



HS2 Online Community

Bimonthly meeting

5th May 2016

Agenda

11.00 – 12.15 Panel update - response rates and presentation of insight

12.15 – 12.45 Next Steps

12.45 – 13.15 Publication (2015/16)

13:15 – 14:00 A.O.B and Lunch



Panel update

Presentation of results and response rates

Statistics on panel usage

Across the 10 tasks covering January, February and March, response rates were largely above 79%

Task	Date started	Task type	Response
Landscape	8 th Jan	Discussion	87%
Passenger Announcements	15 th Jan	Discussion	87%
HS2 job description	22 nd Jan	Discussion	85%
Personal Data	29 th Jan	Blog	82%
HS2 Station Experience	12 th Feb	Discussion	77%
Customer Feedback	26 th Feb	Discussion	79%
HS2 Car Parking Facilities	4 th March	Discussion	79%
HS2 Car Parking Solutions	11 th March	Discussion	79%
Passenger Announcements (part 2)	18 th March	Discussion	77%
Panel Feedback	23 rd March	Discussion	69%

Top Contributors

Across these tasks, our top panellist who contributed the most to the panel was:

James



Following this, the most active contributors were

Maria

Anne

Jacky

Mike





HS2 Online Community

Findings: January, February and March 2016

Discussion: Task 72 - Landscape

Thinking about what you learnt in the Landscape surgery you attended at the workshop:

- Has your opinion regarding landscape changed? Do you think it is important to have sight of landscape on your journey?
- What types of landscape did you find of interest or would like to see out of the window?
- What did you think of the idea of creating artwork such as sculpture or an eye catcher in the landscape?
- Given the limitations on viewing landscape what ideas do you have that could compensate for this?

For those of you who were unable to attend the workshop, we'd still love to hear your thoughts on this topic, so please try and answer the above questions as best you can.

Posted: 08/01/2016

Being able to view landscape out of the window does not only serve aesthetic purposes, but allows passengers to get a sense of time, space and location

Looking outside allows passengers to get a sense of where they are, the time of day and the distance from their destination. However, they are aware that trade-offs must occur if they are to receive a high-speed service.

Have their opinions changed since the workshop?

The panel were impressed with the level of thinking going on around this subject and now have a greater level of appreciation of the considerations involved.

Whilst previously the panel had expectations of great views along the whole journey, they now appreciate the environmental benefits of having large parts of the journey in tunnels and cuttings

"I suppose a limited view of the landscape is a pay off for a speedy journey"
(Business, Leicester, 31-40)

"My whole mind set and appreciation of "landscaping" certainly came to the fore following the surgeries and it served to put into context the enormous complexity and challenges of what HS2 are trying to achieve from a landscape perspective in running the tracks through for HS2"
(Business, Birmingham, 31-40)



Keeping the environment as natural as possible is of fundamental importance

Having a natural view is the ideal situation for the majority of the panel. Whilst this will not be available at all times given the amount of time the train will spend in tunnels, the panel were eager to push that all efforts should be made to make the environment as natural as possible.

1. Windows
2. Projections of the outside on screens

1. Windows

These would either be on train walls or on the ceiling. At a minimum, natural light should enter the train when outside of tunnels. The panel think of windows as crucial - not just for seeing out, but for psychological well being

2. Projections of the outside on screens

Creating a virtual reality could be a solution. Passengers would either see a projection of what is outside or what they would like to see outside – mountains, forests, lakes...

“For me sight of the landscape you are traveling through is an essential part of a journey, and so my preference would be for real-time views to be transmitted appropriately onto the windows, so you see what you would see if you were a bit higher up and it feels as if the views are genuine.”
(Business, Leeds, 61-70)

Screens could be multipurpose

Screens could show a range of features

- History of the area
- Local events
- Local delicacies
- Maps
- Train times



However one concern is that screens would prevent passengers from seeing out when outside of tunnels. If they are not able to see out, they worry that passengers would not be able to prepare themselves as they approach their destination.

The panel would ideally like to be able to see out; They discussed there being distinctive plants/features that would indicate where passengers are pulling in to.

Likewise, whilst the train is in tunnels there could be light displays on the walls of the tunnels themselves. A similar example of this is in Cape Town;

<http://www.bbc.com/earth/story/20150527-when-art-illuminates-nature>

"I like looking out of the windows on journeys to judge the weather, see what's changed in the landscape, see people etc., would the images captured by a drone etc. be updated and renewed every day / week or would it remain the same? "
(Commuter, Manchester, 18-30)

Is landscape really that important to everyone?

As discovered in previous tasks, passengers like to be able to utilise their time on board trains and some simply do not have the desire for window gazing

These can be for a variety of reasons;

- Those on holiday may use the time for research
- Those taking multiple journeys for business and commuting tire of the same scenery
- Train journey time is often used to get things done; read, shop, sleep

"I thought that landscape was really important to me, and that I loved looking out the window. Then I recently took a 2 1/2 hour train journey in Belgium. Being on holiday and super excited to be in a foreign country I thought I'd spend the whole time excitedly looking out the window.... but after about 5 minutes I was more interested in reading my book and staring at my phone. I think the landscape is just a little bit overrated!"

(Business, London, 18-30)



The prospect of artwork in the landscape divided the panel

Dislike

- A virtual view would be better than spoiling the environment
- The train would be going too fast to focus on any artwork
- It would waste money that could be put to better use elsewhere

Like

- Sculptures could be near stations and children could make a game of spotting them.
- Art graduates / local artists could design them
- It's a good way of establishing pride and identity e.g. angel of the north
- Chalk carvings look good
- Art work would need to serve both passengers and locals

*"I like the idea of sculptures and features to look out for on the HS2 route. As a child I travelled on the train from Cornwall to hull every month, I remember looking out for a giant dinosaur in a farmers field every trip and then I always knew where I was."
(Leisure, Leeds, 31-40)*

Discussion: Task 73 - Passenger Announcements

Last Tuesday it was reported that passengers were left frustrated after hearing the reason for their train delay was due to the wrong kind of sunlight.

Train companies try to provide accurate reasons for delays so that passengers are informed, however passengers often feel irritated upon hearing them.

What kind of messaging do you hear on trains/ public transport which annoys you? This could be either the way the message or information was phrased or the actual message itself. e.g. leaves on the line

<http://www.theguardian.com/uk-news/2016/jan/12/wrong-kind-of-sunlight-delays-southeastern-trains-london>

Posted: 15/01/2016

Passengers understand that announcements are necessary, but are frustrated with the way in which messages are communicated

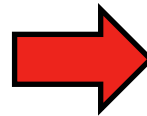
When done well, announcements can reassure passengers and contribute to a comfortable journey.

Unfortunately, more often than not, passengers find them unclear, uninformative and frustrating!



Current announcements

- Unclear
- Meaningless
- Repetitive



What passengers want

- Clarity
- Solutions
- A human touch

Announcements identified as frustrating

Delays:

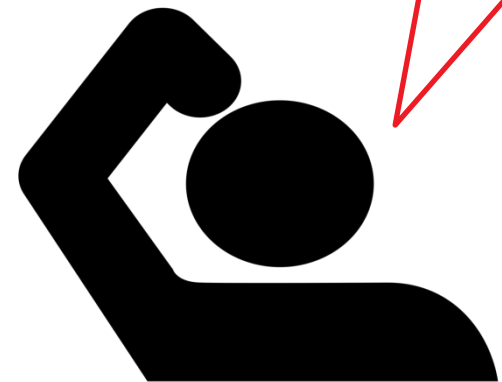
- Problems on the line
- Planned maintenance work
- Fault with the train
- High winds blowing debris on track
- Overhead problems
- Leaves on the line
- Staff shortages

"I find announcements quite annoying, probably mainly as I commuted on the same journey for 4 years, there are only so many times you can hear about the selection of hot and cold snacks available..."

(Commuter, Manchester, 18-30)

Other announcements that cause annoyances:

- Selection of snacks
- Ticket inspection warnings
- Platform alterations (with short notice)
- Mind the gap
- Don't leave your luggage
- No smoking



Accessibility was another concern

“It would also be handy for those that have visual problems to have access to the same app integration so they can access the same information in the same way.

This would also benefit ALL rail users as information can be missed, or not clearly audible depending where they are.

It would also be good if via the app there was a translation for visitors to the country, translating information given in their own language.”

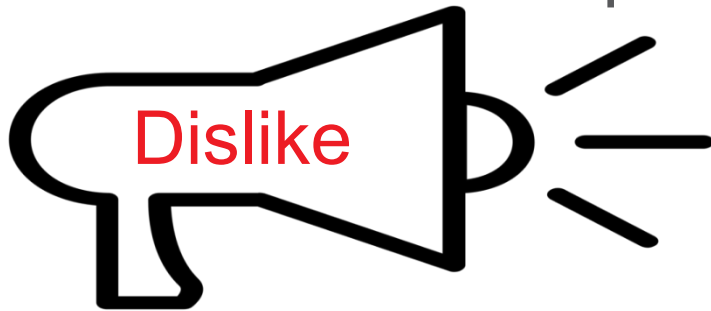
(Leisure, Liverpool, 31-40)

Passengers were concerned that those hard of hearing or with sight problems and those for whom English is not their first language are not being catered for. Suggestions to overcome this include announcements via:

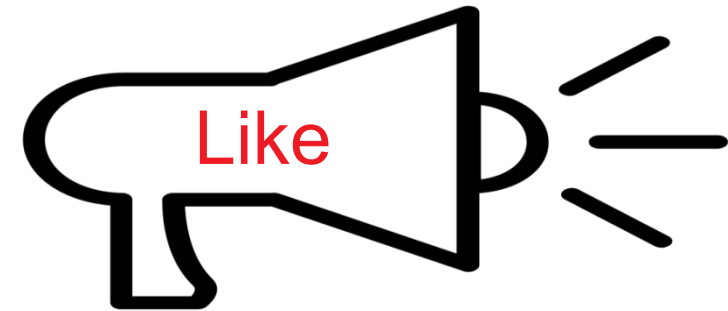
- Apps
- Tannoys
- Information screens
- Posters
- Induction loop



The panel were very clear about what they do and do not want from passenger announcements



- Unclear messages (poor sound system)
- Insincere apologies
- The use of jargon
- When no reason is given for a delay
- Repetitive messages about smoking or leaving luggage unattended
- **No announcement when there is a delay!**



- Time estimates for when an issue will be resolved.
- Humour e.g. – ‘The Hilarious Train Driver from Southport to Hunts Cross’
- Apologetic message and tone
- Solutions e.g. *next fastest train is on platform x*
- Clear explanations e.g. why leaves on the track are a problem

Top Quotes

"It is more frustrating to have no announcements at all, the next most frustrating thing is garbled announcements so that you have no idea what is being said"
(Commuter, Glasgow, 31-40)

"The wrong kind of sunlight? Unbelievable! What next? The wrong type of moonlight, rain, misalignment of the planets?"
(Business, London, 51-60)

"There was a great one when coming back from Leeds to London following storms causing havoc. We had to go slow and then divert because of a trampoline and a beach umbrella on the line! You couldn't make it up!"
(Business, London, 51-60)

"Matrix signs that sometimes indicate the imminent arrival of a train that is shown as being on schedule up until the time when it is cancelled, less than 5 minutes before it is due to arrive - what happened, has the train been abducted by aliens, disappeared into a sink hole or been hijacked by persons unknown?"
(Business, Birmingham, 51-60)

Discussion: Task 74 – HS2 job description

In previous tasks, you've given us lots of thoughts on what HS2 frontline staff should be like. A huge number of HS2 staff will actually be 'behind the scenes' – e.g. engineers, construction workers, cleaning staff, operations, etc.

We'd like you to imagine that HS2 are starting to recruit all of these staff and you are running the recruitment process. What should the job description say?

- What values, personalities and abilities do you think they should look for, among their staff? e.g. 'people-focused', 'helpful'... Describe these values in great detail.
- What are the dos and don'ts that will be key in the staff profile and HR policy?

Do bring it to life!

Posted: 22/01/2016



“You are striving for excellence and want to attract individuals with similar expectations and values.”
(Newcastle, Leisure, 18-30)

passion
helpful
transportfocus



Regardless of the role, HS2 should be looking for the same traits in their staff



- All staff are working towards the same end goal of the company – to create a great service for their customers.
- Although they are all playing a different role, their values and vision for the company all need to be compatible.

"At one organisation I worked in, the receptionist had been in post for more than 10 years and there was nothing she didn't know. The CEO would chat to her for guidance about different issues because of her knowledge and the things she observed. She didn't want a promotion, she wanted to be the best at what she did and she was!"
(Business, Leicester, 31-40)

"I've always believed that even the lowest paid staff member has an important role that should be valued, levels of salary don't always relate to how valuable, and contributory a persons job role is. Its often the roles that people under value such as cleaners, admins, cooks, who have a huge impact on the overall quality of service." (Business, Liverpool, 41-50)

What should the job description say?

Personality traits

HS2 JOB DESCRIPTION

Job role: xxx

Do you want to **make a difference**?

We're looking for a **self motivated, flexible team player** who enjoys interacting with people.

We have established a working environment in which **proactivity** and **positivity** are at the heart.

We're seeking someone who is looking to challenge both themselves and the company to keep improving.

HS2 Values

Our values are **honesty, transparency** and **excellence** with the end goal of creating the absolute **best customer experience** for our passengers. We are always **striving for excellence** and are looking for someone with the same principles.

Opportunities

We encourage an **open culture and embrace ideas** and opinions from staff in all roles. All staff have the opportunity to '**job swap**' to give everyone a better understanding of the company and aid career development.

Job descriptions must

- Target the right people for the role/company
- Layout the values of the company
- Describe the development opportunities they will be open to

"As ambassadors of HS2 they will need to believe in what they are doing and convey that to customers"
(Leisure, Birmingham, 51-60)



transportfocus

The panel identified key things that must be avoided in the recruitment process

AVOID PEOPLE WHO ARE...

- ✗ Money driven
- ✗ Clock watchers
- ✗ Micro managers
- ✗ Rigid
- ✗ Poor communicators
- ✗ Unenthusiastic



How should the recruitment process be managed?

HOW?

"Maybe some kind of 'funky' flash mob could be done to launch the recruitment process and that may well set the tone for what you expect in your staff."

(Newcastle, Leisure, 18-30)

"Avoid corporate speak in job descriptions, use plain language, explicitly state what you want. This will encourage some people to apply who would normally feel it was nothing to do with them."

(Business, Leicester, 31-40)

Recruitment

The panel had creative ideas for how recruitment could be managed. They thought that the process itself should reflect the culture of the company.

- Fun and exciting
- Transparent
- Efficient

WHO?

"Do - recruit a wide range of ages, disabilities, genders and ethnic backgrounds (place adverts in new places to achieve this)"

(Business, Liverpool, 41-50)

"Reflect the geographical area you operate in and reflect the UK we live in. HS2 is for everyone so the organisation should reflect that."

(Business, Leicester, 31-40)

Diversity

HS2 must ensure diversity in their recruitment process. People of different ages, ethnicities, skill sets etc. People from local communities should be recruited. Their local knowledge would be invaluable to the company and the passengers. This would also give back to communities

However, recruiting a person for a role is only half the job

Once the best person for the role is found, HS2 must strive to care for them and help them grow. Great work should be recognised and rewarded

"HS2 should look after it's people. Do that and it's people will look after HS2"
(Commuter, Birmingham 31-40)

"When people feel appreciated and listened to, they will give of their best, so HS2 should foster an environment which promotes this, so that every employee, regardless of designation, feels that what they are doing is of value."
(Leisure, Glasgow, 51-60)

The key criteria for recruitment are:

- ☑ Going the extra mile
- ☑ Open minded
- ☑ Sharing the HS2 values
- ☑ Proactive
- ☑ Committed to excellence
- ☑ Loving what they do
- ☑ Enthusiastic and willing to learn
- ☑ Pre-empt issues



Discussion: Task 75 – Personal data

Part 1:

Over previous tasks many of you have talked about having a HS2 app / website that will remember your booking preferences. Having this option would require HS2 to save some of your personal data.

- Do you have any concerns about this? What are they?
- What information would you be willing/not willing to give?

Part 2:

As yesterday was 'Data Privacy Day', we want to ask you about your thoughts and opinions on handling personal data in day to day life. Over the next 2 weeks we would like you to keep a diary of all of the times you have had to give personal data over to a company (this could be on social media, online shopping, opening an account, signing up to a service etc.)

- What kinds of data did you have to give?
- Did you feel comfortable giving this type of data? Why/why not?
- What makes you feel safe/unsafe when handing over your personal data?
- What other information do you think may be being captured when you are using websites? E.g. Cookies

This task has been set as a blog meaning you won't be able to read responses of other panel members and they won't be able to read yours.

Posted: 29/01/2016

Overall personal data is an area of concern for the panel but there are difficult trade-off decisions to make around how much data they should give

The panel spoke both about what data they would be willing to give and what data they would be willing to save on a HS2 app or website

*"Surely they would only really need your name, credit card no. Telephone number and your nearest home station?"
(Commuter, Manchester, 18-30)*

Giving lots of data to speed up booking process

*"Now a days I feel that I don't have personal data any more. So many other groups have it"
(Leisure, London, 41-50)*

Giving limited data to protect personal info

If there was a HS2 app / website that will remember your booking preferences, would there be concerns about what data they would and wouldn't want to be saved?

There were two main camps of people with regards to this question, with others hovering between the two

HS2 don't need my data

- Transactions can be made via Paypal
- Giving data is just an opportunity for companies to sell it
- Talk Talk is a good example of why companies should not be trusted
- I need to protect my identity

"I will always prefer to participate as a "guest" rather than give personal info which is retained"
(Leisure, Glasgow, 51-60)

Giving my data makes life easier for me

- Saving data saves time having to reenter it.
- A password protected account is safe enough
- https sites are safe
- HS2 is a large trusted organisation
- As long as HS2 are honest with how there using it, there is no issue

"I would not have any concerns about HS2 having access to some of my personal data if it is made clear exactly what the data would be used for and if it would benefit me"
(Commuter, London, 18-30)

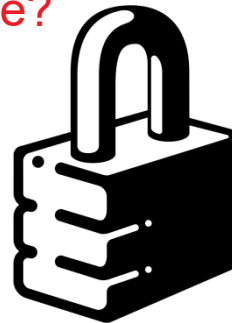


The panel were very clear that they would not be willing to share information that would not benefit their booking process

What the panel question giving	What they are happy to give
Phone number	Name
Bank details	Address
Age	Seat, food & entertainment preferences
Income	Local station
Details of family	Email Address
	Travel destinations

What creates the feeling that data is safe?

- https
- Padlock
- Encryption
- Strong passwords
- Clear Ts & Cs



Many people report giving false personal details as a way to feel some sense of control

Targeted advertising and unexpected and unwanted marketing was highlighted as key concern for handing over personal data

*"Yes, I am really paranoid about data privacy and online security, and routinely use VPNs, IP tunnelling, encryption, e-mail aliases, don't use a web-cam and refuse/delete cookies, not because I have anything to hide, but because *NO* data can be guaranteed as safe, and anyone determined can mine data from any source."
(Leisure, Glasgow, 51-60)*



The high media coverage of data hacking events has raised concerns about how safe personal data really is.

- Talk Talk data hack aroused a lot of suspicion about how data is protected.
- Advertising and Identity fraud were serious concern points

Over the next 2 weeks we would like you to keep a diary of all of the times you have had to give personal data over to a company

Good experiences

- Getting car insurance through a comparison website – option to be removed from any marketing. No emails received after purchase made
- Contacted phone provider and was asked for 2 letters of password and address. This shows security measures are being taken.
- Amazon holds all the right information to make shopping quick and easy; card details, address and suggests items to purchase.

Bad experiences

- Using booking.com and they took so much information, a lot of which seemed irrelevant.
- Opening a bank account and was asked who I worked for and what wage I was on. Felt uneasy about this
- Having to sign up and give details for a Matalan card just to buy clothes
- Buying flowers through M&S and not having the option to sign out as a guest

*"I've just travelled on Eurotunnel and we now have to give API info: Passport details, age, sex, plus car Reg no and of course credit card details. They will of course now know when your house is empty!"
(Business, London, 61-70)*

People were asked for: Name / bank details / car details / address / address history / partner's details / employment details / email address / telephone / NI number / Maiden name / Passport details / Facebook account / DOB / gender / Company address / smoking/drinking habits / Driving license no.

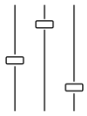
There is awareness that cookies are inevitably being used as well

In summary...

The panels thoughts about data privacy centred around 4 key themes:



Trust – HS2 and other big brands are perceived as trustworthy and therefore safe to give personal data to



Control – Having the option of opting in/out of what data is given and what data is then shared is a fundamental factor in how safe people feel to give their data



Transparency – Clear Ts and Cs and clear security measures (padlock, encryption, https) are essential



Benefits – Many people are very willing to hand their personal data over if doing so benefits them.



Passengers will ONLY give the information they can directly see will aid the booking process. No other information is likely to be given unless there is a clear benefit to them

“I think that having an HS2 app is an excellent idea, and personal data should be captured, in order to save having to re enter information time and time again.”
(Business, London, 51-60)

“I suppose the belief that I have is that a big org like HS2 will have a safe new system for data that is state of the art”
(Business, Liverpool, 41-50)

Discussion: Task 76 – HS2 Station

Imagine that your existing mainline station will be one of the HS2 stops. What would you change to make it a HS2 experience? Would it have to be a 'high speed service' from your local station to make it a HS2 experience? Please consider all of the elements of the journey, from the car park, buying a ticket and boarding the train. How would your station differ from how it is now? What would stay the same? What would you expect to see within the station? How would it differ from non-HS2 stations? This task will run for two weeks so please consider carefully all the elements within this, about how it will look, interactions with staff, interactions with technology, facilities etc.

Task 76, posted 12/02/2016

Design, amenities and information were the three key factors involved in creating the HS2 experience within stations

For the panel, the HS2 experience is **not just about being on a high speed train**, but is about the **entire journey**;

- Booking the tickets, arriving at the station, using station facilities, waiting on the platform, boarding the train and beyond.

The panellists paid particular attention to the design of the station, the amenities available and information provided.

- **Design**
 - Modern – lots of technology, modern materials
 - Traditional – Old station buildings are cherished by locals and passengers
- **Amenities**
 - Shops, food outlets, toilets, ATMs
- **Information**
 - Departure/arrival information, maps, news

*“If Leeds became HS2, I would expect a 24 hour service with good signs, loads of information and 24 hour staffing with visible staff members on the platforms. This would be useful for information and also will help passengers feel safe and secure at the station”
(Leisure, Leeds, 31-40)*

HS2 stations are expected to be **unique** places that both the locals and passengers can be **proud** of. If existing stations are used by HS2, there is the expectation that they will be **transformed** into modern, efficient spaces whilst also retaining some of the **character** of the original building.

The panel thought HS2 stations should be a modern design

HS2 is a futuristic service – this should be reflected in a very modern design

"To make it very HS2ish you would need lots of modern spaces - roomy and bright - informative and easy access platforms that direct you to your exact train without needing to heavily rely on train information boards."
(Commuter, London, 18-30)

"Compared to a non HS2 station, it should have that brand new, fresh and state of the art feel but not be off putting"
(Commuter, Birmingham, 31-40)

"If we're talking HS2, the future of rail, then the station should be no exception- it should be designed to impress!"
(Business, Birmingham, 31-40)

"Blend of atmospheric sensory installations and hi-tech user friendly information systems to recognise that HS2 is a project for the future"
(Commuting, Leeds, 51-60)

Branded

- HS2 is perceived to be a **high quality brand**
- Panellists likened their expectations of HS2 to the look of the **Virgin** passenger area at Euston
- There is the expectation that the station will be **branded** and distanced from existing rail services
- HS2 employees should be recognised by a **distinctive uniform**

What does this modern design in a station look like?

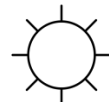
- Fresh



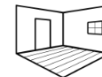
- State of the art



- Bright



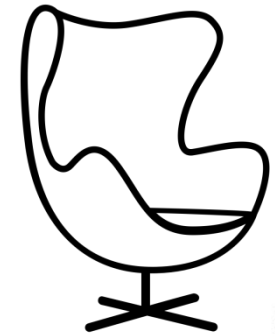
- Roomy



- Brand new

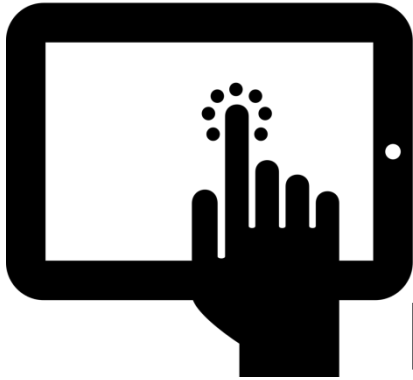


- Futuristic



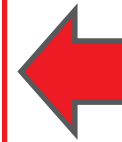
This modern design should not replace architecture of existing station buildings

Blending 'Modern' and 'Traditional'



Existing old station architecture could be restored and preserved. This is important for the history of the surrounding town/city

Inside the station, modern materials, new technologies and futuristic designs could be incorporated



Heritage

"I would recommend restoring Edwardian train stations in their original style to keep the heritage of the town"
(Business, Birmingham, 51-60)

"Keep historic façade, like at Victoria station in Manchester, which included the entrances from which soldiers embarked on their way to Belgium in WW1"
(Leisure, Manchester, 61-70)

Warmth

"Warmth and welcome of the good old days"
(Commuter, Birmingham, 31-40)

"The character of the station buildings hark back to a more leisurely age"
(Leisure, Leeds, 18-30)

Culture

"Important that the look of London stations remain the same as that is what makes them stand out and define London"
(Business, London, 18-30)

Some of the key features of a HS2 station

High quality food

- Healthy and locally sourced food
- Vending machines
- HS2 to have its own catering outlet
- Kitchen and a microwave



"The café and takeaway coffee facilities are run by local people, not a chain, and they are friendly and have a community"
(Leisure, Leeds, 18-30)

Excellent communication of information

- Information touch screens
- Maps
- Signage on the floor
- Free newspapers, magazines and internet



"High tech user friendly information systems to recognise that HS2 is a project for the future"
(Commuter, Leeds, 51-60)

Great facilities

- Retail outlets
- Efficient parking organisation
- Free toilets
- Free Wi-fi
- VIP comfort lounge



'A retail destination in it's own right'- (Business, Birmingham, 51-60)

Modern ticketing system

- Contactless ticketing
- Smart ticket machines that know the customer's journey
- Access through barriers with smartphone



"You always have to press loads of buttons at ticket machines before actually getting what you want, if I do the same journey all the time I should just be able to swipe my phone or something"
(Leisure, Nottingham, 31-40)

The HS2 Station Experience

Customers want HS2 stations to be identifiable as 'HS2'. The panel have identified points of differentiation to achieve this goal; A HS2 station should be exclusive in the way the station looks, its position as a separate entity to current stations and the extra amenities provided to give customers an entertaining, seamless and comfortable journey

When designing HS2 stations, there are key factors to focus on

- **Unique design**
(distinguishable from non-HS2 stations)



"For me its about being able to find your way around a big station, but it's also introducing a bit of the HS2 experience before you get on the train"
(Business, Liverpool, 41-50)

- **HS2 Branded**



"You want to make the experience special and you want people to aspire to travelling on HS2. I would expect there to be a significant HS2 presence...separate platform and a significant difference in the customer experience."
(Leisure, Newcastle, 18-30)

- **Seamless flow**



"I want my HS2 experience to be hassle -free, stress-less, and as comfortable as possible"
(Leisure, Birmingham, 51-60)

- **Entertaining**



"It becomes a fun experience and not just a commute"
(Leisure, London, 41-50)

- **High Speed** (efficiency is not exclusive to the train)



"Dedicated fast track lane to take you to a separate hs2 lounge where there is ample comfortable seating, free tea, coffee machine and free Wi-Fi"
(Business, Nottingham, 61-70)