

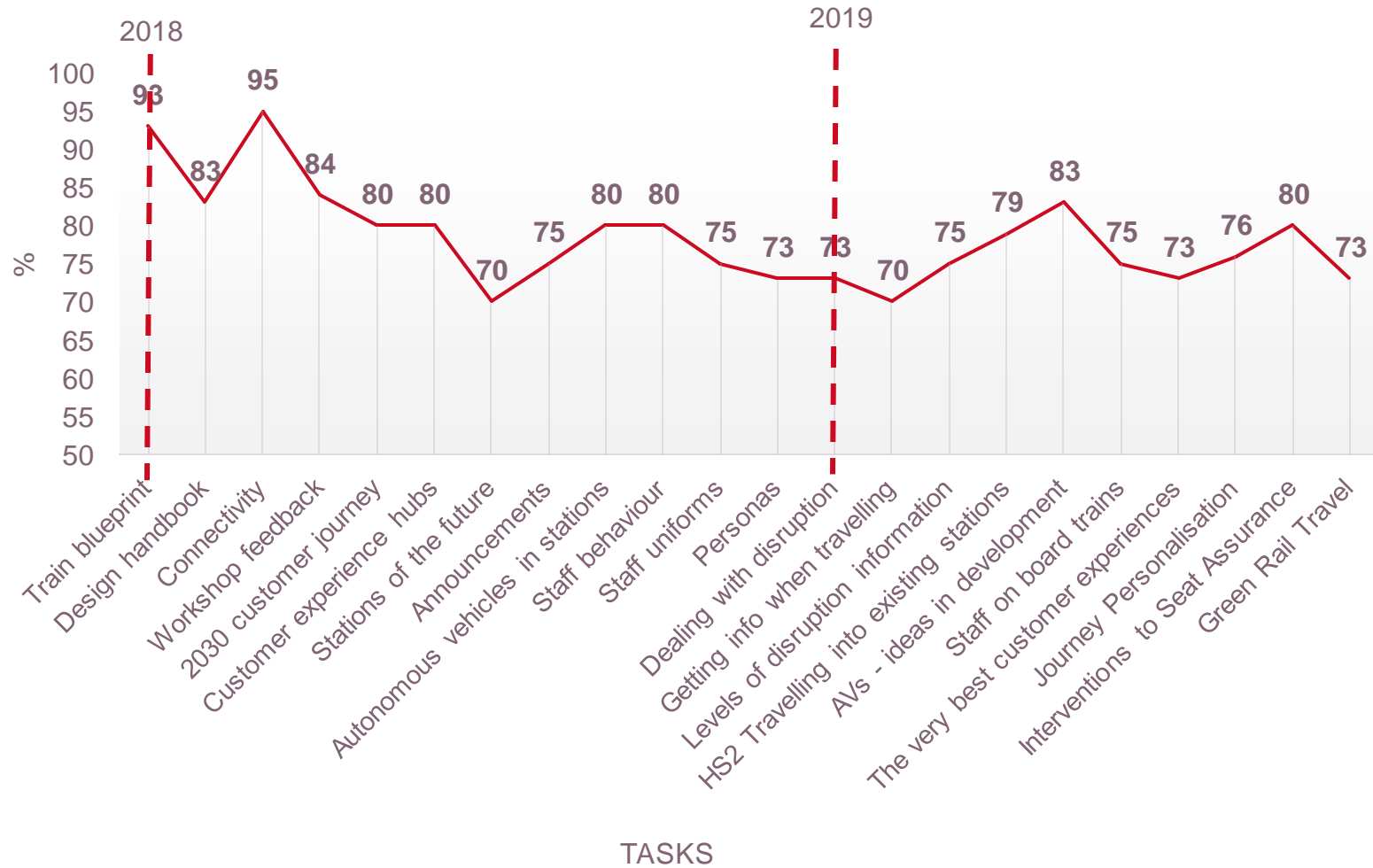


HS2 Customer Community
June/July Debrief
Debrief: 12/11/19

Agenda

1. **Task debrief – Green Rail Travel**
2. Next task
3. AOB

Panel participation



The task



How do you think **HS2 should be addressing environmental issues**, in stations and on the train itself?

How could the above potentially **impact your views of HS2**? How would it **impact your likelihood to travel with them**?

Is there anyone in the **transport sector that seems to be responding particularly well, or badly, to environmental issues**? What about in other sectors (e.g. retail)?

An expectation that HS2 will be a leader in environmental sustainability

*We live in the age where green and **environmental impact is at its highest** and as the years roll on it will be more evident. **HS2 has to take this into consideration** in all aspects in the design and the build from start to finish.*

Male, 51-60, Commuter

“HS2 should be a leader in the Green movement encouraging passengers to travel by their trains as opposed to other providers of that route.”

Female, 61-70, Leisure

“The pressure is now on for all companies especially ones part-funded by the public purse to ensure that they are not just reducing their environmental impact and using it as a marketing ploy.”

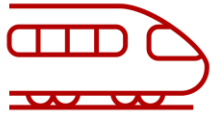
Male, 41-50, Business

HS2 should promote the environmental benefits of travelling with them to their customers

*“Shared transport has a lot of **green credentials**. I think **you could be promoting that** by telling us all on the train some examples of what each individual is doing for the environment by taking the train. For example, Taking HS2 from London to Birmingham saves X amount of emissions over a journey by diesel fuelled car.”*

Female, Commuter, Business & Leisure

How should HS2 address environmental issues?



ON THE TRAIN



Reduce carbon footprint with zero emissions and green energy



Recycle all waste



Lower cost of rail travel to incentivise use of public transport



No plastic/minimal/biodegradable packaging



Compensate for lost wildlife by planting elsewhere



Low energy lighting/maximise natural light

How should HS2 address environmental issues?



IN THE STATION



Solar panels



Recycle all waste



Green building materials



No plastic/minimal/
biodegradable packaging



Turn the stations themselves
into green spaces



Low energy lighting/maximise
natural light

Three key views when it comes to how sustainability influences travel choice



• **“It all comes down to price”**

Many people are driven by the cost of travel and will make a travel choice based on the most economical option



“If it’s the most accessible/fastest option, I’ll use that”

Many others are driven by the fact that HS2 will be the quickest or easiest option for them. For some it will be the only option



• **“I want to travel as green as possible”**

A minority are motivated by reducing their carbon footprint, and will be influenced by modes or companies that have less impact on the environment



Some shared a mix of these views, for example a positive environmental impact would make some feel proud to travel with HS2 and think more favourably of the company, but practical reasons such as cost and accessibility would be the deciding factor.

Examples of these views



“It all comes down to price”

“I think environmentally thinking, it all comes down to cost of travel... the cheaper transport is the more people will use it. Trains are so expensive so people opt for cars which are not environmentally friendly.”

Female, 24-30, Leisure

“It would not massively impact my views, the prices would be important to me.”

Female, 31-40, Business & Leisure



“If it’s the most accessible/fastest option, I’ll use that”

“I would think much more favourably of HS2. However, as I am potentially a captive audience, having few other options for longer journeys, I doubt it would have much practical impact on the number of journeys I would make with HS2.”

Female, Commuter, Business, Leisure

“I know for certain that if the train is the most economical and accessible choice I would choose it above all other modes or methods of transport.”

Female, 41-50, Commuting



“I want to travel as green as possible”

“I would be a real HS2 advocate if it could really be innovative on this topic, take the lead & make a real difference. Of course I would be more likely to travel with HS2.”

Male, 61-70, Commuter

“I would be highly likely to travel with HS2 if they were more environmentally aware as it shows the company cares about our environment and I would be better inclined to persuade others to use HS2 compared to rival train companies that are not environmentally conscious.”

Female, 18-23, Commuter

Companies seen to be doing a good job are ones that wear their 'green sleeves' very visibly



 **innocent**



LUSH FRESH
HANDMADE
COSMETICS



Innocent and Lush were both mentioned as gold standards in the green space who market their efforts very effectively

TESCO **Sainsbury's**

WAITROSE
& PARTNERS



Supermarkets were mentioned for their efforts to reduce plastic bag usage

In contrast, fast fashion retailers such as Primark are seen to be doing particularly poorly in the green space through unsustainable manufacturing, generating too much waste and selling clothes too cheaply.

Mixed views on how the transport sector are tackling green issues

On one hand, there are positive developments in the sector:

- Introduction of electric cars and increasing availability of charging stations
- Better fuel economy on cars
- Green/electric buses
- Cycle sharing apps

But the sector has a whole still has a large negative impact and a lot of work to do:

- Airlines not seen to be doing much to improve
- Still many 'dirty diesel' buses
- Train companies don't seem to be taking strong action

Controversy around the damage the construction of HS2 is causing to the environment

theguardian

'It's an enormous act of ecological vandalism': the ancient forests under threat from HS2



*"I have just read an article in the Guardian regarding HS2 and the destruction of England's ancient woodlands. It was **one of the most distressing and depressing articles I've ever read**...63 ancient woodlands have been earmarked for at least partial destruction to make way for HS2....In my view **this is tragic and unacceptable. I will never use an HS2 train.**"*

*I feel that the only way HS2 can justify its existing is if it circumvents all of the woodlands that are currently under threat. A proportion of the budget should be allocated to planting large numbers of new trees and forests to instead **make the project environmentally positive and offset its impact.**"*

Male, 31-40, Business & Leisure

Others feel that other aspects of the HS2 operation will help to off-set the impact



*“We can’t get ourselves into a situation where we never develop anything new if it destroys something old. **A well designed new thing, like HS2, can create opportunities to replace the old**, for example by building new woodland on other sites, such as former industrial land. We should keep moving, but just do it in an “improving” way.”*



Male, 51-60, Business

Key findings

1

Little has changed since we last explored the topic of environmental sustainability (in 2014)



2

HS2 is expected to be a leader in the green space and must do this in order to uphold its reputation



3

But for the majority, this will not ultimately drive the choice to travel with HS2

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