



Evaluation of Public Dialogues on Wellbeing

Evaluation Report to Cabinet Office and Sciencewise

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Contents List

Executive Summary 2

1 – Introduction 7

2 – Background 7

3 – The Public Dialogue 9

4 – Evaluation Aims and Methodology 14

5 – Case Study 1: Loneliness 16

6 – Case Study 2: Increasing Incomes 27

7 – Case Study 3: Community Rights 37

8 – Framework and Toolkit 50

9 – Management and Governance 51

10 – Impacts and Outcomes 54

11 – Conclusions and Lessons 58

Appendices:

- 1 – Evaluation questionnaire data from public participants
- 2 – Evaluation questionnaire data from frontline worker participants

Executive Summary

A key challenge for government is how to bridge the gap between the *measurement* of wellbeing and the *use* of this data to make better policies. This project was one way of addressing this challenge, by exploring how wellbeing evidence could be used in considering three policy areas with members of the public. Essentially the project tackled the question “*So government is measuring wellbeing: what can and should it do to improve it?*”

The project was commissioned by the Cabinet Office and funded by a combination of the Cabinet Office and Sciencewise¹. The idea for the project was suggested by NEF, who worked with both the Cabinet Office and Sciencewise to develop the project.

A project with two main elements was designed. First, three case study policy areas were chosen (loneliness, increasing incomes, and community rights) to trial an approach of engaging the public and stakeholders on wellbeing as well as providing specific insights for those three policy areas. The three case studies each ran meetings with members of the public, as well as separate meetings with stakeholders in their capacity as ‘frontline workers’ on each topic area.

Overall the project engaged 137 members of the public through to the end of the dialogues and 30 frontline workers over a 10 week period between 6th May to 17th July 2014. Each event lasted 2-3 hours. Members of the public attended a Round 1 event, followed by a Round 2 event 2-3 weeks later. Frontline workers attended one event. The public events were run in two locations for all case studies. The three case study dialogues were staggered over time, broadly speaking with loneliness in May, increasing incomes in June, and community rights in July.

The second element of the project was to draw conclusions across all three case studies about how and when using wellbeing evidence in public dialogue can contribute to policy making. These conclusions were to help create a re-useable framework to enable policy makers to consider wellbeing effectively in future. The expectation was that the overall learning and framework would be made more widely available through the production of a ‘toolkit’. At the time of writing, the toolkit is not yet published, so this evaluation report focuses primarily on the three case study dialogues.

Evaluation Aim and Methodology

The evaluation began at the same time as the detailed design and delivery of the project. The evaluation aimed to assess and report on the effectiveness of the project, the extent to which it followed good practice², the project’s impacts, and lessons learned. The evaluation methodology included observing 11 meetings or events, conducting 23 interviews over three stages (baseline, interim, final), gathering participant feedback via 161 questionnaires (131 public, 30 frontline worker), and reviewing all key documents and almost all email traffic on the project. The evaluator provided formative feedback and advice as the project progressed, as well as this summative evaluation report.

¹ Sciencewise is funded by the Department for Business, Innovation and Skills (BIS). Sciencewise aims to improve policy making involving science and technology across Government by increasing the effectiveness with which public dialogue is used, and encouraging its wider use where appropriate. www.sciencewise-erc.org.uk

² As expressed in the Sciencewise guiding principles: The Government’s Approach to Public Dialogue on Science and Technology. Sciencewise and BIS. Downloadable at <http://www.sciencewise-erc.org.uk>

Each case study is covered briefly below, together with the overall impacts and lessons from across the project as a whole.

Loneliness case study (Social Action Team in the Cabinet Office)

The question this dialogue case study aimed to answer was *“What interventions, and by whom, could best alleviate high levels of loneliness, particularly those which can occur on a neighbourhood level?”* Two locations were chosen, Bedford (6th and 21st May) and Leicester (7th and 22nd May), plus one frontline worker event held in Bedford on 21st May. 48 members of the public attended the dialogue through to the end of Round 2, and 10 frontline workers attended their session.

Participants were very satisfied with the events, with a 100% overall satisfaction rate. One public participant captured the mood of the events well when they said, *“I thought I was coming along to talk about other peoples’ loneliness, but I realise that I’ve been talking about my own: I understand myself more as a result”*. 95% of public participants felt they would do something differently as a result, with a handful proving this tangibly by having already taken action immediately after their Round 1 event: *“I play the keyboard for an elderly persons home once a month. Since the first event talking about loneliness, I’ve persuaded a couple of other people to volunteer too: one now sings with me, and another is taking their small jazz band to the home halfway through the month so residents now get music every two weeks”*.

100% of frontline workers felt that *“thinking about wellbeing helped me come up with better views and ideas”*.

The main benefits for policy makers were the opportunity to hear members of the public deliberate on their policy area, and to gain reassurance on their policy-making: *“It’s reassuring that we heard the messages we’ve heard before, it shows we’re on the right track”* and that *“the fact that no new ideas emerged was, if anything, reassuring”*.

Increasing Incomes case study, Department of Work and Pensions

The question this case study aimed to answer was *“What policy levers can stimulate claimants to try to increase their income, and to do this voluntarily, without the threat of sanctions?”* Two locations were chosen, Birmingham (2nd and 18th June) and Pontypool (3rd and 19th June), plus one frontline worker event (Birmingham 18th June). 41 members of the public attended the dialogue through to the end of Round 2, and 11 frontline workers attended their session.

Public participants were very satisfied with the events, with a 95% overall satisfaction rate. They learned something new as a result of the events (90%) and many said they were likely to do something different because of the discussions, including *“push for a new job”* and *“talk to my manager about a reward system”*.

The main benefits for the policy maker were the opportunity to hear members of the public deliberate (*“hearing directly from participants was such a highlight”*), and confirmation that their policy-making is on the right track. Specifically, the policy maker has already used the findings on zero hours contracts in discussions with colleagues about policy options. Additionally, the public raised the idea of ‘work taster weeks’ to reduce the uncertainty of changing jobs. This has been considered further by DWP and is viewed as *“a good suggestion for future in-work support trials: we are ensuring this can be done”*.

Community rights case study

The questions this case study aimed to answer were: *“How can the rights, or the support packages associated with them, increase wellbeing?” “Are there ways to refine the rights that would further enhance wellbeing and therefore encourage more people to exercise them?” “How can giving people more opportunities to take control of their communities in other ways help to increase wellbeing?”* Two locations were chosen, London (30th June and 16th July) and Birkenhead (1st and 17th July), plus one frontline worker event in London (16th July). 48 members of the public attended the dialogue through to the end of Round 2, and 9 frontline workers attended their session.

Participants were very satisfied with the events, with a 98% overall satisfaction rate. 95% of them learned something new as a result of the events, and over half said they were likely to do something differently, with a couple of specific suggestions such as *“I plan to find out about an unused space for a park”* or *“I will chase my council regarding an eyesore building”*.

The main benefits for policy makers were the opportunity to hear members of the public deliberate on the community rights, and to reassert what they had previously heard members of the public saying, and therefore the need for the rights. Additionally, DCLG staff pointed out that *“The dialogue showed us that the public can see taking up rights as being risky: we’d hadn’t really seen it like this before”*. Additionally, DCLG became aware of the need to involve Transport for London in their discussions, as some of the rights have transport implications. Lastly, NEF felt that the connection to heritage that the public made was new to them and of particular interest.

Framework and toolkit

One of the longer-term objectives of the wellbeing dialogue project was to *“develop a re-useable framework for considering wellbeing in policy”*. From the start, this framework was talked about by all involved as a ‘toolkit’, although in the early days of the project there was only a general sense of what the toolkit must achieve and what form it would take. Development of the toolkit was delayed well beyond what was anticipated at the start of the project, with a draft outline first emerging in December 2014. A lack of resources was cited as the main reason for this delay. The toolkit is now progressing well. The publication and implementation of the toolkit are outside the remit of this evaluation, so are not covered further.

Management and governance

The CO sought funding from Sciencewise throughout 2013, and in parallel ran a process of soliciting and selecting case study topics from six departments, from which three were ultimately selected after negotiation. The project was overseen by the CO with advice from Sciencewise. NEF provided overall project management, research input and expert advice on wellbeing matters, as well as report on the overall process. Hopkins van Mil were the delivery contractors appointed to design and deliver the individual case study dialogue events, including facilitation of events. Topic specialists were appointed to each case study to provide challenge and input to the event designs and stimulus materials.

One impact of this kind of ‘supply-led’ dialogue – where funded dialogue is offered to departments - is that the level of ownership was lower, with a different set of expectations in play. One policy lead said, *“it felt like someone else’s work, I wasn’t an owner of it”*. This lower level of ownership is perhaps an unavoidable reality in a trial

programme, and the negotiated case study selection process worked well in securing as much buy-in as it did, and is seen by the evaluator as essential in the process.

Impacts and outcomes

The dialogue results were disseminated widely, including:

- Briefing of Ministers prior to publication (CO, DWP, DCLG).
- Presentation to the Cabinet Office Social Action Task Force.
- Meeting with DCLG policy-makers to discuss findings.
- Presentation to the Wellbeing Steering Group.
- Internal blog published on the DCLG intranet.
- Blog on the NEF website.
- Email dissemination to 50+ key figures, both in the wellbeing field and also in the three policy areas (including shadow cabinet teams) introducing the new report.
- NEF press release and twitter activity.
- HVM's Youtube video about the dialogue, on NEF's website.
- Sciencewise webinar with the CO.
- Sciencewise publication of report on its website, and associated tweets.
- Email newsletter from HVM to all public participants who registered an interest.
- Update on HVM's website.

A seminar with policy makers and wellbeing analysts was initially planned for October 2014 but cancelled due to a clash of appointments with another wellbeing-oriented event in Whitehall, and not rebooked. It may be rebooked when the toolkit is ultimately published.

Impacts and outcomes of the three case study dialogues are set out above. More widely, it is hard to identify and quantify specific impacts from the work. This is mainly because the toolkit is not yet published, so has not had the chance to influence other policy makers in terms of how they approach embedding wellbeing into their policy making, in particular by using a tool such as public dialogue. It is therefore too early to judge.

The Dialogue Report authored by NEF sets out their findings regarding the use of the public dialogue and wellbeing evidence. The main points are summarised by NEF as:

- Introducing a wellbeing lens helped participants engage with the policy issues in a meaningful way and led to richer conversations.
- Participants were able to use the wellbeing lens to challenge policy objectives and design, and to suggest new priorities.
- This approach – using wellbeing within public dialogue – was less useful when the discussion turned to the details of policy implementation.
- Participants' views have the real potential to stimulate new policy ideas and perspectives, but the participants themselves did not produce particularly innovative ideas.

NEF made two recommendations on the basis of these points, namely:

- It will often be worth using public dialogue based on wellbeing evidence at an early stage in the policy cycle.

- During later stages in the policy cycle, it may be useful to use wellbeing evidence as a stimulus in other engagement processes.

Beyond this learning, there is value in the existence of the project in itself. Government has laid down the challenge for departments to show how they are introducing wellbeing evidence into their policy making, and this project has been one tangible response to this challenge. As one policy maker in CO said, *“half the value of the project is just the fact that it happened”*.

Perhaps the most obvious potential impact of the project is the starting of another new public dialogue project on wellbeing, sponsored by Public Health England on behalf of the new What Works Centre for Wellbeing. This project will run in the summer of 2015, and aims to capture the ‘voice of the user’ in the research that the centre conducts. More details will emerge over time when this project enters the public domain, but it is likely that the project concept would not exist if the wellbeing dialogues on loneliness, increasing incomes, and community rights had not taken place.

Meeting objectives and good practice

Overall, this was a successful project delivered to high standards of good practice as set out in the Sciencewise guiding principles. The main purposes of the project were met, although it is too soon to judge how well the re-useable framework for dialogue with wellbeing evidence will work, as the toolkit is not yet published, although it is well underway.

Lessons Learned

There are various conclusions and lessons that arise, both from particularly successful parts of the project as well as from more challenging parts.

1. Allow flexibility in overall timing if no specific deadline exists, in particular during the most compressed periods of the project.
2. Resist the temptation to pack too much content into a short workshop.
3. A process of research and development of public ideas from Round 1 that is fed into Round 2 is very effective and capitalises on the value of the public’s input. Adequate time is necessary to do this robustly.
4. The attendance of policy leads at the workshop sessions was critical to the impact of the public dialogue, and should be maximised in future dialogues.
5. A supply-led dialogue introduces a dynamic that needs actively managing during the set up process, to build ownership with case study leads.
6. The use of a project management organisation that has expertise in the technical content (such as NEF in this case) is very useful, although requires clarity of expectations from the start regarding how much they are expected to interpret the results or report policy recommendations.
7. The use of a professional delivery contractor in liaison with NEF was of clear benefit.
8. The length of the funding and set-up process can lead to problems of waning support and focus from case study leads.
9. Be realistic about the impact of resource constraints, and constraints on senior level involvement.

The evaluators at 3KQ thank everyone who contributed their views and time to the evaluation: it would not be possible without their generous and honest participation.

1 - Introduction

This report presents the findings of an evaluation of a public dialogue project on embedding wellbeing into three policy areas, commissioned by the Cabinet Office in 2014.

The evaluation report presents evidence on the quality of the public dialogue process, and its impacts. It also identifies lessons to help develop good practice in public dialogue more widely.

2 - Background

In November 2010 the Prime Minister announced his support for the measurement of national wellbeing by the Office for National Statistics (ONS) and government taking practical steps to reflect wellbeing in decision-making. Much progress is being made on the measurement of wellbeing; the Office of National Statistics has developed and published a 'wellbeing wheel' of 40 measures over 11 domains³ which together form a picture of social, environment and economic progress in the UK. This measurement framework incorporates both objective and subjective measures, including accounting for citizens' own view on progress alongside traditional indicators.

The measurement of wellbeing is seen to support policy-making by driving innovation (because it highlights factors which aren't always considered in policy), joining-up policy areas, and encouraging early intervention by focussing on building assets rather than addressing deficits.

However, a key challenge is how to bridge the gap between measuring wellbeing and using the data arising to make better policies. This project was one way of addressing this challenge, by exploring how wellbeing evidence could be used in considering three policy areas with members of the public, essentially answering the question "*So Government is measuring wellbeing: what can and should it do to improve it?*"

This project was proposed to the Cabinet Office (CO) by the New Economics Foundation (NEF), and NEF have worked with the wellbeing team at CO and Sciencewise to shape and develop it. NEF are recognised experts in the wellbeing field⁴: they provide the secretariat for the All-Party Parliamentary Group on Wellbeing Economics, have worked on a long-term evaluation of the BIG Lottery Fund £160m Wellbeing Programme, and have published a number of reports on aspects of wellbeing, including the 2008 Five Ways to Wellbeing⁵ based on the Foresight Wellbeing and Mental Capital Project⁶, and a subsequent 2011 project with Foresight and Department of Health which received Sciencewise support⁷. From this earlier work NEF have a good understanding of how the public understands wellbeing as a concept, so were well placed to propose and manage this project. . Sciencewise is the UK's national centre for public dialogue in policy involving science and technology issues⁸.

³ <http://www.ons.gov.uk/ons/interactive/well-being-wheel-of-measures/index.html>

⁴ See <http://www.neweconomics.org/issues/entry/well-being> for a summary of their past and on-going work in this area.

⁵ www.neweconomics.org/projects/five-ways-well-being

⁶ <http://webarchive.nationalarchives.gov.uk/http://www.bis.gov.uk/foresight/our-work/projects/current-projects/mental-capital-and-wellbeing>

⁷ See <http://www.sciencewise-erc.org.uk/cms/ways-to-wellbeing/>

⁸ <http://www.sciencewise-erc.org.uk/cms/about-us/>

The project was envisaged not as a consultation, but as a process of innovation through public dialogue around policy questions including the following elements:

- Engaging the public.
- Engaging stakeholders who are involved in tackling the policy issue such as frontline workers, civil society organisations, local authority staff and businesses.
- A managed innovation process to explore key policy questions, with cycles of reflection, leading to some clear outcomes including:
 - Clear ideas for improving delivery of policy goals.
 - Clear ideas for communicating the policy in the most effective way.
- Making use of wellbeing science and evidence to provide a new way of looking at the policy and act as a catalyst for innovation.

Wellbeing Lens

The project was set up with an informal hypothesis within the project, namely “*A consideration of wellbeing would encourage and enable participants to focus more clearly on what really matters to them when considering a policy*”⁹. It was anticipated that if this hypothesis were true, then the introduction of wellbeing evidence and reflection (the “wellbeing lens”) would improve the quality of insights and solutions proposed by public participants.

⁹ See Dialogue Report, page 5. <http://www.sciencewise-erc.org.uk/cms/embedding-wellbeing-science-in-decision-making>

3 – The Public Dialogue project

The project was proposed to the Cabinet Office (CO) by the New Economics Foundation (NEF), and supported in its development by Sciencewise¹⁰.

The main purposes of the project were stated¹¹ as:

- To support the Government's National Wellbeing Programme by engaging the public in the interpretation and understanding of wellbeing evidence to inform Cabinet Office's work on i. embedding a wellbeing economics perspective in policymaking and implementation and ii. open policy making;
- To support individual Whitehall departments deliver effective policy decisions in a number of priority areas;
- To develop a re-useable framework for considering wellbeing in policy, contributing to decision making, delivery and evaluation. This framework will deploy public dialogue and build on the sciences of wellbeing and innovation and will influence and support the government's emerging principles and practical tools for open policy making.

The project was also intended to:

- Actively inform and support the three policy areas selected for the project by providing fresh insights into the problems that need addressing in each, additional options and choices to addressing these problems rooted in improving the wellbeing of those affected by the policy, and communications messaging which resonates with the public and frontline workers which supports the delivery of the policy options.
- Prototype a repeatable open policy making/public dialogue process that builds on the sciences of innovation management and wellbeing and provides guidance on how to run future processes within government.
- Illustrate the relevance of wellbeing to these and other policy issues, helping to answer both the 'why?' and 'how?' of putting the wellbeing of people and communities at the heart of decision-making.
- Help government communicators to strengthen messages around their policies by adding a personal and community wellbeing dimension.
- Give members of the public, and key stakeholders who participate in the process the experience of contributing meaningfully to the development of policy, and a sense of improving the policy-making process. In this sense clear management of expectations up front, a clear co-produced set of criteria against which to assess ideas, and feedback throughout the process are essential building foundations. In addition, it is expected that this process will provide a better understanding and appreciation of the significance of wellbeing to policy.

To meet these objectives, a project with two main elements was designed. First, three case study policy areas were chosen to trial the approach to engaging the public and stakeholders on wellbeing as well as providing specific insights for those three policy areas. This part of the dialogue ran meetings with members of the public, as well as separate meetings with stakeholders in their capacity as 'frontline workers' on the topic

¹⁰ Sciencewise is funded by the Department for Business, Innovation and Skills (BIS). Sciencewise aims to improve policy making involving science and technology across Government by increasing the effectiveness with which public dialogue is used, and encouraging its wider use where appropriate. www.sciencewise-erc.org.uk

¹¹ These objectives were published in the invitation to tender for both the delivery contractor and evaluator in early 2014.

areas. The second element of the project was synthesising the learning from the three case studies to create a re-useable framework to enable policy makers to consider wellbeing in future. The expectation was that the overall learning and framework would be made more widely available through the production of a 'toolkit'.

Case Study selection

The project was designed to identify meaningful policy areas to discuss with the public, where wellbeing evidence might add value. In order to identify and select these case studies, the CO invited departments to make proposals on specific policy questions that could be used in each public dialogue. In total, CO received six proposals, and three were ultimately chosen. It was anticipated that a second wave of public dialogues would occur later, potentially including the case studies that were not chosen in the first wave. The chosen case studies¹² were:

- **Reducing loneliness.** The Social Action Team within CO was interested in how to reduce loneliness. The specific policy question was *“What interventions, and by whom, could best alleviate high levels of loneliness, particularly those which can occur on a neighbourhood level?”*
- **Increasing the income of low earners.** The Department of Work and Pensions (DWP) was interested in how a better understanding of wellbeing may help them design policy to encourage and support low earners to increase their incomes. The specific policy question was *“What policy levers can stimulate claimants to try to increase their income, and to do this voluntarily, without the threat of sanctions?”*
- **Community rights.** The Department of Communities and Local Government (DCLG) was interested in the wellbeing outcomes associated with community involvement in local decision-making, and how this learning could inform approaches to encourage more people to exercise their community rights (introduced in the 2011 Localism Act) or take control of decision-making in their communities in other ways. The specific policy questions were *“How can the rights, or the support packages associated with them, increase wellbeing? Are there ways to refine the rights that would further enhance wellbeing and therefore encourage more people to exercise them? How can giving people more opportunities to take control of their communities in other ways help to increase wellbeing?”*

Funding and Support

Total project costs were £291,098. This includes the costs of the Cabinet Office, other government departments, NEF, and for the delivery contractor and the independent evaluation. This was funded by Sciencewise (£223,280) and a cash contribution from the CO of £25,000, with the remainder being benefits-in-kind provided mainly through staff time of the CO and departments who owned the case studies. Sciencewise also supported the project by advising throughout (see below).

Roles

A specialist delivery contractor Hopkins van Mil (HVM) was procured by competitive tender to design and facilitate the three public dialogue cycles, as well as independently report the findings of what the public said. HVM also authored a technical appendix capturing the full methodology used (see outputs below), and produced a vox-pop films

¹² The case studies are phrased as they are in the NEF Dialogue Report, November 2014, “Talking Wellbeing: A public dialogue approach to effective policy-making”. The case studies however evolved throughout the 8-month project period, with various different versions of policy questions being used as delivery progressed.

to give a flavour of the discussions and their impact. HVM also organised the recruitment of all public participants and frontline workers.

NEF managed the project in terms of liaising with policy leads and the two funders (Sciencewise and CO), as well as writing materials, conducting research into the three policy areas and inputting their experience of the wellbeing field. NEF authored the final Dialogue Report (see outputs below).

A Sciencewise Dialogue and Engagement Specialist (DES) provided on-going guidance and oversight of the project on behalf of Sciencewise. Sciencewise Evaluation Manager provided advice on the evaluation.

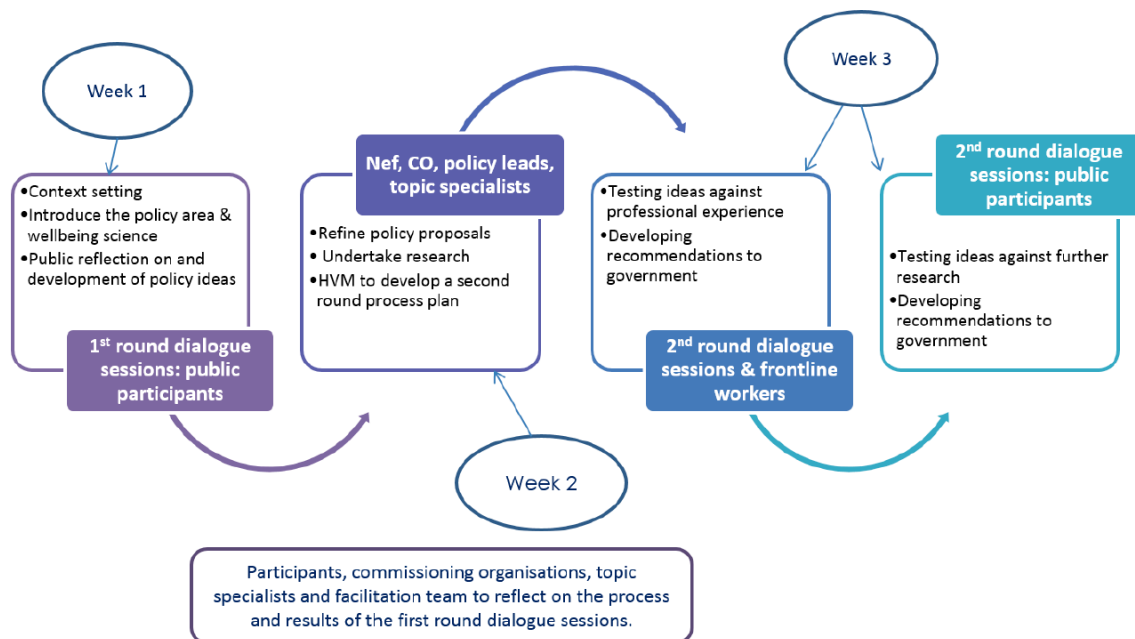
Policy leads¹³ from each of the case study departments gave feedback to HVM and NEF on the dialogue designs, attended the public workshops themselves, and commented on drafts of the Dialogue Report.

Topic specialists were contracted for each of the three case studies. Topic specialists were briefed and managed by NEF. The specialists provided input to the dialogue design as well as – in most cases - attending the dialogue sessions in person to give input and help answer questions. The specialists were paid for their work on a consultancy basis, for up to 4 days of time. More information is provided under each case study (see later sections).

The management and governance of the project is covered in more depth later in the report (see section 9).

Public Dialogue Cycle

Each of the three public dialogues was designed with the same three-week cycle of workshops and reporting shown below, taken from HVM's report:



¹³ In some cases departments fielded a number of staff operating across different roles and different grades. For simplicity in this evaluation report they are all referred to as 'policy leads' as their primary role in this project was to oversee how their policy area was reflected in the individual dialogue case study.

Dates and Locations

The three cycles were staggered over time to manage the team's capacity and in order to maximise the possibility of learning from one dialogue to be implemented in the next. An overall timeline of the project is illustrated below, starting from the appointment of the delivery and evaluation contractors in February 2014.

Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
Contractors appointed	Inception, design and preparation							
			Loneliness cycle					
				Increasing income cycle				
					Community rights cycle			
						Reporting and dissemination		

The project began with three inception meetings, one for each part of the project:

- Case study inception meeting: 6th March 2014 (morning)
- Toolkit inception meeting: 6th March 2014 (afternoon)
- Evaluation inception meeting: 21st March 2014

A number of small planning meetings took place as required throughout the design phase within each case study, involving NEF, HVM, Sciencewise, CO and the policy leads as needed.

Each case study cycle of dialogue included two locations. At each location, two public events were run, as well as an additional event for frontline workers (see below for definition). Dates and locations are in the table below.

	Public event Round 1	Frontline worker event	Public event Round 2
Loneliness cycle	Bedford 6 May Leicester 7 May	Bedford 21 May	Bedford 21 May Leicester 22 May
Increasing income cycle	Birmingham 2 June Pontypool 3 June	Birmingham 18 June	Birmingham 18 June Pontypool 19 June
Community rights cycle	London 30 June Birkenhead 1 July	Birkenhead 17 July	London 16 July Birkenhead 17 July

The Dialogue Report was published on 6th November 2014.

Recruitment and Incentives

The delivery contractor HVM managed the recruitment of public participants via a recruitment agency, Acumen Fieldwork. HVM developed a recruitment screener and agreed it with the CO, NEF and policy leads (available in Technical Appendix, see below) for each case study. Whilst more information on the recruitment is provided later under each case study section, criteria that were constant between all three case studies included a 50/50 split between male and female participants, as well as a range of ages plus other criteria specific to each case study. Public participants were recruited in both of the locations for each case study. Participants in all case studies were asked to attend two dialogue sessions from 6.30pm to 9.30pm, two weeks apart. Public participants were given a total incentive payment of £150 for their participation in these sessions.

The frontline worker sessions were recruited directly by HVM. Frontline workers were defined as people who work on implementing existing policies for loneliness, labour programmes and community rights, and included people from the voluntary sector as well as private and public sectors. For all three case studies, a flyer was developed and sent out to various organisations and individuals working in the policy area and specific dialogue location, and often followed up by telephone to encourage participation. Frontline workers were asked to attend one session from 4pm to 6pm. In most cases each frontline worker was given an incentive payment of £70 for attending this two-hour session. DWP employees such as Job Centre Plus attended their session as part of their paid employment, so did not receive an incentive payment.

The individual case study sections provide more information on specific methodologies made (see later).

Outputs

The main outputs from the project include:

- Dialogue Report, published by NEF. Sets out the main findings from the three dialogues and the policy priorities that emerged, as well as conclusions across the whole project about using wellbeing evidence in policy-making and public dialogue. Published online¹⁴ on 6th November 2014.
- Dialogue Findings Appendix, published by HVM. Sets out detailed findings from the three case studies, as well as outlining the methodology used. Published online on 6th November 2014 (link below).
- Dialogue Technical Appendices, published by HVM. Provides all the detailed materials used, facilitation plans, recruitment specifications etc, required for a reader to fully understand how the project was delivered. Published online on 6th November 2014 (link below).
- Toolkit. At the time of writing (March 2015), the toolkit is being drafted so is not yet in the public domain. Publication is expected shortly.

¹⁴ <http://www.sciencewise-erc.org.uk/cms/embedding-wellbeing-science-in-decision-making>

4 - Evaluation Aims and Methodology

The **aim** of this evaluation is to provide an independent assessment of the impact and quality of the dialogue, and in doing so contribute to the wider effectiveness of public dialogue.

The seven key questions asked in the evaluation arise from Sciencewise guidance¹⁵ and are:

- Objectives: has the dialogue met its objectives? Were they the right ones?
- Good practice: has the dialogue met the Sciencewise principles of good practice?
- Value, Benefits and Satisfaction: have those involved been satisfied with the dialogue and its value?
- Governance: how successful has the governance of the project been?
- Impact: what difference or impact has the dialogue made?
- Costs/Benefits: what was the balance overall of the costs and benefits of the dialogue?
- Lessons: what are the lessons for the future?

This evaluation report is based on the following data collection and analysis methods, conducted between 6th March 2014 (the inception meeting) and February 2015:

- **Observation.** The evaluators directly observed a variety of events including:
 - Case study scoping meeting with policy leads and wellbeing leads, 6th March 2014
 - Toolkit meeting with CO, 6th March 2014
 - Inception meeting, 21st March 2014
 - Loneliness: three events in Bedford (public event 1, public event 2, and frontline worker event). Plus a conference call after public event 1 where ideas were chosen for research and presentation to public event 2.
 - Increasing incomes: public event 2, and frontline worker event, both in Birmingham.
 - Community rights: public event 2, Birkenhead.
 - Wash-up meeting to debrief the whole project, 11th February 2015.
- **Interviews.** Formal stakeholder interviews were conducted at three key points throughout the dialogue. A round of five baseline interviews were completed with stakeholders¹⁶ before any of the dialogue cycles had started, to establish the context for the dialogue. An interim round of eight interviews was conducted¹⁷ after delivery of the case study cycles. A final round of nine interviews was completed¹⁸ after the Dialogue Report was published, to assess learning and impact. These formal interviews were complemented by informal discussions with the project manager and Sciencewise DES from time to time throughout the project.

¹⁵ Sciencewise, 2008. *SWP-07 Requirements evaluating Sciencewise Projects*
<http://www.sciencewise-erc.org.uk/cms/assets/Uploads/Project-files/SWP07-Requirements-for-Evaluation.pdf>

¹⁶ Baseline interviews were conducted with CO, Sciencewise, NEF, and HVM. Policy leads were not interviewed as they had participated in the meeting on 6th March where their expectations and hopes for the dialogues had been explored.

¹⁷ Interim interviews were conducted with CO, NEF, Sciencewise, HVM, and topic specialists.

¹⁸ Final interviews were conducted with CO, NEF, Sciencewise, HVM, and policy leads from the department in each case study.

- **Questionnaires.** Written self-assessment questionnaire data was gathered from all 12 of the public workshops and the 3 frontline worker sessions. Very good responses rates were achieved, with 130 public participants (95%) completing a questionnaire, and 29 frontline workers (97%). A summary of the data gathered from the events is published in the appendices to this report: public event 2s (Appendix 1), frontline worker events (Appendix 2).
- **Document review.** The evaluators reviewed the majority of written correspondence¹⁹ and documents that were circulated throughout the project such as minutes, dialogue stimulus materials, draft process plans, the Dialogue Report and associated appendix of Dialogue Findings.

The evaluation also had various formative inputs throughout the project, for example direct conversations with the project manager, asking questions about evolving materials and workshop plans, giving feedback after events (in particular early events where there was scope for change) and also giving feedback on draft reports. The delivery team was very responsive to suggestions made.

Reporting. There have been three key outputs from the evaluation:

- Baseline evaluation report. Issued May 2014.
- Interim evaluation report. Issued August 2014.
- Final evaluation report. This report, issued March 2015.

The author is grateful to the Sciencewise Evaluation Manager for providing invaluable on-going advice and acting as a sounding board throughout the evaluation of the project.

¹⁹ Over 1250 emails were read and monitored as part of the evaluation.

5 – Case Study 1: Reducing Loneliness

5.1 Policy Focus

The case study was based on research findings that loneliness is an increasingly important issue in the UK. For example, in recent surveys 18% of adults in England say they felt lonely always, often or some of the time²⁰ and 9% of UK adults reported having no close friends²¹. However, despite extensive evidence of the widespread and damaging effect of loneliness on individuals and communities, both the range of interventions that have been developed to reduce loneliness, and evidence of their effectiveness, remains fairly limited. This public dialogue worked with the Cabinet Office's Social Action Team to explore peoples' personal experiences of loneliness and their suggestions on how to reduce it.

The question the dialogue aimed to answer was:

“What interventions, and by whom, could best alleviate high levels of loneliness, particularly those which can occur on a neighbourhood level?”

This policy question evolved over time taking slightly different nuances or emphases, and is included above as was finally agreed and reported in the Dialogue Report by NEF.

The wellbeing lens was introduced to this case study in three main ways:

- Presenting NEF's model of how wellbeing affects people (including the Five Ways to Wellbeing).
- Asking questions framed explicitly about wellbeing such as “Which of these ideas would be most effective in improving wellbeing and loneliness?”
- Researching the ideas generated to find evidence of where the idea had been tried and what effect it had had on wellbeing (where this evidence existed).

It was however noted by NEF that the topic of loneliness is so intrinsic to wellbeing itself that only limited additional wellbeing evidence was necessary to explain and understand why loneliness was important and what affects it. One's understanding of loneliness, therefore, does not change significantly when the issue is considered explicitly through the wellbeing lens.

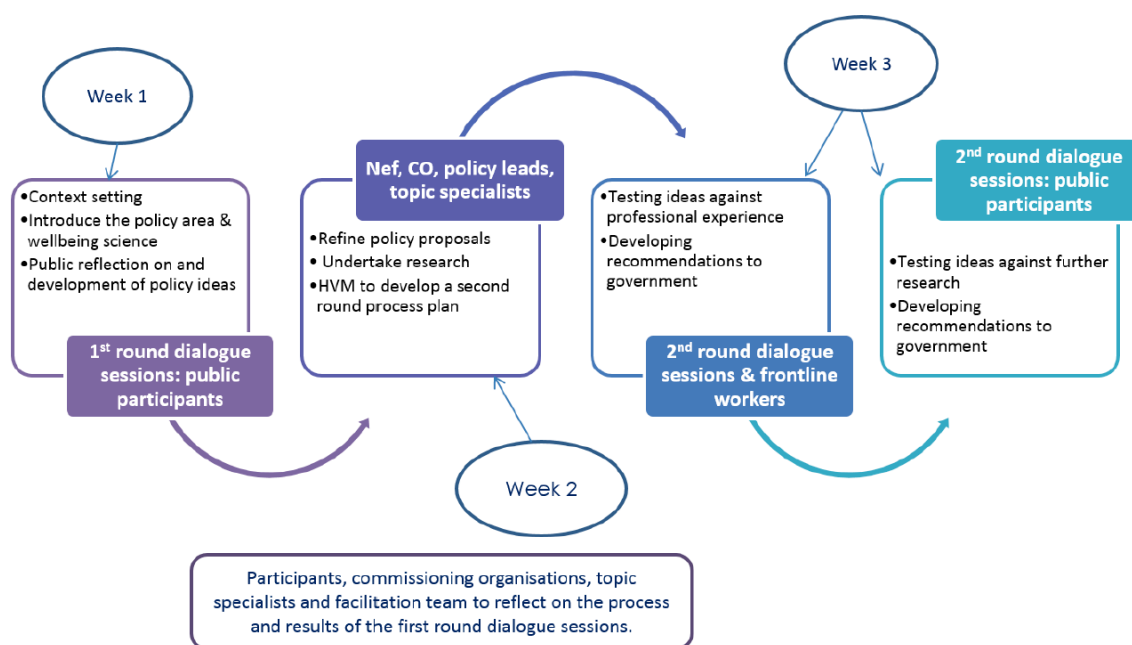
5.2 Public Dialogue events

Logistics

The public dialogue on loneliness followed the generic 3-week cycle covered in section 3, repeated overleaf for ease from HVM's report:

²⁰ Cabinet Office. (2014). Community life survey: England, 2013-2014, Statistical Bulletin. London: The Stationery Office. https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/335013/Community_Life_Survey_2013-14_Bulletin.pdf

²¹ Sherwood, C., Kneale, D., & Bloomfield, B. (2014). The way we are now: The state of the UK's relationships 2014. Doncaster: Relate. <http://www.relate.org.uk/files/relate/publication-way-we-are-now-aug2014.pdf>



Dialogue events took place in Leicester and Bedford in May 2014, as follows:

	Public event Round 1	Frontline worker event	Public event Round 2
Loneliness cycle	Bedford 6 May (23 participants)	Bedford 21 May (10 participants)	Bedford 21 May (23 participants)
	Leicester 7 May (25 participants)		Leicester 22 May (25 participants)

Recruitment and sampling of public participants

The recruitment screener for public participants included the following stipulations:

- Equal split of male/female
- Good range of age, including 30% over 55 years of age
- Ethnicity: 13% black or minority ethnicity
- Life stage: 40% single people aged 18-60, 40% older people, 20% raising families either in a partnership or single parents
- Working status: 40% in employment, 40% unemployed, 20% retired
- Loneliness: 100% to have experienced loneliness in the last five years, of who 50% have experienced a life changing issue (such as bereavement or loss of employment). This was assessed by asking “how much of the time during the past month have you felt lonely?” where 1=none or almost none of the time, and 5=all or almost all of the time. Everyone needed to score 3 or higher to be included in the sample.

This recruitment sample was met²², and was an effective and credible range of public participants to have at the events. A total of 48 public participants completed the sessions (23 Bedford, 25 Leicester), plus 10 frontline workers.

²² As confirmed by HVM. Full details of the breakdown of who attended were not available.

Topic specialists

Two external specialists were appointed to support this case study: Tracey Robbins from the Joseph Rowntree Foundation, and Kate Jopling from the Campaign to End Loneliness. As well as reviewing and inputting into the event design and materials, the specialists attended the events in person, including giving a presentation near the start of Round 1 to introduce what loneliness is and how it can arise. Beyond this, topic specialists were largely observers at the public dialogue events and offered advice when requested outside the events.

Round 1 event (1830-2130)

The first evening session in both locations explored the following main areas:

- Discussion: the main reasons for loneliness.
- Presentations: the 'Dynamic model of wellbeing' (NEF), and 'What loneliness is' (topic specialist).
- Discussion: what a place without loneliness might be / look like.
- Discussion: how loneliness is affected if the 'Five ways to well-being'²³ are considered.
- Discussion: ideas for things that could be done to prevent or ease people's loneliness.

A full facilitation plan is included in HVM's Technical Annex for reference²⁴.

The ideas generated by the public participants in Round 1 (i.e. last bullet above) were then considered by policy-makers, NEF, HVM and CO to filter out those which were most new, had most scope for further development by discussion with the public, and those which were most likely to be actively considered by policy-makers. These were filtered out and researched in the intervening fortnight before Round 2.

Round 2 event

The main input to Round 2 was the set of ideas that had been filtered and researched by NEF since Round 1. They were presented to participants by NEF and then a series of structured facilitated sessions by HVM led participants through understanding the ideas and giving feedback on two main questions:

- To what extent does each idea seem effective?
- How would each idea be piloted locally?

This was managed by the HVM facilitators via a mix of individual reflection, small group/table discussion, and plenary feedback where a participant summarised their group's discussions to the whole group. Recording and reporting from these events is covered below.

5.3 Frontline workers event

The list of researched ideas from Round 1 was also fed into the frontline worker events. This aimed to get the feedback of stakeholders working on tackling loneliness in Bedford.

²³ <http://www.neweconomics.org/projects/entry/five-ways-to-well-being>

²⁴ <http://www.sciencewise-erc.org.uk/cms/embedding-wellbeing-science-in-decision-making>

Attendees included 10 organisations in total, including:

- Sight Concern Bedfordshire
- Amptill & District Good Neighbours
- Women's worker from Grace Community Church
- Guildhouse Bedford (Activity Centre for over 50s)
- Janssens Pharmacy
- Health Care Worker
- Bedfordshire Rural Communities Charity
- Supported Housing Officer YMCA
- Relate Counsellor
- Executive member (councillor) for adult Services at Bedford Borough Council.

These participants were recruited directly by HVM, on the basis of an invitation agreed with NEF (see Technical Annex²⁵). Initial letters sent out were chased up by telephone in order to explain the nature of the event and secure adequate support and attendance.

Coverage at the frontline worker event took a similar format to the public Round 2 event, namely:

- Presentation of ideas generated by public in Round 1, plus associated research
- Discussion of two main questions:
 - To what extent does each idea seem effective?
 - How would each idea be piloted locally?
- Prioritisation of each idea to indicate ideas that are most interesting and workable.

The policy makers were asked not to be present for the bulk of this session, to allow participants to talk freely about the pros and cons of each idea. They were introduced at the start, and invited back in to the room towards the end to hear a summary of the participants' views. Policy makers were asked to respond to the main views they had heard. This provided a degree of discussion between the participants and the policy makers directly. Recording and reporting of the frontline worker event is covered below.

5.4 Recording, Analysis and Reporting

A variety of methods were used to capture participant views throughout all three events (Round 1, Round 2 and the frontline worker event). These included:

- Participants writing notes on post-its, subsequently displayed for others to read.
- Flipchart recording by the facilitators.
- Flipchart recording by the participants.
- Individual notes by participants, added to 'Any other thoughts' cards and posted into a box at the front (at any time during the session, including break times).
- Digital audio recording.

The data were typed up by HVM, and analysed by a process of identifying themes and coding the data before reaching conclusions. The detailed findings from the events are published in HVM's Dialogue Findings Appendix²⁶. In turn, NEF then took these findings

²⁵ <http://www.sciencewise-erc.org.uk/cms/embedding-wellbeing-science-in-decision-making>

²⁶ <http://www.sciencewise-erc.org.uk/cms/embedding-wellbeing-science-in-decision-making>

and wrote their summary of conclusions and some policy priorities. NEF's summary of findings is reproduced in the box below (from NEF's Dialogue Report, page 35).

Summary of findings and policy priorities from NEF - Loneliness

Participant views - Loneliness

Participants felt that one of the main reasons for increased loneliness was the erosion of communities. While many were very keen to be involved in building stronger communities and overcoming loneliness, some did not feel that they could do this alone. They suggested that investment would be needed by government to help them take the first step in creating stronger communities.

Participants suggested a number of approaches to reducing loneliness, many focusing on improving other aspects of wellbeing. In particular, participants were keen to help others who were experiencing loneliness and suggested that coming together around a common goal such as contributing to their communities could be an effective approach.

Participants suggested that a lack of money was both a cause of loneliness, and a barrier to undertaking activities that would help to reduce their loneliness.

Participants suggested a number of ways the physical environment, and in particular more vibrant high streets, could encourage social interactions.

Participants felt that GPs have an important role to play in reducing loneliness. However, many of them had experienced inadequate support and care, and felt strongly that GPs needed to be more aware of loneliness as an issue.

Participants were worried about the use of medication to treat loneliness, and many preferred approaches, which addressed the underlying causes.

NEF's Policy priorities - Loneliness

Invest in helping people build stronger communities in order to overcome loneliness.

Substantially increase the evidence for what works to prevent and reduce loneliness.

Interventions to reduce loneliness should aim to overcome inequalities in loneliness according to income.

Use planning guidelines to promote social connectedness.

Urgently increase efforts to raise awareness about loneliness amongst GPs and ensure that they have a clear approach to addressing it.

Scale up the use of social prescribing to treat loneliness, as an alternative to anti-depressants.

5.5 What worked well and less well in terms of good practice

Facilitation. The facilitation of the loneliness events was well received by all involved. The facilitation was independent, effective, friendly and sensitive given the subject under discussion, as well as focussed with good time keeping during what were short intense sessions. Stakeholders that were interviewed commented on “*effective and good facilitation*” or “*the facilitators got the best out of participants*”. 84% of public participants (82% of frontline workers) strongly agreed that the facilitation was independent, professional and effective, saying things like “*well facilitated*” in Bedford or “*excellently executed*” in Leicester. The policy makers agreed too, saying “*It was facilitated really well, also well organised*”.

Logistics and organisation. It was clear that the administration of the dialogue was effectively and competently managed by the delivery contractor, in liaison with NEF. Accurate and useful information had been sent out in advance to the participants (see Technical Appendices²⁷), the facilitation team arrived well in advance to set up the meeting space, catering was well provided and equipment was all in place and had been tested, signage was helpful and the facilitation team and supporters were briefed before the start of the event, leaving each team member clear on what their role was during the event. In short, the delivery contractor and NEF were diligent and effective in planning ahead to avoid problems of detail that could have really disrupted the events.

Topic specialist involvement. The idea of appointing two external topic specialists to the dialogue was sound, especially given there was no Oversight Group or Steering Group to provide challenge, or reassurance of balance. The topic specialists provided two main things. First, they provided challenge, mainly to the design of the workshops on the basis of their experience of how the events should run. Second, they provided factual information on what research or reports existed in the field that could be brought into the dialogue. Public participants were very comfortable with the role of specialists, 100% agreeing that they felt “*comfortable with the specialists that helped answer questions in the events*”. It is worth noting that some participants probably would have interpreted the word ‘specialist’ to include NEF and policy makers too, but nevertheless a 100% comfort level is clearly positive.

Ultimately, given their minimal role in delivering the events themselves, both specialists questioned “*whether they were really needed*” but recognised the positive role they played in “*providing a safety net*” in terms of the loneliness agenda. NEF also acknowledged this, but on balance felt it was a worthwhile investment given the specialists’ input was fairly limited in terms of time and cost to the dialogue. They felt that the benefits outweighed the costs.

Policy ideas filtering process. The process of reviewing, filtering and researching the policy ideas from Round 1 was well thought-through and sound in terms of theory. The participants in Round 1 were being explicitly asked to generate ideas, from which some would be taken and built upon by policy makers for Round 2, where they could be tested. This is a robust model that puts the views and ideas of participants centre-stage, whilst applying the experience and knowledge of policy makers to best advantage.

The filtering process did work well, although felt rather compressed in comparison to the rigour and detail with which the rest of the project had been planned and revisited numerous times. The ‘filtering’ part of the process was undertaken during two meetings in the two-week window between NEF, HVM, CO and the policy lead. This involved reviewing the policy ideas - 30 in total across nine categories – to decide whether to

²⁷ <http://www.sciencewise-erc.org.uk/cms/embedding-wellbeing-science-in-decision-making>

take them forward or not, and if so, how. Importantly the process would have benefitted from some agreed criteria in advance to aid the filtering, as these emerged as a secondary product of the conversation. The meetings also reviewed how the Round 2 event plans might need to change in the light of the ideas being taken forward.

In this kind of filtering process, there is inevitably a balance to strike between nurturing ideas and judging them. On the one hand, an idea needs time and effort for it to grow and develop and lead to something positive in the longer term. On the other hand, a decision needs to be taken about which to prioritise and which to drop. It was a tricky balance to get right, but more discussion and reflection at this point could have added significant value. One topic specialist summarised this by saying *“some of the ideas got weeded out a bit prematurely given what potential they had”* and the other specialist said *“the process of choosing felt a bit rushed and sporadic”*. This is consistent with the evaluators’ own observations, given the extensive detail and rigour with which the rest of the project was planned.

NEF’s research role. Once the ideas had been filtered down to eight, NEF researched them to gather evidence and case studies where the ideas had been tried, or similar interventions had been tested. This research was fed in to Round 2 as fuel for discussion about how effective and realistic the ideas seemed, as well as how they might practically be implemented in the locality. The ability of NEF to rapidly collate a huge amount of specific data was impressive, especially given the very short timescales referred to above of only a few days (within the overall window of two weeks to filter and agree the ideas before researching them). This was a significant benefit of their involvement: they had not only the clear responsibility to do the research; they also had the skill and experience to do it, as well as knowledge of the wellbeing field to start with. Their experience and role therefore made good use of the topic specialists too. 100% of public participants felt they had *“enough information to help me contribute to discussions”*, and 95% felt that *“the information was fair and balanced”* and this was in main part due to NEF’s input including at in the research stage.

Flipchart recording. On the whole the facilitators did a great job of recording what participants said at the front of the room, enabling everyone to keep track of the conversation, and feel as if their points of view counted – as well as provide a record for later. The facilitators were also very effective at getting the participants involved in running their own discussions in pairs or small groups, and sometimes taking their own flipchart record and feeding points back to the wider group. This was well received by participants even though it encouraged some into a more public role than they were anticipating. From the evaluators’ observations, this was actually seen as quite empowering for those participants that did accept the increased exposure, as they were nervous of talking to the whole group at once but seemed proud of having done it (once they had finished). The facilitators never coerced participants into an uncomfortable position: simply encouraged.

The one downside that is worth noting (but not a significant issue) is that when participants recorded their conversations on flipcharts, for example in smaller groups where audio-recorders were not used, the quality of the flipchart recording was significantly lower. To give one example, a pair of participants talked at length about how they felt that *“charities should deliver this loneliness work because people tend to trust their motivations”* got summarised just to *“charities”* on their flipchart, which seemed to lose much of their discussion. Methodologically there are real practical limitations on how much it is reasonable or possible to ask participants to record their own conversations in a rigorous way. Whether it is appropriate or not depends much on how much the recording is being relied upon for analysis later. In this case, the amount of participant recording was fairly minimal so does not impact on the credibility of the

data gathering overall.

Involvement of policy makers. Three policy makers were present at the public events to observe, and present at the end of the frontline worker session to hear the summary of views from participants. This included the policy lead in the Social Action Team, a phd student on internship with the same team, and the central CO project manager. This seemed a good turnout from the policy makers, capitalising on the opportunity to see how members of the public – and ‘receivers’ of their potential policy interventions – considered the issues. Policy makers generally were observing silently, answering questions helpfully when asked, and responding usefully and respectfully when required to participant ideas. The balance between policy makers discussing ideas with the participants and interfering or leading discussions was well managed in the public sessions.

The frontline worker session was different in that policy makers were asked to stay out of the room during discussions, only being asked back in 20 mins or so from the end to hear a summary of views and provide a response. The motivation for this was to allow participants more freedom to express their views. Whilst this was a good motivation, it became clear that to get maximum benefit from the dialogue, the policy makers really needed to be in the room to hear directly from participants and extract as much value as possible. A policy maker said *“it was a shame not to hear the discussions of the frontline workers, it seemed a waste given all the effort put in”*. Equally, it became clear that the nature of the participants was such that it seemed unlikely that they would feel inhibited by the presence of the policy makers: they were a fairly assertive and well-informed group.

This feedback was provided as formative feedback by the evaluator, and the delivery contractor in liaison with NEF changed the format in the following two case studies. Both worked well, with improvements in the ability of policy leads to build their understanding of how frontline workers saw their policy area.

During the events, the main policy lead in the Social Action Team responsible for the dialogue attended and was fairly involved with the process. However, this policy lead moved on from their post before the dialogue report was written and published. Her post was not filled for some time, and when it was, the project was not handed over to another clearly designated person with time or authority to give it proper attention. This left a gap in the flow of results and potential impact.

5.6 Impacts and outcomes

Participants. There were significant impacts on participants. Evidence for this is in their feedback forms, where they indicated that:

- 100% of public participants were satisfied with the loneliness events.
- 100% of public participants felt they could *“contribute my views and have my say”*.
- 97% of public participants felt they could *“ask questions easily and get appropriate answers”*.
- 98% of public participants learned something new as a result of taking part, in particular the fact that regarding their personal loneliness *“I’m not alone”*, (Bedford). This was powerful for some participants, who found the events de-stigmatised loneliness and allowed them to talk about it, reflect upon it, and

resolve to do something about it.

- 100% of public participants felt they had made a meaningful contribution via the events, with 80% agreeing, *“I am confident these events will make a difference”*.
- 95% of public participants felt they would do something differently as a result. Specific examples from conversation that illustrated the power of the discussion to motivate people to action included:

“The first event really made me understand how lonely I had become since I moved house and got cut off from my old friends, so I’ve just organised for us all to meet up”. Public participant, Bedford

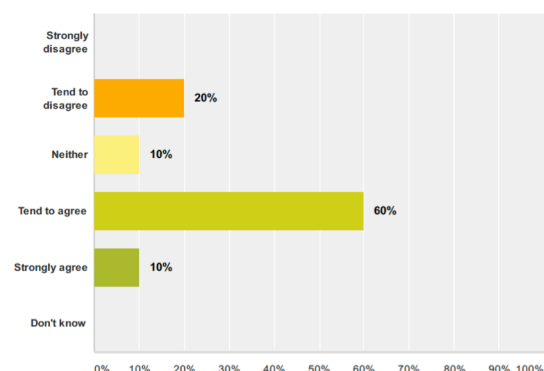
“I play the keyboard for an elderly persons home once a month. Since the first event talking about loneliness, I’ve persuaded a couple of other people to volunteer too: one now sings with me, and another is taking their small jazz band to the home halfway through the month so residents now get music every two weeks”. Public participant, Bedford

The discussions were wide ranging from the generic to the deeply personal, with one participant in Bedford catching the mood when they said *“I thought I was coming along to talk about other peoples’ loneliness, but I realise that I’ve been talking about my own. I understand myself more as a result”*.

Frontline workers. The frontline workers also valued their event:

- 100% of frontline workers were satisfied overall, of which 64% agreed strongly.
- 100% agreed that *“thinking about wellbeing helped me come up with better views and ideas”*, with one discussion concluding that *“If you focus on wellbeing in the wider sense, then you’ll tackle loneliness amongst various other things: focussing on wellbeing is a more positive way of looking at the problem of loneliness”*.
- The frontline workers were more circumspect about the degree of impact the events would have. Only 36% felt the events would make a difference to policy, although they still felt they had made a meaningful contribution (100%).
- They all felt the right people had been present to inform the discussion, and that the facilitation was strong (see above).

The only area they felt mixed about was the amount of time available for discussion. The graph illustrates how whilst 70% did agree that there was adequate time, agreement was rather lukewarm. One frontline worker said that they *“Could do with another hour!”* Whilst this is not a particularly unusual result, it is worth noting that the session was only 2 hours long, which after introductions at the start and a summary at the end, was no longer than 1hour 20mins maximum of real discussion time considering the policy ideas from Round 1.



Topic specialists. The topic specialists were less hopeful about impact arising. This lack of optimism stemmed largely from the fact that a key objective of the dialogue was to generate new ideas from the public, and few had arisen. This is discussed in more

depth in section 10.

Policy makers. The policy makers valued the chance to hear members of the public reflect on loneliness and consider what might alleviate it. This was particularly the case because the sample of participants in the room had all been selected as they had directly and personally experienced loneliness within the last 5 years (as defined by themselves as part of the recruitment process). The key benefit that appears to have arisen for the policy maker still involved²⁸ at the end of the process is the reassurance that the Social Action Team is going in the right direction with their work, and that the public are saying broadly what they expected them to. This policy maker said *“it’s reassuring that we heard the messages we’ve heard before, it shows we’re on the right track”* and that *“the fact that no new ideas emerged was, if anything, reassuring”* and finally *“public dialogue has been a new approach for me, great to see the methodology and understand it”*.

5.7 Summary - Loneliness

The question the dialogue aimed to answer was *“What interventions, and by whom, could best alleviate high levels of loneliness, particularly those which can occur on a neighbourhood level?”* Two locations were chosen, Bedford and Leicester. Two public events were run at both locations 2-3 weeks apart, plus one frontline worker event.

What worked well - Loneliness

- Facilitation was independent, professional and effective.
- Logistical organisation was competent and smooth.
- Topic specialists provided information and challenge to the process in a streamlined way, and on balance were a good alternative to having a formal Oversight Group.
- Process of filtering ideas from Round 1 public events was sound and well thought-through given the time constraints imposed (see below).
- Research carried out on the ideas raised in Round 1 was rapid and well-focussed, adding good fuel to the discussion in Round 2.
- Recording and reporting systems were well thought-through and appropriate.
- Attendance by policy leads in the public sessions was good (3 staff attended), and sensitively handled by all.

What worked less well - Loneliness

- The process of filtering ideas from Round 1 public events could have benefitted from more reflection, discussion and rigour. This would have required more time – perhaps an extra week or two between the events – but would have been consistent with the time and effort put in to the rest of the project. Specifically, the topic specialists felt some ideas that needed more work, or appeared at first impression quite difficult to implement, were overlooked due to lack of time to explore them.
- Flipchart recording by participants was not always of high quality, although the small volume of this recording meant the credibility of the results are not impacted.
- Policy makers were asked to stay outside the room during the frontline worker session, and only invited to join the closing discussion and provide a response. This was altered in the later two case studies with much success, to allow the

²⁸ Towards the end of the loneliness dialogue, the main policy lead from the CO Social Action Team left their post, so it was not possible to interview her to understand their view on the process.

- policy makers to observe the whole frontline worker session.
- There was no effective handover of the case study to colleagues when the main policy lead moved on from their post after the events were complete but before the report was published. This left a gap in the flow of results and potential impact.

Impacts and Outcomes - Loneliness

Participants were very satisfied with the events, with a 100% overall satisfaction rate. One public participant captured the mood of the events well when they said, *“I thought I was coming along to talk about other peoples’ loneliness, but I realise that I’ve been talking about my own: I understand myself more as a result”*. Some public participants volunteered specific actions they had already taken as a result of the first event, for example *“The first event really made me understand how lonely I had become since I moved house and got cut off from my old friends, so I’ve just organised for us all to meet up”*.

Whilst frontline workers were more circumspect about the direct impact of the events on policy making, 100% of them felt that *“thinking about wellbeing helped me come up with better views and ideas”*. The main benefits for policy makers were the opportunity to hear members of the public deliberate on their policy area, and to confirm that their policy-making is on the right track, as the messages they heard from the public were in line with what they expected.

6 – Case Study 2: Increasing the Income of Low-Earners

6.1 Policy Focus

The government's approach to supporting those on low incomes was changing at the time of the dialogue. Under the previous system of tax credits, many low earners had their incomes topped up by working tax credits. Government was currently in the process of developing a new system called Universal Credit, which was intended to eventually replace most existing benefits with one single payment.

Ensuring that work pays was a fundamental objective of Universal Credit and support was to be offered, to people who are in low-paid work and who are able to increase their earnings. The Department of Work and Pensions (DWP) felt that it was possible that in the future, people who could reasonably be expected to increase their earnings could face benefit sanctions if they fail to do all that is reasonable to do so, without good reason.

The evidence about what works to support those on low pay to increase their earnings was very limited. Most efforts by the UK government, and across the developed world, have been targeted at those out of work. DWP were keen to understand more about what levers may be effective to support people into longer hours or better-paid work, in order to inform their new approach.

The question the dialogue aimed to answer was:

“What policy levers can stimulate claimants to try to increase their income, and to do this voluntarily, without the threat of sanctions?”

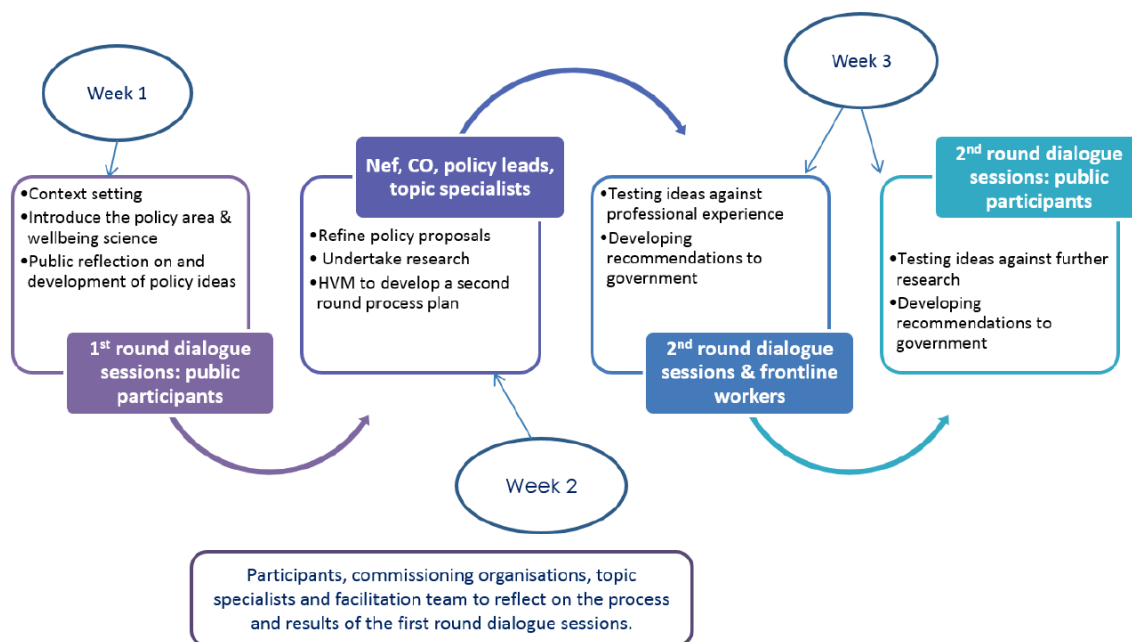
The wellbeing lens was introduced to this case study through three main ways:

- Presenting evidence on how wellbeing is affected by factors such as being in work, pay level, autonomy, and job security.
- Asking questions framed explicitly about wellbeing such as “Which of these ideas would be most effective in improving wellbeing and income?”
- Researching the ideas generated to find evidence of where active labour market programmes had been tried and what effect it had had on wellbeing (where this evidence existed).

6.2 Public Dialogue events

Logistics

The public dialogue on increasing income followed the generic 3-week cycle covered in section 3, repeated overleaf for ease from HVM's report:



Dialogue events took place in June 2014, as follows:

	Public event Round 1	Frontline worker event	Public event Round 2
Increasing income cycle	Birmingham 2 June (25 participants)	Birmingham 18 June (11 participants)	Birmingham 18 June (25 participants)
	Pontypool 3 June (16 participants)		Pontypool 19 June (16 participants)

Recruitment and sampling of public participants

The recruitment screener for public participants included the following stipulations:

- Equal split of male/female.
- Good range of age, including 20% of 18-35s.
- Ethnicity: 13% (or matching local population) black or minority ethnicity.
- Life stage: 20% single parents (children over 5), 20% couples with children over 5, 20% single parents who are under 35, 20% 55-67 year olds, 20% 35-55 year olds.
- Working status: 100% of participants in work, 50% in work but earning less than £230/week and claiming means tested benefits²⁹, 50% in work earning over £230/week but less than £400/week, not claiming means tested benefit but have experience of living on benefits. The test question here was “To what extent do benefits form part of your weekly income” and “For how long has that been the case?”

This recruitment sample was met³⁰ with the exception of working status in Pontypool, where the target sample of 50% in work but earning over £230/week achieved 37%. The recruiters cited the high prevalence of zero hours contracts and low wages as the cause

²⁹ Including working tax credit, child tax credit, housing benefit, council tax reduction, job seeker's allowance, and to a limited extent employment support allowance. Excluding child benefit.

³⁰ As confirmed by HVM. Full details of the breakdown of who attended were not available.

of this. This is discussed later. A total of 41 public participants completed the sessions (25 Birmingham, 16 Pontypool), plus 11 frontline workers.

Topic specialists

One external specialist was appointed to support this case study: Dr Adam Coutts, an academic researcher and policy consultant specialising in public policy and the political economy of health. The topic specialist inputted into the materials, as well as provided information on the ideas generated in Round 1 during NEF's research process. The specialist was unfortunately not able to attend the events.

Round 1 event

The first evening session in both locations explored the following main areas:

- The elements of a good/bad job.
- Motivations and barriers to finding a better paid job.
- The differences for people in full and part-time employment.
- Participants' experiences of active labour market programmes, and the extent to which these are helpful or otherwise to participants.
- How active labour market programmes are good for wellbeing (or not).
- New ideas to support those who do with to move to new better paid jobs.

A full facilitation plan is included in HVM's Technical Appendices³¹ for reference.

The ideas generated by the public participants in Round 1 (i.e. last bullet above) were then considered by the DWP policy-maker, NEF, and HVM to filter out those which were most new, had most scope for further development by discussion with the public, and those which were most likely to be actively considered by policy-makers. These were filtered out and researched in the intervening fortnight before Round 2.

Round 2 event

The main input to Round 2 was the set of ideas that had been filtered and researched by NEF since Round 1. They were presented to participants by NEF and then a series of structured facilitated sessions by HVM led participants through understanding the ideas and giving feedback on the following main questions:

- How could this idea be made most effective?
- What could stop people/employers taking this up?
- What else would need to be in place to make this effective and fair?
- How could this idea contribute to wellbeing? How could it be improved to make it better for wellbeing?

This was managed by the HVM facilitators via a mix of individual reflection, small group/table discussion, and plenary feedback where a participant summarised their group's discussions to the whole group.

As a result of the policy lead inputting to the process of ideas between Round 1 and Round 2, a short session on zero hours contracts was run in Round 2. Key questions

³¹ <http://www.sciencewise-erc.org.uk/cms/embedding-wellbeing-science-in-decision-making>

posed to the public participants were “What is the worst thing about zero hour contracts?” and “What can government do to make them better?” This discussion was held before the rest of the event outlined above.

Recording and reporting from these events is covered below.

6.3 Frontline workers event

The list of researched ideas from Round 1 was also fed into the frontline worker events. This aimed to get the feedback of stakeholders working on income support programmes in Birmingham. Attendees included 11 participants from eight organisations in total, including:

- The Hornet (JD Wetherspoon Pub)
- Connexions
- Bridging to the Future
- First Personnel Services PLC (Jobs at First)
- Partnership Relations Manager DWP
- Birmingham & Solihull Jobcentre Plus (JCP)
- Chamber of Commerce
- Citizens Advice Bureau

These participants were recruited directly by HVM, on the basis of an invitation agreed with NEF (see Technical Annex³²). Initial letters sent out were chased up by telephone in order to explain the nature of the event and secure adequate support and attendance.

Coverage at the frontline worker event took a similar format to the public Round 2 event, namely:

- Presentation of ideas generated by public in Round 1, plus associated research
- Discussion of two main questions:
 - To what extent does each idea seem effective?
 - How much would each idea impact on wellbeing?
- Prioritisation of each idea to indicate ideas that are most interesting and workable.
- Presentation to DWP policy maker, with response and discussion.

Building on the learning from the loneliness case study, the policy maker was asked to be present for all of this session, to allow them to hear participants’ conversations directly, and occasionally answer a question when asked by the facilitators to do so. Recording and reporting of the frontline worker event is covered below.

6.4 Recording, Analysis and Reporting

A variety of methods were used to capture participant views throughout all three events (Round 1, Round 2 and the frontline worker event). These included:

- Participants writing notes on post-its, subsequently displayed for others to read.
- Flipchart recording by the facilitators.
- Individual notes by participants, added to ‘Any other thoughts’ cards and posted into a box at the front (at any time during the session, including break times).

³² <http://www.sciencewise-erc.org.uk/cms/embedding-wellbeing-science-in-decision-making>

- Digital audio recording.

The data were typed up by HVM, and analysed by a process of identifying themes and coding the data before reaching conclusions. The detailed findings from the events are published in HVM's Dialogue Findings Appendix³³. In turn, NEF then took these findings and wrote their summary of conclusions and some policy priorities. NEF's summary of findings is reproduced in the box below (from NEF's Dialogue Report, page 18).

Summary of findings and NEF's policy priorities – Increasing income

Participant views – Increasing income

The motivations and barriers to increasing income differ significantly between participants, depending on their circumstances.

For parents who worked part time, but wanted to work full time, childcare was one of the biggest barriers to increasing their hours.

However, other participants working part time were not interested in increasing their hours, even if this meant having low pay. Their decision to work part time was either based on necessity (for example in order to undertake housework or caring responsibilities), or on the wellbeing benefits of working part time.

Furthermore, some participants working full time were interested in working part time. In particular, those with excessively long working hours reported the negative impacts on their and their families' wellbeing.

Participants suggested that if work was more rewarding or enjoyable, they may feel more motivated to increase their hours, and felt that government should take an active role in promoting wellbeing at work.

One of the loudest messages from participants was the importance of job security. In particular, they felt strongly that zero-hours contracts should be abolished. As well as security of income being important to their wellbeing, they also explained how job insecurity could act as a barrier to movement in the labour market, and discourage them from changing jobs.

Participants explained that they wanted flexible, personal, supportive and high-quality support services to help them move to pursue higher incomes. Any training provided would need to be of a similarly high quality. They expressed the view that Jobcentre Plus would not be able to provide this support because they perceived it as having a stigmatising and punitive culture, and suggested that other alternatives should be considered.

NEF's Policy priorities – Increasing income

Policies should be designed to reflect the different needs of different segments of low earners, and to provide appropriate responses to each.

An affordable solution to childcare should be a top priority for any government.

Policies to help low earners increase their hours should avoid targeting those working part time voluntarily.

Government may need to be vigilant that any changes in benefits under Universal

³³ <http://www.sciencewise-erc.org.uk/cms/embedding-wellbeing-science-in-decision-making>

Credit, or policies associated with it, do not inadvertently lead to participants working excessive hours.

Government should play a pro-active role in promoting wellbeing at work.

Government should pursue higher income security for low earners, particularly for those who move jobs in order to increase their income.

Support to encourage low earners to increase their incomes could be usefully targeted at those whose employment is currently insecure.

Policies to support low earners to increase their income should not involve zero-hours contracts.

Advice and support to help low earners increase their incomes needs to be flexible, personal, supportive and high quality in order for participants to use it voluntarily.

Government should communicate with low earners about how much extra time they will be expected to invest in training and advice sessions in order to allay fears about additional commitments.

Support services will need to distance themselves from the stigma of services provided by Jobcentre Plus.

6.5 What worked well and less well in terms of good practice

Policy maker involvement at the events. The presence of one policy maker at all the public events, as well as the frontline worker event, was essential and well handled. The policy maker was largely in an observing role and only spoke when directly asked to contribute by the facilitators. The topic specialist eventually could not attend any of the events, but this appeared to make little difference to the delivery of the events as the policy maker was present, well-informed and sensitive with the public. 90% of public participants agreed they could “ask questions easily and get appropriate answers”, of which 74% agreed strongly.

The policy maker recognised the importance of observing the discussions and not leading the conversations. However, there were times where public participants spent quite a lot of time on a single issue – for example free provision of childcare – and it might have made conversations more productive if he had been free to interject, for example to clarify that the current policy proposal was to pay 85% of childcare costs. Discussions could have focussed on that specific idea and feedback gained. There are of course pros and cons to allowing policy makers to interject in dialogue sessions and much depends on the diplomacy and sensitivity of the individual, but it is clear in this instance that time was lost on some topics in an avoidable way had the policy maker been allowed to interject. This would have improved the value of the dialogue in the eyes of the policy maker who said “*It would have accelerated the conversations forward, getting responses to planned policies instead of starting always with a clean sheet*”.

Facilitation. As in the loneliness dialogue, the facilitation was independent, professional and effective. It was noticeable in the increasing incomes dialogue that the facilitators had a friendly engaging style, as well as an ability and skill to probe deeper where time allowed (see below). Participants also agreed that facilitation was independent, professional, and effective: only one out of 40 respondents disagreed

although no reasons were provided.

Presentations. The presentations by NEF were engaging and clear, making the most of the public ideas generated in Round 1, and also the research conducted between the two rounds. 96% of public participants felt that *“enough information was provided to help me contribute”* and 95% felt *“the information was fair and balanced”*. This was a particular success given the volume of material and the complexity of some of the policy interventions (see below) that needed explaining in a short period of time.

Trade-off between breadth and depth. These events were all relatively short, between 2 and 3 hours maximum, with even less real discussion time once introductions and context setting is complete at the start, and closure and evaluation is complete at the end. The short amount of live discussion time puts real pressure on the question of how much content to include: cover a few topics in detail, or lots of topics quickly? This dialogue definitely chose the latter, with a wide range of policy themes under discussion:

- Financial incentives to work full-time.
- Personal advice and support for people in searching for a new job.
- Free or affordable childcare.
- Free training for those in work.
- Incentives to reward training.
- Increase the minimum wage to the living wage.
- Increase the supply of jobs in the economy.
- Laws to make employment more secure.

As mentioned, these were well presented and discussions were well-facilitated: there was just a limit to how much time people could realistically have to understand each policy idea, deliberate on it, and then have their say in the discussion. This was exacerbated by the fact that each policy idea above was actually a suite of ideas that participants largely wanted to talk about separately. For example, ‘laws to make employment more secure’ could involve: making it harder to fire staff or put them on temporary contracts; increasing redundancy pay; or banning zero hour contracts. At times the discussion felt a little superficial, with little time for the facilitators to probe more deeply into what underpinned participants’ views or what they really meant. The policy maker said *“at times I needed more depth so I could understand the reasoning behind a particular viewpoint: it’s hard as a policy maker to do much with it otherwise”*. On balance, it felt like some members of the dialogue team had found it hard to resist the temptation to add more and more content in to an already fairly short session, and in doing so sacrificed some necessary depth.

Policy lead involvement in design. The policy lead was involved in the process of filtering the ideas emerging from Round 1, but did not feel in a position to push hard for the policy ideas he wanted to pursue in Round 2. This was because he saw the project more as *“a CO project”* that he was playing a relatively small part in, not the other way around. Whilst the reality of the ownership and governance is debateable and different people see it differently, it is noticeable that the fact that the policy leads were not driving the dialogue meant that there was less ownership felt by the policy leads. This applies to the other two case studies as well, and is discussed in more detail later. The policy

maker said *“I couldn’t push hard enough during the two rounds to enable the ideas to be really focused: I would have done so more if it had been my dialogue”*. This is important because of the connection to impact, discussed later.

Recruitment. The recruiters met the quotas set in Birmingham but struggled to do so in Pontypool, with a total of 18 in Round 1 and 16 in Round 2 (instead of 25) attending. In particular they struggled to meet the quota of people working part-time, potentially due to high levels of unemployment. It is impossible to know what practical impact this had on the discussions and therefore the findings, as there is no control to compare to. However, it is possible to see an impact on the credibility of the dialogue in the eyes of the policy maker who said *“Lots of people worked full time, not part-time, which reduces my confidence that the right people were in the room”*.

The choice of location is relevant here, as South Wales was advocated by NEF because low levels of wellbeing correlate with higher deprivation levels. The low levels of deprivation also however made it difficult to meet the recruitment specification. Overall though, it seems that more success and more reassurance on meeting the recruitment specification would have increased credibility of the dialogue further in the eyes of the policy maker.

6.6 Impacts and outcomes

Participants. There were significant impacts on participants. Evidence for this is in their feedback forms, where they indicated that:

- 95% of public participants were satisfied with the increasing income events. 75% of whom were very satisfied.
- 95% of public participants felt they could *“contribute my views and have my say”*.
- 90% of participants feeling they could *“ask questions easily and get appropriate answers”*.
- 90% of public participants learned something new as a result of taking part.
- 93% of public participants felt they had made a meaningful contribution via the events, although there was some scepticism about how much difference it would make to policy, with 46% agreeing *“I am confident these events will make a difference”*.
- 58% of public participants felt they would do something differently as a result. Specific examples cited included:

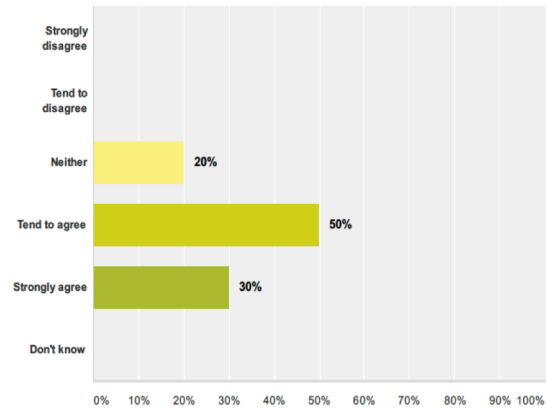
“I will push for a new job”, Public participant, Birmingham

“I will speak to my manager about a reward system”, Public participant, Birmingham

Frontline workers. The frontline workers were also pleased with their event:

- 100% of the frontline workers were satisfied with their event.
- 100% of the frontline workers felt the right people had been present to inform the discussion
- 100% of the frontline workers felt the facilitation was strong.
- 60% of the frontline workers felt the events would make a difference to policy.

As in the loneliness dialogue, it is noticeable that the frontline workers felt that using the wellbeing lens had been valuable, helping them see their work in a slightly different way, with 80% of them agreeing that *“thinking about wellbeing helped me come up with better views and ideas”* (see graph).



Policy makers. The policy maker felt that the process was *“really well handled”* overall. The main impact and value for the policy maker was to hear first hand members of the public deliberating: *“hearing directly from participants was such a highlight”*. As well as being *“such a highlight at the events”*, he said, *“it really got me thinking about how people relate to the issues”*. This was particularly important because he noted, *“policy leads often don’t get the chance to speak enough to the end users of our policies”*.

A specific area of value that emerged was from a discussion added to Round 2, focusing on zero hours contracts. This confirmed in the mind of the policy maker *“That the public feel very inhibited by zero hours contracts, they prevent people developing their skills or increasing their workload”*. He felt this had added weight to discussions about policy choices that DWP is progressing, and that overall the findings confirm that DWP is largely on the right track. Additionally, the public raised the idea of ‘work taster weeks’ to reduce the uncertainty of changing jobs. This has been considered further by DWP and is viewed as *“a good suggestion for future in-work support trials: we are ensuring this can be done”*.

Not all public views were consistent with current policy though, for example the public participants’ view that some support services shouldn’t be delivered by Job Centre Plus due to a lack of trust. The policy maker felt this view was so out of line with current policy that it was difficult to address. This was exacerbated by the lack of time to really explore and debate the underpinning of the recommendation itself.

6.7 Summary – Increasing Incomes

The question the dialogue aimed to answer was “*What policy levers can stimulate claimants to try to increase their income, and to do this voluntarily, without the threat of sanctions?*” Two locations were chosen, Birmingham and Pontypool. Two public events were run at both locations, 2-3 weeks apart, plus one frontline worker event.

What worked well – Increasing incomes

- Policy maker involvement at the events was effective and sensitively handled, and meant that the absence of the topic specialist was not felt.
- Facilitation was professional and effective, as well as friendly and engaging.
- Presentations by NEF were engaging, clear and balanced.

What worked less well – Increasing incomes

- Allowing the policy maker to interject occasionally might have accelerated the discussions at times, increasing the value of the dialogue for the policy maker.
- The amount of content under discussion meant that deliberation was necessarily rather rapid, leaving the policy maker at times unsure what underpinned a particular viewpoint. A more realistic approach to balancing the breadth and depth of content would have improved this.
- Involving the policy lead more in the design. Allowing more leeway for the policy lead to choose ideas that they wished to go forward to Round 2 discussion would have increased the relevance of discussions to the policy lead, and therefore logically increased the likelihood of impact.
- Recruitment problems in Pontypool reduced the credibility of the dialogue in the eyes of the policy maker, lowering his confidence that the right people were in the room.

Impacts and Outcomes – Increasing incomes

Public participants were very satisfied with the events, with a 95% overall satisfaction rate. They learned something new as a result of the events (90%) and many said they were likely to do something different because of the discussions, including “*push for a new job*” and “*talk to my manager about a reward system*”.

The main benefits for the policy maker was the opportunity to hear members of the public deliberate (“*hearing directly from participants was such a highlight*”), and confirmation that their policy-making is on the right track. Specifically, the policy maker has already used the findings on zero hours contracts in discussions with colleagues about policy options.

7 – Case Study 3: Community Rights

7.1 Policy Focus

In 2011, the Localism Act introduced a new set of legislative powers, which aimed to give people more control over their communities. Rights included in the Act include the following:

The community right to challenge gives communities the right to submit an 'expression of interest' in taking over and running a local authority service. If a local authority accepts the challenge they must then run a procurement exercise in which organisations – including those that challenged the delivery of the service but also other voluntary, social enterprise or private sector organisations – can bid to take over the running of the service.

The community right to bid is intended to help local communities protect local assets, such as pubs, football pitches, village shops or libraries. Communities can nominate an asset to be included in a 'list of assets of community value'. If the owner of the asset then wants to sell, they may have to wait six months before doing so to allow community groups time to develop a proposal and raise the required capital to bid for the property.

Neighbourhood planning gives communities direct power to develop a vision for their neighbourhood and shape the development and growth of their local area. They are able to choose where they want new homes, shops and offices to be built, have their say on what those new buildings should look like and what infrastructure should be provided.

The community right to build allows local communities to undertake small-scale, site-specific, community-led developments. The right allows communities to build new homes, shops, businesses or facilities where they want them, without going through the normal planning application process. Members of the community set themselves up as a corporate body with the purpose of furthering the social, economic and environmental wellbeing of the local community. The developments would then be managed by this corporate body. Any benefits from any development which come to the body are retained or used for the benefit of the community.

In order for either a neighbourhood plan or a right to build to be passed, the proposals must:

- meet some minimum requirements (for example, they should be in line with national planning policies and strategic elements of the local plan)
- have the agreement of more than 50% of local people that vote through a community referendum.

For DCLG, community rights are one part of a wider effort to empower and encourage both communities and public sector bodies to work together in a way that moves decision-making as far as possible into communities and to local people, and gives communities the assets to make the most of this new power.

The legislation has been backed by efforts to raise awareness about community rights, including:

- The provision of information, guides and toolkits online about community rights, provided by Locality, a national charity and membership body of community-led organisations.
- Spreading information and awareness of the rights through events, workshops,

social media and case studies.

- Policy-makers visiting local areas to talk about community rights to interested audiences.

For those who then seek out more information about the community rights, a range of support and information is available, including detailed step-by-step guides and case studies on a dedicated website (mycommunityrights.co.uk); a telephone helpline; and pre-feasibility and feasibility grants available via Social Investment Business to support communities through the process.

The rights have already been taken up by thousands of communities across the country. However, they have not yet been taken up by tens of thousands. DCLG were interested in whether the barriers to people using the rights might be influenced by the perceived impact on wellbeing (positive and negative) of taking up these rights. If so, this could usefully influence the design of messaging and support around community rights. They were also interested in any additional ways of giving individuals and communities more powers and so advance the overall objective of the policy, whether or not they resulted in the use of the specific Localism Act community rights.

The questions the dialogue aimed to answer were:

“How can the rights, or the support packages associated with them, increase wellbeing?”

“Are there ways to refine the rights that would further enhance wellbeing and therefore encourage more people to exercise them?”

“How can giving people more opportunities to take control of their communities in other ways help to increase wellbeing?”

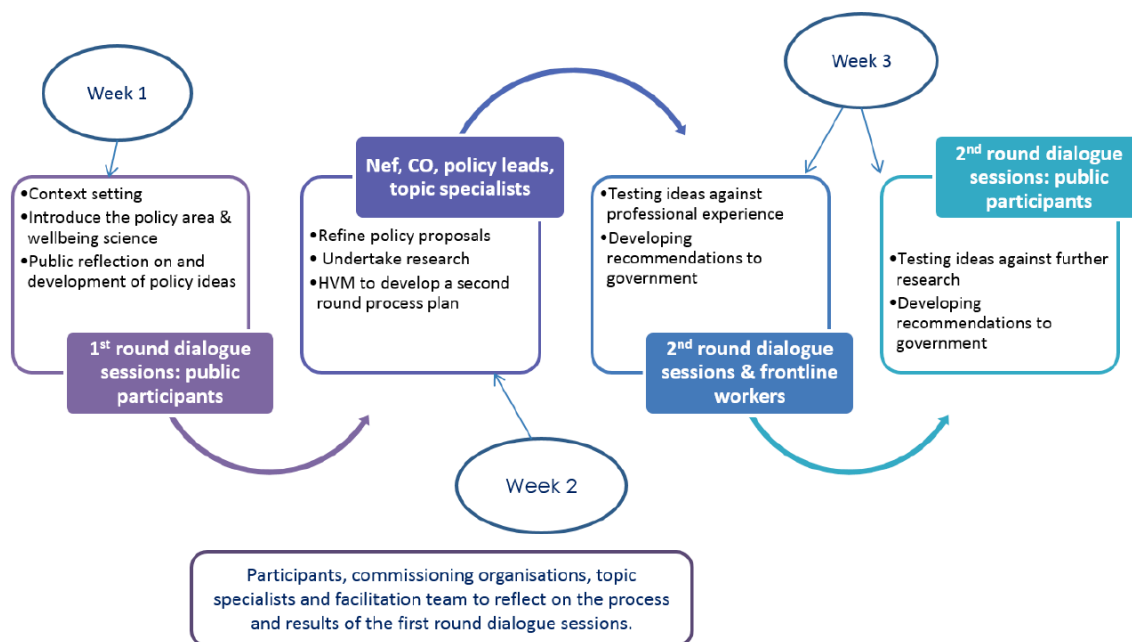
There was no specific wellbeing evidence on the effects of exercising the Localism Act community rights. Instead, the wellbeing lens was introduced to this case study through three main ways:

- Presenting evidence on how wellbeing is affected by things related to community rights, such as volunteering, knowing your neighbours, or feeling that you can make a difference.
- Asking questions framed explicitly about wellbeing such as “Which of these ideas would be most effective in improving wellbeing?”
- Researching and presenting studies of the experiences of people who had exercised influence in their communities, in terms of both the positive and negative impacts on wellbeing.

7.2 Public Dialogue events

Logistics

The public dialogue on loneliness followed the generic 3-week cycle covered in section 3, repeated overleaf for ease from HVM’s report:



Dialogue events took place in London and Birkenhead in June/July 2014, as follows:

	Public event Round 1	Frontline worker event	Public event Round 2
Community rights cycle	London 30 June (25 participants)	London 16 July (9 participants)	London 16 July (24 participants)
	Birkenhead 1 July (25 participants)		Birkenhead 17 July (24 participants)

Recruitment and sampling of public participants

The recruitment screener for public participants included the following stipulations:

- Equal split of male/female
- Good range of age from 18 upwards
- Ethnicity: 13% black or minority ethnicity
- Life stage: a broad range of life stages from young professionals, raising children, to the active retired.
- A broad range of individuals with three specific requirements:
 - Individuals from an area where community rights initiatives are in place.
 - Individuals from relatively deprived areas.
 - Individuals from more prosperous areas.
- Support for community rights. Potential participants were asked “To what extent is it important for you that your community is given greater control over delivering and budgeting for local services?” where 1=no at all important, and 5=very important. The sample was to include:
 - 40% have direct experience of community rights having an impact on their lives.
 - 40% would answer 3 or more to the test question.
 - 20% would answer less than 3 to the test question.

Workshops were held in London (24 participants) and Birkenhead (24 participants), plus a frontline worker event with 9 participants from 8 organisations (see below for detail).

Birkenhead was chosen as a location because the dialogue was particularly interested in how giving more powers to those living in deprived areas might affect wellbeing. The dialogue team aimed to recruit participants who may be interested in getting involved in their communities – hence the last bullet above in the recruitment specification. However, as the intention was to explore how getting involved in community rights could appeal to a broader range of people, they did not recruit for very active community members or those who had already used the community rights. In fact ultimately only one participant in Birkenhead had been actively involved in community rights, and very few other participants had heard of them: this is discussed more below.

The recruitment sample was met³⁴ except in Birkenhead the target of 40% having direct experience of community rights impacting on their lives was achieved to 20%. In Birkenhead at least, so few people had heard of the community rights as defined in the Localism Act that it appears that the last criterion in the specification was not met in the way it was intended as people interpreted ‘community rights’ in a loose way. This reduced the usefulness of the dialogue findings for the policy makers – discussed below.

Topic specialists

Two external specialists were appointed to support this case study: Stephen Rolfe (Locality), and Alice Wilcock (Community Development Foundation). As well as reviewing and inputting into the event design and materials, one specialist attended all the events in person. In Round 1 they explained what the four community rights under discussion were, and gave examples of them in practice. Beyond this, topic specialists were largely observers and offered advice when requested outside the events, in particular providing information on the case studies for Round 2.

Round 1 event

The first evening session in both locations explored the following main areas:

- How much influence participants currently experience in their communities, and how much they would like.
- Topic specialist presentation on what the community rights are, and a DCLG presentation on the take-up of the rights.
- The importance of being able to take up their community rights.
- Generating ideas that would motivate communities to take up their rights, including the support participants would need to exercise the kind of influence they would like for local decisions, services or assets.

A full facilitation plan is included in HVM’s Technical Appendices for reference³⁵.

The ideas generated by the public participants in Round 1 (i.e. last bullet above) were then considered by policy-makers, NEF, HVM and CO to filter out those which were

³⁴ As confirmed by HVM. Full details of the breakdown of who attended were not available.

³⁵ <http://www.sciencewise-erc.org.uk/cms/embedding-wellbeing-science-in-decision-making>

most new, had most scope for further development by discussion with the public, and those which were most likely to be actively considered by policy-makers. These were filtered out and researched in the intervening fortnight before Round 2.

Round 2 event

The main input to Round 2 was the set of ideas that had been filtered and researched by NEF since Round 1. The agenda included:

- Presentation from NEF on the key themes from Round 1 including wellbeing.
- Discussion of two case studies on the following two community rights:
 - Right to Bid: Saving the Ivy House Pub (London) and Saving Tranmere Rovers FC (Birkenhead).
 - Neighbourhood Planning: Sudbury Town (London) and Heathfield Park (Birkenhead).
- What might need changing in your community? What might the first step be?
- What are the wellbeing implications of the ideas from Round 1?
- Identification of key messages to inspire people to take up community rights.

This was managed by the HVM facilitators via a mix of individual reflection, small group/table discussion, and plenary feedback where a participant summarised their group's discussions to the whole group. Recording and reporting from these events is covered below.

7.3 Frontline workers event

The frontline worker event aimed to get the feedback of stakeholders working as community organisers or similar in London. Attendees included ten participants from nine organisations in total, including:

- Highgate Neighbourhood Forum
- Brent Community Organiser, Citizens UK
- North Kensington Community Organisers
- Hackney Unites
- Community Organiser/The New Citizens Legal Service Coordinator, Citizens UK
- Membership Officer commUNITY Barnet
- Cally Arts (Thornhill Bridge Community Gardens)
- Chair of the Mount Pleasant Association
- Brent Borough Council, Area Team Planning Manager

These participants were recruited directly by HVM, on the basis of an invitation agreed with NEF (see Technical Annex³⁶). Initial letters sent out were chased up by telephone in order to explain the nature of the event and secure adequate support and attendance.

The event had a slightly different focus to the public events, and instead focussed on:

- What would need to happen to get their communities ready to exercise their rights.
- Roles: on which areas they wish to lead, be involved, or be consulted.
- The role of other players: local authorities, councillors, MPs, and others.

³⁶ <http://www.sciencewise-erc.org.uk/cms/embedding-wellbeing-science-in-decision-making>

- The effect on wellbeing in getting involved in local decision making.
- The kinds of words, images and actions to inspire people to get involved.

Recording and reporting of the frontline worker event is covered below.

7.4 Recording, Analysis and Reporting

A variety of methods were used to capture participant views throughout all three events (Round 1, Round 2 and the frontline worker event). These included:

- Participants writing notes on post-its, subsequently displayed for others to read.
- Flipchart recording by the facilitators.
- Individual notes by participants, added to 'Any other thoughts' cards and posted into a box at the front (at any time during the session, including break times).
- Digital audio recording.

The data were typed up by HVM, and analysed by a process of identifying themes and coding the data before reaching conclusions. The detailed findings from the events are published in HVM's Dialogue Findings Appendix. In turn, NEF then took these findings and wrote their summary of conclusions and some policy priorities. NEF's summary of findings is reproduced in the box below (from NEF's Dialogue Report, page 49).

Summary of findings and NEF's policy priorities – community rights

Public views – community rights

Only a small number of those taking part in the dialogue were aware of the rights or had used them.

Once they had learned more about the rights, some participants could clearly see the connections between exercising their community rights and enhanced wellbeing. They felt that both the processes and outcomes associated with coming together with neighbours to make a difference could enhance community cohesion, lead to a sense of pride and achievement, and ultimately result in a better quality of life. As a result, these participants expressed a strong interest in taking up the community rights.

Those participants who were interested in the rights were not able to come up with new ideas for support that would help them to exercise the rights. Almost all the suggestions participants made either involved support that already existed or was outside this framework, for example redesigning the rights themselves, or investing significantly in capacity building and leadership development.

Other participants expressed a strong latent desire to engage more with their communities and help shape their local area, while being much less enthusiastic about taking a pro-active role in exercising the community rights in their current form. For them, the wellbeing benefits of community involvement would be maximised if someone else (quite possibly someone from the local authority) was taking a leadership position.

Many comments suggested that the rights as currently formed would be difficult to exercise. The barriers included the long time frame; the lack of local leadership and cohesion needed to get an initiative off the ground (particularly in deprived areas); the excessive levels of time commitment and skill often required; and the risk of failure and

conflict. Participants felt that these could have negative effects on their wellbeing.

Many comments, particularly but not exclusively from those in more deprived areas, suggested that the rights in their current form were not relevant and there were other issues that were more pressing for improving their wellbeing. These included the failure of local authorities to engage effectively with the local population, or the need for active community involvement in the regeneration of deprived areas.

In Birkenhead, some participants were not interested in the 'right to challenge', as this right was perceived negatively by many as a back door to privatisation.

Finally, several participants had no interest in exercising the community rights or anything similar.

Overall, this suggested that the broader objective of the policy – to help people shape their communities – would resonate well with the public and had potential to enhance wellbeing, but that new rights, or promotion of alternative existing avenues for influence, and new forms of support would be needed to make the most of this.

Two important caveats need to be made. Firstly, community rights have so far often been exercised not by individuals coming together for the first time, but by existing community groups. It may well be that there is significant further appetite for exercising the community rights within the voluntary and community sector, which this dialogue would not have uncovered, targeted as it was at individuals who were not necessarily active in that sector.

Secondly, these findings (and all those in the report) only reflect the views of those who took part in the dialogue, and should not be taken as representative of the public's views on community rights more generally.

NEF's Policy priorities – community rights

Given that there were limited new ideas for changes to the support packages provided, we have identified policy priorities which focus (a) on messaging which would attract those participants who were potentially interested in exercising the community rights and (b) on broader policy changes which would tap into the aspirations of a wider range of participants.

Messaging should highlight the outcomes that exercising community rights could produce, such as saving a pub or a post office, or reviving a neighbourhood, and the wellbeing benefits of exercising the rights, rather than the rights themselves.

The existing package of support should continue to be developed in line with current plans. It should be promoted alongside the outcomes that can be achieved by exercising the rights.

Creating further community rights, or promoting alternative mechanisms for community influence, could be popular with a wider range of people and could significantly enhance wellbeing if the emphasis is more on helping people participate in the decisions that affect them, and less on taking over assets and services.

Additional opportunities for influence should be created (or promoted if they already exist) which are less complex, with lower barriers to participation and with the possibility of quick wins.

Promotion of simpler opportunities for influence could be linked to support for community organisers who can provide the catalyst needed for leaders to emerge and communities

to develop self-confidence.

The scope for structures which make participation in shaping the local community less daunting should be investigated.

Where appropriate, government should consider how to give the local population significant influence over the spending of regeneration and other place-making budgets, and over the exercise of related powers.

Government should ensure that any materials targeted at the public do not focus on the 'right to challenge'.

Government should engage further with those who have exercised the rights, to explore which key partners need to come to the table during community rights processes (particularly neighbourhood planning) and then consider ways to ensure this happens.

7.5 What worked well and less well in terms of good practice

Facilitation and organisation. As noted in both the other case studies, the facilitation of the workshops was independent and effective, and the administrative organisation was smooth and efficient. The DCLG client said “*Both NEF and HVM did a really good job*”, and the evaluators’ observations are consistent with this. Participants agreed too, 98% of them saying the facilitation was “*professional, independent and effective*”. The frontline workers were the same, with 100% agreeing.

Complexity and evolution of dialogue question. The dialogue questions used in the dialogue were multi-layered, and also evolved throughout the project. The evolution of the questions is mapped out below over time:

Invitation to Tender (February)

What kind of things are important at a community level to increase wellbeing, and how can giving individuals and communities more powers and opportunities help to increase wellbeing?



Baseline paper framing HVM’s process plan (April-July)

What is needed to encourage more people to consider exercising their community rights, or take control of their communities in other ways?



Final Reporting (November)

- “How can the rights, or the support packages associated with them, increase wellbeing?”
- “Are there ways to refine the rights that would further enhance wellbeing and therefore encourage more people to exercise them?”
- “How can giving people more opportunities to take control of their communities in other ways help to increase wellbeing?”

It is not unusual for a dialogue question or equivalent to evolve over time as a project progresses, and indeed it is often a positive development as it shows flexibility and adaptation, with the question being improved as design and delivery progress. However, it is noticeable that the question being addressed was already quite complex to robustly answer in two relatively short dialogue sessions (given that most people hadn’t heard of

the community rights before), and that the changes to the question tended to bring in additional elements or sub-questions that weren't previously involved.

This appeared to be because there were two competing demands in the case study. First, NEF, Sciencewise and the CO primarily wanted to understand how considering wellbeing in public dialogue can bring about new ideas and fresh thinking, and second, DCLG primarily wanted to know what the barriers were for people taking up the community rights. Whilst the two objectives were not incompatible, it did bring about a slight split of focus and increase in complexity.

As this was an experimental project and a trial in itself, this should not be seen as a criticism, merely a result of the public dialogue being 'supply led' rather than 'demand led'. The DCLG policy lead summarised this in saying *"We didn't create the demand for this project: we were approached with a dialogue with a specific wellbeing focus. If we could have taken wellbeing out of the equation we would simply have asked 'What are the barriers to taking up the rights?'"*. This in turn led to more nuanced and challenging dialogue questions in order to incorporate the different client needs, upon which DCLG reflected *"In future we've got to make the research question much simpler, with only one element, in order to retain focus"*.

Sampling strategy. The sampling strategy aimed to recruit public participants who had some interest or involvement in the community rights, but had not been directly involved in taking up the rights i.e. they were not community organisers themselves. The idea was to target a cross-section of public that might be amenable to take up the rights. Ultimately the recruitment provided largely a sample of public who had little knowledge of the rights or experience of community organising, and so almost by definition were not particularly interested in doing so (save a few exceptions). This was particularly the case in Birkenhead, although less so in London. It appeared that the participants interpreted 'involvement in community rights' in a loose way when asked the question by recruiters, rather than as defined by the Localism Act. This created a question in the minds of DCLG staff about *"how the findings would have been different if the sample had been community organisers not random public"*.

DCLG staff pointed out that, with hindsight, it seemed that two of the key questions being asked in the dialogue warranted two different samples of people:

- How can we encourage more people to take the rights up? In their view best asked of people who haven't taken up the rights.
- What are the wellbeing impacts of the rights? In their view best asked of people who have taken up the rights.

There are different ways of viewing these questions, as well as the value of asking those questions of different samples of the public. It is not possible therefore to draw a firm conclusion on this, except to point out the inherent complexity of multi-layered questions that evolve over time, within a large team of people designing and overseeing a dialogue.

Trade-off between breadth and depth. As noted in the increasing incomes case study, these events were relatively short with a maximum of 2-2.5 hours of real discussion time in each. The short amount of live discussion time puts real pressure on the question of how much content to include: all the community rights briefly, or just one right in more depth? This dialogue chose the former, with the following four community rights under discussion:

- Right to build

- Right to bid
- Neighbourhood planning
- Right to build

These were well presented by the topic specialist and discussions were well-facilitated: there was just a limit to how much time people could realistically have to understand each of the rights, deliberate on them and have any misunderstandings corrected, and then have their say in the discussion.

The necessarily rapid discussion left DCLG staff with a question about *“Did we take participants along with us enough?”* and that there was a risk that *“some participants hadn’t developed enough understanding of what the rights actually were before we had to capture their views and move on”*. It’s possible to take a range of views about whether the dialogue allowed enough time or not – although it was clearly condensed – but certainly in DCLG’s view the dialogue *“wasn’t quite deep enough”* and this *“had some impact on the credibility and utility of the findings”*. See the section later on impacts too.

Time between events. After the Round 1 public event was complete, the case studies for Round 2 had to be identified, compiled and signed off, as well as other materials prepared. This was done just in time but caused DCLG some discomfort given the short timescales. They commented that *“it was rather limiting to only have two weeks between the events: it was too tight”*.

There are of course benefits in having the events close together: firstly participants remember the discussions from Round 1 well if only a short time elapses, and secondly the rate of retention of participants tends to be better if the time between events is shorter. However, a fairly detailed recap was provided in Round 2 anyway, and retention rates were almost 100%, so it feels on balance as if an extra week would have given useful breathing space to all involved, and reduced risks accordingly.

Clarity about interpretation of findings. Everyone involved talked highly of NEF’s role in coordinating the overall project (see later section). Regarding this case study on community rights, DCLG commented that *“it was reassuring that NEF had so much knowledge about wellbeing”*. NEF’s experience was evident throughout the dialogue project including in the Dialogue Report, bringing in a much wider literature and set of experience than was generated just on this case study. However, DCLG pointed out that *“for any organisation with technical knowledge managing a public dialogue there is a risk that findings from the project are over-interpreted”*. There were times in the report drafting process where DCLG clearly felt uncomfortable with the conclusions being drawn on the basis of what the public said, or the assertiveness with which they were being drawn. A detailed and lengthy process of discussion followed before agreement was reached on the level of interpretation that was appropriate, prior to the Dialogue Report being agreed. It is important to note that the *perception* of over-interpretation is just as important as the reality, as it can undermine the credibility of the findings in the eyes of the commissioning body. There is perhaps a lesson here that a conversation and agreement *at the start* about the degree of interpretation in the ultimate Dialogue Report would help to manage this risk. Indeed, it is sometimes appropriate for there to be no interpretation of what the findings means, only a reporting of what the public said. This is a choice for funders *and policy leads* to agree at the start.

7.6 Impacts and outcomes

Participants. There were some significant impacts on participants. Evidence for this is in their feedback forms, where they indicated that:

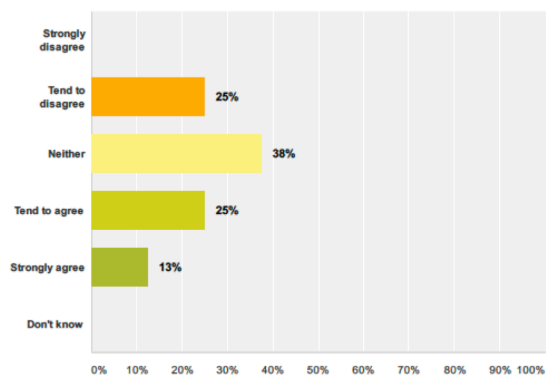
- 98% of the public participants were satisfied with the community rights events.
- 100% of public participants felt they could “*contribute my views and have my say*”.
- 98% of public participants feeling they could “*ask questions easily and get appropriate answers*”.
- 95% of public participants learned something new as a result of taking part. The main thing cited as learning was “*that the rights exist*”.
- 93% of public participants felt they had made a meaningful contribution via the events, with 51% agreeing, “*I am confident these events will make a difference*”.
- 60% of public participants felt they would do something differently as a result. Specific examples that illustrated the role of the events in motivating people to act included:

“*I plan to find out about an unused space for a park*”. Public participant, Birkenhead

“*Chase my council regarding an eyesore building*”. Public participant, London

Frontline workers. The frontline workers were also pleased with the events:

- Eight out of nine attendees were satisfied with the events.
- Either out of nine attendees felt the right people had been present to inform the discussion.
- 56% felt the events would make a difference to policy.
- 77% agreed “*thinking about wellbeing helped me come up with better views and ideas*”.
- Only 13% of the frontline workers felt the events had meant they were “*likely to change something they do*” but since this was not an objective of the dialogue, this cannot be seen as negative.
- One area the frontline workers felt mixed about was the degree to which the public had generated ideas they hadn’t heard of before. The graph illustrates how whilst 38% did agree that the public had thought of new ideas, the majority either felt the public hadn’t done so, or were unsure/neutral. This is discussed more later in the report, with reference to all of the case studies together.



Policy makers. The policy makers and analysts from DCLG were in good attendance at the events, with at least one attending every event (in common with other case studies). DCLG staff clearly appreciated the opportunity to hear members of the public's reactions to the community rights, especially as for many they were hearing about them for the first time. The main value for them was to hear confirmation *"that we're doing the right thing with these policies"* and also a *"general reminder that people speak a different language to us in Whitehall, and that taking up these rights can be actually quite challenging"*.

One specific nugget that emerged from the community rights dialogue that DCLG particularly valued was the need to involve Transport for London in their discussions, as some of the rights have transport implications.

NEF felt that the connection to heritage that the public made was new to them. The public participants in Birkenhead said that community rights did connect to wellbeing, by citing the possible preservation of their local market: it was part of their local identity and therefore contributed to wellbeing.

The DCLG team of analysts and policy makers held a meeting with NEF on 1st October 2014 to discuss the findings of the dialogue. Seven DCLG staff attended including the Deputy Director. This was good practice, and essential to make the most of the dialogue work put in to date. Whilst DCLG *"didn't see anything particularly new coming out of the dialogue"*, the main impact and value for policy makers was to have their policy direction confirmed by what the public was saying in the events. However, there were additional points arising in the dialogue that seemed – from the evaluators' observations of the conversation – to have prompted a slightly different angle of thinking. These are best illustrated by DCLG staff quotes:

"We hadn't looked at taking up rights as being risky before".

"We need to think about how to let people out safely if they change their mind"

"Perhaps we should be more interested in making a smaller step to the first rung of the ladder. Although something like a community garden might not be of immediate interest to the policy, it might empower people to go on to bid for an asset – smaller first steps".

Overall however, the fact that the dialogue was 'supply-led' meant that on balance DCLG's view was that *"if we had paid for the dialogue and it had been just for us, it would not have been worth it"*. This needs to be considered in the light of the wider context of the project being experimental in nature, and it serving other needs than just DCLG. This is discussed later in more detail.

It was noticeable that one DCLG staff member said, *"I wish we had done something like this a couple of years ago when the Localism Act was coming in"*. This appears consistent with one of NEF's main findings that using wellbeing evidence in public dialogue is most useful in the earlier stages of policy development.

7.7 Summary – community rights

The questions the dialogue aimed to answer were:

- *“How can the rights, or the support packages associated with them, increase wellbeing?”*
- *“Are there ways to refine the rights that would further enhance wellbeing and therefore encourage more people to exercise them?”*
- *“How can giving people more opportunities to take control of their communities in other ways help to increase wellbeing?”*

Two locations were chosen, London and Birkenhead. Two public events were run at both locations 2-3 weeks apart, plus one frontline worker event in London.

What worked well – community rights

- Facilitation and coordination was independent, professional and effective.
- The dialogue question evolved over time to adapt to input.
- NEF worked well with the topic specialists and DCLG to pull together the case study materials between Round 1 and Round 2.

What worked less well – community rights

- The dialogue question was multi-layered and complex, in order to incorporate the different needs of the CO, NEF and DCLG. On balance this seemed to reflect a slightly uncomfortable compromise between two sets of client needs, partly due to the experimental nature of the project. In future it might be worth trying to simplify the dialogue question and hold more space and time for reflection with the public, rather than loading lots of questions and content into an already short session.
- Lack of clarity about how much DCLG expected the findings from the dialogue to be interpreted in the Dialogue Report, with policy recommendations proposed. In future an agreement could productively be reached near the start of the project to avoid misunderstandings later on.

Impacts and Outcomes – community rights

Participants were very satisfied with the events, with a 98% overall satisfaction rate. 95% of them learned something new as a result of the events, and over half said they were likely to do something differently, with a couple of specific suggestions such as *“I plan to find out about an unused space for a park”* or *“I will chase my council regarding an eyesore building”*.

The main benefits for policy makers were the opportunity to hear members of the public deliberate on the community rights, and to reassert what they had previously heard members of the public saying, and therefore the need for the rights. Additionally, DCLG staff pointed out that *“The dialogue showed us that the public can see taking up rights as being risky: we’d hadn’t really seen it like this before”*. Additionally, DCLG became aware of the need to involve Transport for London in their discussions, as some of the rights have transport implications. Lastly, NEF felt that the connection to heritage that the public made was new to them and of particular interest.

8 – Framework and Toolkit

One of the longer-term objectives³⁷ of the wellbeing dialogue project was to “*develop a re-useable framework for considering wellbeing in policy*”. More specifically, the project aimed to make “*contributions to a practical guide for government policy-makers, describing how wellbeing can be used to engage the public in a focused dialogue*”. This guide was anticipated to be used in a second wave of projects with the aim of making wellbeing dialogue a common policy tool.

From the start, this framework or guide was talked about by all involved as a ‘toolkit’. In the early days of the project there was only a general sense of what the toolkit must achieve and what form it would take, and potentially divergent views seemed to exist between those involved. This was identified in the Baseline Evaluation Report (May) as a risk to the delivery of this part of the project, and highlighted again in the Interim Evaluation Report (August).

On the one hand, the rationale behind the toolkit was clear and strong. It was supported by both Sciencewise and the CO and everyone involved could see the logic of it. On the other hand, its scope was unclear and its development was delayed well beyond what was anticipated at the start of the project. A draft outline first emerged in December 2014. A lack of resources in the CO was cited as the main reason for this delay.

The toolkit is now progressing (at the time of writing, March 2015) and a full draft is expected to be available soon. The publication and implementation of the toolkit are outside the remit of this evaluation, so are not covered further in this section.

Some interviewees highlighted the potential mix of message about whether public dialogue can or should be delivered by departments directly. On the one hand, Sciencewise-funded projects usually involve a department commissioning external contractors to deliver the majority of the work. On the other hand, one of the aims of the toolkit was in the words of a policy maker at the CO to “*allow departments to run dialogue themselves*”. This apparent lack of clarity was picked up by two interviewees, who said “*I’m not sure why our social research team can’t run public dialogue themselves with Sciencewise funding*” and another “*the cost of using external contractors worries me: perhaps Sciencewise should be building capacity for departments to run it themselves*”. This was relevant to another policy maker as well, who didn’t see “*what the magic ingredient was in public dialogue that makes it different to qualitative research and therefore deliverable by others*”. The remit of this evaluation does not cover whether or not public dialogue is best delivered in-house or externally, but it does highlight that players on this project felt that Sciencewise’s position could usefully be clarified over time.

³⁷ Taken from the Invitation to Tender, pages 5 and 6.

9 – Management and governance

9.1 Securing funding, selecting case studies, and ownership

The CO sought funding from Sciencewise via submission of a business case on 3rd May 2013. After several revisions, the business case was approved by Sciencewise and BIS on 9th October 2013. As part of this, the CO also had to secure their own cash contribution to the project.

In parallel, the CO issued an invitation in June 2013 to six departments to elicit proposals for dialogue case studies. The invitation essentially offered the opportunity to expose their policy area to public dialogue through the wellbeing lens. All six departments responded to this offer and put forward ideas for public dialogues. Following discussions between the departments and CO over the next month, three case studies were selected by the end of July 2013. The selection was made on the basis of which case studies seemed most appropriate for the public dialogue method and which had the potential to have the most impact on policy making.

The invitations to tender for a delivery contractor for the whole dialogue project, and for the independent evaluator, were then issued in early February 2014, with the project delivery starting proper with the inception meeting on 6th March 2014.

The length of the process to secure funding and select the case studies was fairly lengthy and involved. One CO staff member said, *“I guess it’s necessary, but it has been long and tortuous”*. Beyond this, there was a tangible impact of the process taking time. By the time the project went live (March 2014), it had been nearly nine months since the policy leads had submitted their proposals (June 2013). A couple of policy leads had assumed the project may not happen due to the delays, and so did not have any time commitment planned into their work schedules over the coming months to support their case study. The dialogue programme was reordered to accommodate this with no tangible negative impact, but it does highlight the need to adequately manage the expectations of case study leads and keep them up to date with funding progress.

One impact of the process of offering to fund public dialogue on behalf of departments was that the level of ownership was lower, with a different set of expectations in play. One policy lead said, *“it felt like someone else’s work, I wasn’t an owner of it”*. This meant that they *“couldn’t push hard enough during the two rounds to enable the ideas to be really focused: I would have done so more if it had been my own dialogue”*. A policy lead in a different case study said, *“we didn’t have high expectations as we didn’t create the demand for the dialogue”*. This lower level of ownership was consistent with the evaluator’s direct observations too. This is perhaps an unavoidable reality in a trial programme, and there are no immediately obvious solutions to improving the degree of ownership. The negotiated case study selection process worked well in securing as much buy-in as it did, and is seen by the evaluator as essential in the process. The Sciencewise DES commented in interview that *“in order to get best value out of a dialogue, it needs to be demand-led, not supply-led”*, and this project seems to highlight this point well.

9.2 NEF and HVM

The project was managed by NEF, and their project management was widely acknowledged as highly competent and efficient by all involved. The CO commented that *“the project wouldn’t have worked so well without NEF’s involvement”* and Sciencewise said *“NEF really held the project together”*. This is consistent with the

evaluator's own observations of communication and decision-making over 9 months, where a rapid, focused and responsive style of project management was in play. Specifically, this took good account of both the practical realities of managing a project like this, as well as the relationships that need managing as an integral part of it, for example with the three departments in the case studies. The relationship between NEF and HVM was productive and close, an essential ingredient in a project that was under such time pressure during the main delivery period.

9.3 Sciencewise

Sciencewise had three main periods of assistance in this project. First, helping to set up the project through the funding process and choosing the case studies. Second, oversight and advice to the dialogues themselves in liaison with NEF and HVM. Third and most recently, advising on and writing parts of the draft toolkit. The DES role was warmly welcomed by NEF who said *"it's been great working with the Sciencewise DES"* and also the CO *"Sciencewise input has been invaluable"*. The input provided by Sciencewise was a mixture of remote advice (phone and email) as well as attending meetings and observing dialogue events. To all involved this seemed appropriate and helpful, and no suggestions for improvement were made.

9.4 Topic specialists

As covered in section 8, the project involved external specialists to provide challenge to the dialogue designs as well as technical advice on materials and information in each of the three case studies. In most cases the specialists attended the public dialogue events to help answer questions, and in some cases give presentations. Topic specialists were briefed and managed by NEF.

Overall this way of introducing challenge and balance into a public dialogue was very effective and fairly streamlined, and a practical alternative to a full Oversight Group as used in some other Sciencewise-funded dialogues. There was variability between how the different topic specialists operated and how involved they got, but this didn't correlate with any particular success or problem arising in the case studies. The presence of topic specialists did give reassurance that some external review had been conducted, and changes were made in all case studies as a result of their input. The involvement of topic specialists also seemed to add credibility and a degree of independence for public participants and frontline workers.

For future it is worth noting a potential lack of clarity around decision-making here. A couple of topic specialists felt very strongly about issues that weren't strictly for them to decide (although they were being asked to *advise* on them), and whilst they understood this, it introduced tensions in the project that could have become unmanageable at one point. Continued clarity about the advisory nature of the role is essential.

9.5 Wellbeing Steering Group

The CO maintained a reporting link up to the Wellbeing Steering Group, a group of senior departmental representatives across government that focus on how wellbeing is being introduced into policy making. At the start of the project, the CO anticipated various updates and discussions with the Wellbeing Steering Group about the progress of the project and how the toolkit might be used as a tool for supporting the use of wellbeing evidence in policy-making in different departments. However, as the project progressed it was increasingly difficult to secure time for a discursive update in their meetings, or a presentation of the findings. Other priorities crowded the dialogue out, and with hindsight those involved felt they might have been too ambitious at the start

regarding how much the Steering Group could get involved. A presentation to the Wellbeing Steering Group on the results of the dialogue took place in December 2014.

9.6 What Works Centre for Wellbeing (WWC-W)

The What Works Centres are a new initiative set up by the Coalition government to help improve evidence gathering and evidence-based policy making in different focus areas, of which one is wellbeing. The new centre is currently being set up (March 2015) and its research programme planned. Importantly, the new centre is seen as a major potential route of impact (see below) by those involved in the dialogue, as the centre will be able to influence how research on wellbeing is conducted, potentially via public dialogue amongst other tools. Indeed, the WWC-W published an invitation to tender for a public dialogue project in March 2015 in a very similar vein to this project: it implies a clear carryover of experience. Following the publication date of the Dialogue Report (5th November 2014), key members of staff from the WWC-W received a briefing from NEF on the dialogue and its findings. This appears to be well-timed given the start up of the WWC-W. This is discussed later under impacts.

10 – Impacts and outcomes

10.1 Dissemination

Once the Dialogue Report was signed off, various channels for dissemination were used to maximise the impact of the work, including the following in November 2014:

- Briefing of Ministers prior to publication (CO, DWP, DCLG).
- Presentation to the Cabinet Office Social Action Task Force.
- Internal blog published on the DCLG intranet.
- Blog on the NEF website.
- Email dissemination to 50+ key figures, both in the wellbeing field and also in the three policy areas (including shadow cabinet teams) introducing the new report.
- NEF press release and twitter activity.
- HVM's Youtube video about the dialogue, on NEF's website.
- Sciencewise webinar with the CO. Recording available³⁸.
- Sciencewise publication of report on its website, and associated tweets.
- Email newsletter from HVM to all public participants who registered an interest.
- Update on HVM's website³⁹.

This represents a considerable effort to publicise the outcomes of the dialogue.

The only clear gap in dissemination activities is the cancellation of the seminar with policy makers and wellbeing analysts that was initially planned for October 2014. This was anticipated to be a key point in the project where findings could be shared with a wider policy maker audience, and potentially canvass input to the soon-to-be-drafted toolkit. It was ultimately cancelled due to a clash of appointments with another wellbeing-oriented event in Whitehall, and not rebooked. Whether or not the event would have been successful is impossible to know, but it does feel like a missed opportunity and not consistent with the original specification of work⁴⁰. Time will tell what approach is taken with the dissemination of the toolkit when it is published.

10.2 Impacts from case studies

The main outcome of the three case studies was to give the three teams involved more confidence that they were already on track regarding their policies. To a large extent, policy leads "*heard familiar messages*" although they really valued the opportunity to hear how the public related to the issues. The detail of impacts and outcomes of each of the case studies are in sections 5.7, 6.7 and 7.7, but the most prominent impacts and outcomes are highlighted below for ease.

In the loneliness dialogue it was particularly clear that the discussions had had a tangible impact on some of the participants, as a handful of them in Round 2 volunteered specific actions they had already taken as a result of Round 1: organising a reunion of long-lost friends, and co-opting fellow musicians into playing at a residential home. More detail is provided in section 5.7.

³⁸ <http://www.sciencewise-erc.org.uk/cms/embedding-wellbeing-science-in-decision-making-2>

³⁹ <http://www.hopkinsvanmil.co.uk/index.aspx?id=17&nId=78>

⁴⁰ As specified in the invitation to tender, page 6.

In the increasing incomes dialogue the public views on zero hours contracts have already been used in policy discussions with DWP colleagues. More generally, the policy lead saw the very fact of Whitehall policy makers interacting with the public as *“something I realise we probably don’t do enough of given how valuable it is”*. More detail is provided in section 6.7.

In the community rights dialogue, DCLG staff discussed how the public views had made them see the rights as potentially ‘risky’, as one public perspective. Whilst the rights were largely viewed positively, the fact that they took time and effort to take up and were ‘not easy to get out of’, was seen as a useful viewpoint that warranted more consideration. DCLG staff noted they could think more about how to make small steps possible, and allow community organisers a way out if they change their minds about taking up the rights. More detail is provided in section 7.7.

10.3 Impacts more widely

Beyond the impacts of the individual case studies, it is hard to identify specific impacts from the work more widely. This is mainly because the toolkit is not yet published, so has not had the chance to influence other policy makers in terms of how they approach embedding wellbeing into their policy making, in particular by using a tool such as public dialogue. It is therefore too early to judge.

The Dialogue Report authored by NEF sets out their findings regarding the use of the public dialogue and wellbeing evidence. The main points are summarised by NEF as:

- Introducing a wellbeing lens helped participants engage with the policy issues in a meaningful way and led to richer conversations.
- Participants were able to use the wellbeing lens to challenge policy objectives and design, and to suggest new priorities.
- This approach – using wellbeing within public dialogue – was less useful when the discussion turned to the details of policy implementation.
- Participants’ views have the real potential to stimulate new policy ideas and perspectives, but the participants themselves did not produce particularly innovative ideas.

NEF made two recommendations on the basis of these points, namely:

- It will often be worth using public dialogue based on wellbeing evidence at an early stage in the policy cycle.
- During later stages in the policy cycle, it may be useful to use wellbeing evidence as a stimulus in other engagement processes.

Beyond this learning, there is value in the existence of the project in itself. Government has laid down the challenge for departments to show how they are introducing wellbeing evidence into their policy making, and this project has been one tangible response to this challenge. As one policy maker in CO said, *“half the value of the project is just the fact that it happened”*.

Perhaps the most obvious potential impact of the project is the starting of another new public dialogue project on wellbeing, sponsored by Public Health England on behalf of the new What Works Centre for Wellbeing. This project will run in the summer of 2015, and aims to capture the ‘voice of the user’ in the research that the WWC-W conducts.

More details will emerge over time when this project enters the public domain, but it is likely that the project concept would not exist if the wellbeing dialogues on loneliness, increasing incomes, and community rights had not taken place.

10.4 Meeting the objectives

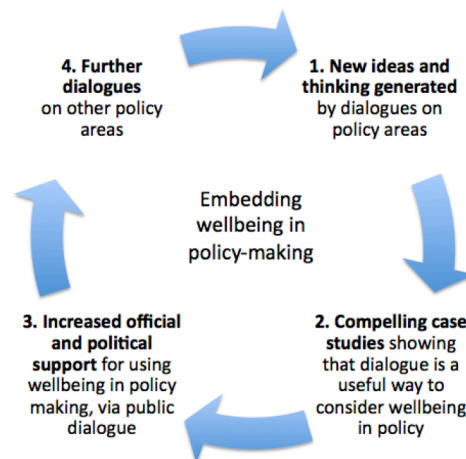
The main purposes of the dialogue project were:

- *To support the Government’s National Wellbeing Programme by engaging the public in the interpretation and understanding of wellbeing evidence to inform Cabinet Office’s work on i. embedding a wellbeing economics perspective in policymaking and implementation and ii. open policy making.* The National Wellbeing Programme has been supported by the learning emerging from trialling the use of wellbeing evidence in conversations with the public (see above). The impact is hard to quantify, but the potential is there as the Wellbeing Steering Group received brief regular updates and a presentation of the results upon completion.
- *To support individual Whitehall departments deliver effective policy decisions in a number of priority areas.* The three policy teams have certainly been supported by the dialogues, and this is well evidenced by the very positive views provided by policy makers regarding the personal experience of hearing the public deliberate on their policy area, as well as a couple of specific ideas which have prompted a different angle of thinking.
- *To develop a re-useable framework for considering wellbeing in policy, contributing to decision making, delivery and evaluation. This framework will deploy public dialogue and build on the sciences of wellbeing and innovation and will influence and support the government’s emerging principles and practical tools for open policy making.* The toolkit is well progressed in development, so it is fair to say that the framework exists. However, it is too early to see how this is implemented.

The main purposes of the project have therefore been met, in particular when looked at in the light of the project being experimental in nature.

10.5 New ideas or fresh thinking

At the start of the project, the generation of new ideas by participants was seen as a core output from the project case studies. Indeed, this was seen as the main mechanism for change, demonstrating to other policy leads that using wellbeing evidence in public dialogue can assist them by coming up with new ideas. This was outlined in the Baseline Evaluation Report (see diagram). It is fair to say that evidence of new ideas being generated by the case studies is not abundant. Whilst a couple of new ideas or perspectives did emerge, they have not as yet had the knock-on impact hoped for of other policy leads being enthused to conduct a second wave of public dialogue sessions using wellbeing evidence. With hindsight, those involved tend



to feel they “were over-ambitious with their aspirations for new ideas being generated”, as the policy territory of all three case studies were not new and had been “considered by many people for at least several years”. It is however noted that the toolkit is progressing, and if this is disseminated effectively and well-received, this wider impact may yet still occur.

10.6 Costs and credibility

Without fail, all those involved felt the dialogue project and its component case studies were credible, in terms of the process used and the findings emerging. Factors that increased the credibility of the project in the minds of those interviewed were:

- The standard of the organisation and delivery.
- The way the design was reviewed by policy makers.
- The quality of the facilitation.
- The involvement of topic specialists, even if this was largely as a safety net.
- The independence of the reporting, and alignment with what observers heard.
- The spread of the sample of public in the room.

There were a couple of factors that were cited as slightly reducing the credibility of specific aspects of the case studies, including:

- The recruitment sample was met in nearly all respects. However, one policy lead felt that the issues with recruitment put a question in their mind about the reliability of the work.
- It was hard to resist the temptation to add more content to the events that were already short, but in doing so depth is sacrificed for breadth.
- The perception of over-interpretation in the reporting of the community rights dialogue, although this was ultimately resolved largely to everyone’s satisfaction.

Total project costs were £291,098. This includes the costs of the Cabinet Office, other government departments, NEF, and for the delivery contractor and the independent evaluation. This was funded by Sciencewise (£223,280) and a cash contribution from the CO of £25,000, with the remainder being benefits-in-kind provided mainly through staff time of the CO and departments.

The funders at both CO and Sciencewise see the project as well worth the investment, in particular if the toolkit is published and well received over the coming months. The CO commented that ‘*enough positives came out of this experimental project to merit doing it again*’. The value will be improved further still if the What Works Centre for Wellbeing picks up the learning in their work and implement it in their programme over the coming year.

Less funding? All those agreed that the project could not have been run with less funding, without cutting out structural elements of necessary work, for example cutting one whole case study. As it was, resources ended up stretching a long way with both NEF and HVM delivering more on the work than they anticipated.

More funding? Had slightly more funding been available, both NEF and HVM could have been remunerated for the full activity level they undertook. Additionally, extra funding could have allowed NEF to lead on drafting the toolkit in order to ease CO’s resource constraint.

11 – Conclusions and Lessons

Overall, this was a successful project delivered to high standards of good practice as set out in the Sciencewise Guiding Principles⁴¹.

The main purposes of the project were met, although it is too soon to judge how well the re-useable framework for dialogue with wellbeing evidence will work, as the toolkit is not yet published.

There are various conclusions and lessons that arise, both from particularly successful parts of the project as well as from more challenging parts.

1. **Allow flexibility in overall timing if no specific deadline exists, in particular during the most compressed periods of the project.** There was no specific deadline or decision before which the project had to be complete, yet there was a clear sense of 'having to meet the deadline' agreed with funders. This compressed the delivery of the three public dialogues, meaning that there was little time to carry learning from one dialogue into the next as they had to be largely designed concurrently. The compression introduced significant delivery risks that peaked during the May-July 2014 period (workshops and reporting), and these could have been minimised by extending the timescale: even 4-8 weeks would have made a big difference.
2. **Resist the temptation to pack too much content into a short workshop.** There was at times a feeling that discussions were slightly rushed or not probing deep enough, or that too much was being expected of participants during an evening workshop session. The amount of 'air time' with participants in workshops either should be longer, or the amount of content reduced. Over-compression was cited as a specific factor in reducing credibility by two out of three policy leads, and is consistent with the evaluator's own observations.
3. **A process of research and development of public ideas from Round 1 that is fed into Round 2 is very effective and capitalises on the value of the public's input. Adequate time is necessary to do this robustly.** The ideas generated in Round 1 were researched by NEF in the intervening 2-3 weeks before Round 2. The ideas and the associated research were fed in to Round 2 in a very productive way. It was challenging to do this robustly within the 2-3 week cycle and in a way that maximised buy-in from policy leads. This was disproportionately compressed given the meticulous detail and various iterations through which the rest of the project had been planned. It also militated against maximising the level of innovation, as ideas could not be chosen which required more reflection or work to develop before Round 2. However, the process of explicitly taking ideas from Round 1, building on them via research and feeding them into Round 2, was effective and is worth considering in future dialogues.
4. **The attendance of policy leads at the workshop sessions was critical to the impact of the public dialogue, and should be maximised in future dialogues.** It was clear from those policy leads that attended the workshops in person that they had been positively affected by hearing stories and views directly from citizens and end users of their policies. There was no evidence in this project of public participants minding being observed (a concern sometimes raised by delivery contractors), as long as the observers were introduced clearly and behaved sensitively during the workshops.

⁴¹ Sciencewise (2013). *The Government's approach to public dialogue on science and technology*. <http://www.sciencewise-erc.org.uk/cms/assets/Uploads/Publications/Sciencewise-Guiding-PrinciplesEF12-Nov-13.pdf>

There is scope to increase the number of observing policy leads in order to increase the impact of public dialogue. It may even be possible for Sciencewise to require this as a condition of funding.

5. **A supply-led dialogue introduces a dynamic that needs actively managing during the set up process, to build ownership with case study leads.** Where a public dialogue is 'offered' to departments, rather than them identifying the need and building a case and sourcing funding themselves, there is a different – and lower - set of expectations in play. For example, since the departments weren't paying for or delivering the dialogues themselves, they perhaps understandably didn't have high expectations and didn't feel particularly bound by the outcomes (not to say there weren't impacts and they weren't taken seriously, as they were). There was also the sense that the dialogues weren't "theirs", but instead owned by CO or NEF. The negotiation process that led to the selection of case studies worked well to reduce this sense of disconnection, although it is debateable whether it is possible to completely remove it.
6. **The use of a project management organisation that has expertise in the technical content is very useful, although requires clarity of expectations from the start regarding the degree of interpretation of results.** There were clear benefits from using NEF in this role, as NEF understood to a great depth the context of the wellbeing field over many years, and were aware of much of the existing evidence and debates. This meant they were able to manage the project very efficiently, they could rapidly and competently conduct research into new areas that the Round 1 public events raised, as well as write a report that added an informed interpretation to the dialogue findings. This benefit was widely acknowledged by those involved and was clear to see. There is however a risk that it is not clear what level of interpretation is required, or how much the specialist's own views (NEF in this case) should be brought to bear in writing the Dialogue Report. It is important to note that the perception of over-interpretation is just as important as the reality, as it can undermine the credibility of the findings and recommendations in the eyes of policy makers. A conversation and agreement *at the start* about the degree of interpretation, authorship and framing/tone of the ultimate Dialogue Report would help to manage this risk. This is particularly significant given that there are real tangible benefits of using an organisation with technical expertise to manage the dialogue project.
7. **The use of a professional delivery contractor in liaison with NEF was of clear benefit.** The focus and commitment with which HVM, the delivery contractor, operated alongside NEF was impressive, including designing the dialogues, organising logistics including recruitment, and then independently facilitating and reporting on the findings. Their independence was explicitly valued by CO and departments.
8. **The length of the funding and project development process can lead to problems of waning support and focus from case study leads.** There are necessarily various steps in the funding process, both in terms of raising support and funds from Sciencewise and also from the Cabinet Office. In this project there was also the activity required to solicit and select the policy areas for the three case studies. All this takes time, and whilst it does need to be done carefully, there are downsides to it taking so long. Staff change and move on, resource commitments in workplans go out of date, and the general 'front of mind' presence of the project diminishes, which then takes time and effort to rebuild once funding is secured.
9. **Be realistic about the impact of resource constraints, and constraints on senior level involvement.** The ambition to actively involve senior wellbeing leads in departments

was more challenging to meet than expected, and on reflection those involved felt it had been a good aspiration but over-ambitious. The development of the toolkit suffered from a lack of resource so its development was started much later than planned, and as a result has not had the input from departmental policy/wellbeing leads that might have initially been hoped for (not to say this may not arise in future, in particular with the founding of the WWC-W).

10. **There is a potential mix of message about whether public dialogue can or should be delivered by departments directly.** This warrants further thought and development by Sciencewise, as their experience is usually built around commissioning bodies contracting external third parties to deliver public dialogue, although the support for a toolkit in this wellbeing project suggests a belief that public dialogue can and should be delivered directly by departments, at least in some cases. This consideration could usefully explore how public dialogue is different from qualitative research, which most departments regularly conduct already, as well as what capacity building measures could be introduced to enable departments to deliver public dialogue directly as appropriate.

The evaluators at 3KQ thank everyone who contributed their views and time to the evaluation: it would not be possible without their generous and honest participation.

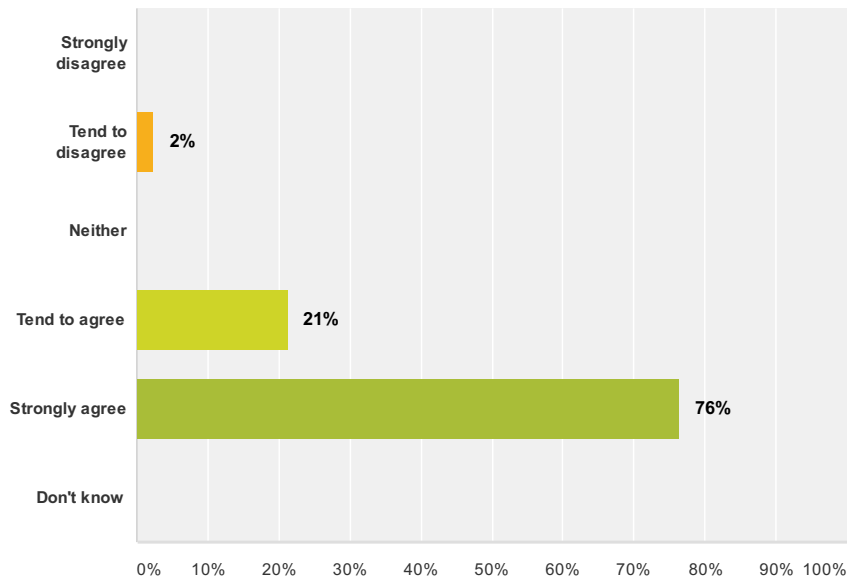
Appendix 1 – Evaluation questionnaire data from public participants

See overleaf

Wellbeing: event 2s

Q1 Overall I am satisfied with the events I attended

Answered: 131 Skipped: 0



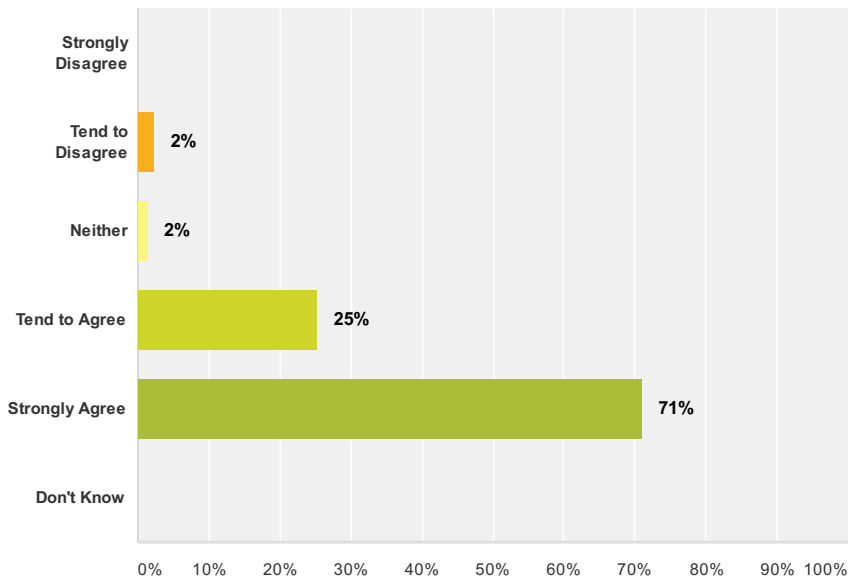
Answer Choices	Responses	
Strongly disagree	0%	0
Tend to disagree	2%	3
Neither	0%	0
Tend to agree	21%	28
Strongly agree	76%	100
Don't know	0%	0
Total		131

#	Comments:	Date
1	I found this experience meaningful that I could contribute my views to these sessions.	7/28/2014 6:39 AM
2	Absolutely engaging - thought provoking.	7/28/2014 6:31 AM
3	It was interesting and gave info that I wasn't aware of.	7/28/2014 6:17 AM
4	If things get done it is all well worth it.	7/28/2014 6:15 AM
5	Well controlled.	7/28/2014 5:51 AM
6	I enjoyed the experience and felt I learned a lot.	7/28/2014 5:46 AM
7	Good pace and facilitation.	7/27/2014 4:48 PM
8	Our facilitator James was really good, steering us in the direction to finish and not getting sidetracked timewise.	7/27/2014 4:42 PM
9	Well organised and stimulating.	7/27/2014 4:24 PM
10	I'd like to have learnt more about process and delved into nitty gritty issues!	7/27/2014 4:13 PM
11	Total satisfaction.	7/27/2014 1:48 PM
12	Well facilitated, excellent presentation.	6/24/2014 9:51 AM
13	Interesting and well thought out.	6/24/2014 9:33 AM
14	This was a positive and enjoyable experience. Very provoking.	6/24/2014 9:25 AM
15	Very interesting.	6/23/2014 2:24 AM
16	Well facilitated.	5/27/2014 7:08 AM
17	They were very well organised.	5/27/2014 7:03 AM
18	Excellent executed.	5/27/2014 6:56 AM
19	The event exceeded expectations.	5/27/2014 6:52 AM
20	Very interesting.	5/23/2014 1:05 AM

Wellbeing: event 2s

Q2 Enough information was provided today to help me to contribute to the discussions

Answered: 131 Skipped: 0



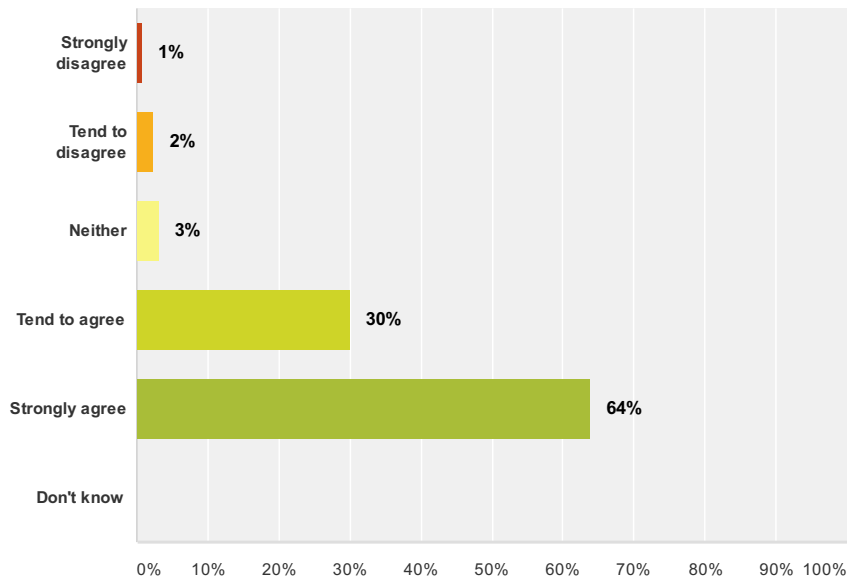
Answer Choices	Responses
Strongly Disagree	0% 0
Tend to Disagree	2% 3
Neither	2% 2
Tend to Agree	25% 33
Strongly Agree	71% 93
Don't Know	0% 0
Total	131

#	Comments:	Date
1	No literature was sent to me ahead of time.	7/28/2014 6:38 AM
2	Great presentation - again informative, interesting.	7/28/2014 6:31 AM
3	I thought it covered a wide range of topics	7/28/2014 6:15 AM
4	I felt well informed throughout and took in enough information to have my say and opinions.	7/28/2014 5:46 AM
5	Clear handouts	7/27/2014 4:24 PM
6	Process of rightspath explanation would have better helped!	7/27/2014 4:13 PM
7	Without question.	7/27/2014 1:48 PM
8	Sometimes I was confused with the direction.	5/23/2014 1:01 AM

Wellbeing: event 2s

Q3 Overall the information presented seemed fair and balanced.

Answered: 130 Skipped: 1



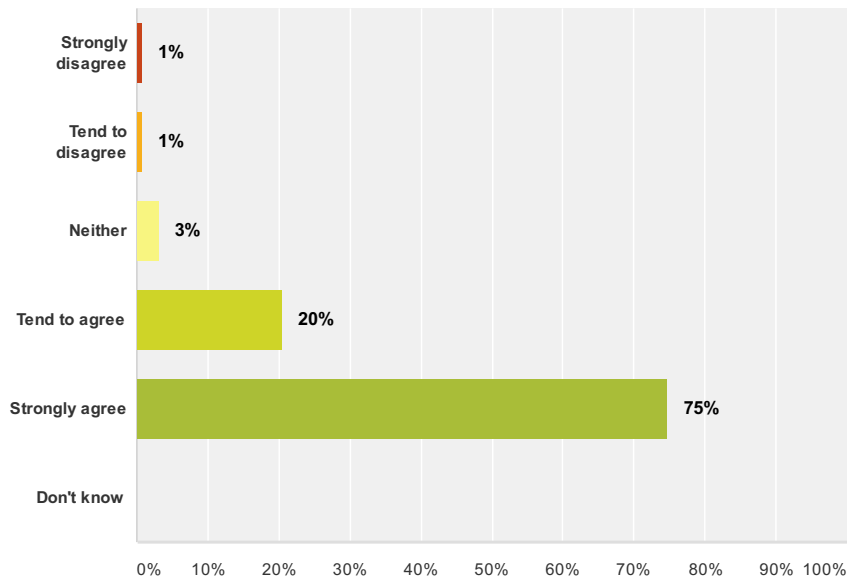
Answer Choices	Responses
Strongly disagree	1% 1
Tend to disagree	2% 3
Neither	3% 4
Tend to agree	30% 39
Strongly agree	64% 83
Don't know	0% 0
Total	130

#	Comments:	Date
1	Felt more like a pat on the back than an examination of community rights.	7/28/2014 6:20 AM
2	Yes, information was given out and all views were taken on board.	7/28/2014 5:46 AM
3	This was informative and provided by Government 'no developers'.	7/27/2014 4:48 PM
4	Seemed very positive and pro rights but clearly things are going wrong as it's not that accessible!	7/27/2014 4:13 PM

Wellbeing: event 2s

Q4 I could ask questions easily and get appropriate answers.

Answered: 127 Skipped: 4



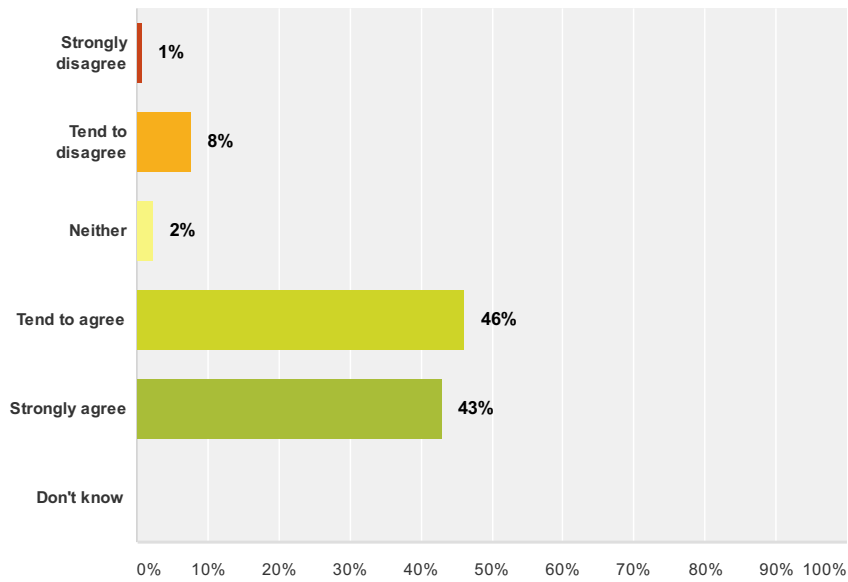
Answer Choices	Responses
Strongly disagree	1% 1
Tend to disagree	1% 1
Neither	3% 4
Tend to agree	20% 26
Strongly agree	75% 95
Don't know	0% 0
Total	127

#	Comments:	Date
1	Didn't get answers to all questions.	7/28/2014 6:44 AM
2	Some questions difficult to answer due to being asked how we feel - and not being part of a project yet couldn't answer.	7/28/2014 6:31 AM
3	I felt comfortable talking.	7/28/2014 6:15 AM
4	Yes, I felt very comfortable asking questions and got valued answers.	7/28/2014 5:46 AM
5	Not all answered.	7/28/2014 5:07 AM
6	I was in a very good group.	7/27/2014 4:48 PM
7	Yes in our group, not necessarily in earlier discussions in the evening.	7/27/2014 4:42 PM
8	There was probably not enough time for all.	7/27/2014 4:24 PM

Wellbeing: event 2s

Q5 I had enough time to discuss the issues.

Answered: 130 Skipped: 1



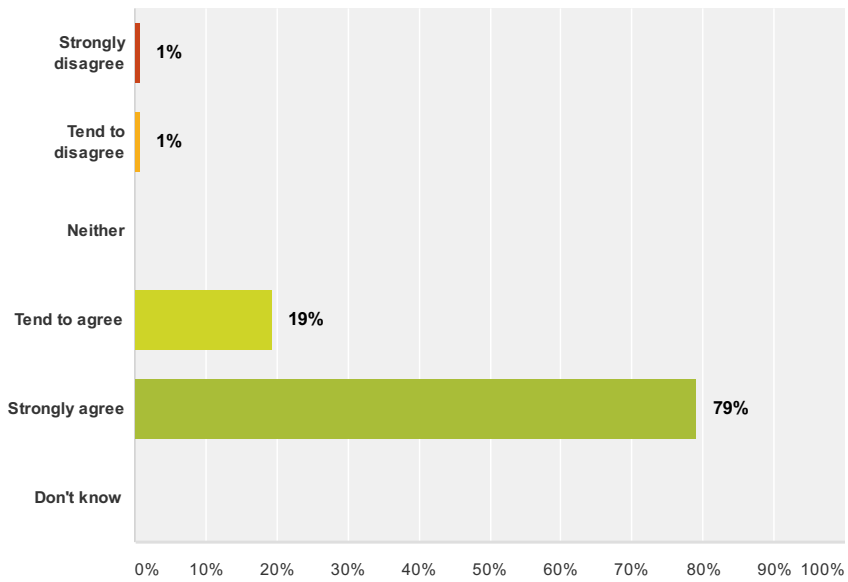
Answer Choices	Responses	Count
Strongly disagree	1%	1
Tend to disagree	8%	10
Neither	2%	3
Tend to agree	46%	60
Strongly agree	43%	56
Don't know	0%	0
Total		130

#	Comments:	Date
1	Not all issues had enough 'air' time.	7/28/2014 6:44 AM
2	We all had a laid back attitude.	7/28/2014 6:15 AM
3	Plenty of time to discuss the issues.	7/28/2014 5:51 AM
4	Yes, plenty of time.	7/28/2014 5:46 AM
5	We had to cover a lot of information in a short period of time.	7/27/2014 4:48 PM
6	Yeah despite good timekeeping our group managed to discuss all issues in depth.	7/27/2014 4:42 PM
7	As above (There was probably not enough time for all).	7/27/2014 4:24 PM
8	Each subject had a specific amount of time, however, some subjects were bigger and may need slightly longer.	6/24/2014 9:25 AM
9	A little longer would have been better.	6/23/2014 2:25 AM
10	The sessions should be over three or four, not just two. Maybe one in a year's time.	5/27/2014 7:14 AM
11	Some areas could have been discussed further.	5/27/2014 6:52 AM
12	Some areas could have benefitted from slightly longer time.	5/23/2014 1:05 AM
13	More time would be good.	5/23/2014 1:01 AM

Wellbeing: event 2s

Q6 I was able to contribute my views and have my say.

Answered: 129 Skipped: 2



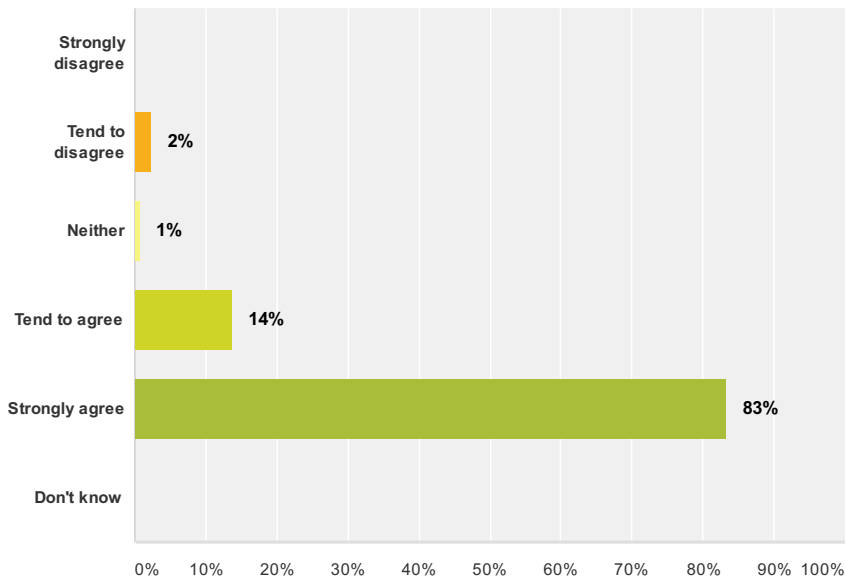
Answer Choices	Responses
Strongly disagree	1% 1
Tend to disagree	1% 1
Neither	0% 0
Tend to agree	19% 25
Strongly agree	79% 102
Don't know	0% 0
Total	129

#	Comments:	Date
1	Yes, I felt I could air all my views.	7/28/2014 5:46 AM
2	Again, good group.	7/27/2014 4:48 PM
3	Yes.	7/27/2014 4:42 PM
4	Questions encouraged where appropriate.	7/27/2014 4:24 PM
5	Time constarints issue.	7/27/2014 4:13 PM

Wellbeing: event 2s

Q7 The facilitation was independent, professional and effective.

Answered: 131 Skipped: 0



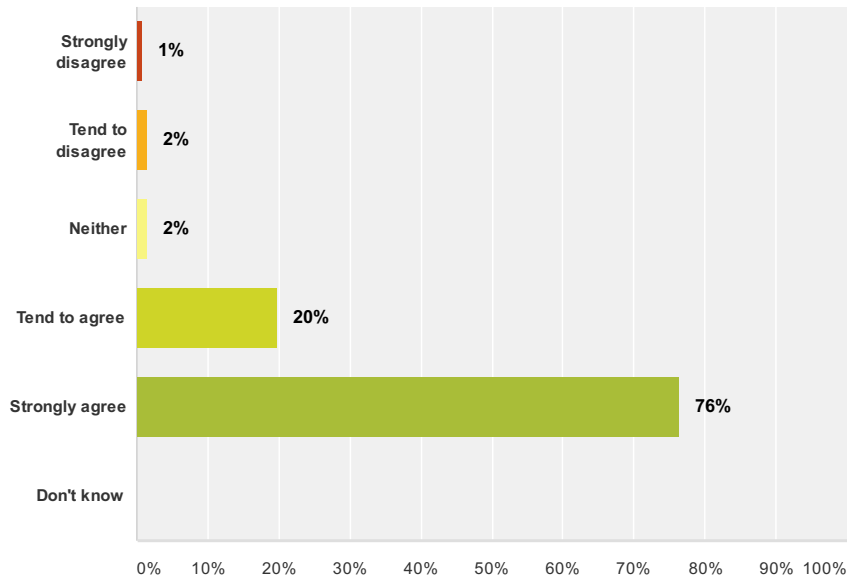
Answer Choices	Responses
Strongly disagree	0% 0
Tend to disagree	2% 3
Neither	1% 1
Tend to agree	14% 18
Strongly agree	83% 109
Don't know	0% 0
Total	131

#	Comments:	Date
1	This is another form of privatisation as the community will have to go to another source for funding and they will own the asset or the service.	7/28/2014 6:47 AM
2	Hally was lovely.	7/28/2014 6:20 AM
3	James was good and fair.	7/27/2014 4:48 PM
4	Yes James was really professional and effective. I can't say that enough.	7/27/2014 4:42 PM
5	Excellent capacity to orchestrate this meeting.	7/27/2014 1:45 PM
6	Very strongly agree on this.	5/27/2014 7:03 AM

Wellbeing: event 2s

Q8 I felt comfortable with the specialists who helped answer questions in both events

Answered: 131 Skipped: 0



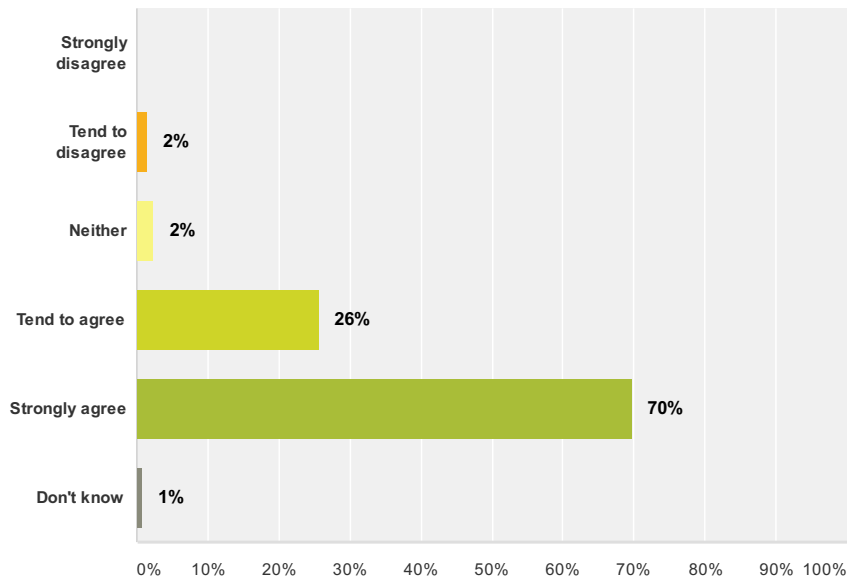
Answer Choices	Responses
Strongly disagree	1% 1
Tend to disagree	2% 2
Neither	2% 2
Tend to agree	20% 26
Strongly agree	76% 100
Don't know	0% 0
Total	131

#	comments:	Date
1	Excellent, informative and interesting.	7/28/2014 6:31 AM
2	Some questions were not answered.	7/27/2014 4:48 PM
3	Yes Alice was very helpful and Annie as well. Didn't really interact with the others.	7/27/2014 4:42 PM
4	There were problems hearing some delivery because of noise in the room.	7/27/2014 4:24 PM
5	They could explain more about their roles and impact of the consult.	7/27/2014 4:13 PM

Wellbeing: event 2s

Q9 I feel that we have made a meaningful contribution through these events

Answered: 129 Skipped: 2



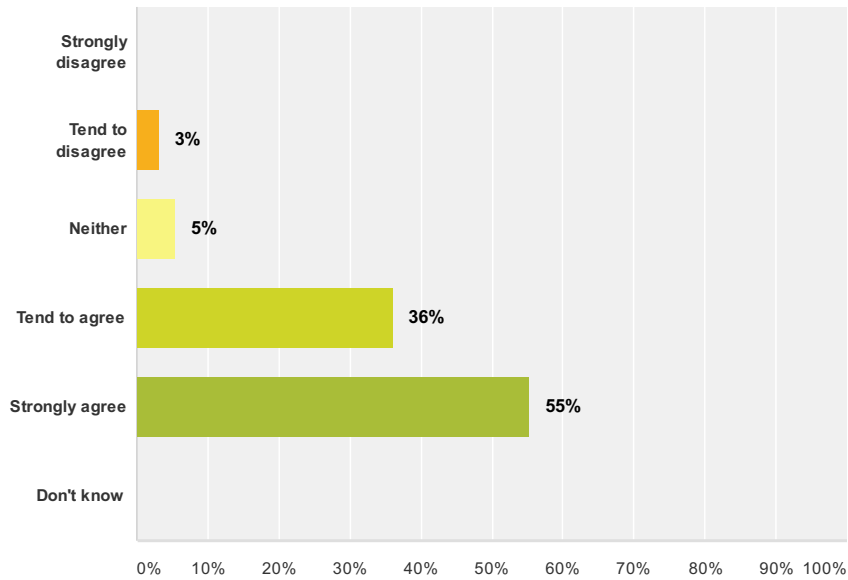
Answer Choices	Responses
Strongly disagree	0% 0
Tend to disagree	2% 2
Neither	2% 3
Tend to agree	26% 33
Strongly agree	70% 90
Don't know	1% 1
Total	129

#	Comments:	Date
1	Depends on outcome of the report.	7/28/2014 6:44 AM
2	Depends what is reported back to Govt.	7/28/2014 6:20 AM
3	Yet to see!!	7/27/2014 4:48 PM
4	Hopefully will be taken on board by government.	7/27/2014 4:42 PM
5	Hopefully!!! :)	7/27/2014 4:19 PM
6	If acted upon.	6/23/2014 2:29 AM

Wellbeing: event 2s

Q10 Thinking about wellbeing helped me come up with better views and ideas on this topic

Answered: 130 Skipped: 1

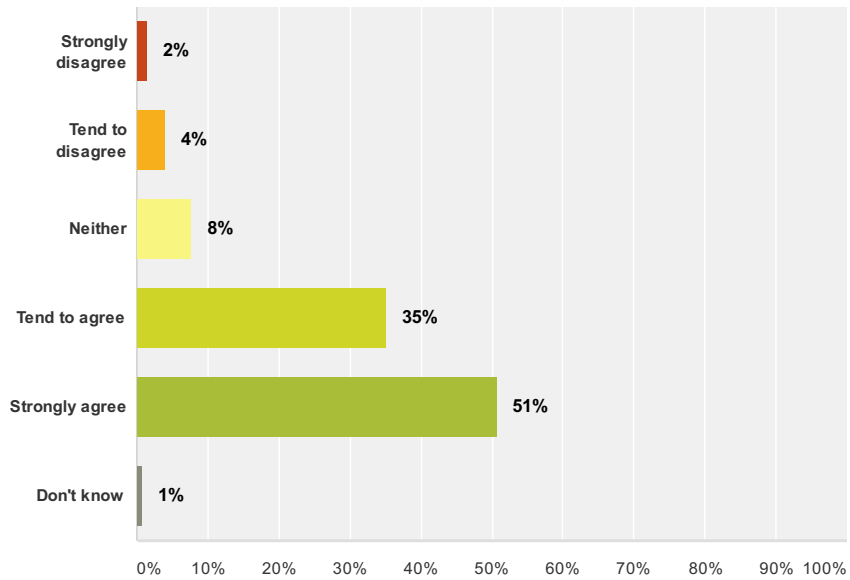


Answer Choices	Responses	
Strongly disagree	0%	0
Tend to disagree	3%	4
Neither	5%	7
Tend to agree	36%	47
Strongly agree	55%	72
Don't know	0%	0
Total		130

#	Comments:	Date
1	Made me worry about the implications on services - Privatisation by another route!	7/28/2014 6:44 AM
2	I feel links were being made that weren't there between wellbeing and community rights.	7/28/2014 6:20 AM
3	The link to wellbeing is tenuous. It's only strong if you are passionate about what you are trying to achieve.	7/28/2014 6:09 AM
4	Ambivalent to this question.	7/28/2014 5:51 AM
5	Gave a holistic view on Wellbeing.	7/27/2014 4:48 PM
6	Yes, I was led to think more positively on wellbeing.	7/27/2014 4:42 PM
7	Already had a lot of ideas.	7/27/2014 4:19 PM
8	Although finance was king.	6/24/2014 9:33 AM

Q11 I think that the decisions government take can influence peoples' wellbeing in the country

Answered: 128 Skipped: 3



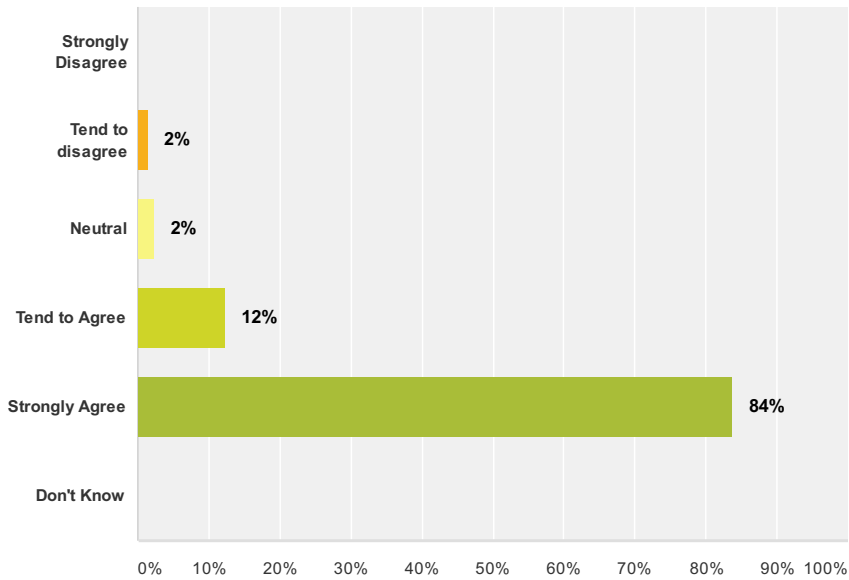
Answer Choices	Responses
Strongly disagree	2% 2
Tend to disagree	4% 5
Neither	8% 10
Tend to agree	35% 45
Strongly agree	51% 65
Don't know	1% 1
Total	128

#	Comments:	Date
1	Yes it does.	7/28/2014 5:46 AM
2	To some extent.	7/27/2014 4:48 PM
3	Yes, if it's really pants they can affect wellbeing detrimentally.	7/27/2014 4:42 PM
4	Not yet sure - sometimes happens.	7/27/2014 4:24 PM
5	Yes, although there are bigger issues surrounding wellbeing, which could diminish your efforts on this such as a justice system that doesn't work too well (very unfair), terrible poverty, minimum wage/traffic.	7/27/2014 2:36 PM
6	It's usually incidental.	6/24/2014 9:33 AM
7	Definitely.	6/23/2014 2:36 AM
8	As long as the right people are reached.	5/23/2014 12:59 AM

Wellbeing: event 2s

Q12 I think that government should consider impacts on peoples' wellbeing when making decisions

Answered: 129 Skipped: 2



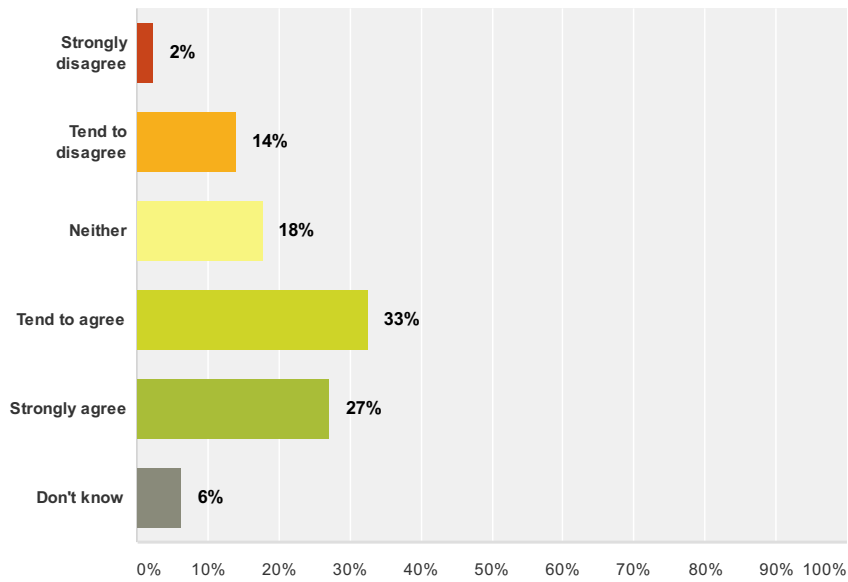
Answer Choices	Responses
Strongly Disagree	0% 0
Tend to disagree	2% 2
Neutral	2% 3
Tend to Agree	12% 16
Strongly Agree	84% 108
Don't Know	0% 0
Total	129

#	Comments:	Date
1	Definately, it's very important.	7/28/2014 5:46 AM
2	Taxpayers money must be taken into account.	7/27/2014 4:48 PM
3	Yes, but it will never happen really in the real world.	7/27/2014 4:42 PM
4	YES OMG	7/27/2014 4:19 PM
5	Gov need to act!!!	5/27/2014 7:17 AM

Wellbeing: event 2s

Q13 I am confident that these events will make a difference to policy in this area

Answered: 129 Skipped: 2



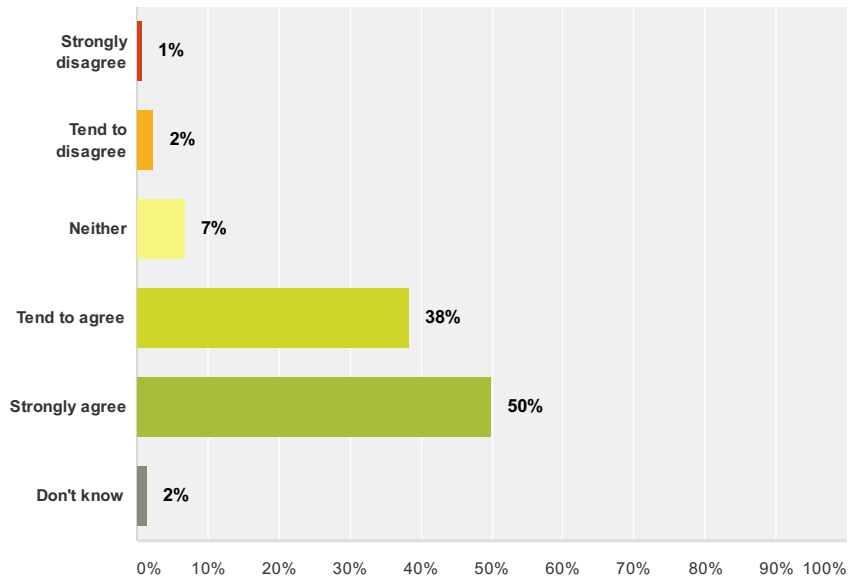
Answer Choices	Responses
Strongly disagree	2% 3
Tend to disagree	14% 18
Neither	18% 23
Tend to agree	33% 42
Strongly agree	27% 35
Don't know	6% 8
Total	129

#	Comments:	Date
1	I hope they will.	7/28/2014 6:44 AM
2	Hope so!	7/28/2014 6:31 AM
3	I would hope so, but I'm not sure, as my area has no community spirit.	7/28/2014 5:46 AM
4	Difficult to establish this.	7/28/2014 5:12 AM
5	Yet to see!!	7/27/2014 4:48 PM
6	Somewhat, I am a cynic at heart.	7/27/2014 4:42 PM
7	If implemented.	7/27/2014 4:24 PM
8	All talk no action - follow through on this. I'd LOVE to work Shadow and Learn!	7/27/2014 4:13 PM
9	If feedback travels far enough up the chain [selected 'tend to agree']	7/27/2014 1:45 PM
10	I would hope so.	6/23/2014 2:29 AM

Wellbeing: event 2s

Q14 These kinds of events are a useful way of the government thinking about wellbeing with the public

Answered: 130 Skipped: 1

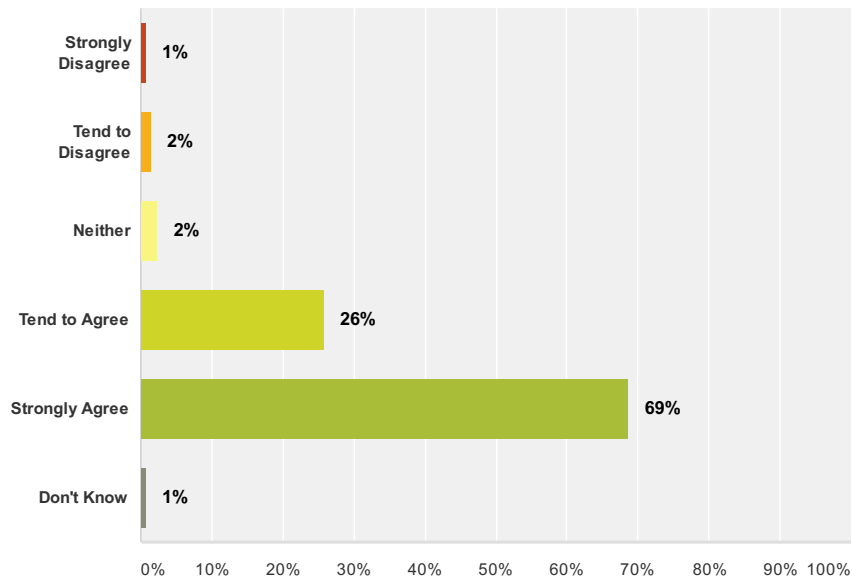


Answer Choices	Responses	
Strongly disagree	1%	1
Tend to disagree	2%	3
Neither	7%	9
Tend to agree	38%	50
Strongly agree	50%	65
Don't know	2%	2
Total		130

#	Comments:	Date
1	Only if they act on the outcomes.	7/28/2014 6:44 AM
2	Yes, but it is not published enough.	7/28/2014 5:46 AM
3	Good mix of people from the community.	7/27/2014 4:48 PM
4	Yes but... we were offered an incentive. No one would come for absolutely nothing.	7/27/2014 4:42 PM
5	Doesn't mean they'll do anything about them.	7/27/2014 4:19 PM
6	But would like local MP or minister to attend.	6/24/2014 9:33 AM
7	Only if they use the information.	6/24/2014 9:19 AM

Q15 I learned something new as a result of taking part

Answered: 131 Skipped: 0



Answer Choices	Responses
Strongly Disagree	1% 1
Tend to Disagree	2% 2
Neither	2% 3
Tend to Agree	26% 34
Strongly Agree	69% 90
Don't Know	1% 1
Total	131

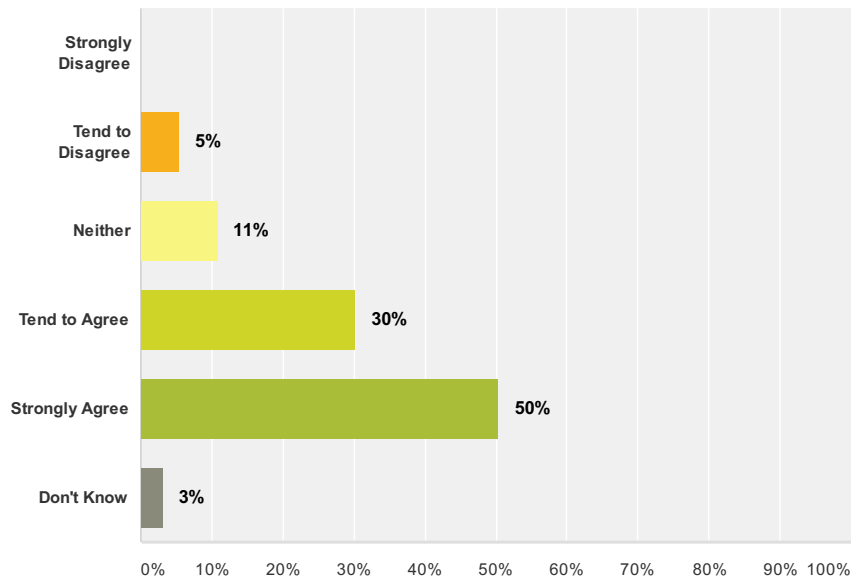
#	What was the main thing you learned?	Date
1	That I have community rights.	7/28/2014 6:38 AM
2	Community rights.	7/28/2014 6:35 AM
3	To speak out.	7/28/2014 6:15 AM
4	The ins and outs of the localism bill. I had heard of it, but knew very little.	7/28/2014 6:09 AM
5	That people are quite positive with the community rights.	7/28/2014 5:51 AM
6	That I do have a voice and can make a difference.	7/28/2014 5:46 AM
7	Importance of communities working together.	7/28/2014 5:12 AM
8	Facts of planning etc. Very informative.	7/27/2014 4:48 PM
9	Yes, and met some interesting people.	7/27/2014 4:42 PM
10	What rights there are but how the Gov still walk all over us.	7/27/2014 4:19 PM
11	Central Govt or local Govt are working on empowering local communities.	7/27/2014 4:15 PM
12	About our right to help make a positive change to our community.	7/27/2014 1:54 PM
13	The rights one has.	7/27/2014 1:43 PM
14	Wellbeing.	7/27/2014 1:38 PM
15	Ability to bid.	7/27/2014 1:37 PM
16	That other people share similar views.	6/24/2014 9:44 AM
17	That most people feel the same about the issues discussed.	6/24/2014 9:41 AM
18	Listening.	6/24/2014 9:33 AM
19	The consensus of opinions from people.	6/24/2014 9:28 AM
20	Government needs to make improvements.	6/24/2014 9:22 AM

Wellbeing: event 2s

21	That my job is my lifeline.	6/24/2014 9:21 AM
22	How others felt.	6/23/2014 2:36 AM
23	To do with wellbeing.	6/23/2014 2:25 AM
24	About wellbeing and understanding how this works.	6/23/2014 2:24 AM
25	You're not alone.	5/27/2014 7:19 AM
26	Invisibility of loneliness.	5/27/2014 7:16 AM
27	Tolerance.	5/27/2014 7:09 AM
28	The problem is widespread and varied.	5/27/2014 7:07 AM
29	I liked the sways and realised I am not alone!	5/27/2014 6:52 AM
30	How widespread loneliness actually is.	5/23/2014 1:13 AM
31	Loneliness is a major issue.	5/23/2014 1:11 AM
32	The lack of education.	5/23/2014 1:09 AM
33	Distinction between loneliness and depression.	5/23/2014 1:04 AM

Q16 Taking part in these events has affected my views on the topic

Answered: 129 Skipped: 2



Answer Choices	Responses
Strongly Disagree	0% 0
Tend to Disagree	5% 7
Neither	11% 14
Tend to Agree	30% 39
Strongly Agree	50% 65
Don't Know	3% 4
Total	129

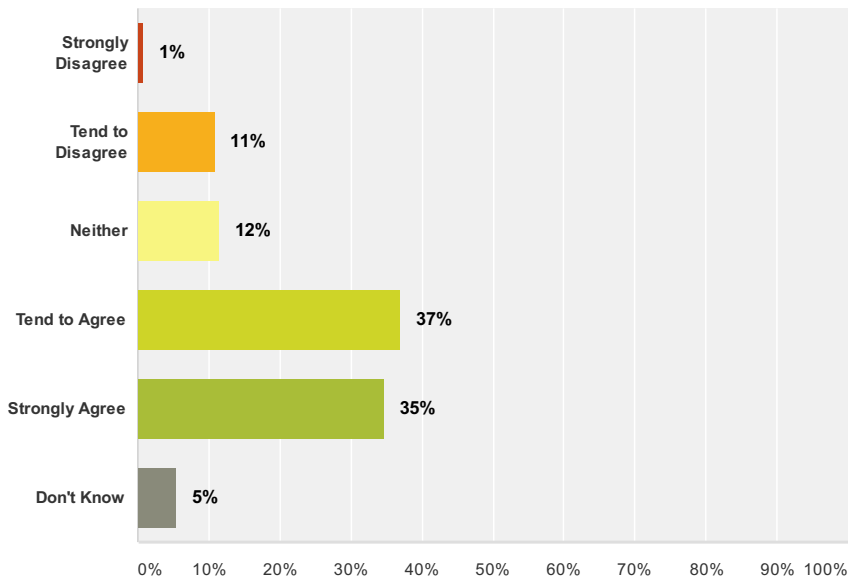
#	In what way have your views changed?	Date
1	More concerned about Government outsourcing.	7/28/2014 6:44 AM
2	I think if assets/services are guarded from big business Com Rights are a good thing.	7/28/2014 6:38 AM
3	With involvement I can improve my area.	7/28/2014 6:35 AM
4	Informed.	7/28/2014 6:31 AM
5	I don't think it's privatisation by the back door.	7/28/2014 6:09 AM
6	Before I felt powerless but now I do feel like I can make a choice.	7/28/2014 5:46 AM
7	I have more insight into areas.	7/27/2014 4:48 PM
8	Yes and no. Still cynical but believe some things may change a little.	7/27/2014 4:42 PM
9	Government can amke legislation to allow local people to have power to change thier community.	7/27/2014 4:28 PM
10	Will discuss with friends and colleagues.	7/27/2014 4:24 PM
11	There could be an improvement in community wellbeing.	7/27/2014 4:15 PM
12	I'm not 100% sure Gov want to empower.	7/27/2014 4:13 PM
13	If I saw an opening I would definately get involved.	7/27/2014 1:54 PM
14	I feel empowered.	7/27/2014 1:43 PM
15	My rights!	7/27/2014 1:41 PM
16	Know more about the issues.	7/27/2014 1:38 PM
17	I know more on the subject.	7/27/2014 1:37 PM
18	How bad zero hours contracts are.	6/24/2014 9:48 AM
19	Getting other people's point of view and input.	6/24/2014 9:41 AM
20	The desire and expectations of people.	6/24/2014 9:28 AM

Wellbeing: event 2s

21	To think of others.	6/24/2014 9:21 AM
22	Don't know.	6/23/2014 2:32 AM
23	Work is important.	6/23/2014 2:24 AM
24	More open to views to things not previously considered.	6/23/2014 2:21 AM
25	Broadened my views.	5/27/2014 7:09 AM
26	Loneliness can affect anyone.	5/27/2014 6:52 AM
27	Increased awareness.	5/23/2014 1:13 AM
28	Be more aware.	5/23/2014 1:09 AM
29	My perception on the matter.	5/23/2014 1:04 AM

Q17 I am likely to change something that I do as a result of taking part.

Answered: 130 Skipped: 1



Answer Choices	Responses
Strongly Disagree	1%
Tend to Disagree	11%
Neither	12%
Tend to Agree	37%
Strongly Agree	35%
Don't Know	5%
Total	130

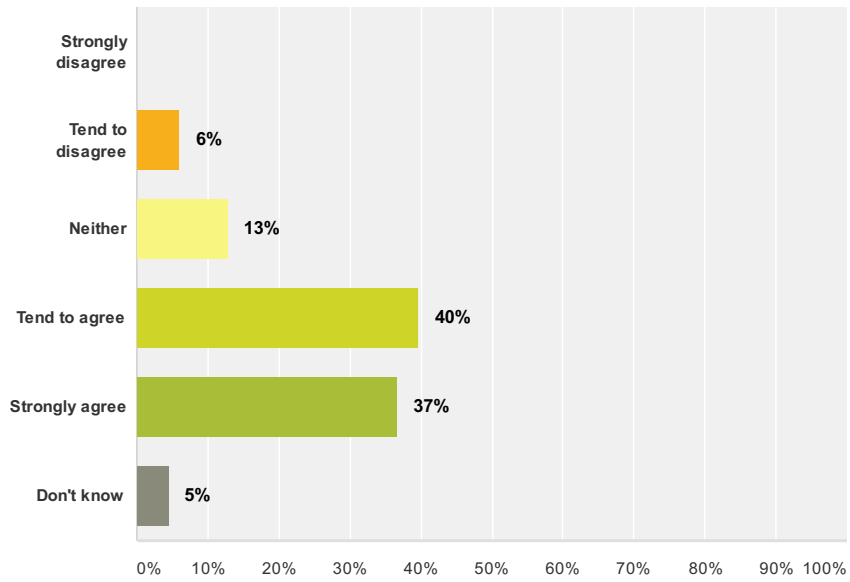
#	What are you likely to change?	Date
1	Making more people aware [selected tend to agree and strongly agree]	7/28/2014 6:44 AM
2	I may consider changing if a good reason presents itself.	7/28/2014 6:38 AM
3	Involvement with closure of local swimming pool.	7/28/2014 6:35 AM
4	Only if it's something local and affects me personally.	7/28/2014 6:09 AM
5	I plan to find out about an unused space for a park.	7/28/2014 5:46 AM
6	Attempting to make a difference in a small way.	7/28/2014 5:10 AM
7	Not really.	7/27/2014 4:48 PM
8	Yes will join a better organised group.	7/27/2014 4:42 PM
9	Continue to be active in my community in a positive manner.	7/27/2014 4:28 PM
10	Funding for project.	7/27/2014 4:24 PM
11	My involvement.	7/27/2014 4:19 PM
12	Communicate more. Find like minded people.	7/27/2014 4:15 PM
13	I will hunt down policy makers and make them help.	7/27/2014 4:13 PM
14	Chase my council with regards to 'eyesore building'.	7/27/2014 1:37 PM
15	Recommend to friends.	6/24/2014 9:33 AM
16	More ways for employees to receive benefits.	6/24/2014 9:28 AM
17	My attitude towards childcare.	6/24/2014 9:21 AM
18	Speak to my manager about a reward system.	6/23/2014 2:36 AM
19	Request rewards at work	6/23/2014 2:33 AM
20	Push for a new job.	6/23/2014 2:25 AM

Wellbeing: event 2s

21	Lifestyle. Get out there and do it.	5/27/2014 7:17 AM
22	Improve friendships.	5/27/2014 7:09 AM
23	Be more outgoing.	5/27/2014 7:07 AM
24	Stop and talk to each other.	5/23/2014 1:13 AM
25	My behaviour influenced by loneliness.	5/23/2014 1:04 AM
26	Look into Dementia Friends and into local care home help.	5/23/2014 1:01 AM
27	I will gather further info on the internet and volunteer.	5/23/2014 12:58 AM

Q18 I am more convinced of the value of government talking to the public on these sorts of topics

Answered: 131 Skipped: 0



Answer Choices	Responses	Count
Strongly disagree	0%	0
Tend to disagree	6%	8
Neither	13%	17
Tend to agree	40%	52
Strongly agree	37%	48
Don't know	5%	6
Total		131

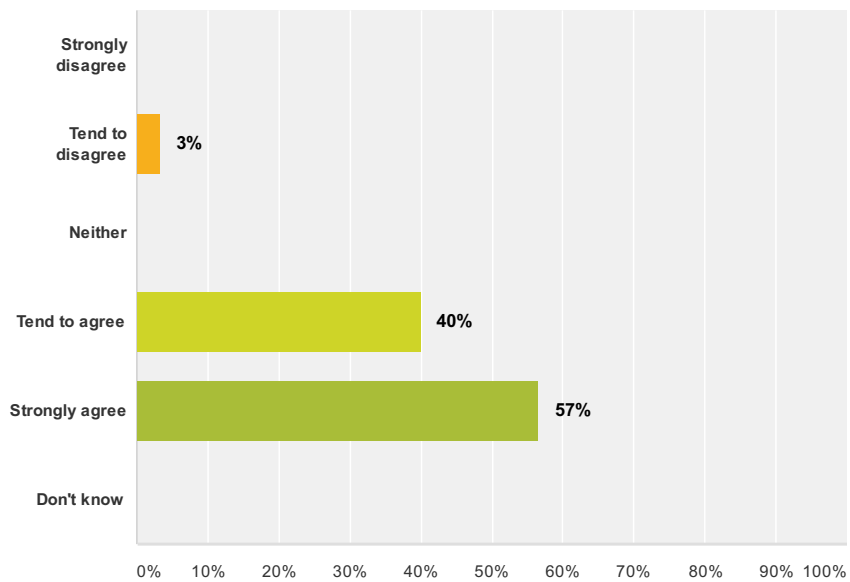
Appendix 2 – Evaluation questionnaire data from frontline worker participants

See overleaf

Wellbeing: frontline workers

Q1 Overall I am satisfied with the event I attended.

Answered: 30 Skipped: 0



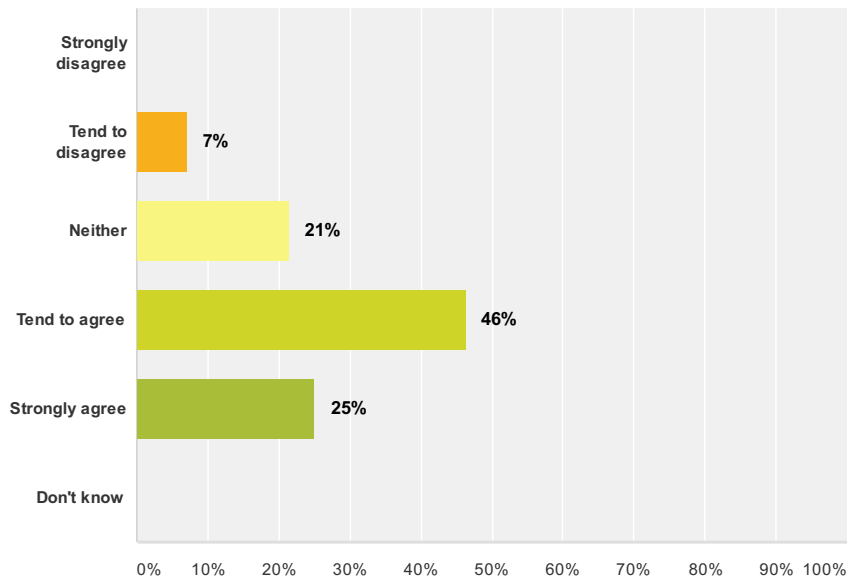
Answer Choices	Responses
Strongly disagree	0% 0
Tend to disagree	3% 1
Neither	0% 0
Tend to agree	40% 12
Strongly agree	57% 17
Don't know	0% 0
Total	30

#	Comments:	Date
1	Interesting to hear about difficulties experienced by community groups.	7/28/2014 7:45 AM
2	Thought provoking, good to hear other views.	6/23/2014 2:56 AM
3	Very eye-opening!	5/23/2014 1:41 AM

Wellbeing: frontline workers

Q2 I had enough time to discuss the issues.

Answered: 28 Skipped: 2



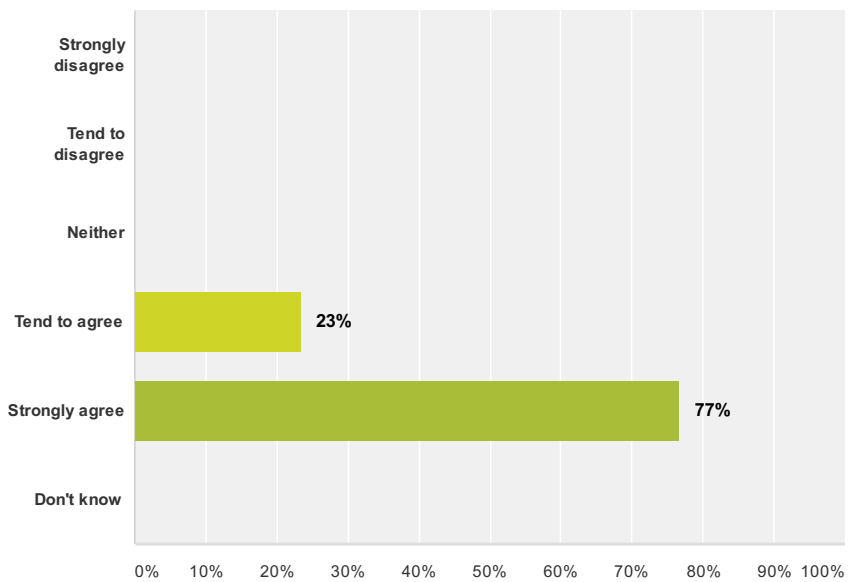
Answer Choices	Responses
Strongly disagree	0% 0
Tend to disagree	7% 2
Neither	21% 6
Tend to agree	46% 13
Strongly agree	25% 7
Don't know	0% 0
Total	28

#	Comments:	Date
1	Great to finish online.	7/28/2014 8:02 AM
2	In depth topic - depends on remit.	7/28/2014 7:45 AM
3	Well paced session.	6/23/2014 2:57 AM
4	Some people didn't let others get their point across.	6/23/2014 2:52 AM
5	Little longer on each section.	5/23/2014 1:41 AM
6	Facilitator did an excellent job in keeping moving yet not stopping the discussion.	5/23/2014 1:35 AM
7	Could do with another hour!	5/23/2014 1:32 AM

Wellbeing: frontline workers

Q3 The facilitation today was independent, professional and effective.

Answered: 30 Skipped: 0



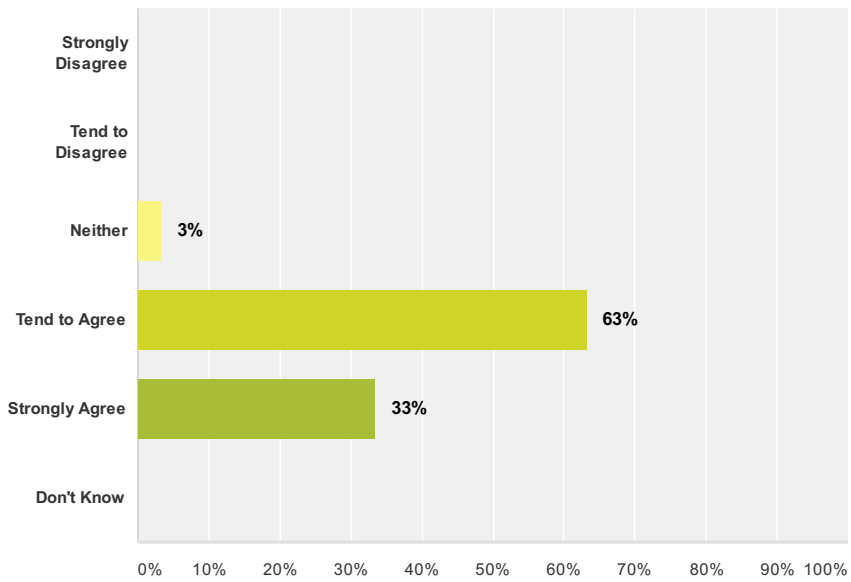
Answer Choices	Responses
Strongly disagree	0% 0
Tend to disagree	0% 0
Neither	0% 0
Tend to agree	23% 7
Strongly agree	77% 23
Don't know	0% 0
Total	30

#	Comments:	Date
	There are no responses.	

Wellbeing: frontline workers

Q4 The right people were present to inform the discussion

Answered: 30 Skipped: 0



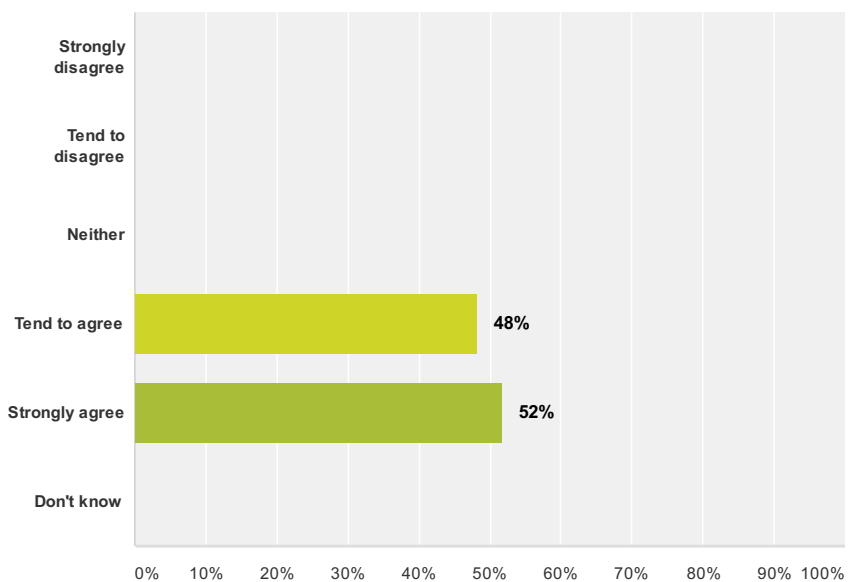
Answer Choices	Responses
Strongly Disagree	0% 0
Tend to Disagree	0% 0
Neither	3% 1
Tend to Agree	63% 19
Strongly Agree	33% 10
Don't Know	0% 0
Total	30

#	Comments:	Date
1	I was grateful to be asked to attend.	7/28/2014 8:00 AM
2	Further representation from other professional bodies/stakeholders.	7/28/2014 7:45 AM
3	More employers, and some low income employees needed.	6/23/2014 2:56 AM
4	Good participation.	5/23/2014 1:35 AM

Wellbeing: frontline workers

Q5 I feel that we have made a meaningful contribution through this event

Answered: 29 Skipped: 1



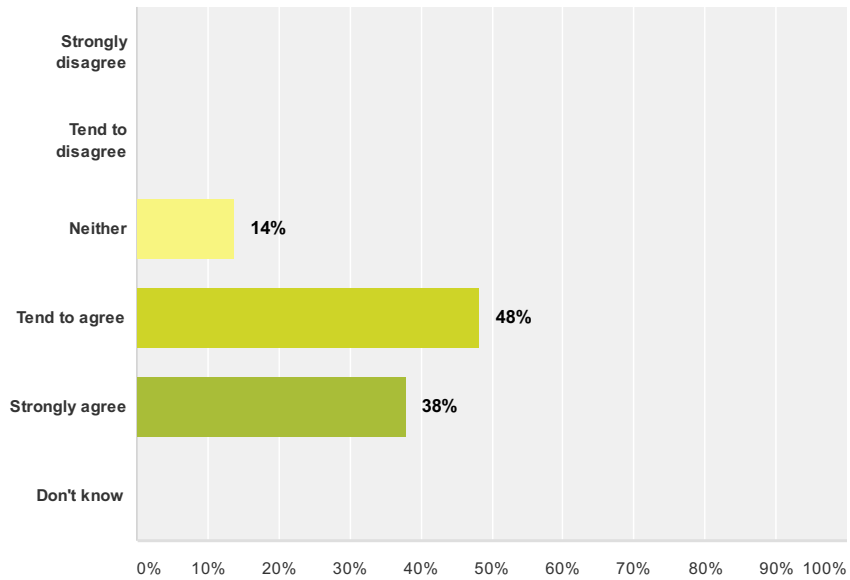
Answer Choices	Responses
Strongly disagree	0% 0
Tend to disagree	0% 0
Neither	0% 0
Tend to agree	48% 14
Strongly agree	52% 15
Don't know	0% 0
Total	29

#	Comments:	Date
1	I think we gave sound, reasoned advice!	6/23/2014 2:56 AM
2	Enjoyed my 2 hours.	5/23/2014 1:35 AM

Wellbeing: frontline workers

Q6 Thinking about wellbeing helped me come up with better views and ideas on this topic

Answered: 29 Skipped: 1



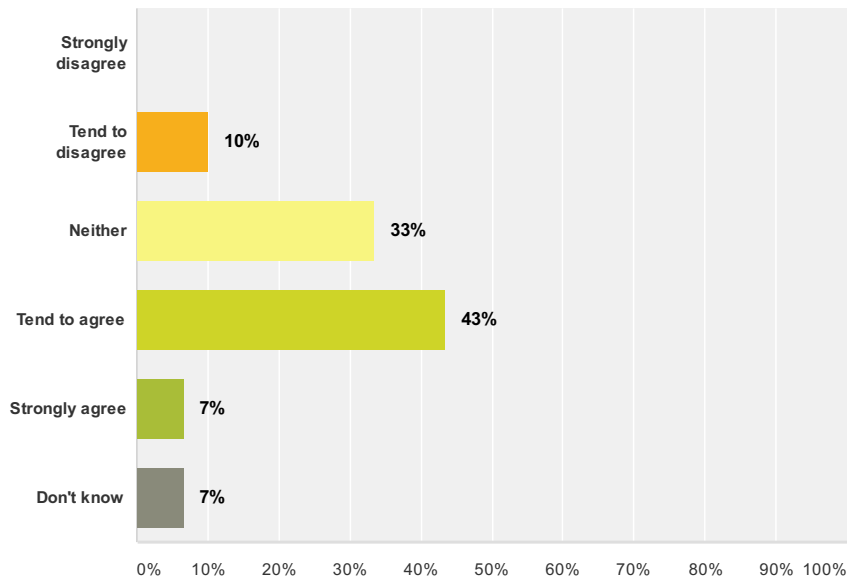
Answer Choices	Responses
Strongly disagree	0% 0
Tend to disagree	0% 0
Neither	14% 4
Tend to agree	48% 14
Strongly agree	38% 11
Don't know	0% 0
Total	29

#	Comments:	Date
1	I was already primed to think about wellbeing as I manage a team.	6/23/2014 2:56 AM
2	Definitely made me think.	5/23/2014 1:41 AM
3	Lonely people need to be encouraged to do something for others.	5/23/2014 1:35 AM
4	Very interesting.	5/23/2014 1:32 AM

Wellbeing: frontline workers

Q7 I am confident that these events will make a difference to policy in this area

Answered: 30 Skipped: 0



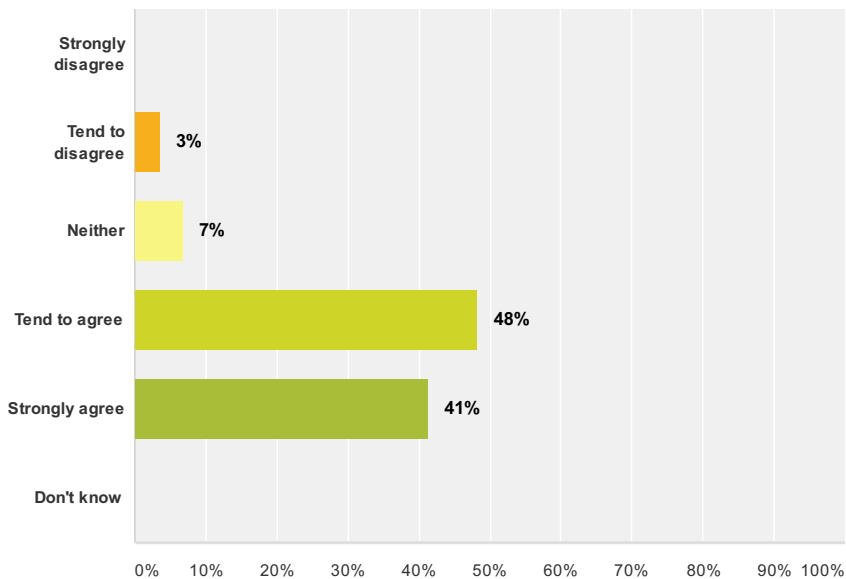
Answer Choices	Responses
Strongly disagree	0% 0
Tend to disagree	10% 3
Neither	33% 10
Tend to agree	43% 13
Strongly agree	7% 2
Don't know	7% 2
Total	30

#	Comments:	Date
1	I do hope so.	7/28/2014 8:00 AM
2	Useful to hear difficulties/constraints facing communities.	7/28/2014 7:45 AM
3	Policy does not always follow sound rational advice!	6/23/2014 2:56 AM
4	Do the government actually listen?	6/23/2014 2:52 AM

Wellbeing: frontline workers

Q8 These kinds of events are a useful way of the government thinking about wellbeing with the public

Answered: 29 Skipped: 1



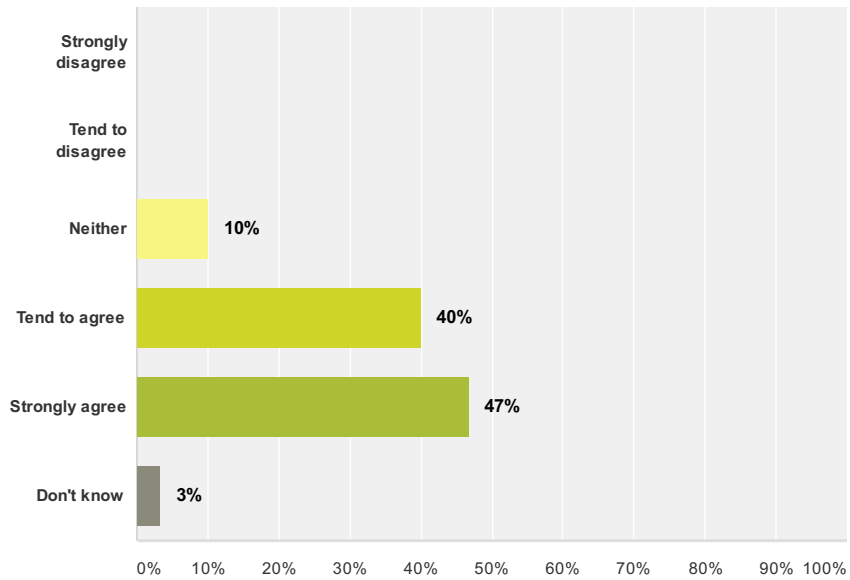
Answer Choices	Responses
Strongly disagree	0% 0
Tend to disagree	3% 1
Neither	7% 2
Tend to agree	48% 14
Strongly agree	41% 12
Don't know	0% 0
Total	29

#	Comments:	Date
1	Yes I believe government needs to hear it.	6/23/2014 2:56 AM

Wellbeing: frontline workers

Q9 I think that the decisions government take can influence peoples' wellbeing in the country

Answered: 30 Skipped: 0



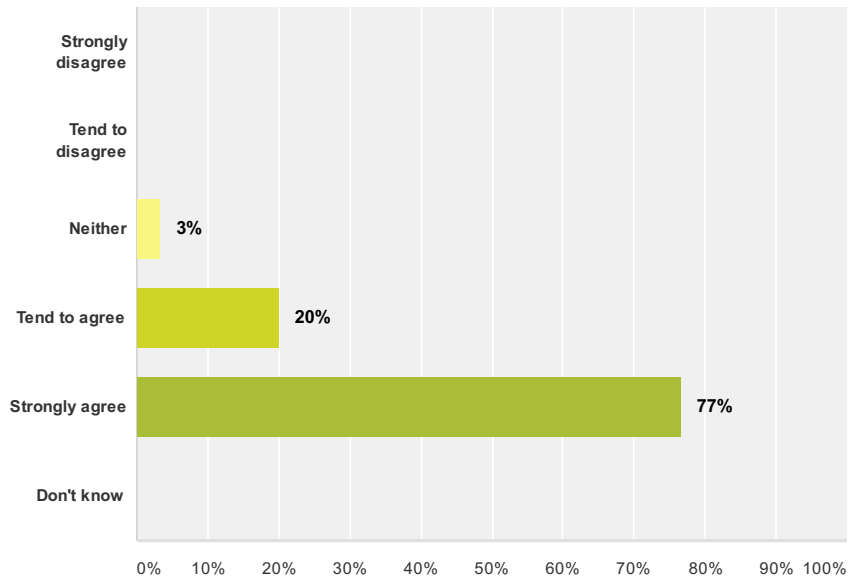
Answer Choices	Responses
Strongly disagree	0% 0
Tend to disagree	0% 0
Neither	10% 3
Tend to agree	40% 12
Strongly agree	47% 14
Don't know	3% 1
Total	30

#	Comments	Date
1	But need to be accessible.	7/28/2014 7:45 AM
2	Influence and lead, not impose.	6/23/2014 2:56 AM

Wellbeing: frontline workers

Q10 I think the government should consider impacts on peoples' wellbeing when making decisions

Answered: 30 Skipped: 0



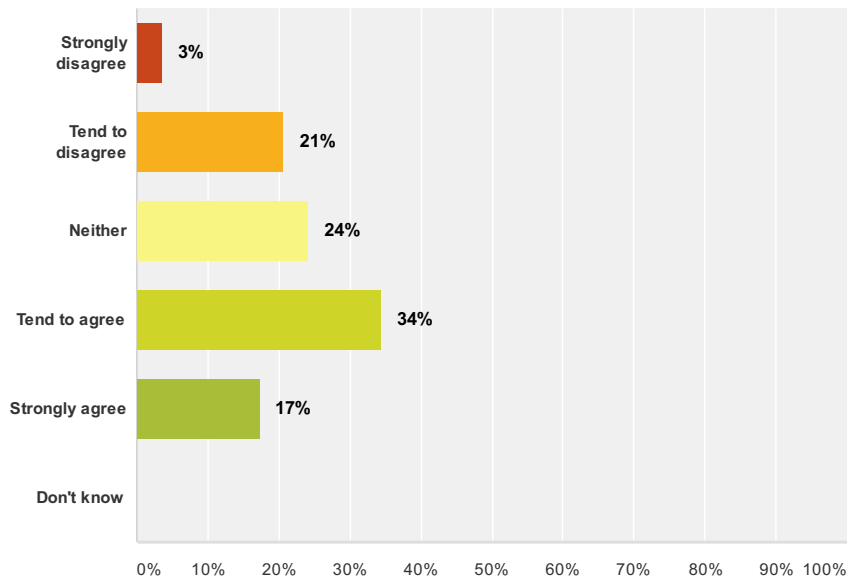
Answer Choices	Responses	
Strongly disagree	0%	0
Tend to disagree	0%	0
Neither	3%	1
Tend to agree	20%	6
Strongly agree	77%	23
Don't know	0%	0
Total		30

#	Comments	Date
1	Leading to increased productivity!	6/23/2014 2:56 AM
2	Absolutely!	5/23/2014 1:42 AM

Wellbeing: frontline workers

Q11 The public generated ideas that I hadn't heard of before

Answered: 29 Skipped: 1



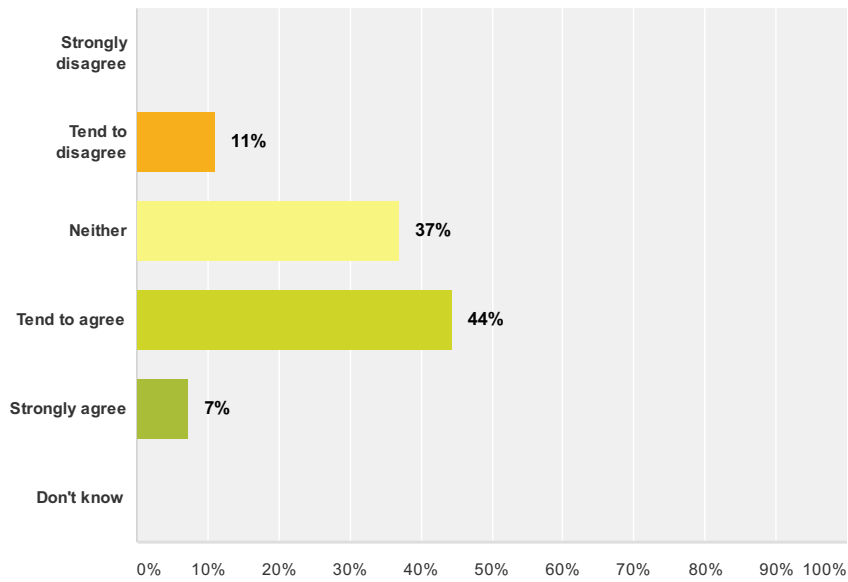
Answer Choices	Responses
Strongly disagree	3% 1
Tend to disagree	21% 6
Neither	24% 7
Tend to agree	34% 10
Strongly agree	17% 5
Don't know	0% 0
Total	29

#	Which ideas were new to you?	Date
1	Use of rights.	7/28/2014 8:02 AM
2	Development leadership/management of community.	7/28/2014 7:45 AM
3	Increased benefit rates.	6/23/2014 2:59 AM
4	Extra benefits for people who lose their job after moving to a better one.	6/23/2014 2:57 AM
5	Support when moving to a better paid job if you lose it.	6/23/2014 2:52 AM
6	Higher benefits if switch jobs and made redundant.	6/23/2014 2:50 AM
7	Loneliness at work, hadn't really considered this before.	5/23/2014 1:43 AM
8	Tackling loneliness at work	5/23/2014 1:41 AM

Wellbeing: frontline workers

Q12 Taking part in this event has affected my views on the topic.

Answered: 27 Skipped: 3



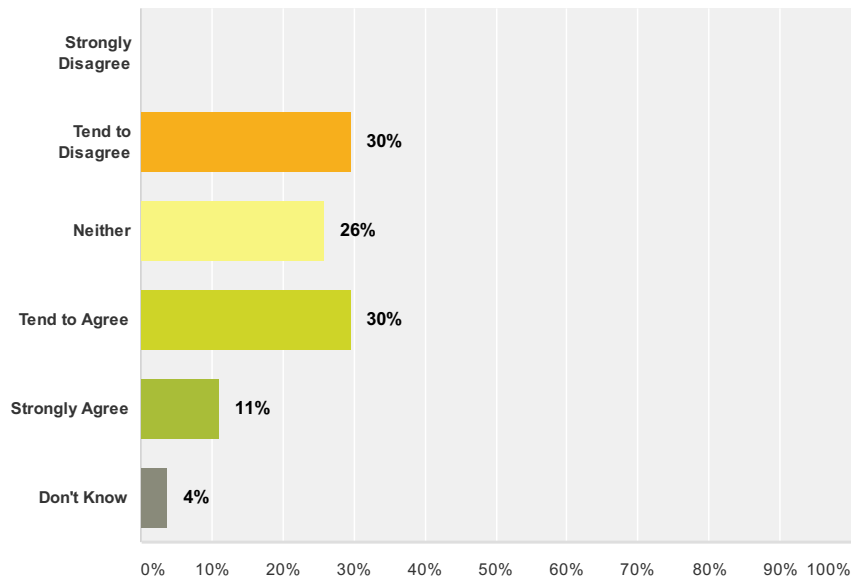
Answer Choices	Responses
Strongly disagree	0%
Tend to disagree	11%
Neither	37%
Tend to agree	44%
Strongly agree	7%
Don't know	0%
Total	27

#	In what way have your views changed?	Date
1	How people can facilitate.	7/28/2014 8:02 AM
2	I'm happy to attend. Made me think	7/28/2014 8:00 AM
3	Committed to community engagement and importance.	7/28/2014 7:45 AM
4	Reflected on terminologies and valued input of different people.	5/23/2014 1:43 AM
5	The need to concentrate on wellbeing rather than stigmatise by using negative labels such as 'loneliness'.	5/23/2014 1:42 AM
6	Looked at the big picture.	5/23/2014 1:41 AM
7	Broader range of views, from participants.	5/23/2014 1:31 AM

Wellbeing: frontline workers

Q13 I am likely to change something that I do as a result of taking part.

Answered: 27 Skipped: 3



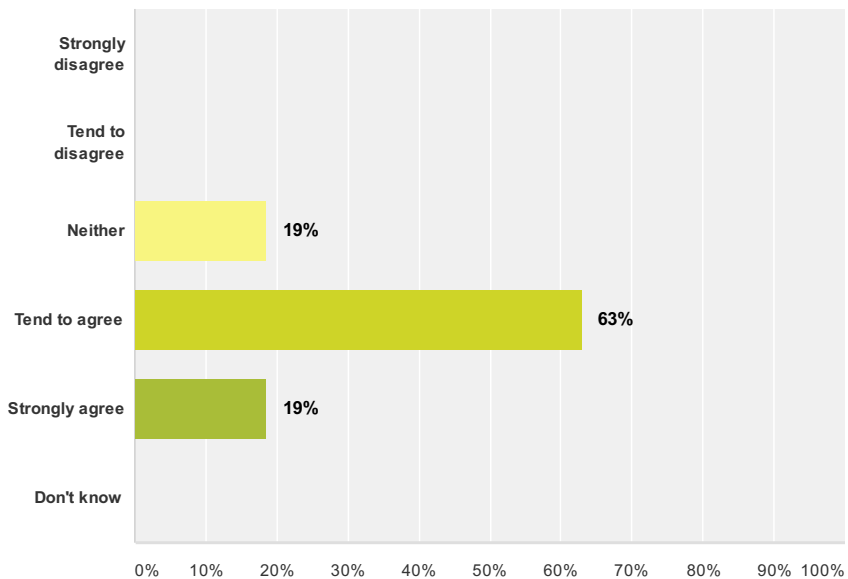
Answer Choices	Responses
Strongly Disagree	0% 0
Tend to Disagree	30% 8
Neither	26% 7
Tend to Agree	30% 8
Strongly Agree	11% 3
Don't Know	4% 1
Total	27

#	What are you likely to change?	Date
1	The way I work.	5/23/2014 1:42 AM
2	Refocussed mind on what I'm trying to achieve: helping older isolated people.	5/23/2014 1:32 AM
3	My awareness of local agencies is increased.	5/23/2014 1:31 AM

Wellbeing: frontline workers

Q14 I am more convinced of the value of government talking to the public on these sorts of topics

Answered: 27 Skipped: 3



Answer Choices	Responses	
Strongly disagree	0%	0
Tend to disagree	0%	0
Neither	19%	5
Tend to agree	63%	17
Strongly agree	19%	5
Don't know	0%	0
Total		27