

HS2 Stakeholder Briefing: Autumn 2018 Community Survey

What is the community survey for?

The community survey is an important part of our work to measure our delivery against the commitments in our Community Engagement Strategy. The survey will provide regular feedback on HS2's reputation among local communities. The questions are designed to focus on how well respondents perceive HS2 is fulfilling the ten community commitments and its wider strategic aim of being a good neighbour.

What is happening now?

In August we undertook a successful pilot of the survey to test the methodology and assess the quality of the intelligence gathered. Having successfully demonstrated the viability of the approach we are now ready to undertake the full survey across the whole line of route.

How will the survey work?

The survey will be run via telephone interviews lasting approximately 10 minutes. There will be approximately 2,500 interviews across all the whole HS2 route. The catchment area has been restricted to 2km (just over a mile) either side of the whole HS2 line of route. This ensures that the findings reflect the views of the local communities that are closest to the route. Similarly demographic quotas have been set to ensure the findings of the survey are representative of age, gender, working status and social grade. Setting these quotas will ensure the findings are robust and reliable.

Who is conducting the survey?

Ipsos MORI have been commissioned to conduct the survey. As an independent research company they have the right expertise to ensure this survey meets the highest industry standards. The interviewer will confirm that they are calling from Ipsos MORI on behalf of HS2. The interview will be conducted in accordance with the Market Research Society Code of Conduct and GDPR regulations.

When is the survey happening?

The telephone survey will start in the week commencing 15th October 2018. The telephone survey will run until the target quotas and interview numbers have been met.

For further information:

If you have any questions about the survey please get in touch with the HS2 Helpdesk:

Email: HS2enquiries@hs2.org.uk

Freephone: 08081 434 434

Minicom: 08081 456 472

28th September 2018