make on the HS2 project!.”

– Male, 24-30, Leisure

“The more hands on aspects of the day were most enjoyable for me. Feeding back on the app ideas and the scenario based questions were creative and fun. More opportunities like this would be great! .”

– Female, 18-23, Commuter

“Maybe a 2nd Q&A/chance to write questions over lunch that are answered in the afternoon after all the information and discussion has been given and processed.”

– Male, 24-30, Leisure

Suggestions for Improvements II

- It was noted that, as most were new to the Community, it would be useful to make the aims of the workshop clear at the start of the day.
- Maintain energy in the afternoon sessions
 - Keep the tasks as interactive as possible
 - Some mentioned that, compared with the morning session, some staff seemed to be less engaged (checking phones etc.) and would like them to be more involved to challenge and stimulate discussion.

“A suggestion for the future workshop might be for participant expectations to be made explicit. What is expected of them and the level of participation expected to make the customer feedback varied.”
– Female, 31-40, Business

“Late in the afternoon I think that the tasks were a bit too technical (asking for percentages of groups who would use the site and the rating system on top was a little confusing and groups lost focus).”
– Female, 18-24, Commuter

Logistics

- Better instructions for locating the HS2 car park
 - Several Community members arrived flustered as they could not find the HS2 entrance so parked in the nearest available (expensive) car park.
- Reduce size of tables in main room creating more space for seating
- Break down 2 hour morning session
 - Include a comfort break or an interactive task to break up the presentations
- General comfort - working air con and water on tables
 - Although they appreciated Chris' acknowledgment and apology for the heat!

Summary

- The workshops every 6 months continue to be a fantastic engagement piece and source of insight.
- They are the most appropriate point at which to seamlessly introduce new members.
- Community members greatly value the presence of HS2 staff. This helps them to see that their input really is listened to by the right people, and therefore are more motivated to commit to the project.

“It's the real passion of all the people involved which is the most encouraging aspect for me, as that's a hugely motivating element and shows the commitment necessary to make HS2 all that it can, and should, be.”
– Female, 51-60, Leisure



“The best part was the lunch! Not just the high quality food but in reality being able to talk to senior staff on a one to one level and find out how they were approaching the challenge and find out about their human selves. It was very illuminating.”
– Male, 51-60, Business