

HS2 Community Engagement

Our approach going forward

May 2016

We will achieve our vision by
“being an exemplar project in
our approach to engagement
with communities,
sustainability and respecting
the environment”

Community engagement – key principles

- Acting as one organisation
- Employee and contractor behaviours
- Making HS2 Ltd more accessible
- Managing expectations
- Measurement and continuous improvement

Responsibility for engagement in HS2 Ltd

Corporate Affairs

Owns & delivers Phase One Engagement

Runs HS2 wide Community Engagement working group

Development

Owns and delivers Phase 2a and Phase 2b Engagement

Owns and delivers consultation

Hybrid Bill Petition Management

HS2
Community
Engagement

Construction

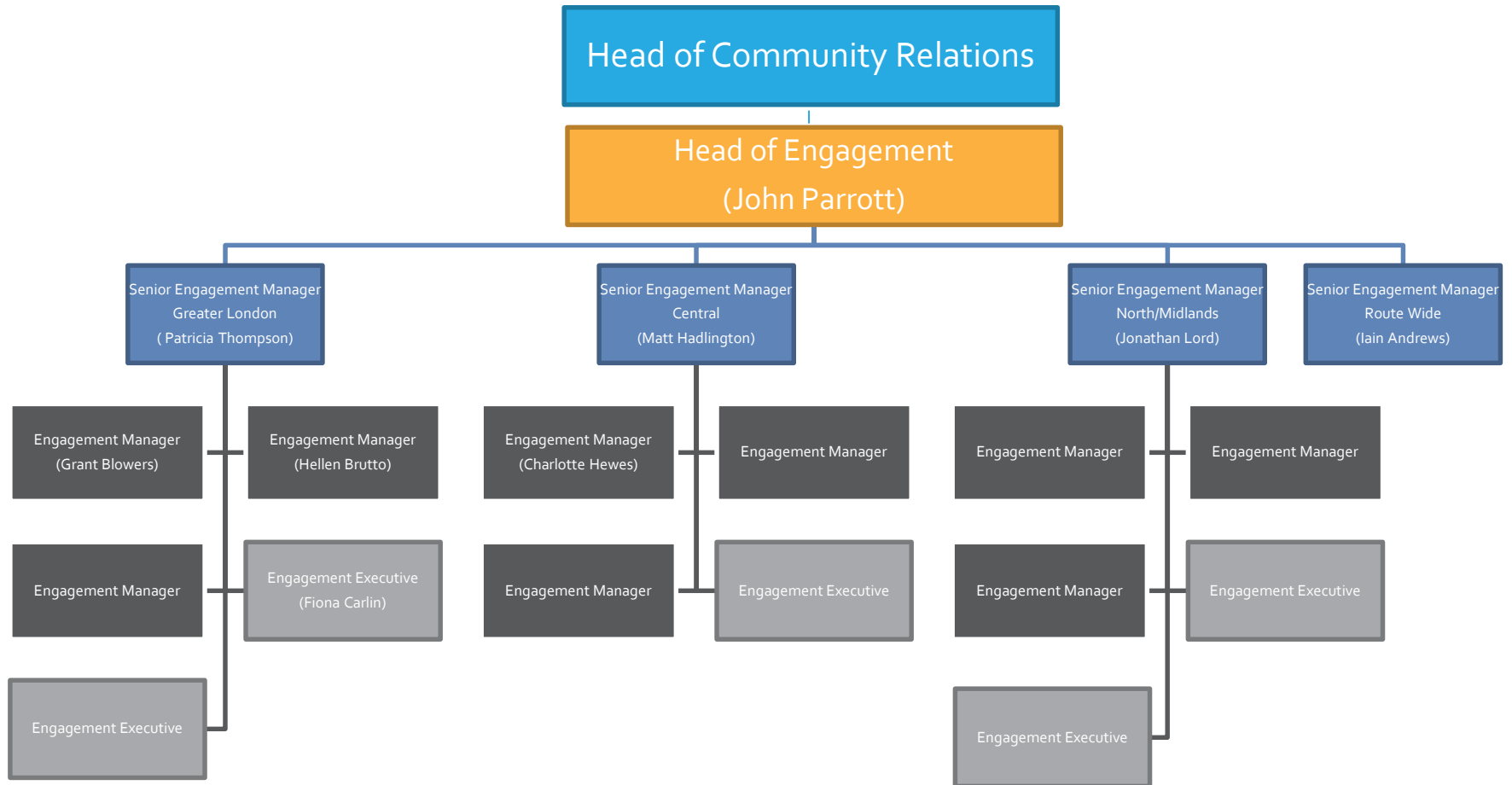
Overall accountability for successful delivery of community engagement on Phase One

Interface Managers own relationships with technical stakeholders

Technical

Responsible for the development of the Code of Construction Practice (CoCP) and Local Environmental Management Plans (LEMPs)

Community Relations Structure



Community engagement documents

Local Environment Management Plans

EDI Strategy

Community Engagement Principles

Code of Construction Practice

Community Engagement Framework

Property Compensation Comms Plan

CEF & BLEF Engagement

Highways Engagement

Design Development

GI & Public Utilities Engagement

Historic Environment Community Engagement Plan

HS2 Community Engagement Delivery Plans

Community Liaison Plans

Overarching Strategy

- HS2 Developed
- Community Relations
- Will inform the Community Engagement Strategy which is under development

Legal Responsibilities

- HS2 Developed
- Technical Directorate
- Currently draft

Route wide Engagement

- HS2 Developed
- Community Relations
- To be considered in CEDPs
- Will continue to evolve and respond to business needs

Area Specific Engagement

- HS2 Developed
- Community Relations
- 9 plans in total
- Currently being drafted

Area Specific

- Contractor to develop and deliver
- Worksite specific
- Drafted upon Contract Award

Community Engagement Framework - updates

- Structure of Community Relations included and explained
- Removal of zoom catchment area for distribution of information
- Template of a CLP to be included as an Appendix
- Reference to a Corporate Affairs Policy to be removed
- Content aligned with Camden community engagement framework
- Reference made to the information paper about the Construction Commissioner

HS2's Community Engagement in 2016

Our approach

Understanding

Demographic research

Testing our approach

Ongoing focus groups

Speaking to communities
directly

Engaging

Proactive individual
engagement

Proactive group engagement

Working with third parties

Creating a local presence

Working with our supply chain

General information
campaigns

Measuring success – continuous improvement

**Regular local
community
surveys**

**Channel specific
metrics**
event exit polls, web
analytics, help desk
data etc

**Campaign specific
metrics**
number of property
scheme applications
etc

**Stakeholder
feedback and
advocacy**

Property compensation campaign – Summer



- Integrated campaign, including media relations, digital advertising, posters and direct mail
- To be followed-up with targeted events and engagement activity

Thank you

Any Questions?