



Evaluation of public and stakeholder engagement on Bovine Tuberculosis, for Defra

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February 2015

Document Status	:	Final	
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Executive Summary

This report sets out the findings of an evaluation of a public dialogue on the eradication of bovine tuberculosis in England, commissioned by Defra in 2013 with support and part-funding from Sciencewise¹. The dialogue was delivered by the OPM Group and evaluated by 3KQ.

Context and Aims. Bovine tuberculosis (bTB) continues to have economic, environmental and social implications in the UK. In 2012, measures to control the disease resulted in the testing of 5.8 million cattle and the slaughter of 28,000 animals at a cost of £100 million to the UK taxpayer and tens of millions to the farming industry. The disease poses a risk to the beef, dairy and live export trade and the Government continues to face international pressure to comply with EU regulations and progress towards eradication². In July 2013 Defra published its draft Strategy for achieving 'Officially Bovine Tuberculosis-Free' (OTF) status for England.

Defra ran an online public consultation from 4 July to 26 September 2013 to seek views on their draft Strategy document. To complement this public consultation, Defra also commissioned a public dialogue with the support and part-funding of Sciencewise.

Activities and Content of Dialogue. The dialogue aimed to inform Defra's consideration of its draft Strategy. The dialogue consisted of three strands of activity:

- Ten deliberative stakeholder workshops across the country, engaging 231 people.
- Three sets of reconvened deliberative public workshops engaging 104 people: Birmingham, Newcastle, Exeter.
- Online public engagement, engaging 65 people.

In addition an Oversight Group was convened to assist Defra and the delivery contractor design and manage the dialogue. Each of the three strands of activity was reported on separately, and in addition a 'cross-cutting summary' was published³, drawing the findings from all three strands of the dialogue together.

The dialogue events informed participants - both stakeholders and public - about the draft Strategy, as well as exploring peoples' views on the choices that existed. The different strands used a variety of tools and techniques: video animation, presentations from Defra and other staff, information sheets and maps showing control measures and risk levels, and a short film showing different perspectives on the disease (farmer, RSPCA, Wildlife Trust, a vet), as well as facilitated whole workshop and small group discussions.

Evaluation. A range of data was gathered via direct observation, telephone interviews, participant questionnaires (overall response rate of 97%) in all strands. The evaluators also reviewed the majority of written correspondence and documents that were

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 For a summary of the natural science evidence base underlying bTB policy in the UK, please see the Oxford Martin School report by Godfray et al (2013) *A Restatement of the Natural Science Evidence Base Relevant to the Control of Bovine Tuberculosis in Great Britain*.

³ <https://www.gov.uk/government/consultations/strategy-for-achieving-officially-bovine-tuberculosis-free-status-for-england>

circulated such as minutes, Terms of Reference, dialogue stimulus materials, process plans and the Dialogue Report.

Overall the dialogue project was ambitious and successful.

The dialogue met its overall project **objectives**. It is more difficult to assess the extent to which the project met the objective to “appraise opportunities for building trust”, but it was clear from an early stage that this objective was less of a priority for the Oversight Group. The face-to-face stakeholder and public strands of engagement met their objectives well. The online engagement strand met its objectives less well, mainly because the objectives did not seem to have been adapted for the online methodology where significantly less deliberation was possible.

In terms of meeting **Sciencewise’s Guiding Principles**, the dialogue met all the principles although there was scope for improvement in some areas. The dialogue was clearly framed to be fully relevant to policy makers, although timing was tight to allow full consideration of the findings in policy making. The methods employed were appropriate, although the online method was seen as a trial and in retrospect not valued as much as the face-to-face stakeholder or public strands. The diversity of participants was appropriate and useful. Delivery was professional and effective, although time pressures in planning occurred between the stakeholder work and the other two strands that could perhaps have been avoided. External stakeholders were involved in the governance of the project via the Oversight Group, but not to the degree that would have made full use of the wider perspectives that they could have brought to choices about framing, balance of materials and provision of information. The OG operated more as an internal management group between Defra, Sciencewise and the contractor rather than an external group. Various mis-matches of expectation emerged late in the project, reflecting a deeper difference of view between parties involved about the status of public dialogue and its relationship to social research, and therefore the quality standards and norms that should be applied to it.

Participants were largely **satisfied** with the dialogue: stakeholders (81%), public (95%) and online (86%). Oversight Group members were mixed about their satisfaction. Some felt very satisfied, others less so. The main reasons for reduced satisfaction were time constraints around the online engagement, and the mis-match of expectation that arose during the reporting process.

Based on the evaluation research, the evaluators conclude that the main **achievements** of the dialogue were to: enhance the consultation beyond a paper-based exercise, hold discussion across the full range of measures not just badger culling, and being recognised as a part of Defra’s evidence base.

Impacts on participants in both the stakeholder and public strand of dialogue included learning new information as a result of taking part, and their views being affected. Impacts on Defra have mainly been to increase the levels of confidence with which they can revise and implement the strategy, having heard a wide range of stakeholder and public viewpoints. The Secretary of State received a briefing on the dialogue process and results towards the end of the process. Overall, Defra found the dialogue valuable.

All Defra staff interviewed felt that the dialogue was valuable and **credible**. There were however various points that reduced the credibility of the dialogue for some Defra staff, in particular areas of project delivery and reporting that they felt were not consistent with the quality standard applied to Defra social research projects. For example, the extent to which discussion from the workshops was recorded to allow analysis, and a clear explanation of the process by which analysis and reporting were carried out.

Two **lessons** arise. First, the value of involving a diverse stakeholder group in informing Defra's choices about the framing and design of the dialogue, as a demonstrable safeguard against potential bias. Second, the value of exploring early on the expectations that the commissioning body, Sciencewise and delivery contractor hold about the status of public dialogue in relation to other research or methods employed. This would allow explicit discussions and agreements from the start about the way the dialogue is delivered and reported on.

Overall, the project is well summarised by a Defra staff member saying "*The general Defra view is that we did lots of engagement on this - more than we would normally do - and we are pleased with it*".

The evaluators thank everyone who contributed their views and time to the evaluation, including Defra for detailed comments on the report: it would not be possible without their participation.

1 - Introduction

This report evaluates a public dialogue on the eradication of bovine tuberculosis in England, commissioned by Defra in 2013.

The evaluation 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 on science and technology issues.

2 - Background

Bovine TB in England

Across Europe many countries have been declared bovine TB (bTB) free. However the UK continues to face significant challenges in eradicating the disease. The incidence of bTB in UK cattle has been growing since the 1980s, with outbreaks clustered in hot spots in the South-West and West of England and in Wales⁴.

Although the risks of bTB to public health today are low, the disease continues to have economic, environmental and social implications. In 2012, measures to control the disease resulted in the testing of 5.8 million cattle and the slaughter of 28,000 animals at a cost of £100 million to the UK taxpayer. BTB poses a risk to the beef, dairy and live export trade and the Government continues to face international pressure to comply with EU regulations and progress towards eradication⁵.

Defra's draft Strategy for eradicating bovine TB in England

In July 2013 Defra published its draft Strategy for achieving 'Officially Bovine Tuberculosis-Free' (OTF) status for England. The aim of the Strategy is "to eradicate bTB, achieving OTF Status for England incrementally, whilst maintaining a sustainable livestock industry".

The Strategy sets out how the aim will be achieved through greater partnership working, increasingly industry-led implementation and fair sharing of the associated costs. Defra ran an online public consultation from 4 July to 26 September 2013 to seek views on their draft Strategy document.

The pilot badger culls

In December 2011, Defra announced that badger culling would be carried out as one control measure against the spread of bovine tuberculosis. Pilot badger culls began in Gloucestershire and Somerset in August/September 2013. Licences issued by Natural England allowed trained operators, employed by farmer-led companies, to carry out controlled shooting of free-ranging badgers, with the costs being borne by farmers and landowners.

Badger cull policy was covered extensively in the mainstream media and political debate with vocal opposition from sections of the scientific community, campaign groups and a public e-petition gathering over 300,000 signatures⁶. Both the proponents of the badger cull policy and its opponents claim scientific foundations for their argument and both

⁴ https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/69443/pb13601-bovinetb-eradication-programme-110719.pdf

⁵ For a summary of the natural science evidence base underlying bTB policy in the UK, please see the Oxford Martin School report by Godfray et al (2013) *A Restatement of the Natural Science Evidence Base Relevant to the Control of Bovine Tuberculosis in Great Britain*.

⁶ <http://epetitions.direct.gov.uk/petitions/38257>

sides have interpreted the results of the Randomised Badger Culling Trial (RBCT) in their favour. The debate around the badger cull was therefore a focus for many participants and was raised at every workshop in the citizen dialogue. However, the focus of this project was on the raft of measures outlined in the draft Strategy for the eradication of bTB, in which badger control measures – including culling – are only one element.

The public dialogue

As part of the development of Defra's Strategy, a public dialogue was established. The public dialogue was commissioned by Defra via competitive tender in June 2013 and ran for around 10 months, ending in March 2014 upon sign-off of the Dialogue Reports. OPM Group was appointed as delivery contractor for the dialogue, and 3KQ was appointed as independent evaluators.

The public dialogue project, including the stakeholder workshops, was funded jointly by Defra⁷ (£191,634) and Sciencewise⁸ (£184,021) making a total project cost of £375,655 plus VAT. In addition, Sciencewise provided support and guidance to the value of approximately £24,107. These costs overall include project design and delivery, independent evaluation, and Sciencewise and Defra oversight.

The full Dialogue Reports of the findings were published on 3rd April 2014 and can be found online⁹; they contain links to the materials used during the dialogue including an animation and video.

Oversight Group for the public dialogue

An oversight group was initiated to oversee the dialogue process. The membership of this group comprised:

- Defra representatives from policy, evidence and communications
- TBEAG/AHWBE
- Sciencewise
- The National Trust
- An independent chair

The role of the group as stated in their Terms of Reference was to help ensure that the dialogue material was comprehensive, balanced and accessible to a lay audience and that the engagement process was far reaching, accessible and targeted all relevant stakeholder groups.

The TB Eradication Advisory Group (TBEAG)

This advisory group existed throughout the project, and although was not a part of the project's governance, it is mentioned here given that its remit is so relevant. TBEAG is an external stakeholder group, advising Defra specifically on the development and

⁷ Contributions by Defra were both in cash and in-kind.

⁸ 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 to ensure public views are considered as part of the evidence base. www.sciencewise-erc.org.uk

⁹ <http://randd.defra.gov.uk/Default.aspx?Menu=Menu&Module=More&Location=None&Completed=2&ProjectID=18841> and <https://www.gov.uk/government/consultations/strategy-for-achieving-officially-bovine-tuberculosis-free-status-for-england>

implementation of the strategy for eradicating bovine TB. It is a subgroup of the Animal Health and Welfare Board for England (AHWBE), which in turn makes recommendations to Defra Ministers on strategic policy affecting the health and welfare of kept animals in England including farm animals, horses and pets. The TBEAG was consulted on and approved the submission of the business case to Sciencewise; received a verbal update at the start of the citizen dialogue, and was informed of the results when it was completed.

The Evaluation

This evaluation report provides an independent assessment of the public dialogue's credibility, and its effectiveness against its objectives, including an assessment of impacts. It is based on a variety of assessment methods between 2nd July 2013 and March 2014 including direct observation, interviews, questionnaires and document review. Section 4 covers in more detail the key questions that were addressed by the evaluation.

3 – The Public Dialogue

The overall objectives of the public dialogue were:

- To engage the general public and stakeholders in understanding, deliberating on and contributing to the future strategic development of England's bTB policy and strategy.
- To inform Defra's development of a comprehensive bTB eradication strategy.
- To develop and appraise opportunities to build a trust relationship between the general public, stakeholders, and government in developing policy options for animal disease control.

The dialogue consisted of three strands of activity:

- Ten deliberative stakeholder workshops
- Three sets of reconvened deliberative public workshops
- Online public engagement.

Each strand of activity was reported on separately, and in addition a 'cross-cutting summary' was published¹⁰, drawing the findings from all three strands of the dialogue together.

Stakeholder Workshops

Throughout September 2013, a suite of stakeholder workshops was run across England. Initially, 2 workshops were planned but this was increased to 10 workshops once the planning of the events was started. Policy staff in Defra felt that 10 workshops would better cover the geographic ranges involved of those with an interest.

The objectives of these workshops were:

- To hear and understand stakeholder views on Defra's draft Strategy for Achieving "Officially Bovine Tuberculosis-Free" (OTF) Status for England published on 4 July 2013.
- To enable participants to discuss the draft Strategy with a range of stakeholders, providing them with an opportunity to hear other perspectives.
- To explore the differences in views and the potential for consensus regarding the best measures to achieve OTF status for England.
- To provide additional qualitative data to complement formal consultation submissions.

Workshop locations were selected by Defra to ensure coverage of the three risk areas as these are defined in the draft Strategy:

- **High Risk Area (HRA):** concentrated in the South West, West Midlands and East Sussex, where bTB is endemic, meaning that a relatively high proportion of herds experience breakdowns¹¹, including repeat breakdowns, and there is a reservoir of infection in badgers.
- **Edge Area:** covers the boundary of the High and Low Risk Areas. It marks the

¹⁰ <https://www.gov.uk/government/consultations/strategy-for-achieving-officially-bovine-tuberculosis-free-status-for-england>

¹¹ A 'breakdown' is the detection of exposure to *M. bovis* infection in a herd.

area where infection is spreading outward from the High Risk Area.

- **Low Risk Area (LRA):** currently extends across the North and East of England. The prevalence of bTB is very low with most cases linked to animals being introduced from higher risk herds. Breakdowns tend to be relatively short. There is not a recognized reservoir of the disease in wildlife in the Low Risk Area.

Each workshop lasted four and a half hours and involved 20-30 stakeholders. Participants in the stakeholder workshops were self-selecting and included local farmers, vets, conservation and wildlife groups, County Councils and supply chain representatives. Events were publicised widely and relevant organisations were contacted directly with the aim of getting representation from a range of stakeholder groups at each workshop, but the balance of these stakeholder groups did vary by location. For example, the Frome workshop was attended by more representatives from wildlife groups than the other workshops. Efforts were however made to engage representatives from organisations across the spectrum of opinion.

As well as facilitators from the OPM Group, the workshops were attended by officials from Defra and the Animal Health and Veterinary Laboratories Agency. Their role was to present information, to respond to questions, and to observe and listen.

The process plan of the agenda for the 10 workshops is included in appendix 1 but in summary each workshop involved:

Start 0930, Introduction	Objectives, agenda, ground rules, housekeeping
Context	Presentation from Defra on bTB strategy at a high level. Table discussions and Q&A in plenary.
Bovine TB control measures	Learning about the options in strategy, at tables. Discussion of, and views on, the options. Feedback on the <i>package</i> of measures at tables. Plenary feedback.
Governance, partnership and delivery	Presentation from Defra on new governance model. New Zealand case study. Q&A in plenary.
LUNCH	
Governance continued	Discussion of New Zealand case study: likes, dislikes, transferability to England.
Funding	Presentation from Defra on funding model, current and proposed. Discussion at tables to explore what is fair to share, and how. Plenary feedback.
Key messages Close 1430	Table discussion to agree final messages for Defra. Completion of evaluation forms.

Materials used in these workshops included:

- A3 map of potential options to be deployed in the 3 areas
- Control measure information cards, each explaining each control measure
- Handout on governance called "TB Free committees, New Zealand"
- Handout on funding called "What's fair? Future options for funding"

The list of locations, dates and attendance was as follows:

Date, 2013	Location	No of participants	Risk area
3 rd Sept	Frome	26	High
4 th Sept	Launceston	30	High
6 th Sept	Worcester	32	High
9 th Sept	Plumpton	19	High
10 th Sept	Thame	26	Edge
11 th Sept	Melton Mowbray	29	Edge
12 th Sept	Leek	23	Edge
16 th Sept	Norwich	25	Low
18 th Sept	Kendal	30	Low
19 th Sept	Thirsk	18	Low
		Total = 231	

Public Workshops

Throughout September and October 2013, six public workshops were run in England. The objectives of these workshops were:

- To enable members of the public to deliberate in detail on the measures needed to achieve OTF status for England, including current and potential future measures.
- To understand public views and perspectives on bovine TB, the measures proposed in the draft Strategy, and the social impacts of the proposed measures.
- To enable participants to give input on how the strategy should evolve.
- To explore participants' views on the appropriate roles and responsibilities of the government, industry, and civil society in addressing and eradicating bovine TB, both for cattle and wildlife.
- To enable policy-makers to increase their understanding of public attitudes towards the measures proposed to eradicate bovine TB, and on animal disease control more generally.

Workshops were held in three locations: Birmingham, Exeter and Newcastle. These locations reflected the 3 risk areas in Defra's draft strategy (see above), and also a desire to understand how participants' views might vary by a rural or urban location.

Recruitment was via on-street recruitment against a quota to ensure a spread of gender, ethnicity, age, socio-economic grouping and employment in all 3 of the locations. A spread of attitudinal characteristics¹² was also sampled for. People were automatically screened out if they were a farmer, had a farmer as an immediate family member, worked in the media industry, or worked for a wildlife organisation. Degrees of rurality were sampled for by:

- Exeter: all participants lived outside the city but within 15 miles of it.
- Birmingham: all participants lived within the city limits.
- Newcastle: half lived in the city, half outside but within 15 miles of it.

¹² For example, the recruitment screening questionnaire asked which TV programmes the potential participant had watched in the last month, and then aimed to get a spread of these represented at workshops rather than a predominance of one type.

45 members of the public were recruited for each event, with the intention that with some no-shows, around 40 would ultimately participate. Actual numbers are shown below:

Location	Dates, 2013	Workshop 1	Workshop 2
Birmingham	28 September, 12 October	39	37
Newcastle	5 October, 19 October	41	37
Exeter	5 October, 19 October	31	30

A reconvened workshops approach was chosen for this public dialogue strand, in particular because of the complexity of the topic and the amount of information in Defra's draft Strategy. This involved participants attending a one-day workshop and meeting again for a second workshop two weeks later (see dates above). This approach gave participants sufficient time to increasingly get to grips with the science and to deliberate on the social and ethical issues.

Throughout all discussions, participants were asked to record questions on a Question Board, to be reviewed and responded to by specialists in plenary sessions. Interactive voting sessions were held at a number of points during both the first and second workshops.

Each workshop was attended by:

- 30 - 40 recruited members of the public (see numbers above).
- 4 facilitators from the delivery contractor (one lead facilitator, three table facilitators)
- 2-3 Defra or Animal Health and Veterinary Laboratories Agency (AHVLA) representatives.
- One academic specialist at workshop 2.

See Appendix 2 for the Defra, AHVLA and academic representation at each workshop.

For most discussions, participants worked in four small groups, each one seated round a separate table. Each group was supported by a facilitator and discussion was stimulated and focused through specific questions and the pre-prepared stimulus materials.

Representatives from Defra, AHVLA and the academic specialist (in workshop 2) moved between the small groups, primarily in a listening role, but also to answer questions of clarification.

Plenary question and answer sessions were held after any new information was provided, with the academic expert and the Defra and AHVLA representatives.

The process plan of the agenda for both workshops 1 and 2 are included in appendix 3. A brief summary of each workshop and the materials provided to stimulate debate is below. The stimulus materials were drafted by the delivery contractor and approved by Defra.

The overall aim of **Workshop 1** was to set out the science and epidemiology of bovine TB and the options for addressing its eradication.

In Workshop 1, information was presented in three main ways:

- An animation that gave an overview of what bTB is, the rationale for controlling it, control methods and the aim of the draft Strategy. This set the scene and opened up the initial discussion.
- A presentation from a Defra or AHVLA representative outlining the history of bovine TB in England, current levels of bTB in England and Europe, and an overview of the bTB control measures currently in place and the changes proposed in the draft Strategy.
- Information sheets covering the four main areas of control measures: detecting bovine TB; dealing with bovine TB when it is found; badgers and bovine TB, and preventing the spread of bovine TB.

Throughout the day participants were given the opportunity as a whole group to ask questions of the specialists in the room, and also to give plenary feedback and key comments from their table. In addition, interactive voting sessions were held at several points during the two workshop stages¹³. The outputs of these votes have no statistical significance but they do provide some insight into how participants' views changed over time on a number of issues throughout the course of the two events.

The overall aim of **Workshop 2** was to help participants think through the social implications of various bTB control measures and policy options and for Defra to hear and understand their views on specific aspects of the draft Strategy in detail - such as the appropriate roles and responsibilities of different stakeholders - as well as on the strategy as a whole.

A short film shown at the start of the second workshop highlighted some of the different views and interests at stake, through interviews with a farmer with experience of bTB in his herd, representatives from the RSPCA and the Wildlife Trust, and a vet in a high risk area. These interviewees were selected to bring a range of views on bovine TB into the room, to contribute to participants' ongoing discussions about the control measures.

To reflect some wider stakeholder perspectives in the discussions, 12-14 stakeholder quote cards were placed on the walls of the room. The quotes were taken from the ten stakeholder workshops held in September (see above). They were chosen to reflect a range of stakeholder perspectives on various control measures, and on the roles and responsibilities of different organisations and groups within the system. Public participants were asked to indicate which one quote was closest to their own view (using a green sticky dot) and which one quote was furthest from their own view (using a red sticky dot). This gave an indication of participants' views at this point, and how they aligned or otherwise with salient views from the stakeholder work.

Each 'workshop 2' was attended by an academic expert specialising in the social impacts of bovine TB¹⁴. Their role was twofold. First, they provided participants with more information about the roles, responsibilities and costs of bovine TB, through a presentation outlining the New Zealand governance model, how this compares to the

¹³ The questions asked in the interactive voting were, in paraphrased format: 1) How much do you know about bTB? 2) How responsible do you think each of the following groups should be for getting rid of bTB in England? Taxpayers, Government, Wildlife organisations, Farmers, Food industry. 3) What are the most important reasons for getting rid of bTB?

¹⁴ The academic specialist at the Birmingham and Newcastle workshops was Dr Gareth Enticott from Cardiff University, who was also part of the delivery contractor team for this project. At the Exeter workshop, the academic specialist was Dr Ian McFarlane from the University of Reading.

UK model, and the pros and cons of industry playing a greater role in bovine TB control. Second, they supported ongoing deliberations, by responding to participants' questions during small table and plenary sessions.

In addition to the three main broad strands covered in workshop 2 (information about the disease, control measures and roles and responsibilities), a session in the latter half of the day aimed to understand what participants felt the public needed to know about bTB.

In the final session of workshop 2, participants gave their final advice/recommendations for the bTB Strategy. Participants were encouraged to reflect back on all the information and perspectives they had heard over the two days before drawing together their main conclusions on the draft bTB Strategy.

Online Engagement

Between 28th November and 9th December 2013, a third strand of engagement was held online, to complement the previous two strands (10 stakeholder events, and 6 public events). The objectives of this online engagement were:

- To enable members of the public to deliberate in detail on the measures needed to achieve OTF status for England, including current and potential future measures.
- To understand public views and perspectives on bovine TB, the measures proposed in the draft Strategy, and the social impacts of the proposed measures.
- To enable participants to give input on how the strategy should evolve.
- To enable policy-makers to increase their understanding of public attitudes towards the measures proposed to eradicate bovine TB, and on animal disease control more generally.
- To triangulate the results from the public dialogue workshops.
- To trial an online questionnaire tool with deliberative elements.

This strand utilized a pre-existing online tool called Vizzata. This was proposed by the delivery contractor during their tender for the contract. The same system had been used previously during the public controversy over the detection of horsemeat in beef products. The tool allows participants to review prompt material, ask questions, provide comments and receive answers to their questions, before participating in a second round of engagement to receive further information and provide more views. An online tour of the tool can be found at <http://www.vizzata.com/tour.html>

Members of the public were purposively recruited against a quota to maximise a spread of gender, ethnicity, age, socioeconomic grouping, and employment. Alongside these demographic variables participants were screened for a spread of attitudinal characteristics and from a range of postcodes, to achieve a diversity of perspectives. The recruitment specification mirrored that used for the public workshops strand, with the exception that participants were recruited from across England rather than from three discrete local areas.

Eighty members of the public were recruited and 65 of these participated in both rounds of the engagement (15 either didn't start session 1, or chose not to participate in session 2), and 57 completed the evaluation questions at the end of the session.

The approach was piloted before going live and amendments were made to the

questions and content in response to comments and suggestions made by participants in the pilot.

A summary of the process is described below. Please see the online engagement report¹⁵ for the content provided to participants.

In the first stage, participants engaged with the basic content of the project. They could choose when they logged on, within around a 3-4 day window including a weekend. The content was presented in the form of text, tables, images and the two films used in the public dialogue workshops. Participants were asked specific questions in relation to this content.

Throughout the first part of the study participants could also submit comments and questions at any point. These comments were analysed by the delivery contractor and responded to by them and Defra, with brief review provided by external experts, and responses sent out individually by email through the online Vizzata tool.

The process for managing these questions was as follows:

1. All comments and questions received from participants were grouped into themes by the delivery contractor.
2. A response to each theme was drafted by the delivery contractor using official online sources, and input from Defra.
3. Two external specialists (Prof James Wood, Dr Gareth Enticott) reviewed the draft responses.
4. The final response document was used as the resource for responding to individual questions and comments via the online tool.

Participants only received answers to their own questions, not those of others. However, a summary of responses was shown to all participants as part of the second stage of the online engagement. This summary responded to the questions posed by participants at the end of the first stage, when they were prompted to state what else they would need to know to give recommendations for the Strategy. Please see the online engagement report for a summary of responses provided.

The second session of engagement occurred a week after the first session. Participants were asked for their views on the responses they had received to their questions, their recommendations for the Strategy and finally to complete some evaluation questions regarding their experience of the tool itself.

Overall, the sessions were anticipated to take participants about 1 hour to work through in total. They received £15 as a thank you for participating, at the end of the second session.

Use of Results

Section 9 on Impacts covers the way in which results were used. There were four reports produced by the delivery contractor in early 2014: results from the stakeholder workshops, public workshops, and online engagement, as well as an overarching report that took a view across all three strands. These outputs were considered by Defra alongside the findings from their formal consultation on a draft bTB Strategy for England,

¹⁵ <http://randd.defra.gov.uk/Default.aspx?Menu=Menu&Module=More&Location=None&Completed=2&ProjectID=18841>

which took place in summer 2013, to inform the development of the final Eradication Strategy for bTB. Their revised strategy was published on 3rd April 2014 alongside the summary reports from the dialogue.

Media coverage. The public workshops and online engagement took place whilst the pilot badger culls were ongoing in Somerset and Gloucestershire. The extent to which media coverage of the pilot culls affected the views shared is impossible to assess. Awareness of some coverage appeared to be widespread amongst participants and a very small number of people seemed to arrive in the room with their views relatively well formed. Where this was the case, these people tended to be against the culls. There is evidence of some participants in the online engagement being familiar with the arguments on different sides of the debate too.

4 - Evaluation Aims and Methodology

The **aim** of this evaluation is to provide an independent assessment of the public dialogue's credibility, and its effectiveness against its objectives, including an assessment of impacts.

The key questions asked in the evaluation 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?
- Satisfaction: have those involved been satisfied with the dialogue and its value?
- Governance: how successful has the governance of the project been, including the role of the Oversight Group, Defra and the Sciencewise support role?
- 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 assessment methods, conducted between 2nd July 2013 (the inception meeting) and March 2014:

- **Observation.** The evaluators directly observed a variety of events and meetings: all Oversight Group meetings, 1 stakeholder workshop¹⁶, and 2 public workshops¹⁷.
- **Interviews.** Formal stakeholder interviews were conducted at key points throughout the dialogue. A limited round of interviews before any of the events had happened established the context for the dialogue events to baseline the evaluation. Informal interviews were carried out in the margins of the two public events themselves with six participants, as well as five at the stakeholder workshop. A second round of seven formal interviews was conducted with OG members at the end of the project, to assess learning and impact.
- **Questionnaires.** Written self-assessment questionnaire data was gathered from all 10 of the stakeholder workshops (229 out of 231 attendees, 99%), all 6 of the public workshops (all 104 participants, 100%), and the online engagement (57 out of 65 participants, 88%). This represents an *overall* response rate of 97% from all participants combined. A summary of the data gathered from the events is published in the appendices to this report: stakeholder events (Appendix 4), public events (Appendix 5) and online engagement (Appendix 6).
- **Document review.** The evaluators reviewed the majority of written correspondence¹⁸ and documents that were circulated such as minutes, Terms of Reference, dialogue stimulus materials, draft process plans and the Dialogue Reports.

The evaluation also had various formative inputs throughout the project, for example direct conversations with the project manager, asking questions during OG meetings (for example about objectives) and also giving feedback on draft reports.

¹⁶ The lead evaluator observed the Kendal stakeholder workshop on 18th September 2013.

¹⁷ The co-evaluator observed both the Birmingham public events, on 28th September and 12th October 2013

¹⁸ Over 480 emails were read and monitored as part of the evaluation.

5 – Objectives

“Has the dialogue met its objectives? Were they the right ones?”

The evaluation aims to address 7 main questions, of which the one above is the first, focussing on objectives.

There were three over-arching objectives for the public dialogue project. These are below for ease of reference:

- To engage the general public and stakeholders in understanding, deliberating on and contributing to the future strategic development of England’s bTB policy and strategy.
- To inform Defra’s development of a comprehensive bTB eradication strategy.
- To develop and appraise opportunities to build a trust relationship between the general public, stakeholders, and government in developing policy options for animal disease control.

The first two of these over-arching objectives appear to be **well met**. A definition of well met is included in Appendix 7.

It is clear that the dialogue process gave good opportunity for stakeholders and a sample of the public to understand, deliberate on bTB policy and strategy. Both the stakeholder and public workshops were demonstrably designed with this in mind, and according to the evaluators’ observations and the views of the OG, delivered well. Factors contributing to these objectives being met include: the design used, the quality of delivery by the facilitators, the structure and framing of the Dialogue Reports. This is summarised by OG members who said:

“In my view the dialogue completely met its objectives”. OG member

“The dialogue did engage a wide range of stakeholders and public”. OG member

The degree to which views contributed to, or informed, Defra’s development of bTB strategy or policy is a separate question, and one that is covered in more detail under Impacts in section 9. On the evidence that the evaluators have, the dialogue has increased the confidence with which Defra moves ahead with particular elements of their strategy, rather than introducing specific substantive changes as a result of the dialogue. The opportunity to contribute to and inform the strategy was however undoubtedly there, and time will tell how much Defra and others take on board in terms of how they implement and communicate the strategy over the coming months.

It is less clear how the third over-arching objective has been met. This is partly because it did not become a core focus of the design of the workshops or online engagement. It seemed that although it was listed as a primary objective for the overall project, it was actually a lower priority than the other two objectives (to engage people, and to inform the strategy). This was not seen as a particular problem, with one member of the Oversight Group (OG) even saying:

“The last objective about building trust was quite vague. In the end I’m not sure this objective was really relevant or needed”. OG member

Early in the project, the delivery contractor developed with Defra more detailed objectives to support two of the other strands, namely the stakeholder workshops and the public workshops. These detailed objectives are listed in section 3 above.

Without exception, these objectives appeared well met for the stakeholder and public strands. The main factor for this appeared to be that the delivery contractor and Defra identified and agreed the objectives early in the process, and used them to drive and frame the design of these two strands of work. The materials, the process designs, and the facilitation on the day all supported these objectives. The Dialogue Reports either tackle the objectives relatively directly via chapter headings, or indirectly through the narrative that covers the issues arising.

The process of developing the detailed objectives for the online engagement was not given the same priority as that of the stakeholder or public workshops. The detailed objectives were identified and written down after an initial design for the Vizzata process had been developed. There was then little time or flexibility to discuss openly the expectations that different OG members had for this strand of work:

“The online engagement felt rushed and almost out of control, we had to slow it down to try to understand what it was really going to do for us”. OG member

Ultimately the OG members felt split about the degree to which the online engagement had fulfilled their objectives. Everyone recognised it was a trial and therefore valuable, with some useful views emerging from it including some points that the participants felt more strongly about in the online engagement than they did in the other strands (for example, support for a badger vaccination). However, overall the OG members' views were that the online tool provided less value than the other methods and had not met its objectives as well. Specifically, OG members cited the following:

“Not being in the room meant that we just couldn't explain our position like we could in the other two strands: all we could do was provide faceless information instead”. OG member

“It was hard to get people to cover all the detail given how little time there was available”. OG member

Were the objectives the right ones?

Overall, the project objectives were useful and well phrased, when used in conjunction with the detailed strand objectives. The third project objective about 'building trust' was never fully explored as the project progressed, and this was not problematic in the eyes of the OG members.

The detailed objectives for the stakeholder and public strands were useful, specific and timely, and greatly assisted in the good framing and focussing of these strands. The online engagement objectives would have benefitted from being discussed at the same time as the other two strands, to clearly and firmly define how the three strands fitted together and added value. Also, slight alterations to the wording may have made them more appropriate to the online environment, for example instead of aiming for “detailed deliberation”, it might have been more realistic to aim for “initial deliberation” given that participants only had around 1 hour to consider the material and respond.

Additionally, there was for at least one OG member a slight mismatch of expectation about how far the Dialogue Reports would *interpret* the findings. Specifically, one OG member said:

“To be really useful, the Dialogue Reports needed to present the implications of public views for Defra’s strategy”. OG member

With hindsight, it is possible that the objectives could have explored this up front, if only to agree amongst the OG and delivery team where the boundary of analysis and interpretation was in the reporting process. This is covered further in section 6.

Summary – Objectives

Project objective ‘to engage stakeholders and public’ was well met.

Project objective ‘to contribute to and inform strategy’ is currently already met to some extent, although hard to assess at this point (see later section 9) as more time is needed to implement findings.

It is more difficult to assess the extent to which the project met the objective ‘to appraise opportunities for building trust’ but, as described above, it was clear from an early stage that this objective was less of a priority for the Oversight Group.

The detailed objectives for each strand were essential to the clarity and effectiveness of the strands.

The stakeholder and public strands had clear and timely detailed objectives that were largely well met, contributing directly to their success.

The detailed objectives for the online engagement were discussed and agreed late in the day, hampering to some degree the clarity of the planning in this strand, and the appropriateness of the objectives themselves. The specific objectives were less well met in this strand.

There is a mix of view in the OG as to how well the objectives were met overall.

6 – Good Practice

“Has the dialogue met the Sciencewise principles of good practice?”

Sciencewise principles of good practice¹⁹ combine theoretical understandings and practical experience to frame the essential elements of good public dialogue on policy involving science and technology. There are five broad principles:

- **Context:** The conditions leading to the dialogue process are conducive to the best outcomes.
- **Scope:** The range of issues and policy options covered in the dialogue reflects the participants’ interests.
- **Delivery:** The dialogue process itself represents best practice in design and execution.
- **Impact:** The dialogue can deliver the desired outcomes.
- **Evaluation:** The process is shown to be robust and contributes to learning.

Each principle is taken in turn below. We provide an assessment of how well the principle has been met, what evidence this assessment relies on, and what contributed to the principle being met or otherwise.

Context Principle: The conditions leading to the dialogue process are conducive to the best outcomes.

This principle was **fairly well met**.

Purpose. The project objectives were clear and did not explicitly change throughout the project. In addition, a series of detailed objectives for each strand (stakeholder, public, online) provided clarity as to how the strands fitted together and each added value. As mentioned in the previous section, the objectives for the online engagement could have usefully been discussed and agreed at the same early stage as the others.

Timing. There was a very clear policy hook for this dialogue. Defra’s strategy for bTB eradication in England was launched for consultation shortly after the dialogue was commissioned, so the expectation was to take the findings of the dialogue on board during the period of finalising the draft strategy.

From one perspective, this was ideal because the dialogue could be framed directly around the draft strategy, and the dialogue findings be directly incorporated into the final strategy.

On the other hand, timescales were very short to incorporate the dialogue findings into the strategy in a meaningful way. From the start it was seen as a risk that the dialogue may not be completed in time to allow a full and detailed consideration of the findings before the final strategy was published. In the event, the Dialogue Reports were being worked on up to a week before the final strategy which ultimately went live on 3rd April 2014 (two months later than initially planned). However, a key policy maker was

¹⁹ Sciencewise (2013). *The Government’s approach to public dialogue on science and technology*. <http://www.sciencewise-erc.org.uk/cms/guiding-principles/>

involved throughout the dialogue project and so was able to consider the findings as they emerged. Nevertheless, this raises the question of the extent to which policy makers were able to formally take the findings fully on board in the strategy. Indeed one OG member articulated this by saying:

“We have yet to really have a deeper consideration of how the findings affect our work”.
OG member

This risk was rightly identified at the start, and two options were explored regarding the framing of the dialogue to manage the issue of timescales:

1. Hold the framing of the dialogue around the draft strategy, and drive the timescales hard so that the policy deadline could be met. Advantage: maintains the strategy focus. Disadvantage: runs the risk of missing the deadline and the findings not being taken fully on board in the strategy.
2. Change the frame of the dialogue to a ‘futures’ discussion about the implementation of the strategy over the coming 10-20 years. Advantage: relaxes the anxiety over meeting the policy deadline. Disadvantage: loses the clarity and immediacy of the strategy focus.

As the bullets above show, both options had advantages and disadvantages and the choice was fairly closely run. Option 1 was ultimately chosen because the driver of getting feedback on the draft strategy was seen as the priority for Defra. The advantage of this option is clearly secured and has been appreciated by all Defra staff that the evaluators interviewed. However, the disadvantage was that there has been limited time to reflect on the findings and consider them in detail before the strategy was published. This was mitigated to some degree by the policy lead being involved during the dialogue process.

High media profile. At the time of the dialogue, the pilot badger culls in Gloucestershire and Somerset began. As well as an increased level of associated policy work, this caused a significant amount of media coverage that focussed almost solely on the polarised debate about whether or not to cull badgers. The effect of this was evident in most of the workshops, where some participants had seen the media coverage. There was in turn a natural focus towards discussing the rights and wrongs of culling badgers, rather than the wider raft of measures and controls Defra were proposing. A significant effort was consistently made to hold the focus on the wider frame, to good effect.

A noticeable added effect of the high media profile and associated policy work was the high workload of Defra staff throughout the period, particularly when the culls were at their height. There were times when the dialogue was competing for policy-makers’ attention and could not reasonably be prioritised given other demands. This however did not seem to affect the dialogue materially.

Buy-in from policy makers. Once the dialogue started, policy-makers were very engaged in the process. This was evident by the amount of staff time given by both the policy and evidence teams in Defra attending the stakeholder workshops, the public workshops, and also writing or signing off answers to questions raised in the online engagement. Also, the initial plan was to hold only 2 stakeholder workshops, but this was increased to 10 workshops soon after the start of the dialogue, as they were considered so important. The Chief Scientific Adviser and Chief Veterinary Officer were aware of the dialogue and the Secretary of State at the time was briefed on the dialogue

outcomes as one part of the evidence base informing the development of the strategy.

Resources. The amount of resources appeared to be about right:

“Given the topic and the fact that it’s a 25-year strategy, I think we got good value for money, indeed the whole process was relatively inexpensive for Defra”. OG member

“Funding levels were OK. Co-financing from Sciencewise was very useful: the project would have looked very different without it”. OG member

This was the over-riding feeling amongst those interviewed.

In terms of the allocation of funds between the strands, there was a common feeling amongst interviewees that the online engagement was ‘nice to have’ but could if necessary have been dropped. There was a suggestion that funds saved from the online strand could have been allocated to the other strands to make them more robust. For example, interviewees suggested that extra funds could have allowed a facilitator and a note-taker to be at each discussion group in the public workshops, and also allowed the evaluator to observe more events and in turn make the evaluation more robust.

“Given the choice again, I’d drop the online engagement and move the resource to the other work to make more robust”. OG member

The amount of staff time and skills available also seemed about right, in that they actively assisted with the delivery of the dialogue and did not overtly hinder the effectiveness of the work, despite the tight timescales and high media profile.

Scope Principle: The range of issues and policy options covered in the dialogue reflects all the participants’ interests (the public, scientists and policy makers).

This principle was **well met**. Factors for this are explained below.

Framing. Defra had several framing constraints for the dialogue that arose from the political context and the aim of eradicating bTB. First, the dialogue should be about the full range of measures and proposals in the draft strategy, not just badger culling. Second, the dialogue was not about whether the pilot culls were right or wrong: the culls were already committed to²⁰. Third, the options put forward for discussion in all strands should be consistent with the options put forward in the draft strategy. This clear framing by Defra was helpful in that it set the context very clearly and prevented the dialogue straying into territory that, whilst potentially interesting, had little possibility of impact for Defra.

Clarity over influence. Since participants were discussing the range of options in the strategy, it was implicit that this was all open to review i.e. theoretically everything in the draft strategy. Although Defra and the facilitators in all meetings were very clear about the culls being ‘out of bounds’ for discussion as the culls were already committed to, it

²⁰ The pilot culls were announced in December 2011, and started shortly after the dialogue was commissioned. The culls were operational during the period that most of the dialogue workshops were run.

was perhaps unrealistic to expect participants not to want to discuss them given their profile. There was also some scope to point out areas of the strategy that were more flexible than others, for example the governance model and establishment of local partnership boards.

About half the stakeholders at the workshops felt that *“it was reasonably clear what influence”* they could have (49%), whilst 20% disagreed. About half the participants in the public workshops felt *“confident that these events will make a difference to the government’s strategy”* (52%), whilst again 20% disagreed.

Meeting participants’ interests. The attendees at the stakeholder workshops were self-selecting. The events were publicised through a wide variety of channels and networks, and interested stakeholders had the flexibility to sign up to the most convenient date and location to them. Most attendees claimed to be *“aware of and understand the objectives of today”* (88%), and were *“satisfied with today’s workshop”* (81%). When these two statistics are taken together, it appears that the events covered stakeholders’ interests and largely met their expectations.

For the public workshops, nearly all (94%) of the participants who attended their first event did return for their second event and stayed to the end. If one accepts a high return rate as a proxy indicator for participants’ interest, then this implies the public participants were interested in the topic. From the evaluators’ observations at the Birmingham events, participants were also largely very engaged in the discussions throughout the events. Various public participant comments are consistent with this:

“Enjoyable and informative”. Public participant, Birmingham event 2

“Excellent and worthwhile”. Public participant, Newcastle event 2

“I have thoroughly enjoyed both days, thank you very much for allowing me to participate”. Public participant, Exeter event 2

The dialogue met the interests of Defra, mainly because of the strong steer the dialogue was given to stay within the boundaries of the draft strategy. This increased the value of the dialogue significantly for Defra staff in policy and evidence teams.

Diversity of participant perspectives. Overall the number and diversity of participant perspectives seemed appropriate. The stakeholder strand offered 10 locations around England for interested parties to attend so as to minimise travel inconvenience, and also used a wide range of communication channels and relevant networks to get the message to potentially interested people. The main audiences initially identified *per workshop* were farmers (10-20/workshop), vets (5-10/workshop) and 10 other institutions/workshop. In most workshops these ‘quotas’ were met, and seemed to provide an appropriate balance. 78% of stakeholders attending said *“the range of relevant interests were represented”* and 91% said that *“attendees had the right level of knowledge and experience to participate in discussions”*. These are positive results, indicating participants’ own satisfaction with the number and diversity of participant perspectives involved.

The purposive sampling used to recruit people for the public workshops sought an appropriate balance and diversity, which appeared to be achieved. The three locations (Exeter, Birmingham and Newcastle) were situated in the High, Edge and Low Risk Areas respectively, partly to see if the findings varied by location or risk area. However,

in addition to the 'risk-area' variable changing between locations, another variable was also changed, that of 'rurality'. Exeter participants were recruited from outside the city limits (rural), Birmingham participants were recruited solely from within the city limits (urban) and Newcastle participants were a mix. With both variables being altered between the three locations, it is therefore difficult to isolate the effect of either. The relevant Dialogue Report executive summary does not mention any analysis or conclusions across the three risk areas or by rurality.

The online engagement had the same purposive sample profile, except that it sampled people across England instead of just in the three locations.

The numbers of participants in the three strands felt appropriate to OG members. It was understood that the results are not statistically representative of the public at large across England, but that the numbers involved did give valuable insights into the range of views that exist.

Delivery Principle: The dialogue process itself represents best practice in design and execution.

This principle was **fairly well met**. Factors for this are described below.

Dialogue experience and support. The Defra project lead was experienced in both the subject matter and also processes of social research specifically looking at bTB. It was the first time the project lead had been involved in a 'public dialogue project' in Sciencewise's definition. Support was provided to the project lead by the Sciencewise Dialogue and Engagement Specialist (DES), and this support was appreciated and useful for smooth delivery. With hindsight, it might have been useful to meet face to face at an early stage after project inception to discuss the Sciencewise experience of specific aspects of the project, for example selecting members for and convening Oversight Groups, to maximize the opportunity to address difficulties along the way. The project lead felt that a civil servant mentor from another public dialogue project may also have been valuable, to help share experience of what worked in other contexts.

Appropriateness of methods. The dialogue employed three different methods to gather data on public views regarding the eradication of bTB: stakeholder workshops, public reconvened workshops in three locations, and online engagement via the Vizzata tool. On the basis of direct observations and interviews with the OG, these methods were very appropriate to the project objectives, although there was some ambivalence about the appropriateness and value of the online engagement method in this context.

The stakeholder workshops went well beyond the statutory requirement of providing a written consultation on the draft strategy, and indeed they represented a significant effort to offer 10 workshops around England for interested stakeholders to engage.

"We didn't turn anyone away". OG member

Politically and ethically the opportunity for stakeholders to access Defra staff to ask questions, hear their thinking, and make views known was important given the sensitivity

of the policy area. The method was ideal for this, and the provision of 10 workshops should be seen as a significant commitment by Defra to talk and listen to stakeholders about the strategy. The majority of participants were satisfied with the stakeholder workshops (81%).

The public workshops were a good method to access public views. A cross-section of the public were given adequate time to learn about and deliberate on choices and trade-offs within the overall aim of eradicating bTB. The number of locations and numbers of participants involved was useful and credible for policy and evidence staff in Defra (see below for more on this).

The feedback on the appropriateness and value of the online engagement tool as one part of the dialogue process was less clear-cut. This was a small and experimental element in the dialogue overall and so is reviewed and assessed in some detail here.

On the one hand, the OG was pleased that the tool had been trialed and more feedback had been gained from the public and that it effectively *“showed us the gut reactions that people have”*. On the other hand, some OG members felt that the tool didn't allow the depth of deliberation and useful face to face interaction that the public dialogue workshops allowed, and was significantly less valuable as a result.

“6 out of 10 for me, I'm just not sure it's appropriate for such complex issues”. OG member

“You couldn't probe beneath particular views, or understand what a one or two word answer really meant”. OG member

There is perhaps a question about whether the tool was ultimately used in the optimum way for what it can provide. Vizzata publicise the online tool on their website, by saying:

“Discover the questions on participants minds. Vizzata™ is an online tool for researchers to quickly explore the reactions of participants to prompt material”.

However, the objectives for the online engagement strand were somewhat different to 'discovering the questions on participants' minds' and 'exploring reactions to prompt materials'. More depth was required to fulfill the stated objectives of this strand, in particular 'enabling detailed deliberation on the measures'. The slight dissatisfaction felt by some OG members perhaps reflects this: the tool didn't – and was possibly never going to – give the depth of deliberation aimed for. If the objectives had been more focused on understanding public reaction to particular ways of *describing* the bTB challenge and the measures in the strategy, it may have provided a highly effective and rapid way of understanding this. This appears more consistent with the intended function of Vizzata.

Organisation of delivery. Overall the logistics and administration of the project was smooth and efficient, with the right people getting to the right places with the right materials at the right time. The delivery contractors were clearly experienced at organizing workshops for both stakeholders and the public on complex and potentially controversial topics. Participants also noted this:

“Well organised and handled forum”. Stakeholder workshop attendee

“Very well executed workshops”. Public participant

Of note was the increase in the number of stakeholder workshops early in the process. Initially, 2 stakeholder workshops were anticipated in the process design. Defra soon increased this to 10 stakeholder workshops, to allow more locations to have the same workshop opportunity across England. The delivery contractors were asked to deliver these additional 8 workshops to the same design as the original workshops planned. The delivery contractor's ability to respond so rapidly to a significant increase in demand was impressive, and all 10 workshops were staffed well and reported on rapidly, each with their individual workshop report.

The downside was that the increased focus on the stakeholder workshops appeared to delay or impair the advance planning of the public workshops and online engagement. On several occasions there was only 24-48 hours notice for Defra and OG members to review workshop plans, the animation, and the video which was not seen by the project lead until live in the first public workshop. This late planning appeared to have two impacts. First the exposure of the project to risks that might have been avoided, for example had the video been unacceptable to Defra in the first public workshop, it would have been detrimental to the project and impossible to do anything about at that point. Second, the fact that a series of planning deadlines were so short meant that it was difficult for Defra's wider staff, and external OG members, to input in a meaningful way at some key points. The capacity implications of the project – including the increase to 10 workshops – perhaps could have been better foreseen and handled to minimize the risks to the project.

“The delivery contractor did a brilliant job in the end, but it all felt too rushed”. OG member

Finally, there was a slight misunderstanding between the delivery contractor and Defra about how much Vizzata staff would be involved in the online engagement strand. Defra anticipated Vizzata staff designing, delivering and reporting on this strand, as well as using the bespoke software package online. The delivery contractor on the other hand planned to do the design, delivery and reporting themselves with one day's input from Vizzata, albeit with Vizzata's software package. This misunderstanding did not emerge until it was too late to address it easily. It is impossible to know what difference if any there would have been if it had been organised differently, but the misunderstanding is worth bearing in mind for similar situations on future projects with consortium or partnership arrangements.

Clear objectives communicated. The OG had a fairly clear view of what the project was trying to achieve, as expressed in the over-arching project objectives. As discussed above in section 5, the development of detailed strand objectives helped clarify how the various strands fitted together. The objectives were briefed to both the stakeholder workshops and the public workshops, so there was good opportunity for participants in both strands to understand what the function of the events was. There is no evidence that participants of any of the strands did not understand enough about what was being done or why.

As mentioned in section 5, the objectives for the online engagement were developed too late and therefore missed the opportunity to really reflect on what optimum value the online tool could provide in the project. Although the objectives existed on paper, there was little ownership of the words:

“We didn't really know what the online tool would do for us. We started by thinking we wanted it to funnel down into specific questions raised by the public dialogue, but we ended up mirroring a shorter version of the public workshops”. OG member

Involving external stakeholders, and offering a diverse range of perspectives. The Sciencewise guiding principles say that a good dialogue should “involve relevant stakeholders at appropriate times in the oversight of the dialogue process” and be “conducted with no in-built bias” and “provide participants with information and views from a range of perspectives, encouraging access to information from other sources”.

The dialogue process addressed this aspect of the principles by:

- Setting up an Oversight Group that had the National Trust and an independent chair on its membership beyond Defra, TBEAG/AHWBE and Sciencewise.
- Video on social implications, shown at public workshop 2 and in the online engagement. During the video there are four perspectives shown: the RSPCA, the Wildlife Trusts, a farmer, and a vet.
- The materials used in the workshops were written and produced by the delivery contractor, and signed off by Defra.
- A range of quotes taken from a range of perspectives expressed in the stakeholder strand. These quotes were displayed in the public workshops and participants asked to indicate which they most/least disagreed with.
- Attempts to get independent scientists to attend the public events as a specialist resource.
- The online engagement involved the delivery contractor drafting answers to public questions from official sources, plus Defra input, and then brief external review by two specialists before they were sent to participants.

This illustrates that efforts were clearly made to involve external stakeholders in the oversight of the process, to avoid bias, and to provide a range of perspectives. The efforts were to a certain degree successful, but it is possible that they could have gone further and therefore give more confidence in the findings of the dialogue overall. The specific elements which, in the evaluators’ view, could have been developed more are explored below:

- Oversight Group. Although the OG existed with Terms of Reference and membership, it was not fully functional in that the members external to Defra either participated sporadically, or hardly participated at all (two members never attended a meeting). It is more accurate to conceive of the OG as an internal management group that occasionally had an external viewpoint represented on it. The impact of this is hard to gauge, but is likely to have resulted in the framing of the dialogue being more narrow than would otherwise have been the case if a range of external members had been more involved, and the stimulus materials giving more prominence to measures that were not prioritised in Defra’s strategy. One OG member gives a specific example by saying:

“The materials didn’t contain much about the badger vaccine, and verbal answers were fairly limited even when public participants asked about it. I’m not sure a wider OG would have signed off the materials without more in there on this”. OG member

- Animation. This explained ‘What is Bovine TB?’ in a concise 5 minute graphic animation. It set out the background to bTB, Defra’s view of the need to eradicate bTB, and an overview of Defra’s strategy. However, it did not highlight that there are disagreements about the evidence and how best to manage the

disease. The animation could have usefully alluded to these without giving them too much prominence or compromising the integrity of the narrative.



- Specialist attendance at the public workshops. As mentioned above, attempts were made to get independent scientists to attend the public workshops to answer questions and act as a resource for participants. The seeking of single individuals who could provide what Defra saw as independent input was problematic because almost any external stakeholder who had specialist knowledge on the topic also had a view, so was no longer be considered independent. This difficulty was compounded by the lack of time. In the end the event 1s had no specialist input beyond Defra or AHVLA (an agency of Defra and the devolved administrations), and at most of the event 2s an academic specialist who was invited into the delivery contractor’s team for the duration of the project. In the words of the delivery contractor though, “*his role was more about helping us communicate clearly with the public than putting across a diversity of viewpoints*”. Whilst Defra/AHVLA representatives did make efforts to put across the range of views, the lack of alternative specialist input in person did introduce the danger that the alternative views to those of Defra were not well represented at the workshops.

A more flexible approach to seeking to demonstrably avoid bias here might have proved helpful. Instead of seeking one single individual who everyone could agree was “independent” – with the different interpretations of the word - it would have been possible to seek one or two viewpoints that were explicitly not independent, but when added together gave a more rounded view of the issue. This would have brought the uncertainty in the evidence to light and cast into relief the different values being brought to bear on the problem. The video on social impacts is a good example of where this thinking was effectively applied: the farmer, vet and NGOs did not agree on all aspects of managing bTB, but did fill out the picture well for viewers.

- Answers provided to online engagement. Answers were provided to a large number of questions, within a short timescale. Although the answers to the participants’ questions were reviewed by two external specialists, there was minimal time for this to be a complete process of introducing the diversity of viewpoints that existed. One example that illustrates this well is the following Q&A in the online engagement:

“Participant Question: *Can we hear more about the opposing arguments for current schemes or proposed measures? What are the objections and rebuttals? How have measures divided communities as described by the RSPCA representative?*

Response: *Thank you for your comment. We did try to ensure we included a range of views through our perspectives interviews, but will bear this in mind for*

future activities.”

There was more scope to address up front this kind of question, and also tackle it when specifically asked. This was another possible role for external specialists.

The diversity of views – and/or the absence of bias - are not black and white matters against which there is an objective yardstick to judge. So, this poses difficult questions about a public dialogue on a sensitive topic: how diverse does the range of perspectives have to be in order for it to avoid bias? Is there a point past which the diversity of views in the stimulus materials is misleading? Where is the best place to draw the line?

The answers to these questions are fundamentally subjective and relative, so this evaluation cannot draw a firm conclusion. However, a useful way of safeguarding against the prominence of a commissioning body’s viewpoint in a public dialogue (and therefore the risk of having it reflected back to them by the participants or generating suspicion of the process) is the involvement of a functional and active Oversight Group with diverse interests. As described above, the Oversight Group in this project did not fulfil this role as well as it could have, so the safeguard was not as strong as it could have been.

Be deliberative. The degree of deliberation is a function of various factors, including time, information, hearing other viewpoints and good quality facilitation (in a workshop setting). The stakeholder workshops seemed to fit a common understanding of being ‘deliberative’, in that participants liked the information provided (85%), got appropriate answers to their questions (89%), and that the facilitation was fair and unbiased (96%) to support their deliberations. Time was an issue for the stakeholder workshops, with 25% disagreeing that there was adequate time to discuss the issues. The events were designed to end at 1430 each day (shortly after lunch) so that farmers could return to their farms for milking time, but it is unclear where the optimum balance was between this and giving more time for discussion. Out of 231 attendees, 111 were farmers (48%). It is noticeable that of the 79 comments about ‘the worst thing about the events’, 19 of them explicitly note there was not enough time: quite a high proportion for a single issue. Nobody highlighted the convenience of the timing in their comments in the evaluation, indeed one even says “meeting not at a convenient time”, so it is difficult to be confident that this was the optimum timing. Overall though, the stakeholder workshops were indeed deliberative.

The public workshops also seemed to fulfill the requirements of deliberation. Participants were given 2 days to consider the issues and as a result 94% felt they had enough time to do so. Participants were able to “contribute their views and have their say” (97%) and felt that the “facilitation was effective” (92%) to support their deliberations.

“Very interesting debate”. Public participant, event 2

The online engagement had the same objective as the public workshops, that of aiming to “enable detailed deliberation”. However, with only 1 hour allocated to the process rather than the 2 days in the public strand, one could say that it was never going to achieve the detailed deliberation expressed in the objective. The relevant Dialogue Report alludes to this²¹.

²¹ Pages 3 and 27 of the Online Engagement Dialogue Report.

It does pose the question across all these kinds of dialogues: how long does a process of deliberation have to take before it is classified as “deliberative”? 5 minutes, an hour, half a day, or more? Whilst deliberation is about more than just time, time is surely a key element. To the evaluators, a process of one hour appears to be fairly close, if not under, the threshold of deliberation²². However, this strand of engagement was explicitly different and valuable because of its difference: the shallowness of deliberation does not reflect badly on the method employed, but does seem to impact on the value of the findings for the OG members:

“People didn’t seem to think about our answers and information”. OG member

Diversity and number of participant perspectives. See the discussion of this point under the Scope principle above.

Involve participants in reporting. The ways in which participants were involved in reporting include:

- Being able to hear what their small group facilitator verbally fed back to the wider group in the plenary sessions of both the stakeholder and public strands.
- Being able to generate the results of some of the exercises themselves, such as the electronic voting, or the ‘newspaper articles’.

It is noticeable that no reports from any of the strands were circulated until the revised strategy was published on 3rd April 2014. This is around 6 months after most of the public and stakeholder events: a long time for participants to remember what happened and how the events unfolded. The reports were all published as final versions, with no opportunity for participants to comment. The individual reports from the 10 stakeholder workshops were also circulated on 3rd April, to all those who signed up at workshops to receive them - these went to 130 participants in total.

It is debateable whether this is enough for participants to be really ‘involved in reporting’ as mentioned in the Sciencewise guiding principles. There was scope to involve participants more in the reporting process: during the events (e.g. recording key points on flipcharts, or summarising them and feeding them back verbally) and after the events (e.g. circulating a draft report for comments), and proactively publishing the individual reports from the stakeholder workshops soon after each event.

Reporting. On 3rd April 2014 the Dialogue Reports were published: 3 strand reports (stakeholder, public and online) and one cross-cutting report. The additional 10 reports from the individual stakeholder workshops were also circulated (see above). Prior to publication, the four main reports were peer reviewed by a member of Defra’s social science expert panel, prompting a further round of amendments.

In the evaluator’s view, the four reports in the public domain are easily readable, state the aims and methodology well, are honest about the limitations of the dialogue process, and set out the diversity of views gathered through the process. A more explicit description of the data analysis process used would have been appreciated by some OG members.

²² By comparison, a focus group (normally around 2 hours duration) would not normally be considered ‘deliberative’ by Sciencewise.

If there is one ambiguity to note it is the approach taken to reflecting the prevalence of particular viewpoints in the dialogue. All three strands of dialogue are qualitative, in that they do not claim to statistically represent the views of the public at large due to small sample sizes, and in the case of the stakeholder strand, the self-selecting nature of the attendees. There are different ways in which this could be handled within reports from this kind of process. On the one hand because it isn't statistically representative it could be misleading to imply that a majority or minority of participants felt X, as the reader could mistakenly infer that it represents the wider public. On the other hand, if public dialogue "gives strong indications of how the public at large feels"²³, then providing a sense of the prevalent viewpoint could be an important part of the findings as long as the non-representative status of the findings is made clear.

Either way, how to reflect 'numbers' in the reports was a sensitive part of the reporting process and contributed to the reports taking 2-3 months to be discussed and signed off for publication. The reports try to stay away from using language that could be construed as overtly quantitative, including 3 of the 4 reports containing a caveat at the front saying that "qualitative approaches are not about identifying the prevalence or distribution of a phenomenon...". However, the end result is slightly unclear because there are direct references to "a majority supported Defra's proposal"²⁴... and there are indirect references to numbers via statements such as "there was general support for increased routine testing"²⁵. It is unclear how the reader should interpret these statements, or why some statements have been allowed to stay in, whilst others have been removed in the final version. A clearer explanation of how the data was processed and used to form the findings would have been useful. In part, this points to a larger issue regarding delivery, that of a mismatch in expectation between Defra and Sciencewise regarding the relationship between public dialogue and social research, what quality standards should be followed, and what protocols should be used. This is covered separately below.

Expectations, assumptions and quality standards. It is fair to say that by the time the project ended, a variety of mismatches of expectation had emerged between those commissioning and delivering the various strands of dialogue. They may also be relevant to wider Sciencewise and Defra projects beyond this dialogue on bTB, as illustrated by one OG member who said:

"Most public dialogue projects would probably fail the quality standard if they were research projects: more time and effort needs to be spent on making them robust". OG member

Specifically, the following were raised:

- Ratio of participants to facilitator/recorder. The ratio of one facilitator/note-taker to 10 participants in the public strand was seen as problematic by some OG members, impacting upon their satisfaction with the findings. In particular, interviewees cited the restricted ability of the facilitators to probe beneath the views initially expressed when they were facilitating, note-taking, and time keeping all at once.
- Depth of probing. Several OG members referred to hoping the dialogue would have probed deeper into "*why people felt what they did*", and have "*more depth and less breadth*". During final interviews, this was assumed by some OG

²³ Excerpt from Sciencewise Guiding Principles

²⁴ Cross-cutting report, page 7, bullet 4 under Bovine TB control measures section.

²⁵ Cross-cutting report, page 5, bullet 5 under Cattle measures section.

members to be the main point of the project. It is noticeable though that the objectives do not refer to this directly, and there was considerable pressure to cover a lot of complex material during the events: it is inevitable that a tradeoff between depth and breadth occurs.

- Degree of interpretation. Several OG members also referred to the findings initially being valuable, but “*lacking in clarity about what they mean for Defra*”. There was a spectrum of words used to describe the process of getting from data to findings, ranging from ‘reflecting what participants said’, to ‘analysis’, ‘interpretation’, and ‘setting out the implications’ for Defra. The objectives are silent on this, referring generically to wanting to “understand public views”, although how participants' views are interpreted and reported can potentially influence the level of impact which public dialogue can have. This is particularly the case when the final report is drawn on to identify and communicate the implications of the work for policy makers, ministers and others. Ultimately, Defra was of the view that to be valuable the analysis process should interpret the findings and set out the implications for them in terms of policy. The delivery contractor on the other hand felt that as an independent deliverer of public dialogue they should only reflect what people said, albeit in a summarised and accessible way. As a result there was a slightly protracted period of crystallising the findings into key points before the reports were published.
- Structure and format of reports. Several structural changes were made to the reports as a result of the reviewer’s comments, for example, the inclusion of an explicit section in each Executive Summary that reflects on how each strand met its objectives. Some of these changes were deemed to be required even though they were not specified earlier, and perhaps could usefully have been raised at an earlier stage of the reporting process. A staff member from Defra acknowledged this: “*it would have been helpful if we had set out our expectations earlier on the type of reporting we anticipated*”.
- Handling of numbers in the reporting of qualitative dialogue processes. As mentioned above, this was a sensitive point in the reporting process. Different expectations, preferences and experiences were brought to bear in the discussion about how to handle this. The end result is not as clear as it could be, with a number of statements of numbers (direct or indirect) still standing in the cross-cutting report.

These mis-matches of expectation appear to primarily stem from one thing: a classification of public dialogue either as research, or something different but explicitly not research. Defra saw this project as an extension of its social research programme, so it needed to meet all their usual quality standards, practices and protocols (although the main guidance²⁶ in the Invitation to Tender regarding methodology contains Sciencewise requirements, not Defra requirements). The delivery contractor however saw the project differently in terms of approach, believing it to be explicitly *not* research but a different process of exploring and understanding public views that contributes to policy making. Whilst superficially only a semantic point, this difference in methodological classification leads to various differences of opinion on process matters, including the ones listed above. Most significantly, some Defra staff clearly feel that a lack of a published quality standard for public dialogue reduces the value of the process, with one interviewee saying “*public dialogue doesn’t seem to have a quality standard like social research does*”. This is important because it increases or decreases the credibility of the findings and therefore the value of the work (discussed more in section 11). Another interviewee summed up their thoughts on the issue by saying:

²⁶ Invitation to Tender, page 26, section called ‘Guidance on dialogue process design, methodology and delivery’.

"I don't really see difference between research and dialogue: if the difference is important then it needs defining". OG member

Impact Principle: The dialogue can deliver the desired outcomes.

This is covered under section 9.

Evaluation Principle: The process is shown to be robust and contributes to learning.

The principle appears to be **very well met**. Others are invited to judge this from their perspective too, and feedback to the evaluators is welcome.

Factors addressing this principle include:

- There was an independent evaluation.
- The evaluation was adequately resourced, approximately 10% of the delivery project budget.
- The evaluation was commissioned by competitive tender.
- The evaluation started early: at the same time as detailed design and delivery started.
- The evaluation addressed the objectives and expectations of stakeholders including Defra, as well as standards of good practice set by Sciencewise (although see comment below regarding resourcing).
- The evaluation gathered both qualitative and quantitative data so that conclusions could be evidence-based.
- The dialogue process ended with an open discussion of learning at a 'wash-up' meeting, as well as planned publication of a case study to share learning more widely.

Resourcing of the evaluation. The evaluation was initially resourced to roughly 10% of the overall cost of the delivery contract, in line with usual Sciencewise practice. The project was then significantly extended, with the addition of 8 extra stakeholder workshops. The evaluation budget was at the time not extended, leaving these 8 workshops potentially un-evaluated. There was not adequate time to reach agreement about a budget extension, so 3KQ completed the evaluation of these workshops in good faith that funds would be found at a later date. Some months passed before the project lead was able to secure funds to pay for this work. We are grateful for this and appreciate the administrative effort that such extensions require. The learning is perhaps that an extension to the evaluation should be considered as part of the extension to the delivery *automatically*, to prevent any part of the project being un-evaluated or put at risk.

One OG member felt that the evaluation budget should have allowed direct observation of all the events to be fully robust.

Regarding the utility of the evaluation overall, the Defra project lead commented that:

“The evaluation has been nothing but helpful. It’s much better to raise questions to prompt reflection at the time than keep quiet until its too late at the end”. Defra project lead

The evaluators welcome feedback on any aspect of the evaluation.

Summary – Guiding Principles

Context Principle:

The aims and objectives of the project were clear from early in the planning stages, with the exception of the online engagement (explored in section 5).

The timing was very tight indeed to allow policy makers to fully consider the outputs of the dialogue and take them on board in revising the strategy. It is likely that more time would have allowed more influence to occur. Impacts are explored more in section 9).

Funding levels were about right, although the online engagement could have been omitted if necessary.

Scope Principle:

Defra had several framing constraints for the dialogue: this helped keep the dialogue on useful territory for policy-makers.

It was relatively clear what influence participants could have, although this could have been made a little clearer given that some parts of the strategy seemed more flexible than others.

The dialogue covered the interests of stakeholders, participants and policy-makers.

The dialogue included an appropriate number and diversity of perspectives from those participating in the three strands of dialogue.

The sampling of different degrees of rurality was ultimately not useful as it was not isolated as a single variable in the design.

Delivery Principle:

The 3 methods chosen were appropriate for their purpose, although there is a question about whether too much was being expected of the online engagement.

The dialogue was delivered effectively and professionally, although the detailed planning of the public and online strands could have been done more in advance to avoid undue compression just before the events.

External stakeholders were involved in the governance of the project, but not to the degree that would have made full use of the wider perspectives that they bring to choices about framing, balance of materials and provision of information.

When considered as a package of methods, the 3 strands provided good opportunity for deliberation. This was most limited in the online strand.

There were some, but limited, opportunities for participants to be involved in the reporting of views going forward in their name. There was scope to develop this further.

Various mis-matches of expectation emerged late in the project, reflecting a deeper difference of view between parties involved about the status of public dialogue and its relationship to social research, and therefore the quality standards and norms that should be applied to it. The main manifestation of this was an extended reporting process to reach an approved set of reports.

Impact Principle: covered under section 9.

Evaluation Principle:

This principle was met in various ways, including the evaluation being undertaken by an independent body recruited via competitive tender, and the evaluation being funded to around 10% of the cost of the delivery project.

7 - Satisfaction Levels and Value

“Satisfaction: have those involved been satisfied with the dialogue, and its value and benefits to them?”

Satisfaction levels appear **high**, although variable amongst the OG.

The stakeholder workshop attendees were satisfied with the workshop overall (81%), with only a few tending to disagree. This seems quite an achievement given the strength of feeling around the issue. Attendees appeared to feel that although they may not agree with all aspects of Defra’s draft strategy, the workshops were well run (see delivery principle above in section 6) and fairly facilitated, with no single view dominating and plenty of opportunity to contribute their views.

“I found the whole aspect of the consultation very interesting”. Stakeholder workshop

“Very useful exercise with very different views and valid points”. Stakeholder workshop

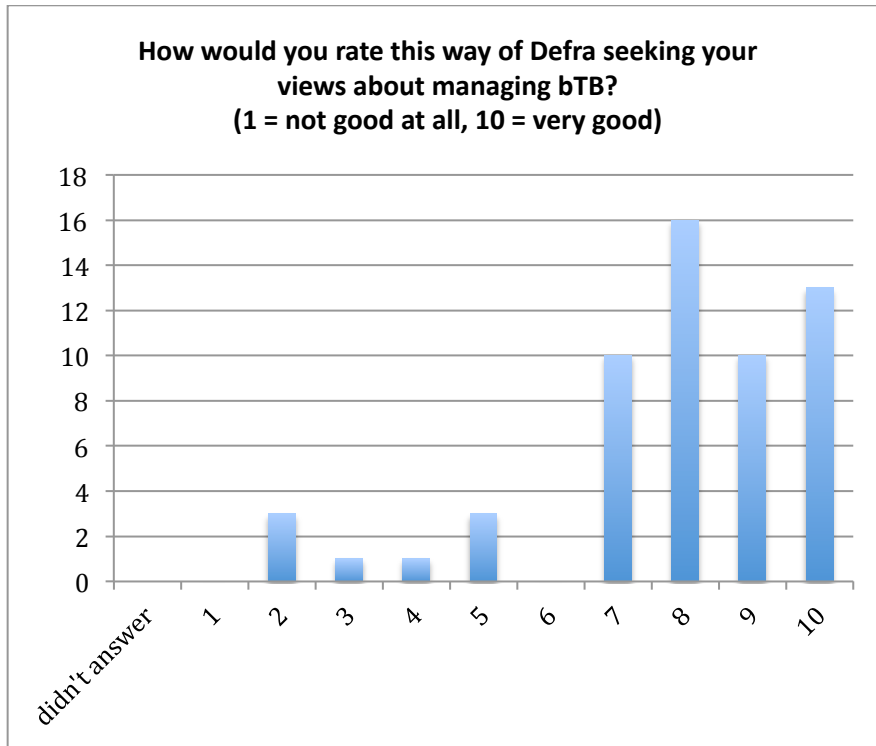
The main things of value to the stakeholder attendees were: the opportunity to talk to Defra staff; hearing other peoples’ viewpoints; and having the chance to make their views known.

The public participants were also satisfied with the public workshops, with 95% of public participants saying that they were “overall satisfied with the events”. The majority of these agreed strongly, which does indicate high satisfaction levels from a participant perspective.

“Well worth attending”. Public participant, workshop 2

“Very enlightening and something that I will definitely follow”. Public participant, workshop 2

The participants in the online engagement were asked “Out of 10, how would you rate this way of Defra seeking your views about managing bTB?” Their responses can to a certain degree be seen as a proxy for their satisfaction with the process they had participated in (although strictly speaking they are different measures). Of 57 people that participated and answered the evaluation questions, there appeared to be two groups as illustrated by the graph below.



Firstly there were participants who scored 7-10 who broadly liked the method (86%). Secondly there were participants scoring 2-5 who didn't like it or weren't sure (14%). The reasons for these scores are reflected in the main 'likes and dislikes' expressed in follow-up evaluation questions: summarised below:

Likes	Dislikes
Appreciated being asked for their views	Volume of information to take in
Learning new information	Nature of answers given: too generic/unclear
Being able to ask questions and get answers	
Seeing different perspectives put across	

Within the OG, there were mixed levels of satisfaction. Some members were very satisfied with the work and pleased with the outputs:

"I was really satisfied with the work, especially the stakeholder and public workshops". OG member

Whilst all members thought the project had delivered value to Defra, some members were less satisfied with the dialogue overall:

"The timing and speed of the dialogue process, as well as the robustness of the reporting were problematic for me. It's been valuable, but could have been better". OG member

Value and Benefits

OG members cited five main ways in which the project had been valuable to them.

- Informing and endorsing elements of the bTB strategy.
- Informing communications and “*reminding us how little the public know about bTB*”.
- Directly engaging with people. The direct face to face engagement with both stakeholders and public was recognised as having intrinsic value beyond the ‘data’ that was gathered, in part because it provided “*a bit of a reality check for us in Whitehall, engaging on a human level on this issue*”.
- Providing a more comprehensive engagement process, beyond “*firing out a consultation document and waiting in a passive way for responses*”.
- Providing a more robust evidence base about what the public think. This has already been used in answering Parliamentary Questions, and responding to scrutiny from the Environment Select Committee.

More benefits and ways in which the dialogue delivered value are covered under Impacts, in section 9.

Summary – Satisfaction Levels and Value

Satisfaction levels appear high, although variable amongst the OG.

Participants were largely satisfied with the dialogue: stakeholders (81%), public (95%) and online (86%).

OG members were mixed about their satisfaction. Some felt very satisfied, whilst others were less satisfied due to the problems in delivery and reporting.

The main areas of value from the dialogue were: informing the strategy, informing communications, being able to directly engage on a human level, and providing a comprehensive engagement process (beyond the usual public consultation).

8 - Governance

“How successful has the governance of the project been, including the role of advisory panels, stakeholder groups and the Sciencewise support role?”

The governance of the dialogue was **successful** although would have benefitted from a more diverse and active Oversight Group. Factors that contribute to this are below.

Active project lead. There was a single clear project lead, who was initially seconded to Defra in a part-time capacity, and later part-time employed. This role provided a single focus for day-to-day decisions on the project, and a first point of contact for the delivery contractor and evaluators. The role allowed one person to develop a complete knowledge of the project sitting in the centre of communications and decisions, as well as being able to secure necessary involvement internally within Defra as the project progressed. This was essential for good project delivery, and appeared to work very effectively.

Engaged staff from Defra across the policy, evidence and social science teams. Staff from the sponsoring department Defra were engaged in the dialogue, particularly in the stakeholder workshops. There was good representation at each one of these workshops from Defra staff to answer questions and listen to stakeholders' viewpoints. The online engagement experienced a significant peak in workload for Defra staff in writing answers to the questions with the delivery contractor, and the team were responsive despite having a great deal of other pressure to handle (the badger culls were live at this point and increased workload for all involved).

Sciencewise support role. The Dialogue Engagement Specialist from Sciencewise provided support and advice to the project as it progressed, and was treated as an equal member of the OG. This was useful to ensure that the project met Sciencewise requirements as a co-funder. A couple of OG members said they had expected the Sciencewise role to be more active in terms of project management support and providing oversight, but overall they found the role useful. A possibility for future projects might be to consider regular 'check-in' calls between the project lead and DES.

Lack of a fully functional diverse Oversight Group. As covered above in section 6, the OG was not fully functional as a diverse group of interests, in that of the three members external to the funders or contractors only one could be described as active. The group however operated well as an informal management group within Defra, with a relatively flexible membership. The impact of this was that the dialogue did not benefit fully from the wider perspectives that external stakeholders would have brought, including regarding the framing of the dialogue, balance of materials, and answers provided to questions in the online engagement. This was least important in the stakeholder workshops, as stakeholders were generally well-informed already and could make their own judgements about how well the process was framed and balanced.

Summary – Governance

The governance overall was successful, although could have benefitted from a more diverse and active Oversight Group.

Factors that contributed to the success of the governance include: an active dedicated project lead, engaged staff in Defra, the Sciencewise support role.

The Oversight Group operated more as an internal management group within Defra, so did not fully benefit from wider stakeholder perspectives.

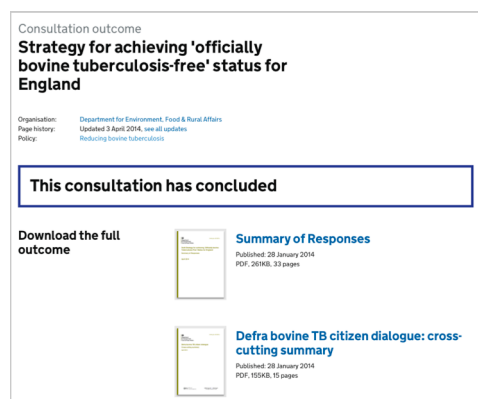
9 – Impacts

“What difference or impact has the dialogue made?”

Achievements

This citizen dialogue was conducted alongside the high profile media debate about bovine TB and how to manage it. There are three particular achievements that are worth mentioning:

- Enhancing the consultation. Instead of a straight-forward and rather traditional paper based exercise, the citizen dialogue enabled the review of the draft bTB strategy to be open to discussion by stakeholders at 10 workshops around the country, 6 public workshops, and a separate online research process. This made for a more well-rounded input to Defra’s thinking when compared to the more familiar paper based consultation.
- Holding discussion across the whole strategy, not just culling. The media coverage during the pilot culls was predominantly focussed on rights and wrongs of culling badgers. However, this was only one of the various measures being deployed by Defra to manage the disease. Part of the framing at the start of the dialogue was to consciously focus discussion across all parts of the strategy including the different control measures. Although not easy, this was effective due to consistent efforts of the facilitators and Defra staff during the events.
- Being publicly recognised as a useful part of Defra’s evidence base. When the bTB strategy was published on 3rd April 2014, the cross cutting report of the dialogue findings was published alongside the summary of consultation responses. This is an important public statement of credibility for the dialogue, as the implication is that both sources of evidence are being given a similar order of weighting. Additionally, the video animation used in the public workshops caught the attention of the Minister and as a result the tool was refreshed prior to the strategy launch.



Impacts on Stakeholders

Of the 229 stakeholders that completed evaluation forms after attending one of the stakeholder workshops, nearly three quarters (73%) felt they had *“learned something new as a result of taking part”* and over a third (38%) felt that *“taking part has affected their views on the topic”*, with just under a third (30%) feeling that they were *“likely to change something they do as a result of taking part”*.

Whilst these numbers are relatively low, it is still noticeable that amidst the media profile and apparently adversarial arguments in the press about badger culling, stakeholders were willing to attend a Defra workshop, learn about the process, have their views affected, and even some of them change what they do as a result.

Impacts on public participants

In total, 104 public participants attended the two events in their location through to the

end, all of these completing evaluation forms that explored the impact of the events on them as participants.

98% of public participants “*learned something new as a result of taking part*”, with a common comment being:

“I learned how big a problem bTB is”. Public participant, workshop 2

84% of public participants “*had their views affected by taking part*” with a variety of specific comments such as:

“I am now more inclined to stand up for protection of badgers, though not averse to culling if it is effective”. Public participant, workshop 2

48% of public participants said they were “*likely to change something that they do as a result of taking part*”. Whilst most of the comments are not specific, such as “*I will take more notice of debates*”, some are very specific including:

“I will eat less meat, and buy responsibly sourced organic”. Public participant, workshop 2

Impacts on Defra

Defra commissioned this citizen dialogue, so arguably the most important area of impact is on Defra’s thinking and actions. The relevance of the dialogue to policy development and political considerations was clear, in that the Secretary of State received a briefing on the dialogue process and results towards the end of the process.

Several Defra members of the OG were interviewed as part of this evaluation, and their views are summarised below:

“It has provided a substantial chunk of Defra’s evidence base”. OG member

“It has largely supported our strategy, in particular for risk-based trading, more post-movement testing of cattle”. OG member

“The dialogue has highlighted some areas where there is no clear view emerging, so government need to show leadership and take a decision e.g. the sharing of responsibility and funding for the strategy between government and industry”. OG member

“It has in particular balanced the views of those in the high risk areas (which we hear frequently already) with those in the low risk areas which have previously been under-represented: this has been really valuable”. OG member

“The findings of the dialogue have enabled us to address misunderstandings and expand on them in the strategy document, for example to explain carefully why things take so long to implement, and what the challenges are”. OG member

The impacts on the strategy appear more about increasing the levels of confidence that Defra had in particular measures and how they should be explained and presented, rather than introducing new ideas or changing the proposed mix of measures in the strategy.

Summary – Impacts

The main achievements of the dialogue were to: enhance the consultation beyond a paper-based exercise, holding discussion across the full range of measures not just culling, and being publicly recognised as a part of Defra's evidence base.

Participants in both the stakeholder and public strand of dialogue learned new information as a result of taking part, and their views had been affected.

Impact on Defra has mainly been to increase the levels of confidence with which they can revise and implement the strategy, having heard a wide range of stakeholder and public viewpoints.

10 - Costs and Benefits

“What was the balance overall of the costs and benefits of the dialogue?”

Judging the cost/benefit trade-off of public dialogue is notoriously difficult. This is for various reasons, including:

- Benefits are often intangible and so hard to quantify in a meaningful way. How does one quantify a benefit such as “I’ve become more open-minded about what the public have to say”?
- Benefits arise down the track instead of at the close of the dialogue, so risk being left out of a traditional cost/benefit analysis.
- Benefits are often difficult to attribute in isolation to the public dialogue alone. For example, “The dialogue was one part of the evidence that led us to X”.
- There is no counterfactual to assess against. One can only speculate as to what “might have happened without the dialogue”.

Despite this, the benefits that have arisen already are listed in section 9 above, although we do not attempt to quantify or monetise them.

The costs of public dialogue on the other hand are easier to quantify. Below we list the costs of the dialogue:

Defra contribution in cash	85,634
Defra contribution in kind	106,000
Sciencewise co-funding	184,021
Sciencewise contribution	24,100
<u>Total</u>	<u>£ 375,655</u>

Perhaps the best indicator of relative value of a dialogue process is the view of the funders upon closure. In this context, the funding for the project was just about right:

“Qualitative research does cost a fair amount, so the cost was fine”. OG member

“It’s been good value for money, and relatively inexpensive for us [Defra]”. OG member

When reflecting specifically on whether the dialogue could have been delivered almost as well with slightly less funds, funders said:

“Less funding? I suppose we could have chopped the online engagement: the quality and value of input received just wasn’t as good without face to face discussion and explanation, although it was interesting”. OG member

And when reflecting on whether a little more funding would have added significant value:

“More funding? No not needed, the project was large enough as it was”.

It therefore seems that the benefits outweigh the costs in the eyes of the funders, and there is no evidence gathered by the evaluation that suggests a different conclusion. Readers of the Dialogue Reports and parallel bTB strategy are invited to make their own

judgement.

Summary – Costs and Benefits

Comparing costs and benefits of public dialogue is notoriously difficult to do, but in this case the benefits appear to outweigh the costs as judged by the funders.

Funding levels appear to have been about right.

11 - Credibility

The perception of credibility depends on who is making the judgement, and what their expectations are for the public dialogue. The OG, in particular the Defra members of the OG, were the main group of people who needed to be confident in the credibility of the dialogue.

All the Defra staff that the evaluator interviewed at the end of the project felt the project had delivered value and had been useful. However, there were significant areas of discomfort about the quality standards and norms being applied to the delivery and reporting of public dialogue, as covered earlier in section 6. These discomforts mainly stemmed from a classification of public dialogue as a form of qualitative research, and the associated expectation that it should therefore adopt the same quality standards or approach to fit comfortably with the rest of Defra's social science programme.

To recap, the main areas of difference between those involved included:

- The ratio of facilitators and note-takers to participants: is it enough to have one facilitator running a table discussion and taking notes at the same time?
- Depth of probing by the facilitators: how should facilitators manage the balance between breadth of material and depth of probing into what leads to participants' opinions?
- Degree of interpretation in the final reports: should they contain only a summary of what participants said, or also analysis and an interpretation of the implications for Defra's policy?
- What assumptions were being made about what makes a "good report" structure?
- How should numbers be handled in the reporting of non-statistically representative work?

All these issues were sorted out where possible during the reporting period, but it is possible that an earlier conversation about the philosophical approach to - and associated quality standards for - dialogue would have helped flush some of these issues out earlier on in a constructive way.

Summary – Credibility

All Defra staff interviewed felt the dialogue was valuable and credible.

There were however various points that reduced the credibility of the dialogue for some Defra staff, in particular areas that they felt were not consistent with the quality standard applied to other Defra social research projects.

“What are the lessons for the future?”

There appear to be two key areas of learning to take from this dialogue: each is taken in turn below.

A diverse Oversight Group can provide reassurance that the dialogue is unbiased.

Beyond the operational guidance that an OG provides, an OG enables the commissioning body to be able to demonstrate they are applying a well-rounded perspective on the choices being made in the framing and design of the dialogue, and materials being provided to participants. Whilst the optimum degree of diversity of views on an Oversight Group will always be a subjective judgement, having a diversity of active representation in these choices offers an important safeguard against the dialogue having an in-built bias – or the perception of bias being seen to be present. This advantage needs to be balanced pragmatically against the extra work involved in convening a diverse OG, and also the potential decrease in credibility of the findings in the commissioning body’s view if the diverse interests start to dominate the dialogue unduly. On balance though, a diverse and active OG brings value to the design and delivery of a public dialogue in important ways.

The definition of public dialogue as ‘research’ or something else can affect various expectations about how it is delivered.

Time is often tight at the start of public dialogue projects, with various pressures encouraging a rapid start up and delivery. This sometimes precludes the deeper – and more time-consuming - exploration and joint agreement about what assumptions are being brought to the project from different parties, and how these affect the credibility or otherwise of the findings. This is particularly important where the public dialogue will sit alongside an existing programme of research that may have established quality standards or accepted methods. In some public dialogues this may yield no sensitivities at all, whilst in others it may uncover a set of significant differences of view in how the dialogue should be delivered and reported on. If these arise then they can be discussed early on and a collective agreement made on how to resolve them within the parameters of the project.

13 - Conclusions

Overall the dialogue project was ambitious and successful.

The dialogue met its overall project **objectives**, although only tangentially tackled its objective to “appraise opportunities for building trust”. The stakeholder and public strands of engagement met their objectives well. The online engagement strand met its objectives less well, mainly because the objectives did not seem to have been adapted for the online methodology where significantly less deliberation was possible.

In terms of meeting **Sciencewise’s Guiding Principles**, the dialogue met all the principles although there was scope for improvement in some areas. The dialogue was clearly framed to be fully relevant to policy makers, although timing was tight to allow full consideration of the findings in policy making. The methods employed were appropriate, although the online method was seen as a trial and in retrospect not valued as much as the stakeholder or public strands. The diversity of participants was appropriate and useful. Delivery was professional and effective, although compression in planning occurred between the stakeholder work and the other two strands that could perhaps have been avoided. External stakeholders were involved in the governance of the project via the Oversight Group, but not to the degree that would have made full use of the wider perspectives that they bring to choices about framing, balance of materials and provision of information. The OG operated more as an internal management group between Defra, Sciencewise and the contractor rather than an external group. Various mis-matches of expectation emerged late in the project, reflecting a deeper difference of view between parties involved about the status of public dialogue and its relationship to social research, and therefore the quality standards and norms that should be applied to it.

Participants were largely **satisfied** with the dialogue: stakeholders (81%), public (95%) and online (86%). Oversight Group members were mixed about their satisfaction. Some felt very satisfied, others less so. The main reasons for reduced satisfaction were time constraints around the online engagement, and the mis-match of expectation that arose during the reporting process.

The main **achievements** of the dialogue were to: enhance the consultation beyond a paper-based exercise, hold discussion across the full range of measures not just culling, and be publicly recognised as a part of Defra’s evidence base.

Impacts on participants in both the stakeholder and public strand of dialogue include learning new information as a result of taking part, and their views being affected. Impacts on Defra have mainly been to increase the levels of confidence with which they can revise and implement the strategy, having heard a wide range of stakeholder and public viewpoints.

Although it is difficult to compare **costs and benefits** on this kind of project, the benefits appear to outweigh the costs as judged by the funders. Funding levels appear to have been about right.

All Defra staff interviewed felt that the dialogue was valuable and **credible**. There were however various points that reduced the credibility of the dialogue for some Defra staff, in particular areas that they felt were not consistent with the quality standard applied to other Defra social research projects. For example, the presence of a note-taker as well as a facilitator in small group discussions, and a clear explanation of the process by which analysis and reporting were carried out.

Two **lessons** arise. First, the value of involving a diverse stakeholder group in informing Defra's choices about the framing and design of the dialogue, as a demonstrable safeguard against bias. Second, the value of exploring early on the expectations that the commissioning body, Sciencewise and delivery contractor hold about the status of public dialogue in relation to other research or methods employed. This would allow explicit discussions and agreements about the way the dialogue is delivered and reported on.

Overall, the project is well summarised by a Defra staff member saying "*The general Defra view is that we did lots of engagement on this - more than we would normally do - and we are pleased with it*".

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

END

Appendices

- 1 – Process plan used in stakeholder workshops
- 2 – Specialists attending the public workshops
- 3 – Process plan used in public workshops
- 4 – Evaluation questionnaire data from stakeholder participants
- 5 – Evaluation questionnaire data from public participants
- 6 – Evaluation questionnaire data from online participants
- 7 – Calibration and Definitions of Assessments

Appendix 1 – Process plan used in Stakeholder strand workshops

Time	Description	Notes
8.15	Set up: cabaret room layout (small tables each with 10 chairs facing projector screen) Paper banks Front wall/screen for purposes, objectives, agenda, etc. Projector set up and PowerPoint presentation loaded	
9.00	Briefing for table facilitators and Defra attendees	
9.30	Arrive, tea/coffee, registration	
9.55	Ushering: Participants take their seats	
10.00	Introduction of people in the room and their roles today (Defra, OPM, participants, evaluator) Objectives of the day Agenda Ground rules Point out the question board Introductions at tables (name and organisation/where they're from)	Confirm 10 meetings in all and that all feedback today will be reviewed and considered in finalising the draft strategy. Note on short breaks and short lunch to end by 2.30pm Note that workshop is focussed on the areas where there is still scope for influence. For example in the morning session we have flagged the measures that Defra has already decided to deploy.
10.15	Session 1: Introduction and context-setting – Defra Presentation: Introduction and context setting; aims of the draft strategy; risk-based approach and rationale; summary of current and proposed bTB control regime; inc. the way the measures for the 3 types of area interrelate.	Recognise that there is a lot of expertise and experience in the room Note that the pilot cull is not up for discussion today. There is a ministerial decision to be taken after the pilot culls on the basis of the evidence.
10.30	Small table discussion: initial views on the strategy - invite tables to aim to agree 2 key comments or questions for plenary Q&A	

Time	Description	Notes
10.40	Plenary: Q&A	
10.50	<p>Session 2: Bovine TB control measures</p> <p>Brief: The aim of this session is to provide participants with the opportunity to discuss and give input on (1) the measures proposed for their area; and (2) the measures as a whole.</p> <p>[Materials on the tables:</p> <ol style="list-style-type: none"> 1. Summary of potential options for the area - A3 sheet for each participant showing the options for that particular area as identified in the draft strategy (e.g. high risk area workshops will look at Figure 3 - Potential options for the High Risk Area on pg.101 of the strategy document) 2. Control measure information cards - A5 cards, one for each measure, colour coded to show which measures Defra has decided to deploy and which are still up for discussion 3. Large map showing measures that Defra has already decided to deploy - A3 map showing the three areas and agreed measures for all the areas, so participants can see the starting point for discussions and where there is still scope for influence [or three A3 maps per table may be easier to manage] 	<p>The sessions have been shortened to make it more feasible for farmers and vets to attend, and therefore we are not able to look at all areas in more detail.</p> <p>Note for edge area workshops:</p> <p>Edge area workshops may need to be tailored to allow participants to consider the interactions between areas (low-edge and edge-high)</p>
10.55	<p>Small table discussion (Tea/coffee available to pick up and bring back to tables)</p> <p>Part 1: Table facilitators ask participants to review the summary of potential options for the area and then invite participants to give their feedback on the preferred measures for their area. The facilitator can keep the information cards with them and mention that they are there for reference, if needed.</p> <p>Questions:</p> <ul style="list-style-type: none"> • Are the preferred measures the right measures - and/or are there any gaps? Why are they not right? Does this vary according to location? 	<p>[Materials - A4 summary table of potential options for the area for each participant]</p> <p>[Materials - Control measure information cards for reference]</p>
11.35		<p>[Materials - A3 maps showing confirmed</p>

Time	Description	Notes
11.40	<ul style="list-style-type: none"> Has Defra missed anything, e.g. unforeseen implications? If so, what should Defra do about them? <p>Part 2: Invite participants to give their quick feedback on the whole package of measures in the draft strategy - is this the best possible balance of measures for the strategy? Facilitators invite comments on the control measures as a whole, across all areas, in the last few minutes. Conversation can be focussed around the large map showing already determined measures.</p> <p>Station facilitators remind participants of Question Board - invite participants to write questions on post-its and hand to facilitator/stick on board.</p>	measures]
11.45 12.05 12.10	<p>Session 3: Governance, partnership and delivery</p> <p>Defra presentation: Outline rationale for a new governance and delivery model; summarise the key features of New Zealand case study and Government's emerging thinking so far.</p> <p><i>Lead facilitator: add that the afternoon session will focus on two aspects of a potential future model: the role of regional partnership working, and how funding and delivery responsibilities can be fairly distributed between government and industry.</i></p> <p>Small table discussion: invite participants to agree one or two succinct questions/comments at tables</p> <p>Plenary: Q and A</p> <p>Lead facilitator to ask participants if they want to switch tables after lunch. If so, ask everyone to move bags to the side on the way to the buffet then sit anywhere they like.</p>	Presentation will emphasise that NZ Govt has appointed an industry-led private company as the 'management agency' for the NZ bTB Eradication Plan enshrined in law. The management agency has responsibility for operational policy decisions within the overarching legal/policy framework.
12.30	LUNCH	
13.00	<p>Session 3 Part 1. Governance and Partnership working - what role can stakeholders play in achieving TB free status?</p> <p>Small table discussion: ask participants to</p>	[Materials – NZ case study]

Time	Description	Notes
13.25 13.35	<p>reflect on Defra's previous presentation and review NZ case study.</p> <p>Questions for discussion:</p> <ul style="list-style-type: none"> • What are the things you like about the NZ governance model? • What are the things you dislike about the NZ governance model? • Views on the TB Free style committee in England. <ul style="list-style-type: none"> ○ Who might be on the TB Free style committee in England? ○ What activities might such a committee be involved in? What powers would the committee need? • Views on the National Representatives Committee. If there were to be a similar committee in England: <ul style="list-style-type: none"> ○ Who might sit on a National Representatives Committee? ○ What activities might such a committee be involved in? ○ Are there aspects of other relevant models that you like? • Overall, what should government be responsible for delivering, and what should industry (with the committees above) be responsible for? 	.
13.40	<p>Plenary: brief feedback</p> <p>Defra presentation: Outline of current funding status, rationale for a new funding model, and future funding options as outlined in the strategy.</p> <p>Session 3 Part 2. What's fair? Future options for funding.</p> <p>Facilitators guide participants through the materials before asking the following questions:</p> <ul style="list-style-type: none"> • What do you think is fair about the current funding breakdown? • What do you think is unfair? For whom? If farmers, for specific types of farmer? • What do you think about the future funding 	<p>[Materials - What's fair? Future options for funding]</p>

Time	Description	Notes
13.55	<p>options:</p> <ul style="list-style-type: none"> ○ Stakeholders paying more for bTB measures ○ Government reducing its intervention in the market ○ Developing insurance options ○ Establishment of a mutual bTB control fund co-financed by Government <ul style="list-style-type: none"> • And what do you think would be the fairest and most efficient package all round? <p>Plenary: brief feedback</p>	
14.05	<p>Final small table discussions: agree one or two final key messages for Defra</p>	
14.10	<p>Plenary: brief feedback</p>	
14.15	<p>Defra: summarise next steps (including a reminder that everyone is welcome to submit their responses to the online consultation) + thank to everyone for coming.</p>	
14.20	<p>Lead facilitator: ask all participants to fill in the evaluation forms and hand them to their table facilitator.</p>	
14.30	<p>CLOSE</p>	

Appendix 2 – Specialists attending the Public strand workshops

The table below lists the Defra, AHVLA and academic experts attending each workshop. The role of these experts was to present information about bovine TB and its controls, to answer participant questions on the content of the materials and presentations used during the workshops.

Location	Dates	Experts
Birmingham	28 September 2013	Presenter: Dr Malla Hovi, AHVLA Dr Ruth Little, Defra Research Lead
	12 October 2013	Presenter: Dr Gareth Enticott, Department of Geography, University of Cardiff Dr Ruth Little, Defra Research Lead
Newcastle	5 October 2013	Presenter: Stephen Cane, Defra TB Policy Ele Brown, Defra TB Evidence Dr Ruth Little, Defra Research Lead
	19 October 2013	Presenter: Dr Gareth Enticott, Department of Geography, University of Cardiff Dr Ruth Little, Defra Research Lead Kevin Bridge, Defra TB Economist Caryl Williams, Defra Social Scientist
Exeter	5 October 2013	Presenter: Ian Greenwood, Defra TB Policy Wendy Middleton, Defra TB Evidence
	19 October 2013	Presenter: Dr Ian McFarlane, University of Reading Ian Greenwood, Defra TB Policy James McCormack, Defra TB Science Helen Betnay, Defra TB Policy

Appendix 3 – Process plans used in Public strand

Workshop 1

Time	Description	Notes
8.30	Set up: cabaret room layout (small tables each with 10 chairs facing projector screen)	
9.00	Briefing for table facilitators and Defra attendees	
10.00	Arrive, tea/coffee, registration	Glossaries placed on tables at the start
10.25	Ushering: Participants take their seats	Question board
10.30	Lead facilitator: Plenary introduction of people in the room and their roles today (Defra, OPM, participants, evaluator) Objectives of the day, agenda, ground rules. Point out the question board	
10.45	Small table introductions: In pairs first of all, then feed back to the whole table: name, occupation, where you're from	
10.50	Session 1: Bovine TB basics Animation: outlining answers to questions such as: what is bovine TB? Where does it come from? How is it transmitted? Which species can get bovine TB? What are the symptoms? Why and how are badgers being culled? How has bovine TB been controlled in the past?	
11.00	Small table discussions: Ask participants to reflect on the information shown in the animation. <ul style="list-style-type: none"> ○ Were there any words you didn't understand? (refer to glossary) ○ What thoughts did the animation bring to mind? ○ Was any of that information new to you? ○ What was surprising? ○ What were you aware of before? ○ What would you like more information about? - Ask participants write down questions on post-its to be collected by the table facilitator and put up on the question board for review during the break 	

Time	Description	Notes
11.20	<p>Interactive vote</p> <p>Lead facilitator: We're going to ask you a few short questions to gauge views in the room. There is no right or wrong answer, and your views might change throughout the day.</p> <p>Questions (see presentation handout)</p> <ol style="list-style-type: none"> 1. Test question 2. Awareness of bovine TB 3. Responsibility for bovine TB 4. Reasons for getting rid of bovine TB 	To gauge initial views on topics for discussion in second workshop.
11.30	BREAK	Facilitators group questions on the question board
11.45	Quick responses from Defra to questions on the question board	
11.55	<p>Session 2: Defra presentation (please see Appendix 4 for slides from this presentation and Appendix 2 for the name of the presenter at each workshop)</p> <p>Lead facilitator: Introduce presentation: we're going to hear from Defra now. They will present some more background information about bovine TB to build on what we heard in the animation, as well as give an overview of the controls currently in place to deal with bovine TB and the aim of their new Strategy.</p> <p>Defra presentation: Context setting. History of bovine TB in England; current bTB levels in England and Europe; overview of types of measures in place; brief summary of the aim of the Strategy</p>	To set up the carousel on control measures taking place after lunch
12.10	Small table discussion: short discussion to come up with 2-3 questions to ask in plenary.	
12.15	Plenary Q&A with Defra	
12.30	LUNCH	
13.20	<p>Session 3 Carousel: A journey around bTB control measures</p> <ol style="list-style-type: none"> 1. Detecting bovine TB 2. Dealing with cases of bovine TB 3. Badgers and bovine TB 4. Preventing the spread of bovine TB <p>Lead facilitator to brief the session: This session is to help you understand bovine TB as well as they</p>	In order to give participants an understanding of the current state of play, the information provided at each table will focus on the system that is currently in place although a short overview of the options proposed by Defra will be provided for initial

Time	Description	Notes
	<p>ways in which it is currently controlled. This information will be important for the next workshop where we will ask your views on some of the changes proposed by Defra.</p> <p>There are four stations around the room, with a facilitator at each to help you. You will be asked to answer questions at each station and to make a list of things you'd like more information about.</p> <p>Station facilitators:</p> <p>When participants arrive, hand out the information sheets and read through the information aloud.</p> <p>Facilitator prompt questions:</p> <ul style="list-style-type: none"> - What are your initial reactions to the information presented here? - What, if anything, surprised you about the information presented here? - Is anything unclear? What would you like more information about? - ask any Defra staff present to provide a response, otherwise ask participants to write the question on a post-it and pass it to you. <p>Each participant will have a worksheet with 3-4 factual questions to answer at each station.</p> <p>Ask participants to answer the questions for this station before they move on.</p>	<p>consideration by participants.</p> <p>Materials: carousel information sheets 1-4</p> <p>20 minutes at each station</p>
14.40	BREAK	Facilitators review remaining questions at each station and select some for Defra to answer in plenary.
14.55	Plenary Q and A	
15.10 15.20	<p>Table team quiz to recap information from the day</p> <p>Lead facilitator: This is just a light-hearted quiz to end the day. We want to make sure that we've provided you with all the information you need to set you up for the second workshop in two weeks' time. You can work with others or on your own, and you can use anything in the room to find out the answers.</p> <p>Plenary: lead facilitator gives answers to the quiz questions</p>	Box of chocolates for the winners
15.25	Closing interactive vote (repeat questions from beginning of day)	
15.35	Lead facilitator: summarise next steps, the agenda for the next workshop + thank to everyone for coming.	
15.45	Evaluation forms	
16.00	CLOSE - Collect badges from participants and hand them their thank-you payment as they leave	

Workshop 2

Time	Description	Notes
8.30	Set up: cabaret room layout (four small tables each with 11 chairs facing projector screen)	FAQ sheets on tables at the start Question board flip chart paper on wall Summary agendas on tables Stakeholder quote cards stuck up on walls
9.30	Briefing for table facilitators and Defra attendees	
10.00	Arrive, tea/coffee, registration	Match up keypads and name badges (participants to be allocated the same voting keypad as last week to enable us to see how views change throughout workshops) Tables have been remixed since the last workshop to allow people to hear the views of others in the room
10.25	Ushering: Participants take their seats	
10.30	Welcome back from Lead facilitator: Reminder of the aim of the dialogue; reintroduction of people in the room; introduce the expert and their role for the day Objectives of the day, agenda, ground rules. Recap of the information from the previous workshop Point out the question board	
10.40	Note that people are in different groups and explain why. Introduce new groups at tables: participants to say their name and what they'd be doing today if they weren't here	
10.45	Plenary recap 'shout-out' Aim of session: to refresh participants' memory of the issues discussed at the first meeting and	Support facilitator to record 'shout-outs' on flipchart paper on

Time	Description	Notes
	<p>establish a basis for the discussion of the day.</p> <p>What do you remember about the discussion at the last meeting?</p> <p>Replay of animation</p> <p>Refer to FAQ sheets on tables which provide answers to some of the common questions from the first workshop's question board</p>	<p>wall</p> <p>Questions responded to should be either matters of fact required to help participants engage with the topics of the second day or issues that address some of these topics.</p>
<p>11.00</p> <p>11.05</p>	<p>Film: perspective interviews</p> <p>Aim of session: bringing four different perspectives (farmer, vet, Wildlife Trust, RSPCA) into the room to help participants understand some of the social impacts of bovine TB and to prompt debate about how and who should control bovine TB.</p> <p>Table discussion:</p> <ul style="list-style-type: none"> - What are your reactions to what was said in the film? (Probe: was anything particularly interesting or surprising?) - What impact do these people's comments have on your previous views about bovine TB policy and controls? (Probe on any changes in view: particular reasons for these changes.) - What questions do the things discussed in the film bring to mind? - FACILITATOR: Ask participants to write any questions on post-its for the expert to address after the break. 	<p>When responding to participant questions, academic expert o extract the general points from the interviews rather than talk about those particular personal situations.</p>
<p>11.25</p>	<p>Lead facilitator: introduce interactive voting and remind participants how handsets work.</p> <p>Interactive voting:</p> <ol style="list-style-type: none"> 5. Awareness of bovine TB 6. Responsibility for bovine TB (five part question) 7. Reasons for getting rid of bovine TB (ppts can vote twice) 	<p>Table facilitators to hand out colour dots to participants after the voting session.</p>
<p>11.35</p>	<p>BREAK</p>	<p>Stakeholder quote</p>

Time	Description	Notes
		cards placed around the room – participants invited to have a look and write and choose two quotes: one that coincides most closely with their own view and one that is a long way from their own view. Each participant has one red and one green spot to identify each quote.
11.50	<p>Plenary Q and A</p> <p>Lead facilitator: invite expert to respond to questions from the question board)</p>	
12.00	<p>Focus topic 1: Roles and responsibilities</p> <p>Aim of session: To explore participants' views on the appropriate roles and responsibilities of the government and industry in addressing and eradicating bovine TB, both for cattle and wildlife.</p> <p>12.15 Expert presentation: fifteen-minute presentation outlining the New Zealand governance model, how this compares to the UK model, and the pros and cons of industry playing a greater role in bovine TB control.</p> <p>(Please see Appendix 5 of this report for the slides to accompany this presentation and Appendix 2 for the name of the presenter at each workshop)</p> <p>12.17 Small table discussion: to agree one of two questions to ask in plenary on the information in the presentation</p> <p>Plenary Q and A with the expert</p>	
12.30	<p>Small table discussions</p> <p>Materials:</p> <ol style="list-style-type: none"> 1. Print out of slides showing NZ and UK 	

Time	Description	Notes
	<p>comparison</p> <p>2. Stakeholder quote cards relating to roles and responsibilities</p> <p>Table facilitator: Hand the quote cards round to participants. Give them 1-2 minutes to read some of them and ask participants to select one quote which caught their attention.</p> <p>Facilitator prompt questions:</p> <ul style="list-style-type: none"> ○ What caught your attention about that particular perspective? ○ Based on what you've heard in the presentation and what you've read on the quote cards: <ul style="list-style-type: none"> ▪ What do you think are the upsides of giving more control to the farming industry for the control of bovine TB? ▪ What do you think are the downsides of giving more control to the farming industry for the control of bovine TB? 	
12.45	LUNCH	
13.30	<p>Focus topic 2: Costs of bovine TB and controls</p> <p>Aim of session: To explore participants' views about how the costs of bovine TB controls should be split between government, industry and civil society and their reasons for this.</p> <p>Small group work</p> <p>Materials:</p> <ol style="list-style-type: none"> 3. A3 sheet titled 'who should pay for bovine TB controls?', with a blank table with three column headings: government; farming industry; other (2 per table) 4. 2 packs of control cards - one control measure per card (e.g. biosecurity measures, advice and guidance to farmers) plus some blank cards. 5. Blue tack. <p>Table facilitator to brief the session:</p>	

Time	Description	Notes
14.00	<ul style="list-style-type: none"> - Split the table into two groups of 4-5. - Ask each group to look through the control cards and divide them into those they think the government should pay for; those they think industry should pay for, and those they think other organisations should pay for. - Ask both groups to stick control cards under the government/industry/other columns on the A3 sheet. For each card they should write their reasons for putting it there. One group starts with the government column, one group starts with the farming industry column. <p>Facilitators to be on hand to answer questions about the process and encourage participants to note down their reasons for their choices ready for presenting back to the table.</p> <p>Feedback to tables</p> <p>Facilitator prompts:</p> <ul style="list-style-type: none"> ○ What did you take into account when deciding who pays for what? ○ Point out the differences between the two groups and ask participants to explain their reasons to the other group. 	
14.10	<p>Table group work: create a newspaper article about bovine TB</p> <p>Aim of session: to understand what participants consider to be the most important issues and areas of debate around bovine TB policy</p> <p>Lead facilitator: ask each group to design an editorial piece for a newspaper that will help people to understand bTB. Groups can refer to the hand outs and quote cards provided in the earlier sessions, and the expert will be on hand to support and advise. Facilitators to prompt groups with the questions below.</p> <p>Materials:</p> <p>Pre-prepared template on flip chart paper with suggested headings addressing each of the focus sessions and an 'Editor's view' section.</p> <p>Facilitator prompt questions:</p>	<p>Working break - tea/coffee available throughout</p>

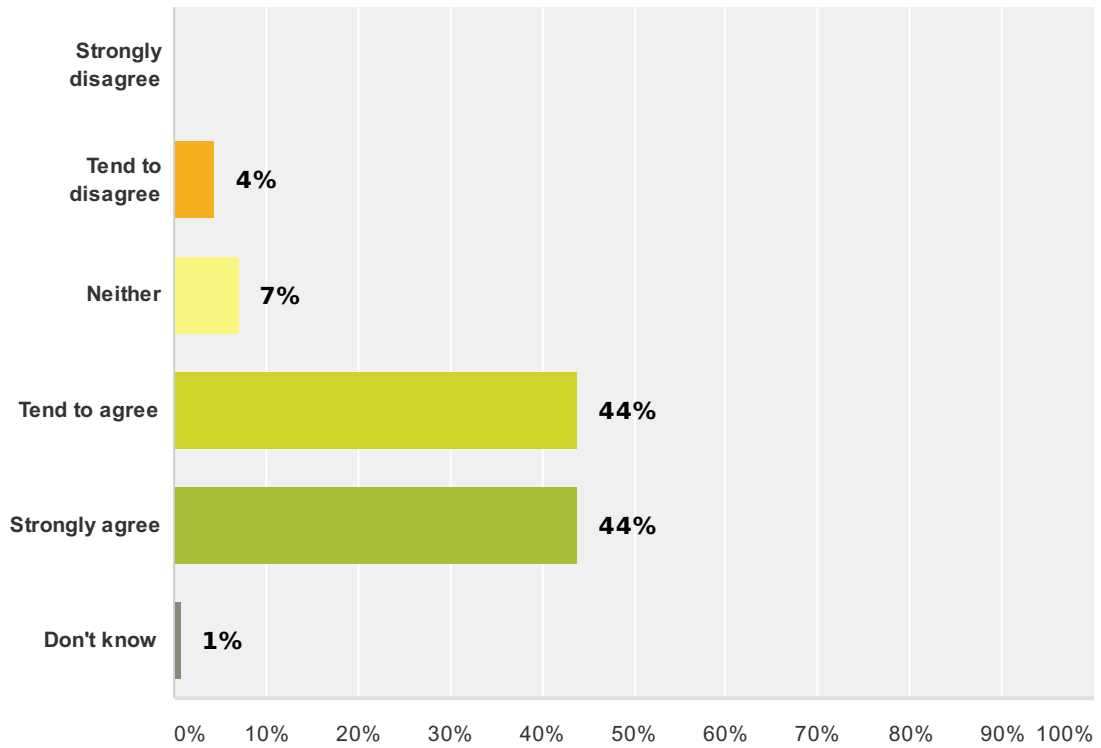
Time	Description	Notes
	<ul style="list-style-type: none"> ○ If you were responsible for communicating to the public about bTB what information would you include? ○ How would you describe the impact of bTB? ○ What are the issues around bovine TB that are most important for the public to understand? 	
14.50	<p>Lead facilitator: invite participants to review other groups' newspaper articles. Each participant will have three sticky dots which they can use to identify the three points that they think are absolutely crucial to helping people understand bTB.</p>	<p>During this session, the expert looks at the outputs and then comments on them in the final plenary</p>
15.00	<p>Plenary feedback and Q and A: Feedback on editorials from the expert and final round of Q and A using questions from the question board and any final questions from the room - expert and Defra to answer.</p>	
15.15	<p>Final small group discussion: Prompt question:</p> <ul style="list-style-type: none"> - Headline messages: If you were constructing a Strategy to achieve OTF status in 25 years, what would be your recommendations to the minister? 	
15.30	<p>Closing interactive vote (repeat questions from beginning of day)</p>	
15.40	<p>Lead facilitator: summarise what happens next (OPM writes up everything that is said in the workshops into a report for Defra to consider when finalising their Strategy by the end of the year): thank to everyone for coming.</p>	
15.45	<p>Evaluation forms</p>	
16.00	<p>CLOSE - Collect badges from participants and hand them their thank-you payment as they leave</p>	

Appendix 4 – Evaluation questionnaire data from stakeholder participants

Overleaf

Q1 I was aware of and understood the objectives for today

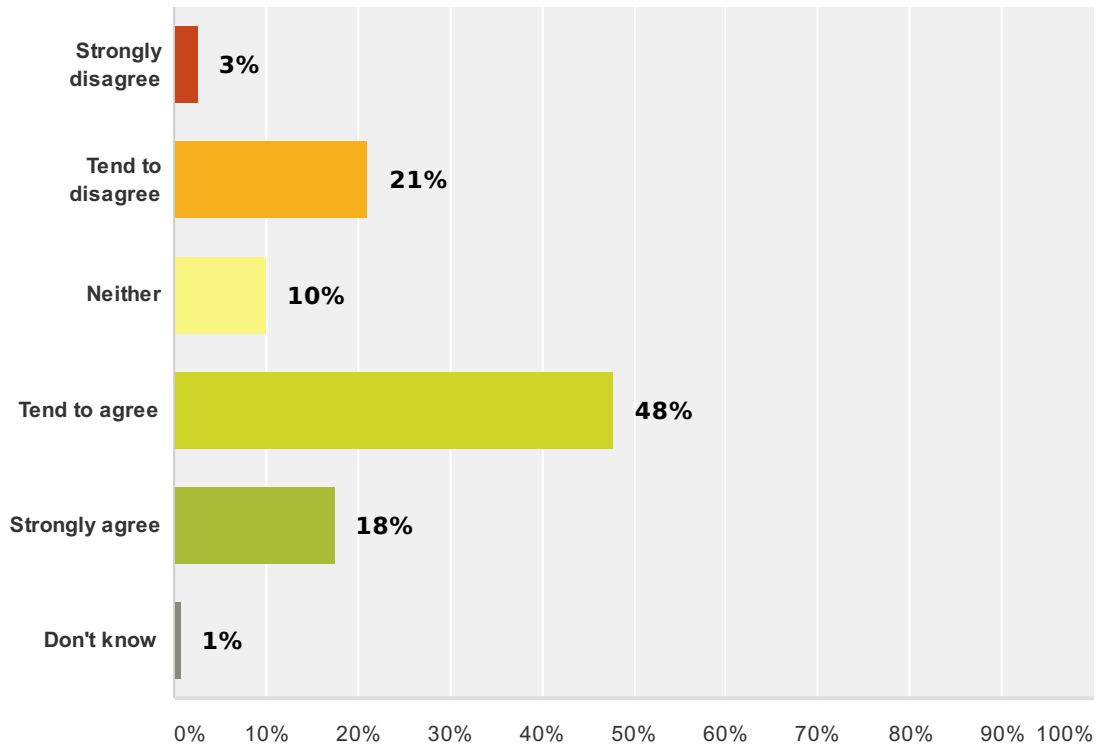
Answered: 228 Skipped: 1



Answer Choices	Responses
Strongly disagree	0% 0
Tend to disagree	4% 10
Neither	7% 16
Tend to agree	44% 100
Strongly agree	44% 100
Don't know	1% 2
Total	228

Q2 There was enough time today to discuss the issues properly

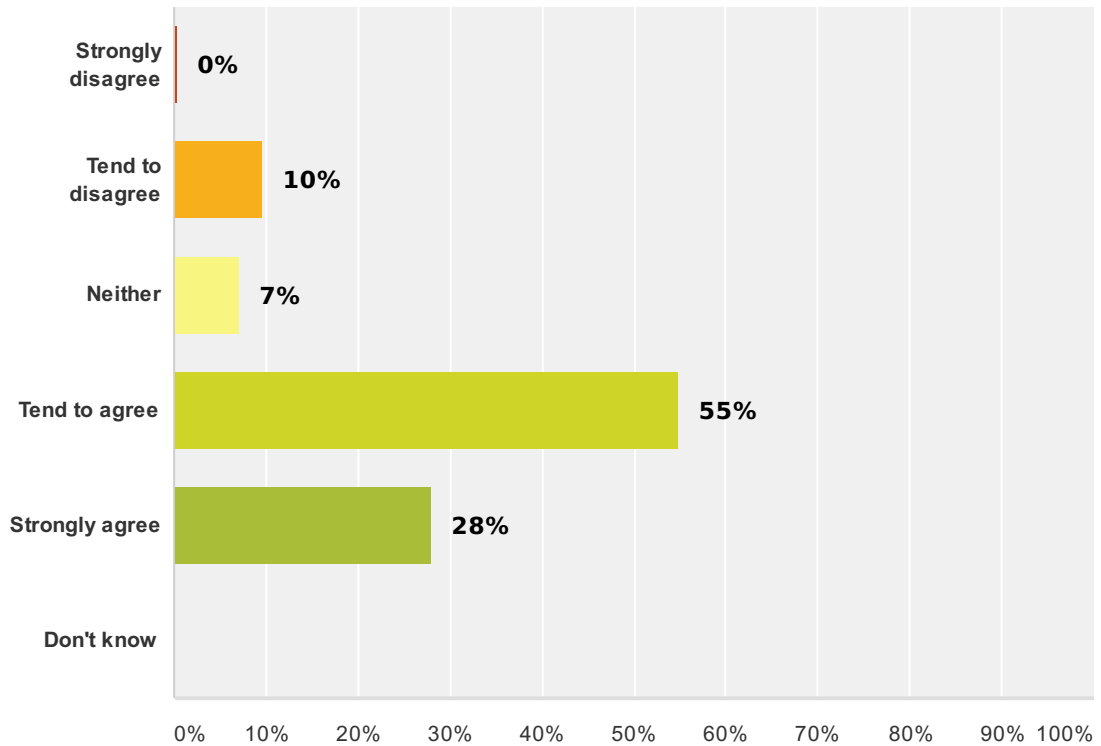
Answered: 228 Skipped: 1



Answer Choices	Responses	Count
Strongly disagree	3%	6
Tend to disagree	21%	48
Neither	10%	23
Tend to agree	48%	109
Strongly agree	18%	40
Don't know	1%	2
Total		228

Q3 The structure and format of the meeting enabled us to discuss the issues properly

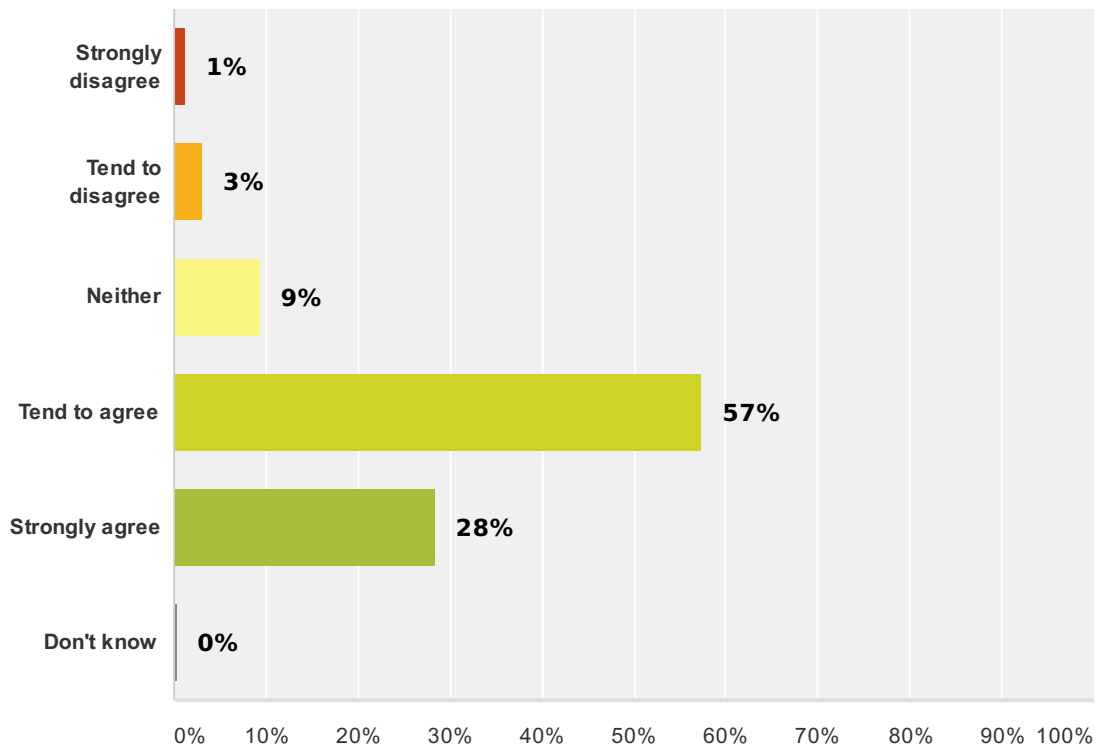
Answered: 228 Skipped: 1



Answer Choices	Responses
Strongly disagree	0% 1
Tend to disagree	10% 22
Neither	7% 16
Tend to agree	55% 125
Strongly agree	28% 64
Don't know	0% 0
Total	228

Q4 The information presented today was fair and balanced

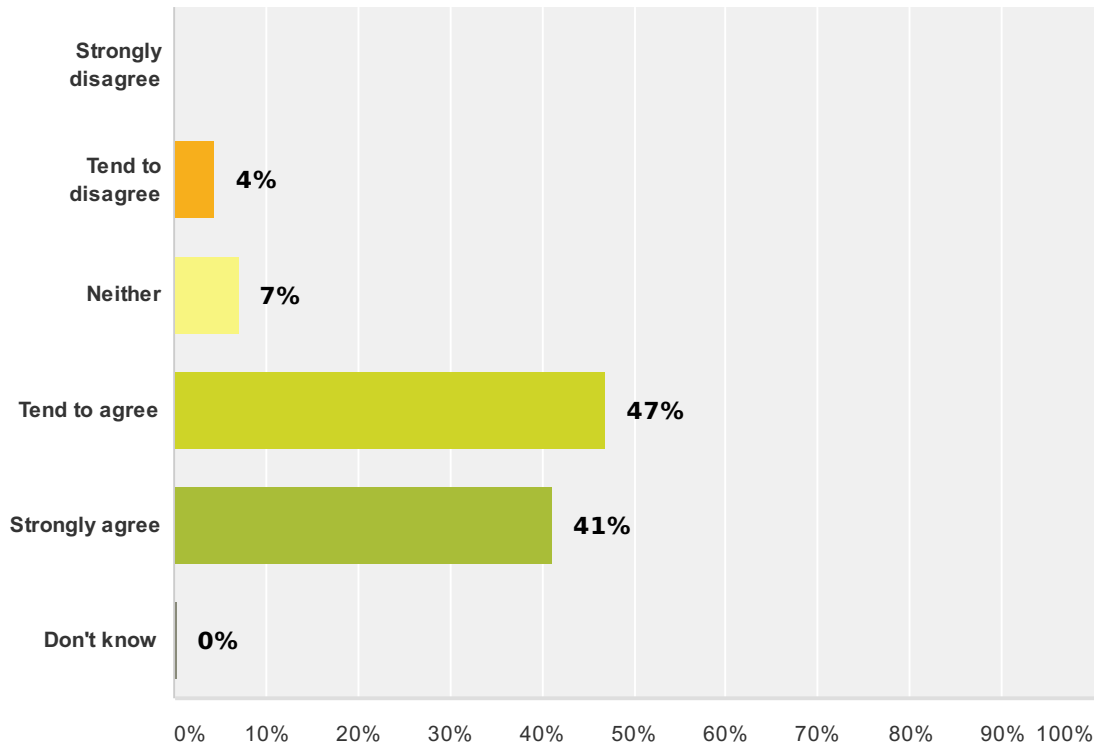
Answered: 225 Skipped: 4



Answer Choices	Responses
Strongly disagree	1% 3
Tend to disagree	3% 7
Neither	9% 21
Tend to agree	57% 129
Strongly agree	28% 64
Don't know	0% 1
Total	225

Q5 I could ask questions easily and get appropriate answers

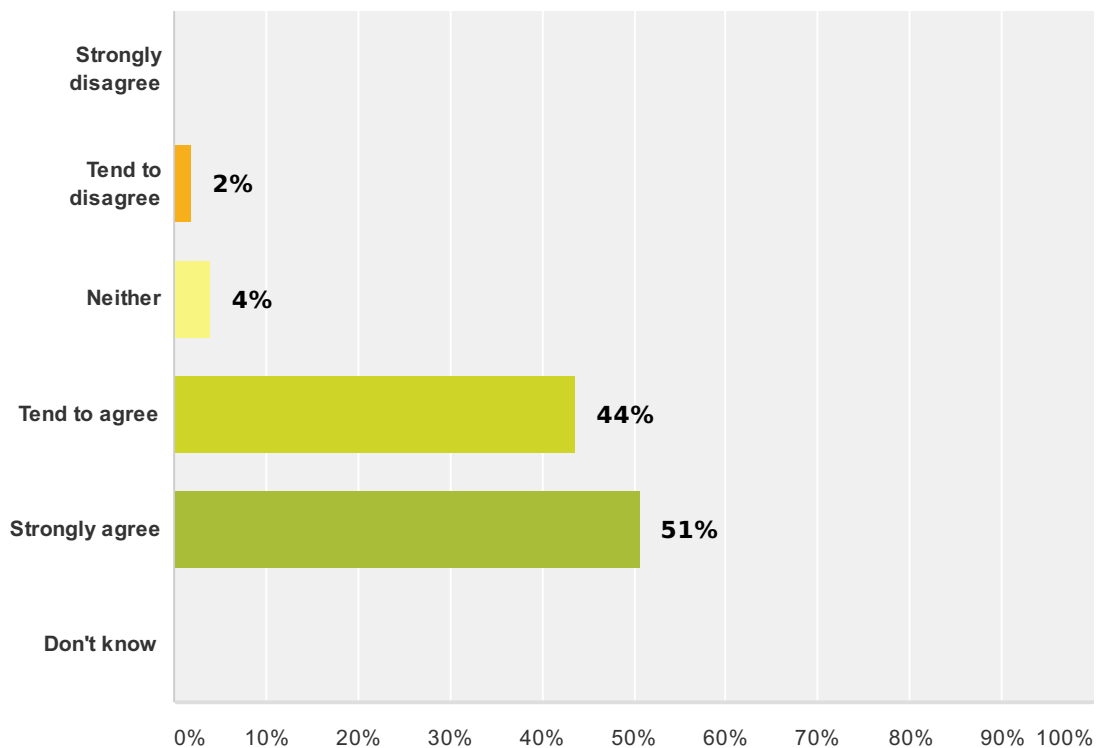
Answered: 228 Skipped: 1



Answer Choices	Responses	
Strongly disagree	0%	0
Tend to disagree	4%	10
Neither	7%	16
Tend to agree	47%	107
Strongly agree	41%	94
Don't know	0%	1
Total		228

Q6 The facilitation of the meeting was fair and unbiased

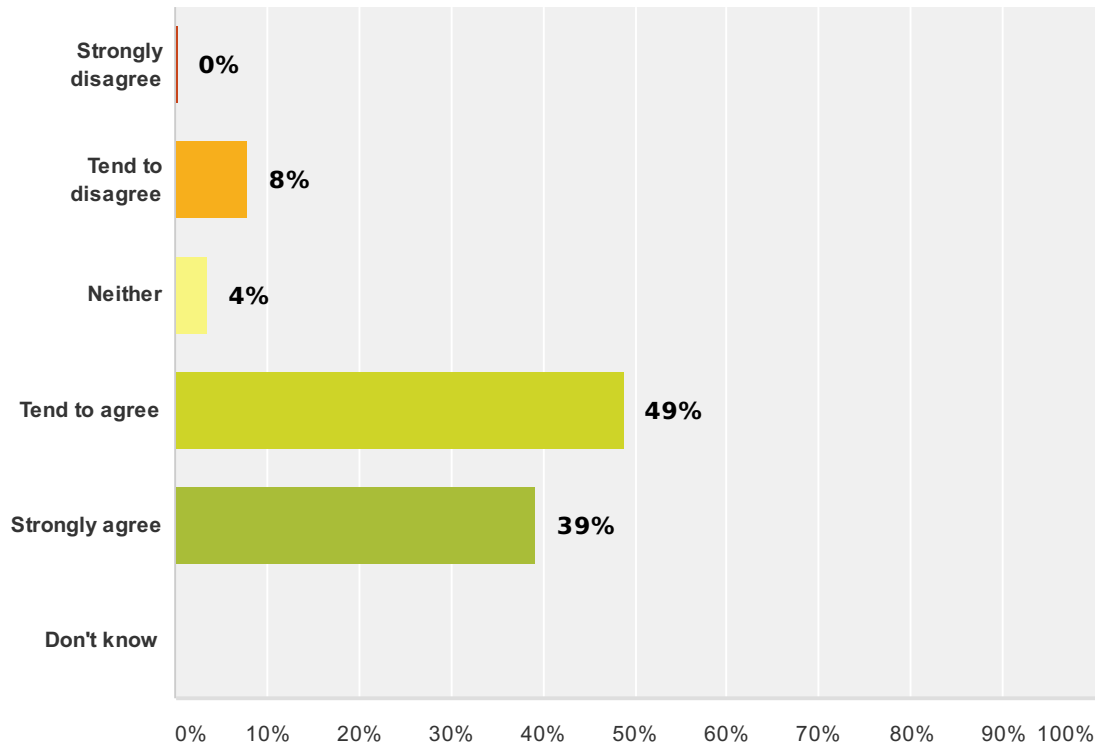
Answered: 225 Skipped: 4



Answer Choices	Responses
Strongly disagree	0% 0
Tend to disagree	2% 4
Neither	4% 9
Tend to agree	44% 98
Strongly agree	51% 114
Don't know	0% 0
Total	225

Q7 No single view was allowed to dominate unfairly

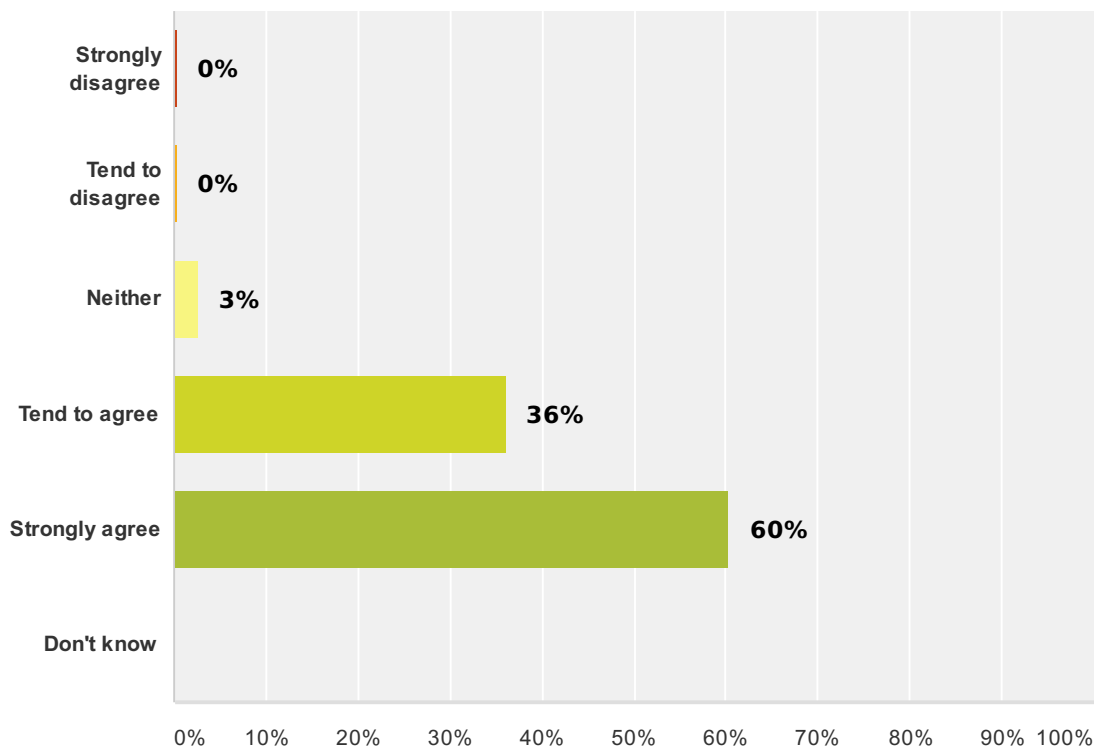
Answered: 227 Skipped: 2



Answer Choices	Responses
Strongly disagree	0% 1
Tend to disagree	8% 18
Neither	4% 8
Tend to agree	49% 111
Strongly agree	39% 89
Don't know	0% 0
Total	227

Q8 I was able to contribute my views and have my say

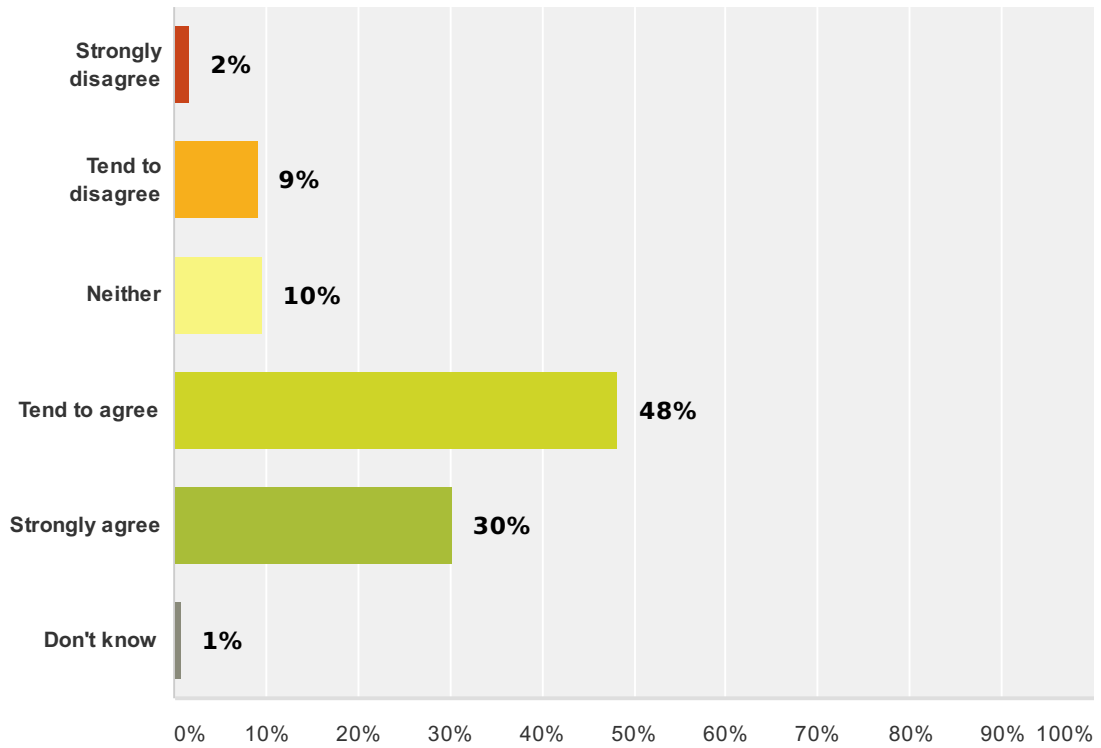
Answered: 227 Skipped: 2



Answer Choices	Responses
Strongly disagree	0% 1
Tend to disagree	0% 1
Neither	3% 6
Tend to agree	36% 82
Strongly agree	60% 137
Don't know	0% 0
Total	227

Q9 The range of relevant interests were represented

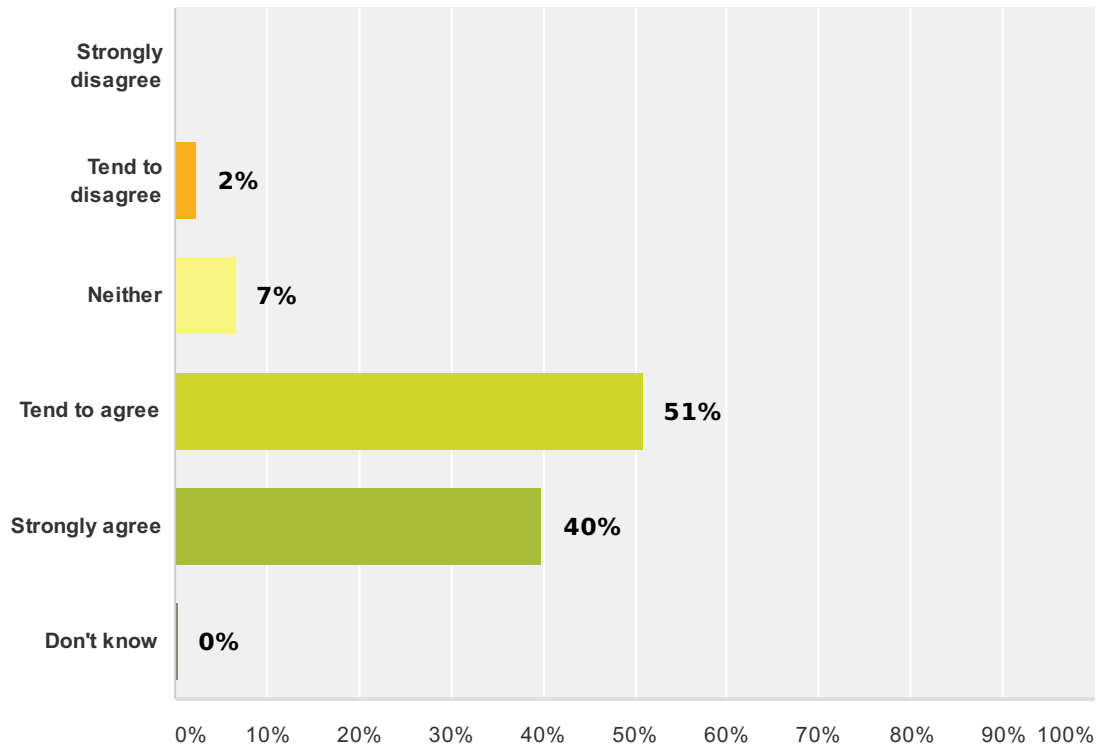
Answered: 228 Skipped: 1



Answer Choices	Responses
Strongly disagree	2% 4
Tend to disagree	9% 21
Neither	10% 22
Tend to agree	48% 110
Strongly agree	30% 69
Don't know	1% 2
Total	228

Q10 Attendees had the right level of knowledge and experience to participate in discussions

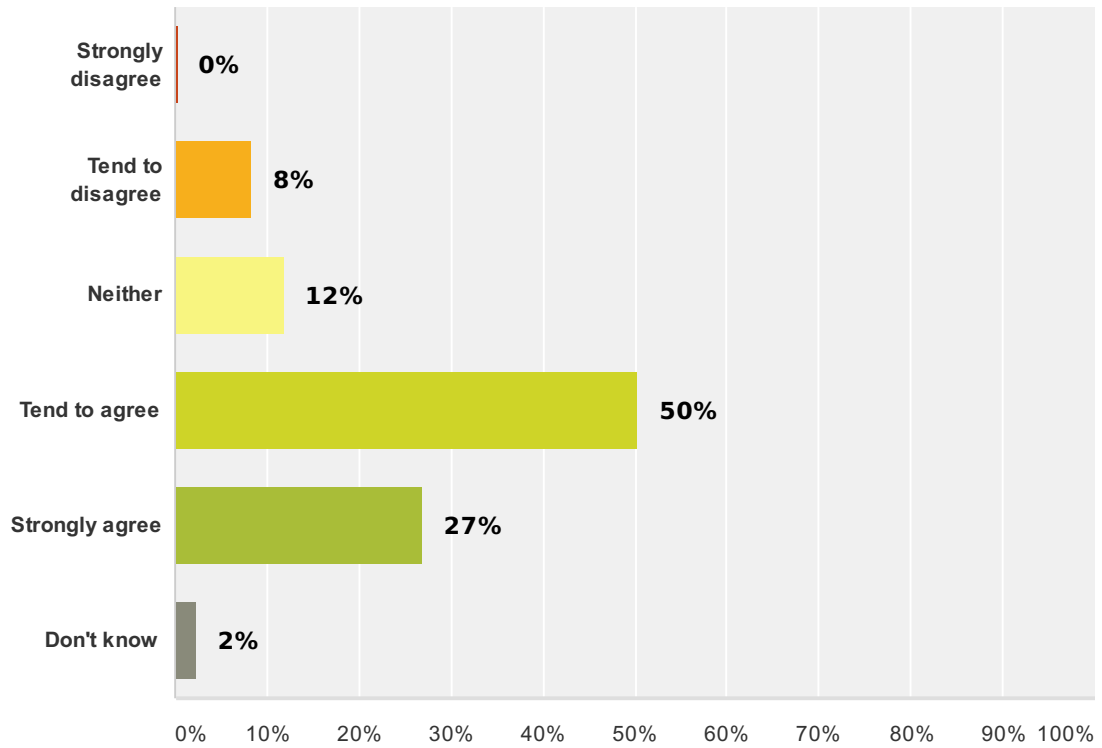
Answered: 226 Skipped: 3



Answer Choices	Responses
Strongly disagree	0% 0
Tend to disagree	2% 5
Neither	7% 15
Tend to agree	51% 115
Strongly agree	40% 90
Don't know	0% 1
Total	226

Q11 It is clear how this workshop relates to the Strategy consultation process

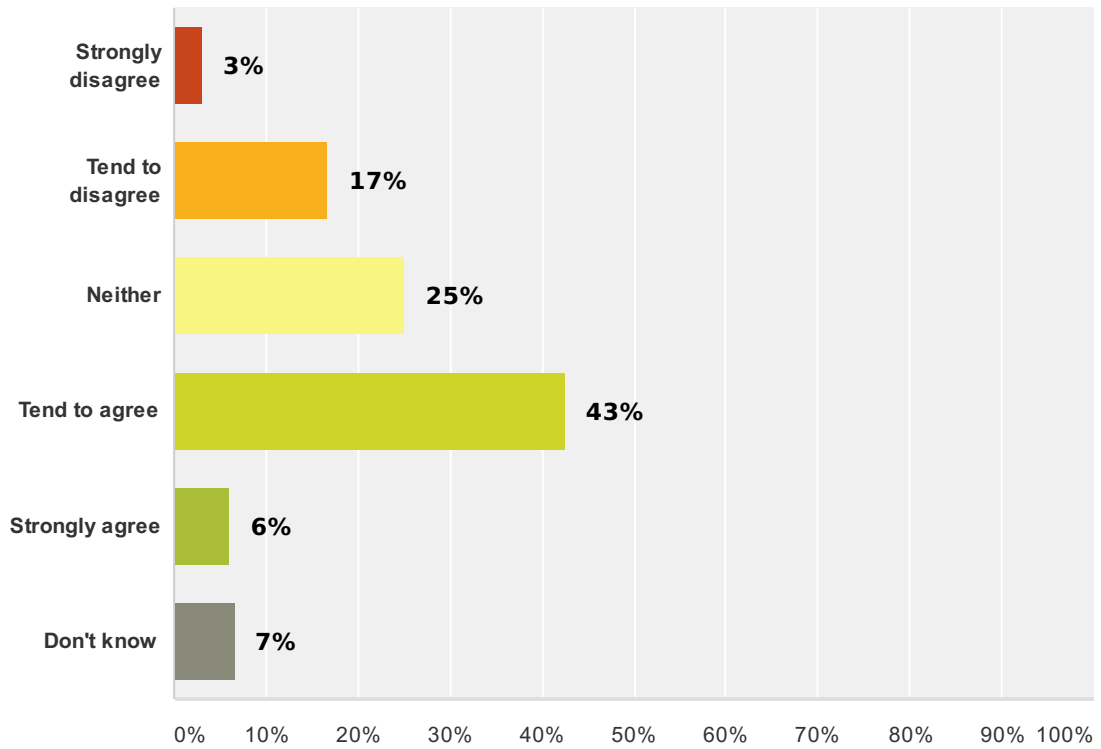
Answered: 227 Skipped: 2



Answer Choices	Responses	
Strongly disagree	0%	1
Tend to disagree	8%	19
Neither	12%	27
Tend to agree	50%	114
Strongly agree	27%	61
Don't know	2%	5
Total		227

Q12 It was reasonably clear what level of influence the attendees could have on Defra's strategy

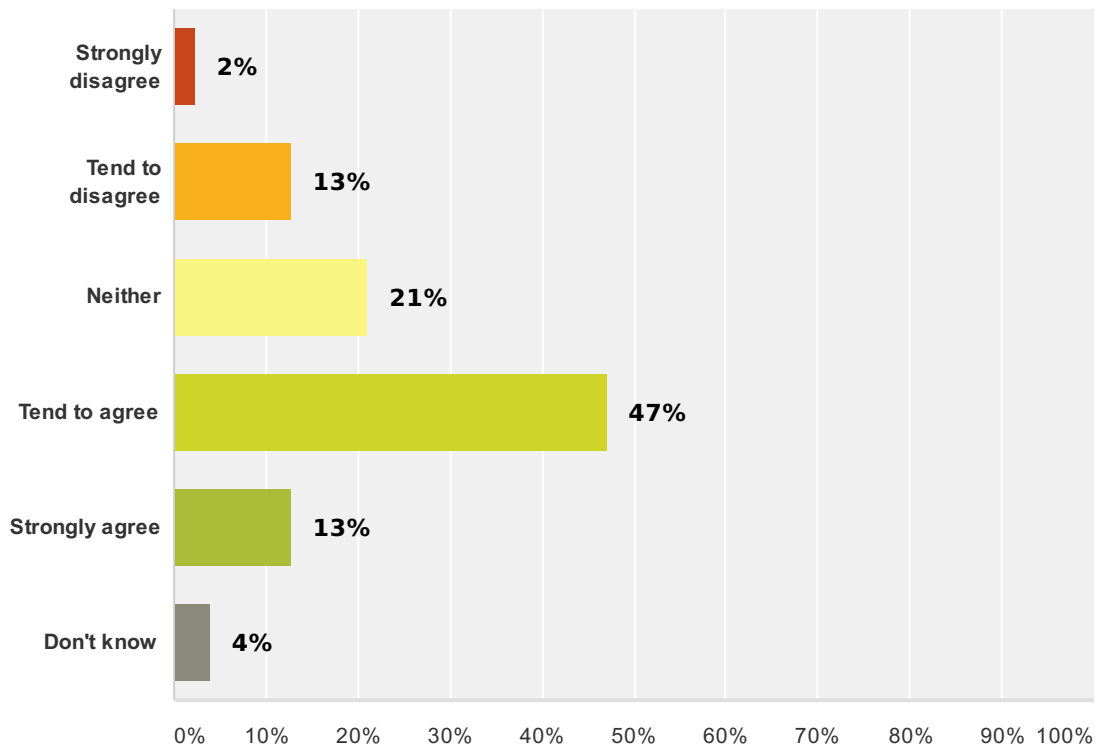
Answered: 228 Skipped: 1



Answer Choices	Responses
Strongly disagree	3% 7
Tend to disagree	17% 38
Neither	25% 57
Tend to agree	43% 97
Strongly agree	6% 14
Don't know	7% 15
Total	228

Q13 It is clear how the views we have provided today will be used

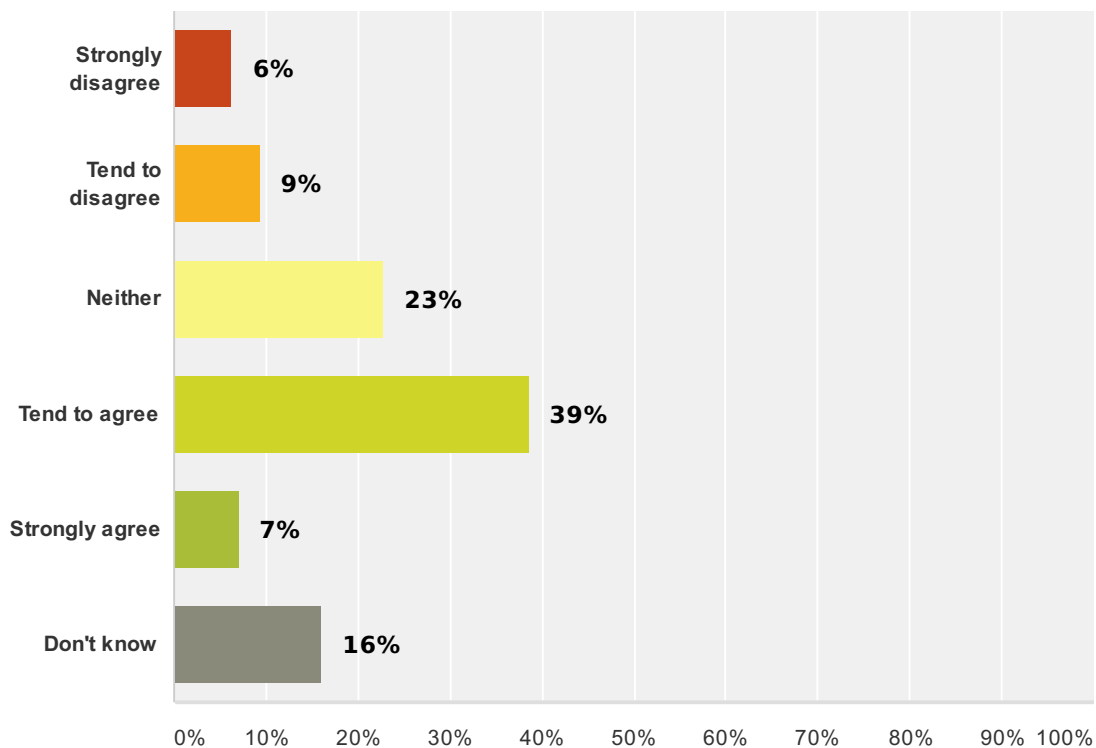
Answered: 227 Skipped: 2



Answer Choices	Responses
Strongly disagree	2% 5
Tend to disagree	13% 29
Neither	21% 48
Tend to agree	47% 107
Strongly agree	13% 29
Don't know	4% 9
Total	227

Q14 Those responsible for the strategy in Defra will listen to our input from today

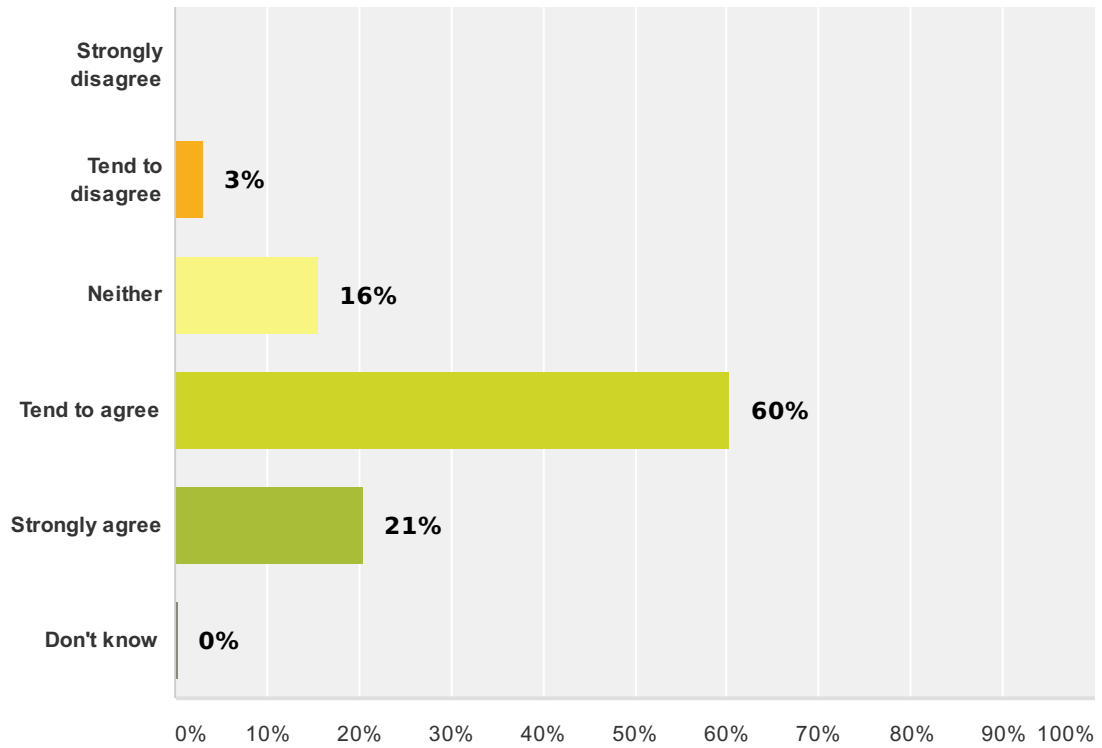
Answered: 225 Skipped: 4



Answer Choices	Responses	
Strongly disagree	6%	14
Tend to disagree	9%	21
Neither	23%	51
Tend to agree	39%	87
Strongly agree	7%	16
Don't know	16%	36
Total		225

Q15 Overall I am satisfied with today's workshop

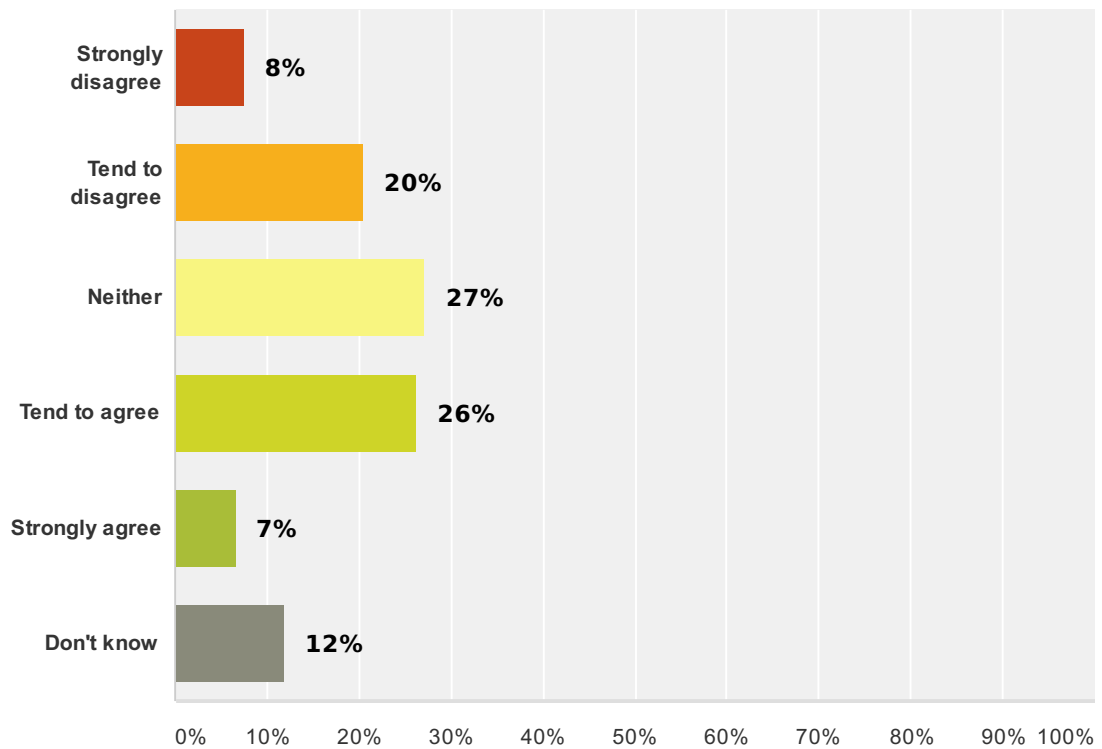
Answered: 229 Skipped: 0



Answer Choices	Responses
Strongly disagree	0% 0
Tend to disagree	3% 7
Neither	16% 36
Tend to agree	60% 138
Strongly agree	21% 47
Don't know	0% 1
Total	229

Q16 Overall I trust Defra to strike the right balance in the strategy given the different interests and constraints

Answered: 225 Skipped: 4



Answer Choices	Responses	
Strongly disagree	8%	17
Tend to disagree	20%	46
Neither	27%	61
Tend to agree	26%	59
Strongly agree	7%	15
Don't know	12%	27
Total		225

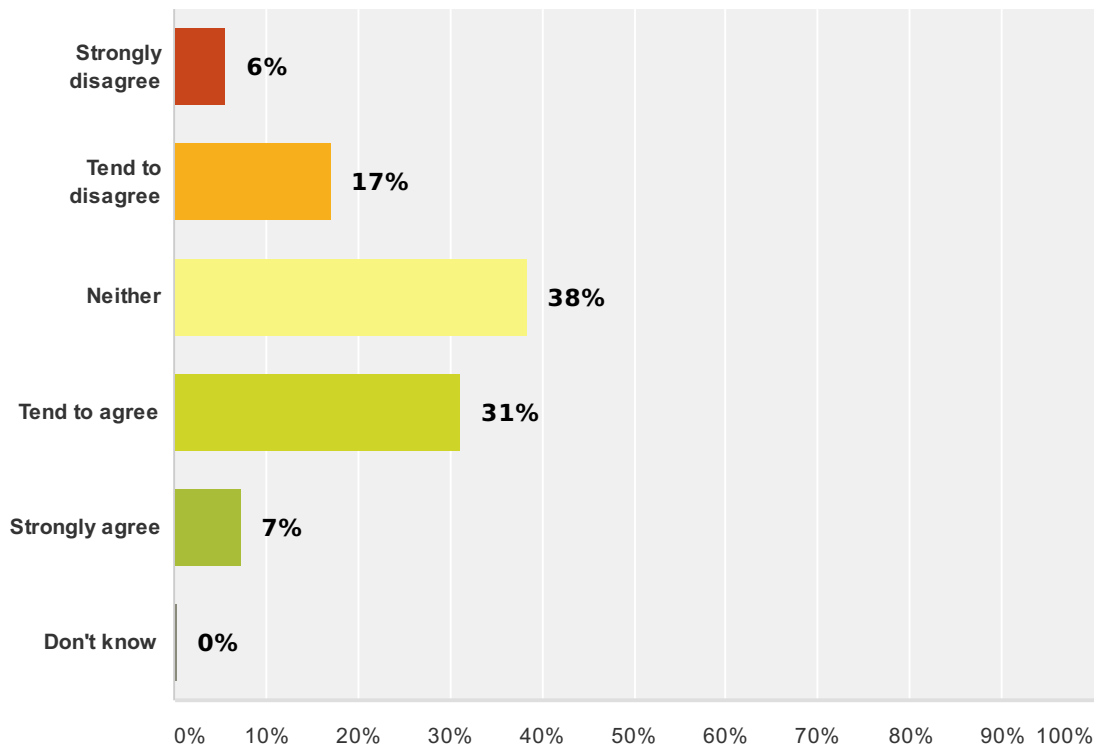
Q17 Please comment on any of your answers above (Q1-16):

Answered: 21 Skipped: 208

#	Responses	Date
1	I hope Defra listen. All depends on political interference.	9/27/2013 2:24 PM
2	No representation from the other side of the argument - but I accept there were good reasons for that.	9/27/2013 2:21 PM
3	Invitations to attend not sufficiently widely distributed to vet profession and farmers. Too few local farmers and vets present.	9/27/2013 2:08 PM
4	Q 14. I hope Defra will listen!	9/27/2013 11:11 AM
5	80% of discussion was on cattle controls and 90% of the strategy is on cattle controls. We must tackle the disease in wildlife too.	9/20/2013 1:30 AM
6	Q2 - would have liked more time on the strategy itself especially wildlife. Q12-16 not clear at present, diversity of views so not sure how this will be handled.	9/19/2013 2:08 PM
7	Q5 - I didn't get all the answers I asked questions for. Q16 - I think Defra take too much notice of wildlife groups. Defra gives the impression farmers are expected to pay for the strategy.	9/19/2013 7:19 AM
8	Presentations could have been given in a more concise time frame to allow more round-table discussion.	9/19/2013 7:16 AM
9	Q16 is effectively asking to state my belief in the government to act in a way I deem appropriate even though many views were expressed.	9/19/2013 7:14 AM
10	Q1 - the objective to review current measures wasn't clear. Q9 - not much said by wildlife interests. Q10 - yes there was a good level of knowledge on the farming side, but no on the wildlife side.	9/19/2013 3:41 AM
11	Insufficient time or background information on what is a long, detailed and complex consultation. Suggest for remaining workshops, the financing is discussed before structures.	9/19/2013 3:33 AM
12	I hope there is influence on Defra's thinking. Defra must demonstrate its commitment to stand up for food production for which is has responsibility.	9/19/2013 3:24 AM
13	Q3 - could have had more time, but perhaps this was just right. Structure and format were excellent. Q7 - Mark tried very hard to keep one person to the point.	9/19/2013 2:15 AM
14	Overall I agree that no single view was allowed to dominate (Q7), although many seemed to have already come with wildlife/badger control as the first choice and then framed their solutions and options around this method. However, people all participated and listed and debated in an appropriate manner.	9/19/2013 2:11 AM
15	We will see.	9/19/2013 2:06 AM
16	Big topic, many individual specific points, not all covered, some waffling. TB is a very contentious issue, would very much hope that progress can be made - keep it simple.	9/19/2013 1:44 AM
17	I sincerely hope they will strike the right balance (Q16), within the political constraints that they face.	9/17/2013 8:49 AM
18	On their past record, I tend to disagree that Defra will strike the right balance (Q16).	9/17/2013 8:47 AM
19	I did not feel that the moral issues involved in killing large numbers of a native mammal were given time to discuss, nor did I feel the repercussions of a continued culling programme would impact on the industry through consumer choice.	9/16/2013 8:49 AM
20	Not enough farmers or alpaca people.	9/16/2013 6:19 AM
21	Future decision making will need to be seen, to see how consultation process has influenced policy.	9/16/2013 6:17 AM

Q18 Taking part in these events has affected my views on the topic

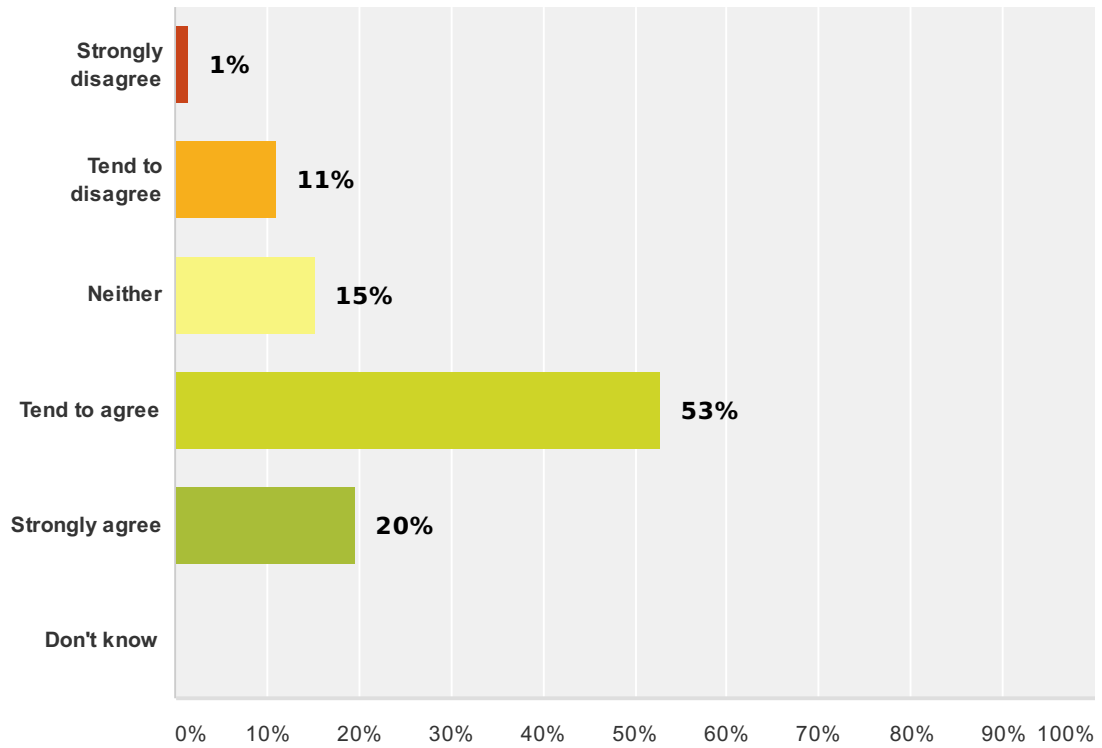
Answered: 216 Skipped: 13



Answer Choices	Responses	
Strongly disagree	6%	12
Tend to disagree	17%	37
Neither	38%	83
Tend to agree	31%	67
Strongly agree	7%	16
Don't know	0%	1
Total		216

Q19 I learned something new as a result of taking part

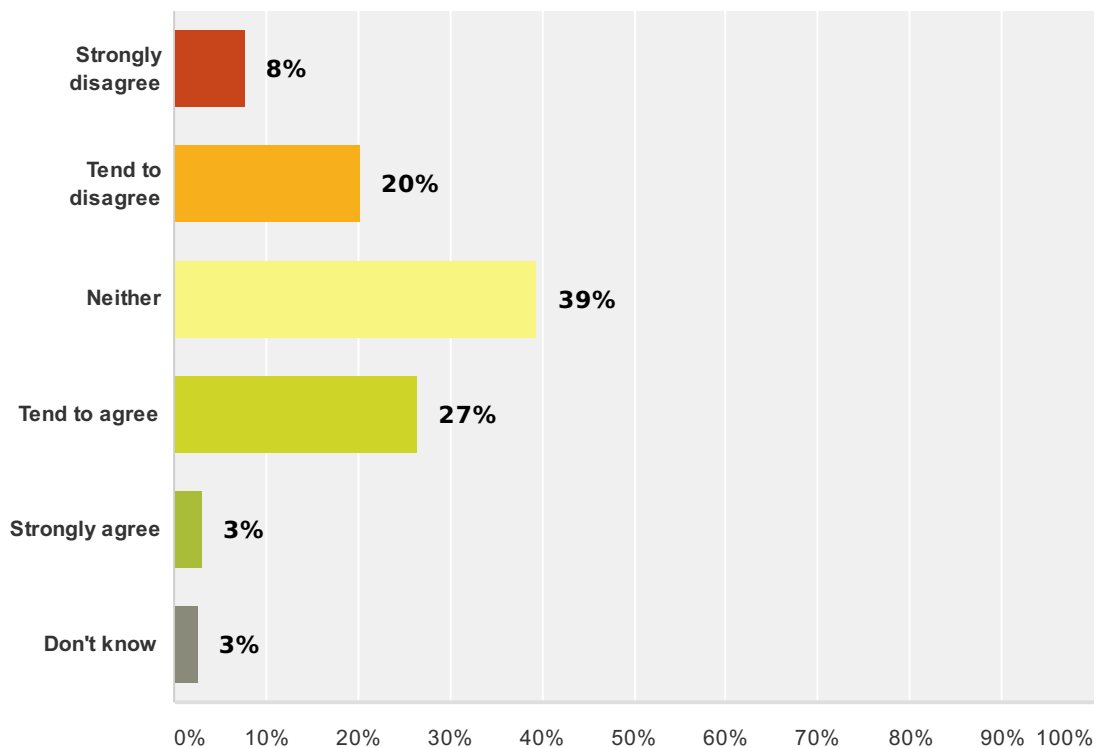
Answered: 218 Skipped: 11



Answer Choices	Responses	
Strongly disagree	1%	3
Tend to disagree	11%	24
Neither	15%	33
Tend to agree	53%	115
Strongly agree	20%	43
Don't know	0%	0
Total		218

Q20 I am likely to change something that I do as a result of taking part

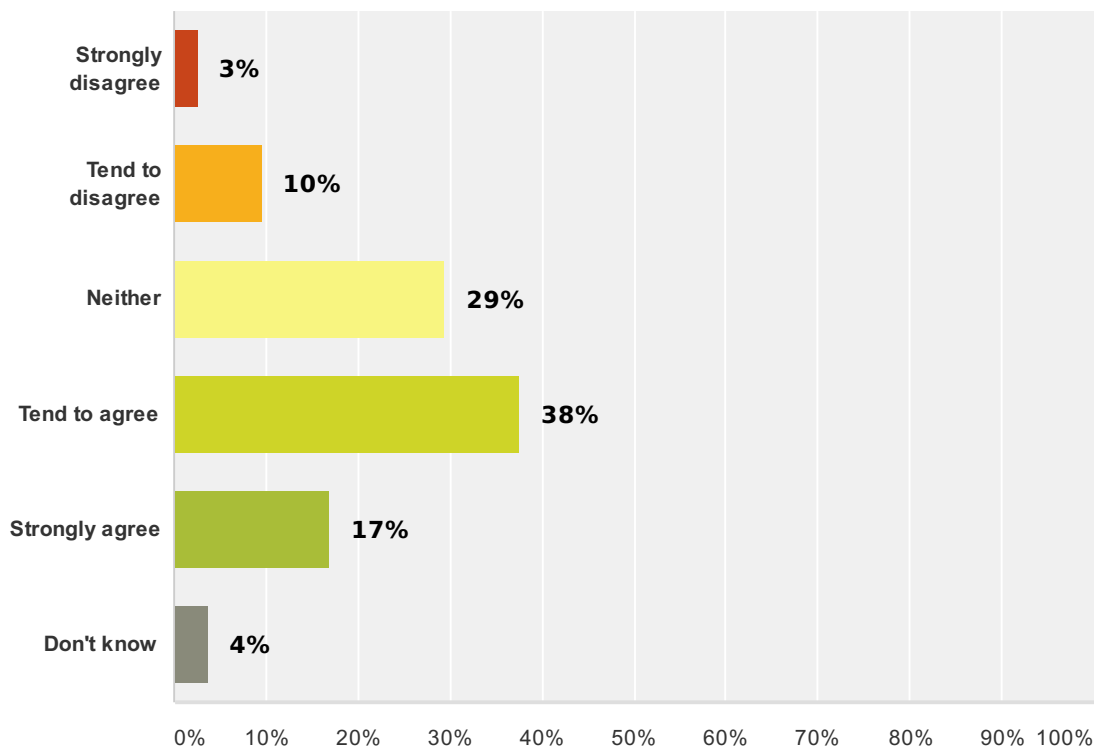
Answered: 218 Skipped: 11



Answer Choices	Responses
Strongly disagree	8% 17
Tend to disagree	20% 44
Neither	39% 86
Tend to agree	27% 58
Strongly agree	3% 7
Don't know	3% 6
Total	218

Q21 I am more convinced of the value of public participation in these sorts of topics

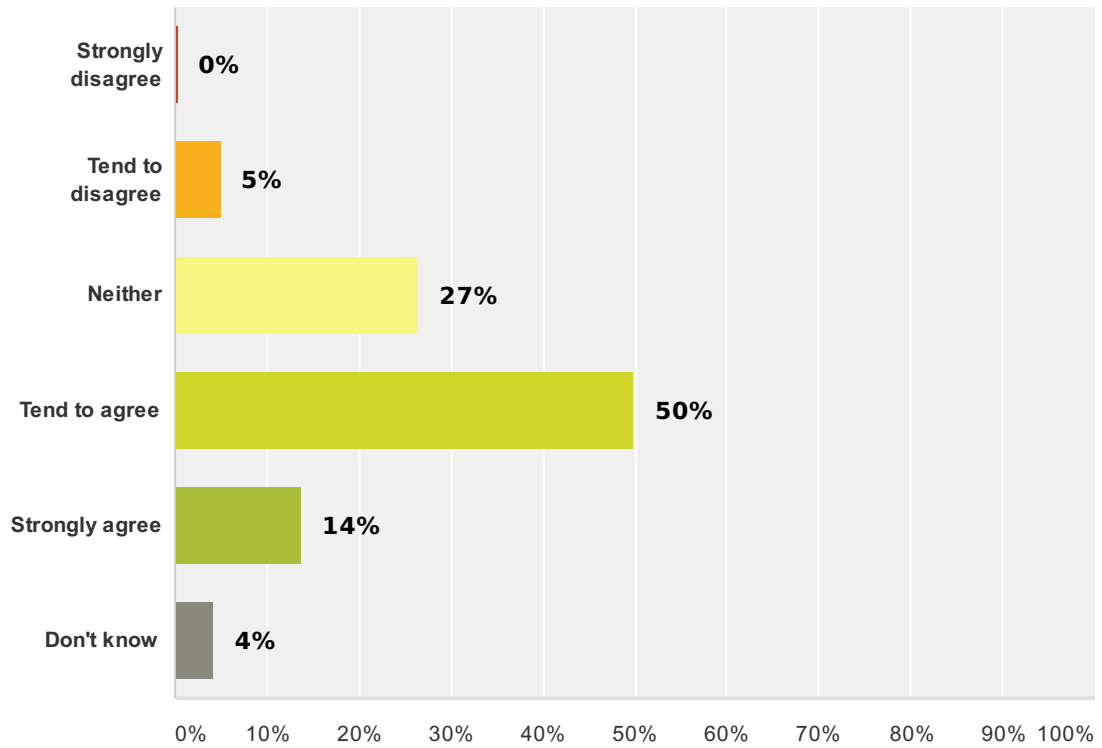
Answered: 218 Skipped: 11



Answer Choices	Responses	Count
Strongly disagree	3%	6
Tend to disagree	10%	21
Neither	29%	64
Tend to agree	38%	82
Strongly agree	17%	37
Don't know	4%	8
Total		218

Q22 I am more likely to get involved in these kinds of events in future

Answered: 218 Skipped: 11



Answer Choices	Responses
Strongly disagree	0% 1
Tend to disagree	5% 11
Neither	27% 58
Tend to agree	50% 109
Strongly agree	14% 30
Don't know	4% 9
Total	218

Q23 Please comment on any of your answers above (Q18-22)

Answered: 42 Skipped: 187

#	Responses	Date
1	Time will tell if Defra will listen.	9/27/2013 10:58 PM
2	I found the whole aspect of the consultation very interesting.	9/27/2013 10:48 PM
3	Public understanding or the issues rather than perception is key to taking the strategy forward.	9/27/2013 2:33 PM
4	Concerns that Defra have already decided what to do prior to the consultation.	9/27/2013 2:20 PM
5	Need to reduce admin by using Bcms and Levy Boards (?sp?)	9/27/2013 2:15 PM
6	Very useful exercise with very different views and valid points. Needs to be kept relatively small groups.	9/27/2013 12:01 PM
7	This is such a complex topic that the time was always going to be tight. What was covered was helpful.	9/27/2013 11:49 AM
8	Better event than anticipated. We need more discussions, facilitation was good.	9/27/2013 11:46 AM
9	Very useful discussion of areas.	9/27/2013 11:39 AM
10	Feel that Defra staff are constrained in what they can do due to government policy, funding and general public sector culture.	9/27/2013 11:37 AM
11	This is a problem for Defra and farmers.	9/27/2013 11:30 AM
12	I have direct concerns about how TB is managed by Defra/AHVLA.	9/27/2013 11:23 AM
13	I hope that Defra and associates listen and act upon the information we have all given during these workshop and will know if they have once the changes are published.	9/27/2013 11:14 AM
14	Not 100% sure all views will be taken into account in the final strategy.	9/27/2013 11:09 AM
15	Show us you respect our views and do action them.	9/27/2013 11:05 AM
16	One dominant voice can over ?sp? the debate.	9/27/2013 11:00 AM
17	The impact/management of wildlife controls was not fully explained or presented i the NZ/AUS examples, as this is seen as politically sensitive.	9/20/2013 1:23 AM
18	Q20 - Currently governed by regulations.	9/19/2013 2:13 PM
19	Q18 - I know more of the general background now.	9/19/2013 2:10 PM
20	Came with a fairly good knowledge of bTB and consultation prior to the meeting.	9/19/2013 7:37 AM
21	Not made clear how it will contribute to policy (different areas will make policy unclear).	9/19/2013 7:34 AM
22	I was only able to attend the second part of the session, so my overall view may well be skewed.	9/19/2013 7:06 AM
23	There seemed to be a general agreement that the single most important action is to cull badgers by whatever means works quickest, however there appears to be no demonstrable evidence - these were subjective opinions.	9/19/2013 3:54 AM
24	Vets and farmers need to be told where their TB breakdowns come from.	9/19/2013 3:50 AM
25	Hope that is the start of something meaningful.	9/19/2013 3:38 AM
26	Attendees were mostly from farming background and therefore pro-cull, not an even representation of interested parties.	9/19/2013 3:37 AM
27	I appreciate the provision of these workshops. However, I don't know how much the opinions will be listened to, given that many policies appear to be decided upon.	9/19/2013 3:35 AM

Bovine TB Stakeholder Consultation workshops, Defra

28	Workshop was well facilitated and well organised. Whilst the interest groups represented wasn't a wide range we did have useful discussions. A broader range of interests would have been useful.	9/19/2013 3:28 AM
29	No participation of anti side.	9/19/2013 2:52 AM
30	The public need more unbiased information on the serious situation we face.	9/19/2013 2:49 AM
31	Impossible to assess Defra reactions to responses. Heady political lobbying from wildlife groups will/may distort or at least slow response to conclusions.	9/19/2013 2:41 AM
32	The meeting was largely vets and farmers and did not have enough non-farming input.	9/19/2013 2:36 AM
33	This topic is very vast, it would be impossible to cover in its entirety.	9/19/2013 2:17 AM
34	Most of my views on this topic were re-enforced, not changed.	9/17/2013 9:12 AM
35	Necessarily the time and detail of discussion of topics was constrained	9/17/2013 8:53 AM
36	Governance of animal health policy must be removed from political interference! No trust in politics!	9/16/2013 8:58 AM
37	I learned that Defra match funding for badger vaccination had not been fully subscribed. I did not learn why.	9/16/2013 8:50 AM
38	There was a poor representation by farmers and a preponderance of those with no financial interest at stake.	9/16/2013 6:23 AM
39	Some of the proposals and answers were quite vague.	9/16/2013 6:13 AM
40	Bit too much focus on international examples when they are very different.	9/16/2013 6:11 AM
41	Unfortunately I arrived late so may have missed some of the contextual explanation. Some table discussions were left unresolved - unavoidable - but perhaps needed more emphasis or a few specific questions on each discussion topic.	9/16/2013 6:06 AM
42	Useful and interesting discussions but need more time to develop them. Previous experience suggests that while the Defra TB team may listen, the final policy will be largely driven by political considerations.	9/16/2013 5:50 AM

Q24 What was the best / most useful aspect of the meeting?

Answered: 104 Skipped: 125

#	Responses	Date
1	Meeting with and having discussions with all aspects of the industry.	9/27/2013 10:59 PM
2	Networking.	9/27/2013 10:57 PM
3	Understanding the diversity of views.	9/27/2013 10:54 PM
4	Discussion.	9/27/2013 10:54 PM
5	Meeting like-minded folk.	9/27/2013 10:52 PM
6	Opinions of the delegates.	9/27/2013 10:51 PM
7	Able to ask questions to Defra representatives from various fields of expertise.	9/27/2013 10:49 PM
8	Hearing various views on the topic.	9/27/2013 10:48 PM
9	Interesting.	9/27/2013 10:45 PM
10	Hearing about the proposed draft strategy and being able to have a discussion about it.	9/27/2013 10:44 PM
11	The free, honest speaking and the record being made of key messages.	9/27/2013 2:21 PM
12	Lunch.	9/27/2013 2:20 PM
13	Understanding need for Defra to adopt strategy before next general election.	9/27/2013 2:15 PM
14	Discussions.	9/27/2013 2:12 PM
15	Other attendants' opinions.	9/27/2013 2:07 PM
16	All of it well structured and paced. Plenty of opportunity for all to participate.	9/27/2013 12:01 PM
17	Facilitators kept it moving.	9/27/2013 11:46 AM
18	Good mix of attendees. Very good round table discussions.	9/27/2013 11:39 AM
19	Variety of different views.	9/27/2013 11:37 AM
20	Breakout discussions.	9/27/2013 11:32 AM
21	Will help further practices.	9/27/2013 11:29 AM
22	Hearing other people's views.	9/27/2013 11:24 AM
23	I could have my say.	9/27/2013 11:23 AM
24	That people at 'farm' level all feel isolated and alone about this issue.	9/27/2013 11:14 AM
25	Good facilitators.	9/27/2013 11:09 AM
26	Hearing views of farmers/industry on the ground.	9/27/2013 11:08 AM
27	Facilitation was excellent, fair and unbiased.	9/27/2013 11:05 AM
28	All parts involved in the discussion.	9/27/2013 11:03 AM
29	Discussion.	9/27/2013 11:00 AM
30	Good audience.	9/20/2013 1:31 AM
31	The wide range of views.	9/20/2013 1:28 AM
32	Presence of multiple types of stakeholders.	9/19/2013 2:13 PM
33	Concise summary of the draft strategy. Learnt more about bTB.	9/19/2013 2:10 PM
34	Defra/AHVLA staff - interesting points.	9/19/2013 1:55 PM

Bovine TB Stakeholder Consultation workshops, Defra

35	Well facilitated.	9/19/2013 1:51 PM
36	Hearing the views of others than livestock farmers.	9/19/2013 1:49 PM
37	Range of views.	9/19/2013 8:54 AM
38	Talking it through.	9/19/2013 8:52 AM
39	Lack of interest groups.	9/19/2013 7:38 AM
40	Listening to different perspectives.	9/19/2013 7:37 AM
41	Sticking to the timetable.	9/19/2013 7:35 AM
42	Brought bodies together.	9/19/2013 7:34 AM
43	Round table discussions with people from other areas.	9/19/2013 7:27 AM
44	Getting views of others, and discussion.	9/19/2013 7:21 AM
45	To have an input into future strategy.	9/19/2013 7:17 AM
46	Openness of discussions.	9/19/2013 7:13 AM
47	Local people in one room.	9/19/2013 7:10 AM
48	Wider involvement - those that are wanting to see change rather than the reliance on Union's opinions.	9/19/2013 7:09 AM
49	Meeting others.	9/19/2013 7:06 AM
50	Listening to other points of view, personal and face to face.	9/19/2013 3:56 AM
51	Useful to hear range of interests, especially the veterinary perspective.	9/19/2013 3:54 AM
52	Farmer / livestock keeper engagement.	9/19/2013 3:52 AM
53	Discussions.	9/19/2013 3:50 AM
54	Talking to the other farmers and some good Defra reps.	9/19/2013 3:45 AM
55	Efficient way of communicating views on a nuanced topic.	9/19/2013 3:42 AM
56	Other peoples' views.	9/19/2013 3:39 AM
57	Hear other perspectives on the issues.	9/19/2013 3:38 AM
58	Table discussions allowed for good exchange of ideas without fear of speaking up to the whole room, that probably helped facilitate discussions.	9/19/2013 3:35 AM
59	Being aware that discussion was being made and able to be part of it.	9/19/2013 3:32 AM
60	Hearing the views of vets and farmers.	9/19/2013 3:30 AM
61	Discussions about the strategy and the importance of a database of cattle, electronic tagging and cattle vaccine.	9/19/2013 3:28 AM
62	The change to make it clear that the bTB crisis, affecting the whole of West Country livestock farming, in the direct result of successive government's over the last 30 years ignoring the findings of Lord Zuchman's report in 1980.	9/19/2013 3:26 AM
63	Discussions with farmers.	9/19/2013 2:52 AM
64	Well organised and handled forum.	9/19/2013 2:50 AM
65	Excellent meeting.	9/19/2013 2:49 AM
66	Farmer contributions.	9/19/2013 2:47 AM
67	Discussion with farmers/vets about bTB poly.	9/19/2013 2:42 AM
68	Open forum discussions.	9/19/2013 2:41 AM
69	Getting the message across "get on with it", sort the problem out!	9/19/2013 2:38 AM
70	The common need from everyone to address the problem with urgency and commitment.	9/19/2013 2:36 AM
71	The people it brought together.	9/19/2013 2:34 AM

Bovine TB Stakeholder Consultation workshops, Defra

72	The range of professions attending.	9/19/2013 2:21 AM
73	Having a cross section of views.	9/19/2013 2:17 AM
74	That there is hope for future without bTB. As a dairy farmer the long term future seemed far away.	9/19/2013 2:15 AM
75	The opportunity to present ideas.	9/19/2013 2:12 AM
76	Range of attendees.	9/19/2013 2:11 AM
77	Small discussion groups.	9/19/2013 2:09 AM
78	Discussion.	9/19/2013 2:07 AM
79	Discussion.	9/19/2013 2:05 AM
80	Lead facilitator was great. Participants mostly all very respectful.	9/19/2013 2:04 AM
81	Greater understanding.	9/19/2013 2:02 AM
82	Getting different stakeholders around the table.	9/19/2013 2:00 AM
83	Meeting like minded people on a very difficult subject.	9/19/2013 1:58 AM
84	Group discussions.	9/19/2013 1:55 AM
85	Helpful in understanding other participants' views.	9/19/2013 1:42 AM
86	It kept moving without being bogged down.	9/19/2013 1:38 AM
87	Small table discussions generally open.	9/19/2013 1:02 AM
88	Opportunity to chat with the Defra folks.	9/17/2013 9:12 AM
89	Hearing other views	9/17/2013 8:53 AM
90	Table and plenary discussions and Q&As	9/17/2013 8:50 AM
91	Coffee	9/17/2013 8:46 AM
92	Free and frank discussions.	9/16/2013 8:58 AM
93	Learning more about bTB.	9/16/2013 8:56 AM
94	Sharing opinions from other peoples' experiences. Seeing how eradication has been implemented abroad.	9/16/2013 8:54 AM
95	I was pleased to be able to learn from well informed stakeholders the factors that influenced their strategies for bTB control.	9/16/2013 8:50 AM
96	Learning more about the strategy and hearing other expert opinions.	9/16/2013 8:41 AM
97	Listening to other peoples views from our industry.	9/16/2013 6:25 AM
98	Open discussion.	9/16/2013 6:20 AM
99	Airing of wide range of views: consideration of Defra changes or potential changes.	9/16/2013 6:18 AM
100	The ability to make my own point.	9/16/2013 6:16 AM
101	Hearing other (new for me) stakeholder views e.g. vets.	9/16/2013 6:11 AM
102	For me, hearing the different views and feelings of the other participants.	9/16/2013 6:06 AM
103	Opportunity to meet with and discuss issues with other stakeholders in a non-confrontational environment.	9/16/2013 5:50 AM
104	discussion on what may make a difference	9/16/2013 5:44 AM

Q25 What was the worst / least useful aspect of the meeting?

Answered: 79 Skipped: 150

#	Responses	Date
1	Poor attendance from industry/vets.	9/27/2013 10:57 PM
2	Sometimes felt people were not probed enough about the reasons/evidence for their statements at the table.	9/27/2013 10:54 PM
3	Feeling ineffectual - a 'talking shop'.	9/27/2013 10:52 PM
4	One of the young vets seemed ill informed on the availability of the badger vaccine.	9/27/2013 10:51 PM
5	Time limited - a lot to cover.	9/27/2013 10:48 PM
6	Yet more talking and no greater sign of action.	9/27/2013 2:20 PM
7	Lack of Defra strategy.	9/27/2013 2:15 PM
8	Not enough farmers.	9/27/2013 2:07 PM
9	None	9/27/2013 11:46 AM
10	Vagueness in certain areas.	9/27/2013 11:37 AM
11	Presentations often left unanswered questions.	9/27/2013 11:32 AM
12	Not enough time for discussions.	9/27/2013 11:24 AM
13	I know this will not affect future.	9/27/2013 11:23 AM
14	Could not always hear comments from other tables, venue too spacious.	9/27/2013 11:19 AM
15	Nothing - Sarah was amazing.	9/27/2013 11:14 AM
16	Cold room.	9/27/2013 11:09 AM
17	Lack of time for thorough discussion of all aspects.	9/27/2013 11:08 AM
18	Unconvincing that this is a strategy for the long term, free of political bias.	9/27/2013 11:05 AM
19	Couldn't hear. The acoustics were poor and needing amplification.	9/27/2013 11:00 AM
20	Little detail from Defra.	9/20/2013 1:31 AM
21	More aspects felt a bit rushed.	9/20/2013 1:28 AM
22	Too little discussion on national options.	9/19/2013 2:13 PM
23	Nothing said on deliverance.	9/19/2013 1:53 PM
24	Forms!	9/19/2013 8:54 AM
25	none.	9/19/2013 8:52 AM
26	Regarding cost sharing and governance, I feel there is little that can be done to influence this area - frustrating!	9/19/2013 7:37 AM
27	Plenary - not enough time.	9/19/2013 7:27 AM
28	Room acoustics.	9/19/2013 7:21 AM
29	Going over background info too fully.	9/19/2013 7:17 AM
30	Bad reputation of what has come before.	9/19/2013 7:13 AM
31	Not enough plenary debate.	9/19/2013 7:10 AM
32	No 'real' outcome.	9/19/2013 7:09 AM

Bovine TB Stakeholder Consultation workshops, Defra

33	Frustration about the lack of joined up approach reference "the industry".	9/19/2013 7:06 AM
34	Some topics possibly needed longer to discuss.	9/19/2013 4:00 AM
35	Lack of detail in certain examples like NZ.	9/19/2013 3:56 AM
36	Some lack of interest in how to achieve a good healthy outcome for badgers e.g. the example of the possum in NZ was considered to be equivalent even though that is an introduced species to NZ.	9/19/2013 3:54 AM
37	Lunch.	9/19/2013 3:46 AM
38	Very dull monotone delivery of presentations.	9/19/2013 3:42 AM
39	Not enough time to discuss issues fully as we didn't know what they would be beforehand.	9/19/2013 3:37 AM
40	Time constraints on some topics. Governance issue was hard to deal with...!	9/19/2013 3:35 AM
41	Lack of time/discussion.	9/19/2013 3:32 AM
42	Some assumptions about the badger cull needing to form part of the strategy. Personal view is that this should not form part of the strategy.	9/19/2013 3:28 AM
43	None.	9/19/2013 3:26 AM
44	Could have spent more time on the science behind it.	9/19/2013 2:53 AM
45	Will they listen?	9/19/2013 2:52 AM
46	None.	9/19/2013 2:49 AM
47	Presentations - did not influence discussion much.	9/19/2013 2:42 AM
48	Too few farming attendees.	9/19/2013 2:41 AM
49	The boring presentation by Defra representative.	9/19/2013 2:38 AM
50	It was all useful to some degree.	9/19/2013 2:36 AM
51	Venue not advertised until few days before the meeting.	9/19/2013 2:34 AM
52	Weak facilitation.	9/19/2013 2:21 AM
53	None.	9/19/2013 2:15 AM
54	The use of the word 'science'.	9/19/2013 2:12 AM
55	Single 'over enthusiast' participant.	9/19/2013 2:09 AM
56	Edmund.	9/19/2013 2:07 AM
57	Some dominated conversations more than others.	9/19/2013 2:04 AM
58	Lot of time and effort involved, probably won't make a difference.	9/19/2013 2:00 AM
59	One person's dominance.	9/19/2013 1:58 AM
60	Note enough time.	9/19/2013 1:55 AM
61	Hard to get a word in!	9/19/2013 1:42 AM
62	Time constraints - such a huge topic!	9/19/2013 1:41 AM
63	Trying to solve an issue which is 'protected' by law.	9/19/2013 1:00 AM
64	Time limited.	9/17/2013 9:12 AM
65	Fait accompli	9/17/2013 8:46 AM
66	Possibly more time needed per item.	9/16/2013 8:58 AM
67	Lack of pre-meeting material. Lack of invitation to farmers.	9/16/2013 8:56 AM
68	Slightly disorganised.	9/16/2013 8:54 AM
69	A lack of detail on each of the proposed strategies and evidence of their efficacy that could be demonstrated in England.	9/16/2013 8:50 AM

Bovine TB Stakeholder Consultation workshops, Defra

70	Communications before the event were lacking.	9/16/2013 8:41 AM
71	Lack of notice for the meeting, and not at a convenient time.	9/16/2013 8:39 AM
72	Not enough time. Too much based on funding! Not getting rid of BTb.	9/16/2013 6:25 AM
73	Shortage of time.	9/16/2013 6:20 AM
74	Lack of conclusions. Sense of established agenda / policy and outcome will be used to justify already formulated policy.	9/16/2013 6:18 AM
75	Last few discussions in the afternoon, but laboured.	9/16/2013 6:11 AM
76	A bit rushed.	9/16/2013 6:06 AM
77	Insufficient time.	9/16/2013 5:50 AM
78	Lack of investigation into better diagnostics	9/16/2013 5:47 AM
79	Not enough time to consider more in depth ideas	9/16/2013 5:44 AM

Bovine TB Stakeholder Consultation workshops, Defra

Q26

Answered: 32 Skipped: 197

#	Responses	Date
1	Very good facilitator (don't get too full of yourself!).	9/27/2013 10:58 PM
2	Only will move forward against TB if everything is used.	9/27/2013 10:46 PM
3	Announcing that part of the strategy will be implemented whilst the consultation is ongoing has done nothing to encourage the industry to participate in the process.	9/27/2013 2:33 PM
4	Frustration that more wildlife controls are not in the front of moving forward, only politics!	9/27/2013 2:29 PM
5	Hold the meeting on 'neutral' grounds might get a wider representation of stakeholders!	9/27/2013 12:03 PM
6	Please send me the composite report for the workshops (Simon Fisher at NFU).	9/27/2013 11:46 AM
7	Thank you for putting on this workshop. You have asked the questions, we have submitted our answers, now please do something about it.	9/27/2013 11:14 AM
8	V good facilitators.	9/27/2013 11:08 AM
9	Do more of this type of workshop to contribute.	9/27/2013 11:05 AM
10	It was a good meeting. Friendly people.	9/27/2013 11:02 AM
11	Excessive use of the word 'plenary'.	9/19/2013 7:33 AM
12	I attended a similar workshop approximately 10 years ago. I hope I do not attend another one in 2023.	9/19/2013 7:08 AM
13	There was concern from delegates that much of this is a fait accompli and these consultations are a hygiene factor!	9/19/2013 7:06 AM
14	I would appreciate receiving the results of today's session, and the 10 workshops as a whole.	9/19/2013 3:43 AM
15	As the edge area has already had so many measures implemented it would have been useful to have a specific session reviewing those.	9/19/2013 3:42 AM
16	Thank you for inviting me to this event.	9/19/2013 3:28 AM
17	I would like to see Minister meetings held at periods of possible 2 to 5 years until England achieves TB free status.	9/19/2013 3:26 AM
18	Time well spent. Many thanks to our scribes.	9/19/2013 2:49 AM
19	Presenter poor.	9/19/2013 2:48 AM
20	Round table discussions for people talking.	9/19/2013 2:38 AM
21	Share emails to form an action group.	9/19/2013 2:36 AM
22	Can we ask participants if they wish to form an Eradication Action Group for East Sussex - would they share emails with one another, to get it started soon.	9/19/2013 2:34 AM
23	Should make table questions shorter and simpler. Far too much on sheets.	9/19/2013 2:22 AM
24	Very good.	9/19/2013 2:15 AM
25	Thoughts developed quite well after a shaky start.	9/19/2013 1:56 AM
26	I hope we make a difference.	9/19/2013 1:38 AM
27	Lack of communication before the event as to where we were meeting.	9/16/2013 8:54 AM
28	My thanks	9/16/2013 8:50 AM
29	??? [illegible]. We need to speed up!	9/16/2013 8:43 AM
30	Very well chaired.	9/16/2013 6:20 AM

Bovine TB Stakeholder Consultation workshops, Defra

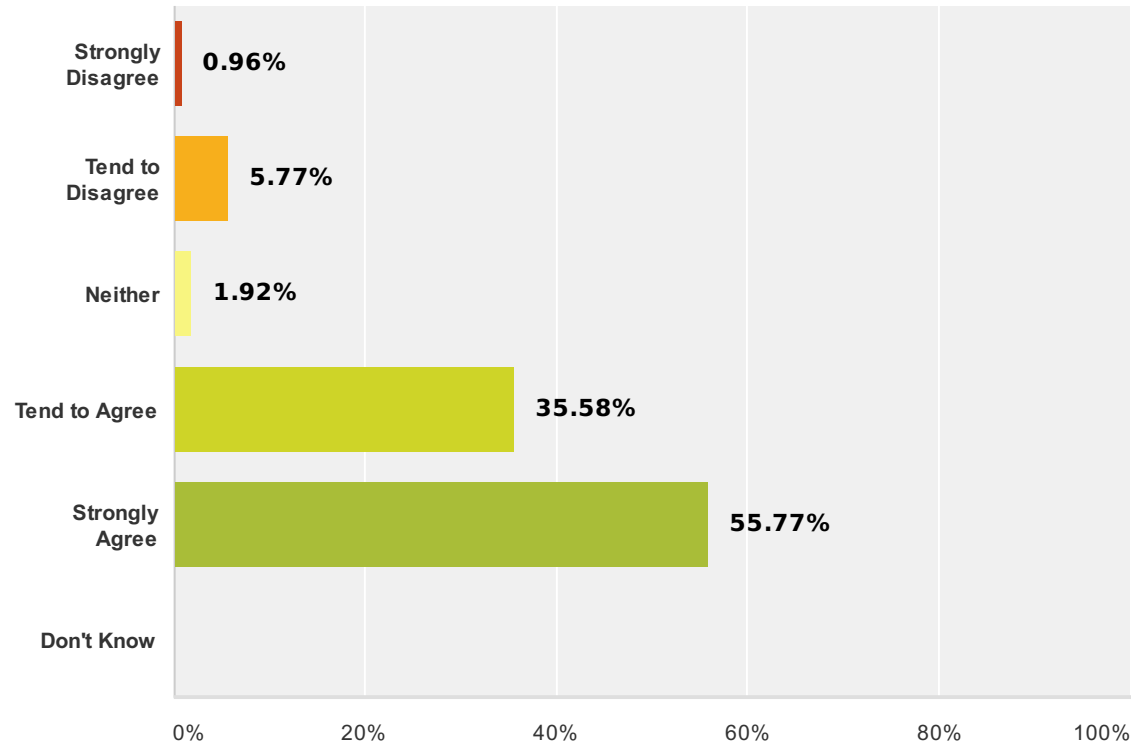
31	The date and venue of the meeting was posted on twitter by one of the participants!	9/16/2013 6:13 AM
32	Good event, well facilitated.	9/16/2013 6:11 AM

Appendix 5 – Evaluation questionnaire data from public participants

Overleaf

Q1 Overall the information presented seemed fair and balanced.

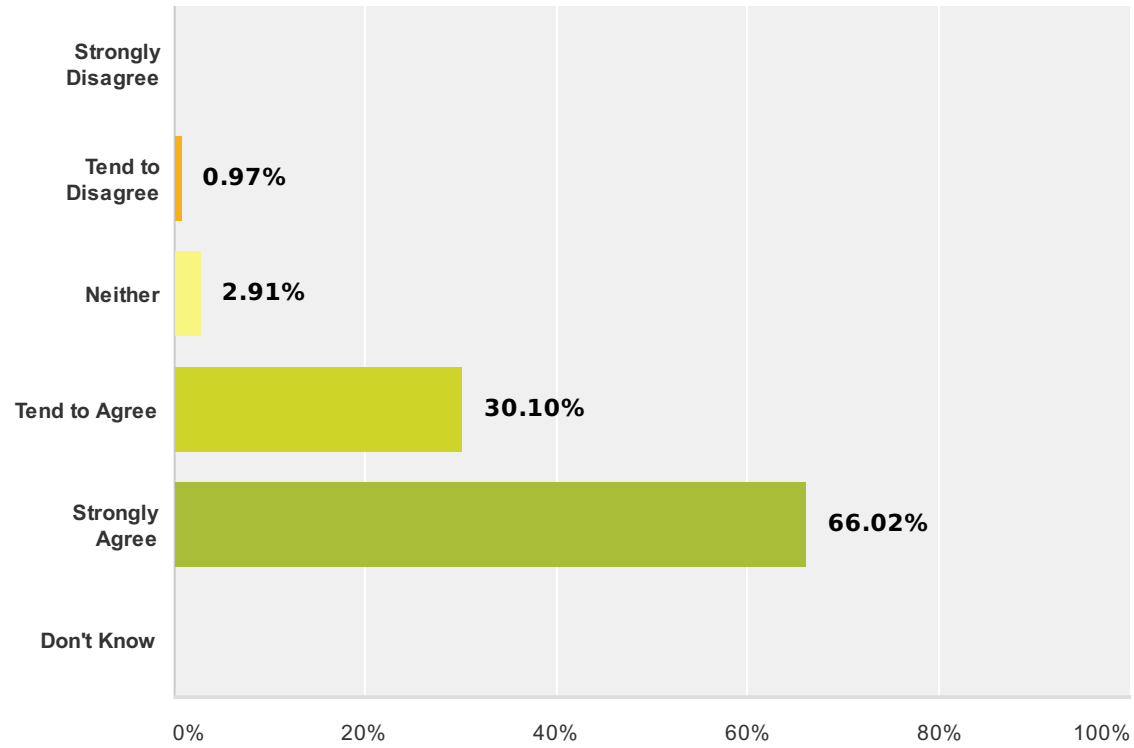
Answered: 104 Skipped: 0



#	Comments:	Date
1	Only one aspect.	10/27/2013 12:47 PM
2	Would liked to have presentation from a badger/wildlife org.	10/25/2013 6:09 AM
3	Would like to know more on badgers.	10/25/2013 6:06 AM
4	Information was presented clearly so people were able to form their own opinions.	10/25/2013 6:00 AM
5	There is so much to know. The sessions were informative.	10/16/2013 10:39 AM
6	I tended to believe the figures provided.	10/16/2013 10:20 AM

Q2 I could ask questions easily and get appropriate answers

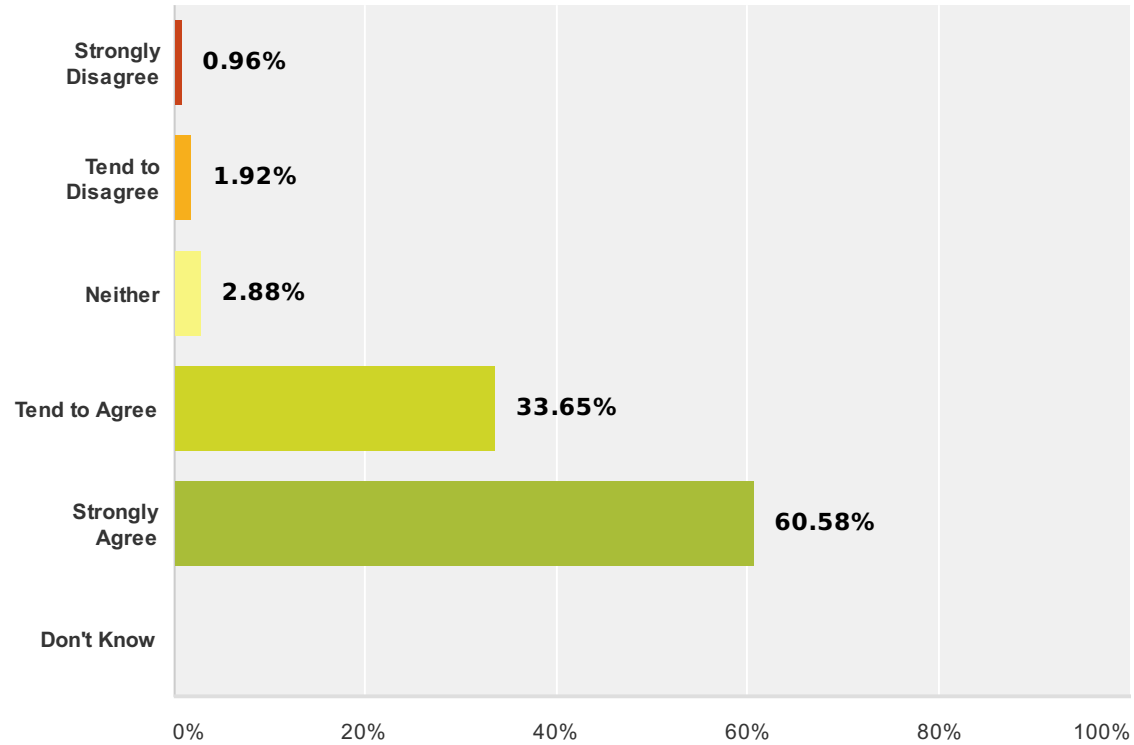
Answered: 103 Skipped: 1



#	Comments:	Date
1	Today I did.	10/25/2013 6:06 AM
2	All of the members of Defra and the OPM were happy to discuss any point.	10/25/2013 6:00 AM

Q3 I had enough time to discuss the issues

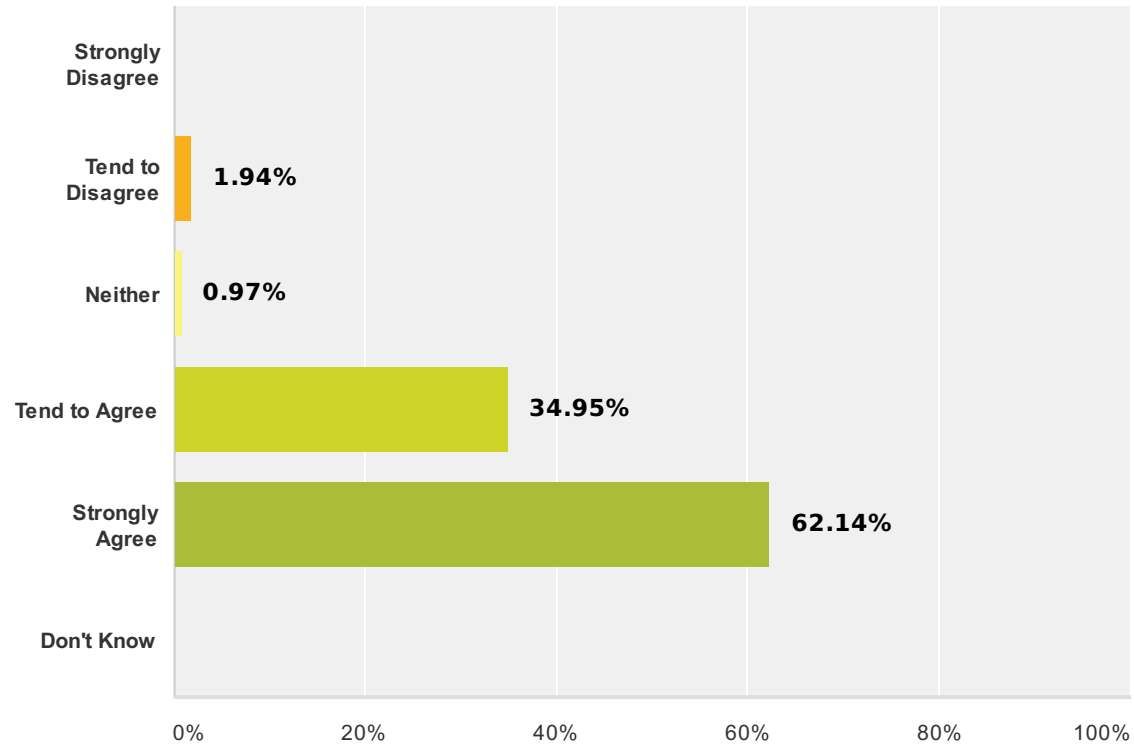
Answered: 104 Skipped: 0



#	Comments:	Date
1	Plenty time spent in groups.	10/27/2013 12:38 PM
2	Not always.	10/25/2013 6:27 AM
3	Would have liked more time.	10/25/2013 6:06 AM
4	Most of the time the discussions were wrapping up. Only a couple were cut short.	10/25/2013 6:00 AM
5	Everyone's opinions brought more topics and questions up. It was very interesting.	10/16/2013 10:39 AM

Q4 I was able to contribute my views and have my say

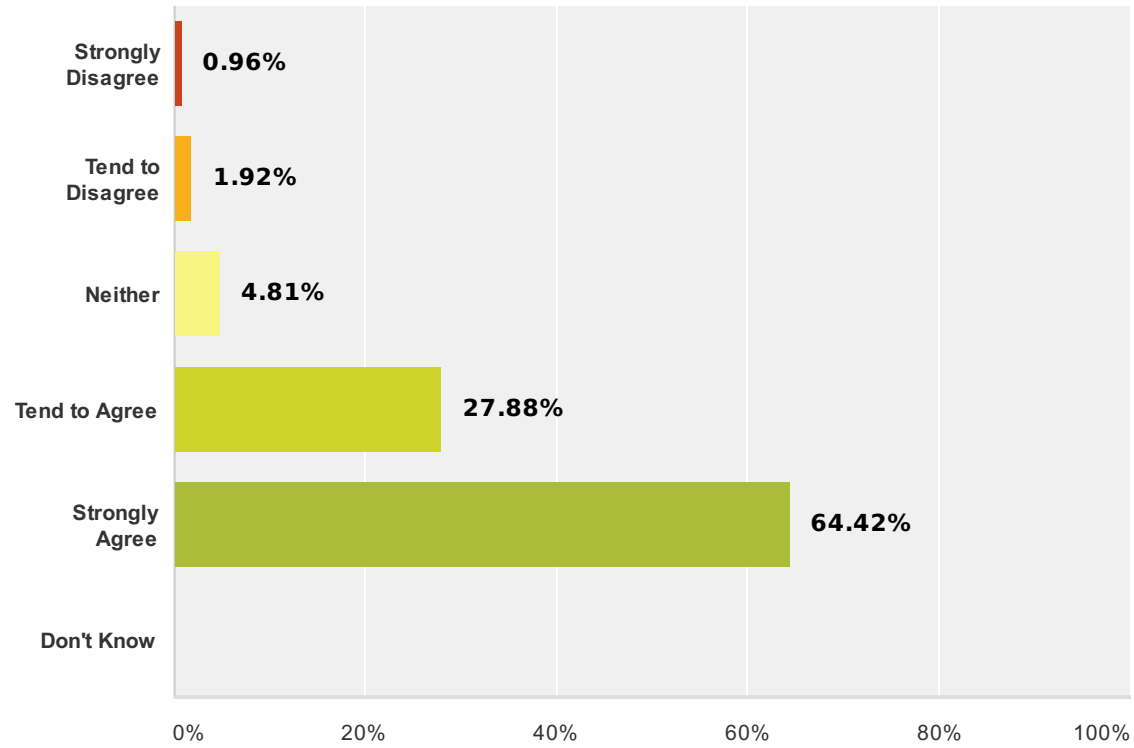
Answered: 103 Skipped: 1



#	Comments:	Date
1	Friendly staff.	10/27/2013 12:38 PM
2	Mostly.	10/25/2013 6:27 AM

Q5 The facilitation was independent, professional and effective.

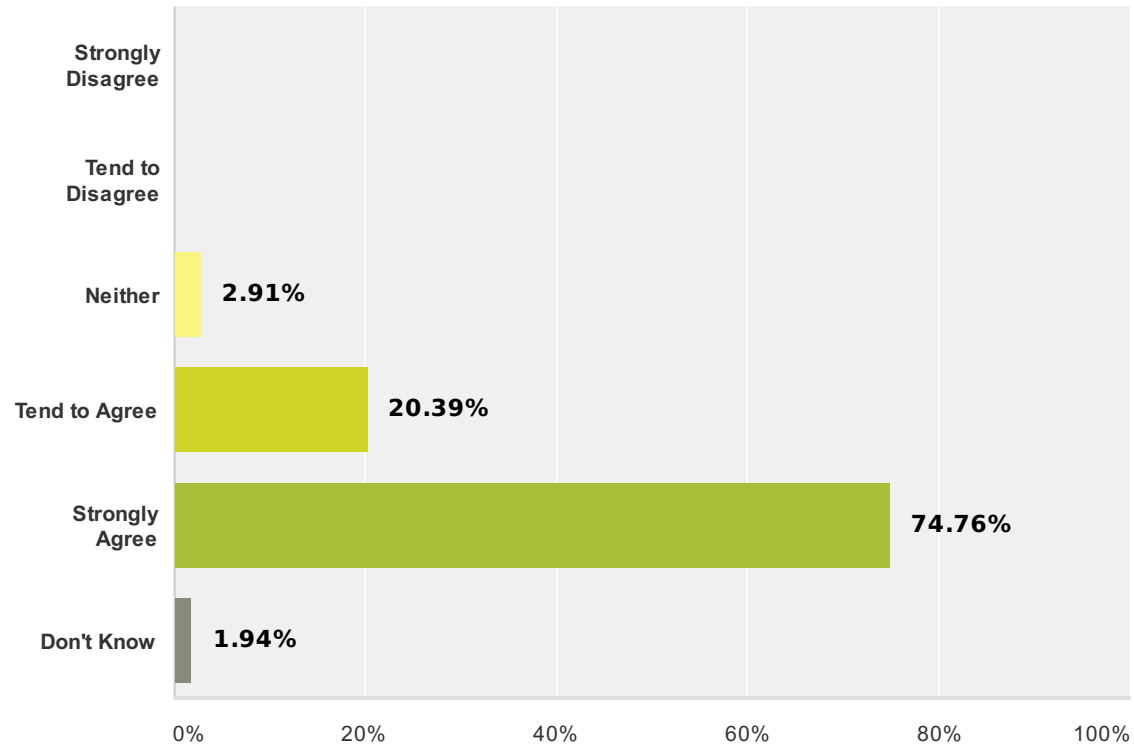
Answered: 104 Skipped: 0



#	Comments:	Date
1	No farmers.	10/27/2013 12:47 PM
2	Technology still a let down.	10/25/2013 6:23 AM
3	Not always, but individually and small groups.	10/25/2013 6:06 AM

Q6 I felt comfortable with the presence of observers (those watching but not participating)

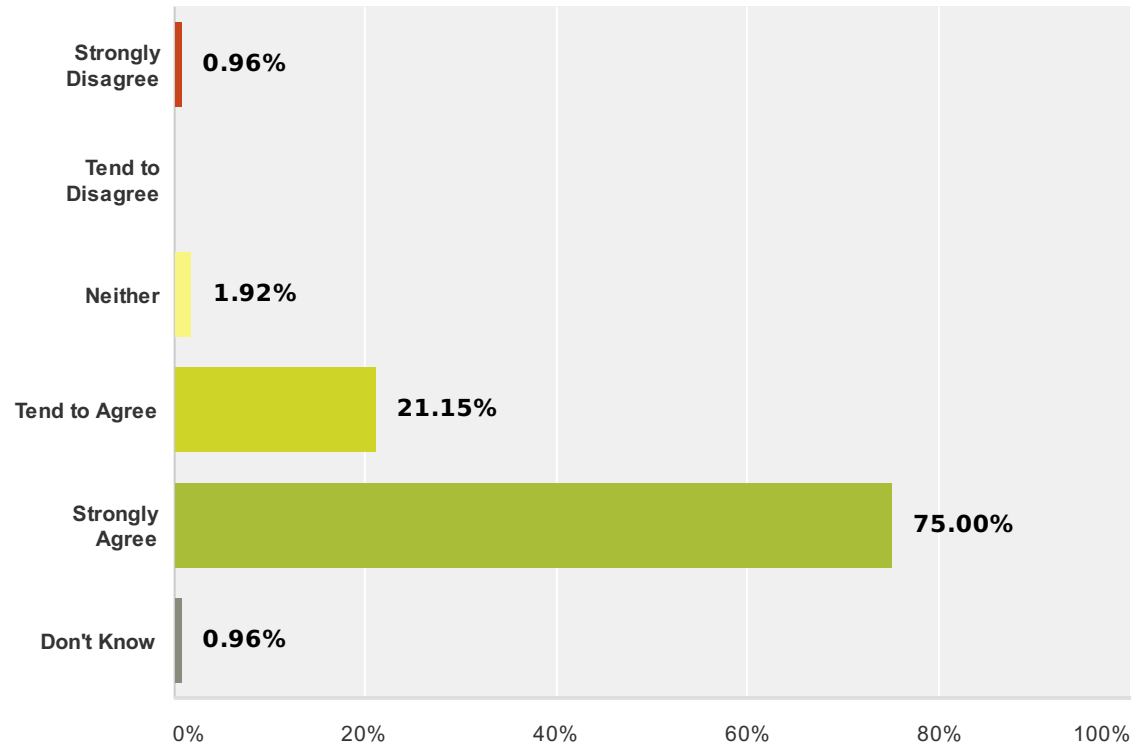
Answered: 103 Skipped: 1



#	Comments:	Date
1	Didn't really notice.	10/25/2013 6:27 AM
2	Everyone participated.	10/25/2013 6:00 AM
3	At all times felt like this.	10/16/2013 11:56 AM
4	Again the observers and others were polite helpful and informed.	10/16/2013 10:39 AM

Q7 I felt comfortable with the expert person/people who helped to answer questions today

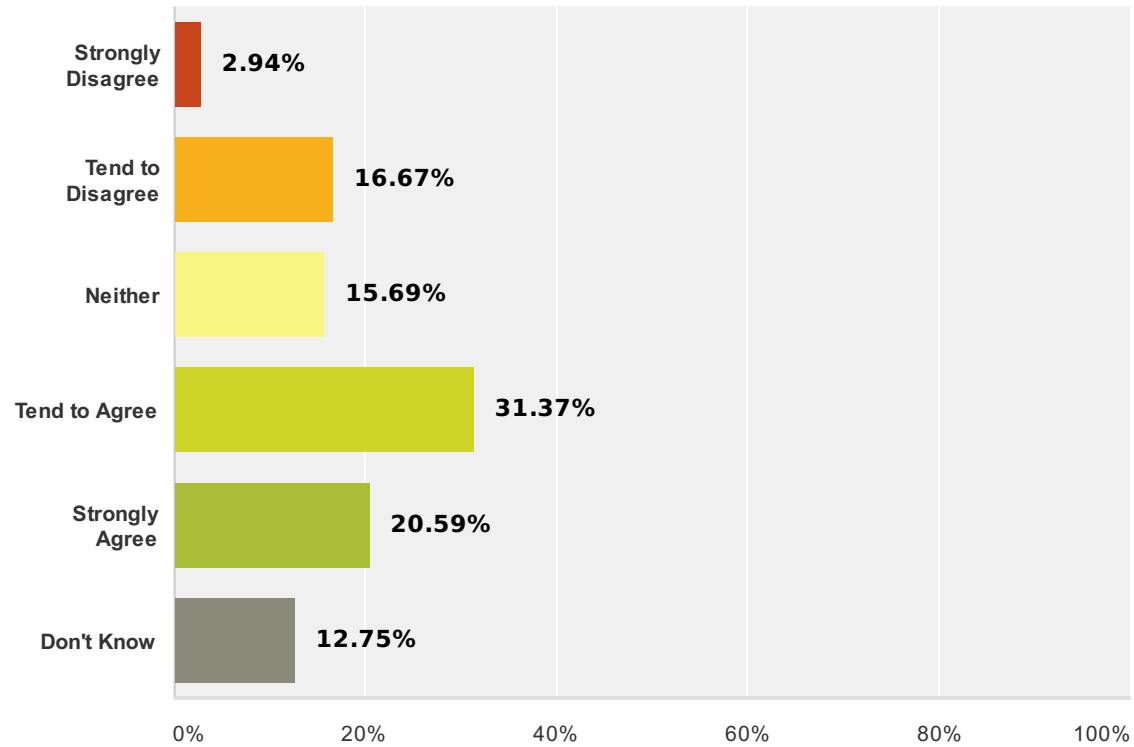
Answered: 104 Skipped: 0



#	Comments:	Date
1	Great experts used (Ruth).	10/27/2013 12:38 PM
2	All lovely.	10/25/2013 6:27 AM
3	They were all very approachable.	10/25/2013 6:00 AM
4	Also with Ian Boyd answering my email.	10/16/2013 10:39 AM

Q8 I am confident that these events will make a difference to the Government's strategy for bTB

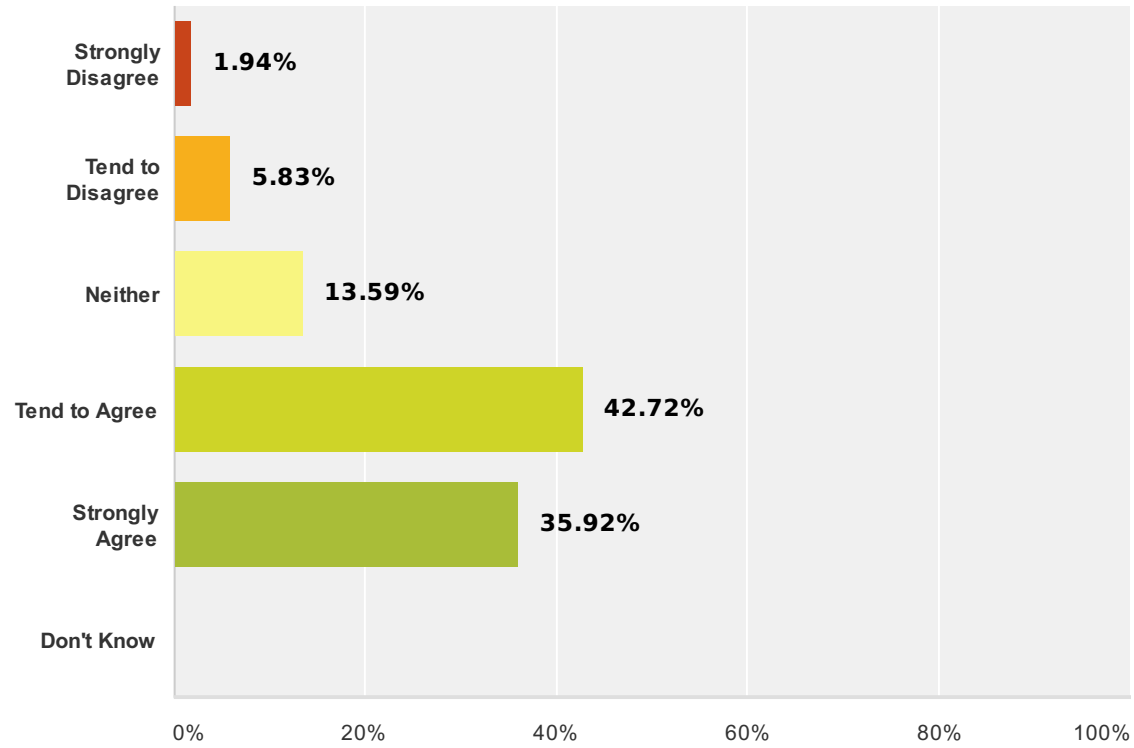
Answered: 102 Skipped: 2



#	Comments:	Date
1	Government normally doesn't listen to public.	10/27/2013 12:47 PM
2	Government wants to offload and make cuts :(10/27/2013 12:20 PM
3	I would be interested to know outcomes if any of our comments bought in new legislation.	10/25/2013 6:45 AM
4	Hope so.	10/25/2013 6:27 AM
5	I'm hoping.	10/25/2013 6:06 AM
6	I hope it'll depend on whether they produced any good points.	10/25/2013 6:00 AM

Q9 I found the time/energy to do the follow-up work between the two events

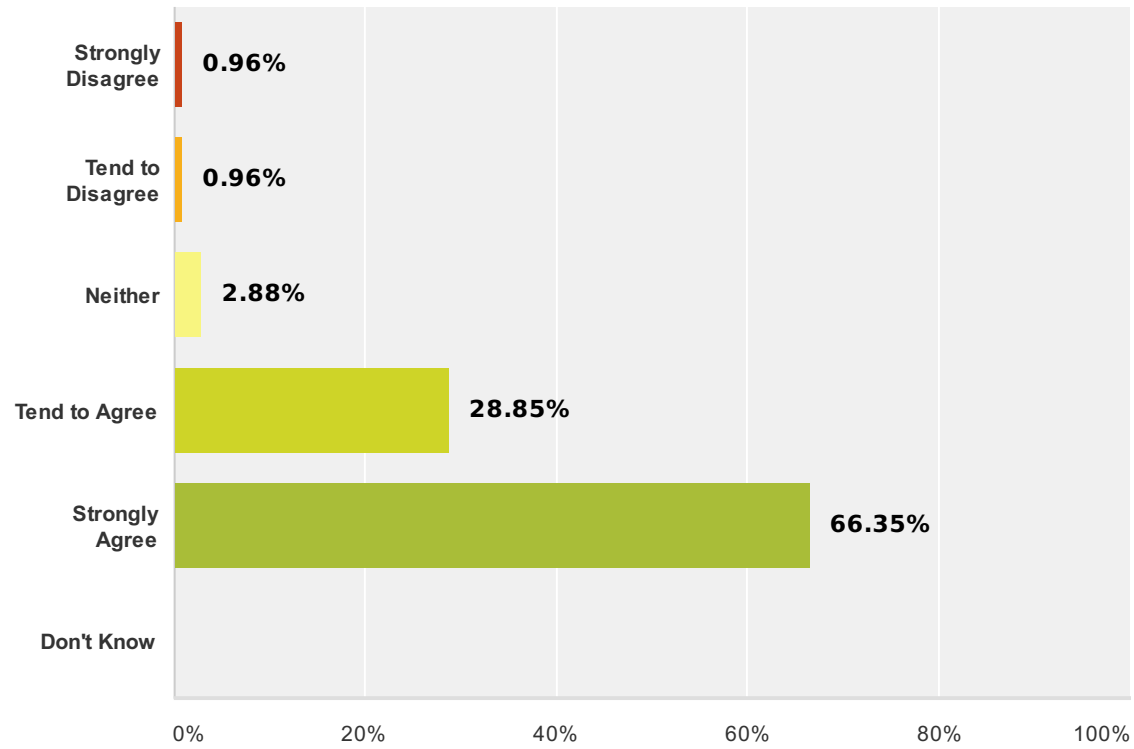
Answered: 103 Skipped: 1



#	Comments:	Date
1	Time to research what I wasn't sure on.	10/27/2013 12:38 PM
2	Wasn't any work to do.	10/27/2013 12:26 PM
3	[circled 'time' in question]	10/25/2013 6:45 AM
4	I will now carry on having a big interest in this issue.	10/25/2013 6:27 AM

Q10 Overall I am satisfied with the two events I attended

Answered: 104 Skipped: 0



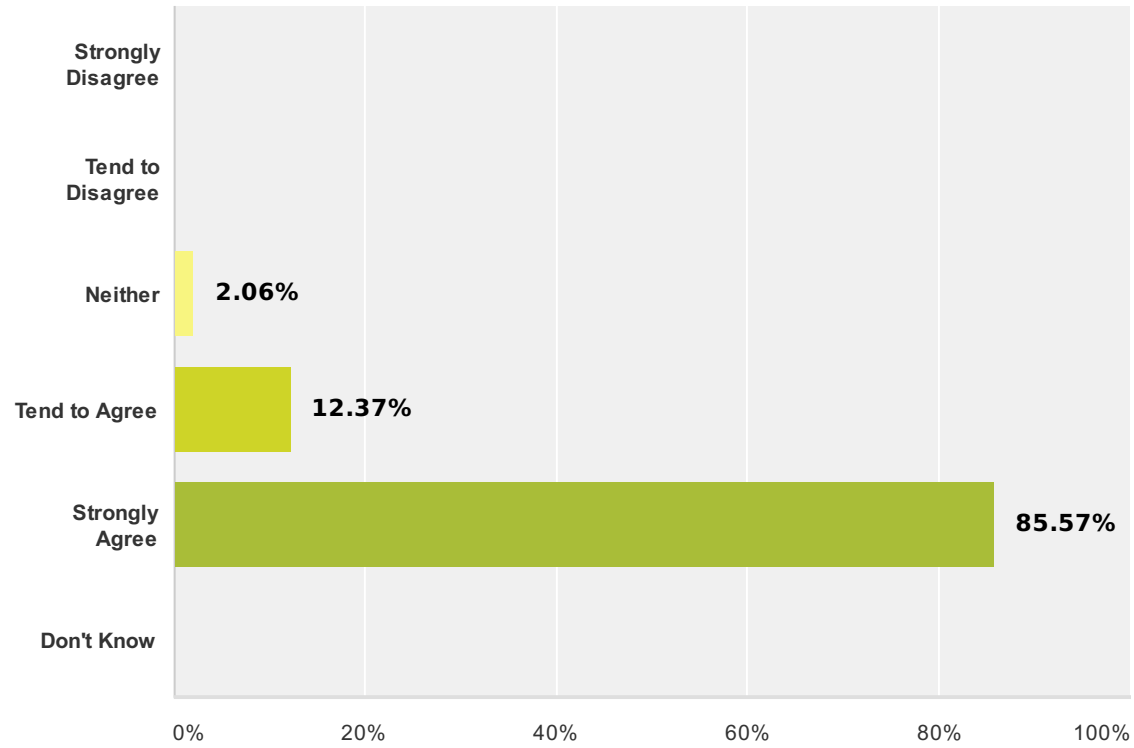
#	Comments:	Date
1	Well worth attending.	10/27/2013 1:20 PM
2	Thank you.	10/27/2013 1:01 PM
3	Learned a lot.	10/27/2013 12:55 PM
4	Good fun. I'd definately do this again if I had enough time off away from college :)	10/27/2013 12:38 PM
5	Technology lets it down (twice!).	10/25/2013 6:51 AM
6	Enjoyed it.	10/25/2013 6:27 AM
7	However comments A 2 - would liked to have presentation from a badger/wildlife org.	10/25/2013 6:09 AM

Bovine TB Public Events (2 of 2)

8	None.	10/16/2013 11:07 AM
9	Very enlightening and something I will definately follow.	10/16/2013 10:39 AM
10	Enjoyed the session.	10/16/2013 10:02 AM
11	Good luck.	10/16/2013 10:00 AM

Q11 I learned something new as a result of taking part

Answered: 97 Skipped: 7



#	What was the main thing you learned?	Date
1	About bTB.	10/27/2013 1:19 PM
2	Various strategies. Defra ineffective.	10/27/2013 1:16 PM
3	How bTB affects cattle.	10/27/2013 1:13 PM
4	About bTB.	10/27/2013 1:01 PM
5	How difficult the subject is.	10/27/2013 12:59 PM
6	The approach and strategies used by governing bodies to tackle issues.	10/27/2013 12:52 PM
7	More about TB subject.	10/27/2013 12:39 PM

Bovine TB Public Events (2 of 2)

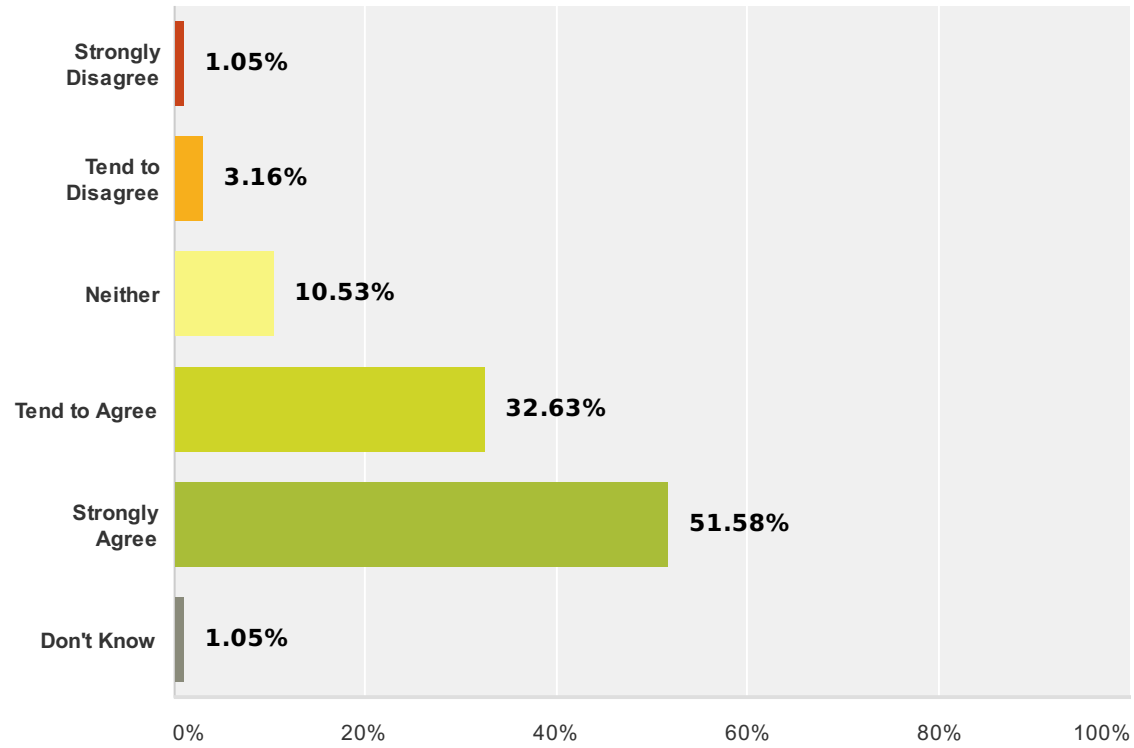
8	The TB effects on farming.	10/27/2013 12:38 PM
9	Bovine TB is a serious issue that affects not just individual farmers, but has the capacity of affecting international trade worth £1.7 billion!	10/27/2013 12:33 PM
10	It affects farmers a lot more than I thought.	10/27/2013 12:26 PM
11	BT Bovine [sic] and the problem that we are facing right now.	10/27/2013 12:24 PM
12	More than I knew about bovine TB.	10/27/2013 12:18 PM
13	How big a problem it is.	10/27/2013 12:15 PM
14	How badgers are being targeted unnecessarily.	10/27/2013 12:14 PM
15	Impacts and issues of bTB.	10/27/2013 12:08 PM
16	Badger involvement in the disease. How long the vaccine will take.	10/25/2013 6:56 AM
17	About bTB.	10/25/2013 6:54 AM
18	About how TB affects farmers more than anyone else.	10/25/2013 6:52 AM
19	A greater understanding of the issues and solutions.	10/25/2013 6:51 AM
20	Impact of TB and how difficult to control.	10/25/2013 6:45 AM
21	More informed of real facts/difficulties with whole issue.	10/25/2013 6:40 AM
22	The impact (financial) of bTB.	10/25/2013 6:38 AM
23	More info on TB.	10/25/2013 6:36 AM
24	Lots of info about studies in N.Z.	10/25/2013 6:34 AM
25	Specific facts relating to the disease, transfer and control.	10/25/2013 6:31 AM
26	What it is.	10/25/2013 6:27 AM
27	The background, strengths and weaknesses of my argument.	10/25/2013 6:21 AM
28	How other countries coped i.e. New Zealand.	10/25/2013 6:19 AM
29	I learned an oral vaccination is being developed - not widely known.	10/25/2013 6:16 AM
30	New Zealand model was interesting.	10/25/2013 6:12 AM
31	No instant cure.	10/25/2013 6:09 AM
32	That the control of bTB is a complex and multifactional issue.	10/25/2013 6:03 AM
33	Probably that a cull is not a long or full time solution.	10/25/2013 6:00 AM
34	Everything. I knew nothing about it.	10/16/2013 11:56 AM
35	How the TB is being spread.	10/16/2013 11:49 AM
36	How shocking our Bovine TB levels are.	10/16/2013 11:27 AM
37	We have serious issues with bTB.	10/16/2013 10:39 AM

Bovine TB Public Events (2 of 2)

38	Badgers don't need legal protection.	10/16/2013 10:34 AM
39	I didn't even know about bTB.	10/16/2013 10:19 AM
40	What bTB is?	10/16/2013 10:17 AM
41	About bovine TB.	10/16/2013 10:12 AM
42	All of it.	10/16/2013 10:07 AM
43	How it is transmitted.	10/16/2013 10:02 AM

Q12 Taking part in these events has affected my views on the topic

Answered: 95 Skipped: 9



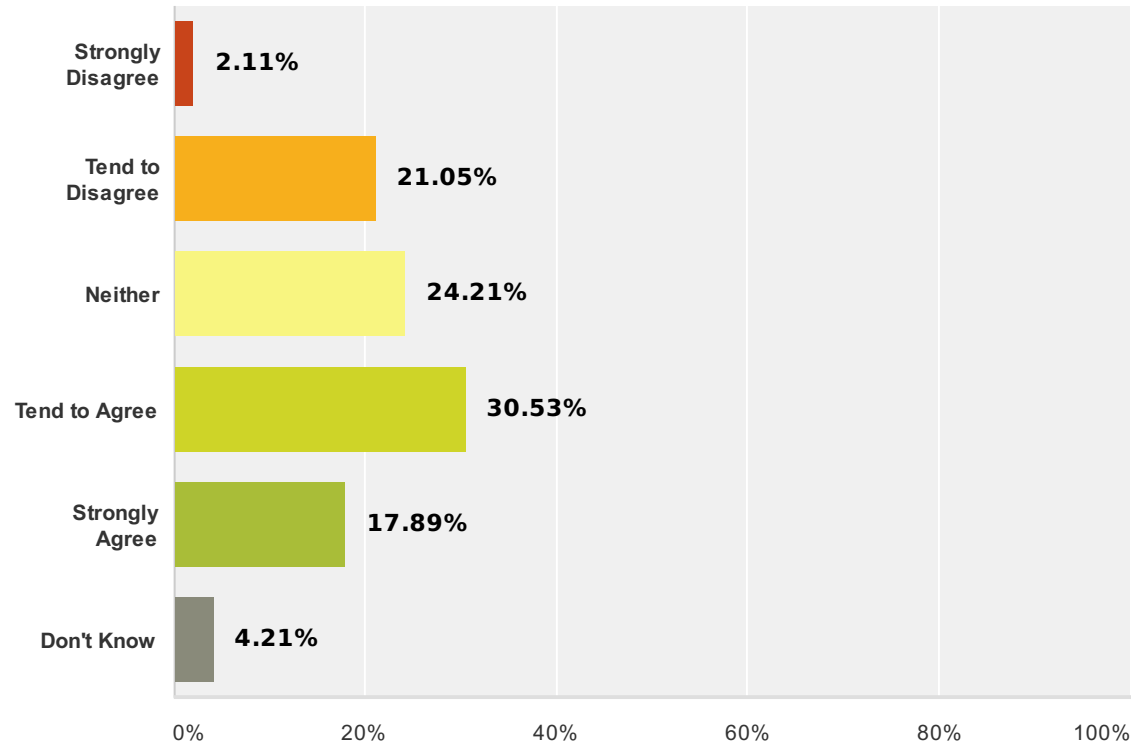
#	In what way have your views changed?	Date
1	Knowledge is powerful. I can form a better opinion when watching or reading news.	10/27/2013 1:16 PM
2	More attentive to bTB.	10/27/2013 1:13 PM
3	bTB isn't posing a significant risk to human health.	10/27/2013 12:52 PM
4	Not really. Hopefully more aware.	10/27/2013 12:47 PM
5	I still feel that TB should be stopped.	10/27/2013 12:38 PM
6	I understand that Government has the responsibility of working together with farmers and animal/wildlife organisations to help maintain a viable farming industry.	10/27/2013 12:33 PM
7	Still think culling is the best option.	10/27/2013 12:26 PM

Bovine TB Public Events (2 of 2)

8	Still not clear who is responsible.	10/27/2013 12:24 PM
9	There are two sides at least to these problems.	10/27/2013 12:18 PM
10	More included to help farmers.	10/27/2013 12:15 PM
11	That the way forward is not necessarily the cull!	10/25/2013 7:01 AM
12	I have altered my view on vaccines and badger culls.	10/25/2013 6:56 AM
13	More opinionated now.	10/25/2013 6:54 AM
14	More informed.	10/25/2013 6:51 AM
15	Culling on national scale only option.	10/25/2013 6:45 AM
16	Now know real facts/challenges involved.	10/25/2013 6:40 AM
17	I now strongly feel the badger protection act needs to be lifted.	10/25/2013 6:34 AM
18	My opinions are now based on fact rather than hearsay.	10/25/2013 6:31 AM
19	In every way.	10/25/2013 6:27 AM
20	They are better informed views now (largely unchanged).	10/25/2013 6:16 AM
21	I feel I know more about Defra's policies now - how they work etc.	10/25/2013 6:14 AM
22	Have a greater insight into the problem of bTB in cattle.	10/25/2013 6:12 AM
23	More inclined to stand up for the protection of the badgers, though not averse to culling if effective.	10/25/2013 6:00 AM
24	More sympathy to the farmer.	10/16/2013 11:56 AM
25	See 11.	10/16/2013 10:34 AM
26	Greater awareness.	10/16/2013 10:26 AM
27	I had no sympathy.	10/16/2013 10:12 AM
28	Didn't know much about it.	10/16/2013 10:07 AM
29	More informed.	10/16/2013 10:04 AM

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

Answered: 95 Skipped: 9



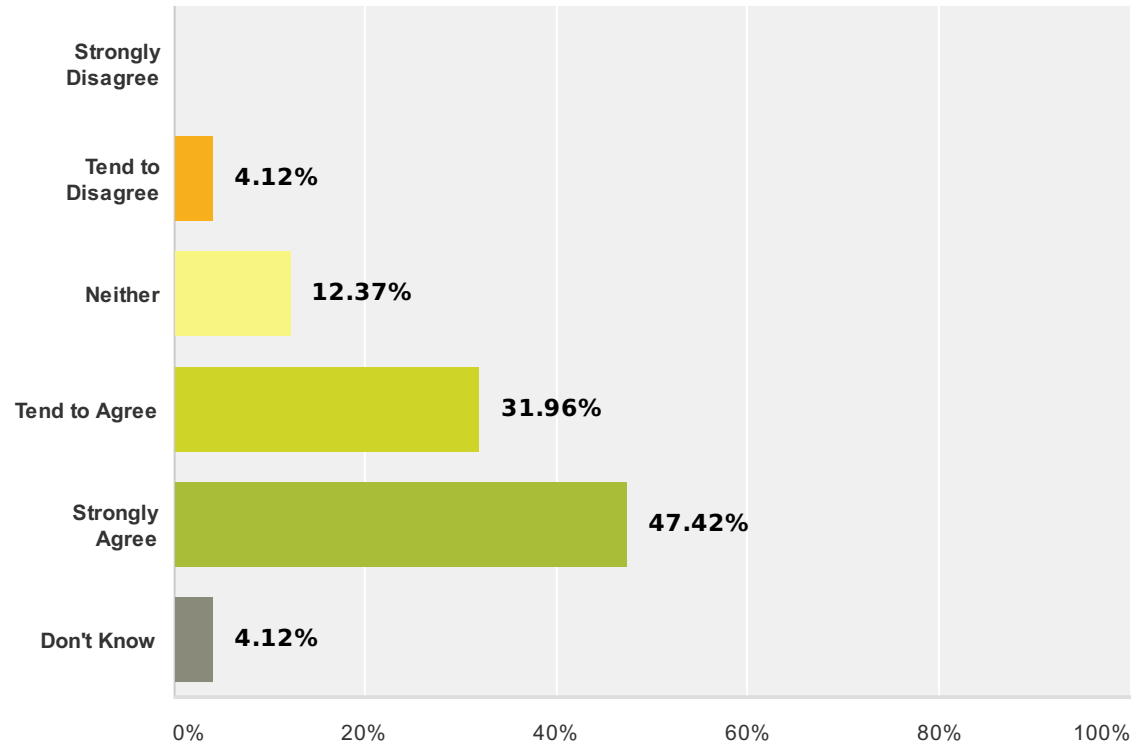
#	What are you likely to change?	Date
1	I will research TB effects further.	10/27/2013 12:38 PM
2	Support farmers.	10/27/2013 12:20 PM
3	But I really do hope so.	10/27/2013 12:18 PM
4	Spread the facts that I have learned to friends.	10/25/2013 6:47 AM
5	Inform others of real issues.	10/25/2013 6:40 AM
6	Eat less meat. Buy responsibly sourced organic.	10/25/2013 6:38 AM
7	Oppose culling/gassing more.	10/25/2013 6:36 AM

Bovine TB Public Events (2 of 2)

8	Will research more on this topic.	10/25/2013 6:34 AM
9	Inform others.	10/25/2013 6:27 AM
10	To talk to others with more knowledge of the subject.	10/25/2013 6:14 AM
11	Reading research.	10/25/2013 6:12 AM
12	There were many aspects that contributed, so keep a more open mind.	10/25/2013 6:00 AM
13	My thoughts.	10/16/2013 11:56 AM
14	My veiw on the culling of badgers.	10/16/2013 11:49 AM
15	Take more notice.	10/16/2013 10:39 AM
16	My views.	10/16/2013 10:26 AM
17	View on farming industry.	10/16/2013 10:19 AM

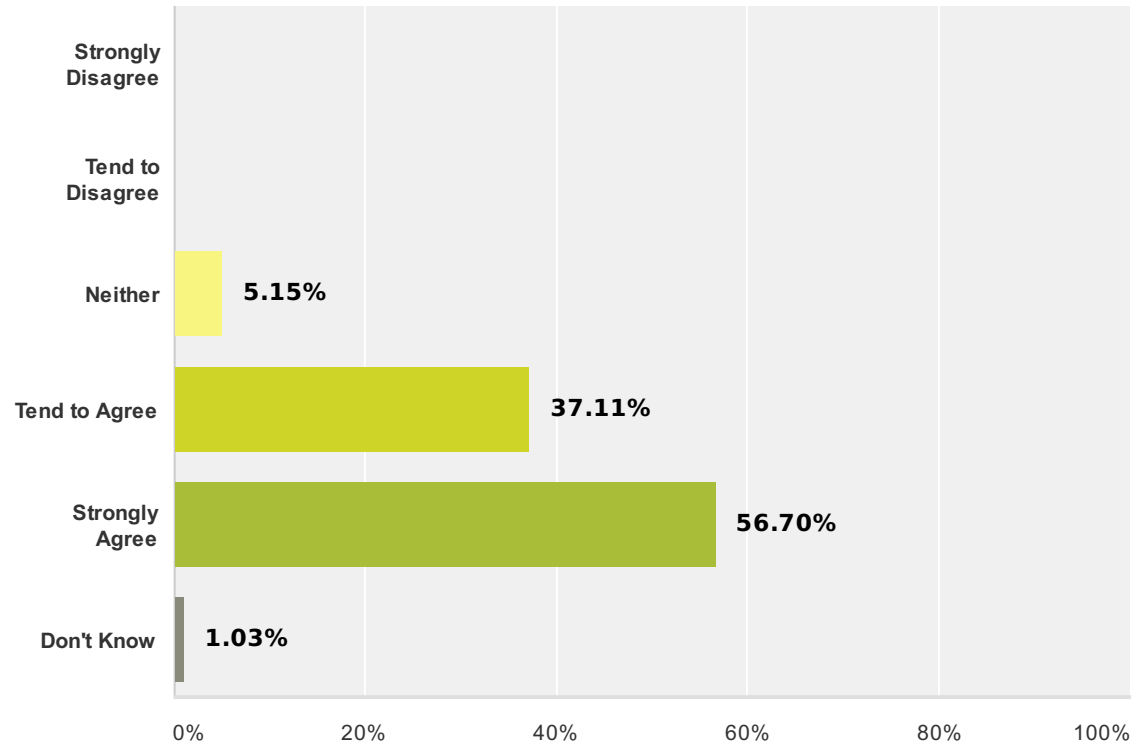
Q14 I am more convinced of the value of public participation in these sorts of topics

Answered: 97 Skipped: 7



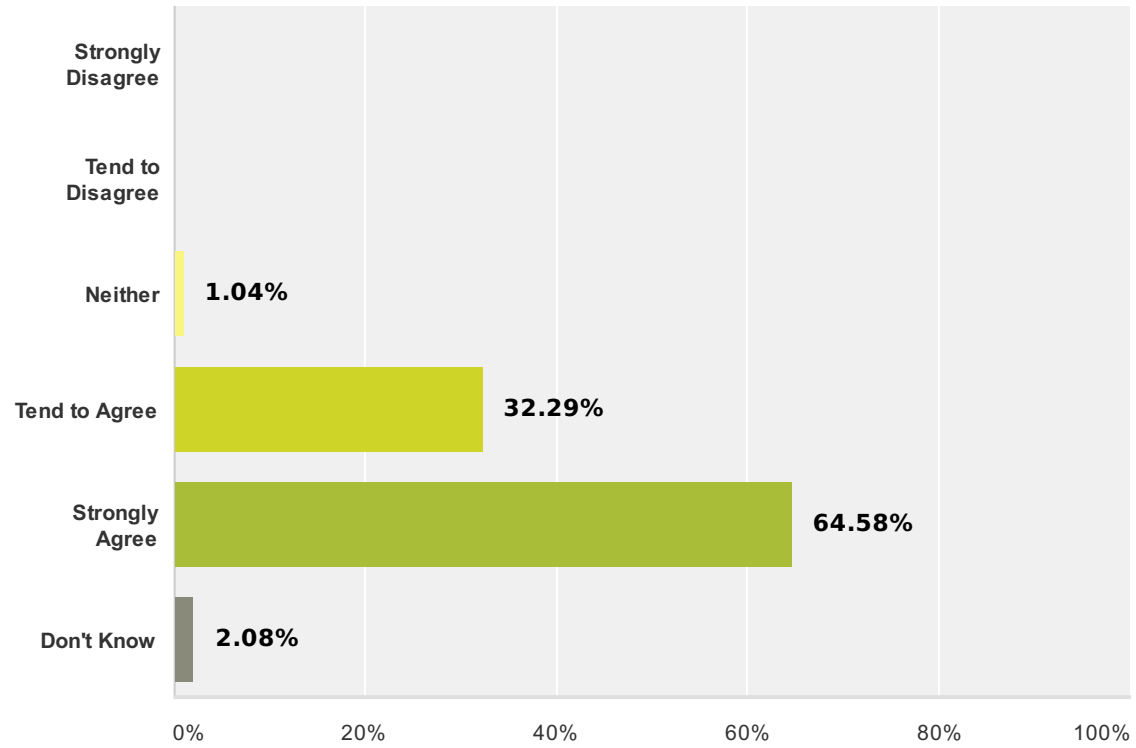
Q15 I am more likely to get involved in these kinds of events in future

Answered: 97 Skipped: 7



Q16 I am more likely to recommend participation of this kind to others

Answered: 96 Skipped: 8



Q17 Any other comments?

Answered: 17 Skipped: 87

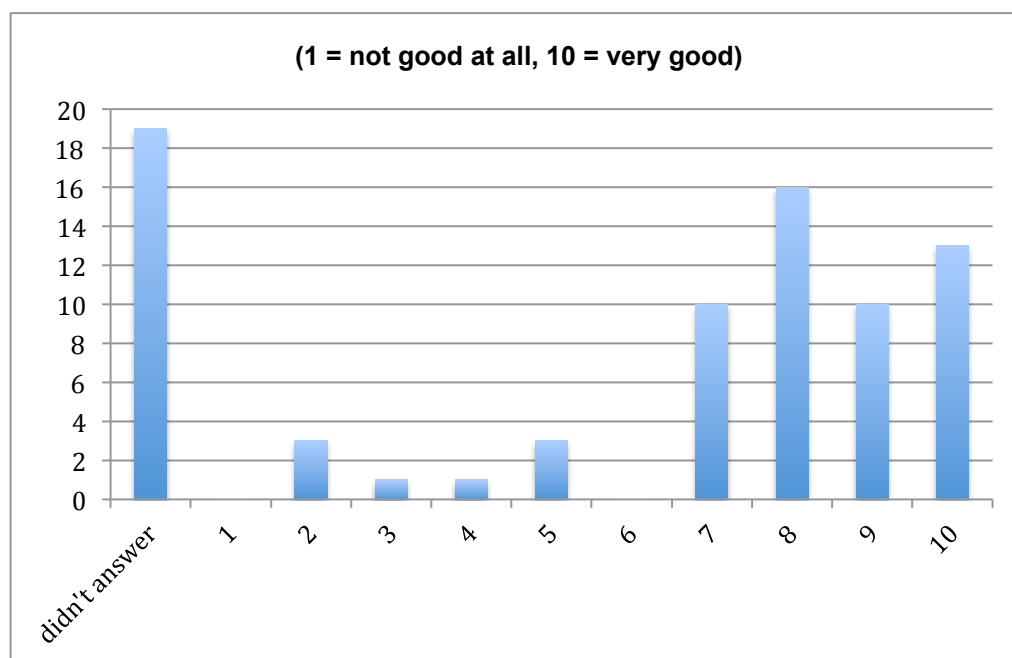
#	Responses	Date
1	Excellent ... & worthwhile.	10/27/2013 1:19 PM
2	A well facilitated, interesting session.	10/27/2013 1:16 PM
3	Really good. Enjoyed the topic.	10/27/2013 12:56 PM
4	Very interesting debate.	10/27/2013 12:14 PM
5	Keep working for a cure for this TB illness.	10/25/2013 6:59 AM
6	Very well executed workshops.	10/25/2013 6:54 AM
7	Very informative - but get better technology.	10/25/2013 6:51 AM
8	Very informative lively debate and presentation.	10/25/2013 6:47 AM
9	I would be very interested to join additional events in the future - who do I contact?	10/25/2013 6:45 AM
10	Very enjoyable and informative.	10/25/2013 6:34 AM
11	Avoid this venue. The accoustics are terrible!!	10/25/2013 6:21 AM
12	Audio equipment did not work again.	10/25/2013 6:19 AM
13	Acoustics were a problem!	10/25/2013 6:12 AM
14	I found both events informative and well organised.	10/25/2013 6:03 AM
15	Very good.	10/16/2013 11:29 AM
16	Most informative.	10/16/2013 11:04 AM
17	I have thoroughly enjoyed both days. Thank you very much for allowing me to participate.	10/16/2013 10:12 AM

Appendix 6 - Evaluation data from online engagement

Below is a brief summary of the evaluation data gathered as part of the third stage of citizen engagement by Defra, December 2013.

Overall, 65 participants took part in both sessions, of which 57 completed three evaluation questions at the end of the study. The results of these are presented below.

1 – Out of 10, how would you rate this way of Defra seeking your views about managing bTB?



There appear to be 2 broad groups of responses: those scoring 7-10 who broadly liked the method, and those scoring 2-5 who didn't like it or weren't sure. It is also noticeable that 19 people (25%) didn't answer the question, although it is hard to speculate why. The reasons people gave for their scores are reflected in the 'likes and dislikes' below.

2 - What specific things did you like about this way of exploring bTB and your views?

Four main positives stood out for participants. Firstly, an appreciation of being asked for their views and being able to give them. Secondly, being able to learn new information about a topic they knew little or nothing about. Thirdly, being able to ask questions and get answers to them. Fourthly, seeing information that put across different perspectives. A couple of participants felt that it was a good way of getting badger culling stopped (sic).

3 - What specific things did you dislike about this way of exploring bTB and your views?

Two main negatives stood out for participants (although slightly less strongly than the positives cited). Firstly, the volume of information which some struggled to take in: others managed to cope with it but did comment on it. Secondly, the nature of the answers provided by Defra: some felt that they were a bit generic, unclear or felt pre-prepared. A few participants specifically asked for explicitly different views on the issue.

Appendix 7 - Calibration and Definitions of Assessments

Very well met	Met to the greatest degree that could be expected. No improvements are identified that could realistically have been implemented.
Well met	Met, with only one or a few relatively small improvements identified, but without any substantive impact on the output of the dialogue.
Fairly well met	Met, but with a series of improvements identified that could have substantively improved the process and/or impact of the dialogue.
Not very well met	Falls short of expectations in a substantive and significant way.
Not met	Effectively not met at all.