



GFS public panel Final evaluation report

March 2016

About this report

The Global Food Security programme (GFS) established a UK public panel in February 2015 to act as a sounding board for GFS, by providing an “ongoing, flexible and responsive mechanism to engage with the public on food security issues and to inform the development and directions of GFS’s research priorities”.

3KQ was commissioned as the independent evaluator for the project. 3KQ is a consultancy providing independent public and stakeholder engagement expertise.

This final report pulls together all the evaluation observations and findings throughout the project period – from February 2015 to March 2016. It provides an evidence-based external perspective on the design, delivery, impact and credibility of the panel. The public panel delivery contractors – OPM Group – have produced a final report focusing on outputs and practical learning, as well as a suite of other reports and materials relating to the various panel activities. Collectively, these outputs are designed to provide a full picture of the panel activities and to summarise learning to take forward into future processes.

This report draws on first-hand observations, participant questionnaires, informal discussions, formal interviews, and a range of panel documents, data and reports. It reflects the Sciencewise guiding principles and evaluation requirements, and is structured as follows:

- Section 1 provides an **introduction** to the evaluation process, including more detail on the Sciencewise requirements taken into account as part of this report.
- Section 2 provides an **overview of panel activity**.
- Sections 3-6 reflect on the **context, governance, design, delivery, credibility, impacts and value** of the panel activities.
- Section 7 reflects on the extent to which panel **aims and objectives** have been met.
- Section 8 reflects on the **panel as a model**, drawing out learning and key questions for any future or similar panel activities, and considering the potential pros and cons of the panel model compared to other possible options.

This report supersedes the internal baseline, interim and learning reports produced during the process to provide formative evaluation input. Key points from the learning report are contained within Appendix 3.

At the end of each chapter in this report we provide a summary of our key observations.

Executive summary

Background

Building on previous public engagement work in 2012, the Global Food Security programme (GFS) established a UK public panel to act as a sounding board for GFS, by providing an “ongoing, flexible and responsive mechanism to engage with the public on food security issues and to inform the development and directions of GFS’s research priorities”. Sciencewise,¹ the UK’s national centre for public dialogue in policy making involving science and emerging technology issues, provided support and co-funding for key aspects of the project and many of the project activities.

The ambition for the GFS panel was that it would both:

- Gather input on key issues to support GFS decision making
- Test the panel as a model for seeking public input.

Although the ambition was to use the panel over a longer timescale (potentially up to three years), given the novel nature of this approach for GFS, a shorter initial commitment of one year was made, with a view to potentially extending the work period following a review of initial panel activities. The contractor appointed to deliver the project was OPM Group.

The initial first year of funding for panel activities came to an end on 31st March 2016, at which point GFS decided to end the project in its current form and undergo a period of demand assessment for a future panel alongside a more detailed analysis of learning. During this pause period, low level communications with panel members is expected to continue, with a view to retendering and restarting a panel in a similar or modified form after a period of around six months.

This report

3KQ was commissioned as the independent evaluator for the Global Food Security programme (GFS) public panel in 2015.

This final evaluation report pulls together our observations and findings throughout the project period – from February 2015 to March 2016. It provides an evidence-based external perspective on the design, delivery, impact and credibility of the panel. The public panel delivery contractors – OPM Group – have produced a final report² focusing on outputs and practical learning, as well as a suite of other reports and materials³ relating to the various panel activities. Collectively, these outputs are designed to provide a full picture of the panel activities and to summarise learning to take forward into future processes.

This report draws on first-hand observations, participant questionnaires, informal discussions, formal interviews, and a range of panel documents, data and reports. It reflects the Sciencewise guiding principles and evaluation requirements.

In this Executive Summary we present our overall observations – see the full report for further detail.

¹ <http://www.sciencewise-erc.org.uk>

² Available at <http://www.foodsecurity.ac.uk/programme/activities/public-panel> and <http://www.sciencewise-erc.org.uk/cms/global-food-security-public-panel/>

³ Available at <http://www.foodsecurity.ac.uk/programme/activities/public-panel> and <http://www.sciencewise-erc.org.uk/cms/global-food-security-public-panel/>

Overview of panel activities

A panel of 600 members of the public was set up to work on a number of discrete activities on specific topics put forward by GFS partners, linked to policy and research areas. The agreed budget for this first year of activity was £250,000.

Panel members were recruited from six locations, with the sample designed to broadly reflect UK population demographics and spread across a mix of urban and rural areas, as well as areas with different agricultural and food culture profiles.

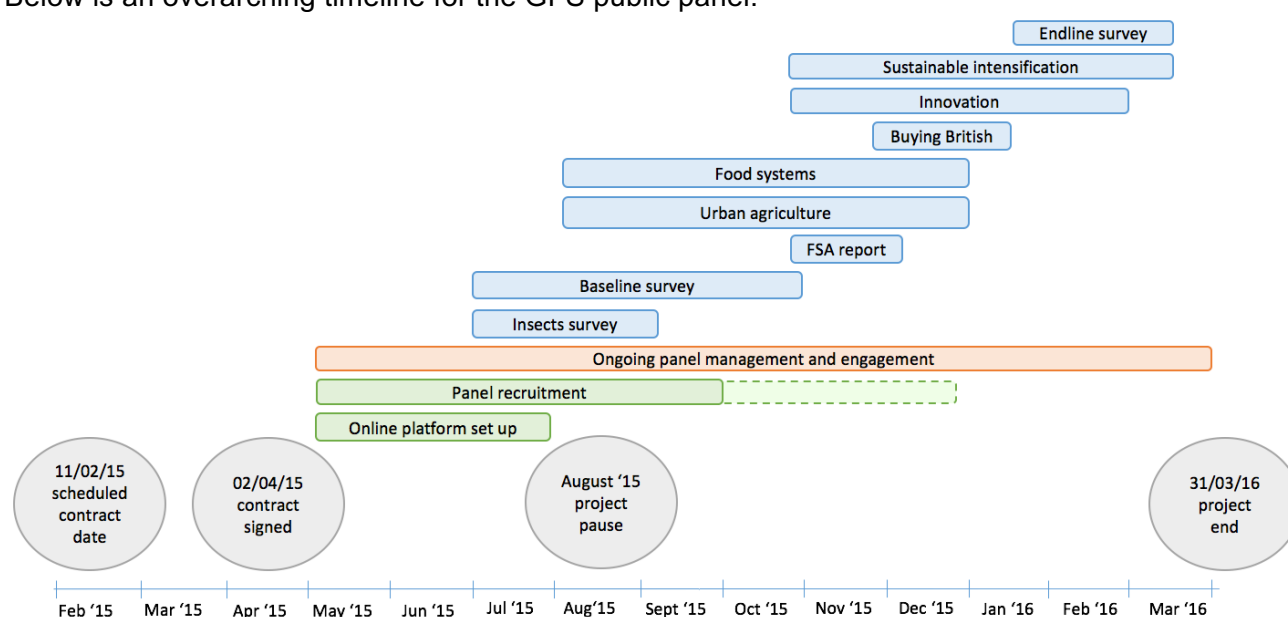
The everyday management of panel activities was undertaken by the contractor, OPM Group. A Project Management Team (PMT) was responsible for all direct decision making around panel activities, including final sign off of specific activities. The PMT included OPM Group, the GFS secretariat (managed by BBSRC), Sciencewise, the chair of the panel Steering Group and the evaluator (as observers and inputting where appropriate). The PMT received advice and guidance from the panel Steering Group (SG) – a group of 15 people representing a range of organisations from within and beyond the GFS partner organisations, set up to support the delivery of the project.

Key panel activities were as follows:

- The setup of an online platform, designed to act as the central hub for panel members to interact with the process and take part in online activities.
- Panel recruitment – primarily face to face recruitment, followed by online registration.
- Ongoing panel management and engagement – including regular communications with panel members and online activities designed to enhance engagement and retention.
- GFS-driven activities – a mix of online and offline methods attached to specific policy or research areas proposed by GFS partners.

An important context for the panel delivery is that there were a number of factors contributing to an increasing sense of time pressure, particularly during the first half of the project. This made it difficult for a sense of initial momentum to be built around the panel and, more practically, pushed delivery of panel activities into the second half of the project period.

Below is an overarching timeline for the GFS public panel.



Overall observations

Panel context, aims and objectives

- The potential tension between the panel as a mechanism for strengthening decision making and as a way of gathering process learning should be recognised.
- Multiple delays for various reasons contributed to the time pressures on the project and squeezed delivery of panel activities into the second half of the process. The number and range of activities delivered by the end of March 2016 is an achievement in itself given these time pressures, but there has been limited time to reflect on and feed learning back into panel activities, and as yet limited visible impact on decision making for policy and/or research.

Panel governance

- The basic governance structure (Project Management Team executing decisions with advice and guidance from the panel Steering Group) has worked well from the point of view of enabling swift and flexible decision making.
- The flexible nature of Project Management Team membership and meetings worked well.
- Steering Group members and other stakeholders less involved with specific activities easily felt detached from the panel process and had limited visibility of the panel activities. A review of possible mechanisms for increased interaction with panel activities and of overall governance structures should be undertaken early in any future panel activity.
- We support wide dissemination of outputs and learning, so that the impacts of the project in terms of both content (panel outputs capturing public views on specific topics) and process (learning about panel delivery and mechanisms) may be felt more widely.

Panel procurement process

- Early delays in the procurement process and subsequent inconsistent guidance regarding the contract caused frustration to all parties involved. Complex dialogue projects can be difficult to fit into standardised procurement processes.
- In future, care should be taken to ensure the procurement process fits client needs, as well as to clarify the process for dealing with contractual issues upfront.

Online platform design and set up

- There is useful learning around the design and set up of an online platform summarised in OPM Group's learning report, including the need to allow sufficient budget to build in flexibility for a range of potential needs.
- During the development of any future panel online platform, consideration should be given to: the development of more of a sense of community and interactivity (bearing in mind the range of potential risks and benefits this brings); enabling participants to more clearly track their own progress, for example using a personal dashboard; ensuring all text and links on the site are up to date; clearer signposting and navigation within the site.

Panel recruitment

There were various challenges experienced during the panel recruitment process. These included specific difficulty in reaching agreed quotas for Dundee, older age groups (56-65 and 66+) and lower educational levels, though it should be noted that the second and third of these challenges are consistent with other online panels. Three other challenges identified by the contractor were:

- The distance of the topic of food security from people's everyday lives.
- Ensuring participants registered for the online platform after the initial face to face recruitment (with a conversion rate of around 50%).
- A lack of clarity about the level and frequency of incentive payments.

In any future similar process:

- Recruiters should be involved in initial conversations regarding locations to ensure localised/regional recruitment resource does not become a barrier to meeting the desired panel characteristics.
- Mechanisms to mitigate against recruitment challenges should be considered upfront in any future similar process, for example the possibility of recruiting to an initial panel event, guaranteeing a clear initial incentive or clarifying what type of incentives participants might expect (see also recommendations in the OPM Group learning report).

Everyday project management and panel management

- Following some early and significant setbacks, satisfaction amongst key stakeholders with project delivery from the contractor was much higher later than it was during the earlier stages of the project. Some concerns remained, for example regarding consistency of resource allocation and communication. Stakeholders further removed from the everyday running of the panel but with some experience of working with the contractor (e.g. topic leads for specific panel activities) were generally positive about their interactions.
- There are constant tensions around resource allocation for a project of this nature. Although it is never possible to have everything, we recommend the following specific points to consider for any future continuation of this panel or similar projects: dedication of a single resource (financial and physical i.e. one person) to ongoing panel management; building in time and resource to collect and reflect on learning over time; ensuring a contingency budget for top-up recruitment of panel members where required or to supplement specific activities (this was in place for this process and is, we feel, essential for any similar future process).

Ongoing panel engagement activities

- Interim panel engagement activities (designed to keep members feeling involved in between the GFS-driven activities) varied in their level of response from panel members, and in their degree of regularity. Further analysis of the panel data may yield useful learning about the type of activity that catalyses responsiveness, and around the impacts of very regular or sporadic non-incentivised contact in between incentivised activities.
- Panel members responding to evaluation questionnaires show a good level of "feeling involved" and reported a largely very positive experience with the panel. They highlighted some things that would help them to feel more engaged or to improve their experience, including more communication (e.g. feedback of results or outputs from discussions, and impacts); more activity generally or more specific types of activity; improvements to the online interface; a better understanding of the incentives process.

GFS-driven panel activities

- A range of mechanisms has been used to engage the panel. Our view is that the quality of deliberation across the range of activities has generally been good in relation to level of respect between participants and ability to participate, and particularly where there has been more active facilitation in the face to face workshops.
- In some cases, we observed the link between online to offline activities was clear – for example discussion of case studies online in preparation for food systems workshops. In other cases, there could have been greater clarity (for participants and stakeholders) at each stage regarding why they were undertaking a specific activity and if/how it would link to other activities.
- The desire to enable interactivity and deliberation online is a key feature of the overall panel process, but brings with it considerations around facilitation and moderation.
- There is a lot of rich learning to be gained from further examination of the data from the various engagement methods undertaken, taking into account factors such as the nature and quality of outputs (e.g. ranging from one-way information gathering through surveys, to highly interactive face to face workshop discussions), relative engagement of different demographic groups and user journeys across different types of activity.
- In any future similar process, consideration should be given to enhancing the quality of deliberation particularly for online activities, for example through: the application of more active facilitation, mechanisms to enable the participation of quieter voices and to reduce other participation barriers.
- The style and range of communications with panel members has been consistently positive. For any future panel it would be worth considering: checking language to ensure no unintended interpretation or reaction by panel members; ensuring online content is regularly refreshed; enhanced use of high value web content such as infographics and video.
- Continued use of a mix of methods in any future similar project should provide broad appeal, but there is a slight preference for face to face and surveys from this panel. It would be worth exploring what type of methods might appeal to specific demographic groups. Panel members tended to ask for more rather than less activity, which suggests the engaged members of the panel did not reach full capacity in terms of the number of activities they felt able to participate in.
- The activity development process was transparent, but consideration should be given to opportunities for modification in future, including: changing the order of the process to ensure scope and objectives are defined collectively and early; slimming down the process for faster turnaround topics; having early conversations between all relevant stakeholders about specific sensitivities, nuances and resource requirements.

Credibility, impacts and value

- Stakeholder interviewees tended to feel that, from a process perspective, the project has been a credible one – with specific mention of the amount delivered in the time and budget available. Overall, the results of the panel will be the ultimate test of credibility, encompassing the usefulness of findings and reports in the eyes of decision makers and resulting impacts. As the majority of final outputs coincide with the publication of this report, it is too early to assess many of these potential impacts.
- Tangible policy or research impacts are so far limited. We advocate an ongoing role for GFS in highlighting the panel outputs, encouraging partners to use them and to feed back any impacts to panel members and relevant stakeholders.
- A range of “softer” impacts particularly relating to learning, as well as behaviour and attitudes, have been reported by panel members – also from stakeholder interviews and specialists

attending workshops. For example, panel members saying they will pay more attention to food labelling, and specialists feeling inspired to engage more with members of the public.

- The panel has been extremely valuable from a process learning perspective – enabling a raft of learning about the panel as a model and the specific mechanisms used to deliver panel activities.
- Stakeholders present mixed opinions about value for money. Given the range and number of activities undertaken compared to the cost of running these as separately commissioned projects, the majority of stakeholders feel the project has been good value. A strong caveat is that the real value will become apparent (or not) once outputs have been more widely used and disseminated, and impact realised.
- Objectively, there is potential for significant savings in terms of cost and time to be gained by using a panel approach, but with some important caveats around choice of appropriate method and actual versus budgeted cost.

Meeting the project's aims and objectives

- We conclude that all of the panel aims and objectives have at least been partially met or have the potential to be met depending on the realisation of impacts.
- The involvement of multiple partners has brought significant benefits in terms of the range of expertise and knowledge involved and the ability for single activities to benefit or inform multiple parties. It also brings challenges – particularly around balancing expectations about what a panel can and should do.

The panel as a model

- This has been an ambitious project with a number of delivery challenges, but still one that has delivered a lot of valuable activities and outputs within the available time and budget.
- A single panel cannot be all things to all people. A future panel could go in multiple directions, do many things and be managed in a number of ways. A crucial part of the forthcoming demand analysis will be determining what the function of a potential future panel should be and what it should achieve, then working back from there to determine what it should look like.
- Other engagement methods can deliver similar outputs to a panel model, but the panel brings with it specific benefits that potentially separate it from other mechanisms – for example economies of scale for delivering multiple projects and the development of a panel membership able to grapple with increasingly complex issues. It also brings certain limitations – for example it is not suitable for delivering certain types of output (such as statistically representative results – though note this was never an intention for this process), or for engaging with a totally “fresh” sample of members of the public.
- As well as the need for regular, clear communications to panel members as this stage of the process comes to an end, two other actions will be crucial: panel outputs being delivered to relevant GFS partners and wider stakeholders in a timely manner; and GFS partners taking the time and space to reflect on learning together, to develop a shared vision for the future of the panel.

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1. Introduction

1.1. The GFS public panel

The UK's main public funders of food-related research and training are working together through the Global Food Security programme (GFS).⁴ The programme aims to: "meet the challenge of providing the world's growing population with a sustainable, secure supply of safe, nutritious, and affordable high-quality food using less land, with lower inputs, and in the context of global climate change, other environmental changes and declining resources."

Building on previous public engagement work in 2012, GFS tendered for the establishment of a UK public panel to act as a sounding board for GFS by providing an "ongoing, flexible and responsive mechanism to engage with the public on food security issues and to inform the development and directions of GFS's research priorities". Sciencewise,⁵ the UK's national centre for public dialogue in policy making involving science and emerging technology issues, provided support and co-funding for key aspects of the project and many of the project activities.

The ambition for the GFS Panel was that it would both:

- Gather input on key issues to support GFS decision making
- Test the panel as a model for seeking public input.

Although the ambition was to use the panel over a longer timescale (potentially up to three years), given the novel nature of this approach for GFS, a shorter initial commitment of one year was made, with a view to potentially extending the work period following a review of initial panel activities. The contractor appointed to deliver the project was OPM Group.

The agreed budget for this first year of activity was £250,000 – to include set up and recruitment of a panel of 600 members of the public as well as a number of discrete activities on specific topics put forward by GFS partners, linked to policy and research areas.

1.2. Evaluation of the public panel

Aim

The aim of 3KQ's independent evaluation of the public panel was to provide an independent assessment of its impacts and quality, its credibility, and effectiveness against its objectives. This included identifying lessons from the project to contribute to the effective delivery of potential further GFS engagement activities and other similar dialogue processes in the future.

Objectives

There were various specific evaluation objectives that flowed from these overarching aims, including:

- To gather and present evidence of the impacts, achievements and activities of the panel (including how these interact with the activity of GFS members and possibly more widely), in order to come to conclusions.
- To identify lessons from the project to support capacity building across the GFS network, and the wider development of good practice in public dialogue and engagement.

⁴ <http://www.foodsecurity.ac.uk>

⁵ <http://www.sciencewise-erc.org.uk>

Key questions

The overall evaluation, and this report, takes account of the five Sciencewise guiding principles and the approach to assessing these described in the Sciencewise quality framework (*Quality in Public Dialogue: A framework for assessing the quality of public dialogue*⁶). These are: context, scope, delivery, impact, evaluation.

The evaluation also took account of seven key questions, as set out in SWP07: Requirements on Evaluating Sciencewise Projects⁷, to provide an overall frame to our work:

1. Has the panel met its (aims and) objectives? Were the objectives the right ones?
2. Has the panel met standards of good practice (Sciencewise principles)?
3. Have those involved been satisfied with the panel (value and benefits to them)?
4. How successful has the governance been?
5. What difference/impact has the panel made?
6. What was the balance overall of the costs and the benefits of the panel?
7. What are the lessons for the future (what worked well and less well, and more widely)?

Since the initial tendering process, these questions have been reworked in the form of six key questions, covering objectives, credibility, quality, impacts, costs and benefits, and lessons.

Evidence feeding into this report

This report draws on evidence from a range of sources, including:

1. **Observations** throughout the process, including of meetings, web activity and workshops.
2. **Documents and web content**, including planning documents and stimulus materials.
3. **Interviews** with key stakeholders in:
 - March 2016, feeding into this final report.
 - December 2015, feeding into the internal interim evaluation report and this final report.
 - September 2015, feeding into an internal learning review and this final report.
 - June 2015 feeding into the internal baseline evaluation and this final report.
4. **Evaluation questionnaires** from panel members, specialists/observers and topic leads, including:
 - Online evaluation questions as part of the panel “endline” survey in February and March 2016 (158 respondents).
 - An online evaluation open to all panel members run in December 2015 (114 respondents).
 - Paper evaluation forms filled in by panel members and specialists at all face-to-face events (175 forms from panel members and 29 from specialists or observers).
 - Online topic lead forms filled in by the GFS partners leading each panel activity.
5. **Data** from the panel web platform – CMNTY – including dashboard data (covering overall numbers and demographics of active participants), all posts made by panel members and other relevant user data.

⁶ <http://www.sciencewise-erc.org.uk/cms/quality-in-public-dialogue-a-framework-for-assessing-the-quality-of-public-dialogue/>

⁷ <http://www.sciencewise-erc.org.uk/cms/assets/Uploads/Evaluation-docs/SWP07-Evaluating-projects-22April15.pdf>

6. **OPM Group reports** of individual and overarching panel activities, including the OPM Group learning report.

See Appendix 1 for a list of interviewees and evaluation questionnaires. See Appendices 4-10 for evaluation questionnaire data.

Timing of this report

This report coincides with the end of the project funding on 31st March 2016, alongside finalisation of events and reports for three of the panel activities (Sustainable Intensification, Innovation, endline survey) and the final report from the contractor.

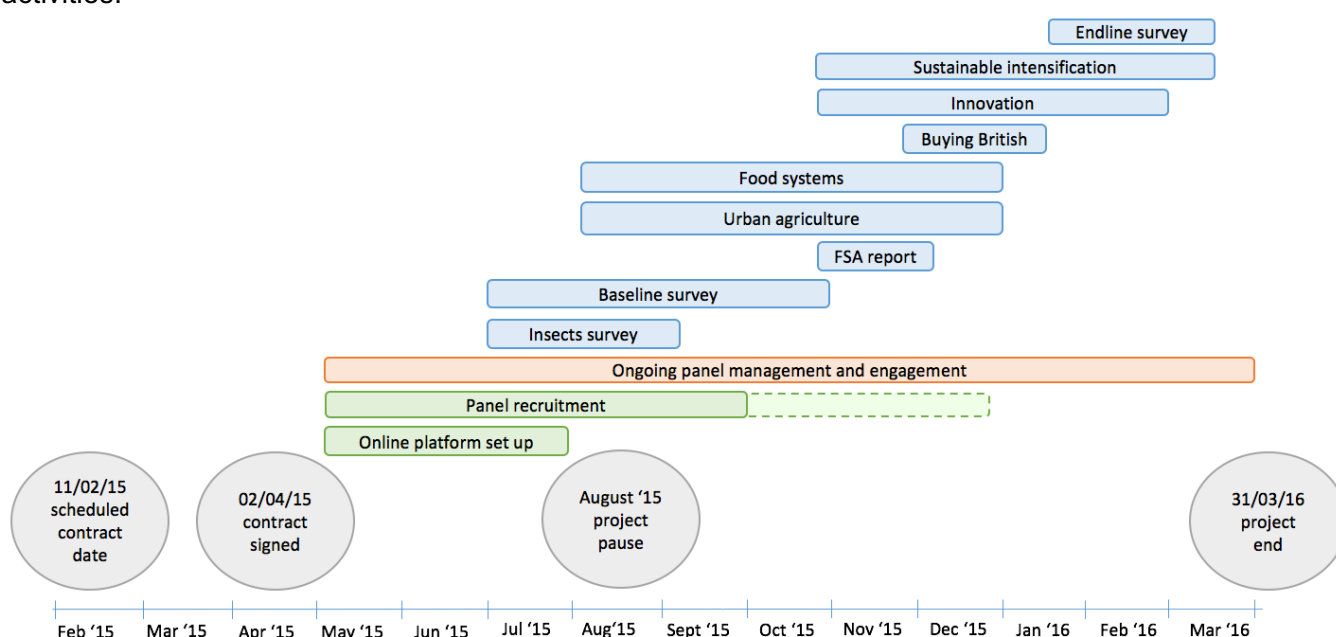
The consequences of the overlap in timing between the final project reports and this final evaluation report are threefold:

- Limited opportunity to take into account the content and delivery of these final contractor reports.
- No visibility of tangible impacts resulting from the final activity and overall project reports.
- Inability to gauge views on the value and impacts of the panel after some time for reflection.

Although it is challenging to fully reflect on certain areas such as analysis, final reporting and observed impacts, we draw upon evidence from existing project reports, observations and interviews (including comments on potential or anticipated impacts) where relevant.

Project timeline

Below is an overarching timeline for the GFS public panel. See section 2 for more detail on specific activities.



2. Panel activities

The activities of the GFS public panel to date are summarised below in **Table 1**, including **set up activities**, **ongoing activities** and **activities attached to a specific topic area** as proposed by a GFS partner or GFS overall.

Activity	Main methods	Type of process	Number of panel members involved	Delivery date	Lead organisation	Report date
1a. Online platform set up	N/a	Set up of panel platform / website	N/a	May-Jul 2015	N/a	N/a
1b. Panel recruitment	Face to face recruitment followed by online registration	Recruitment of 600 panel members	c. 600	May-Sept 2015; top-up recruitment until Dec 2015	N/a	N/a
2a. Ongoing panel management	N/a	Everyday management and capturing of learning	N/a	Ongoing	N/a	N/a
2b. Interim panel engagement	Blogs and forum posts aimed at enhancing panel engagement / retention	Single method mostly unincentivised processes	24 to 83 across all activities	Ongoing	N/a	N/a
3. Insects survey	Online survey	Single method incentivised process	47	Jul-Aug 2015	GFS	Aug 2015
4. Baseline survey	Online survey	Single method incentivised process	489 (82% response rate)	Jul-Oct 2015	GFS	Nov 2015
5. Food Standards Agency (FSA) report	Brief report to FSA providing early learning and insights from the panel	Analysis of existing panel data	N/a (whole panel data)	N/a	FSA	Nov 2015
6. Urban agriculture	Online open discussion forum, face to face (f2f) half day workshops (two locations), online digital diaries, f2f one day workshops (same locations)	Multi-method incentivised process	140	Aug-Dec 2015	GFS	Jan 2016
7. Food systems	Online discussions (forums and live chat), online case studies, f2f one day workshops (two locations)	Multi-method incentivised process	178	Aug-Dec 2015	GFS	Jan 2016

8. Buying British	Online survey	Single method incentivised process	122	Dec 2016	Defra	Jan 2016
9. Innovation	Online blogs, online challenge, f2f workshops (2 locations)	Multi-method incentivised process	114	Nov 2015-Feb 2016	Defra	Mar 2016
10. Sustainable intensification	Phone interviews, online questionnaire, online and f2f Q&A with specialists	Multi-method incentivised process	108	Feb 2016	Defra	Mar 2016
11. Endline survey	Online survey	Single method incentivised process	158 (26% response rate)	Feb-Mar 2016	GFS	Mar 2016

Table 1. GFS public panel activities

3. Context and governance

3.1. Panel context, aims and objectives

Context

Food is an issue of global relevance to all people in all places. It raises many issues of high interest and concern, but members of the public generally have limited access to related policy and research level conversations. In 2012, GFS commissioned research to better understand public views, aspirations and concerns around global food security. Building on this, GFS decided to commission a public panel as a mechanism for delving further into public views on specific food security research or policy issues of interest to GFS partners.

The evaluation of the panel and this report examines the first year of panel activities from February 2015 to March 2016.

The first year of funding for panel activities came to an end on 31st March 2016. In the three months leading up to this point, the Project Management Team, the panel Steering Group and GFS Programme Coordination Group all had discussions about the way forward for the panel – ranging from stopping totally to continuing with the same model without significant pause. It was decided that GFS would end the project in its current form and undergo a period of demand assessment for a future panel alongside a more detailed analysis of learning. During this pause period, low level communications with panel members will continue, with a view to retendering and restarting a panel in a similar or modified form after a period of around six months.

What was the panel set up to achieve?

The public panel had a set of four aims and seven supporting objectives. We have grouped these into themes as shown in **Table 2** below, and we reflect on the extent to which these aims and objectives have been met in section 7 of this report.

Focus	Dialogue aim (A) and relevant objectives (O)
Decision making	A1: To open up and strengthen GFS decision making by efficiently and transparently discussing with, and listening to, a diverse cross-section of UK residents about their views and values relating to GFS's activities, funding priorities, policies and plans O1: To develop and run panels of UK citizens that help inform GFS decisions on its future activities, policies and plans O6: To demonstrate GFS's commitment to open and transparent strategic planning
Public views and values	A2: To understand how participants' views and attitudes (including those of GFS, the public and stakeholders) evolve through deliberative engagement on food security O2: To engage a sufficient number and type of public participants to provide a range of views and values that will give strong indications of how the public at large or specific public groups feel about certain issues O5: To enable GFS to better understand how knowledge and understanding of different topics might lead to changes in public attitudes
Public interaction and conversation	A3: To help foster a conversation among participants and, through their networks, the wider UK public about the issues raised by food security by opening up GFS decision making and discussions O3: To give the panels opportunities to highlight issues with GFS O4: To provide views and inputs which are relevant to GFS, to which GFS can respond

Process learning	A4: To trial and learn about the effective use of public panels (and the combining of mixed methodologies, including digital methods) for public dialogue and engagement O7: To enable GFS to better understand the potential and limitations of the public panels model of public dialogue and engagement, and its potential for future applications
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Table 2. GFS public panel aims and objectives, grouped by theme.

Commentary on aims and objectives

There is some overlap between the various aims and objectives, but broadly speaking it seems clear that the panel was set up with two clear “client-side” outcomes in mind:

- Strengthening decision making through a better understanding of public views and values around food security.
- Gaining learning from the process of setting up and delivering the panel itself.

The potential for a natural tension between these two outcomes should be borne in mind throughout the reading of this report: the desire to deliver useful, credible outputs on the one hand, and the desire to test the workings and possibilities of the panel as a mechanism on the other. Both are valid requirements, but potentially appeal to different end users.

In addition, the aims and objectives above are those collectively agreed by GFS partners for the project overall, whereas in reality each stakeholder involved in a process such as this will naturally bring slightly different personal and organisational objectives to the table. This is a particular challenge for a process where so many organisations and individuals are involved.

The final focus of the panel aims and objectives on public interaction is more of a “participant-side” outcome. The desire to extend conversations to the wider UK public was in hindsight perhaps a little ambitious (although this aim was set prior to any specific process being agreed with the contractor), and it may have been more useful to focus on the more immediate experience of panel members in terms of value – for example the overall user experience of the panel, including the degree to which participants felt useful rather than used, and felt that the panel added value or impacted them in some way.

In terms of participant understanding of the purpose of the panel, 67% of the 114 respondents to the December panel evaluation said that they understood the purpose of the panel quite well. 24% said they understood it completely, 9% not very well and 1% not at all. This indicates the overall level of understanding among panel members was fairly good – although it is possible that those members less sure of the purpose of the panel may have felt less engaged and thus less likely to respond to the evaluation.

Choice of the panel as a mechanism

Many mechanisms exist for seeking public input into decision making. GFS chose to commission a panel approach, combining on- and offline mechanisms over an extended period of time (i.e. not just one-off events).

The choice of the panel as a mechanism presented GFS with the opportunity to:

- Develop an ongoing resource that could be drawn upon by a range of GFS partners over a period of time.
- Match a range of methods to a mix of topics and outcomes – appropriate given the range of partners involved in GFS as users of the panel, and the assortment of issues that could be discussed.
- Investigate a relatively novel, underexplored approach to public engagement in scientific issues, and compare and contrast different methods.

- Combine on- and offline approaches – again, building learning on different approaches to engaging members of the public.

The choice of a panel-based mechanism naturally brings with it some restrictions and considerations. Although the initial sample may be recruited to fulfil specific criteria – e.g. broad representation of UK demographics, range of locations, etc. – the participants for each activity will self-select from within that group and therefore may not reflect the demographic mix of the full panel membership. Also, as the frequency of participation extends, members of the panel build up a body of knowledge that begins to move them away from being a fresh sample of the UK public – whether this is a positive or a negative change depends on the objectives of each engagement activity and the type of question being asked. In addition, different types of on- and offline mechanisms may be better suited to specific objectives, or appeal to different participant groups.

Overall, we observe that the choice of the panel as a mechanism was an appropriate one, primarily because it potentially enabled both of the key aims of the process to be met: strengthening decision making across a range of partners (who potentially wanted to work with the panel on a range of topics in a variety of ways) and gaining learning about novel methods. However, as noted above, this also presented an underlying tension between the desire to deliver robust outputs and to explore (potentially uncertain) engagement mechanisms.

External context, timing and timescales

The original ambition was to set up the panel with a view to a longer term, multi-year mechanism. This, combined with the nature of GFS work (i.e. it is not a short term programme, or working on a single time-specific topic) and the range of potential users and outputs, gave a certain amount of flexibility to the overall timing of the panel: the panel could conceivably be useful whenever it was set up. Interviewees have told us the time leading up to tendering took longer than anticipated due to the time needed to enable all partners to agree a shared way forward.

The question of timing is also relevant in relation to the individual activities and their related research or policy “hooks” – as well as testing out various mechanisms with the panel, it was important that each activity in itself provided useful and timely outputs if the panel were to have value beyond process learning. The timing of individual activities is covered in more detail in section 5 of this report.

The initial period of just over one year (February 2015 – March 2016) might appear, on the face of it, to provide enough time to set up a panel and to run a range of activities. However, this was an ambitious and complex project, and there were a number of factors that contributed to an increasing sense of time pressure, particularly during the first half of the project:

- Delays in the procurement process led to the signing of contracts being pushed back to the beginning of April rather than March 2015 (see section 3.3. below).
- The time taken to finalise a data sharing agreement⁸ meant that initial panel recruitment did not begin until July 2015, when ideally it would have happened a few weeks sooner.
- Various challenges in recruitment (see OPM Group learning report, chapter 2) meant that it took seven weeks rather than four to reach the, in hindsight ambitious, target of 600 panel members.
- A number of changes in contractor staff led to a build up of handover requirements and conversations, which combined to add to resource and time pressures on all sides.
- There was a pause in the overall process from 5th August to 1st September as a result of the escalating dissatisfaction of the Project Management Team with respect to the contractor’s delivery of the project. This period was reviewed in more detail in the GFS public panel learning

⁸ A document defining how personal and sensitive data is collected and managed for the duration of the contract.

review, produced by the evaluators as an internal document following the pause (see Appendix 3 for key learning points from this report).

The combination of these factors made it difficult for a sense of initial momentum to be built around the panel and, more practically, pushed delivery of panel activities into the second half of the project period.

A total of eight activities (including the baseline and endline surveys, but excluding smaller uncentrised activities and a short report written for FSA) have been undertaken and reported on. Given the series of delays experienced by the panel in its first six months, this in itself is a significant achievement.

No specific requirements were described in the invitation the tender regarding the exact level of use of the panel because of the uncertainty about which topics would need to be covered using which mechanisms. It was anticipated that there might be at least four quantitative activities, at least two in-depth/deliberative activities and a small number of topical activities at short notice. The panel has delivered a similar volume of activities as the ITT anticipated. However, the squashed delivery timescales mean that there has been limited time to reflect on and feed learning back into panel activities, and as yet limited visible impact.

Panel context, aims and objectives

Overall observations

- The potential tension between the panel as a mechanism for strengthening decision making and as a way of gathering process learning should be recognised.
- Multiple delays for various reasons contributed to the time pressures on the project and squeezed delivery of panel activities into the second half of the process. The number and range of activities delivered by the end of March 2016 is an achievement in itself given these time pressures, but there has been limited time to reflect on and feed learning back into panel activities, and as yet limited visible impact on decision making for policy and/or research.

3.2. Panel governance

Governance structures

The everyday management of panel activities was undertaken by the contractor, OPM Group. OPM Group sat on the Project Management Team (PMT) alongside the GFS secretariat (managed by BBSRC), Sciencewise, the chair of the panel Steering Group and the evaluator (as observers and inputting where appropriate).

The PMT was responsible for all direct decision making around panel activities, including final sign off of specific activities. They received advice and guidance from the panel Steering Group (SG) – a group of 15 people representing a range of organisations from within and beyond the GFS partner organisations, set up to support the delivery of the project. The SG met four times during the course of the project. See Appendix 2 for a list of Project Management Team and Steering Group members.

Our primary observation regarding the governance structures for this public panel is that the decision to place decision making responsibility with the smaller PMT was essential to the overall functioning of the project. It enabled decisions to be taken quickly and efficiently without the explicit need to gain agreement from all members of the SG, which was especially important given the time pressures experienced. We observe that the input of the SG has also been extremely valuable in terms of providing challenge and context to the developing activities of the panel.

However, the separation of responsibility in this way does also bring with it the significant challenge of finding the right level of communication and update to put in place between the two bodies – see below for more on this.

The role of the Project Management Team

The PMT met once a week or once a fortnight as needed via telephone. In addition, various members of the PMT undertook informal calls on an ad hoc / as needed basis in between these formal meetings. Evaluation observation and feedback suggest this was an appropriate level of contact for a project of this scale and complexity.

It was agreed early on in the process that the chair of the Steering Group would only be involved in PMT calls where needed, given the operational nature of these conversations, although they were more involved during the period leading up to the month-long pause in panel activities. This too was appropriate given the general day to day focus on detailed management (see discussion of the Steering Group's role below for more thoughts on the interaction between these two groups).

The PMT was a flexible group, with members from the contractor not always being present for some conversations relating to overall project strategy (and see comments above regarding the role of the SG chair). Members from the GFS Secretariat and Sciencewise were a consistent presence on the PMT. Our observation is that the role of the three individuals from these organisations involved in the project has been pivotal in three key ways: getting the panel to the point of activity delivery; ensuring the details of each panel activity met their expectations and those of the GFS partners; and keeping an eye on the bigger picture in terms of overall panel management and ambition.

The project manager for the GFS Secretariat was a consistent stabilising force in the face of the various changes and challenges the project has seen. Having one person with an oversight of the entire project and the ability to keep an eye to both the macro and micro levels of delivery was invaluable.

Similarly, the involvement of the Sciencewise Dialogue and Engagement Specialist (DES) for this project has provided an additional level of experience and oversight that has consistently added value to the design and delivery of panel activities. This involvement of the DES in this project has been very much appreciated by both the contractor and the GFS Secretariat.

“The DES was really good - an advocate for the process without being an advocate for any one party.” Stakeholder interview

Interviews and observation suggest the PMT took a long time to feel like a functional team, particularly with respect to communication with the delivery contractor. A range of contractor staff changes – in particular two changes in project manager – led to a lack of consistency in style and relationship development, which contributed to a lack of open and relaxed communication between the contractor and other members of the PMT. From August 2015 onwards, the involvement of a new OPM Group project manager and project director led to significant improvements in this area, with generally much more open discussion of any issues as and when they arose, and more of a sense of a shared direction.

The role of the contractor

As touched on above, following a period of change and delivery difficulties, our observations and interviews suggest a higher level of satisfaction with the contractor's involvement from August 2015 onwards.

“Having one person fully engaged in the breadth of issues has been great and a real improvement.” Stakeholder interview

As a result of the project issues experienced during early stages, we produced a learning report in September 2015, focused on capturing learning. This was an internal project report, but the key

leaning points are repeated in Appendix 3. The main points were the need to maintain open communications in order to avoid escalation of issues, and to have clarity over the process for managing performance issues where they do occur. This included a need to understand the various pressures and priorities being faced by all parties, so that any emerging risks or tensions were openly discussed.

Communication between the contractor and other parties significantly improved with the presence of the current project manager and director. There have been some ongoing frustrations around specific aspects of the day to day running of the panel, but there is a clear consensus from interviewees that the project delivery, overall, has improved considerably – see sections 4 and 5 for more on this.

The role of the Steering Group

As discussed, the role of the SG in this project was one of guidance rather than formal decision making, which has worked well in terms of enabling the project to remain flexible and nimble, particularly under increased time pressures.

Because of the delay in seeing the panel start to deliver activities matched to GFS partner needs, there was limited direct contact with the SG as a whole for a number of weeks and particularly during the project pause in August 2015. There was also a dilemma from the PMT's point of view over whether to keep the SG informed every step of the way or to update them once the way forward was clear, with the latter of these options being taken. Given the SG's role and limited time commitment, this seemed like an appropriate choice of action, particularly as specific individuals who had been involved in proposing panel activities were being proactively informed about what was going on by the GFS Secretariat. Since the delay in August, there were two SG meetings and various contacts with the SG for input to various activities and materials.

Interviews with various SG members suggested a difference in the feeling of connectedness with the panel between those SG members directly involved in topic proposals and the development of specific activities and those not. This is to be expected to a certain extent simply from the point of view of level of everyday contact. But it does raise the wider question of how to ensure group of this nature feels involved and aware of activities on an ongoing basis – particularly after a period of inactivity and various delays.

SG members had the ability to log on to the panel extranet site at any time to view current documents, or when prompted to review specific materials, but did not have direct access to the panel website in order to be able to see current panel activities and input. This led to a reliance on two things: proactive extranet access by SG members and proactive communication from the PMT to the SG. Our observations suggest that the first of these was not consistent across SG members and that the second of these tended to be attached to specific actions or requirements to review documents.

“The observer status hasn't really enabled us to see what's going on and makes it hard to comment.” Stakeholder interview

“Steering Group involvement could be improved. There is a sense they haven't actually seen what's going on.” Stakeholder interview

In hindsight, it might have been worth considering a further mechanism to enable ongoing visibility of panel activities, for example a fortnightly or monthly update email outlining current panel activities, emerging learning, forthcoming review periods, etc. In addition, the SG having the ability to view activities on the panel website in a future similar project would be a useful way of enabling them to connect with how the panel actually feels and works on a day to day basis – although this would require an enhanced level of flexibility to be worked into the upfront data sharing and privacy agreements than existed for this project.

“This is an opportunity to ask some big questions about the future of food, but I’m not sure it’s done that seeing some of the questions. I feel quite distant. I have seen materials but not much sense of the process.” Stakeholder interview

“I think there’s a need to think about making the most of the Steering Group and looking at how we interact.” Stakeholder interview

The SG has had limited direct contact with the contractors and Sciencewise, except in relation to the development of specific topics where members of the SG were involved. A closer working relationship may have aided smoother development of some of the topics during the process of scoping and material development in particular – see 5.10 for more commentary on this.

The role of topic leads

The lead person from the organisation proposing specific panel topics – the topic lead – necessarily had a pivotal role to play in the development of specific panel activities. The topic leads were responsible for suggesting a panel activity in order to feed into a specific area of research or policy of relevance to their organisation and/or the overall GFS programme, as well as potentially wider stakeholders.

The topic leads were essentially the clients for each individual panel activity. It was their expectations and requirements that the activity needed to meet in order to deliver useful results. See section 5.10 in this report for further thoughts on the role of the topic lead in the activity development and delivery process.

Organisations putting forward topics that led to panel activities included Defra and GFS (activities relevant to the overall GFS programme and therefore multiple partners), as well as one discrete activity for FSA. In any future similar panel, we would anticipate efforts to encourage a wider range of partners to input suggestions – particularly those less familiar with public engagement.

The role of specialists

The presence of specialists and their ability to interact with members of the public is a central part of the Sciencewise approach to public dialogue.

Specialists and topic leads had indirect contact with panel members through the development of materials for specific activities and in some cases their presence on videos shown to panel members or by responding to online questions (though not in a “live” setting). Specialists had direct contact with panel members primarily through attending face to face workshops, as well as during the online chat as part of the Sustainable Intensification activities.

The OPM Group learning report reflected on the positive impact of interaction between panel members and specialists during face to face meetings. In any future similar process, thought should be given to how this sense of dialogue and interactivity might further be reflected in online activities – for example by building on learning from the online chat session to enable specialists and participants to interact directly online with each other.

Some panel members talked about the need for more interactivity of specialist presence on the online platform as part of their evaluation responses. This is a sentiment also reflected by some of the stakeholder interviewees.

“I would like to see more policy people being exposed to the subtleties and nuances of engaging with the public.” Stakeholder interview

Through the endline survey (see Appendix 5), we asked panel members what they thought about the amount of interaction they had with specialists during the panel process. Out of 158 respondents, 96 (61%) said they thought it was about right, with the remainder saying they would

have liked a little more (42 people, 27%) or a lot more (20 people, 13%) interaction.⁹ No one said they would have liked less interaction. This response adds weight to the suggestion of increasing the level of online interaction between public participants and specialists – although the self-selecting nature of the endline survey may mean that respondents were more likely to favour more interaction because they were more engaged in the panel overall than non-respondents.

There are certain considerations that would need to be discussed prior to enabling this increased level of interactivity, including:

- Clarity over the role of specialists and a clear briefing.
- The potential for specialist input to influence participants' conversations and views.
- The need for active moderation.
- Data protection or privacy issues.
- Time and resource required to identify, recruit and brief appropriate specialists.

The role of the evaluators

As independent evaluators, we are aware of the privilege and responsibility that comes with our role. We work to maintain an independent view and to input thoughts and reflections where we feel it might be helpful to the process but without entering into co-designing the project.

Interviews with stakeholders suggest this role is valued, for example with particular mention of the period surrounding the month-long project pause, formative input to the panel process, contributions to the discussions around the future of the panel early in 2016, and ongoing presence as a stabilising force and sounding board.

“The project has really benefitted from having excellent evaluation input on an ongoing basis.” Stakeholder interview

Wider visibility with GFS partners and other stakeholders

The GFS Secretariat kept the GFS Programme Coordination Board informed of the high level panel activities at various points throughout the process.

The panel has had limited visibility with GFS partners beyond the SG and those partners putting forward topics for potential activities. We feel this has been appropriate given the bulk of outputs from the panel occurred in the final three months of the process, but we would anticipate an increasing level of engagement externally as panel outputs are published.

Final stakeholder interviews indicate that communication with wider partners will happen once all outputs are published – both in terms of reports from specific panel activities and learning from the project overall being disseminated. We support broader dissemination of outputs and learning, so that the impacts of the project in terms of both content (panel outputs capturing public views on specific topics) and process (learning about panel delivery and mechanisms) can reach beyond the immediate project partners.

⁹ For comparison, in the Wellcome Trust Monitor survey 2015, 63% of the public said they were interested in hearing about science directly from scientists.

Panel governance

Overall observations

- The basic governance structure (Project Management Team executing decisions with advice and guidance from the Steering Group) has worked well from the point of view of enabling swift and flexible decision making.
- The flexible nature of Project Management Team membership and meetings worked well.
- Steering Group members and other stakeholders less involved with specific activities easily felt detached from the panel process and had limited visibility of the panel activities. A review of possible mechanisms for increased interaction with panel activities and of overall governance structures should be undertaken early in any future panel activity.
- We support wide dissemination of outputs and learning, so that the impacts of the project in terms of both content (panel outputs capturing public views on specific topics) and process (learning about panel delivery and mechanisms) may be felt more widely.

3.3. Reflections on the project procurement process

As touched on above, there were some delays to the procurement process to appoint delivery contractors that led to a later than anticipated start date.

The period from the drafting of the invitation to tender (ITT) to the appointment of the delivery contractor was around seven months. Interviewees commented that it took some time for multiple partners to agree the ITT, and that the main issue after this was the need to fit a complex public engagement project into a procurement framework that is more used to dealing with simpler product-based orders rather than a multi-layered (and multi-option) service delivery. This led to a situation where comparing the bids was difficult and time consuming, because each offered essentially a different set of services. It was akin to comparing a varied bowl of fruit rather than a bag of apples; the prices were different because they offered fundamentally different things, not because one was necessarily better value than another.

The early frustrations felt by the stakeholders closest to the project were compounded during the project pause in August 2015. There was a period of approximately two weeks during which time the Project Management Team was seeking clarity from UK SBS – the procurement agency for the project – on the way forward. A personnel change within UK SBS during this period combined with inconsistent guidance meant that it took far longer than expected (given the gravity of the situation) to receive clear guidance. This delay turned what might have been a two-week pause into a month-long pause, again adding to the time pressures.

Panel procurement process

Overall observations

- Early delays in the procurement process and subsequent inconsistent guidance regarding the contract caused frustration to all parties involved. Complex dialogue projects can be difficult to fit into standardised procurement processes.
- In future, care should be taken to ensure the procurement process fits client needs, as well as to clarify the process for dealing with contractual issues upfront.

4. Design and delivery: panel set up and management

4.1. Online platform design and set up

Design

Early in the process, OPM Group reviewed a range of software platforms based on cost and functionality considerations. The final decision to use CMNTY was based on a combination of functionality and value for money, but still involved almost doubling the original budget for building the web platform.

The time and expense required to build a new platform for a project of this type is an investment that underpins the rest of the process. OPM Group's learning report touched on some key learning regarding platform choice for future dialogues, including the need to allow sufficient budget to build a platform with enough flexibility to anticipate a range of front end (e.g. types of engagement tool) and back end (e.g. data analysis and update to reward points) needs – bearing in mind that these needs may not necessarily all be apparent at the start of the process.

Observations and feedback from panel members and stakeholders suggest that the online interface could have been easier to navigate. Although this became apparent during delivery, it is inherent in the design. See below for further specific comments on delivery. Although it was difficult to anticipate exactly what the user journey would look like during initial design stages (particularly given the lack of certainty about exactly what type of activities the panel would be undertaking), a longer period of set-up and testing of different platform options might have enabled a more user-friendly interface to be developed.

Delivery

The platform chosen provided a range of engagement tools, including blogs, forums, phased tasks (e.g. using “stepboard” and “challenge” functions on the CMNTY platform) and live chats, as well as surveys (provided as a link to a further external site). Our observations, interviews and panel member feedback suggested that the overall delivery and functionality of the site was adequate, but could have been enhanced in a number of ways. For example:

- **Developing more of a sense of community and interactivity.** One consideration in agreeing the panel specification was the desire from the Project Management Team to encourage interaction, enable dialogue and drive participation levels by creating a sense of community – although this also brings with it certain considerations such as the potential for loud voices to dominate and influence others (see section 5. for more on this).

As the OPM learning report reflects, participants had limited visibility of each other's profiles and only really connected through reading each other's comments and in some cases at face to face workshops. The December panel evaluation led to several participants asking for more interactivity on the site (though generally without any further specific suggestions).

Features such as increased use of profile pictures, ability to ‘like’ each other's comments or to respond to specific comments directly and encouraging members to start their own conversations are the types of things that might have contributed to an enhanced sense of community and interactivity. The ability to interact directly with specialists and topic leads might also have contributed to the sense of interactivity and value felt by panel members, although there are implications around this as discussed elsewhere in this report.

- **Enabling participants to clearly track their own progress.** Feedback from the December panel evaluation indicates that some panel members were unclear about exactly which activities they had or had not taken part in, and how their points had accumulated or converted into payments for those activities they had participated in.

Although the 'current activities' page has been helpful in pointing participants towards the latest activities, a simple personalised dashboard could have provided a clear, up to date overview of which activities were complete, which were still open to completion (or closed for example because participants did not complete an earlier step) and how many points / pounds had been earned.

- **Ensuring text and links on the site are always up to date.** Ensuring all links were up to date and all text was still relevant would have helped to add to the feeling of the panel being current and valued.
- **Making onsite navigation clearer.** Website headings (e.g. blog, forum) focused on the mechanism of engagement rather than the different topics, meaning that content on one topic was spread across multiple pages. This made it difficult to keep track of exactly what the current tasks were and what was still open to participate in, despite the presence of a "current activities" page.

The dedication of a single person and increased resource to manage and moderate the platform could have enabled a more consistent focus on panel members' experience and online "journey". See 4.3. for more on this.

Of those panel members responding to the December evaluation, most (82%) rated their overall experience of signing up and logging into the panel 8,9 or 10 out of 10 – although the registration and log on processes themselves were a natural screener, with those finding it more difficult perhaps less likely to take part in online processes than those finding it easy. Positive points included the overall ease of use, speed and accessibility. The two panel members giving the lowest score (3 out of 10) both said that they found it difficult at first but that the experience had now improved. Ideas for improvement included:

- Better navigation so that participants know when they have completed surveys and to make each activity easier to find.
- Ensure participants only have to enter their details once (some had to register twice).
- More information when joining (no further detail).
- A clear view of total points accumulated.

From a practical point of view, the platform enabled a range of different online mechanisms to be used with the panel, but also presented some restrictions of functionality that were realised as the needs of the panel became more apparent. There is the opportunity to learn from this in any future process, by taking some more time upfront to think through the range of mechanisms and data analysis options that might be required based on this experience.

Online platform design and set up

Overall observations

- There is useful learning around the design and set up of an online platform summarised in OPM Group's learning report, including the need to allow sufficient budget to build in flexibility for a range of potential needs.
- During the development of any future panel online platform, consideration should be given to: the development of more of a sense of community and interactivity (bearing in mind the range of potential risks and benefits this brings); enabling participants to more clearly track their own progress, for example using a personal dashboard; ensuring all text and links on the site are up to date; clearer signposting and navigation within the site.

4.2. Panel recruitment

Sample design

The panel design is described in detail in the OPM Group learning report. The overall design was for a panel of 600 members of the UK public, broadly reflecting UK population demographics and spread across a mix of urban and rural areas, as well as areas with different agricultural and food culture profiles. The final decision regarding panel size was made by the Project Management Team, with input from the Steering Group and based on advice from OPM Group. The aim was to balance size with manageability – to have a small enough panel to enable a sense of community and catalyse interactive dialogue, but large enough to provide a good range of views from different types of participants to feed into panel outputs.

Given the panel was never intended to be statistically representative or a random sample of the UK population, our view is that this approach was reasonable in order to include a broad range of perspectives and to provide a level of credibility among decision makers in terms of geographical spread. In future it might be helpful to have some more clarity around the exact rationale for settling on a specific number of people for the panel size – particularly in light of the recruitment challenges faced during this project.

One of the particular challenges encountered by the contractor was a lack of resource from the recruitment company in some of the selected locations and (as noted by the OPM Group learning report) this highlights the need to involve recruiters in initial conversations regarding locations to ensure local resource does not become a barrier to meeting the desired panel characteristics.

Delivery

The delivery contractors engaged a third party agency to undertake all recruitment. This began in July 2015 and the panel reached 600 members in early September. This was followed by a second wave of recruitment focused on topping up panel member numbers particularly in Dundee, where it was observed that there was a low level of interaction occurring between panel members and the online platform and therefore in reality a lower number of active panel members. Initial recruitment was all via on-street face to face contact. When it was clear challenges were being experienced (see below), various mitigation measures were put in place, including additional recruitment methods such as telephone, email and use of intermediaries (see OPM Group learning report for details).

There were no incentives offered at the sign up stage. This brings with it a mix of considerations. On the one hand there is the risk that without initial incentives, recruitment is more difficult and a panel like this could be dominated by a small group of very engaged people. On the other hand, offering incentives at the recruitment stage risks people joining the panel for financial return and not really engaging with the process or with the responses they provide – although motivation may also shift from financial return to genuine interest as a result of participating.

Challenges in recruitment

As raised in section 3, the various challenges that occurred during the panel recruitment meant that it took longer than anticipated to reach a full panel membership.

Dundee proved to be a particularly challenging location from which to firstly recruit and secondly achieve similar panel participation levels as other locations. The recruiters and contractor were not clear why this should be the case (for example whether it relates to the recruitment style, the specific demographics of this area, some other localised factor, or a combination of factors). Holding

a face to face event in this area as part of the Innovation topic seemed to boost participation here in terms of numbers.

Another challenge experienced was the difficulty in recruiting the two oldest age groups (56-65 and 66+) and an under-representation of lower educational levels in the final achieved sample. This also relates to concerns from some stakeholders that the online panel as a mechanism inherently favours members of the public with higher educational levels. As the OPM Group learning report notes, this is a challenge already identified by Sciencewise. It is also one that is consistently found in other online panels.¹⁰

As well as these challenges relating to specific demographics, three other challenges identified by the contractor as contributing to the difficulty in reaching recruitment targets (see OPM Group learning report for more detail) were:

- The distance of the topic of food security from people's everyday lives.
- Ensuring participants registered for the online platform after the initial face to face recruitment (with a conversion rate of around 50%).
- A lack of clarity about the level and frequency of incentive payments upfront – potentially impacting those panel members who would be motivated by financial incentives over social or personal motivation, and thus possibly adding to the potential bias of the panel towards specific demographic groups.

The OPM Group learning report provides some recommendations regarding recruitment, including investing more time in ascertaining the quality and availability of recruiters in specific locations and framing the topic with a greater sense of relevance to people's everyday lives. We agree these suggestions should be considered for future similar processes. In addition, a potential mechanism to alleviate all of these issues, as well as enabling participants to feel an initial sense of connection or community with other panel members, might have been some kind of initial induction workshop for panel members at each location, incentivised with a clear reward and enabling an introduction to the online platform, the overarching topic and other participants. This would bring with it other considerations, such as:

- Risk of one-off reward hunters dropping out following the workshop.
- Overall cost of such events in six locations.
- Potential exacerbation of demographic imbalances at this stage – e.g. loss of the less engaged, lower educational levels and older people.
- Subtle influences of early group dynamics and strong voices prior to any formal panel activities.

However, in our view it is a mechanism worth considering in future, particularly if it could include, for example, a specific panel activity (i.e. combining budget spend from overall panel management and policy/research-linked activities) and some direct interaction with key stakeholders.

Panel recruitment

Overall observations

There were various challenges experienced during the panel recruitment process. These included specific difficulty in reaching agreed quotas for Dundee, older age groups (56-65 and 66+) and lower educational levels, though it should be noted that the second and third of these challenges are consistent with other online panels. Three other challenges identified by the contractor were:

- The distance of the topic of food security from people's everyday lives.

¹⁰ For example Wales, C., Cotterill, S. & Smith, G. (2010). Do citizens 'deliberate' in on-line discussion forums? Preliminary findings from an internet experiment, Paper prepared for the Participatory and Democracy Specialist Group at the Political Studies Association Conference, Edinburgh, 2010

- Ensuring participants registered for the online platform after the initial face to face recruitment (with a conversion rate of around 50%).
- A lack of clarity about the level and frequency of incentive payments.

In any future similar process:

- Recruiters should be involved in initial conversations regarding locations to ensure localised/regional recruitment resource does not become a barrier to meeting the desired panel characteristics.
- Mechanisms to mitigate against recruitment challenges should be considered upfront in any future similar process, for example the possibility of recruiting to an initial panel event, guaranteeing a clear initial incentive or clarifying what type of incentives participants might expect (see also recommendations in the OPM Group learning report).

4.3. Everyday project management and panel management

Project management

One of the main delays in the project was the pause in activities as a result of PMT dissatisfaction with the contractor's delivery of the process in the early stages of the project. Leading up to the beginning of August 2015, members of the Project Management Team repeatedly raised various points with the contractor during the weekly project management calls and through interim calls and emails. These focused on a range of issues, including slow recruitment, lack of a finalised data sharing agreement, the need for comprehensive risk management, and various specific issues relating to the timetabling and development of two panel topics (food systems and urban agriculture). This was accompanied by concerns about a general lack of urgency, excitement and quality control on the part of the contractor (based on conversations, observation and documentation).

Alongside this, the contractor changed project manager twice (three project managers in total) within the first four months of the project. As well as the recurring issues listed above, evidence from interviews and observation suggested:

- Circumstances meant that handover between the contractor's project managers was not comprehensive.
- Communication surrounding the changes in the contractor's project manager could have been clearer and more regular.
- The overall sense of leadership, resourcing, consistency of resourcing and feeling of priority did not match expectations for a project of this scale, particularly given the time pressures early on in the process.

There then followed some detailed discussion within the Project Management Team, including conversations with UK SBS (who had overseen the procurement process for the project), a pause in project activity, a meeting with the contractor and agreement of some key performance indicators (KPIs). There was also a change in project leadership, with the contractor appointing a new project director. These issues were examined in more detail in the internal 3KQ learning report, the main learning points from which are replicated in Appendix 3.

Observations and interviews showed that project management by the contractor ran much more smoothly and to a significantly higher level of satisfaction from September onwards than at earlier stages of the project. However, during busier project periods and leading up to the project end there was a feeling from some stakeholders that resource allocation and communications surrounding the everyday project management were not always consistent over time or between different staff members. Our observations suggest that this was primarily a resourcing issue rather than a competency issue and relates to the contractor's initial under-allocation of budget to overall project and panel management.

Those stakeholders further removed from the everyday running of the panel but with some experience of working with the contractor (i.e. topic leads for specific panel activities) are generally positive about their interactions.

“The contractors have upped their game and are operating as I would expect them to. I have more confidence now.” Stakeholder interview

“The agility has concerned me slightly and the digital/face to face interface. We’re not out of the woods yet.” Stakeholder interview

“I feel a lot happier that the outputs we’re producing have been scoped in the right way and are aligned with policy interests.” Stakeholder interview

As discussed earlier, the role of the GFS Secretariat project manager was essential in terms of keeping the project on track, particularly in the face of the various delays and challenges faced earlier in the process.

The panel project overall felt quite paperwork heavy compared to our experience of other dialogue projects. We see a few reasons for this:

- The nature of the public panel process is complex. It is essentially a number of discrete projects underpinned by the ongoing management of the panel itself. This leads to naturally higher levels of paperwork than might be anticipated for a single project, which should be taken into account in any future planning for this or a similar process.
- GFS is a complex programme involving many stakeholders, which requires transparency and clarity in relation to governance and decision making.
- As concerns over resourcing, risk management and quality grew leading up to the project pause in August 2015 there was an accompanying increase in the level of documentation required by the Project Management Team.

As time progressed, and particularly with the presence of a consistent contractor project manager, the contractor became more familiar with the specific expectations of the other members of the Project Management Team in terms of overall level of detail, and which decisions did or did not need sign off. This helped to reduce the number of iterations and the overall volume of paperwork. Overall, there was a degree of streamlining in paperwork from September onwards, with some ramping up towards the project end due to the need to develop handover and communications plans.

Resource allocation

There are tensions around resource allocation that run through any dialogue or engagement project, particularly where the process is complex. In the case of this project we have seen a number of tensions arise in relation to the allocation of time and resource, for example:

- **Early panel recruitment versus set up on the online platform and initial activities.** The extent to which recruitment needs to be “complete” before the platform is formally launched and the first activities are delivered.
- **Panel management versus formal activity delivery.** The balance between ongoing communication or online activities (e.g. blogs, forum posts) and the GFS-led panel activities feeding into specific policy or research needs.
- **Learning versus doing.** Capturing learning from panel activities in time to feed in to future activities.
- **Recruitment versus retention.** Paying attention to keeping panel numbers and demographic balance within original requirements by recruiting more members, or paying attention to making sure all current panel members feel actively involved.

“If it’s in full blown delivery mode, the back office management seems to fall off. Confidence regarding the intricacies and capturing learning is not there. We can’t seem to have everything at once, which is a shame.” Stakeholder interview

It is never possible to have everything, particularly where a complex and flexible project is being delivered by a relatively small team of people to a defined budget. However, there are some lessons worth considering for any future continuation of this panel or similar projects:

- **Dedication of a single resource (financial and physical – i.e. one person) to ongoing panel management.** As the OPM Group learning report touches on, in hindsight the allocation of 2% of the project budget to panel management is not enough to ensure a consistent focus on keeping panel members informed and engaged.
- **Building in time and resource to collect and reflect on learning over time.** The development of a data dashboard to monitor panel participation was an essential part of keeping track of panel health and picking up early trends in participation (for example of specific demographic groups). There was limited ability to capture and reflect on formal learning on an ongoing basis, primarily because the early delays meant that panel activities were concentrated into the second half of the project period. There is, however, a wealth of data collected from across all panel activities. Further analysis of this should enable additional insights around specific types of engagement methods for any future similar panel.
- **Ensuring contingency budget for top-up recruitment of panel members where required,** e.g. to replace panel members who drop out or are not active, or potentially to supplement specific activities with certain demographic groups where a particular perspective is felt to be useful.

Panel management

As touched on above, we would conclude that the level of resource allocated for panel management in any future similar project should be increased. In our view, the management of the panel should be viewed as a discrete project in itself, and in fact the most important of all – as without a credible, healthy panel, the number and nature of activities undertaken by the panel becomes irrelevant.

Increasing the resource allocated to panel management would also enable more attention to be paid to monitoring and moderating online interactions, and potentially to enabling more interactions between panel members, topic leads and specialists as part of the online activities (putting data sharing issues to one side). See section 5.9 for further discussion on quality of engagement.

“I had expected the panel was to be a way to deliver the big activities, but it has turned out that the smaller activities are a really important source of learning and are just as important. It’s good learning that the panel itself is as important as the activities.” Stakeholder interview

Everyday project management and panel management

Overall observations

- Following some early and significant setbacks, satisfaction amongst key stakeholders with project delivery from the contractor was much higher later than it was during the earlier stages of the project. Some concerns remained, for example regarding consistency of resource allocation and communication. Stakeholders further removed from the everyday running of the panel but with some experience of working with the contractor (e.g. topic leads for specific panel activities) were generally positive about their interactions.
- There are constant tensions around resource allocation for a project of this nature. Although it is never possible to have everything, we recommend the following specific points to consider for any future continuation of this panel or similar projects: dedication of a single resource (financial and physical i.e. one person) to ongoing panel management; building in time and resource to

collect and reflect on learning over time; ensuring a contingency budget for top-up recruitment of panel members where required or to supplement specific activities (this was in place for this process and is, we feel, essential for any similar future process).

4.4. Ongoing panel engagement activities and overall level of involvement

Ongoing panel engagement activities

Fairly early on in the panel process, the need for some interim (non-incentivised) activities to keep panel members engaged and minimise dropout was discussed and agreed – particularly in light of the initial delay between recruitment and incentivised activities for some early-joining panel members. These interim activities included blogs and forum posts, some of which prompted for responses from panel members. In addition, panel members received regular emails from the OPM Group team alerting them to new activities.

The tone of communications was informal and friendly, which was viewed as a positive by those stakeholders close to the delivery process, and which we agree was conducive to encouraging a relaxed setting. The range of interim activities produced a mixed level of responses, averaging around 50 posts from panel members in each case. They have included an introduction to the team, feedback on results (e.g. from the insects survey), reflections on recent media activity and other topics such as “where does your dinner come from”.

Although there was a consistent level of activity with respect to these interim activities between September and October, these posts were more limited in frequency during the busier activity delivery time – from October 2015 to February 2016. A common feeling among stakeholder interviewees was the acknowledgement that, although the project might feel busy behind the scenes – for example during the delivery of concurrent panel activities – for those panel members not engaging in every activity, it could actually feel fairly quiet without regular communications.

*“The blogs started off strongly regarding engagement but haven’t all been that successful.”
Stakeholder interview*

On the flip side, a risk of a high level of non-incentivised activities or communication might be that panel involvement begins to feel like a burden, so clearly a balance needs to be struck between volume and level of reward in any future similar activities. There is little in the way of empirical evidence for how this balance should be determined, and this is something that further analysis of this panel’s data or a future panel might usefully contribute to.

Levels and feelings of involvement

Panel data indicates a core group of around 200 panel members regularly engaged with panel activities. This demonstrates that a panel of 600 does not equal engagement with 600 people, and indeed that a panel of 600 fully engaged people was an ambitious target. It also has implications for any future similar project – if a large number of respondents is desired, a much higher number of people need to be recruited. In turn, this has implications for the feeling of the panel being an interactive community – something that was desired at the beginning of this project in order to reduce dropout, increase the social imperative of responding and develop interactive dialogues between participants.

Perhaps the overall point here is that a panel cannot do all things – a larger number might increase the quantity of engagement, but brings with it resource implications in terms of every day management as well as implications for the level of quality in-depth deliberation that might be achieved with a smaller groups.

In the December evaluation (see Appendix 4), 51% of respondents said that they felt fairly involved in the panel, with 24% saying they felt very involved and 25% saying they felt not very involved. No

one said they felt not at all involved, though this may not come as a surprise given that those panel members feeling totally disengaged would probably be less likely to respond to the survey. In our view, 75% of responding panel members feeling fairly or very involved is a healthy situation, although note that panel members' responses to this question are not accompanied by a value judgement (i.e. some panel members feeling not very involved might be happy with that, and conversely others currently feeling fairly involved may be unhappy).

As part of the endline survey, we asked a similar but slightly broader question of panel members: "how satisfied have you felt with your involvement in the panel?" The vast majority of respondents said they felt very satisfied (76 people, 48%) or fairly satisfied (74 people, 47%) with their involvement. 4% said they were not very satisfied, with just one person saying they were not at all satisfied.

Respondents to the December evaluation cited a number of factors that would help them to feel more engaged, including:

- More communication, including feedback from some of the discussions, results, (including how input will be used or have an impact), context (e.g. a reminder of what the panel is trying to achieve), updates (e.g. a weekly digest, replies to previous queries).
- More face to face activity.
- More frequent activities generally.
- More personal time to participate.
- A clearer understanding of the points system, or larger incentives.
- Changes to the online interface (e.g. more interactivity, summary of points, stronger signposting).
- Consistency of invitations to activities (some panel members said that they hadn't been notified of specific activities, or didn't get emails from the site at all).
- More relevant subject matter (this respondent commented that some of the topics are quite removed from their normal shopping/cooking/eating experiences).

Specific suggestions from respondents to the endline survey for improving their experience of the panel included:

- Being able to participate in more of a specific type of activity – mainly face to face or surveys, as well as more interactive experiences or local meetings.
- Changes to the online platform – primarily making it easier to navigate, as well as improving accessibility and links or prompts to new activities.
- A better understanding of the incentives process, or larger incentives.
- More specific information – including how panel input would be used and where to go for more information.
- Having more personal time to participate.

"Clearer instructions on surveys and how to access them making it clear what the incentives are and when they are given." Panel member

"I haven't participated as much as I intended so don't feel like I'm in a position to make further recommendations." Panel member

"More argumentative discussions i.e. I personally felt that if I posted some of my intended comments it would have detracted from what you were aiming for, but in saying this I did have my eyes opened by a certain individual." Panel member

"More frequent exercises / activities, more events more local to home." Panel member

We suggest that all of the above points are taken into account in the design of any future similar panel, as part of a wider conversation about panel member journeys and user experience.

Ongoing panel engagement activities

Overall observations

- Interim panel engagement activities (designed to keep members feeling involved in between the GFS-driven activities) varied in their level of response from panel members, and in their degree of regularity. Further analysis of the panel data may yield useful learning about the type of activity that catalyses responsiveness, and around the impacts of very regular or sporadic non-incentivised contact in between incentivised activities.
- Panel members responding to evaluation questionnaires show a good level of “feeling involved” and reported a largely very positive experience with the panel. They highlighted some things that would help them to feel more engaged or to improve their experience, including more communication (e.g. feedback of results or outputs from discussions, and impacts); more activity generally or more specific types of activity; improvements to the online interface; a better understanding of the incentives process.

5. Design and delivery: GFS-driven panel activities

This section summarises:

- Our observations and reflections on the specific panel activities proposed by GFS partners to seek views on particular areas of policy or research.
- Overarching reflections on the nature and quality of engagement, the mix of panel activities and the overall activity development process.

5.1. Baseline survey

Summary

This was an online survey consisting of 26 questions around awareness and attitudes towards food. 489 participants (82% response rate).

Topic lead: GFS.

Timescale: July to October 2015.

Aim: To collect initial data on the views, attitudes and understanding of panel members with respect to food security.

Cost: £6,400¹¹

Design and delivery

The baseline survey was designed to replicate survey questions from an earlier GFS survey undertaken by TNS BMRB in 2012,¹² as well as including some additional questions. The contractor was careful to advise caution regarding comparisons with the 2012 survey due to methodological differences,¹³ as well as expressing caution regarding any extrapolation to the views of the UK population as a whole. Instead they focus on comparison with the future endline survey in order to examine shifts in panel views over time. We agree this was the right approach.

However, in hindsight, given the lack of comparability to the previous survey, it might have been advisable to explore some more innovative lines of questioning by moving away from the previous question set – a point picked up in particular by one interviewee.

“I’m not a huge fan of surveys. I don’t deny they have a role but as part of a broader programme, and I’m always a bit suspicious of how they are constructed and interpreted. Regarding the baseline, I know a lot of questions link to the previous survey, but I wish they would have taken a bolder approach to explore people’s relationship with and understanding of food.” Stakeholder interview

Panel engagement

489 out of approximately 600 panel members took part in the baseline survey (approximate because recruitment was ongoing at the time of the survey). This was a high level of participation (82%), but did not include all panel members and thus did not provide a complete baseline for comparison with the endline survey. Making the baseline survey compulsory would have ensured a more complete data set. It would also have meant that panel members had to participate in one full

¹¹ Cost of activity to the nearest £100, including incentive payments to participants.

¹² A survey of 1,127 members of the UK public using the TNS omnibus, weighted to be representative of the UK population.

¹³ Sampling strategies differed and no weighting has been applied to the baseline survey. The main demographic difference was that the baseline survey had fewer respondents in the older age groups than the 2012 survey,

activity upfront, which may have enabled some inactive participants to have been identified more quickly.

Consideration would need to be given to the potential for a fairly long survey upfront to be offputting for any new panel members not feeling totally confident with the online platform. However, given the benefits outlined above (as well as learning the OPM Group report pulls out around the importance of panel members actively engaging in the first 2-3 weeks following registration), we feel the benefits would have outweighed the potential drawbacks.

Involvement of specialists and stakeholders

The Project Management Team were responsible for the refinement and agreement of survey questions, with input from the Steering Group. In our view, this was an appropriate level of involvement given the nature of the task.

Reporting and value of outputs

The baseline report has been produced and finalised. In our view, it provided a useful picture of the views and attitudes of panel members. The endline survey provides some useful analysis of changes in attitudes and understanding, but given the differences in sample between the two surveys, it is difficult to draw solid conclusions about any movement in panel views (see 5.8 below).

5.2. Insects survey

Summary

This was an online survey consisting of 20 questions relating to the use of insects in animal feed. 47 participants (undertaken while recruitment was still in progress).

Topic lead: GFS.

Timescale: July to August 2015.

Aim: "To use a quick, low cost method to dipstick test whether or not there is any support from the public for the use of insects as animal feed and to understand any trends in their responses."

Cost: £3,600¹⁴

Design and delivery

The insects survey received limited design and delivery time from the contractors, with questions largely being developed by the topic lead and Project Management Team due to the time sensitive nature of the process in the presence of other delivery priorities (e.g. ongoing panel recruitment). The overall delivery took around one month (compared with two to three for more complex activities). The topic lead understood the reasons for this but would still have valued further expertise from the contractors in terms of question phrasing and design. Overall, the design and delivery was felt to be fit for purpose.

"The insects survey was quite useful. It was a small sample, so you can't make sweeping statements but it did its job." Stakeholder interview

¹⁴ Cost of activity to the nearest £100, including incentive payments to participants.

Panel engagement

47 panel responses were received in time to feed into the relevant meeting being run by the topic lead – a workshop for GFS partners to discuss potential priorities for research into using insects as alternative livestock feed. There was some confusion over the continuation of the survey (presumably as a result of miscommunication or misunderstanding). A total of 91 responses were collected as a result of the survey remaining open, but with the additional responses being unable to feed into the relevant workshop as they were collected too late.

Involvement of specialists and stakeholders

The topic lead was fairly satisfied with level of involvement in design, though as stated above, would have valued more input to question phrasing to ensure responses met objectives (“given the ambition of the panel to be dynamic and responsive”). Recruitment delay meant that the numbers taking part were lower than anticipated.

Reporting and value of outputs

Given the need for a tight turnaround, survey results were fed back directly to the topic lead in the form of a data report rather than in the form of a full written up report. This was an appropriate format, and one that the topic lead found useful. Overall, the topic lead was very satisfied with the process and found the outputs very useful: the outputs fed into the relevant multi-stakeholder workshop as one line of evidence; and the activity was thought to have fully achieved its purpose.

The small sample size was highlighted as one factor that detracted from the credibility of the process in relation to informing decision making, although this was only intended to be a “top-of-the-head” survey rather than anything more in-depth. The free text responses were felt to be particularly informative and, rather than informing specific decisions, the activity has provided “a lot of momentum for further investigation of this area”.

Panel member feedback

Panel members were asked to answer a couple of evaluation questions as part of the insect survey. A small number of respondents said the survey was either easy to use and quick to complete or repetitive or too long, although most respondents simply commented that they thought the survey was interesting or thought provoking. This suggests the balance in terms of length and detail was probably about right, though emphasises the need to: i) ensure questions are as succinct as possible; ii) limit repetition of questions within and between surveys.

Some respondents said they needed more information to understand and complete the survey. Although these respondents were small in number, this does touch on the issue of how much contextual information to provide. If existing or baseline attitudes are what is being sought, providing too much information up front could push participants down the learning / deliberation road too early. To avoid this, links to further reading could potentially be provided once participants have answered the questions, catering for those who are interested in reading more.

See Appendix 6 for evaluation data.

5.3. Food systems

Summary

This activity used a mixed method approach including: an introductory blog; online forum discussion (34 participants, 59 comments); online video and live chat (14 participants, 226 comments); second online forum discussion (23 participants, 30 comments); online case studies and specialist Q&A

(159 participants, 616 comments); full day workshops in two locations (45 participants). 178 unique participants.

Topic lead: GFS.

Timescale: August to December 2015.

Aims:

- To increase the public panel's understanding of food security and food systems.
- To surface existing knowledge and beliefs about food systems.
- To understand public views on where the power lies for change, to move the food system towards improved health and sustainability outcomes.

Cost: £47,300¹⁵

Design and delivery

The topic of food systems, although complex, offered the potential to give panel members an overall context for many future topics – touching on the various processes and actors involved in food production and consumption.

Following earlier delays to the overall panel process, the food systems activities were undertaken at a time where there was significant pressure on the panel to deliver topics. The main challenge in designing the process was to narrow down the topic into manageable discussion topics, given the potential depth and breadth of the topic.

The involvement of the topic lead throughout the design process and the time taken to ensure process design linked clearly to key questions and aims suggests that there was a strong commitment from GFS to produce a quality process with a credible product. We observe that OPM Group shared this commitment, as evidenced by a visible dedication of resource to the design and delivery of food systems activities following the project pause.

Our view is that this process of refining scope was managed well, although observing the workshops and online discussions suggested plenty of scope to delve deeper into participant views and values should time have allowed – for example around interventions and trade-offs.

In terms of the development of information materials to support panel discussions, there was a range of varied and engaging material presented. Some of the framing material (e.g. the video) was quite focused on behaviour change. This may have shaped discussions in a particular direction, and would have benefited from a slightly longer turnaround and review time in retrospect, in order to ensure a balanced approach.

Interviews and observations suggest the process was well designed and credible, and that delivery of the various mechanisms – particularly the face to face meetings – was of a high quality. This evidence also raises a few points for future reflection:

- Access to the panel website to observe discussions would have been helpful for those stakeholders involved who did not have panel access.
- Some points had to be raised more than once during planning stages, for example caution with language around issues such as self sufficiency and buying local.
- A clearer explanation of the difference between the scenarios and case studies and the rationale for using both upfront would have been useful.
- The input and comment required on process and materials was quite intensive.

¹⁵ Cost of activity to the nearest £100, including incentive payments to participants.

Our overall observation is that the process was well structured to cover a range of activities and to enable participants to cover a lot of ground on a complex topic, in the context of strong time pressures.

Stakeholder interviewees felt that the activities achieved their purpose and gave panel members a good grounding in some of the broader issues related to food security.

“I think the panel members who took part will have a good understanding of the food system and the cross-cutting issues which should stand them in good stead for future activities.”
Stakeholder interview

Panel engagement

A range of between 14 and 159 panel members took part in the various online activities leading up to the workshops, with 45 participating in the workshops themselves. Our observation was that the face to face workshops were very well managed and facilitated. The various online activities elicited some often quite detailed responses from highly engaged participants, but interactive conversations were less apparent. As highlighted in the OPM Group learning report, these online activities (particularly the blog and forum) would probably have benefitted from a clearer structure and more focused questions, perhaps aided by some more proactive facilitator interventions.

Involvement of specialists and stakeholders

See comments above regarding topic lead involvement in process and materials. The specialists attending the observed workshop were engaged and interacted well with participants, although one was quite vocal in putting their own strong points of view across. This made the lack of an industry representative particularly noticeable – and some interviewees commented that earlier notice of the need to fill this gap would have made attendance from an industry representative more likely.

The specialists who were involved in the workshops expressed satisfaction with their level of involvement and in some cases commented they felt inspired or more confident about engaging with members of the public.

“Nicely paced, people seem to want to talk about this, especially certain issues, like choice, supermarkets or health, so it may be useful to give more prompts/explanations about other parts of food systems, like production, marketing or manufacturing and environment. Also to distinguish between different levels of governance.” Specialist

Reporting and value of outputs

The food systems report was delivered in January 2016. Observations and interviews provide evidence that the quality of reporting was good – covering a lot of ground and picking up on a number of issues that either reinforced existing GFS thinking or raised specific issues for further thought. There was less detail in the report around some areas such as trade-offs. This is a broad topic, so specific detailed outputs will always be limited, but perhaps some more targeted questions on trade offs would have led to some deeper insights in this area.

See 6.2. for more on impacts.

Panel member feedback

Workshop attendees displayed high levels of satisfaction with their involvement and ability to contribute views across all workshops. Many cited specific learning or impacts on personal views or actions as a result of taking part.

“Liked the way the workshop was set up. I felt comfortable to comment without feeling ‘picked on’ or singled out.” Panel member

“We covered more areas than I expected which was a good thing.” Panel member

Most of the December panel evaluation participants, where they had experience with food systems activities, scored their overall experience highly (8, 9 or 10 out of 10) Specific suggestions for improvements included:

- More supporting information (e.g. more detail on specific aspects).
- More online interaction / interactivity.

See Appendix 7 for evaluation data.

5.4. Urban agriculture

Summary

This activity used a mixed method approach including: an introductory video and blog (39 participants, 59 comments); online forum discussion (forum 1 had 31 participants, 43 comments; forum 2 had 19 participants, 44 comments; forum 3 had 44 participants, 74 comments); half day workshops in two locations (43 participants); online digital diaries (50 participants, 213 comments); online poll (53 participants, 40 comments); full day workshops in the same two locations (43 participants). 140 unique participants.

Topic lead: GFS.

Timescale: August to December 2015.

Aims:

- To introduce urban agriculture, including why it is needed, approaches, technologies and example.
- To explore participants' views on urban agriculture, including the underlying values driving these views.
- To explore differences in views on urban agriculture.
- To understand the trade-offs participants make in determining the acceptability or unacceptability of urban agriculture.
- To identify “red lines” beyond which urban agriculture is not acceptable, and the factors that determine the positioning of these lines.

Cost: £44,800¹⁶

Design and delivery

Again, following earlier process delays, the urban agriculture activities were undertaken alongside the food systems activities at a time where there was significant pressure on the panel to deliver topic-specific projects. The planning stages involved a number of iterations and refinement of the scope and objectives of the activity, which helped to ensure a clear link with topic lead needs and expectations.

The mix of methods is observed to have provided a good pathway of opening out and closing down discussions, so that participants at the face to face workshops were able to have engaging and well informed conversations. However, the topic lead would have appreciated an update on the outcomes of online activities prior to workshops, and in some instances felt that the turnaround on providing input or additional information impacted on their ability to contribute to the process (although this is in the context of the overall time pressure being felt by the project at this stage).

¹⁶ Cost of activity to the nearest £100, including incentive payments to participants.

There were a number of practical issues experienced at the first workshop (e.g. technical issues, noise). Our observation and feedback from stakeholders suggests the overall facilitation of workshops and delivery of subsequent workshops was of a high quality, although there were some concerns over the consistency of facilitation across all sub groups.

For future mixed method approaches, a clearer interim synthesis of outputs from the various stages could help both the topic leads and the contractors to gauge the overall progress and shape of discussions, as well as ensuring key messages, questions and concerns are carried through to later stages of the process rather than being potentially lost.

Panel engagement

A range of between 19 and 52 panel members took part in the various online activities leading up to the workshops, with 43 participating in the workshops themselves. Clarity over how many workshop participants had taken part in online activities would have been interesting, and this raises a wider point regarding tracking the user journey within each activity. The OPM Group learning report highlights the positive impact of workshop attendance on online activity and begins to draw out some other learning regarding user journeys; there may be some further detailed learning within the data around the appeal of specific engagement mechanisms and the degree to which involvement in one mechanism impacts on the level and nature of involvement in others.

Involvement of specialists and stakeholders

A number of management meetings and iterations of process and materials occurred ahead of activity delivery, which helped to topic leads to feel connected and involved in the process. The specialists attending workshops provided an appropriate range of expertise, although not all presented their views in a neutral or constructive manner – highlighting the need for careful (and potentially repeated) briefing of specialists prior to their involvement in workshops or other participant interaction.

Reporting and value of outputs

The urban agriculture report was delivered in January 2016. Observations and interviews again provide evidence that the quality of reporting was good and provided a strong account of the process and content covered by the various activities. One interviewee commented it would be useful to know the degree to which specific views raised by smaller numbers of participants were drawn upon throughout the report – to gain a picture of the prevalence of views. This raises the need to both capture the full range of views and give a realistic picture of the strength of feeling, consensus or divergence between these views. Striking a balance is difficult in qualitative reports of this nature, but perhaps some more detailed commentary about how the range of comments fed into the report would aid clarity.

See 6.2. for more on impacts.

Panel member feedback

Workshop attendees displayed high levels of satisfaction with their involvement and ability to contribute views across all workshops. Many cited specific learning or impacts on personal views or actions as a result of taking part.

“Everything was well covered. If questions were asked they were answered well.” Panel member

“Possibly meet growers who are operating already in urban areas they are the people with passion and so they have the enthusiasm that other people must share.” Panel member

“Needed more time for discussion in the groups.” Panel member

Most of the December panel evaluation participants, where they had experience with urban agriculture activities, scored their overall experience highly (8, 9 or 10 out of 10) Specific suggestions for improvements included:

- More supporting information (e.g. working examples, wider references, videos).
- Changes to the online platform (e.g. more interactivity, easier to find own posts).
- More active moderation to challenge and question views, and promote further discussion.
- Feedback regarding outputs or results.

See Appendix 8 for evaluation data.

5.5. Buying British

Summary

This was an online survey consisting of seven questions relating to views on food of British provenance. 122 participants.

Topic lead: Defra.

Timescale: December 2015

Aims: Explore the British provenance debate in the round with panel respondents, covering topics such as: accessibility, visibility, range of products, labelling, quality, cultural identity, local economy, nutrition and willingness to pay more

Cost: £5,200¹⁷

Design and delivery

The survey design process was fast (approximately one month) compared to that for the more in-depth multi-mechanism activities, which was understandable given the more discretely bounded nature of this topic, and desirable given the need to feed into specific policy discussions in January 2016. In our view, the questions covered the research areas well, including qualifying what participants' own definition of British food was – providing context for their answers to other questions – although see further panel member feedback below.

Panel engagement

The survey was designed to engage a relatively small sample (100 people), which was reached easily as a result of initial targeted invitations (to ensure certain demographics were reached) followed by a whole-panel communication. The final sample broadly reflected the panel make-up, with some underrepresentation of male respondents, 55-65 and 18-25 year olds and lower education levels. This is consistent with the overall panel engagement, and could therefore be seen to be a sample broadly reflective of active panel members rather than the panel as a whole.

Involvement of specialists and stakeholders

This was a discrete topic with a clear policy hook. It was perhaps of less overall interest to the full range of GFS partners than some of the broader topics, and therefore had very little wider involvement of specialists and stakeholders. Interviews suggest a high level of satisfaction with the

¹⁷ Cost of activity to the nearest £100, including incentive payments to participants.

level of involvement and the overall process from those stakeholders close to the process. The responsiveness of the process and ability to deliver in a relatively short space of time was appreciated.

Reporting and value of outputs

Reporting of survey results was clear and well structured. Interviews suggested that, in hindsight, some more depth of response would have been valued – but this was coupled with a recognition that the mechanism was a limiting factor in terms of the nature of responses that could be elicited.

See 6.2. for more on impacts.

Panel member feedback

Most of the December panel evaluation participants, where they had experience with buying British activities, scored their overall experience highly (8, 9 or 10 out of 10) Specific suggestions for improvements included:

- More clarity over what the term British means (e.g. ingredients versus final product manufacture).
- More engaging content or more in depth questions.
- Clarity over how to complete the initial ranking exercise.
- More context about the aim of the survey.
- An open text box for participants to provide more detailed views

5.6. Innovation

Summary

This activity used a mixed method approach including: introductory blogs including innovation stories and case studies with moderated online discussion (45 participants, 81 comments); a two-part “challenge” activity enabling participants to submit and vote on problems and ideas to identify innovation priorities (70 participants, submitting a total of 380 problems and ideas, and 450 comments on challenges); half day workshops in two locations (38 participants). 114 unique participants.

Topic lead: Defra.

Timescale: January – February 2016

Aims:

- Increase the panel's understanding of food innovation in the context of food security.
- Understand public attitudes towards different types of innovation.
- Identify consumer/citizen-led priorities for new food innovation.
- Understand factors influencing innovation priorities.

Cost: £48,200¹⁸

¹⁸ Cost of activity to the nearest £100, including incentive payments to participants.

Design and delivery

Early discussions with the topic lead led to a slight change of direction in terms of the overall framing of this topic – moving to a more open process of identifying challenges and solutions rather than simply asking what kind of innovations participants wanted to see. This was an important change that helped to avoid the potential pitfalls of asking people for solutions without the context of the challenges they were solving.

We observed that the blogs provided a good introduction and clear instructions for participants, helping to set expectations about the further activities to come.

The “challenge” was a new type of activity for the panel, which we feel was a positive demonstration of the desire to use new methods rather than sticking to tried and tested approaches. Participants were asked to contribute ideas to meet a number of identified challenges, and could then “like” each other’s ideas to provide an indication of overall popularity. The link back to the blog post was clear, as was the way in which challenge posts would be used to frame the workshops.

Between two and 28 participants submitted ideas in response to each challenge and some participants liked or commented on other people’s posts. However, in a number of cases participants posted similar ideas separately rather than liking or commenting on an existing idea. This suggests that the burden of reading through everyone else’s posts may have been too much, with participants instead preferring to simply add their own idea in their own words regardless of whether or not a similar idea had already been submitted.

This was a potentially vast and obtuse topic, and the process delivered a mechanism to enable participants to ground their discussions in familiarity and reality – with overall success as evidenced by evaluation forms and interviews.

Panel engagement

The overall level of engagement in terms of number of participants for this topic was broadly in line with expectations based on other previous activities. The OPM Group report of the innovation activities provides a more detailed demographic breakdown, including any specific differences between online and face to face participants.

The online challenge elicited a large volume of responses from the 70 panel members who participated. Although there was some repetition and overlap between posts (see discussion of design and delivery above), the enthusiasm of participants involved in this particular mechanism highlights the potential for “challenge” or “competition”-type activities to spark interest during any future panel activities.

Involvement of specialists and stakeholders

The development of the process and materials for the innovation activities involved a high level of interaction between the OPM project team and relevant specialists, instilling a sense of shared ownership and credibility to these activities. The OPM lead made efforts to keep stakeholders involved and informed as the process progressed.

Interviews suggest a good level of satisfaction from relevant specialists involved in the activity development. However, evaluation forms and interviews also indicate a level of dissatisfaction from some of the specialists present at the workshops. Evidence suggests this is likely to be due to a misunderstanding around the role of a specialist in this type of process (i.e. their assumption of an educative rather than deliberative process) and highlights the need to ensure close working with and briefing of specialists prior to public interaction.

“There were some topics that should have been addressed better e.g. give info to the public on incorrect myths” Specialist

Reporting and value of outputs

Overall, the report presents the results of the innovation activities in a clear and well-structured manner. It covers the key areas of perceptions about innovation, attitudes towards types of innovation, and priority areas for innovation across a range of “problem spaces” – mapping well to the to the aims (see above).

The timing of the Innovation report (coinciding with the publication of this report) means that it is too early to reflect on the value and impact of the Innovation outputs from a topic lead and broader GFS perspective. We suggest GFS undertakes some further reflection once outputs have been digested and acted upon, in order to clarify specific impacts or learning as a result of this activity.

See 6.2. for more on impacts.

Panel member feedback

Panel members taking part in the two half day workshops were asked to complete an evaluation form. At both workshops, participants expressed a high level of understanding of the purpose of the workshop, and generally said it covered what they were expecting. Perhaps because of the nature of the topic (innovation is a broad topic potentially filled with specific issues that are new or unexpected), it is possible that expectations about what the workshops would cover were more wide-ranging among participants than for other topics.

“I wasn’t sure what we were going to be doing, but it was all interesting and useful.” Panel member

Satisfaction with the level of involvement during the workshop and ability to contribute views was good among both public participants and specialists.

“The organisation of the event ensured that everyone was involved.” Panel member

Other comments from participants expressed positivity about the running and organisation of the day and the informative, enjoyable nature of the event. A couple of participants commented that there was a lot of ground to cover in the time available, suggesting that a slightly longer workshop might have been desirable.

See Appendix 9 for evaluation data.

5.7. Sustainable Intensification

Summary

This activity used a mixed method approach including: one-to-one interviews (13 participants); a ten question qualitative survey (97 participants); two 90-minute Q&A sessions with specialists – one online and one face-to-face (10 participants online, 11 participants face-to-face). 108 unique participants.

Topic lead: Defra.

Timescale: January – February 2016.

Aims:

- To discuss with public panel members the potential breadth of trade-offs across the ever burgeoning pressures on the food system – building on their recent interaction on relevant debates regarding food systems, innovation, insect protein and through their online activities.
- To bring the voice of consumers into the Sustainable Intensification (SI) discussion to balance the industry-focussed investment

Cost: £24,800¹⁹

Design and delivery

The design of this process had some inherent challenges due to the range of GFS partners with an interest and opinion about the framing of the topic. In hindsight, earlier detailed discussions with all interested partners prior to any design process could have avoided some later delays, which added to the time pressure of delivering this process – see below for more on this.

The design of the process brought in some new mechanisms not previously tested with the panel, proactively addressing the desire to gain more learning about the effectiveness of different methods.

The mix of activities used for this project offered a chance to engage some participants in a much more in-depth way than with previous activities – via one-to-one interviews and small group specialist discussions – and link this to a broader engagement with wider panel members via an online questionnaire. The links between the three stages were made clear – with the interviews informing the questionnaire, the questionnaire exploring some interview findings in more depth, and the specialist Q&A enabling a more focused look at sustainable intensification.

Panel engagement

As discussed above, relatively small numbers of panel members were involved in the first and third stages of this process. This required extra caution to be taken when drawing broad inferences from their inputs, particularly in the specialist Q&A where the opportunity for participants to be influenced by specialist views was potentially heightened as a result of the more intimate discussions. This was, however, balanced with some broader input via the survey. The OPM report of these activities highlights areas where panel members' views differed between the three mechanisms; differences or commonalities in responses across methods could be explored further via follow-up analysis of the sustainable intensification data or in potential future panel activities.

“People naturally turn to ‘specialists’ for their views – would be interesting to see how the discussion would turn without specialists sitting on the same tables and just dip in as and when necessary. Perhaps summarise the participant thoughts at the end?” Specialist

Involvement of specialists and stakeholders

Sustainable intensification²⁰ is a topic that elicits a range of views from different stakeholders, and as such there was some difficulty agreeing how this topic should be presented to panel participants – ranging from asking “should it happen” to presenting it as one of a number of solutions and asking “if it happens, how should it happen or what are the issues we should consider”.

As a result, there was a need for intensive discussion between stakeholders in order to agree a way forward. This ate into the planning time for materials development and increased time pressures on delivery of the activities. In hindsight, given the somewhat more controversial nature of this topic compared to others, an earlier discussion between all interested GFS partners to agree framing would have benefited the process immensely.

Observations and interviews suggest relevant stakeholders felt their ongoing engagement and involvement with the process could have been more consistent – for example via more regular updates and communications regarding progress and emerging findings. As observed elsewhere, this may be another consequence of the limitations of resource and the tension between the concurrent delivery of specific panel activities, reporting and ongoing panel management.

¹⁹ Cost of activity to the nearest £100, including incentive payments to participants.

²⁰ Simultaneously raising yields, increasing efficiency with which inputs are used and reducing the negative environmental effects of food production.

Reporting and value of outputs

The sustainable innovation report presents the findings from the range of activities in a clear and concise manner. Initial observations and stakeholder feedback suggest that some of the framing within the report in relation to trade-offs might more usefully explore participants' reasoning in greater depth rather than implying straight choices between different options. This may be a result of the complexity of the topic and early difficulties in agreeing the framing and approach – i.e. the report can only present responses to the questions that were asked and in the context they were asked – but this has led to some frustrations from stakeholders regarding the value of outputs.

The timing of the Sustainable Intensification report (coinciding with the publication of this report) means that it is too early to reflect on the value and impact of the outputs from a topic lead and broader GFS perspective. We suggest GFS undertakes some further reflection once outputs have been digested and acted upon, in order to clarify specific impacts or learning as a result of this activity.

See 6.2. for more on impacts.

Panel member feedback

Panel members taking part in the London face to face Q&A session were asked to complete an evaluation form. Participants expressed a good level of understanding of the purpose of the workshop, and mostly said it covered what they were expecting.

Satisfaction with the level of involvement during the workshop and ability to contribute views was good among both public participants and specialists, although participants suggested a longer workshop (perhaps with some more targeted questions) would have enabled a greater degree of contribution.

“Not enough time to express and learn varying viewpoints and ideas.” Panel member

“I think there needs to be more workshops so the people behind this can understand what we need and understand.” Panel member

See Appendix 10 for evaluation data.

5.8. Endline survey

Summary

An online survey consisting of 43 questions covering awareness and attitudes towards food, and evaluation of the panel process. 158 panel members responded (26% response rate).

Topic lead: GFS.

Timescale: February and March 2016.

Aim: Track any changes in panellists' views since the baseline. Provide insight into panellists' views on relevant topics not considered under the baseline, particularly those covered in other panel activities. Provide evaluation data on the process of being involved with the panel.

Cost: £7,600²¹

²¹ Cost of activity to the nearest £100, including incentive payments to participants.

Design and delivery

The endline survey necessarily operated to a shorter timescale than the baseline – being delivered as a discrete final package of work close to the end of the project. This presented a challenge in terms of achieving a similar response rate to the baseline, for the purposes of comparability. See panel engagement below for more on this.

OPM Group set out a plan for generating responses, including clarity over the incentive, tying participation to incentive pay-outs and targeted reminders. In our view, this was a good approach, but time remained the limiting factor in enabling a larger number of responses.

A second challenge was to make the survey manageable by limiting the number of questions. Following production of a draft, the number of questions was reduced based on direct relevance to the panel activities and in consultation with the PMT.

The survey was delivered as close as possible to the end of the panel process, in an effort to capture views following the completion of all panel activities. This limited the time for delivery and follow up (i.e. chasing panel members to complete the survey).

Panel engagement

A total of 158 panel members completed the endline survey. While this is a decent proportion of panel members (26%), it is a much smaller sample than was engaged with the baseline survey. As well as limitations on the time available to chase non-respondents, it is also likely that this sample represents many of the more highly engaged group of participants – those who have stayed in touch with the process throughout the delivery of the various activities.

However, the sample does broadly reflect the overall panel demographic make-up, with the exception of a slight over-representation of female respondents and those at the highest educational level, and a slight under-representation of those at the lowest educational level and youngest age group (see earlier discussions on this broader issue).

Involvement of specialists and stakeholders

Input to the baseline survey was primarily from the PMT, with some later input from GFS. The development of the endline survey coincided with delivery of the other two final engagement activities (sustainable intensification and innovation), which meant that responsiveness between drafting iterations appeared difficult to maintain.

Reporting and value of outputs

The endline report provides a detailed analysis of the survey questions and answers and, where relevant, comparison with the baseline survey. This comparison highlights changes in aspects such as understanding of global food security, perceived importance of the issue and factors affecting food security. The report rightly refrains from presenting any statistical comparison between the baseline and endline surveys due to the differences in sample.

See Appendix 5 for evaluation data.

5.9. Nature and quality of engagement

Quality of deliberation

The discourse quality index (DQI) developed by Steenbergen et al (2003)²² and subsequently built on or adapted by others focuses on a number of coding categories used to compile an overall picture of the quality of deliberation, including:

- Participation – ability to participate freely in a debate.
- Level and content of justification – ranging from no justification to “sophisticated justification” in the form of at least two complete justifications for a specific demand or statement.
- Respect towards groups, demands of other contributors and counterarguments
- Constructive politics (e.g. ability to move away from initial positions).

In the context of a range of social research approaches, we find this a useful and simple framework within which to consider the various aspects of deliberation quality.

We have not undertaken a detailed analysis of quality for each individual activity, but instead reflect on some overall observations in the light of this kind of quality framework for a dialogue:

- **Participation.** All of the mechanisms used offered, on their surface, the ability for participants to participate freely by providing space and time to contribute views. The OPM Group learning report picks up on some specific barriers to participation felt by participants (e.g. extrinsic and intrinsic motivations, time pressures and expectations), and we suggest that the related recommendations are taken into account in any future similar project – for example tailoring invitations or methods to specific demographic groups, using warm up exercises for forum discussions and so on (see OPM Group learning report for more detail).

In addition, some participants mentioned a desire for more interactivity as part of the December evaluation. Mechanisms for freer direct interaction between participants, topic leads and specialists, particularly for the online mechanisms, is something worth considering for any future similar process. This might include specific mechanisms to capture the views of quieter voices (on and offline) such as a mechanism to capture and collate initial thoughts on a topic anonymously prior to more open discussion.

- **Level and content of justification.** As might be expected, the level and content of justification appeared to vary across contributions in both on- and offline mechanisms. In many cases, participants quoted personal circumstance or experience.

Participants in face-to-face workshops cited a full range of factors feeding into their formation of views (existing knowledge and views, interacting with other participants, interacting with specialists, media stories, reading the materials provided, reading other materials such as internet searches and books, talking with friends and family). This was in response to a specific evaluation question listing these options and may not necessarily mean that workshop participants had a more sophisticated level of justification, although we observe that the more proactive facilitation during face to face workshops enables views and values to be probed more deeply than during online discussions.

- **Respect.** We have seen no evidence of an explicit lack of respect between participants in either on- or offline activities.

Within some activities, however, some initial framing by vocal participants appears to have contributed to a lack of diversity of responses, perhaps because participants are saying things they anticipate will gain implicit respect or are not contributing counterarguments where they feel there might be a negative response (for example a tendency to reference local and home cooked food in response to one blog, and a strong lean towards advocating government

²² Steenbergen, M. R., Bächtiger, A., Spörndli, M. & Steiner, J. (2003). Measuring Political Deliberation: A Discourse Quality Index, *Comparative European Politics*:1, 21–48.

responsibility during an observed workshop conversation). Again, more active moderation or some initial anonymised data collection could have helped to balance strong early voices and reduce the level of influence on subsequent conversations.

- **Constructive politics.** The degree to which participants moved away from initial positions is unclear (although see later comments on participant impacts in section 6). However, it should be noted that consensus or agreement was not an aim of the panel activities.

Our overall view is that the quality of deliberation across the range of activities has generally been good in relation to respect and ability to participate, and particularly where there has been more active facilitation in the face to face workshops. Online activities have tended to elicit many stated views (albeit in a respectful manner) with less ability to dive deeper into underlying rationales and thought processes.

In future processes, consideration should be given to enhancing the quality of deliberation particularly for online activities, for example through: the application of more active facilitation, mechanisms to enable the participation of quieter voices or reduce other participation barriers (see OPM Group learning report for more detail) and testing other engagement mechanisms (e.g. social media, live audio chats, etc.). However, this may not always be appropriate depending on the purpose of any online activity, for example if the aim is to collect individual views without deep deliberation.

There is a wealth of data emerging from the panel, which bears further interrogation in relation to the nature and quality of outputs from different mechanisms, user journeys and overall process learning. We anticipate some of this analysis will be undertaken as part of the GFS demand analysis and learning review.

Communicating with panel members

Throughout all of the GFS-led activities, we observe the contractor maintained a consistent, relaxed, and warm tone when communicating with panel members. Several panel members commented on their overall positive experience with the panel, and the setting of an informal tone and style is something that probably contributed to this.

The use of multiple and targeted communication channels to keep panel members up to date and inform them of current activities was another strong aspect of the overall approach to communications.

There are a few areas it would be worth thinking about in relation to any future similar panel:

- Checking language to ensure no unintended interpretation or reaction by panel members. For example, one solution posted online as part of the sustainable intensification challenge repeated a participant's words, the content of which some others found to be patronising. The reaction tended to be in good humour, but it demonstrates the need to consider the wide ranging audience and any potential social sensitivities that might be present.
- Ensuring online content is regularly refreshed. Keeping the website current and sweeping away old content helps to retain the feeling of the panel being relevant and cared about.
- The use of infographics and video content. This was good, and is something that could be extended further – for example examining options to replace some text based introductions or blogs with more video footage or interactive content.

Linking on- and offline activities

A fundamental part of the panel design is the digital / face to face interface and its ability to deliver mixed method dialogue approaches. The OPM Group learning report provides an overview of the strategies for linking on- and offline activities.

“We are getting so much learning about the digital and face to face interface maybe so much we can’t see it. I don’t know whether we can draw conclusions though? We probably need others to go through similar processes.” Stakeholder interview

In some cases, we observe the link between online to offline activities is clear – for example discussion of case studies online in preparation for food systems workshops. In other cases, there could have been greater clarity (for participants and stakeholders) at each stage regarding why they are undertaking a specific activity and if/how it will link to other activities (for example the digital diaries for urban agriculture). This links to a point raised by some December evaluation participants, who suggested an enhanced level of feedback from existing activities would be desirable so that they can see what is happening to their contributions.

As an increasing number of panel activities were delivered, feedback from stakeholders began to suggest a natural flow of online and offline activities that seems to work best:

- Online activity seemed to work well to introduce a topic and unpack ideas, rather than elicit any in depth deliberative discussion (although this may be a result of the choice of method rather than a common theme across any type of online interaction).
- Offline activity then worked well as a forum in which to dive into more detailed deliberation about particular issues arising from the earlier online work.
- Finally, online feedback of results using infographics and blogs seemed to be well received by participants as a mechanism for wrapping up specific topics.

This is a model that could be borne in mind in any future activities and perhaps tested further.

Online interactivity

The desire to enable interactivity and deliberation online is a key feature of the overall panel process. This point was discussed early on in the design process and informed the decision regarding panel size. Without interactivity, online activities are restricted to a one-way gathering of views. However, as the level of interactivity increases, so does the need to consider:

- The risk of strong voices dominating and the potential for cliques.
- The risk of members modifying their comments due to a desire to conform to perceived expectations.
- The need to intervene or actively facilitate conversations.

Similarly, enabling direct interaction between topic leads and specialists and panel members online in future processes presents some exciting possibilities regarding direct access to decision makers, participant empowerment and stakeholder experience (e.g. enhancing credibility and understanding of the process). But it also amplifies the considerations outlined above.

We advocate the continued exploration of different levels of interactivity in any future panel. However, this also has to be balanced with requirements for credible and useable outputs; the design of each process should ultimately be driven by the needs and expectations of the topic leads and the specific aims agreed.

In addition, maintaining high levels of interaction requires consistent and adequate resourcing. Several interviewees have commented that a key piece of learning for them has been around the role and resourcing of an online process – for example saying it should never be seen as a bolt on, or with an assumption that it will happen more quickly or cheaply than face to face methods.

Range and combination of panel activities and topics

Overall, we observe that the panel used a good range of activities, including combining on- and offline activities effectively. Following the nine month learning report and evaluation report, some more innovative features of the online platform were tested, such as the “challenge” function (see Sustainable Intensification above). There was, in our view, room for even more innovative methods to be used – including those utilising mobile technology (e.g. phones and tablets) and social media. However, this would always be with the caveat that any method should be appropriate to the aims and objectives of the specific activity. Given the overarching tension between delivery of useful outputs and testing novel mechanisms – in the context of ongoing time pressure – we conclude that the range of activities found a good balance.

Different people are likely to find some engagement methods or activities more appealing than others, as evidenced by responses to the following question in the endline survey.

	Online discussions /forums	Online surveys	Face to face meetings or discussions	Films /cartoons /infographics	Written information	Online diaries /solo activities	Online challenges /competitions	Feedback of results and impacts
I would have liked more of this activity	57	117	102	66	60	59	95	87
I would have liked less of this activity	36	4	21	28	23	36	17	10

Online surveys, face to face meetings, online challenges or competitions and feedback of results received slightly more demand for increased use than other options, although no options were short of support. Some options tended to split the crowd more obviously – for example online diaries or solo activities and online discussion forums.

“Perhaps an e mail now and then with some 'interesting' news or update loosely associated with issues.” Panel member

“Really liked the forums to find what other people thought. Also face to face meetings where these things can be discussed in more depth.” Panel member

“Forums such as at Harrogate which was superb. Even better with experts in room.” Panel member

“More online survey.” Panel member

The responses above highlight the need to continue using a mix of methods in any future similar project. It would also be worth exploring what type of methods might appeal to specific demographic groups. The weighting towards asking for more rather than less activity also suggests the panel (or at least its most engaged members) was not pushed to full capacity in terms of the number of activities it can handle over a set period of time, and that the limiting factor was project resource rather than panel appetite.

The range of topics covered very broad (e.g. food systems) to very specific (e.g. insects in animal feed) issues across a good mix of policy and research issues. Participants in the endline survey most commonly said that they had found the buying British topic the most interesting. This was followed by urban agriculture, innovation, sustainable intensification, and food systems. We did not ask about why participants made the choice they did, and there could be any number of reasons, including ability to relate the topic to everyday life, granularity of questions, and so on.

When asked whether there were other topics related to food security they would have liked to discuss via the panel, a few respondents to the endline survey said yes. Specific topics they suggested included food production methods, global issues such as food poverty, and engaging with members of the public or children.

“More information about genetic modification. What stage of genetically modified food is currently in production in the UK. What help are our scientists to the wider world in trying to get poorer countries to produce more; in order to feed their own people.” Panel member

“The various methods we have discussed being brought into the melting pot (i.e. aquaponics, vertical farming, etc.) and their usage in developing countries. Can they be used? If yes, why aren't they?” Panel member

5.10. Activity development process

Topic development process

The development process from topic proposal by a GFS partner to delivery of panel activities was transparent, involving completion of a topic proposal form, refinement via discussions with the PMT, development of initial process proposals or options from the contractor, followed by discussion and sign off.

A particular feature of this project has been the involvement of multiple partners from a range of organisations. In the case of topic development, this has presented a challenge where the topic is complex or where the multiple partners have different views on how the issue and materials should be presented.

For example, in the case of sustainable intensification, although led by one GFS partner, the topic was of interest to several others, who did not always agree on how the topic should be framed. This highlights the need to involve all relevant partners at an early stage of topic development, and to allow enough time for discussions around crucial aspects such as framing.

For any future similar process, we suggest some amendments be considered, including:

- A different process order, in which the proposal begins with a phone call between the topic lead, contractor and other PMT members. Where the topic is particularly complex or contentious, or involving multiple partners, this could be extended to a face to face inception meeting. Experience with the sustainable intensification (see 5.7), innovation (see 5.6.) and urban agriculture (see 5.4.) topics in particular suggest that this would help to refine scope and objectives, and more clearly match the proposed process and budget to topic lead expectations – saving time on refinement later down the line. A fuller proposal could then be discussed by the Steering Group and signed off by the PMT more quickly than currently happens.
- A slimmed down topic proposal form for shorter, fast turnaround topics, again kicking off with a phone call.
- Early conversations about specific sensitivities, nuances and resource requirements, so that materials take account of these considerations and e.g. specialists with an appropriate range of views can be identified early for involvement at an appropriate point.

Material development process

Interviewees provided a mix of views on the process for developing stimulus materials, with the general feeling that the process had become more effective as the panel process progressed, but still with an awareness of time pressures. The development of materials was more challenging where the topic had higher levels of complexity or controversy, as might be anticipated.

“There have been one or two situations with some strangeness in the stimulus materials or outputs (e.g. the point in the insects survey about chickens eating insects), but we've got

past that and now the materials are going across a large number of desks.” Stakeholder interview

“I would like to see more of the time spent on actually engaging with participants and specialists – but the materials have been quite inventive.” Stakeholder interview

“There were some scenario materials for food systems and I thought there was a lot of good information in there, but as with public dialogues of days gone by I felt it was presenting a picture that was very black and white. I get why they did it how they did, but it’s not necessarily the way policy works. I would have liked it to mix things up, e.g. work forward or back from a solution and be a bit more innovative.” Stakeholder interview

Experience from this project highlights the need to build in sufficient time to develop, review and agree all dialogue materials based on the nature of the topic and the number of partners involved. However, there should also be a recognition that a shorter turnaround of multiple topics requires the contractor to dip in and out of specific subjects more rapidly and thus dive slightly less deeply into the subject matter than would be expected for a longer single-topic dialogue project.

GFS-driven panel activities

Observations

- A range of mechanisms has been used to engage the panel. Our view is that the quality of deliberation across the range of activities has generally been good in relation to level of respect between participants and ability to participate, and particularly where there has been more active facilitation in the face to face workshops.
- In some cases, we observed the link between online to offline activities was clear – for example discussion of case studies online in preparation for food systems workshops. In other cases, there could have been greater clarity (for participants and stakeholders) at each stage regarding why they were undertaking a specific activity and if/how it would link to other activities.
- The desire to enable interactivity and deliberation online is a key feature of the overall panel process, but brings with it considerations around facilitation and moderation.
- There is a lot of rich learning to be gained from further examination of the data from the various engagement methods undertaken, taking into account factors such as the nature and quality of outputs (e.g. ranging from one-way information gathering through surveys, to highly interactive face to face workshop discussions), relative engagement of different demographic groups and user journeys across different types of activity.
- In any future similar process, consideration should be given to enhancing the quality of deliberation particularly for online activities, for example through: the application of more active facilitation, mechanisms to enable the participation of quieter voices and to reduce other participation barriers.
- The style and range of communications with panel members has been consistently positive. For any future panel it would be worth considering: checking language to ensure no unintended interpretation or reaction by panel members; ensuring online content is regularly refreshed; enhanced use of high value web content such as infographics and video.
- Continued use of a mix of methods in any future similar project should provide broad appeal, but there is a slight preference for face to face and surveys from this panel. It would be worth exploring what type of methods might appeal to specific demographic groups. Panel members tended to ask for more rather than less activity, which suggests the engaged members of the panel did not reach full capacity in terms of the number of activities they felt able to participate in.

- The activity development process was transparent, but consideration should be given to opportunities for modification in future, including: changing the order of the process to ensure scope and objectives are defined collectively and early; slimming down the process for faster turnaround topics; having early conversations between all relevant stakeholders about specific sensitivities, nuances and resource requirements.

6. Credibility, impacts and value

6.1. Reflections on credibility

Previous expectations

Stakeholders interviewed for the baseline evaluation report in June 2015 cited a range of factors they felt could either contribute to or detract from the overall credibility of the panel process, including:

- Presenting panel members with balanced, comprehensive, evidence-based information or briefing materials. Also ensuring briefing materials are credible to decision makers in terms of quality and balance.
- Ensuring quality of process and, more specifically, ensuring that each individual panel activity is of a high standard – i.e. consistency of process.
- Being open and transparent, for example about how issues are selected.
- Being clear about quantitative versus qualitative methods as well as representativeness, and what these mean in terms of extrapolating to “public views”.
- Ensuring speed of resourcing and delivery.
- Demonstration – i.e. a few early big impact success stories to build credibility.
- Ensuring enough detailed analysis goes into the reports and reporting the full range of views and the context of these views, rather than looking for a majority.

Evidence of these factors being achieved is mixed. In some cases, this is because they depend on the outputs and impacts from panel activities which are still in early stages or yet to be realised. In other cases, there were specific challenges relating to the various time delays, e.g. impacting on the ability to demonstrate some early big impact successes and show speed of delivery – though note the examples of faster turnaround panel activities in the case of the insects and buying British surveys (see section 2. for an overview of all activities).

The openness and transparency of issue selection was clear, given the process laid out by the PMT for proposing, refining, discussing and signing off suggested topics – and see discussion in section 5.10 above on potential improvements to that process. Feedback on the briefing materials has been generally positive from both panel members and stakeholders – though again see specific points raised in section 5 above.

Although the factors listed above can all contribute to the perceived credibility of the process, all interviewees were consistent in pointing towards the outputs and impacts of the panel as the ultimate test of credibility: will outputs be useful and used? Given that the outputs are still being finalised for some activities, and impacts will take time to become apparent, it is not possible to provide a definitive answer to this question at this time.

Recent views on credibility

Stakeholders interviewed in December were asked about the credibility of the process. Factors thought to be contributing to the credibility of the process included the broad representation of the Steering Group, the breadth of topics covered by the panel, the independent evaluation, and the quality of facilitation at face to face events. The development process for stimulus materials, the number and spread of input from participants, and the degree to which panel members feel “useful rather than used” were also mentioned by interviewees as important factors in increasing credibility.

Recent interviewees reflecting on credibility felt that, from a process perspective, the project has been a credible one – with specific mention of the amount delivered in the time and budget available. Overall, however, interviewees again tended to point towards the outputs of the panel as the ultimate test of credibility, citing the analysis and reporting of findings, the usefulness of these in

the eyes of decision makers and resulting impacts as key factors. This reinforces the need for GFS to continue to encourage partners to identify and publicise impacts resulting from panel activities, not least so that these can be fed back to panel participants as part of the ongoing regular communications they will receive.

“I have no reason not to think it is credible... With the resources we provided they went out as widely as they could. We had a lot of good engagement with the contractor on ideas and materials.” Stakeholder interview

“The opportunity for wide engagement has been there. I don’t think we’ve done anything to jeopardise credibility. We’ve had oversight and insight from a broad range of stakeholders.” Stakeholder interview

“I think the jury is out. Yes and no. A lot of it was quite rushed. More time, more thinking through the stimulus material would have been good.” Stakeholder interview

“I think it has got credibility in terms of the size of the budget for each project and what it delivered, and therefore the panel as a whole and what it was able to deliver. We need to see impact.” Stakeholder interview

6.2. Impacts

Impacts of specific panel activities

Below in **Table 3**, we summarise the reported or anticipated impacts from each of the main panel activities, based on observations, stakeholder interviews and evaluation forms. An overarching observation is that tangible impacts are so far limited. We advocate an ongoing role for GFS in highlighting the panel outputs, encouraging partners to use them and to feed back any evidence of impacts in the longer term to the panel members and more widely.

Activity	Outputs delivered or expected	Lead organisation	Reported or anticipated impacts
Insects survey	Aug 2015	GFS	Outputs were used in a GFS workshop regarding funding research into using insects as animal feed, and have provided momentum for further investigation of this area.
Baseline survey	Nov 2015	GFS	Combined with the endline survey, outputs provide learning regarding panel attitudes, knowledge and behaviour at different points in time.
FSA report	Nov 2015	FSA	FSA is undertaking a broad piece of research around consumer views on food. They asked for a report of early learning and insights from the panel, and used this to draw on any lessons learnt about the food system, improve the dialogue phase of their work and avoid duplication.
Urban agriculture	Jan 2016	GFS	Once the implications of the comprehensive spending review are more fully known, the report will be used to shape research priorities relating to urban agriculture and to highlight specific issues to raise with researchers.
Food systems	Jan 2016	GFS	Specific impacts are hard to pin down as this is such a broad topic. So far, it has reinforced GFS thinking on a number of topics, including: communicating food systems, demonstration of a good level of understanding about food waste and safety among participants, lack of engagement from participants with

			the environmental aspect, the need for action to accompany awareness raising, and the potential for complex or contentious issues to risk public disengagement.
Buying British	Jan 2016	Defra	The report has been used by the Defra strategic communications team to better understand current feelings about buying British and to inform their communication of this topic. It will form an ongoing and important part of the evidence base on buying British.
Innovation	Mar 2016	Defra	Outputs are expected to inform discussions of policy and practice within the Food Innovation Network.
Sustainable intensification	Mar 2016	Defra	Outputs are expected to inform various policy discussions, for example regarding boundaries, and a Defra/GFS research strategy.
Endline survey	Mar 2016	GFS	Combined with the baseline survey, outputs provide learning regarding panel attitudes, knowledge and behaviour at different points in time (though bearing in mind differences in sample).

Table 3. Reported and anticipated impacts from GFS public panel activities

General impacts on panel members and stakeholders

Beyond impacts on specific policy or research areas, dialogue projects can lead to a range of “softer” impacts on the individuals involved, including specific learning or behaviour change and relationship development. Below in **Table 4**, we summarise some of the impacts cited by panel members and stakeholders via interviews and evaluation forms.

Area of impact	Reported impacts	Evidence
Panel member learning	Learning about food and food security in general, as well as more specifically: production methods, purchasing/the role of the consumer, other roles and responsibilities, urban agriculture, environment and health aspects, insects as food. Other participants cite learning about the views of other participants and the role of public involvement.	Workshop evaluation forms from 134 respondents, the majority of whom reported specific learning. 114 whole panel evaluation responses: 94 said they had learned something. 158 endline survey respondents: 53 said their learning or awareness had increased.
Panel member views	On food security: more aware of food security issues; more aware of food choices; more aware of other people's views and behaviours. Other participants comment taking part has not had much or any impact on their views. On public involvement in this type of issue: range of views from feeling like it makes a difference to feeling like it doesn't or awaiting impacts; feeling it is important to involve members of the public/need for more participation. Other participants comment taking part has not had much or any impact on their views.	Workshop evaluation forms from 134 respondents, the majority of whom reported some kind of shift in view. 114 whole panel evaluation responses: 74 said their views on food security had changed in some way and 74 said their views on public involvement had changed. 158 endline survey respondents: 11 said the process had made them think, or made them think differently

Panel member behaviour	Panel members say they will: think more about their food choices; read labels more carefully; look at where their food comes from; buy more local produce; talk to friends or family about food issues; think more about waste; stay more informed or get involved more; grow more food; buy food with lower environmental impact; eat less meat. Other participants comment taking part has not had much or any impact on their behaviour.	Workshop evaluation forms from 134 respondents: by the end of the workshops, 48 participants said they were fairly likely and 22 said they were very likely to change something they do as a result of taking part. 114 whole panel evaluation responses: 80 said they would do something differently as a result of taking part. 158 endline survey respondents: 39 described specific actions they would take (including reading labels more closely or paying more attention to the sourcing of their food).
Stakeholder learning	Specific learning regarding the panel process/broader engagement processes (e.g. digital mechanisms, challenges of this type of multi-platform process in terms of resource and coordination, personal and professional development, informing or strengthening partnerships).	Recent evaluation interviews.
Specialist learning / views from workshops	Learning about the level of public knowledge / ability to engage with the topics on the one hand, and about the lack of public information and understanding on the other. Learning about specific public views (e.g. regarding choice and responsibility). Inspired to involve the public more, realise the need for more public engagement.	Workshop evaluation forms from 134 respondents, most of whom reported some kind of impact or change in view.

Table 4. Impacts on panel members and stakeholders

"I'm moderately confident it will have impacts. I think we need a mechanism like this across all the research councils. I would not be surprised but would be disappointed if the panel didn't have the impact it should." Stakeholder interview

"I've learnt so much already but want to learn so much more and look forward to taking part in future surveys and discussions to widen my knowledge. I can then pass on knowledge to my daughter who I hope will develop an excellent understanding of the importance of global food security." Panel member

"It's not all a bad thing that some things haven't gone as expected, as part of this was about learning." Stakeholder interview

"I found it educational and enjoyable, I feel my knowledge and awareness of the issues surrounding global food security has increased significantly." Panel member

"Gained better insight into public involvement; enjoyable and great idea; the value of ongoing panels with cumulative trust and knowledge developed." Specialist evaluation form

"I now have an awareness that food security is a huge issue whereas before I didn't even know it was one. I will be more conscious of my own food waste, I would be looking at my lifestyles and what I can change in order to have less impact on the environment - buy locally. Educating my friends and family on the issues I have read about." Panel member

Expectation of impact from panel members

Panel members taking part in the December evaluation were asked how much impact they thought panel activities would have, for example on policy development and research. The majority said they thought it would have a lot (25%) or some (54%) impact, with 9% saying not much impact, 1% saying no impact and 11% saying they didn't know.

This suggests a high level of expectation regarding the impacts of panel activities and highlights the importance of feeding back outputs and impacts to panel members as these become apparent. However, it is difficult to know what participants were basing their views on (e.g. a positive experience at the workshop versus general feeling from being involved in the panel).

“Some activities such as the food systems work don't have an explicit policy hook, which makes it harder to know what a good outcome will be from that. So I think some reflections from GFS later down the line about how they've used outputs would be good.” Stakeholder interview

Related to this, responses to the whole panel December evaluation and endline survey suggest some panel members would have appreciated some more proactive feedback about what was happening with their inputs and what difference they were making. This emphasises the importance of keeping panel members in touch with impacts as part of the ongoing communications from April 2016 onwards.

6.3. Value

The costs and benefits (in their broadest sense) of a project of this type are always difficult to pin down. Many of the anticipated benefits in the form of research and policy impacts have not yet happened.

Some of the costs from the process have been clearly observed over the past few months, specifically in terms of the personal resources and energy put into the project by some of those closest to it, beyond what was initially anticipated. A common issue with dialogue projects is an underestimation of resource requirements, and this project is no exception. The complexity of holding all elements of panel delivery together and the added pressure due to the various delays have only added to this.

Some benefits to the various parties taking part are also starting to be realised, based on self reported shifts in attitude or behaviour from panel members and the drawing out of process learning for stakeholders, from the evidence available to date. The building of social capital and the sense of community originally envisaged for the panel is less clear, and an area where further thought could have been given to the level of interactivity built into panel activities, particularly where panel members have not experienced a face to face event. Similarly, there is an opportunity, should the panel continue beyond March, to begin to really test some of the boundaries in terms of innovative process, building on an assumed level of trust between participants and the process to test out some more risky mechanisms.

The overall budget for the project period was £250,000. This may seem like a large amount, but is actually fairly modest compared to other dialogue project focused on a smaller number of activities (see below). As the OPM Group learning report shows, some elements such as panel management would have benefited from a larger overall proportion of the budget than was originally allocated. In addition, because this was essentially a number of different projects under one umbrella, there were a number of processes that had to happen for each individual panel activity (for example materials development, process design, reporting) that quickly started to take up resources. The danger with larger budget projects is an inherent assumption that anything is possible, when in reality delivery is often constrained by the day to day resource available to the project and the amount of budget taken up by everyday management (which in our experience is often underestimated).

We asked interviewees about the value of the panel to them, personally and organisationally. There is no doubt that the panel has been extremely valuable from a process perspective – enabling a raft of learning about the panel as a model and the specific mechanisms used to deliver panel activities.

“I would use a similar process again, yes.” Stakeholder interview

“I have gained a whole range of professional development learning.” Stakeholder interview

“I’m really glad we’ve done it. It has shown we can work together with our partners at GFS and can deliver.” Stakeholder interview

“The value is that the panel worked on a number of different detailed deliberative exercises, so generating a progressive level of insight and understanding of quite nuanced topics.” Stakeholder interview

“I’ve taken a lot away about face to face and online and how they can best work together.” Stakeholder interview

An interesting point raised by stakeholders is the added value for GFS partners in having GFS manage the process. This raises potential benefits around the likelihood of the panel being used by partners, and the consistent centralised management and coordination of a process. It also raises potential risks – for example the risk that the panel gets used simply because it is there rather than being strongly driven by clear policy and research needs. A counter to this specific risk may be that it enables more experimental processes, exploratory topics or broad research areas to be investigated – these may not be a priority for an individual partner, but could have wider value applicable to a range of partners.

“As the money is in effect already spent, I wonder whether the policy leads would have spent x amount if it was their own money, and would they have put more time into refining the questions they were asking.” Stakeholder interview

“One advantage was that GFS would run, procure and oversee it. If that wasn’t in place I’m not sure we would look to do it independently, especially given the range of topics being covered.” Stakeholder interview

When asked about value for money, stakeholders presented mixed opinions. Given the range and number of activities undertaken compared to the cost of running these as separately commissioned projects, the majority of stakeholders felt the project had been good value for money. However, there was a strong caveat from most interviewees that the real value will become apparent (or not) once outputs have been more widely used and disseminated, and impact realised.

“Yes [it was value for money], though it depends how you measure it. If it is number of pages of report per money in, then yes. But that’s not the only measure of value – also impacts and learning.” Stakeholder interview

“I think if you were to balance what we got out of the activities with the cost, no. But taking a longer view, I think some of the benefits of the panel would play through – the build up of data and so on. So no, but it could be.” Stakeholder interview

“I think there has been a lot more than £250,000 worth of work. It is always the case that much more time gets spent on dialogues than is in the budget [...] but I think when you have a large budget it can be easy to blur the line towards anything being possible. Compared to delivering the activities separately and taking into account the day to day management – it was definitely [value for money] in terms of the amount delivered.” Stakeholder interview

“I do [think it was value for money]. My time on the project has been quite a lot, but on eight projects it would have been more. We have to remember what the budgets were for the activities and what the outputs are. You have to be prepared to pay for what you need – the method and number of people is cut to the cloth of the budget that is there.” Stakeholder interview

There are economies of scale attached to the panel approach – including the presence of a single management team and Steering Group, a single online platform and point of recruitment (though bearing in mind top up recruitment), and a single procurement process.

A more practical comparison of costs with previous Sciencewise projects indicates that this project sits within the middle to high end in terms of budget (e.g. ranging from £30,450 to £440,600). However, the comparative projects each delivered a single set of workshops – ranging from three workshops in one location to 12 meetings across four locations, and engaging between 18 and 160 participants. This panel has delivered four multi-activity projects combining face to face with online elements, four online surveys, and a range of ongoing lower level interim engagement (see section 2 for a fuller summary).

In terms of time, a simple dialogue project might include a minimum of six weeks of inception and planning (following procurement), two to four weeks delivery and four weeks reporting – a minimum of around 4 months in total (though for many projects this is necessarily much longer).

The above analysis indicates the potential for significant savings in terms of cost and time to be gained by using a panel approach. However, a few caveats to this conclusion should be borne in mind:

- The panel budget is almost certainly a large underestimation of the actual time and resource spent on the project. However, this is probably true of most dialogue projects.
- If the panel activities had been tendered for separately, a range of options and costings from different contractors would be received. The panel model allows for the pricing of individual activities based only on one contractor's costings.
- A panel should not be used as a substitute for a different method unless it is equally as suitable for delivering desired outputs.

Credibility, impacts and value

Overall observations

- Stakeholder interviewees tended to feel that, from a process perspective, the project has been a credible one – with specific mention of the amount delivered in the time and budget available. Overall, the results of the panel will be the ultimate test of credibility, encompassing the usefulness of findings and reports in the eyes of decision makers and resulting impacts. As the majority of final outputs coincide with the publication of this report, it is too early to assess many of these potential impacts.
- Tangible policy or research impacts are so far limited. We advocate an ongoing role for GFS in highlighting the panel outputs, encouraging partners to use them and to feed back any impacts to panel members and relevant stakeholders.
- A range of “softer” impacts particularly relating to learning, as well as behaviour and attitudes, have been reported by panel members – also from stakeholder interviews and specialists attending workshops. For example, panel members saying they will pay more attention to food labelling, and specialists feeling inspired to engage more with members of the public.
- The panel has been extremely valuable from a process learning perspective – enabling a raft of learning about the panel as a model and the specific mechanisms used to deliver panel activities.
- Stakeholders present mixed opinions about value for money. Given the range and number of activities undertaken compared to the cost of running these as separately commissioned projects, the majority of stakeholders feel the project has been good value. A strong caveat is that the real value will become apparent (or not) once outputs have been more widely used and disseminated, and impact realised.

- Objectively, there is potential for significant savings in terms of cost and time to be gained by using a panel approach, but with some important caveats around choice of appropriate method and actual versus budgeted cost.

7. Meeting panel aims and objectives

In this section we consider each focus area of panel aims and objectives in turn, specifically reflecting on some overall indicators of success identified in our original evaluation plan and then indicating how well we think the panel aims and objectives have been met. This is followed by some reflection on a wider range of objectives cited by stakeholders interviewed as part of the baseline evaluation report, and on the challenges of a multi-stakeholder, multi-objective process more broadly.

7.1. Decision making

Focus	Dialogue aim (A) and relevant objectives (O)	Overall indicators of success
Decision making	A1: To open up and strengthen GFS decision making by efficiently and transparently discussing with, and listening to, a diverse cross-section of UK residents about their views and values relating to GFS's activities, funding priorities, policies and plans O1: To develop and run panels of UK citizens that help inform GFS decisions on its future activities, policies and plans O6: To demonstrate GFS's commitment to open and transparent strategic planning	GFS members feel decision making has been strengthened GFS members see value and credibility in panel recruitment, process and outputs, and can identify relevant impacts Panel engages a diverse cross section of UK residents A range of activities takes place that allow citizens to engage with GFS plans and decisions

Indicator: GFS members feel decision making has been strengthened

POTENTIAL TO BE WELL MET. Stakeholder interviewees tended to feel the individual activities have produced useful outputs, but tangible impacts are yet to be realised in many cases.

Indicator: GFS members see value and credibility in panel recruitment, processes and outputs, and can identify relevant impacts

POTENTIAL TO BE WELL MET. Stakeholder interviewees tended to feel the process has been credible, but again tangible impacts are yet to be realised in many cases.

Indicator: Panel engages a diverse cross section of UK residents

FAIRLY WELL MET. The overall composition of the panel included a diverse mix of UK residents based on the original recruitment criteria (although see the OPM Group learning report for detail on some criteria that were not fully met). However, this is different from the cross-section of participants involved in each individual activity – see relevant comments in section 7.2 below.

Indicator: A range of activities takes place that allow citizens to engage with GFS plans and decisions

WELL MET. Although activities were slow to get going, the panel delivered a good range, number and variety of activities.

A1 overall: WELL MET
 O1 overall: POTENTIAL TO BE WELL MET
 O6 overall: FAIRLY WELL MET

7.2. Public views and values

Focus	Dialogue aim (A) and relevant objectives (O)	Overall indicators of success
Public views and values	A2: To understand how participants' views and attitudes (including those of GFS, the public and stakeholders) evolve through deliberative engagement on food security O2: To engage a sufficient number and type of public participants to provide a range of views and values that will give strong indications of how the public at large or specific public groups feel about certain issues O5: To enable GFS to better understand how knowledge and understanding of different topics might lead to changes in public attitudes	Baseline and endline survey run successfully Views of panel participants, GFS and other stakeholders tracked and reported GFS members feel panel activities involved a sufficient number and type of public participants

Indicator: Baseline and endline survey run successfully

FAIRLY WELL MET. Baseline survey achieved. Endline survey achieved, but with the number of participants lower than hoped.

Indicator: Views of panel participants, GFS and other stakeholders tracked and reported

WELL MET. A rich set of data exists as a result of panel activities, including a range of reports on specific activities and issues.

Indicator: GFS members feel panel activities involved a sufficient number and type of public participants

FAIRLY WELL MET. Participation levels have varied across activities. See section 5 above, as well as the OPM Group learning report for a detailed breakdown and discussion. Because the panel was never designed to be a random sample of the UK population, the absolute number of panel members participating in a given activity and their demographic spread in relation to the UK population has relatively little meaning from a statistical point of view.

We would suggest that the quality and range of contributions is what really matters in terms of providing robust and credible outcomes. However, for each topic lead the definition of what constitutes a credible range could vary. For example, a survey eliciting 25 responses all from highly educated white males compared to one eliciting 100 responses from wider mix of demographic spread would almost certainly be received and framed differently by the relevant topic lead. We asked stakeholder interviewees about the issue of the word “sufficient” balanced with quality of responses, and they provided a range of responses, including:

- *“We haven’t necessarily got the full range of views where the conversations haven’t been proactively managed.”*
- *“Have we prevented people with lower education levels taking part?”*

- *“It’s about looking at whose voices you are interested in for each topic. E.g. if you are talking about chicken shops, the panel process might be supplemented by an addition of younger voices (or regular users of chicken shops).”*
- *“It’s a balance between the two (numbers and quality). I’ve no idea how many you need to draw conclusions. So for me it’s necessarily more about the quality.”*
- *“It depends on the activity. There has to be a compromise, but for some topics, representation of cultural and educational diversity and willingness to engage with the internet are the type of things that worry me. I would like to see some sort of analysis that shows those types of biases weren’t present, but we’ll have to wait and see.”*
- *“I would want to know how responses varied across demographics.”*
- *“It’s not representative – you would need to do an awful lot regarding raising numbers for that and getting there is quite expensive. But that does limit what I can say conclusively.”*
- *“I don’t believe in representation – that’s a false god. I’m all about the context and why people think the way they do. What does a majority view actually tell us and policy makers. If policy is to be robust it needs to reflect that people have different perspectives and that they change over time and contexts – and policy can’t adapt to these different priorities if it is based on a simplified majority view.”*

In summary, there is a mix of views amongst interviewees, with some prioritising quality over quantity and others suggesting a balance needs to be struck. This has implications for the reporting and interpretation of panel outputs, in particular the need to be clear about the what can or cannot be inferred from the data in respect of “public views”.

In reality, the credibility of outputs come down to the individual circumstances and framing of results for each activity and the extent to which agreed aims are met – based on the objectives of the relevant decision maker/s. This highlights the care that will need to be taken not to oversimplify messages arising from the panel and to be clear about the range of participants taking part in each stage of each activity. The idea of supplementing participation in future similar panels with specific groups of interest is one that could be considered on a topic by topic basis, depending on the objectives in each case.

A2 overall: WELL MET
O2 overall: DEPENDENT ON INDIVIDUAL ACTIVITIES
O5 overall: FAIRLY WELL MET

7.3. Public interaction and conversation

Focus	Dialogue aim (A) and relevant objectives (O)	Overall indicators of success
Public interaction and conversation	A3: To help foster a conversation among participants and, through their networks, the wider UK public about the issues raised by food security by opening up GFS decision making and discussions O3: To give the panels opportunities to highlight issues with GFS O4: To provide views and inputs which are relevant to GFS, to which GFS can respond	Consistent levels of engagement from panel members Evidence of wider dialogue (e.g. among participant networks) as a result of panel activities Issues raised by panel members are fed to GFS and responded to (either by developing topics for further discussion or providing some kind of direct feedback to panel members) Key stakeholders involved in content and process design

Indicator: consistent levels of engagement from panel members

PARTIALLY MET. There has been consistent engagement from a core group of around 200 panel members.

Indicator: evidence of wider dialogue (e.g. among participant networks) as a result of panel activities

FAIRLY WELL MET. Although there was no structured mechanism to facilitate conversations with wider networks, of the 158 endline survey respondents, the majority said they had communicated with other people about food security as a result of taking part in the panel, including:

- Face to face – casual conversations. **98**
- Social media. **23**
- Email. **16**
- Face to face – organised meeting (e.g. school or community group). **12**
- Phone or text. **9**
- Other. **4**

Just 29 respondents (18%) said they had not communicated with others about the topic. There is no way of gauging exactly what was spoken about or what these interactions were like, but this does indicate a good level of unprompted wider communication about food security as a result of panel participation.

Indicator: issues raised by panel members are fed to GFS and responded to

POTENTIAL TO BE WELL MET. There is limited evidence of this currently. This is primarily due to the need to get panel activities up and running in the face of time pressures, combined with the need to demonstrate GFS partner-led activities. Should a future panel continue in some form, there is the potential for comments and suggestions raised by participants across the full range of activities (and beyond the scope of the specific incentivised activities) to inform new panel activities. The short report to FSA went some way to demonstrating how this might happen based on some early panel activities.

Indicator: key stakeholders involved in content and process design

WELL MET. This has happened on a case by case basis, with the level of involvement depending on the complexity of the topic and process.

A3 overall: FAIRLY WELL MET

O3 overall: POTENTIAL TO BE WELL MET

O4 overall: WELL MET

7.4. Process learning

Focus	Dialogue aim (A) and relevant objectives (O)	Overall indicators of success
Process learning	A4: To trial and learn about the effective use of public panels (and the combining of mixed methodologies, including digital methods) for public dialogue and engagement O7: To enable GFS to better understand the potential and limitations of the public panels model of public dialogue and engagement, and its potential for future applications	A range of methods is used, covering a range of topics/issues Lessons about the use of public panels and the various methods used are drawn together in the contractor's nine month and final report Messages from public participants, GFS members and other stakeholders regarding the potential and limitations of the panel are heard and captured, reported and used

Indicator: a range of methods is used, covering a range of topics/issues

WELL MET. A range of methods covering a range of topics has been used. However, there was room to explore other methods, including perhaps some more innovative or “risky” methods. In addition, should the panel process continue, it might be anticipated that a wider range of topic leads would come forward with topic ideas than have currently been involved.

Indicator: lessons about the use of public panels and the various methods used are drawn together in the contractor's nine month and final report

VERY WELL MET. The OPM Group learning report, other OPM project reports (e.g. on individual activities) and 3KQ evaluation reports highlight a broad range and depth of learning from the panel process.

Indicator: messages from public participants, GFS members and other stakeholders regarding the potential and limitations of the panel are heard and captured, reported and used

WELL MET. Some of the learning from an interim (9-month) OPM Group learning report and the internal 3KQ interim evaluation report began to be explored further in the three months that followed. There is potential for further learning to be applied should the panel continue in any form.

A4 overall: WELL MET

O7 overall: VERY WELL MET

7.5. Meeting wider objectives, expectations and assumptions

Baseline objectives

Interviewees for the baseline report were asked about their expectations or assumptions with respect to project objectives. As well as reference to the formal objectives laid out in various documents there was a strong overarching sense that, above all else, the panel should produce information that is useful and acted on. More specific hopes and expectations listed by stakeholders centre on three core areas, with examples from each summarised below.

Purpose: influencing GFS work and strengthening GFS decision making; developing the evidence base by addressing key questions where there are gaps; helping to understand consumer perspectives on key issues to inform research and policy development and future funding; a go-to resource for policy leads; quick and cheap access to public views; a touchstone for public views and values.

Content / topics: the big questions and trade offs (e.g. security and sustainability); a systemic perspective; interactions with other systems; food security beyond the production system; specific research and policy questions; acceptability of new technologies; gauging public perceptions and understanding from a food security perspective.

Process: trialling different methods, including use of a digital process; a good balance between top down and bottom up dialogue; a self-sustaining community, ongoing and engaged, but also with enough 'refreshment' so as not to become overly professionalised; learning about how participants' knowledge and views change over time and what does that mean; how the conversations that happen spread to participants' networks; looking at the panel as a model for other areas; understanding how this fits alongside Sciencewise's other work.

Nine month reflections

Interviewees in December were asked (where relevant) to reflect back on some of these original stated objectives. Areas of perceived success included:

- The ability to act as a rapid touchstone where a topic is refined and neatly framed.
- A mixed focus on short term, responsive activities (e.g. buying British) and longer term topics such as innovation.
- Mixing learning about consumer behaviour with examining some "wicked problems".

Areas felt by interviewees to be somewhat more challenging included:

- Extracting learning about individual mechanisms rapidly enough to feed into future activities.
- Aspiring to a greater degree of dialogue across the range of panel mechanisms.
- Presenting some of the subtleties regarding trade-offs and future scenarios or solutions.
- Understanding whether the panel is an appropriate model to deliver the range of mechanisms it set out to offer.

Balancing a range of needs

The overarching message from the baseline interviews was that different partners would use the panel in different ways, and thus had different objectives and expectations. Although these expectations might differ in terms of specific learning or purpose, the common factor was that each individual panel activity should be clearly linked to the specific objectives of the relevant topic lead or leads.

There has been a sense that each panel activity has been "owned" by the person or organisation putting it forward, and perhaps less so by wider GFS members. This is a natural consequence in cases where there is a specific need or a particular policy hook most relevant to a single partner. The test of maximising impact and balancing different needs comes where outputs relevant to the overall GFS programme or multiple partners are produced and where a single activity is potentially highly relevant to more than one specific research or policy hook across more than one organisation.

An example of this second scenario played out in part during the development of the innovation activity planned for early 2016. Originally formed of two separate proposals relating to innovation and genome editing, discussions with the relevant topic leads led to the shift of genome editing from

a central part of the content to one of a range of examples, as this was felt to be preferable from a process point of view. Although this means that one of the partners did not necessarily gain the level of insight they were originally hoping for, we observe that on balance this was a good decision as it potentially avoided a disproportionate skew of the overall activity towards a single area of (potentially controversial) discussion.

The involvement of multiple partners brings significant benefits in terms of the range of expertise and knowledge involved and the ability for single activities to benefit or inform multiple parties. It also brings challenges, for example:

- Keeping all parties informed
- Handling a specific topic may be of limited value or interest to all but a small number of partners.
- Handling topics of wide interest that are the source of disagreement or contention.
- Balancing expectations of what the panel as a whole can do.

This final point is particularly relevant as discussions about the future of the panel begin – see 8.2 for further discussion of this.

Meeting panel aims and objectives

Overall observations

- We conclude that all of the panel aims and objectives have at least been partially met or have the potential to be met depending on the realisation of impacts.
- The involvement of multiple partners has brought significant benefits in terms of the range of expertise and knowledge involved and the ability for single activities to benefit or inform multiple parties. It also brings challenges – particularly around balancing expectations about what a panel can and should do.

8. The panel as a model

8.1. The public panel journey

The past year has certainly been a journey for all involved. The overall feeling among stakeholders recently interviewed is that this has been an ambitious project with a number of delivery challenges, but one that has delivered a lot of valuable activities and outputs within the available time and budget.

The journey has undoubtedly been bumpiest for those involved most closely with the panel delivery – namely the contractors and the Project Management Team. There has been a lot of learning and reflection around the nature of the process and resourcing for this type of project from these stakeholders.

“In terms of learning, I have more confidence in what you can use digital for. Digital is not necessarily cheaper – engaging people online is really quite hard. That investment in starting up the panel is huge, and you can’t do digital as a small add on. It is quite a substantial undertaking and you have to be really clear what you want from it.” Stakeholder interview

In large part, the various ups and downs have been shielded from the Steering Group and topic leads. This has enabled them to focus more on the credibility and delivery of the panel and its individual activities rather than getting embroiled in the detail of delivery.

We asked the stakeholders interviewed in December for some reflections on some of the challenges and successes they were feeling surrounding the panel process. These are summarised in **Table 5** below.

Challenges	Successes
- Time (project overall and individual capacity). - Finding appropriate specialists (e.g. industry representation for food systems). - Capturing timely learning on individual mechanisms. - Agility and capacity of the panel where multiple activities occur together. - Still some challenges regarding communication within the PMT – e.g. regarding timing of documents for review, lack of response from the contractor sometimes, still a challenge to feel like contractor and client are operating as a team. - Maintaining Sciencewise principles across each individual activity. - Managing and taking into account loud voices outside of workshops (i.e. online). - Communicating scientific uncertainty. - Not disenfranchising panel members e.g. if the panel process ends. - The risk of assuming a high budget project can do anything (and wanting it to because it is an	- The panel is recruited and operating / running activities. - Project management and leadership have significantly improved. - Strong project management from the GFS Secretariat. - Overall quality is much better. - Improvements in material sign off process. - Good number of returns on the baseline survey. - Particularly strong delivery on the face to face workshops (e.g. facilitation). - Demand from partners to use the panel. - Outcomes are starting to emerge. - Strong Steering Group chair. - Ability of panel members to contribute with well considered responses. - Process learning is emerging – e.g. the resource requirements of an online platform and panel management.

interesting project).

- Balancing the range of views and expectations across a range of stakeholders.

Table 5. Stakeholder reflections on challenges and successes, December 2015

Panel members taking part in all evaluation activities have provided largely positive feedback on their overall experience with the panel. This is especially true of those taking part in the workshops. The strongly positive experience of workshop attendees raises various considerations for a future process: on the one hand it is likely to boost overall engagement with the panel process; on the other, there is a risk that should participation in a face to face activity positively influence participants' feeling of involvement and connectedness to the project, the panel starts to develop into an essentially "two tier" process.

In the more recent interviews, there has been a feeling that the panel has made very positive achievements with respect to learning and generating data and outputs. On the project management side, the feeling of urgency has ramped up again as the project draws to its close and various handover activities need to be put in place. Activity in the next few months will be crucial in terms of:

- Having the space and time to reflect on the data and learning as part of the analysis process preceding any potential future panel.
- Pressing for tangible impacts as a result of the panel activities that have happened to date.

8.2. The public panel compared to other mechanisms

What can the panel do? What can't it do?

The original project ITT envisaged the panel using a "mixture of activities using a traditional public dialogue paradigm, as well as more experimental approaches to public engagement with complex issues." The vision was to utilise the panel on a flexible basis to:

- Allow GFS (as a programme or as individual partners) to pose discussion questions or topics.
- Explore quantitative questions or gather 'top of head' views, or to qualitatively explore complex subjects with panels (or sub-groups of a panel) through in-depth deliberative, reconvened workshops.
- Engage on topical issues at short notice as well as discussing topics in a more planned manner.

We observe, on the basis of evaluation evidence, is that the panel has started to do all of these things.

What has become increasingly clear as the panel has delivered more activities, is the emergence of a range of learning about the pros and cons of specific mechanisms or combinations of mechanisms used within the panel.

For example, a combination of online and offline appears to work well if the pathway between stages is clear, and particularly where deeper deliberative discussion occurs face to face, framed by some unpacking and summing up either side online. Online panel methods can work well for a faster turnaround topic that is well defined but this particular panel model could never offer a statistically significant or representative survey (see OPM Group learning report for some more specific points).

Broadly speaking, based on the range of activities delivered, we suggest that a panel of this nature can be suitable for delivering:

- Quick 'toe-in-the-water' (not statistically representative) surveys on well defined issues.

- A mix of on- and offline methods for more complex topics requiring deliberation, exploration of boundaries and trade offs etc.
- High level analysis of cross cutting issues or themes emerging across a range of panel activities (e.g. FSA report).
- Tracking the views of a group of members of the public over time.
- Potentially more innovative interactive methods not yet tested with the panel.
- Potentially some more in depth analysis regarding panel member journeys and the nature of engagement with different on- and offline mechanisms.

Similarly, we observe this particular panel is not suitable for delivering:

- Activities where involvement of large numbers of members of the public is desired.
- Statistically representative outputs (note this was never an intention).
- Processes where views are sought from a totally fresh group of members of the public, or from those without prior knowledge of a subject.

A key piece of learning is that online activities should not be a “bolt on” – they are not necessarily cheaper or quicker than face to face methods and need to be treated with all of the same considerations in terms of framing, setting clear objectives and questions, developing engaging materials and resourcing management and reporting. We have also seen some learning emerge around participation levels, for example trends for specific demographic groups (age, education levels and gender) to deviate from the desired quota – see OPM Group learning report for detail.

The vast collection of rich learning from this panel offers a basis for deeper analysis, from which to explore mechanisms with any future panel. It should enable specific learning goals to be defined and achieved during the delivery of any future panel or similar process.

A single panel cannot be all things to all people – a fact that was explicitly recognised during initial conversations about panel size and more recently by interviewees. A future panel could go in multiple directions, do many things and be managed in a number of ways. For example, a smaller panel that develops into an essentially self selecting cohesive community of active and engaged citizens will look different to a large panel broadly representative of UK demographics with which to sporadically test ideas. A crucial part of the demand analysis will be determining what the function of a potential future panel should be and what it should achieve, then working back from there to determine what it should look like.

“The needs analysis should help to really pin down what the panel is useful for and matching methods to need.” Stakeholder interview

How does this compare to other methods?

We asked recent interviewees whether they thought similar outputs could have been achieved in a different way – using a method other than the panel. The answer tended to be “yes, but...”.

The “yes” referred to the fact that it seemed probable that the individual activities and indeed all of the panel objectives (bar the process learning about public panels) could have been achieved using a different method which could possibly have led to more robust or credible outputs.

The “but” touched on a number of points, which are essentially the things that make a panel approach different. The specific points mentioned by interviewees were:

- Value for money. The panel offers a number of economies of scale – see 6.3. above.
- Output over time. The panel was able to deliver a lot in a relatively short space of time.
- Learning. This was the most commonly mentioned value of the panel for a number of stakeholders – see 6.2.

- The combination of online and face to face. This type of panel offers the ability to use multiple different combinations and interaction between on- and offline mechanisms within a single ongoing process.
- Panel maturation. As panel members become more familiar with the subject matter, they are able to dive more deeply into issues, be asked different types of questions, and engage more ably with decision makers.

“Yes, it could have been achieved in a different way but I think overall it was quite good value. We could have run lots of online and face to face but I don’t think we would have been able to get the value of activities within the timescale we had.” Stakeholder interview

“Yes I think more classic qualitative research would have produced more credible outputs.” Stakeholder interview

“The argument regarding them not being “members of the public” compared to other dialogue mechanisms is one I don’t really buy. I don’t think dialogue is ever with an uninformed group of public, once you get them in a room for two days.” Stakeholder interview

“We could have done all the other objectives apart from trialling the panel with other methods, and there may have been some improvements in robustness, but my feeling is it would have been more expensive as there are quite a lot of economies of scale.” Stakeholder interview

On the flip side, interviewees also recognised certain limitations of the current panel, including:

- Logistical difficulties in spreading over six locations across the UK.
- The limits of online work in terms of deeper deliberative interactions.
- Potential differences in the way data might need to be analysed from face to face versus online activities.
- The potential for participants to be increasingly influenced by what they have already heard (either within an activity or across the time of the panel more broadly) and to become less broadly representative of the general population over time through the twin actions of selection (those who are not interested drop out) and conditioning (change through reflection and discussion).

8.3. A future panel?

What to take and what to leave?

We asked recent interviewees which aspects of the current panel model they would take forward into any similar future panel process, and which they would do differently. Their responses are summarised in **Table 6** below.

Elements to keep and explore further	Elements to do differently
- Keep the online and face to face connection, being really clear what each element does. - Use the online element prior to workshops. - Explore the community aspect – e.g. using panel members as ambassadors. - Develop the online side to try to increase engagement, making it more dialogic and animated. - Explore how to make the most out of the	- Do less Q&A and live forums – not sure they work. Or perhaps try them verbally. - Involve specialists earlier in the process for each activity and make sure they are clearly briefed. - Change the way the topic development process happens to a slightly different order, with a discussion first about scope, robustness, etc. before the budget is set.

content generated by all of the “interim” activities. - A lot of other things that will depend on the demand analysis.	- Recruitment – take a more structured, evidence-based approach. - Spend more money on the software. - Be really clear about what topics go to the panel, e.g. what is suitable and has the potential to enable report back to the public and translate to impact. - Don’t just do digital on its own. - Perhaps try a smaller number of topics that are well thought through and deliver a number of activities within each of those topics. - Agree a number of topics relevant to all funders. - Have some content prepared before the panel starts. - Use a single day workshop rather than split over two. - Consider other types of output such as filming discussions. - Focus more on governance and how everyone feels connected in. - Have a location focus so that people can meet, e.g. at a face to face launch. - Focus on panel management and engagement – a dedicated person who can imagine what it’s like to be a participant and whose job it is to maximise participation. - A lot of other things that will depend on the demand analysis.
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Table 6. Stakeholder reflections on a potential future panel model, February 2016

What next?

As this stage of the panel comes to a close, the Project Management Team is implementing a communications plan to ensure panel members and wider stakeholders are kept informed about what is happening next. The plan to communicate with panel members is comprehensive and clear, but it cannot erase the risk of significant drop out of panel members between now and any potential future panel restarting.

There is a process of learning and demand analysis that needs to be undertaken before there can be any certainty about what a future panel might look like. Therefore, a regular, transparent communication with panel members seems preferable to continuing with an uncertain process, which runs an equivalent risk of panel members dropping out.

“I would like to be part of future thinking. Thank you. Hopefully, we will receive follow up feedback about any changes, say, in Government approach.” Panel member

“Thank you very much for having me on the panel, I’m sad it’s over. I’d like to be kept informed and to have access to more info in the future with what’s being done.” Panel member

A key to minimising drop out will be retaining clarity of message and continuing to actively value the investment that participants have made in the process by informing them of ongoing impacts and developments. This in turn relies on:

- Panel outputs being delivered to relevant GFS partners and wider stakeholders in a timely manner.
- GFS partners taking the time and space to reflect on learning together to develop a shared vision for the future of the panel.

The panel as a model

Overall observations

- This has been an ambitious project with a number of delivery challenges, but still one that has delivered a lot of valuable activities and outputs within the available time and budget.
- A single panel cannot be all things to all people. A future panel could go in multiple directions, do many things and be managed in a number of ways. A crucial part of the forthcoming demand analysis will be determining what the function of a potential future panel should be and what it should achieve, then working back from there to determine what it should look like.
- Other engagement methods can deliver similar outputs to a panel model, but the panel brings with it specific benefits that potentially separate it from other mechanisms – for example economies of scale for delivering multiple projects and the development of a panel membership able to grapple with increasingly complex issues. It also brings certain limitations – for example it is not suitable for delivering certain types of output (such as statistically representative results – though note this was never an intention for this process), or for engaging with a totally “fresh” sample of members of the public.
- As well as the need for regular, clear communications to panel members as this stage of the process comes to an end, two other actions will be crucial: panel outputs being delivered to relevant GFS partners and wider stakeholders in a timely manner; and GFS partners taking the time and space to reflect on learning together, to develop a shared vision for the future of the panel.

Appendices

Appendix 1. Summary of interviews and evaluation forms

Baseline interviews, June 2015

Alan Irwin, GFS member
Alison Mohr, Steering Group member
Charly Cureton & Patrick Middleton, Dialogue secretariat/PMT members
Geoff Tansey, Steering Group member
Kieron Stanley, Steering Group member
Lucy Foster, GFS member
Mike Edbury, GFS member
Sara Elias, Contractor
Simon Kerley, GFS member
Suzannah Lansdell, Steering Group member/PMT member
Tim Benton, Steering Group member

Learning review interviews, September 2015

Charly Cureton & Patrick Middleton, Dialogue secretariat/PMT members
Diane Beddoes, Contractor
James Tweed, Sciencewise
Lucy Farrow, Contractor
Riaz Bhunnoo, Topic lead for specific activity
Roland Jackson, Chair of the Steering Group
Suzannah Kinsella, Contractor
Suzannah Lansdell, Steering Group member/PMT member

Interim evaluation report interviews, December 2015

Alison Mohr, Steering Group member
Charly Cureton & Patrick Middleton, Dialogue secretariat/PMT members
Geoff Tansey, Steering Group member
Kieron Stanley, Steering Group member
Lucy Farrow, Contractor
Lucy Foster, GFS member
Riaz Bhunnoo, Topic lead for specific activity
Suzannah Lansdell, Steering Group member/PMT member
Tim Benton, Steering Group member

Final evaluation interviews, March 2016

Charly Cureton & Patrick Middleton, Dialogue secretariat/PMT members

Diane Beddoes & Lucy Farrow, Contractor

James Phillips, Topic lead for specific activity

Kieron Stanley, Topic lead for specific activity

Riaz Bhunnoo, Topic lead for specific activity

Suzannah Lansdell, Steering Group member/PMT member

Evaluation questionnaires

Questionnaire	Format	Scope	Returns
Evaluation questions included in the endline survey, February/March 2016	Online survey with a fixed incentive of £5.	All panel members (654 registered members)	158
Whole panel evaluation, December 2015	Online survey with a prize draw incentive of £50.	All panel members (597 registered members)	114
Sustainable intensification face to face session evaluation, March 2016	Paper form, no incentive.	11 attendees	11 plus 4 specialists/observers
Innovation workshop evaluation,	Paper form, no incentive.	38 attendees	36 plus 8 specialists/observers
Food systems workshop evaluation, November-December 2015	Paper form, no incentive.	45 attendees	44 plus 6 specialists/observers
Urban agriculture workshop evaluation, November 2015	Paper form, no incentive.	43 attendees (half day workshops) 41 attendees (full day workshops)	43 plus 7 specialists/observers (half day workshops) 41 plus 4 specialists/observers (full day workshops)
Insects survey high level evaluation, September 2015	Two questions added at the end of the insects survey.	47 respondents (data from respondents after the workshop deadline were not analysed)	46

Appendix 2. Project Management Team and Steering Group members

Project Management Team

Charly Cureton, Dialogue secretariat
Diane Beddoes, Contractor
Lucy Farrow, Contractor
Patrick Middleton, Dialogue secretariat
Roland Jackson, Chair of the Steering Group
Suzannah Lansdell, Sciencewise

Helen Fisher, Evaluator (observer)

Steering Group

Alison Mohr, University of Nottingham
Caroline Drummond, LEAF
Geoff Tansey, Food Systems Academy
Hannah King, NERC
Huw Jones, Rothamsted Research
Jennie Macdiarmid, University of Aberdeen
Jon Woolven, IGD
Kieron Stanley, Defra
Lucy Foster, Defra
Peter Jackson, University of Sheffield
Riaz Bhunnoo, GFS
Roland Jackson, Independent chair²³
Suzannah Lansdell, Sciencewise
Tara Garnett, University of Oxford
Tim Benton, GFS

²³ Roland Jackson is also Executive Chair of Sciencewise, but in this capacity acted as an independent chair of the project Steering Group.

Appendix 3. Learning points from the 3KQ learning report

The following is a summary of a range of learning points garnered from the telephone interviews and our observations up to September 2015. Each point is labelled with the party or parties they are most relevant to. Where there are multiple organisations fulfilling the role of the client as in this case, each will have slightly different roles and focuses in the project – the learning points listed for the client should be read with this in mind. Although the points stem from this specific circumstance within this specific (large) project, most are relevant to many situations.

Procurement and tendering

- All parties: Ensure clarity from the start of the project about the contractual arrangement and the formal process for dealing with any contractual issues, including handling performance issues and potential termination.
- Client: Seek clarity about / reconfirm this process as soon as a potential issue arises.
- Client: Consider essential products or processes that need to be in place early (for example producing a privacy impact statement where multiple parties are involved) at the tendering stage, so that these can be planned in advance and addressed at the earliest opportunity.

Early project stages

- All parties: Review project risks with a view to developing an open and regularly updated risk register. Discuss high or escalating risks early and openly as soon as they arise.
- Contractor: Ensure team members get up to speed with the content (overarching and for specific sub topics) as quickly as possible – including via quick web searches and team discussions. Discuss how to capture that learning in the event of absence or leave of one or more team members.
- All parties: Have an open and detailed discussion about expectations and assumptions. This might include when and how much input the client will have with respect to specific aspects, the level of detail required in terms of documentation and client updates, what exactly is covered by specific descriptions or budget lines. Capture these assumptions and key decisions so they can be tested in the early stages and revisited as needed.
- All parties: For complex multi-stranded projects, discuss challenges and options with respect to linear versus parallel delivery of specific project strands, and agree ways forward.
- Contractor: Ensure realistic resource is put in place for each aspect based on the conversations above.

Project delivery and communication

- Contractor: Specific to recruitment, check for red flags (e.g. nature of topic, non-specific commitment, likely level of engagement from certain socioeconomic groups) and share these with the client so that a realistic conversation about sample, timescales and resource can be had. Consider contingencies early (for example recruiting to a specific single activity in the first instance, targeting local groups, etc.).
- Contractor: Ensure a clear process for handover is in place throughout the project, in case a team member is absent or leaves the team. Include a plan for clear communication and follow up with the client.
- All parties: Put in place regular project meetings by phone, with face to face meetings interspersed where practical.
- All parties: In the case of a key member of staff being replaced (client or contractor), always arrange a face to face meeting if possible, to ensure reconfirmation of expectations and to aid relationship building.

- Contractor: Particularly for complex projects with multiple aspects, check in regularly with team members to ensure support and resource is sufficient. Have clear contingencies in place, such as reallocating responsibilities or bringing in other team members.

Spotting issues

- Client: Raise any issues quickly and clearly with the contractor. Agree a clear process for escalating issues if they occur repeatedly or in multiple areas, including the introduction of KPIs or potentially entering formal contractual processes in the case of persistent concerns. Consider plans for communicating any issues with key stakeholders.
- Contractor: Regularly review the overall shape of the project with a view to spotting bottlenecks and potential issues (linked to the risk register). Agree a clear process for dealing with persistent issues, including how to recognise red flags (i.e. issues that require internal escalation and immediate prioritisation / resourcing).

Resourcing

- All parties: Where a project is complex with multiple strands, recognise this will add additional resource in itself due to the need to maintain a clear overview of the process as a whole and fit together the various elements.
- All parties: Recognise the potential for high budget projects to lead to resource creep – this links to the point above regarding upfront discussions about what is covered by each budget line.

Learning for the evaluators

As evaluators, we have learned a lot by being involved in this process. All of the learning points listed above are also reminders for us of some of the management processes, tensions and red flags to look out for and to be mindful of when observing and reflecting back on dialogue and engagement projects. Throughout this phase of the process, we were conscious of the importance of remaining independent as a third party evaluator, and the great responsibility of our role in impartially capturing learning and reflecting back observations – particularly where periods of high tension or difficulty occur.

Appendix 4. Evaluation data – whole panel evaluation, December 2015

Total number of participants = 114

A. Purpose

1.	To what extent do you understand the purpose of the Food Futures panel?	I do not understand it at all 1	I do not understand it very well 10	I understand it quite well 76	I understand it completely 27
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B. Your involvement so far

2a.	How involved do you feel in the panel and its activities?	Not at all involved 0	Not very involved 29	Fairly involved 58	Very involved 27
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2b. What would help you to feel more involved?

Responses coded into the following groups:

- More of a specific type of activity/discussion – 20
- More information/communication - 17
- More feedback/results/analysis – 11
- Changes to online interface, e.g. clearer signposting – 10
- More personal time to participate – 10
- More activities generally – 5
- I feel very involved (not relevant) – 3
- Bigger or clearer incentives/points – 3
- Interim activities to keep participants engaged – 2
- More relevant subject matter (to everyday life) – 1

3a. Please rate your experience of each of the following panel activities from 0-10 (where 0 is very bad and 10 is excellent) and tell us more about what worked well or what you would change in each case. This covers the sign up process and the main activities for which points were available.

Activity	Overall experience (where 0 = very bad and 10 = excellent)												What worked well about this?	What would you change?
Signing up and logging into the panel	0 0	1 0	2 0	3 2	4 1	5 5	6 1	7 5	8 20	9 24	10 50	N/A 6	See comments in main report for a summary.	See comments in main report for a summary.
Survey about insects in animal feed	0 1	1 0	2 0	3 1	4 0	5 4	6 2	7 4	8 12	9 11	10 14	N/A 65	See comments in main report for a summary.	See comments in main report for a summary.
Survey about your views on food security	0 1	1 0	2 1	3 0	4 0	5 2	6 3	7 11	8 24	9 19	10 22	N/A 31	See comments in main report for a summary.	See comments in main report for a summary.
Urban agriculture activities	0 0	1 0	2 0	3 0	4 2	5 5	6 3	7 3	8 20	9 18	10 25	N/A 38	See comments in main report for a summary.	See comments in main report for a summary.
Food systems activities	0 1	1 0	2 0	3 0	4 0	5 3	6 4	7 4	8 15	9 13	10 24	N/A 50	See comments in main report for a summary.	See comments in main report for a summary.
Buying British survey	0 1	1 1	2 0	3 1	4 0	5 2	6 3	7 8	8 19	9 20	10 36	N/A 23	To be reported early 2016.	To be reported early 2016.

3b. Do you have any comments about other panel activities (for example the regular emails, blogs and forum posts that happen in between the larger activities) or about the panel website overall?

Responses coded into the following groups:

- Comments about information/communication – 9
- Overall experience is good – 9
- Good to interact with other participants – 6
- Ideas for improving online interface (e.g. clearer signposting) – 4
- More personal time to participate – 3
- Comment on a specific activity – 3
- Workshops were good – 2
- More activities overall – 2
- Online interface is good – 2
- Larger or more clear rewards/incentives – 2
- Difficult to stay engaged if you miss the start of a topic – 1

- More specialist input on blogs and forums – 1
- Flexibility is good - 1
- Comment on this survey – 1
- More feedback/analysis/reporting – 1
- More of a specific type of activity/discussion – 1
- Learning/interesting – 1

C. Impacts

4. What have you learned (if anything) as a result of taking part in the panel activities so far?

Responses coded into the following groups:

- Food/food security generally – 43
- Production methods – 14
- Learning from other participants / points of view – 12
- Urban agriculture – 10
- Purchasing/role as consumers – 7
- Environment/health aspects of food – 4
- Role of public engagement – 2
- Insects as animal feed – 1
- Yes (not specified) – 1

5a. How has taking part changed your views on food security, if at all?

Responses coded into the following groups:

- More aware of food choices – 35
- No/not much change – 32
- More aware of food security issues – 16
- Other – 12
- More aware of other people's views/behaviour – 4
- Yes (not specified) – 3
- A little/somewhat (not specified) – 3
- Context/politics - 1

5b. How has taking part changed your views on public involvement in these sorts of policy issues, if at all?

Responses coded into the following groups:

- It is important/need more participation – 35
- No/not much change – 24
- Other (specific or general) – 17
- Feel like it makes a difference – 8
- A little/somewhat (not specified) – 2
- Don't think it makes a difference – 2
- Not sure/don't know if it makes a difference – 2
- Have spoken to others about it – 1
- Enjoy participating – 1
- Will be more likely to get involved in future – 1
- Feel more involved – 1
- More aware of other's views – 1
- Feel more positively about it – 1
- Feel like it might make a difference – 1
- Depends on what happens with the outputs – 1

6. What will you do differently (if anything) as a result of taking part in these activities?

Responses coded into the following groups:

- Think more about food choices – 22
- No/not much change – 17
- Read food labels more – 11

- Look at food origins more – 9
- Other – 9
- Buy more local food – 6
- Talk to friends/family – 5
- Think more about/ waste/try to waste less – 4
- Get involved more – 4
- Grow more food – 3
- Don't know – 3
- Stay informed – 3
- Buy food with less environmental impact – 2
- Eat less meat – 1
- Multiple actions – 1

7.	How much impact do you think these activities will have, for example on future policy or research activities?	No impact 1	Not much impact 10	Some impact 62	A lot of impact 29	I don't know 12
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8. Do you have any other comments about your experience with the panel so far?

Responses coded into the following groups:

- Overall experience has been good – 18
- Comment on specific activities – 7
- Have learned a lot – 6
- Other comment – 4
- What's the overall aim/end goal? – 2
- Good experience with contractor team – 2
- More feedback/results/analysis – 1
- Overall experience has been ok – 1
- More of a sense of routine – 1
- Difficulties with usability – 1
- Would like to know about further involvement opportunities – 1
- Comment on this survey – 1

D. Views on food security

9.	How much of an issue do you think food security is in the world today?	Not an issue at all 0	Not that much of an issue 10	Quite a big issue 53	A big issue 51
10.	How much of an issue do you think food security is in the UK today?	Not an issue at all 2	Not that much of an issue 30	Quite a big issue 58	A big issue 24

Appendix 5. Evaluation data – whole panel endline survey, February 2016

Total number of participants = 158

1a.	Overall, how satisfied have you felt with your involvement in the panel?	Not at all satisfied 1	Not very satisfied 7	Fairly satisfied 74	Very satisfied 76
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1b. What would have improved your experience of the panel?

Responses coded into the following groups:

- No answer – 74
- Nothing / not sure – 18
- More of specific types of activity – 16
- Positive comments about the panel experience – 12
- Changes or improvements to the online platform – 10
- Personal action, e.g. finding more time – 9
- Specific information related to the content (food security) – 7
- Other – 4
- Changes to questions or topics – 4
- A better understanding of incentives, or simply more incentives – 2
- Clearer instructions about how to engage – 2
- A slightly different panel composition involving people less engaged about food issues – 1

2.	Please tell us if there are any types of activities you would have liked more or less of during your time with the panel. (Tick as many as you like.)								
	Online discussions / forums	Online surveys	Face to face meetings or discussions	Films / cartoons / infographics	Written information	Online diaries / solo activities	Online challenges / competitions	Feedback of results and impacts	Other
I would have liked more of this activity	57	117	102	66	60	59	95	87	43
I would have liked less of this activity	36	4	21	28	23	36	17	10	26

3a.	Which topic did you find most interesting?	Insects in animal feed 13	Food systems 20	Urban agriculture 28	Buying British 36	Innovation 26	Sustainable intensification 25	Not sure 9	Other 1
3b.	Are there other topics related to food security you would have liked to cover in panel activities?						Yes 17	No 60	Not sure 81

3c. If yes, please tell us what these are.

Responses coded into the following groups:

- Production methods – 4
- Global issues (e.g. poverty) – 4
- Engagement (children or the general public) – 2
- Other (policy mechanisms, food science, threats, animal welfare, input from farmers, happy to be guided) – 6

4.	What did you think of the amount of interaction you had with specialists during the panel process? (By specialists, we mean people involved in food security policy or research rather than the Food Futures team who ran the panel.)	I would have liked much more interaction 20	I would have liked a little more interaction 42	It was about right 96	I would have liked a little less interaction 0	I would have liked a lot less interaction 0
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5. Tell us the most important thing that has changed for you as a result of taking part in the panel.

(This could be something you learned, a change in views, or something you will do differently.)

Responses coded into the following groups:

- Learning / awareness – 53
- Nothing / no answer – 47
- Read labels more closely / aware of sourcing – 23
- Other specific actions – 16
- Change in thinking / thought provoking – 11
- Other people's views – 4
- Other – 4

6.	If you had the opportunity to participate in an activity like this in the future, how likely would you be to participate?	Not at all likely 0	Not very likely 5	Fairly likely 42	Very likely 111
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7.	If you communicated with other people about food security as a result of taking part in the panel, how did you do this? (Tick as many as you like.)	Face to face – casual conversations 98	Face to face – organised meeting (e.g. school or community group) 12	Phone or text 9	Email 16	Social media 23	Other 4	Did not communicate 29
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8. Do you have any other comments about your experience with the panel?

Responses coded into the following groups:

- No / none / no answer – 107
- Being involved was interesting / enjoyable – 22
- Other positive comment about being involved in the panel – 15
- Good to hear others' views / learned from others – 4
- Keen to be involved in the future – 5
- Taking away specific learning – 4
- Other (trouble logging on; would have liked more information on a vertical farming and GM) – 2

Appendix 6. Evaluation data – Insects survey, September 2015

What did you think of this survey?	Has this survey changed anything for you?
Good, evoking thought	I need to think more about the meats I eat and where they come from
Need to understand some of the subject matter better.	Want to investigate the subject matter further.
There are some animal food stuffs which I have no knowledge of being fed to what I am eating, but if it is environmentally more friendly I am prepared to give it a try	I will try to find out more about some of these food stuffs and where they are being used
Very interesting	Didn't know that feathers would be used as a food ingredient for animals
Slightly more detailed information would be beneficial	I was not aware of the use of chicken feathers in certain feeds
Interesting & though t provoking	I learned of the possibility of animal food based on insects.
ok	I might ask what the meat/fish has been fed to see what we are eating
Very interesting.	Yes. It has opened my eye on the way animals reared for the food change are fed.
Very interesting	I learnt about feather meal and fish meal, which I hadn't heard of before
Easy to use	Is making me think about the bigger picture
Informative	I wasn't aware of many of the variables for animal feed
Interesting	Yes I have learnt new ways that our food has been fed .
It was thought provoking	I will think about where my food has been produced and how the animals are looked after
Not too long, good explanations of the different animal food types.	I have learnt a lot from this survey - I had no idea about feather meal and would avoid meat from animals fed on this in the future. I think the idea of using insects as animal food is interesting and I would be interested to find out more about it.
Very interesting gives you a lot to think about and research	Yes I will be reading a lot more about what I buy and eat now
Useful, I wasn't aware of this issue.	What animals are fed on to produce the food I eat.
It was very informative.	Will Look at packaging more closely to see what Animals are fed on!!
Gave the something's to think about.	I will read up on insect feed, if it's being currently used and the pros and cons.
It was actually quite informative. It has opened my eyes to different types of feed that I had never heard of before.	I learnt about different types of feed, feather for example. I was unaware that this could be used.
Very repetitive	No
Interesting makes me think about what is going into the food I eat	I will read labels more and consider how animals were treated
Very interesting , learnt a lot	Not sure I will do anything different regarding eating meat or fish, but I didn't like what I read!!
Thought provoking, made me think and re-think my attitudes to food production.	Learned that there is a wide range of feed available - hadn't heard of feather meal before - that was new, but it sounds disgusting. Has confirmed my view that feed sources should be monitored and that feed such as bone meal should be phased out of the food chain.
No problem with actual survey .Certainly a different topic to start	Certainly made me think of what the animals are fed & wondering about feeding them insects & how it would effect the meat

thinking seriously about	
Quick and easy to answer I'm now aware of different animal feeds	I'm now aware of different animal feeds
Quite thought provoking	Certainly made me consider the potential use of insect proteins
Was different I guess	Well made me aware of how animals could be fed differently I didn't know about them being fed insects
Too long of a script	I learnt about the fish meal and meat meal with the feathers
Made me think a lot	I will have to conduct more research but made me more aware of issues surrounding animal feed
It was direct.	Yes, I have a slightly better understanding.
Interesting	yes - I learned about the possibility of using insect feed
Interesting	Yes I never realised how animals are being fed
I enjoyed it as it made me think.	Yes. I feel a little queasy with thinking about what animals actually eat.
Fine, quick and easy to understand.	It has made me think more about animal feed/options.
It was quite confusing. I'd never really thought about the issues raised before and did not understand some terminology.	I'm going to be looking into how live stock should be reared and try and stick to buying meats that fit within those guidelines.
Interesting.	Didn't know animals were or could be fed on insects.
Very interesting	Yes I never really gave it much thought before this survey. I will be looking in to the food labels more now.
Some of the questions were irrelevant to vegetarians	No
Quite difficult as not sure what these feeds are	Yes read more on labels
Very good	Yes a little more wiser on animal feed and things we eat
Interesting.. never realised that animals were fed feathers or insect meals!	Yes I have learnt something but cannot see myself doing anything different because of it.
helpful but a bit long and some of the things I never heard of before so I had to search it up all the time	Changed a few things and gave me a new in site and will help in the future
Very good	Learnt quite a lot
It was clear and easy to understand.	It has made me think whether I really know what the meat and fish I eat are fed.
some parts covered areas which are quite new to me i.e. novel feed sources for livestock and I have a very little idea of the implication	There are developments in the food chain which through the laws of unintended consequences could have profound effects
The questions seemed similar, I didn't know the same food could be given to different animals (fish/meat).	The subject was new to me, it has however given me food for thought and I will look into the different types of animal feed for future reference.

Appendix 7. Evaluation data – Food Systems workshops, November-December 2015

Food Systems workshop – Plymouth – 28th November 2015

Public returns 22, Specialist returns 3

Key - P=public S=specialist/observer. “/” separate contributions, which are also separated by scoring.

A. Context and scope

A: Context and scope

1.	To what extent did you understand the purpose of the workshop?	I did not understand it at all	I did not understand it very much P1	I understood it quite well P7 S1	I understood it completely P14 S2	
2a.	To what extent did the workshop cover the topics you were expecting?	I wasn't sure what to expect P2	Not at all as expected	Partly as expected	Mostly as expected P14 S2	Completely as expected P6 S1
2b. What else (if anything) were you expecting to cover?						
Public <i>Mostly as expected:</i> Most items covered – time limited some detail. / The effects of producers in other countries. / Sustainable food production methods, although this probably would have been covered if we had more time! <i>Completely as expected:</i> Media coverage. / None, all covered.						
Specialist/observer <i>Mostly as expected:</i> I did not have view of the background chat/forums etc. where this may have been covered, the dialogue bit was quite good for people expressing their views but wonder whether some 1-way info to build on provision of information could also be highlighted more?						

B. Delivery

3a.	How satisfied were you with the level of involvement you had throughout this workshop?	Not at all satisfied	Not very satisfied	Fairly satisfied P1	Very satisfied P21 S3
3b. How else you would have liked to have been involved? Public <i>Very satisfied:</i> More activities with WHOLE GROUP. / Happy with involvement. / Again all covered. / Happy with involvement. Specialist/observer <i>Very satisfied:</i> I was impressed by the event!					
4a.	How well were you able to contribute your views during this workshop?	Not at all well	Not very well	Fairly well P1	Very well P21 S3
4b. What would have helped you to contribute your views better? Public <i>Very well:</i> Nothing, contributed well. / Online literature. / Perhaps individual surveys but open discussion, broadened outlook and knowledge. / As a group it went well as expected. / Going around the group asking each person as some people didn't contribute as much as others. / Nothing.					

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5a.	If you participated in online discussions before this workshop, what were the main things you used to help form your views? / What were the main things you observed or heard that the public used to help form their views on food systems?	Existing knowledge / views P11 S2	Interacting with other participants P6 S1	Interacting with specialists / experts P4 S1	Media stories (e.g. TV, radio, papers) P6 S2	Reading the materials provided P11	Reading other materials (e.g. internet search, books) P1	Talking with friends / family P5
Other – please explain Specialist/observer Personal experience and media the key factors here.								
5b.	If you did not participate in any online discussions before this workshop, why was this? (Members of the public only)	I did not have time	I did not understand the topic	I had technical difficulties with the online forum	The topic did not interest me			
Other – please explain Public I didn't know about it until the last week.								

C. Impacts

6. What did you learn (if anything) as a result of taking part in these food systems activities? Public Everyone has a choice. Different ways food/crops are produced. More info about food produce. Interesting info about the new way of producing food grown in water not soil. Wide variety of views. Production of food / educating / local produce / cost. Now know much more about the whole chain from production to consumption, learned about hydroponics! The impact on the environment. About the inner city hydroponics. More about drivers of the commercial food chain. Problems with our environment and people's choice. It made me think about the impact on other countries of the food I buy. Global sustainability. How I could change my buying habits. Everyone from manufacturer to consumer is responsible for the food choices we make. Different ways that food is produced. There is an environmental problem regarding meat! Different food production methods. Proposed changes, i.e. sugar tax. There is an issue that needs to be addressed. I learned a lot, it opened my eyes to the global market. How well people knew about food.
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About hydroponics and hydroaquatics.

Specialist/observer

Breadth of concern and views on food.

Considerate public knowledge.

People already well aware of issues around health and sustainability of their food system. More prepared than I expected to sacrifice personal choice, although the monetary factor seems to be the prevailing regulator in behaviour change.

7a. How has taking part changed your views on food systems, if at all?

Public

To consider the wider picture.

Made me think about shopping!

How it ends up on our plate.

Not really changed – quite surprised by other people's views.

It is quite complicated to change.

Will think more when shopping now!

Check labels more.

Look at other countries' involvement.

Yes.

It hasn't.

It made me realise how complex the problems are.

No hasn't changed my views.

Given me a lot of thought about food waste.

Made me think about healthier choices.

I may buy locally or organically if I can more often to support more sustainable food production.

A lot, it's made me think about my food.

I was well informed about food system.

It has made me think about how/what I buy.

Specialist/observer

Inspired to involve the public more often.

Sustained my interest.

Not changed my personal views in any way.

7b. How has taking part changed your views on public involvement in these sorts of policy issues, if at all?

Public

Made me more aware of other group decisions.

Need to be more involved.

It is a great idea.

Education from an early age is needed.

Government and education – more involvement needed.

Education of consumers is most important.

Not at all.

In general, I don't think the public are very aware of these issues.

I now think we should be more involved in the decision making.

Need to be more involved.

We have more power than we think and these workshops, panels etc. are a good idea to improve involvement.

I think it's a very good idea to exchange views.

Specialist/observer

More confident about engaging the public.

Interesting and balanced.

Always useful to hear the public views and important in issues that concern the general public. I believe it is always crucial to have the right type of information in hand and use these opportunities to 'educate'.

8a.	How likely are you to change something you do as a result of taking part in these activities?	Not at all likely P1	Not very likely P2	Fairly likely P14 S2	Very likely P4 S1
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8b. Please explain what you will do differently (if anything):

Public

Not very likely: Already very aware of food miles and nutrition in food.

Fairly likely: Shopping! / Look at labels. / Be more mindful of healthy choices. / Look at levels of salt and sugar. / Check labels where food comes from. / Reading labels more. / Look at food content. / I will try to waste less food. / Purchase local food. / Buy organic, local, check nutrition info to buy healthier. / Not waste as much food. / Take more interest in contents and where it comes from.

Very likely: Find out more about manufacture. / Reduce sugar intake! Make fast foods a treat or luxury. / Will shop more carefully. / Not to buy 2-4-1.

No option selected: Most certainly to read packaging more thoroughly.

Specialist/observer

Fairly likely: More specific appreciation of product labelling. / As everyone, thinking about sustainable and healthy food choices, puts me in an active mode of actually forcing myself towards the 'harder' but also more efficient/sustainable/healthy choices.

Very likely: More workshops

9.	How much impact do you think these activities will have, for example to future policy or research activities?	No impact	Not much impact	Some impact P12 S1	A lot of impact P9 S2	I don't know
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10. Do you have any other comments about this workshop or the food systems activities more generally?

Public

Really enjoyed.

Very good.

Enjoyed it. Very informative.

Well constructed workshop, provide fruit!!

Really enjoyed the session, thank you!!

Education is needed to consumers from the media.

No.

It was very interesting and increased my awareness of global issues.

I found it to be very informative.

Was very interesting, have learnt a lot.

Specialist/observer

Very enjoyable – good to experience the concerns.

None: except it was well managed.

Food systems is complex on its own, using these workshops as an opportunity to highlight these complexities and the course of question we need to ask as a society is crucial.

D. Views on food security

11.	How much of an issue do you think food security is in the world today?	Not an issue at all	Not that much of an issue P2	Quite a big issue P14 S1	A big issue P6 S2
12.	How much of an issue do you think food security is in the UK today?	Not an issue at all	Not that much of an issue P6	Quite a big issue P12 S2	A big issue P4 S1

Comment from public participant ticking "not that much of an issue" for Q12: Not at present as we are a wealthy country.

Food Systems workshop – Cardiff – 5th December 2015

Public returns 22, Specialist returns 3

Key - P=public S=specialist/observer. "/" separate contributions, which are also separated by scoring.

A. Context and scope

A: Context and scope

1.	To what extent did you understand the purpose of the workshop?	I did not understand it at all P 1	I did not understand it very much P S 1	I understood it quite well P 9 S 1	I understood it completely P 12 S 1
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2a.	To what extent did the workshop cover the topics you were expecting?	I wasn't sure what to expect P 1	Not at all as expected P 1	Partly as expected P 2 S 1	Mostly as expected P 9 S 1	Completely as expected P 9 S 1
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2b. What else (if anything) were you expecting to cover?

Public
Partly as expected: We covered more areas than I expected which was a good thing.
Mostly as expected: Hydro & aquaponics! / Food security worldwide.
Completely as expected: Everything was covered. / Nothing it covered all aspects.

Specialist/observer
Mostly as expected: GM technologies, the role of marketing and media, worker's welfare.

B. Delivery

3a.	How satisfied were you with the level of involvement you had throughout this workshop?	Not at all satisfied	Not very satisfied	Fairly satisfied P 1 S 1	Very satisfied P 21 S 2
3b. How else you would have liked to have been involved? Public <i>Very satisfied:</i> N/A. / Covered well. / N/A. <i>Fairly satisfied:</i> Smaller group (feel more confident get a word in edgeways)					

4a.	How well were you able to contribute your views during this workshop?	Not at all well	Not very well P 1	Fairly well P 2 S 1	Very well P 19 S 2
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4b. What would have helped you to contribute your views better?

Public
Very well: Maybe more written replies. / We had good discussion, everyone took turns.
Not very well: Smaller group.

Specialist/observer
Fairly well: Going around, taking turns, make sure that everyone contributes but not pressure too much – difficult to balance!

5a.	If you participated in online discussions before this workshop, what were the main things you used to help form your views? / What were the main things you observed or heard that the public used to help form their views on food systems?	Existing knowledge / views P 14 S 2	Interacting with other participants P 5	Interacting with specialists / experts P 2	Media stories (e.g. TV, radio, papers) P 5	Reading the materials provided P 16 S 1	Reading other materials (e.g. internet search, books) P 7 S 1	Talking with friends / family P 11 S 1
Other – please explain								
5b.	If you did not participate in any online discussions before this workshop, why was this? (Members of the public only)	I did not have time	I did not understand the topic	I had technical difficulties with the online forum P 1	The topic did not interest me			
Other – please explain								

C. Impacts

6. What did you learn (if anything) as a result of taking part in these food systems activities?

Public
 More about food sustainability.
 Great concern about food.
 The varied differences between folk.
 How fresh food & produce is available.
 The complexity of the issues involved and that there is not just one answer/method/responsibility that will overcome food sustainability.
 Other people have similar views.
 That everyone should be responsible.
 That the subject is quite huge and so interconnected and tangled that it is hard to assign responsibility to one group.
 That fresh foods should be more available.
 I have a fuller understanding of the food system.
 Optimistic about future change.
 The troubles faced and doesn't appear to be a right answer but things we can all do to help.
 Local growing food is best.

Look and think and when purchasing food in the future.

That the government is responsible for providing healthy food.

Complexity of systems, views of others and their experiments (coming from completely different lifestyles).

A very similar view to other participants.

Didn't realise it was quite the problem out there there is.

How complicated the food system is and how difficult to change it.

Sustainable food options, buying locally.

We would be happy to have less choice and fresher produce.

Specialist/observer

Lack of public information / understanding about the main issue.

Customers would like less choice, and would be happy if supermarkets restricted choice.

7a. How has taking part changed your views on food systems, if at all?

Public

A lot the way I shop and the impact on the environment.

V good.

Think I am more open minded.

Different views from people.

Increase awareness of the issues involved.

It has changed my views about food and waste.

More knowledgeable / discussions.

It's clarified a lot of points and thrown up some interesting new facts.

None.

More aware of waste.

It has changed where I want to pay attention more. Grow more veg at my allotment.

Has boosted my personal beliefs in eating fresh, local, organic and vegetarian.

More cautious of purchasing choices I make.

So many people involved, Not just supermarkets.

I am much more aware of locally sourced food.

Less inclined to use supermarkets/big chain fast food outlets.

It has made me more interested in the subject, i.e. watching relevant TV programmes.

Specialist/observer

Realise the urgent need for more public education.

Understood more from the public.

7b. How has taking part changed your views on public involvement in these sorts of policy issues, if at all?

Public

Yes meeting different people.

Not at all.

Hopefully to influence the supermarket (main).

Improving my knowledge about different foods.

I now see public involvement as an important aspect of policy issues.

More people are aware of issues & agree it needs to be tackled from government level.

I think that the public should be more involved in these issues.

More aware of waste.

I understand now that the food industry is made up of a lot of areas.

No change.

My view remains the same, i.e. public involvement is essential.

Look more carefully at locally produced food.

Local council, educations and retail have large responsibility.

Public needs to make more effort and be more involved.

Specialist/observer

There has to be massively more consultation!

Need to have more information.

8a.	How likely are you to change something you do as a result of taking part in these activities?	Not at all likely P 1 S 1	Not very likely P 2 S 1	Fairly likely P 12	Very likely P 7
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8b. Please explain what you will do differently (if anything):

Public

Fairly likely: Smaller group more interesting. / Look into sustainability issues more. / Look for more produce from local producers. / Eat more healthy. / More of above – fresh, local, seasonal produce. / Be more proactive in purchasing locally produced foods. / Use local suppliers. / Although I try to buy locally sourced food, will now start going to a local food market.

Very likely: I will be telling family + friends (no sugar). / Buy lots more locally. / Eat healthier, waste less. / Eat more healthy, consider the environment. / Shop in local markets, reduce use of takeaways. / Cook from scratch.

9.	How much impact do you think these activities will have, for example to future policy or research activities?	No impact	Not much impact P 2 S 1	Some impact P 9	A lot of impact P 9 S 1	I don't know P 1
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10. Do you have any other comments about this workshop or the food systems activities more generally?

Public

Smaller groups (5 people or less)

V good.

Sometimes they seem a bit contrived as if to influence.

Listening to other people was very helpful and informative.

Very good and interesting workshop.

We need big publicity/advertisement to make public more aware.

I enjoyed it.

Very well presented and informative.

I think that it's a good idea to run these workshops.

Very interesting and complex area – simple, effective messaging could help (from govt/retailers/producers? Don't know)

Good discussion, positive response to requirements to change.

Liked the way the workshop was set up. I felt comfortable to comment without feeling 'picked on' or singled out.

Specialist/observer

Nicely paced, people seem to want to talk about this, especially certain issues, like choice, supermarkets or health, so it may be useful to give more prompts/explanations about other parts of food systems, like production, marketing or manufacturing and environment. Also to distinguish between different levels of governance.

Every little bit helps!

It was great to discuss food related issues with the public, to take forward and use when talking to our partners.

D. Views on food security

11.	How much of an issue do you think food security is in the world today?	Not an issue at all	Not that much of an issue	Quite a big issue P 13 S 1	A big issue P 9 S 2
12.	How much of an issue do you think food security is in the UK today?	Not an issue at all	Not that much of an issue P 3	Quite a big issue P 12 S 1	A big issue P 7 S 2

Appendix 8. Evaluation data – Urban Agriculture workshops, November 2015

Urban Agriculture – workshop 1 – Belfast – 14.11.15

Public returns 25, Specialist returns 3

Key - *P=public S=specialist/observer. Semi-colons separate contributions, which are also separated by scoring.*

A. Context and scope

A: Context and scope

1.	To what extent did you understand the purpose of the workshop?	I did not understand it at all	I did not understand it very much P3	I understood it quite well P13 S1	I understood it completely P9 S2	
2a.	To what extent did the workshop cover the topics you were expecting?	I wasn't sure what to expect P2	Not at all as expected	Partly as expected P4	Mostly as expected P9 S2	Completely as expected P10 S1
2b. What else (if anything) were you expecting to cover?						
Public <i>Partly as expected</i> – the infrastructure for this in a sense already exists as council for many years has run allotment/plot schemes but little was said about land use and space available; sugar has been an online topic, I expected some on this; <i>Mostly as expected</i> – having done insect feed survey I thought this session may have focussed on insects, but this covered much more – thanks; I wasn't sure what to expect before coming; it covered everything I expected to cover; <i>Completely as expected</i> – nothing; aquaponics/hydroponics was a new angle; perhaps a more global focus! Looking at the struggles of other countries;						

B. Delivery

3a.	How satisfied were you with the level of involvement you had throughout this workshop?	Not at all satisfied	Not very satisfied	Fairly satisfied P3	Very satisfied P22 S3
3b.	How else you would have liked to have been involved? Public <i>Fairly satisfied</i> – longer break; <i>Very satisfied</i> – no way; Thought it was a great day, gained greater understanding; Specialist I'd like to do more of these types of events. Very enjoyable.				
4a.	How well were you able to contribute your views during this workshop?	Not at all well	Not very well	Fairly well P10 S1	Very well P15 S2
4b.	What would have helped you to contribute your views better? Public <i>Fairly well</i> – struggled with everyone trying to talk at once; Individual selection; Better knowledge <i>Very well</i> – group work, good leadership, good planning Specialist I didn't want to lead people's answers etc., so I didn't express opinions/views, but just talked about the science – and was given a bit of an opportunity to do this.				

5a.	If you participated in discussions (online and/or face to face) before this workshop, what were the main things you used to help form your views? (Please select up to three)	Existing knowledge / views P11 S1	Interacting with other participants P6 S1	Interacting with specialists / experts P10 S2	Media stories (e.g. TV, radio, papers) P8	Reading the materials provided P8 S1	Reading other materials (e.g. internet search, books) P4	Talking with friends / family P3 S1
Other – please explain Public Tried to get as much info as I could before attending; Specialist There was a lot of good general knowledge of the different concepts/views on potential problems in the room, and people were good at informing each other.								
5b.	If you did not participate in any discussions (online and/or face to face) before this workshop, why was this? (Please select up to three)	I did not get selected for the face to face meeting/s P1	I did not have time P2	I did not understand the topic	I had technical difficulties with the online forum P4	The topic did not interest me		
Other – please explain Public On-line problems with website; Getting married!; I'm only new to this and don't really think about on-line participation – I will now; Haven't yet taken part; Computer problems								

C. Impacts

6. What did you learn (if anything) as a result of taking part in these activities?

Public

Different methods of providing food; Learnt a lot. Awareness of pig production; Different types of farming as urban, community and aquaponics; Urban farm, community garden, aquaponics; What urban farming consists of and aquaponics; Much about differing aspects of food production;

The value of aquaponics; Aquaponics and I want to learn more; Learnt about aquaponics; Aquaponics/hydroponics in combination; Hydro/aquaponics – how it works; Learnt about aquaponics; Hydroponics and aquaponics – very insightful, had no prior knowledge whatsoever;

Food security; What the future holds in terms of food production and sustainability; I know about other issues regarding food futures; How food in the future might be produced; A great insight into the production of foods; There are so many issues facing food;

Lots! Too much for this box! Pigs, farming, allotments, chickens etc.; A lot; Greater awareness of issues involved; The types of alternatives that are being developed to rural food production;

Specialist

Public are very perceptive and knowledgeable; How little the general public knows about where their food comes from – scary!; Scientists/researchers/growers need to engage more with the public because they have helpful, valid opinions and views, and perhaps we could get insights into technologies that they don't know much about currently e.g. hydroponics

7a. How has taking part changed your views on urban agriculture, if at all?

Public

No change, but would still be enthusiastic about growing as a hobby and to save £s; Not much; I still can't see there being a big change; I knew the variety available now; Not at all; None, but it has expanded horizons;

Maybe shifted more to social focus; That it definitely has importance and a place in society;

I think it will happen;

Made me more aware (2); Yes; More aware of different approaches; A lot more informed and aware of urban agriculture and what challenges it faces; I have gained a wider understanding of the complexities of the issues; Somewhat; It has given me a better understanding of the practical considerations of UA; Made me more aware of other issues; Changed it; I had

the opportunity to talk with specialists; Expanded my knowledge and changed my opinion slightly;

Specialist

Public like technology – I thought they would prefer low tech; It hasn't; I still think it's a great idea, but am more aware of the limitations in terms of public acceptance and feasibility

7b. How has taking part changed your views on public involvement in these sorts of policy issues, if at all?

Public

Hasn't changed really. Public perception needs to change; Didn't change my views; None; Interesting to hear others views; I don't know yet

It has enhanced my understanding; A little, still believe big business will conquer; Made me more aware and open to it;

I now think it is a great idea; Think the public should be more involved; It is vital; Community gardens seems to be good for people socially; It has made me see the need for public involvement as they are the end user; Hasn't changed my views, always thought public involvement key; How important it is for local farmers; Feel like there needs to be more public involvement;

Specialist

Reinforced the importance of public consultation; Scared. Policy should be evidence based, not opinion based; I think they are good for both experts and public

8a.	How likely are you to change something you do as a result of taking part in these activities?	Not at all likely P4	Not very likely P4 S1	Fairly likely P13 S1	Very likely P1 S1
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8b. Please explain what you will do differently (if anything):

Public

Maybe think of an allotment; Try and have less waste; Consider wasting less food;

Looking at labels to see how they were farmed; Be more selective on purchasing local produce;

Will find out more – read and research more; Think more about things; To greater appreciate how food is produced; Talk to my husband about aquaponics; Changed my views as have more knowledge;

Specialist

Use insight in further discussions. Think of incorporating this type of activity in future projects; Try to be more involved in educating the general public; Perhaps more events like these.

9.	How much impact do you think these activities will have, for example to future policy or research activities?	No impact	Not much impact S1	Some impact P9 S2	A lot of impact P11 S2	I don't know P2
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10. Do you have any other comments about these activities?

Public

Hard to quantify, so can't honestly say; Really enjoyed the session; I thought it was very interesting, I really enjoyed it, food for thought; Enjoyed the chance to discuss various topics; Educating young people on the origins of the food they eat and how it is produced is vital; Excellent admin and food for thought; Great discussions;

Specialist

Great for non formal education; I thought the actual working examples were great.

D. Views on food security

11.	How much of an issue do you think food security is in the world today?	Not an issue at all	Not that much of an issue P1 S1	Quite a big issue P11	A big issue P10 S2
12.	How much of an issue do you think food security is in the UK today?	Not an issue at all	Not that much of an issue P3 S2	Quite a big issue P14	A big issue P5 S1

Urban Agriculture – workshop 1 – London – 21.11.15

Public returns 18, Specialist returns 4

Key - P=public S=specialist/observer. Semi-colons separate contributions, which are also separated by scoring.

A. Context and scope

1.	To what extent did you understand the purpose of the workshop?	I did not understand it at all P 1	I did not understand it very much	I understood it quite well P9 S1	I understood it completely P8 S3
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2a.	To what extent did the workshop cover the topics you were expecting?	I wasn't sure what to expect P2	Not at all as expected	Partly as expected P2 S1	Mostly as expected P7 S1	Completely as expected P7 S2
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2b. What else (if anything) were you expecting to cover?

Public

I wasn't sure what to expect - pre-read would have helped;

Partly as expected – I wasn't expecting anything in particular;

Mostly as expected – a more holistic approach, that is looking at the politics of food distribution. Consumption and whether we consume and waste too much and to what extent that might contribute to food security; economic system (capitalism) and how it shapes the 'food' issue; more info on funding; not sure; the fate of bees. Land use as regards nature and wildlife

Completely as expected - statistics concerning global food security; maybe more on aquaponics; videos of the three options discussed to see how it works in real life – perhaps with the interviewees; it was an enjoyable and thorough workshop;

Specialist/Observer

Partly as expected – the big picture of food security issue at different levels from local to global – more models of UA in London and in the UK

Mostly as expected – I felt the link to global v UK food security could have been made clearer. Unsure what comments should focus on. More focus on different high levels aspects of food security e.g. economic/social/institutional access. More on land trade off e.g. need to reduce land use

Completely as expected - other technologies. Policy maker support. Funding bodies.

B. Delivery

3a.	How satisfied were you with the level of involvement you had throughout this workshop?	Not at all satisfied	Not very satisfied	Fairly satisfied P4 S2	Very satisfied P14 S2
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3b. How else you would have liked to have been involved?

Public

Fairly satisfied – limited time didn't allow everyone to express their views; Needed more time for discussion in the groups; More time for group discussion;

Very satisfied – more inter-visual, multi-media participating; Post-it note use and anon – collected at each section; Perhaps more group discussion; I felt very involved;

Specialist

Fairly satisfied - Would have been happy to provide more assistance in group discussion – especially highlighting the different aspects of food security; More practical support to get people involved in UA;

Very satisfied – more new technologies;

4a.	How well were you able to contribute your views during this workshop?	Not at all well	Not very well	Fairly well P9 S2	Very well P9 S2
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4b. What would have helped you to contribute your views better?

Public

Very well – more time; Nothing – good facilitation; The opposition;

Fairly well – slightly more time; More time; A bit more time in discussion groups perhaps?; Not sure; A bit more time; Nothing more was necessary;

Specialist

Fairly well – Was able to answer general questions, would have liked to have an official role in discussions – made clear that I could be asked questions in group work; A visit to a few UA projects on the ground;

Very well – more time to answer questions; Some discussions felt a little rushed at times;

5a.	If you participated in discussions (online and/or face to face) before this workshop, what were the main things you used to help form your views? (Please select up to three)	Existing knowledge / views P13 S2	Interacting with other participants P5 S2	Interacting with specialists / experts P8 S2	Media stories (e.g. TV, radio, papers) P7 S1	Reading the materials provided P8	Reading other materials (e.g. internet search, books) P7	Talking with friends / family P6
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Other – please explain

Public

I take everything into consideration; And reflecting later on things that were discussed; Ensuring I looked/completed the emails I received;

Specialist

Lots of expert input into discussion, lots of questions from participants to help shape their views; Perception sometimes more important than actual knowledge

5b.	If you did not participate in any discussions (online and/or face to face) before this workshop, why was this? (Please select up to three)	I did not get selected for the face to face meeting/s	I did not have time P1	I did not understand the topic	I had technical difficulties with the online forum P1	The topic did not interest me
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Other – please explain

C. Impacts

6. What did you learn (if anything) as a result of taking part in these activities?

Public

People's opinions, learning new things. Impressed with the experts attended; Alternative methods, where we stand, options; More knowledge of agricultural solutions to food shortages and issues; use of new technology. Huge leaps in research and existing projects/models; Interesting all round, to better understand; The importance of urban agriculture and general knowledge; How much is changing behind the scenes; A lot more about urban agriculture – methods – pros/cons; I learnt a lot about different ways of producing vegetables;

I found out some interesting facts about aquaponics; Advances and developments in aquaponics; Aeroponics/hydroponics

systems and energy usage;

Food security is a real issue. Appreciation for research and effort being done to address this issue; Interesting to learn that urban agriculture is being taken as a serious method to improve food security and that it is receiving funding and research; I learned how much is being invested in global food security and more about the gravity of potential issues the world will face; How to address food security

More about the impact of the Dalston 'Farm' project;

Specialist

What factors matter most to the group when considering agriculture and urban agriculture; High impact from future agriculture on GFS; We need to have more educational and outreach programmes to communicate different paradigms to the approach to the global food security issue in the UK; People are sometimes inconsistent in their views and perception is difficult to overcome

7a. How has taking part changed your views on urban agriculture, if at all?

Public

Has opened my eyes and ears to constructive viewpoints; Tons to think about; That there are many different solutions that need to be reviewed thoroughly and seen as a package; More open to different options; Makes me more positive given all the new research and new technology; Yes, I have learnt a lot more about what it all means and its implementation in the future of growing food; Educated me; It solidified previous view; More awareness and understanding on the subject; I feel much more informed; n/a; Not changed very much; I was not that knowledgeable beforehand, so this session helped raise my awareness of benefits and potential pitfalls; More decided about my views on the methods; It has brought me closer to it being a reality; It has been a positive impact and it seems that use of urban agriculture is the sensible way

Aquaponics seems an attractive and fairly efficient way of growing food;

Check where the meat I buy comes from exactly and salad. Look out for the Clapham/Dalston project;

Specialist

I think my views are relatively unchanged – more consideration needed as to merits over traditional agriculture; To see many people's interesting thoughts; How we can benefit from the development of technology in UA; Made me more aware of different areas of UA. Made me realise that if the public is against something, even if technologically possible, it will not proceed

7b. How has taking part changed your views on public involvement in these sorts of policy issues, if at all?

Public

Has made me more aware, we should be more responsible with our actions; Loved it; there needs to be more transparency; Not much more than what I already knew; Not changed; Not changed very much; My view remains the same; It seems many people are involved and have good levels of information; It has made me more aware and increased my interest

It has made me regard aquaponics in a favourable light;

Public involvement is very important; Very interested to learn how the public view can change policy; It's good; I feel encouraged to participate further; It's very important! We are not economically driven, also moral/future considerations;

Specialist

I've always thought that public views are vital; It's changed people's views; Public policy is still far away from reality; Make up of the groups is key. There seemed to be a lot of vegetarians/vegans.

8a.	How likely are you to change something you do as a result of taking part in these activities?	Not at all likely P2 S1	Not very likely P2	Fairly likely P9 S1	Very likely P4 S1
8b.	Please explain what you will do differently (if anything):				
	Public <i>Not at all likely</i> – Nothing;				
	<i>Not very likely</i> – Nothing as yet;				

Fairly likely – think more carefully about what I buy/eat; Think more about my own consumption; I would try to buy more locally grown produce; Think a bit more about what I am purchasing; Do more research into what I consume; Consider where my food comes from, buy less meat; Reduce food waste

Very likely - I will make more effort to buy organic meat and more friendly product foods; Food waste, growing my own food, reading up on animal farming; Speak to people and research ideas; To participate in community gardening/farming projects;

Specialist

These ideas will shape GFS strategy and activity;

9.	How much impact do you think these activities will have, for example to future policy or research activities?	No impact	Not much impact	Some impact P12 S2	A lot of impact P4 S2	I don't know P2
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10. Do you have any other comments about these activities?

Public

I have enjoyed today, discussing topics, hearing views and learning from the experts. I have learned new things – thank you. If we could have more workshops, the country's perception could seriously be changed; A interesting day that I learned a lot from; Want to learn more; No; None; Useful for public education too. I would hope policy makers will use our opinions; I like the aquaponics aspect;

Specialist

I hope these outcomes will be used to shape GFS/BBSRC activity and therefore reach policy and research. I am concerned that outcomes will not be used as fully as possible; This is great opportunity to engage with the public, to see what they think from different backgrounds; What is the result of these activities over time?;

D. Views on food security

11.	How much of an issue do you think food security is in the world today?	Not an issue at all	Not that much of an issue P2	Quite a big issue P7 S1	A big issue P8 S3
12.	How much of an issue do you think food security is in the UK today?	Not an issue at all P1	Not that much of an issue P3	Quite a big issue P10 S1	A big issue P3 S3

Urban Agriculture – workshop 2 – London – 5.12.15

Returns Public = 17, Specialists = 2 (P = Public, S = Specialist)

Comments are grouped by *public or specialist*; *score*; and by *type of comment*. Individual's comments are separated by a semi-colon.

A. Context and scope

1.	To what extent did you understand the purpose of the workshop?	I did not understand it at all	I did not understand it very much P1	I understood it quite well P5 S1	I understood it completely P11 S1
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2a.	To what extent did the workshop cover the topics you were expecting?	I wasn't sure what to expect	Not at all as expected	Partly as expected P1	Mostly as expected P7 S1	Completely as expected P9 S1
2b. What else (if anything) were you expecting to cover? Public <i>Mostly as expected</i> – land use, how we consume, what we consume, food waste; Addressing food waste as part of the solution; Nothing in particular; Maybe land ownership and corporations; Some information relating to government input and policy; <i>Completely as expected</i> – Was very thoroughly; Maybe genetic modification and viability. More on aeroponics; Everything I expected has been covered; Socio-economic impact of food insecurity etc.						

B. Delivery

3a.	How satisfied were you with the level of involvement you had throughout this workshop?	Not at all satisfied	Not very satisfied	Fairly satisfied P1	Very satisfied P16 S2
3b. How else you would have liked to have been involved? Public <i>Very satisfied</i> – Very satisfied – maybe I spoke too much; I was fully involved; Not sure; Pre-reading so my knowledge was greater;					

4a.	How well were you able to contribute your views during this workshop?	Not at all well	Not very well	Fairly well P5	Very well P12 S2
4b. What would have helped you to contribute your views better? Public <i>Very well</i> – smaller groups allowed for more interaction than 1 st workshop; I couldn't have asked for more; Round robin of "say one word to describe how you feel about" type exercise; <i>Fairly well</i> – If I had known more facts about the issues; Not sure; Specialist <i>Very well</i> – A (short) briefing for experts would help: aims, objectives, timings					

5a.	If you participated in discussions (online and/or face to face) before this workshop, what were the main things you used to help form your views? (Please select up to three) Note – <i>specialists were asked what they observed participants using?</i>	Existing knowledge / views P10 S1	Interacting with other participants P6 S2	Interacting with specialists / experts P7 S2	Media stories (e.g. TV, radio, papers) P7 S1	Reading the materials provided P7 S1	Reading other materials (e.g. internet search, books) P5	Talking with friends / family P6 S1
Other – please explain Public You Tube videos and environmental news; I always try and research on things I am interested in; Specialist The half day workshop seemed to be a good source of inspiration								
5b.	If you did not participate in any discussions (online and/or face to face) before this workshop, why was this? (Please select up to three)	I did not get selected for the face to face meeting/s P1	I did not have time	I did not understand the topic	I had technical difficulties with the online forum	The topic did not interest me		

I have participated;

Note – all participants had been involved in face to face discussions before – at the last workshop. Answers to 5b should be seen in this context.

C. Impacts

6. What did you learn (if anything) as a result of taking part in these activities?

Public

To listen more, people's opinions are very valuable. Very educational for one to meet like minded people; The varied views explored on future food production;

Alternative farming more in touch with the ever changing environment;

That urban agriculture is needed not just to produce more food, but to produce food in a different more efficient way; The complexities of urban farming, various economic considerations, aquaponics; How much food is wasted, hydroponics, aquaponics and technological advances; I've learned a lot about different methods of food production and the economical aspects; Mostly about aquaponics; A lot about methods of food production in urban settings, specific information from the experts present; Aquaponics;

Seriousness of issue of food security. Importance of addressing food waste; Learned about how to address food security and climate change. Learned about various research to address food security; I learned how much attention is being paid to the issue and the gravity of the global food security situation; Degree of food security issue and opportunities to change;

That most people don't know how their food is produced;

The level of academic engagement and specialist knowledge;

People's willingness to eat insects was higher than anticipated;

Specialist

The prioritisation of societal impacts by the public; Differences between geographical regions within UK – attached to cultural social influences

7a. How has taking part changed your views on urban agriculture, if at all?

Public

I feel I have been educated, look at things more constructively and intelligently; I can see how this can fit in with the surroundings/environment; Yes, I will think more about this issue in the future; I am much more informed about the practicalities of UA and what I feel comfortable with; Learnt a lot; It has increased my awareness and made me more conscious of my food purchasing choices; More open to different ideas as see pros/cons; Focussed in a more anti-capitalist paradigm;

It's not just about producing more food, its about how its produced. So if local – less waste, less packaging, less transport. New systems for growing means less pests; That parks should be used for farming. That plants can be grown vertically; That urban agriculture can be part of the solution; I learnt the various ways to address food security challenges and viability;

More aware of food security and the need for radical solutions (not just tinkering round the edges); That people don't value social ventures enough – have too much faith in business;

Informed me how to produce and grow sustainable produce;

Not really, still complex to understand; Not so much;

7b. How has taking part changed your views on public involvement in these sorts of policy issues, if at all?

Public

It has been more exciting and interesting that I thought it would be. More educated view; It has shown me that this is now a very serious issue that is being addressed; More awareness and knowledge

That people should get more involved at ground level; Great to have discussions with other citizens and come to a consensus; Public involvement must be part of the solution; I am more aware of the potential for change; I would hope that public opinion does impact on policy – whereas before I assumed only financial/commercial issues where the priority; That we need more of it; It's the public who are the consumers, so they should be involved; I would like to learn more on these;

No view changed; My view remains the same; Not sure – let's see what happens to the data;

Specialist

Continue to be supportive; Reinforced importance of it

8a.	How likely are you to change something you do as a result of taking part in these activities?	Not at all likely P1	Not very likely P2	Fairly likely P6	Very likely P8 S2
8b. Please explain what you will do differently (if anything): Public <i>Not very likely</i> – will look out in the media for stories about urban farming and food in the future <i>Fairly likely</i> – find out more about urban farms in London; Food waste. Need to address wider issues such as land use, who owns most land in UK and how do we change that; Read more and watch out for innovations; Think about how something is produced; I will buy more local produce and go to more farmers markets; Focus on more local food acquisition <i>Very likely</i> - I have already started to eat less meat, look at food labels and think what I eat more; Look more closely at where produce comes from; Shop and eat differently; I will look more vegetable growing; I am more mindful of where/how food is produced and this has/will change my purchase/choices – especially meat; Get more involved in social venture; Buy produce from sustainable sources Specialist <i>Very likely</i> - If possible and appropriate look at public engagement in consultation events					

9.	How much impact do you think these activities will have, for example to future policy or research activities?	No impact	Not much impact P1	Some impact P6	A lot of impact P8 S2	I don't know P2
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10. Do you have any other comments about these activities? Public I hope they have an impact and get the publicity. It's the future of food produce; No; No; Money incentive is needed to take part in workshops activities that take place in London. Prize draws for on-line activities; This workshop was not only educational but also enjoyable; I enjoyed the session, Everyone was amiable and helpful; Specialist I'm sure the report will be valuable;						
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D. Views on food security

11.	How much of an issue do you think food security is in the world today?	Not an issue at all	Not that much of an issue	Quite a big issue P5	A big issue P12 S2
12.	How much of an issue do you think food security is in the UK today?	Not an issue at all	Not that much of an issue P2	Quite a big issue P11 S2	A big issue P4

Urban Agriculture – workshop 2 – Belfast – 28.11.15

Returns Public = 24, Specialists = 2 (P = Public, S = Specialist)

Comments are grouped by *public or specialist*; *score*; and by *type of comment*. Individual's comments are separated by a semi-colon.

A. Context and scope

A: Context and scope

1.	To what extent did you understand the purpose of the workshop?	I did not understand it at all	I did not understand it very much	I understood it quite well P9	I understood it completely P15 S2
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2a.	To what extent did the workshop cover the topics you were expecting?	I wasn't sure what to expect P1	Not at all as expected	Partly as expected P1	Mostly as expected P7 S1	Completely as expected P15 S1
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2b. What else (if anything) were you expecting to cover?

Public

Completely as expected – some very useful expert/specialist opinion and information; Everything was well covered. If questions were asked they were answered well; All was covered and more;

Partly as expected – possibly meet growers who are operating already in urban areas they are the people with passion and so they have the enthusiasm that other people must share;

Specialist

Mostly as expected – the workshop covered more than I expected due to the high level of understanding exhibited by each individual;

B. Delivery

D. Delivery

3a.	How satisfied were you with the level of involvement you had throughout this workshop?	Not at all satisfied	Not very satisfied	Fairly satisfied P7	Very satisfied P17 S2
3b. How else you would have liked to have been involved?					
Public <i>Very satisfied</i> – nothing else comes to mind!; More workshops;					
<i>Fairly satisfied</i> – quite quiet person and not confident in speaking in public, especially about stuff I don't have knowledge about;					
Specialist <i>Very satisfied</i> – I would have liked the opportunity to introduce myself and explain my research and background at the beginning					

4a.	How well were you able to contribute your views during this workshop?	Not at all well	Not very well P2	Fairly well P3	Very well P19 S2
4b. What would have helped you to contribute your views better?					
Public <i>Very well</i> – more discussions;					
<i>Not very well</i> – felt there were too many strong personalities in one group which deterred others;					

5a.	If you participated in discussions (online and/or face to face) before this workshop, what were the main things you used to help form your views? (Please select up to three)	Existing knowledge / views P7	Interacting with other participants P7 S1	Interacting with specialists / experts P5 S1	Media stories (e.g. TV, radio, papers) P8	Reading the materials provided P9 S1	Reading other materials (e.g. internet search, books) P2	Talking with friends / family P6
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Other – please explain Public Looking at Forum content;						
5b.	If you did not participate in any discussions (online and/or face to face) before this workshop, why was this? (Please select up to three)	I did not get selected for the face to face meeting/s	I did not have time	I did not understand the topic	I had technical difficulties with the online forum	The topic did not interest me
Other – please explain Public Didn't use the website for technical reasons and don't really have point of view until I participated in a workshop;						

C. Impacts

6. What did you learn (if anything) as a result of taking part in these activities?

Public

Some insight into difficulties of future food production – not as simple as it seems; Erosion of land, future food sources, climate change; Aquaponics and how it works; A greater understanding of urban agriculture and appreciation of this for sustaining a growing population; The impact of urban agriculture and the issues facing food in the future. Where food comes from and what my own limits would be i.e. pig farming; Urban farms, aquaponics; The different styles and costs of urban agriculture and what an important part of global food security it could be; Different ways food will be produced in the future; The more efficient ways to produce; Possibilities of future food processes; Different ways to help food future; That food will come from places other than farms in countryside in the future and is important that an agriculture based economy like UK/Ireland needs to get on board early;

Pigs need to be keep inside. Fish waste is filtered from water;

I have learnt a lot of how everything works and why; The importance of finding as much info on the matter to help me make informed choices; I learnt a lot about the complexity of the topic and the wide range of choices; Many aspects, attitudes, towards urban food production. Many good (viable) and unviable ideas; Again, different people's views;

Generated lots of thought around urban agriculture; Broader knowledge of key functions, tasks and resources needed to enable us to do more to encourage urban agriculture; The different types of urban agriculture, the cost of setting them up; A lot more about the different aspects of urban agriculture;

Specialist

How positive the general public are towards urban agriculture and willing they are to learn about a novel and mostly unknown subject; Level of understanding and ideas generated can be very innovative from the general public

7a. How has taking part changed your views on urban agriculture, if at all?

Public

Confirmed my opinion that it is a vital area for research; It's certainly a thing for the future; How important an issue it is for everyone; Very interesting, there is a need; That it's possible;

I found everything you are going to do to be well thought out; I feel more informed and aware of the topic; Yes, I am more aware of cost and possibilities of space use; It has given me a better understanding of urban agriculture, the practices, the limitations and the challenges; Given me more in depth knowledge; I was never against it. Knowing more about it has encouraged me to be supportive of it – but mostly more informed of it; It has made me think more about it; Made me more aware; It has given me a broader idea of urban agriculture; I really like aquaponics, think it is really good; It made me more interested in the whole concept; Makes me more conscious of agriculture; Strengthened views that it is a positive idea;

It has changed it slightly through being more aware of things; Somewhat;

Not very much, if at all;

The first workshop left me a bit amused by subject and felt it seemed a little bit ridiculous, but looking back think I am more confident that this is something that has a purpose and will transform society;

Specialist

My views towards the public as stakeholders in urban agriculture has increased in positivity. Their input is invaluable and I am confident these individuals could run urban food systems; Understanding key concerns of urban agriculture i.e. funding and sustainability

7b. How has taking part changed your views on public involvement in these sorts of policy issues, if at all?

Public

That the public needs to become more involved and increase their understanding; Public will have to get involved; That we need to be more involved; It's vital to the success of any project; Public need to be educated and on board to make it happen; people need to be aware and understand the importance;

Policy of indoor pig farmers;

I have learnt a lot; I haven't essentially changed my views, but gained an awareness of the competing views; Not yet changed views; I can see other things happening behind the scenes; Already had opinions, just reinforced them; It makes me aware of how important it is; Will do it again;

None;

Specialist

Very much – they should be more involved and consulted on;

8a.	How likely are you to change something you do as a result of taking part in these activities?	Not at all likely P1	Not very likely P4	Fairly likely P16 S1	Very likely P3 S1
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8b. Please explain what you will do differently (if anything):

Public

Very likely - Read more and talk to others about it; I would like to have a go at doing something small range in aquaponics; I will look at different ways of how food is sourced;

Fairly likely – Try aquaponics on a small scale; Be more likely to question where my food comes from; I will at least think of the implications of my choices in this area; Finding out more info; Depends on finances; I will think through more before I buy; Plant more and read more; Read more information regarding this; Buying locally, seasonally, thinking about more growing of my own herbs and veg;

Not very likely – I think its very encouraging; Currently it will only be in my thinking and talking;

Specialist

Very likely – I would like to be involved with more public engagement opportunities in the future

Fairly likely – Where I can incorporate public influence I would

9.	How much impact do you think these activities will have, for example to future policy or research activities?	No impact	Not much impact	Some impact P9	A lot of impact P14 S2	I don't know
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10. Do you have any other comments about these activities?

Public

Keep up the good work – make TV programmes to inform and raise awareness – Tomorrow's Food good example;

Just to say I had a brilliant time and the leaders and teachers were excellent – thank you; Good management and plenty of scope for participation; Well done, look forward to more workshops!; Lunch was lovely, experts were so nice, facilitators were so nice!; Enjoyable workshop; Very good insight given from experts;

No; No;

D. Views on food security

11.	How much of an issue do you think food security is in the world today?	Not an issue at all	Not that much of an issue P1	Quite a big issue P11	A big issue P12 S2
12.	How much of an issue do you think food security is in the UK today?	Not an issue at all	Not that much of an issue P5	Quite a big issue P9 S1	A big issue P10 S1

Appendix 9. Evaluation data – Innovation workshops, February 2016

Innovation workshop – Dundee – 27.2.16

Public returns 16, Specialist returns 4

Key - P=public S=specialist/observer. “;” separate contributions, which are also separated by scoring.

A. Context and scope

A. Context and scope						
1.	To what extent did you understand the purpose of the workshop?	I did not understand it at all	I did not understand it very much	I understood it quite well P = 6 S = 2	I understood it completely P = 10 S = 2	
2a.	To what extent did the workshop cover the topics you were expecting?	I wasn't sure what to expect P = 3	Not at all as expected	Partly as expected P = 4 S = 1	Mostly as expected P = 7 S = 2	Completely as expected P = 2 S = 1
2b. What else (if anything) were you expecting to cover?						
Public <i>Completely as expected</i> – more global issues <i>Mostly as expected</i> – time bound, but expected more of a focus on GM farming/policy; nothing really						
Specialists <i>Partly as expected</i> – food processing, contaminants						

B. Delivery

3a.	How satisfied were you with the level of involvement you had throughout this workshop?	Not at all satisfied	Not very satisfied	Fairly satisfied P = 1	Very satisfied P = 15 S = 4
3b. How else you would have liked to have been involved? Public <i>Very satisfied</i> – everything fine; marine products, sustainability; the organisation of the event ensured that everyone was involved; I felt satisfied in my involvement					
4a.	How well were you able to contribute your views during this workshop?	Not at all well	Not very well	Fairly well P = 6 S = 1	Very well P = 10 S = 3
4b. What would have helped you to contribute your views better? Public <i>Fairly well</i> – nothing; can't think of anything					

5a.	If you participated in the on-line discussions about <i>Innovation</i> before this workshop, what were the main things you used to help form your views? (Please select up to three)	I did not take part in the on-line discussions about <i>Innovation</i> before this workshop P = 4	Existing knowledge / views P = 8	Interacting with other participants P = 5	Interacting with specialists / experts P = 2	Media stories (e.g. TV, radio, papers) P = 1	Reading the materials provided P = 5	Reading other materials (e.g. internet search, books) P = 3	Talking with friends / family P = 1
5b.	If you did not participate in the on-line discussions before this workshop, why was this?	I did not have time P = 2	I did not understand the topic		I had technical difficulties with the online forum		The topic did not interest		

					me
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C. Impacts

6. What did you learn (if anything) as a result of taking part in these activities?

Public

- Ideas on what can be done. Ideas on what is happening at the moment; other ideas and opinions on the future of food; proposed innovations
- Diverse views on food production, supply, packaging and sustainability; much more aware of how much extra non-production steps are in global food chain
- About healthy eating
- How much the world will have issues in future; that this is a serious issue today, but more serious for the future; how unsustainable our food system is
- Everyone has an opinion; how deep you need to look to form your opinions

Specialists

Better understanding of public perception of topics covered; concerns of population relating to food; how informed, open minded and constructive people can be – especially with a well facilitated and well developed format

7a. How has taking part changed your views on *Innovation*, if at all?

Public

- I feel more informed; Helped prioritise what I want/need/value; informed my existing knowledge, given me new ideas; a lot; learned more about sustainable issues
- More open to ideas and view; made me think more; made me think more of the impact everything has on each other;
- I will try and change my food lifestyle
- It's not easy; needed as part of facing future issues; confirmed my notions of the poor levels of knowledge in food hygiene etc.;
- It hasn't; not changed much; hasn't changed my opinion

Specialists

Not changed my view; hopefully a lot

7b. How has taking part changed your views on *public involvement* in these sorts of policy issues, if at all?

Public

Knowing mine and other views are important and shape change; it's good to be listened to; cemented my view that public involvement educates people, informs and helps us feel we are part of the solution; more information should be available; showed that public opinion is being considered; the public should be included as much as possible; more needed, but more information essential

It hasn't; not much; again, hasn't changed my opinion

Feel better informed; a lot

Specialists

Gained better insight into public involvement; enjoyable and great idea; the value of ongoing panels with cumulative trust and knowledge developed

8a.	How likely are you to change something you do as a result of taking part in these activities?	Not at all likely P = 3	Not very likely P = 3 S = 2	Fairly likely P = 7	Very likely P = 3 S = 2
8b. Please explain what you will do differently (if anything):					
Public					
Not at all likely – I do everything I can at the moment					

Not very likely – probably not very much; nothing

Fairly likely – I will look much more closely at food labels; try and buy more locally – farms, small businesses. Educate my family on habits, packaging, food waste; take more care in choosing products when shopping; pay greater attention in relation to food packaging and labelling

Very likely – food buying, buy local and not bulk buy; start cooking; habit changing – eat less processed food, buy smaller quantities

Specialists

Engage with Scottish Government to encourage them to continue and extend the panel in Scotland as part of the implementation of national food and drink policy

9.	How much impact do you think these discussions (both on-line and in this workshop) will have on future policy or research activities?	No impact	Not much impact P = 1	Some impact P = 8 S = 2	A lot of impact P = 5 S = 1	I don't know P = 2 S = 1
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10. Do you have any other comments about Innovation or this workshop?

Public

- It was very enjoyable, I'd love to do another; very enjoyable and informative
- This should be advertised more to the public as a lot of info I have taken away today is not publicised enough; more workshops are needed. Get people involved
- Very well run, good balance of group – could have been longer; great people, very informative, very enjoyable
- Need to consider the seasonality of food rather than expecting most foods to be available all year round
- No

Specialists

It's a great idea to engage the public; as above, excellent design, pace, facilitation, very impressed

D. Views on food security

11.	How much of an issue do you think food security is in the world today?	Not an issue at all	Not that much of an issue P = 1	Quite a big issue P = 12 S = 1	A big issue P = 3 S = 3
12.	How much of an issue do you think food security is in the UK today?	Not an issue at all P = 1	Not that much of an issue P = 5	Quite a big issue P = 7 S = 2	A big issue P = 3 S = 2
13.	Please explain your answer Public • More education needed; listening to the experts; not enough education and information for individuals; do we know how our food is actually produced • Too much food in wrong places!; food isn't getting to where it's needed; I think worldwide greed and consumerism habits discourage sharing the overproduction; • People use a lot and waste too much; we have the potential to grow our own fruit and vegetables easily • We have too much choice; no one in the UK worries much about where food comes from, as there is no lack of availability; the West has too much food at this time, but the world is running out or has done so already • I think it is more of an issue in the UK Specialists Security is not traceability, but also contaminant during processing While food commodity process flat out to 2020 and beyond, UK system lacks resilience (governance, skills, land access, short food chain infrastructure) making it vulnerable to shocks (nuclear accident, terror incident in South				

	Asia, volcanic eruption, monsoon failure, bird flu pandemic etc.) especially outside of EU
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Innovation workshop – Harrogate – 20.2.16

Public returns 20, Specialist returns 4

Key - P=public S=specialist/observer. “;” separate contributions, which are also separated by scoring.

A. Context and scope

At context and scope

1.	To what extent did you understand the purpose of the workshop?	I did not understand it at all	I did not understand it very much P = 1 S = 1	I understood it quite well P = 10 S = 1	I understood it completely P = 9 S = 1
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2a.	To what extent did the workshop cover the topics you were expecting?	I wasn't sure what to expect P = 3 S = 1	Not at all as expected	Partly as expected P = 1 S = 3	Mostly as expected P = 11	Completely as expected P = 5
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2b. What else (if anything) were you expecting to cover?

Public

Completely as expected – I had no preconceptions – I was happy with the topics; n/a (x2);

Mostly as expected – perhaps look at new sources of food; what technology is in place and what we think works; I wasn't sure what we were going to be doing, but it was all interesting and useful

Partly as expected – very good;

Specialist

Partly as expected – more innovation in food production; more technological innovation, novel foods

B. Delivery

3a.	How satisfied were you with the level of involvement you had throughout this workshop?	Not at all satisfied	Not very satisfied S = 1	Fairly satisfied P = 4	Very satisfied P = 16 S = 3
3b.	How else you would have liked to have been involved? Public <i>Fairly satisfied</i> – more physical, interactive aspects <i>Very satisfied</i> – had full involvement with all group discussions; n/a; I felt most of the groups involved Specialist <i>Not very satisfied</i> – I think it would have been useful to give views from a FMCG <i>Very satisfied</i> – more opportunity to discuss				

4a.	How well were you able to contribute your views during this workshop? Specialist Q – How satisfied are you with the space you were given to contribute your expertise?	Not at all well	Not very well	Fairly well P = 3	Very well P = 17
		Not at all satisfied	Not very satisfied S = 1	Fairly satisfied S = 2	Very satisfied S = 1
4b.	What would have helped you to contribute your views better? Public <i>Very well</i> – more options; n/a; none Specialist <i>Fairly satisfied</i> – more time on fewer subjects				

Not very satisfied – there were some topics that should have been addressed better e.g. give INF to the public on incorrect myths

5a.	If you participated in the on-line discussions about <i>Innovation</i> before this workshop, what were the main things you used to help form your views? (Please select up to three)	I did not take part in the on-line discussions about <i>Innovation</i> before this workshop P = 3	Existing knowledge / views P = 8	Interacting with other participants P = 6	Interacting with specialists / experts P = 4	Media stories (e.g. TV, radio, papers) P = 4	Reading the materials provided P = 5	Reading other materials (e.g. internet search, books) P = 2	Talking with friends / family P = 4
5b.	If you did not participate in the on-line discussions before this workshop, why was this?	I did not have time P = 3			I did not understand the topic P = 1		I had technical difficulties with the online forum P = 2		The topic did not interest me

C. Impacts

6. What did you learn (if anything) as a result of taking part in these activities?

Public

- The value of innovative approaches to improve nutritional values
- education globally and locally; how important education is? I will get a poster for my school class. I will try to introduce better food thinking within my home. The specialist idea is really good to explain. Really interesting, time went really fast; that there is no easy solution and education is key; I learnt a lot – the ideas, the questions were very valuable and the answers given by the researchers and the visitors
- the importance of food on our day to day lives. The four topics certainly made me think; food innovation ideas, discussions around food problems; agriculture and food production process info;
- standardising is important and supply by local economy is essential;
- That 'waste' isn't waste, it's a 'co-product';
- One of the specialists, Phil was fascinating with the knowledge he imparted about growing food technology LED4Crops – really interesting; I learned a lot from Richard from the NFU about modern farming and dangerously low margins; some very interesting facts from some of the experts
- Good to see that our in-line involvements are being acted upon and discussed in diverser groups. Nice to have specialists available to discuss from other perspectives; range of people that are interested in the topic

Specialist

- The perspective of the public on the role of innovation in the food industry; customer insights; generally good to see public views and perceptions
- This was a skewed group – wealthier - not UK representative. Healthy food big issues – controversial

7a. How has taking part changed your views on *Innovation*, if at all?

Public

- Really interesting to hear the PepsiCo man speak
- Helped me understand how important it is to eat sustainably and British products; how I look at products in the future
- Will try hard to educate

- Money speaks
- Somewhat, but not greatly; yes, its changed some of my views; more focused; widened it; it has made me more aware and I have learnt a lot; it has inspired an even greater interest
- Not sure – will need time to digest and think
- n/a; no; not at all

Specialist

- Remains the same; not at all; not really
- It has increased my belief that more education is required

7b. How has taking part changed your views on *public involvement* in these sorts of policy issues, if at all?

Public

- Yes – that our views are heard; I do think it needs more people to get involved to change things; would like to see more of it; I know more about involvement; I think its essential that as many people as possible are involved; yes, there should be more; the public views are very important; its very useful, we all have ideas and opinions; I feel strongly the public has a lot to offer
- I hope our views do make a difference and here we see results
- General public – no interest
- Feel like campaigning!;

n/a

Specialist

- It was useful; very useful
- I don't really think that I took part, I was not public and not a specialist

8a.	How likely are you to change something you do as a result of taking part in these activities?	Not at all likely P = 1 S = 1	Not very likely P = 4 S = 2	Fairly likely P = 10 S = 1	Very likely P = 4
8b. Please explain what you will do differently (if anything): Public <i>Not at all likely</i> – still support British farmers; I have always educated people on real food – especially children <i>Fairly likely</i> – buy British; will be more aware, especially when educating children; I look at food differently mainly because I have been exposed to interesting people who do things in a way I've not thought of before. Not waste food on plate; how I source origins of food; always buy British where available; looking more at packaging and if its from the UK; eat more British products; try and buy healthier; will make me try and look for British grown produce <i>Very likely</i> – I will keep myself better informed about sustainable foods; what kids eat and try and educate; look for more UK produce; more local food, use seaweed instead of salt Specialist Feedback to colleagues					

9.	How much impact do you think these discussions (both on-line and in this workshop) will have on future policy or research activities?	No impact	Not much impact P = 3 S = 1	Some impact P = 11 S = 3	A lot of impact P = 3	I don't know P = 3
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D. Views on food security

11.	How much of an issue do you think food security is in the <i>world</i> today?	Not an issue at all	Not that much of an issue P = 1	Quite a big issue P = 7	A big issue P = 12 S = 4
12.	How much of an issue do you think food security is in the <i>UK</i> today?	Not an issue at all	Not that much of an issue P = 2 S = 1	Quite a big issue P = 14	A big issue P = 4 S = 3
13.	Please explain your answer Public <i>Not that much of an issue</i> – there is enough food available in the UK; the bigger concern to the UK is education <i>Quite a big issue</i> – I've learnt that the UK is producing less of our own food than we did in the 80s; a lot more food is imported than I realised; use food better already produced – it will help; we now have bacteria in meat that can't be killed by anti-biotics and could kill thousands of people; labelling is better and freshness; would like more information on this subject; hopefully we are all thinking more about food production and distribution <i>A big issue</i> – trust in supplier, retailer; issues surrounding health, education, sustainability; growing population versus waste is an important topic that needs addressing; after listening today worrying how our food production has fallen since 1988; I was concerned to hear about the drop in food production since 1988; food needs to be recognised as vital for everything Specialist - Imports of food are too high. Too little investment in research in applied science and knowledge transfer - Although there seems to be plenty of food around, this is short term. The changes in coming decades are huge. - Comes from a position of knowledge sector specialist				

Appendix 10. Evaluation data – Sustainable Intensification Q&A session, March 2016

Sustainable intensification session – London – 1.3.16

Public returns 11, Specialist returns 4

Key - P=public S=specialist/observer. “;” separate contributions, which are also separated by scoring.

A. Context and scope

1.	To what extent did you understand the purpose of the workshop?	I did not understand it at all	I did not understand it very much	I understood it quite well P = 7	I understood it completely P = 4 S = 4
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2a.	To what extent did the workshop cover the topics you were expecting?	I wasn't sure what to expect	Not at all as expected	Partly as expected P = 1	Mostly as expected P = 7 S = 4	Completely as expected P = 3
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2b. What else (if anything) were you expecting to cover?

Public – nothing; was very brief to cover such a large subject; good to go over the meaning;

Specialists – more discussion on pesticides and chemicals; I was expecting a harder time on GM and pesticide safety issues;

B. Delivery

3a.	How satisfied were you with the level of involvement you had throughout this workshop?	Not at all satisfied	Not very satisfied	Fairly satisfied P = 7 S = 1	Very satisfied P = 4 S = 3
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3b. How else you would have liked to have been involved?

Public – visits to the hydroponic; more multi-media could have been used; I felt involved enough; maybe do more;

Specialists – ?; people naturally turn to ‘specialists’ for their views – would be interesting to see how the discussion would turn without specialists sitting on the same tables and just dip in as and when necessary. Perhaps summarise the participant thoughts at the end?

4a.	How well were you able to contribute your views during this workshop?	Not at all well	Not very well	Fairly well P = 7	Very well P = 4 S = 4
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4b. What would have helped you to contribute your views better?

Public – this was at a good level; nothing – more access to multi-media; I am still learning about these concepts and increasing knowledge from my part will help me in future; longer time; the session could have been longer perhaps; have just one small group (8 people) to get more views;

Specialists – ?;

C. Impacts

5. What did you learn (if anything) as a result of taking part in these activities?

Public – sustainability is the key; GM goods are in full use in some countries and perhaps more unbiased coverage is needed for it to take off here; new technologies being used and people's opinions on them and sustainable intensification; I learnt several things that I will no doubt use for future conversations and research on-line; range of impacts and considerations multi-national tech/research companies take into account. Also issues impacting developing countries; more about what happens behind the scenes; that sustainable intensification is needed to increase production; something about the negative effects of some of the solutions; learnt about the effects it has on different groups i.e. farmers union; there is no simple solution; a lot more than I imagined;

Specialists – always interesting to see how much education can shape and change people's views; high levels of interest and engagement; interesting discussion – very useful to get public views

6a. How has taking part changed your views on <i>Sustainable Intensification</i>, if at all? Public – no, views were reinforced; look at diet and question where and how farming and food produce is done. Multi-national food companies have a lot to answer for and should be responsible to sort reduction of salt and sugar; looking at new versions of genetic modification; not at all because I am still learning about it; I'm a lot more informed now and also know how complex it is; not yet, I'm still 50/50; yes, that it will be needed in the future; not so much changed; I will consider it more; I want to know more now; completely; Specialists – understanding how to communicate concepts; not really at this stage; not really
6b. How has taking part changed your views on <i>public involvement</i> in these sorts of policy issues, if at all? Public – not at all; need more if it; it hasn't changed my views, as I don't have a particular viewpoint; yes, it's crucial; I think we need to be involved more as consumers; yes, that public views are important as it is how policy will change and will public accept change; not so much changed; very important; public should not be involved, they should be told; I think through educating the public anything is possible; Specialists – interesting to get perception!; impressive willingness to engage in sustainable futures; would be keen to participate in future events

7a.	How likely are you to change something you do as a result of taking part in these activities?	Not at all likely	Not very likely P = 3 S = 1	Fairly likely P = 4 S = 3	Very likely P = 2
7b.	Please explain what you will do differently (if anything): Public – no changes to make; check the labelling more carefully; because I have a better appreciation of sustainable options; I will look at where all my produce comes from; I have already started changing my behaviour. Not given up meat, but have reduced it a lot; think more about what I buy as a consumer; reading more newspaper articles to do with farming and food; I am already very careful about what I buy Specialists – offered a different perspective on public engagement activities				

8.	How much impact do you think these discussions will have on future policy or research activities?	No impact	Not much impact P = 1 S = 1	Some impact P = 5 S = 2	A lot of impact P = 3 S = 1	I don't know
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9. Do you have any other comments about <i>Sustainable Intensification</i> or this workshop? Public – no; no; no; it should have been longer. Not enough time to express and learn varying viewpoints and ideas; need to look more at levers Government has e.g. funding, procurement etc. Also look at tax incentives to private companies to drive 'greater good'; I think there needs to be more workshops so the people behind this can understand what we need and understand; felt it was quite short. I feel a morning or afternoon session would have allowed more contribution; smaller groups and more targeted questions Specialists – no; disconnect between cause and effect in agri-health and environment
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D. Views on food security

10.	How much of an issue do you think food security is in the <i>world</i> today?	Not an issue at all	Not that much of an issue	Quite a big issue P = 5 S = 1	A big issue P = 4 S = 3
11.	How much of an issue do you think food security is in the <i>UK</i> today?	Not an issue at all	Not that much of an issue P = 2	Quite a big issue P = 6 S = 2	A big issue P = 1 S = 2
12.	Please explain your answer Public – sustainability tends to be more of an overseas problem; more research and funding and stop most wastage; I believe it is an important issue here, but not as much globally; with an increasing population action needs to be taken, consumer need more education; we need to be educated on the impact of what we buy in each step of its production; I feel the UK has food, we just don't know how to use it. In the world, its more of an issues as some countries export more rather than feed themselves; more regulation, reduce more, more work needs to be done; we must understand how and where food comes from and not buy out of season! Specialists – looking forward to the future it is difficult to make the numbers add up. This is important for everyone, everywhere...				