

Public deliberation

Presentation to GSR

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Deliberative work across government



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**BUSINESS, ENTERPRISE
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National Pensions Day, London

department for
children, schools and families

DWP Department for
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The need to put citizens at the heart of policy making



*PM's First Citizens Jury on Children's Priorities
Bristol, 6 September 2007*

“I have learnt a lot in the last ten years. I have learnt that top-down pulling of the lever solutions are not always the ones that are going to work best..... Government has to work with people”

Gordon Brown

Headlines



NHS 'juries' cost public £900,000

THE first 'citizens' juries' on the future of the NHS cost taxpayers nearly £900,000 – prompting claims they simply reward Labour cronies.

The first of the Prime Minister's much-vaunted 'new type of politics' sessions were each priced at £96,547.

Nine of the public consultation meetings – described by critics as expensive 'talking shops' – were held across Britain last month.

The total sum of £868,930 was paid to organiser Opinion Leader Research – Mr Brown's favourite private

BY AIDAN RADNEDGE

pollster, run by former Labour researcher Debbie Mattinson.

Matthew Elliott, head of the Taxpayers' Alliance campaign group, said: 'This cash is going to Gordon Brown's favourite personal pollster – it is simply paying them back for all the work they've done in the past.'

Shadow Health Minister Stephen O'Brien said the focus groups were a waste of taxpayers' money. 'If Labour was serious about listening, they

would hear patients when they say they want to keep their local A&E and maternity services,' he said.

The consultations allowed more than 1,000 people to voice their concerns ahead of health minister Lord Darzi's review of the NHS.

The Department of Health said the costs included 'project management, venue hire, design and production, recruitment, analysis and reporting'.

A spokesman insisted consultations were 'fundamental to understanding what people want from their NHS'.

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'Sham' citizens' juries face controls

Overhaul for Brown's 'big idea' to engage voters as critics say they are just glorified focus groups

Jo Rovill, Whitehall editor
Sunday September 30, 2007
The Observer

Labour spends £2.9m consulting public

Bill includes £1.3m for one-day session
Officials uphold 'deliberative' events

By Jean Eaglesham, Chief Political Correspondent

Ministers spent £2.9m on "listening" events this autumn, including £1.3m on

consulted, plus a £773,838 contract to Opinion Leader Research, a polling company with links to Labour that was commissioned to carry out the work.

The Department for Business, Enterprise & Regulatory Reform defended spending more than £1m on an exercise lasting a few hours, stating: "It was an important day."

But Greenpeace, the environmental lobbying group, said: "One day. One thousand people. That is what the government considers full public consultation on the fate of the country."

The goal is part of a wider debate over the prime minister's decision to use citizens' juries – panels of up to 30 people chosen to represent their communities and

weigh up evidence on a given topic – as well as seminars and other "deliberative" consultative techniques.

The bill for recent events includes £685,630 for nine citizens' juries on the NHS involving 1,100 patients, staff and members of the public.

While attending a jury on "positive childhood", one of five juries on children's cost

ing £524,7 Brown said "The old also marks the part involved an announce. This area n tells listeni "The cost, and learn increase in Consultat

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Social Research Association

Citizen juries: genuine dialogue or PR exercise?

Darren Bhattachary, Head of Consultation and Engagement at BMRB explores the issues

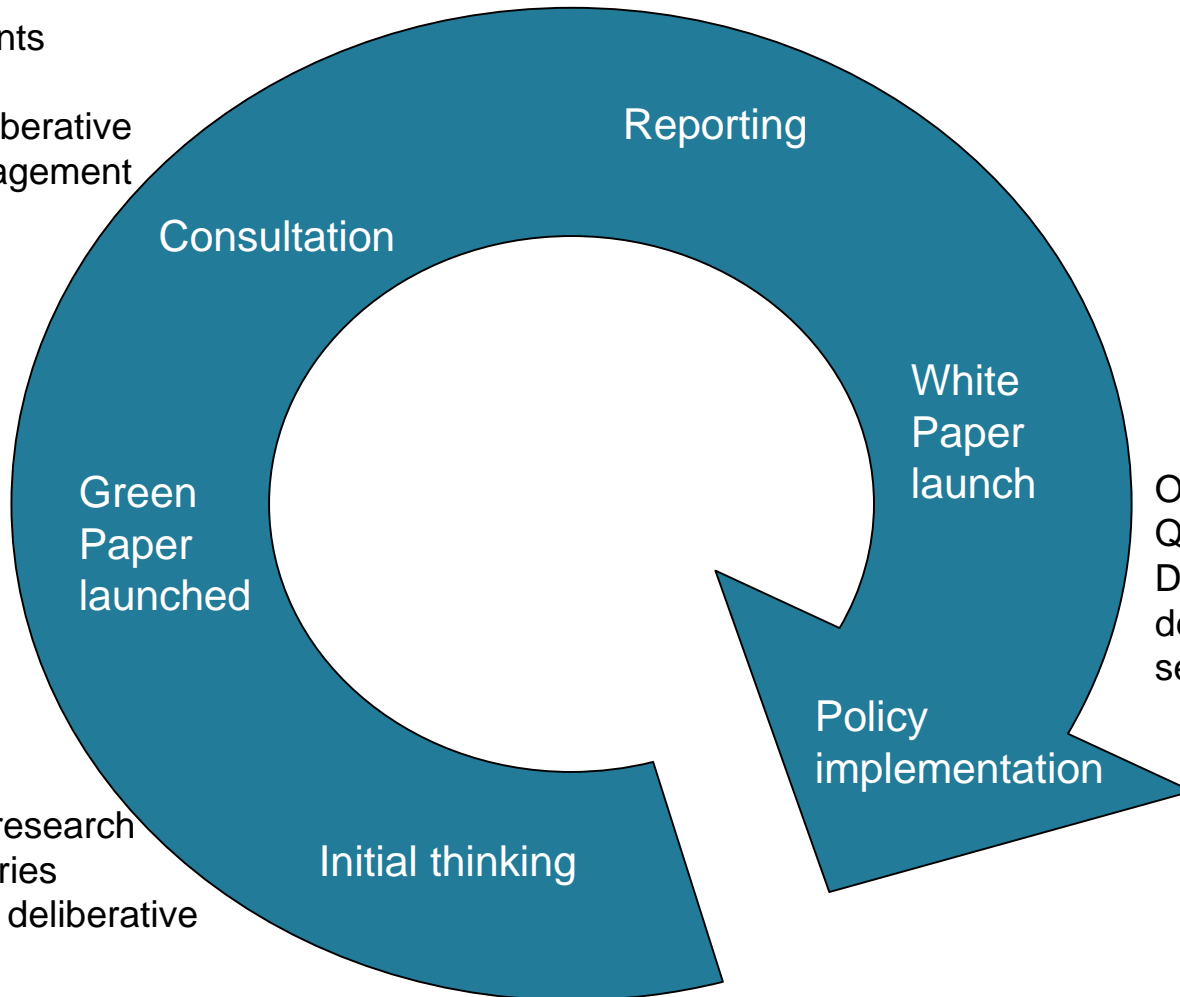
When is deliberation appropriate?



- **There must be a real opportunity for debate**
 - Decisions have yet to be taken
- **Is the policy area complex and/or difficult to understand?**
 - Benefit of providing greater levels of information
- **Are there multiple solutions and trade-offs to be identified?**
- **Is the subject area traditionally low on Citizen's agendas?**
 - There are benefits from actively engaging audience
- **Is the client prepared to be transparent in terms of feedback?**
 - Recognise that the outcome may not be what you expect

Role of deliberative in policy making **COI**[👑]

Con document
Stakeholder events
E-Consultation
Larger scale deliberative
Community engagement



Ongoing research
Qual/quant approaches
Deliberative – in user defined/refined services?

Traditional research
Citizen's Juries
Small scale deliberative

What is Deliberation?

“Deliberation is a methodology that can engage citizens in the most important decisions that impact their lives”

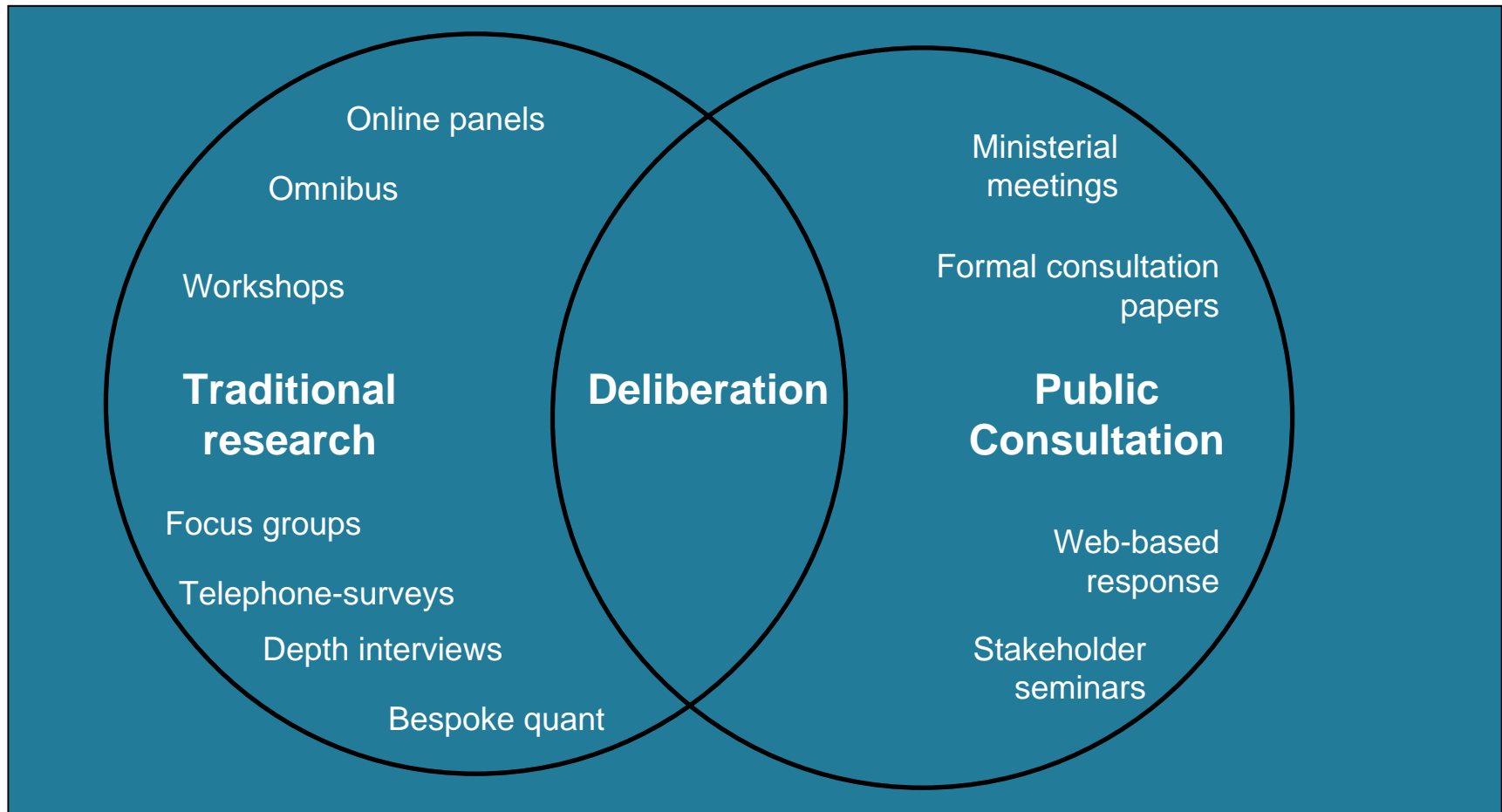
Carolyn Lukesmeyer, Founder of America Speaks

- Foundations in qualitative research
 - Hybrid approach using some quantitative elements
- Key differences with traditional research
 - Longer timescales
 - Participants are given expert information
 - Scale and numbers involved
 - Creates an informed debate – empowering the Citizen



*Your Health, Your Care, Your Say
Birmingham, October 2005*

A hybrid that sits between traditional consultation and research



Traditional consultation tends to elicit only the more radical views - deliberative events allows the Government to gain insight from a more considered group of citizens

Range of deliberative techniques

| Technique | Overview |
|------------------|---|
| Juries | 2-3 days duration, 12-16 jurors, expert witnesses, final vote |
| Forums | Small scale, approx 50 participants, day-long |
| Seminars | Minimum for representative sample c.100-150 participants, 1-2 days duration |
| Summits | Larger scale UK representative sample, minimum 1,000 participants for 1-2 days |

Some key principles for researchers: Framing and Context



- Nature of the invitation
 - Clarity on the extent of the influence of the deliberative process
- Transparency
 - Participants deserve it
 - Credibility of process
 - Prepare to be scrutinised
- Presenting the information with integrity
 - Citizen's Advisory Board
 - Stakeholder Review Board

Some key methodological issues: Recruitment and Sampling

- A hybrid approach often not suited to true random sampling
- Aim should be to represent:
 - relevant target audience (ie parents)
 - or broad cross section of public (depending on objectives)
- Is the sample representative?

Some key methodological issues: Recruitment and sampling

Method selected should be appropriate to objectives

Purposive

- Quota sampling
- Quicker
- Cost effective
- Can help ensure inclusion of more marginal groups

Electoral roll

- More robust
- Longer timescales
- Expensive
- Still doesn't allow analysis of non response
- Harder to ensure inclusion

Omnibus panel

- Similar advantages to electoral roll
- Less expensive
- Still not perfect

Analysis and reporting



- Feedback to participants key
 - Summary asap after event
 - How their input was used when policy decided
 - Sometimes reconvened events
- Full reports usually published (and sometimes raw data)
 - Transcriptions for smaller events
 - Notes made by table facilitators at larger events
 - Detailed gridding not always possible/appropriate
- Independent evaluation

Latest developments

- Growing use of online channels
 - E-consultation
 - E-deliberation?
- Engaging local communities and user groups
 - Using deliberative events to create 'Ambassadors'
 - Toolkits and web-based response mechanisms
- More considered use of large scale deliberative events

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