

### Engaging communities

Community engagement will play a central role in ensuring HS2 is a success. Effective engagement is the right thing to do but it also helps smoothen the process, particularly at decision-making points. Perhaps most importantly it can provide people with a long-term stake in the project.

The panel is a passionate advocate for the ambitions of the HS2 Community Engagement Strategy. In October, it met with HS2 Ltd to discuss the progress it is making to the delivery of the HS2 Community Engagement Strategy. It welcomed the examples presented, in particular those where communities are being involved and having influence in HS2 decision making.

The panel also welcomes HS2 Ltd's open and honest approach to reviewing its own performance through the publication of a 'being a good neighbour' report every 6 months. This helps to demonstrate a positive approach to the project's accountability.

There is evidence of a growing recognition of community engagement within HS2 Ltd. However, the panel is yet to see this consistently at design panel meetings with the supply chain. HS2 Ltd must continue to strengthen this within the project and ensure all parts of HS2 embrace the ambitions of its HS2 Community Engagement Strategy.



HS2 Ltd community engagement team setting up a public information point at Lichfield District Council offices, HS2 Ltd

There is a balance that needs to be struck between local and national messaging. However, the panel highlights that these messages are intimately connected and cannot be separated. It is important that HS2 Ltd quickly reaches a point where it can confidently and clearly communicate the project's benefits and engage people with the opportunities the project presents.

HS2 is a huge project, and its scale, impact, and the benefits it can deliver should be harnessed to excite people and begin to develop a sense of pride.

### Design Panel activities October and November 2020

# 3

#### Main works civils meetings

- Chalfont St. Giles Headhouse (Phase One)
- Canterbury Works Shaft Headhouse (Phase One)
- Oxford Canal Viaduct (Phase One)

# 3

#### Workshop meetings

- Community Engagement
- Learning Legacy
- West Coast Partner Development's Strategic Market Report

# 4

#### Phase One Station meetings

- Euston Master Development Partner briefing
- Euston Station mentoring meeting to discuss Design Coordination
- Euston Station Design Panel future engagement
- Euston Station Design Panel mentoring meeting to discuss future programme

# 3

#### Governance meetings

- October and November monthly team meetings attended by the Design Panel chair, vice chair, secretariat and HS2 Ltd staff
- HS2 Independent Design Panel Terms of Reference update

## HS2 station signage

In November the panel met to discuss HS2 Ltd's development of a design intent for a range of 'wayfinding' products, in particular station signage, to be used across all HS2 stations.

Overall, the panel praised the quality of the work done to date. The rigour and thoughtfulness applied to elements such as typography, pictograms, the simplicity and longevity of materials, and ease of wayfinding, is to be congratulated. It felt that the proposed approach is successful in achieving the identified key principles of 'comfort' and 'intuition', but that more work is needed on the third principle – 'delight'. As well as aiding wayfinding, it is important that station signage creates an identity for the project, something which is celebratory, distinctive and recognisable as HS2.

Station signage will be seen within a busy station context. The panel highlights that it is therefore important to also test the approach in this environment, including alongside other competing elements such as commercial signage within the station.

The panel suggests that that there is also an opportunity for this work to influence other HS2 experiences, such as the design of trains, headhouses and depots. If HS2 is to deliver a truly transformational railway, it is important that the HS2 delivers a world class customer experience for all who come into contact with, including those who are part of the HS2 workforce and surrounding communities.



Curzon Street Station interior, HS2 Ltd



Jorin Ten Have  
*Architect, Associate Principal,  
Grimshaw*

## People's stories

Jorin is an experienced architect and he currently oversees the design team on the customer information and signage product design for HS2. Previously he worked on the approach to station common design elements.

“Highspeed rail travel requires a seamless way for people to navigate through station environments providing them with the relevant information in the right places. Travelling through transport hubs can be stressful; through effective signage design we can reduce potential anxiety and provide clear, intuitive wayfinding with an element of delight.

HS2 presents an exciting opportunity to design a coherent signage system across the entire network, from first principles and rooted in best practice, utilising an integrated team of architects, wayfinding specialists and typeface designers. The Design Panel has championed high quality design for customer interfaces from project inception by bringing their experience and insight to the project.”

## Phase One civil structures

During October and November, the panel continued to meet with the HS2 supply chain to discuss Schedule 17 stage designs for Phase One civil structures. Many of the submissions that will be made, focus on the built elements, such as the viaducts and headhouses. In general, the panel has felt that proposals promise a high quality. However, it has fervently stressed the importance of this quality being maintained through to construction, including aspects not approved at this stage, such as the landscape.



Frame Projects  
Secretariat to the  
HS2 Independent  
Design Panel

**HS2 INDEPENDENT  
DESIGN PANEL**