

## Annex A: Oversight Group members and stakeholders involved in the public dialogue

Oversight Group members	
Name	Organisation
<b>Ben Reynolds</b>	Sustain
<b>Christine McDowell, Ruth Edge, Jack Watts</b>	National Farmers Union
<b>Justin Varney</b>	Birmingham City Council
<b>Laura Wellesley</b>	Chatham House
<b>Luke Halsey</b>	Royal Agricultural College
<b>Matthew van Duyvenbode</b>	Trussell Trust
<b>Modi Mwatsama</b>	Wellcome Foundation
<b>Paul Smith</b>	Botanical Gardens Conservation International
<b>Peter Jackson</b>	Sheffield University
<b>Rachel Ward</b>	Institute of Food Science and Technology
<b>Sanjan Sabherwal</b>	Policy Lab, Cabinet Office
<b>Sarah Bradbury</b>	Tesco
<b>Theresa Marteau</b>	Cambridge University Medical School
<b>Theo Bass</b>	UKRI
<b>Toby Park</b>	The Behavioural Insights Team
<b>Ian Mace</b>	Associated British Foods
<b>Sue Davies</b>	Which?

Specialists involved throughout the dialogue process		
Name	Role	Organisation
<b>Henry Dimbleby</b>	Independent Review Lead	National Food Strategy
<b>Dr. Tamsin Cooper</b>	Director	National Food Strategy
<b>Anna Taylor</b>	Chief Independent Adviser	National Food Strategy
<b>Dustin Benton</b>	Chief Analytical Adviser	National Food Strategy
<b>Professor Tom MacMillan</b>	Policy Adviser	National Food Strategy
<b>Dan Crossley</b>	Executive Director	Food Ethics Council
<b>Professor Peter Jackson</b>	Co-Director and Chair of the public dialogue Oversight Group	Institute for Sustainable Food, University of Sheffield
<b>Professor Bob Doherty</b>	Chair in Agrifood and Principal Investigator of IKnowFood.	University of York
<b>Dr. Modi Motswana</b>	Senior Science Lead (Food Systems, Nutrition & Health)	Wellcome Trust
<b>Professor Bhavani Shankar</b>	Professorial Research Fellow in Food and Health	University of Sheffield (previously SOAS)
<b>Professor Steve Cummins</b>	Professor of Population Health & Co-Director, Population Health Innovation Lab (Phi-LAB)	London School of Hygiene and Tropical Medicine
<b>Rachel Ward</b>	Scientific Policy Director,	Institute of Food Science & Technology
<b>Laura Wellesley</b>	Senior Research Fellow, Energy, Environment and Resources Programme	Chatham House
<b>Justin Varney</b>	Director of Public Health	Birmingham City Council

<b>Professor Susan Jebb</b>	Professor of Diet and Population Health	University of Oxford
<b>Lindsay Boswell</b>	Chief Executive	FareShare
<b>Dr. Christian Reynolds</b>	Senior Lecturer	Centre for Food Policy, University of London
<b>Professor Tim Benton</b>	Research Director, Emerging Risks; Director, Energy, Environment and Resources Programme	Chatham House
<b>Sue Davies</b>	Head of Consumer Protection and Food Policy	Which? the Consumer Association
<b>Sarah Mukherjee</b>	Chief Executive	The Institute of Environmental Management and Assessment (IEMA)
<b>Professor Dame Theresa Marteau</b>	Director	Behaviour and Health Research Unit at the University of Cambridge
<b>Denise Bentley</b>	Co-Founder & Chief Executive	First Love Foundation
<b>Helen Browning</b>	Chief Executive	Soil Association
<b>Tara Garnett</b>	Food Climate Research Network Leader	Oxford Martin School, University of Oxford
<b>Simon Billing</b>	Executive Director	Eating Better Alliance
<b>Judith Buttriss</b>	Director General	British Nutrition Foundation
<b>Wilfred Emmanuel-Jones</b>	Farmer, Founder	Black Farmer products
<b>Andrew Kuyk</b>	Director General	Provision Trade Federation
<b>Professor Michael Lee</b>	Head of Sustainable Agriculture Sciences	Rothamsted Research
<b>Professor Mark Post</b>	Professor of Vascular Physiology	Maastricht University
<b>Catherine Tubb</b>	Senior Research Analyst	RethinkX
<b>Jonathan Beecham</b>	Senior Ecosystem Modeller	Centre for Environment, Fisheries and Aquaculture Science
<b>Robin Ireland</b>	Director of Research	Health Equalities Group, University of Glasgow
<b>Caroline Drummond</b>	Chief Executive	LEAF
<b>Professor Jennie Macdairmid</b>	Professor in Sustainable Nutrition and Health	University of Aberdeen
<b>Professor Michael Winter</b>	Professor of Land Economy and Society	University of Exeter
<b>Emma Garnett</b>	Research Fellow in Sustainable Consumption	University of Cambridge
<b>Duncan Williamson</b>	Global Head of Policy and Research	Compassion in World Farming

#### Stakeholders who attended the National Summit

<b>Rt Hon. Ian Byrne</b>	MP, Liverpool West Derby
<b>Rt Hon. Jo Gideon</b>	MP, Stoke-on-Trent Central
<b>Craig Livingstone</b>	Lockerley Estate
<b>Rebecca Laughton</b>	Landworkers Alliance
<b>Andrew Selley</b>	Bidfood
<b>Caroline Drummond</b>	Leaf
<b>Peter Jackson (OG and specialist)</b>	University of Sheffield

<b>Christian Reynolds (specialist)</b>	University of Sheffield
<b>Jenny Macdiamid</b>	University of Aberdeen
<b>Emma Garnett</b>	Cambridge University
<b>Susan Jebb</b>	University of Oxford
<b>Ian Mace</b>	Association British Foods
<b>Donna Ward</b>	DWP
<b>Emily Miles</b>	FSA
<b>Paul Clarke</b>	Former Ocado
<b>Sarah Bradbury</b>	Tesco
<b>Helen Browning</b>	Soil Association
<b>Denise Bentley</b>	First Love Foundation
<b>Alison Tedstone</b>	PHE
<b>Richard Benwell</b>	Wildlife and Countryside Link

## Annex B: Public Participant sample and evaluation feedback

### Public participant characteristics

	Ethnicity			Age			Socio Economic grades			
	White British	Black & minority ethnic	White non-British	18-30	30-60	>60	AB	C1	C2	DE
<b>National average</b>	80.5%	4.4%	4.4%	20.6%	50.8%	27.6%	15.9%	30.5%	20.1%	33.6%
<b>Total sample</b>	75%	25%								
	Round		Average numbers attending all sessions, by characteristics							
	1	2	Male	Female	Black & Ethnic minority or non-British (based on observation)	Age				
<b>Bristol</b>	35	25	19	16	>20%	As expected				
<b>Lewisham</b>	39	59	20	19	>25%	As expected				
<b>Norwich</b>	35		15	20	>15%	As expected				
<b>Grimsby</b>	34	37	17	17	<10%	As expected				
<b>Kendal</b>	33		16	17	>35%	As expected				
<b>Total</b>	177	121	87	89	25%					
<b>Percentage</b>										

### Summary participant feedback on NFS Public Dialogue

#### Round 1: Face to Face Bristol (35), Lewisham (37), Norwich (35), Grimsby (34) and Kendal (33)

	Evaluation form question	Strongly agree	Tend to agree	Neither	Tend to disagree	Strongly disagree	Don't know	Total
<b>1</b>	<b>The recruitment process and communication before the event were well-handled</b>	115	52	3	3	1	0	174
	<b>Percentage</b>	66.1	29.9	1.7	1.7	0.6	0.0	100.0
<b>2</b>	<b>I am aware of and understand the purpose of the workshops</b>	138	35	1	0	0	0	174
	<b>Percentage</b>	79.3	20.1	0.6	0.0	0.0	0.0	100.0
<b>3</b>	<b>The videos helped to set the scene for our discussions</b>	103	60	10	1	0	0	174
	<b>Percentage</b>	59.2	34.5	5.7	0.6	0.0	0.0	100.0
<b>4</b>	<b>The information presented on the current challenges in the food system seemed fair and balanced</b>	105	65	3	1	0	0	174
	<b>Percentage</b>	60.3	37.4	1.7	0.6	0.0	0.0	100.0
<b>5</b>	<b>The carousel sessions provided me with enough relevant information</b>	101	54	9	8	1	1	174
	<b>Percentage</b>	58.0	31.0	5.2	4.6	0.6	0.6	100.0
<b>6</b>	<b>The information provided by expert witnesses was</b>	114	52	5	3	0	0	174

	<b>helpful in answering my questions</b>							
	<b>Percentage</b>	65.5	29.9	2.9	1.7	0.0	0.0	100.0
<b>7</b>	<b>I was not afraid to openly express my ideas and ask questions</b>	120	48	4	2	0	0	174
	<b>Percentage</b>	69.0	27.6	2.3	1.1	0.0	0.0	100.0
<b>8</b>	<b>I had enough time to discuss the issues</b>	64	73	14	21	2	0	174
	<b>Percentage</b>	36.8	42.0	8.0	12.1	1.1	0.0	100.0
<b>9</b>	<b>I feel my views were listened to</b>	119	50	1	2	0	0	172
	<b>Comments:</b>	69.2	29.1	0.6	1.2	0.0	0.0	100.0
<b>10</b>	<b>People were treated equally irrespective of ethnicity, gender, disability, age, sexual orientation, or religion</b>	147	23	0	0	0	0	170
	<b>Percentage</b>	86.5	13.5	0.0	0.0	0.0	0.0	100.0
<b>11</b>	<b>The food and snacks provided were satisfactory and appropriate to the topics we were discussing</b>	125	28	11	3	3	0	170
	<b>Percentage</b>	73.5	16.5	6.5	1.8	1.8	0.0	100.0
<b>12</b>	<b>I was not disturbed by the presence of the film crew or observers</b>	141	21	6	2	0	0	170
	<b>Percentage</b>	82.9	12.4	3.5	1.2	0.0	0.0	100.0
<b>13</b>	<b>I learned something new about the food system and the current challenges it faces</b>	116	46	4	3	0	0	169
	<b>Percentage</b>	68.6	27.2	2.4	1.8	0.0	0.0	100.0
<b>14</b>	<b>Overall, I enjoyed taking part in this event</b>	139	27	3	0	0	0	169
	<b>Percentage</b>	82.2	16.0	1.8	0.0	0.0	0.0	100.0

### Round two: Over four online Zoom Sessions on various dates (1-23 October 2021)

**Webinar – Recollective** (NB questions 2 and 3 didn't initially work for Ken/Grimsby so people had to go back to them the following session)

(Kendal and Grimsby 1/10, Lewisham and Norwich 5/10, Bristol 15/10)

<b>Q1</b>	The objectives for the next sessions are clear and still seem relevant to me	strongly agree	tend to agree	neither	tend to disagree	strongly disagree	don't know
	Norwich and Lewisham (59)	26 44.1%	29 49.2%	4 6.7%			
	Kendal and Grimsby (38)	21 55.2%	15 39.5%	2 5.3%			
	Bristol (23)	15 65.3%	7 30.4%	1 4.3%			
<b>Q2</b>	Hearing about the NFS Part One	strongly agree	tend to agree	neither	tend to disagree	strongly disagree	don't know

	report has helped prepare me for the coming discussions						
	Norwich and Lewisham (59/67)	25 42.4%	27 45.7%	5 8.5%	2 3.4%		
	Kendal and Grimsby (37)	17 45.9%	17 45.9%	1 2.7%	1 2.7%		1 2.7%
	Bristol (23)	10 43.5%	12 52.2%	1 4.3%			
<b>Q3</b>	Was there anything that made you feel that you couldn't fully take part in today's session? If so, is there anything we can do to help before the next session?	<ul style="list-style-type: none"> <li>9 participants (mainly older, across all locations) found the multi-tasking required for the webinar (listening, taking notes and reading comments and answers in the Zoom chat) a challenge (too much, distracting, or annoying) during the webinar sessions. A few others noted that they understood that this session would be listen and chat function rather than talking but were really missing discussions and bouncing ideas off each other.</li> <li>A few challenges highlighted included: <ul style="list-style-type: none"> <li>Three reported tech problems with access to computer or internet that they were working to get fixed by the next session.</li> <li>One found it a challenge to get home from work and log on by 6pm.</li> </ul> </li> </ul>					

**Session 1 Recollective (NB questions 2 and 3 got omitted from Kendal and Grimsby)  
(Kendal and Grimsby 2/10, Lewisham and Norwich 7/10, Bristol 16/10)**

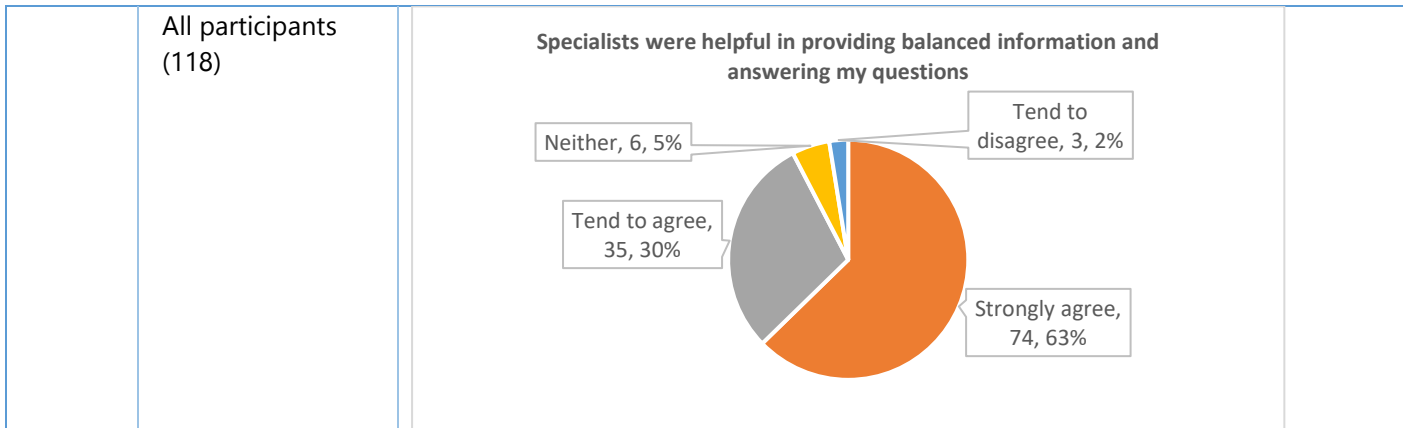
<b>Q1</b>	I found the video helpful in getting me thinking about my own expectations of the food system	strongly agree	tend to agree	neither	tend to disagree	strongly disagree	don't know															
	Lewisham and Norwich (59)	22 37.3%	31 52.5%	5 8.5%		1 1.7%																
	Kendal and Grimsby (36)	22 61.1%	12 33.3%		1 2.8%	1 2.8%																
	Bristol (23)	13 52%	7 36%	3 12%																		
<b>Q2</b>	The time for discussions in small groups was .....	About Right	Too long	Too short	don't know																	
	Lewisham and Norwich (59)	47 79.6%	3 5.1%	7 11.9%	2 3.4%																	
	Kendal and Grimsby (36)	29 80.6%		6 16.6%	1 2.8%																	
	Bristol (25)	21 84%	2 8%	2 8%																		
	All locations (120)	<p style="text-align: center;"><b>Time for discussions</b></p> <table border="1"> <caption>Data for Time for discussions pie chart</caption> <thead> <tr> <th>Response</th> <th>Count</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>About right</td> <td>97</td> <td>81%</td> </tr> <tr> <td>Too short</td> <td>15</td> <td>12%</td> </tr> <tr> <td>Too long</td> <td>5</td> <td>4%</td> </tr> <tr> <td>Not sure</td> <td>3</td> <td>3%</td> </tr> </tbody> </table>						Response	Count	Percentage	About right	97	81%	Too short	15	12%	Too long	5	4%	Not sure	3	3%
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About right	97	81%																				
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Too long	5	4%																				
Not sure	3	3%																				
<b>Q3</b>	I feel that all participants were treated with respect and were able to make their voices heard.	strongly agree	tend to agree	neither	tend to disagree	strongly disagree	don't know															

Lewisham and Norwich (59)	40 67.8%	16 27.1%	1 1.7%	1 1.7%		1 1.7%																					
Kendal and Grimsby (36)	27 75%	7 19.4%	-	1 2.8%	1 2.8%																						
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All participants (120)	<p style="text-align: center;"><b>I feel all participants were treated with respect</b></p> <table border="1"> <caption>Data for 'I feel all participants were treated with respect'</caption> <thead> <tr> <th>Response</th> <th>Count</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Strongly agree</td> <td>87</td> <td>72%</td> </tr> <tr> <td>Tend to agree</td> <td>27</td> <td>22%</td> </tr> <tr> <td>Neither</td> <td>2</td> <td>2%</td> </tr> <tr> <td>Tend to disagree</td> <td>2</td> <td>2%</td> </tr> <tr> <td>Not sure</td> <td>1</td> <td>1%</td> </tr> <tr> <td>Strongly disagree</td> <td>1</td> <td>1%</td> </tr> </tbody> </table>						Response	Count	Percentage	Strongly agree	87	72%	Tend to agree	27	22%	Neither	2	2%	Tend to disagree	2	2%	Not sure	1	1%	Strongly disagree	1	1%
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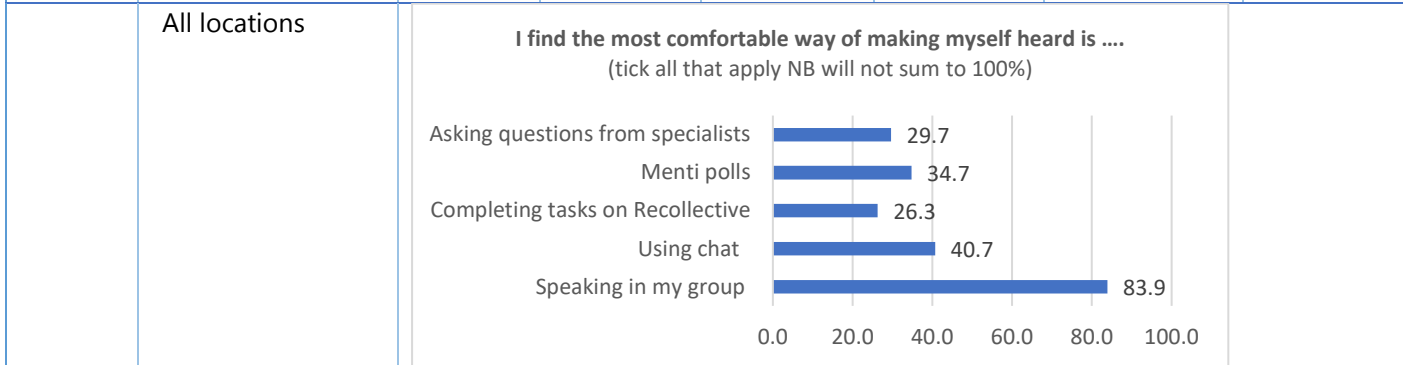
## Session 2 Recollective

(Kendal and Grimsby 6/10, Lewisham and Norwich 11/10, Bristol 20/10)

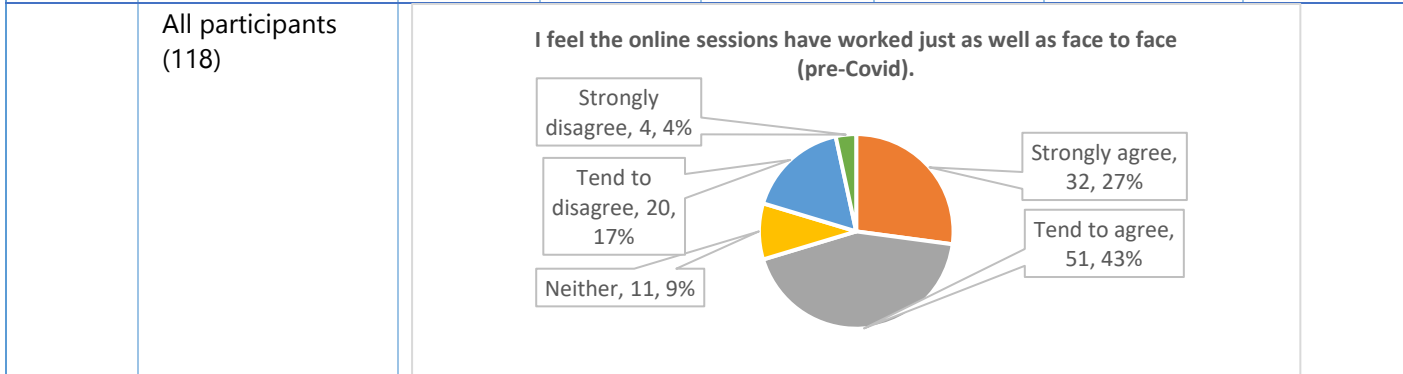
Q1	The information provided (video and presentation) on meat and dairy today was easy to understand and balanced	strongly agree	tend to agree	neither	tend to disagree	strongly disagree	don't know																		
	Lewisham and Norwich (57)	33 57.9%	20 35.1%	2 3.5%	1 1.8%		1 1.8%																		
	Kendal and Grimsby (37)	21 55.3%	14 36.8%	-	3 7.9%																				
	Bristol (23)	15 65.3%	7 30.4%	1 4.3%																					
	All participants (117)	<p style="text-align: center;"><b>Information provided on meat and dairy was balanced</b></p> <table border="1"> <caption>Data for 'Information provided on meat and dairy was balanced'</caption> <thead> <tr> <th>Response</th> <th>Count</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Strongly agree</td> <td>68</td> <td>58%</td> </tr> <tr> <td>Tend to agree</td> <td>41</td> <td>35%</td> </tr> <tr> <td>Neither</td> <td>3</td> <td>3%</td> </tr> <tr> <td>Tend to disagree</td> <td>4</td> <td>3%</td> </tr> <tr> <td>Not sure</td> <td>1</td> <td>1%</td> </tr> </tbody> </table>						Response	Count	Percentage	Strongly agree	68	58%	Tend to agree	41	35%	Neither	3	3%	Tend to disagree	4	3%	Not sure	1	1%
Response	Count	Percentage																							
Strongly agree	68	58%																							
Tend to agree	41	35%																							
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Q2	Specialists were helpful in providing balanced information and answering my questions.	strongly agree	tend to agree	Neither	tend to disagree	strongly disagree	don't know																		
	Lewisham and Norwich (57)	31 54.4%	20 35.1%	5 8.7%	1 1.8%																				
	Kendal and Grimsby (38)	26 68.4%	10 26.3%	-	2 5.3%																				
	Bristol (23)	17 73.9%	5 21.7%	1 4.3%																					



Q3	I find the most comfortable way of making myself heard is .... (tick all that apply NB will not sum to 100%)	Speaking in my group	Using chat	Completing tasks on Recollective	Menti polls	Asking questions from specialists	comment
	Lewisham and Norwich (57)	48 84.2%	26 45.6%	15 26.3%	23 40.4%	17 29.8%	
	Kendal and Grimsby (38)	29 75.3%	15 39.5%	11 28.9%	12 31.6%	11 28.7%	
	Bristol (23)	22 95.7%	7 30.4%	5 21.7%	6 26.1%	7 30.4%	



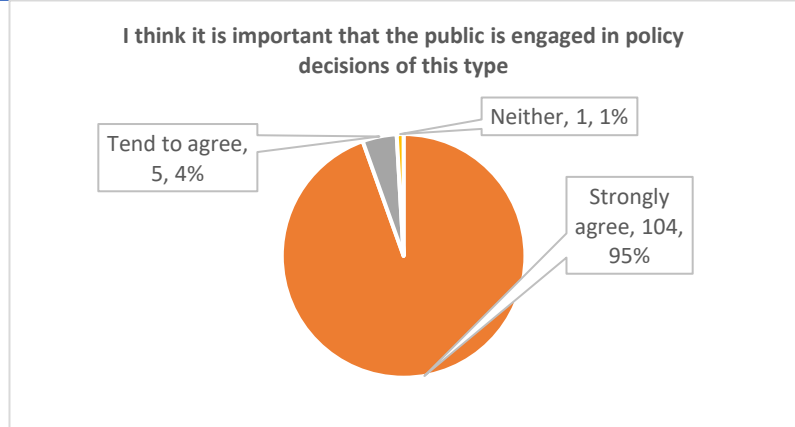
Q4	I feel the online sessions have worked just as well as face to face (pre-Covid). Any comments	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know
	Lewisham and Norwich (57)	16 28%	26 45.6%	3 5.3%	9 15.8%	3 5.3%	
	Kendal and Grimsby (38)	8 21.1%	15 39.5%	6 15.7%	8 21.1%	1 2.6%	
	Bristol (23)	8 34.8%	10 43.5%	2 8.7%	3 13.0%		





(Kendal and Grimsby 9/10, Lewisham and Norwich 13/10, Bristol 23/10)																									
Q1	I think this online dialogue has allowed me to understand the issues and contribute informed opinions about how the food system needs to change in the future (110)	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know																		
	Lewisham and Norwich (58)	45 77.6%	12 20.7%	1 1.7%																					
	Kendal and Grimsby (36)	24 66.7%	11 30.6%	1 2.8%																					
	Bristol (16)	13 81.3%	3 18.7%																						
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Response	Count	Percentage																							
Strongly agree	82	74%																							
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Q2	I am confident that the outputs from our discussions will help inform the NFS (110)	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know																		
	Lewisham and Norwich (58)	27 46.6%	24 41.4%	5 8.6%	2 3.4%																				
	Kendal and Grimsby (36)	20 55.6%	13 36.1%	1 2.8%	1 2.8%	1 2.8%																			
	Bristol (16)	10 62.5%	6 37.5%																						
		<p>I am confident that the outputs from our discussions will help inform the NFS</p> <table border="1"> <caption>Q2 Survey Results</caption> <thead> <tr> <th>Response</th> <th>Count</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Strongly agree</td> <td>57</td> <td>52%</td> </tr> <tr> <td>Tend to agree</td> <td>43</td> <td>39%</td> </tr> <tr> <td>Neither</td> <td>6</td> <td>5%</td> </tr> <tr> <td>Tend to disagree</td> <td>3</td> <td>3%</td> </tr> <tr> <td>Strongly disagree</td> <td>1</td> <td>1%</td> </tr> </tbody> </table>					Response	Count	Percentage	Strongly agree	57	52%	Tend to agree	43	39%	Neither	6	5%	Tend to disagree	3	3%	Strongly disagree	1	1%	
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Neither	6	5%																							
Tend to disagree	3	3%																							
Strongly disagree	1	1%																							
Q3	I think it is important that the public is engaged	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know																		

	in policy decisions of this type						
	Lewisham and Norwich (58)	54 93.1%	3 5.2%	1 1.7%			
	Kendal and Grimsby (36)	35 97.2%	1 2.8%				
	Bristol (16)	15 93.8%	1 6.2%				



Q4	Overall, I am pleased to have taken part	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know
	Lewisham and Norwich (58)	52 89.7%	5 8.6%	1 1.7%			
	Kendal and Grimsby (36)	35 97.2%	1 2.8%				
	Bristol (6)	16 100%					

**If there is anything else you'd like to add?**

<b>Lewisham and Norwich</b>	<ul style="list-style-type: none"> <li>• <i>"It has been a real eye opener, I have become so much more informed, resulting in greater knowledge of food".</i></li> <li>• <i>"I found this research very interesting and enjoyed the whole experience. Everyone was very helpful and friendly".</i></li> <li>• <i>"The Zoom sessions are a poor substitute for the real thing but, of course, there is no alternative at present."</i></li> <li>• <i>"I was concerned that the research would be another casualty of covid-19 following the lockdown, but the team managed the pivot to online workshops very well and did the best to keep people involved."</i></li> <li>• <i>"Would love to keep involved or at least be kept informed. How?"</i></li> <li>• <i>"I feel compelled to share the knowledge I've learnt about food, animal's, environment etc."</i></li> <li>• <i>"I have really enjoyed this. Sometimes I find it hard to understand certain questions so enjoyed the first one where we all met face to face. I felt doing that I also gave a lot more feedback, but I know it's not possible, but really enjoyed it."</i></li> <li>• <i>"I really enjoyed getting to discuss these issues with the fellow participants in the focus groups. I thought while we did not agree on everything there was plenty we agreed on. My major concern is the government not taking these ideas seriously and taking drastic action to put them into policy and action. This is an important endeavour and I hope it is treated as such."</i></li> <li>• <i>"This has been very informative, and I've enjoyed discussing these issues with people I wouldn't normally encounter as it's given me a better picture of the views people have in our society!"</i></li> <li>• <i>"I'm sure the data you get from the public consultation has some merit, but I trust the experts more (many of whom attended) to get the strategy right. Too many people will virtue-signal when asked about their behaviours, when we know the reality is different. At the Norwich meeting, Henry said he really wanted to produce a white paper that didn't just sit on a shelf gathering dust. That's the tricky part. Any changes to food will meet with much resistance, labelled as interference or nannying, especially by the current Government. So, aim high, but expect little change, sadly..."</i></li> <li>• <i>"Thought the facilitation was really good - so thank you".</i></li> </ul>
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	<ul style="list-style-type: none"> <li>● <i>"Thank you all and good luck."</i></li> <li>● <i>"Thank you for allowing me the opportunity to take part in these sessions. I have read Part 1 and am aware of how the pandemic moved focus to deal with the most important issues of the moment. I congratulate you on the wonderful presentation of Part 1, which was magnificent. I expect Part 2 to be as effective as the first and hope there is a positive response by the government to it. Thanks again."</i></li> <li>● <i>"I really enjoyed these exchange of information/discussion. I realised I had plenty of things to say about it. I am quite well informed about the food process but was pleased to see some of the intentions of this strategy. I will be happy to have the report . It was really well organised with highly professional speakers. From Hopkins, Sophie and Grace were excellent. I did really enjoy it and wish it could last longer... many thanks"</i></li> <li>● <i>"It felt like a privilege to contribute to this discussion. I am impressed with the way it was conducted, it felt inclusive and meaningful. I hope that some if not all of the recommendations that are made to Government by the National Food Strategy are successful."</i></li> <li>● <i>"Enjoyed doing this research, important for the future of our food industry and the nation's health, great team to work with and learnt so much."</i></li> <li>● <i>"I have thoroughly enjoyed taking part. [the meetings] were held in an extremely professional manner. [name] did a very good job in holding our group together and keeping us focussed. I am determined to carry on with my food choices and will talk to my friends and family about the subjects covered. Listening to other people with the same concerns as myself was encouraging. I wish the National Food Strategy all the best of luck in pushing the Government to firmly commit to their suggestions. with the current crop of corrupt politicians in power, I feel they will need it. Once again I thank you."</i></li> <li>● <i>"I really hope that our views have been listened to and they are used to inform policy making. I have fully enjoyed being educated around the subject and am keen to see how the NFS continues."</i></li> <li>● <i>"It's been fantastic to be involved in public dialogue. I was given a platform to have my voice heard. I enjoyed working with you all."</i></li> </ul>
<p><b>Kendal and Grimsby</b></p>	<ul style="list-style-type: none"> <li>● <i>"I just want to say well done to all the people running the entire research, you were great to meet in person in February and dealt with the whole global pandemic thing... incredibly well. I found it all very inspiring and feel hopeful for a healthier, happier planet. I just hope it doesn't get too watered down by all the old, rich white guys in power, who really don't give a toss because they believe their privilege is invulnerable and absolute. So power to your keyboards, stay strong and keep engaging with us The Great British Public, wild, wonderful, diverse and real!"</i></li> <li>● <i>"I hope this and future governments will take the time to really listen &amp; respond intelligently (&amp; swiftly) to the challenge of making our food system as good as it can be for the health of us all and our environment."</i></li> <li>● <i>"It is great to have had the time to voice my opinion on this matter. The workshop was run well bearing in mind the circumstances."</i></li> <li>● <i>"I did enjoy the workshops but I found the evening ones very tiring and a rush to prepare dinner and be ready by six PM. I also think the computer workshops were very isolating and the Saturday workshop's far more preferable, inclusive and interactive experience for all."</i></li> <li>● <i>"This has been a valuable experience for me personally, I am grateful to have been involved and hope to have contributed positively."</i></li> <li>● <i>"A good solution to a tricky problem."</i></li> <li>● <i>"I have enjoyed taking part very much. Interesting and informative. The experts were very friendly and helpful and explained in layman's terms not in a lecturing or condescending way. Hopefully, we have been of some help. It has definitely affected my buying and eating habits. 100% made me stop and think about things that I wouldn't necessarily be considering before."</i></li> <li>● <i>"It has been an extremely interesting journey and a privilege to take part. Thank you."</i></li> <li>● <i>"I found the whole research very enlightening and I'm now thinking of food and how we get it and what will happen in the future in a completely different way."</i></li> <li>● <i>"Overall, I am very pleased to have learnt from the NFS and to have taken part. I do hope that our voices will be heard more widely and help make a difference."</i></li> <li>● <i>"I have enjoyed the online discussions and feel that my views have been valued."</i></li> <li>● <i>"Well done to the HVM team for reorganising the workshops online."</i></li> <li>● <i>"Great experience overall and I'm glad to know our views will be going to good use."</i></li> </ul>

	<ul style="list-style-type: none"> <li>• <i>"I've found the workshop extremely informative and it's been great to hear other people's point of view, I'm pleased to find a lot of people feel the same way that I do about a number of issues. Thank you!"</i></li> <li>• <i>"I really enjoyed taking part in the sessions and feel I have learnt a lot (including how to use Zoom). I am confident our voices have been listened to and was pleased to note that some of our suggestions formed part of Part 1 of the Food Strategy paper. I would like to thank [name] who was our facilitator, she worked extremely hard to ensure everyone's views were heard. I would be happy to contribute to any future workshops."</i></li> <li>• <i>"I hope our input has an effect on the food strategy and some of our ideas help shape the future. I think it has been very comprehensive and well thought out. It has raised many questions to my own practices but that is positive. Being part of this has made me more worried about the future of the food system but I am confident we are moving in the right direction and just need to get more of the public on board and think about it too."</i></li> <li>• <i>"I'd just like to take a moment to say thank you for allowing me to be a part of the National Food Strategy it's challenged me to think about food, [and also] to be more conscious of my food. I've also enjoyed all those I've met in 'Bread' group in Kendal and in the whole session and also on the online forum. It's been great seeing everyone's views and how passionate they are in this project. I hope we've helped develop the next stage in your research and I wish Henry Dumbleby all the best moving this forward. I'd also like to say thanks to all the team who navigated us through the online discussions and on zoom. Thankyou [name] for heading our little team on zoom."</i></li> </ul>
<p><b>Bristol</b></p>	<ul style="list-style-type: none"> <li>• <i>"The discussions have been very informative and thought provoking, thank you, I feel lucky to have taken part and hope to continue spreading the message."</i></li> <li>• <i>"An excellent study. Well organised, interesting, and most informative. Well done and thank you."</i></li> <li>• <i>"I'd like to follow the progress and would like to receive a copy of the report when it's submitted."</i></li> <li>• <i>"I found the zoom meetings more beneficial than the physical meeting that was held in February. It must have been more cost effective for you guys also? I feel as though I was able to focus and provide better and more valid points due to having to be on for a shorter amount of time, rather than over a long day. If any such opportunity arises again for something similar, I would happily support once more. Thank to you and your team, you were all excellent and professional throughout."</i></li> <li>• <i>"I found taking part in the NFS survey an interesting and informative activity, especially as I was with a group of people I would not have otherwise met giving me and, I hope, the report a greater depth and breadth in understanding this complex subject. I just hope that there is the political will to take the ideas we all had into meaningful and constructive action."</i></li> <li>• <i>"Very much enjoyed the process and thought it was well done both in person and online,"</i></li> <li>• <i>"It has been very informative. Hopefully, the final report will be listened to by govt."</i></li> <li>• <i>"Great to be involved. If nothing else it has made me realise how complex some issues are and that there are few easy solutions, but it is a vital strategy for the future of the country and the world."</i></li> <li>• <i>"It was a very informative and worthwhile process to be involved in, and I am extremely pleased to have been able to participate in it. Thank you."</i></li> <li>• <i>"Thank you for putting together an enjoyable and interesting experience – [name] was a great moderator!"</i></li> </ul>
<p><b>Lewisham and Norwich</b></p>	<p><b>How well did online work in comparison to the face-to-face sessions?</b></p> <ul style="list-style-type: none"> <li>• <i>"I honestly prefer it. Everything has been very well organised and was fun to take part in."</i></li> <li>• <i>"Think maybe better."</i></li> <li>• <i>"Not as well because of the technical issues and delays but that can't really be avoided can it?"</i></li> <li>• <i>Those involved have done a fantastic job in challenging times. But I feel everything was way too rushed and don't have confidence that my views were heard."</i></li> <li>• <i>"It was a big commitment to attend so many sessions, especially a Sunday which is a religious day for many."</i></li> <li>• <i>"You're able to take part in the comfort of your own home and access all the information in your own time."</i></li> <li>• <i>"Just a shame we did not get to enjoy the chef's food in Norwich like the 1st workshop."</i></li> <li>• <i>"Harder to jump in and speak in discussions due to lag."</i></li> <li>• <i>"I found the online sessions convenient to me as I didn't have to travel anywhere, and they were done in short sessions. However, I found the face-to-face session (pre Covid) more inclusive, I enjoy sitting in small groups and discussing issues in a spontaneous way rather than participating online."</i></li> </ul>

	<ul style="list-style-type: none"> <li>● <i>"I don't think it is possible to use Zoom etc to efficiently replicate face to face sessions."</i></li> <li>● <i>"Some people are a little hard to understand/ hear but yes."</i></li> <li>● <i>"Although zoom was very good, my Recollective time was not good as I have no aptitude for a smart phone or computer and found searching for things I wanted to re-read or check was a nightmare."</i></li> <li>● <i>"It was far better meeting up in a room and having face to face discussions. It was easier to get a feel for people and their opinions, to confirm understanding and to keep everyone engaged."</i></li> <li>● <i>"Online does allow one person to dominate when they cannot see body language and whether another wishes to speak."</i></li> <li>● <i>"It has been an enjoyable learning experience."</i></li> <li>● <i>"Although I missed the session on Sunday I have watched the videos and completed the tasks - I have found the zoom sessions more productive than the face-to-face meetings, no travel time and people still able to offer opinions and ideas to the group. I think it helped that we had all met previously so knew of each other and our group leader."</i></li> <li>● <i>"The session at Lewisham was a very enjoyable and informative experience. I treat the online sessions as a task that has to be completed rather than enjoyed. NB the only person to be neither nor about whether they were glad overall to have taken part."</i></li> <li>● <i>"I feel nothing is better than being face to face with people in a room and no technology is going to match up for that. We are humans and there is sooooo much to be said for how we interact and behave, think, feel etc. when we are face to face with others."</i></li> <li>● <i>"Prefer live group settings, however online works, especially since COVID19."</i></li> <li>● <i>"They have been very well organised but think it would be better to have more online survey questions to do in our own time."</i></li> <li>● <i>"I still wish we could have done it in one day."</i></li> <li>● <i>"I agree to a point, but face to face chat is more conducive to discussion, in my opinion. Having said that, the online workshops have worked well."</i></li> <li>● <i>"[facilitator] was first class at moderating our discussions."</i></li> <li>● <i>"I would have preferred face to face and be able to discuss with anyone. It was still very well organised but too short...I think working out the issues face to face is better, although I feel as the group sessions have got better as we have gone on and got used to each other."</i></li> <li>● <i>"I think there is definitely a lot less conversation than there would have been if we were face to face but still enough to be interesting and something I want to be a part of."</i></li> <li>● <i>"I think swings and roundabouts. It is probably easier to document the information through doing it online and by recording on zoom. But it was a more pleasant experience going to the face-to-face experience and it encouraged a more free flowing conversation. But it would be good to get a chance to see the videos beforehand to really sit and take them in at our own leisure."</i></li> </ul>
<p><b>Kendal and Grimsby</b></p>	<ul style="list-style-type: none"> <li>● <i>I think face to face it is a bit easier to use your body language to express that you have something to say. This was harder over video, which I think is why I appreciated [facilitator] asking for us to raise our hand when we wanted to say something, however in my last session I was in a different group and it was slightly harder to get my voice heard.</i></li> <li>● <i>Face to face would have been better but this way definitely a good compromise</i></li> <li>● <i>I think better, more controlled smaller groups more structure: you should all be proud.I have missed the lunch though haha</i></li> <li>● <i>Lose a lot of nuance and hearing from everyone... lots of people seemed to be barely contributing....</i></li> <li>● <i>Conversation does not flow as easily, i.e. people feeding off each other's comments plus we miss getting the non-verbal feedback especially when we are not on gallery view. However, this cannot really be helped, and I think we accept the online version as it is. At least we are able to do it this way!</i></li> <li>● <i>I find the smaller groups easier to work with online. The larger groups and background noise in the large room when face to face was a bit distracting, but I liked getting to know the other people in the groups when it was faced to face.</i></li> <li>● <i>I think that given the constraints; the sessions have worked very well. I think that due to the nature of the conversations being more like an exchange of ideas rather than a conversation or a debate means that the usual problems of people talking over each other or not knowing when to start speaking online don't apply as much.</i></li> <li>● <i>The zoom meetings made the feeling of being isolated more obvious not as inclusive as in the group meetings.</i></li> </ul>

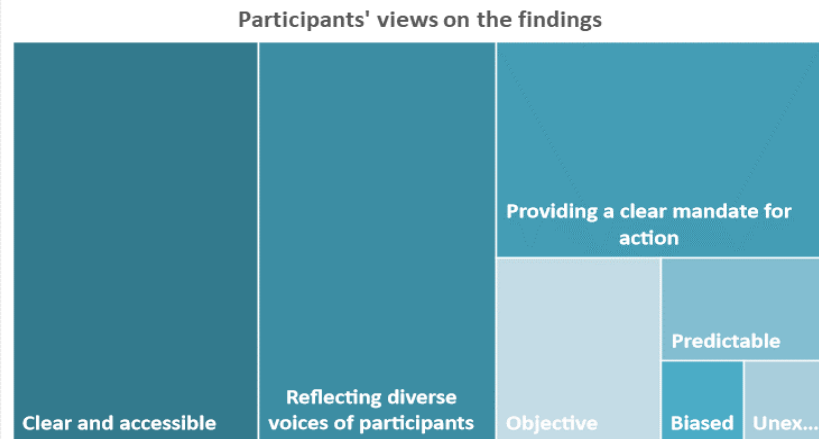
	<ul style="list-style-type: none"> <li>● <i>I still prefer face to face</i></li> <li>● <i>When we worked in groups and reported back after we learned what the other groups had discussed. We were able to ask questions of the experts. Oh, and we enjoyed the meal at midday!</i></li> <li>● <i>Surprised how well the online sessions went.</i></li> <li>● <i>I struggled personally on Tuesdays session as my internet went down for a bit so I missed some of the first presentation so I couldn't really get as involved in the group chat but still managed to have a say.. sound went a little now and again but all in all the best we can do without being all together. It's been nice having an adult conversation and not all About ABC's</i></li> <li>● <i>In the face-to-face meetings I think more people commented. I think some people may find the technology a little difficult and therefore do not express their views as fully. Also, I feel some people are distracted by things going on around them in their homes.</i></li> <li>● <i>I have enjoyed the discussions on the online sessions. At first I was sceptical, however it worked well.</i></li> <li>● <i>I like the online sessions but miss my free meal in the hotel used as it was absolutely lovely. It was lovely meeting the experts in the first day session. Future online meeting / sessions could be more agreeable way of doing this type of consultation with the public to gain a more balanced view and experience of what is currently affecting the UK.</i></li> <li>● <i>It worked better than I thought it would, but you cannot beat face to face discussions, you can gauge a lot more how important topics are to [people] in facial and body movement.</i></li> <li>● <i>I feel more would have been said in the same amount of time if the sessions had been face to face and the discussions would have flowed more. Online has been an excellent alternative in the circumstances though.</i></li> <li>● <i>I have enjoyed the online sessions, but I much preferred the face-to-face day we had.</i></li> <li>● <i>I think it was possible that the information was just as easy to record and gather in this format also the commitment of whole days in face-to-face meetings is quite demanding</i></li> <li>● <i>I think people are more likely to voice an opinion in a group in a room rather than online</i></li> <li>● <i>It's not as good as face to face but it is still very good.</i></li> <li>● <i>Some members find it harder to use tech and sometimes signals for Wi-Fi are not good in rural areas.</i></li> <li>● <i>Perhaps not as many people involved but still good. Zoom now is a marvellous invention., but of course everything is better Face to Face and being with people, listening to what they say and see their Body Language</i></li> </ul>
<p><b>Bristol</b></p>	<ul style="list-style-type: none"> <li>● <i>I think in some ways it has been better than the sessions pre-Covid!</i></li> <li>● <i>I think amazing things have been done with the online space, although it can't quite match face to face interaction and the multitude of conversations that can be had more easily and more in depth, and with better engagement, this platform has done well to try and replicate a similar discussion and review environment. With the added bonus of being able to easily refresh ourselves with the matters discussed and contribute in our own time when sudden thoughts or observations occur.</i></li> <li>● <i>I feel they worked better. Especially the breakout groups. People seemed more focused and detailed discussions took place.</i></li> <li>● <i>Again, with the small groups it was great to just chat- I didn't really notice much difference on zoom but perhaps it was slightly less enjoyable than a whole day would have been!</i></li> <li>● <i>Still miss meeting the people face to face and the contact with them. I appreciated being put into the same group of people as in the previous workshop - I felt that helped.</i></li> <li>● <i>On the whole I felt the online sessions worked well once I worked out how Zoom works, but I do miss those personal interactions you get at live meeting.</i></li> <li>● <i>They have worked just as well, but I really enjoyed the breaks where I could talk to other participants when at the workshop in Arnos Vale</i></li> <li>● <i>Face to face would have been better as you would have had greater flexibility but time constraints would have been just as prevalent.</i></li> <li>● <i>Face to face was good as you had sight and a feel for what was going on but the zoom meetings have been good. I just prefer a tactile feel. Also zoom is new to me so to use chat and participate was not always easy as I needed to navigate around the zoom functions</i></li> <li>● <i>It is a good alternative</i></li> <li>● <i>Nothing wrong with format..... but always nice to meet, talk, and learn from a live show!</i></li> <li>● <i>I still would have preferred the face-to-face sessions due to work hours but worked equally well.</i></li> </ul>

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|--|---|
|  | <ul style="list-style-type: none"><li>• <i>[just as well] I didn't think this would be the case, but as the sessions have progressed, all of the sessions have become more relaxed and flowed quite nicely.</i></li><li>• <i>They have worked, just not as well as face-to-face - easier distractions and harder to concentrate on a screen for nearly 2 hours.</i></li></ul> |
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## Participant feedback from the National Food Summit.

Based on 35 respondents (of whom 28 dialogue participants, 1 NGO, 6 other citizens).

**1. Which of the following phrases would you use to describe the dialogue findings which were presented today (please tick all that apply)**



**2. Did you hear anything that particularly resonated with or surprised you today? If so, what?**

Yes

No

20

15

Pleased to be updated on NFS progress and plans

- *How most aims from the National Strategy have already been put to government and there is only one more part (free meals for school kids).*
- *Everything, it was nice to see things were still progressing and moving in the right direction*
- *Really glad to hear about changes to fast food advertising*
- *If I understood rightly, you are thinking of another session to alter your finding following the public participation (I think I've got this right). I'd see this as a good move because it shows firstly that you've seriously taken into account our input and also that you're open to altering your findings depending on what you find - great. Secondly good that you're making Diabetes a bigger part of your study. I'm type 2, also have psoriatic arthritis. I understand that Type 2 diabetes is now being considered as another auto immune disease, will this play a part in your advice to the government?*

What particularly resonated:

A mandate for change

- *That the mandate is going to ask that everyone involved with food from farm to fork is going to be made to run everything they do through an environmental audit/lens of what's best for planet Earth and presumably make much, much better planet friendly decisions.*
- *I was impressed by how much people want change and how similar everyone's goals are.*
- *Passion for a reform of the food system.*
- *How citizens were committed to engage, had learnt a lot, and wanted to change.*
- *Common threads of education/Wanting to improve the environment/Education about food/buying/cooking etc in schools.*
- *The need for effective action for both health and the environment.*
- *To be honest it was all very engaging and I could relate to most situations spoken off. Should have been longer than 2 hours.*
- *Where we can go and do better for ourselves and others.*

Specific responses from supermarkets

- *The suggestion that more non-meat products be stocked in shops next to the meat ones. I have been a pescatarian for about 40 yrs. and would welcome a greater selection of vegetarian foods.*
- *Tesco said they would look into the comment I made regarding Fruit/Veg that was not bagged.*

But still tensions and trade-offs

- *It was good to hear the points of views of the farmers. The changes they have made were interesting. Also, with the desired reduction of consumption of red meat, I thought about my neighbour the local butcher who's been around since the 1800s, what impact would proposals have on his livelihood and would he be compensated in any way to make changes. There's a big knock- on effect and many interdependencies.*
- *It highlighted the enormous challenge of getting people to change their eating habits.*

Some were surprised by:

- *How much more research was required.*
- *The number of people admitting to not being able to cook.*
- *The Unilever participant name dropping their brands during the National Food Summit. I thought that was very cheeky.*
- *Massively mixed messages, very little direction in terms of practical application*

**3. Is there anything you would particularly like the National Food Strategy team to take away from today's discussions?**

Urgency of action and taking the public's views on board



- *Time for change as the current food system isn't working*
- *The general population wants the food system to change.*
- *New increase in pre-prepared meals caused by covid - not nearly so prevalent when strategy launched but now ubiquitous - with even more additives and preservatives needs regulation.*
- *Don't water this down, green audit, change needs to be fast and effective and from the ground up, supported by government initiatives.*
- *To hopefully push and try hard as possible to sway the government into accepting the ideas put forward.*
- *We need any changes to be discussed on national and local levels. Further discussion needs to be facilitated in our local communities to audit our resources and take stock of resources.*
- *I thought the contribution made by participants were diverse and pertinent, I hope the team will take them on board and push the government to act for once to fulfil on a commitment that benefits us all instead just a select few.*
- *To stay focused on what the public have suggested*
- *Everything that's been said by ordinary people*

#### Different opinions about what the key issue is

- *That the high priority given to climate detracts from what should be the main focus i.e., delivering healthy and affordable food.*
- *Yes, the need to push the agenda forward bearing in mind that as far as health issues go the food industry constitutes the polluter. If food that ruins health is available and tasty and there is no effort made to reduce its use then that is deliberate and knowing damage.*
- *Most important aspect for me is the effects on climate change which need urgent action*
- *Interesting talk about food wastage in break out room*
- *More research into how outputs like plastic can be managed better. So, they can still be used to keep the food fresh but also be disposed in more sustainable way. I felt the knowledge wasn't there and wasn't captured.*
- *The idea that if every household had a pig, it would reduce food waste*

#### Specific policy instruments

- *That many people would like the govt to legislate in ways that make it easier for the public to make more ethical, environmentally safer, and healthier food choices.*
- *Reduce prices of healthy food*
- *Price is an issue; many unhealthy choices are very cheap.*
- *Understand some of the challenges around rural: urban engagement and interfaces - growing divide*

#### Need for more food education at all levels

- *Better dietary and global impact of food education for all, better labelling of food packaging, competitive prices for the right food to eat not having to pay more for vegetarian options than red meat.*
- *The importance of education.*
- *Yes, reintroducing food education in schools for children. And how income affects food choices.*
- *People need to be taught how to prepare meals using fresh food. Money may be an issue when buying organic products, but I firmly believe lack of knowledge around food preparation is a greater issue.*
- *Children should be taught how to make healthy meals in schools, and classes should be reinstated in children's centres for parents.*

#### One sceptical voice ...

- *"...most people on consultations like this just get embroiled in their own personal situation, or virtue-signalling. You need experts to make big decisions, not the "man/woman on the street."*

### **4. Is there any specific action that you will be taking away from today's meeting?**

#### Those that took away a generally positive sentiment rather than specific actions:

- *What I've heard from the Panels' comments - that Things Will Change, hopefully and Government will listen.*
- *Happy with the progression.*
- *Hope ...as always.*

#### More involvement in local actions as citizens

- *I think there's more that can be done to join up fringe practices that can support the outputs created by the food industry in a more sustainable way.*
- *Increasingly motivated to get involved/establish local community growing projects.*
- *Deepening my personal greening of my life and of my work and campaigning more especially with local politicians... asking better questions.*
- *I've already made changes since the workshop and have recently been educating others*
- *I will be monitoring the results to see if I need to take further action.*
- *Not sure how, but it would be good to get further involved*
- *Get my grandchildren to check what their children are eating at school meals*

## Individual actions as consumers

Having environmental, health and welfare issues top of mind in purchasing decisions:

- *I will be more conscious overall of how the food system works and in places doesn't work.*
- *To keep in mind environmental/nutritional/welfare issues when making food choices.*
- *Yes, a new attitude to the way we buy food as a family.*
- *To think harder of any contribution, I can make personally to help the environment.*
- *A resolve to do my best not to add to the any of the problems.*
- *Being mindful of what you eat.*
- *Continue to be more aware about choosing my food options.*
- *I will try and buy food based on quality not price. As I am cheap, I am unlikely to succeed!*

Buying locally and in season:

- *To buy locally and ensure all packaging were possible is recycled. Also plan meals so there isn't much waste.*
- *Yes, to focus on where our food comes from.*
- *Each session I attend makes me more aware of different types of foods. Covid has make me go back to less healthy foods, you get what's delivered and in date fruit and veg is uncommon, so it's reminded me that I can go a bit further afield to buy healthy.*
- *To try and use farm shops more.*

Eating less meat and/or dairy

- *Continue to eat healthier options (less red meat) and only buy seasonal fruit and veg where possible*
- *I will do my part by ensuring to maintain vegetarian.*
- *I shall be thinking more about what I eat and how much!*
- *Yes, I am reducing how much meat we consume in my family.*
- *I will be trying to ensure we eat more seasonable vegetables. I also would like to have some raised vegetable beds in my garden.*
- *Eating healthier.*
- *Enjoyed the chat, also I may carry on the way I am now, regarding meat [eating less].*

## 5. Any other comments

- *Thank you for asking me to take part*
- *Just to thank them for the opportunity to put forward my views*
- *Clear and Informative as usual*
- *It was great to be listened too and I'm very keen to hear how this will be implemented.*
- *When in small groups the facilitator would get everyone to join in*
- *I feel everyone's opinions were valued and the questions answered.*
- *[please] remember how invested participants have been in this process and how much thought has gone into the objectives.*


32 of the 35 respondents reported that they would be happy to be contacted again and provided email addresses.

## Annex C: Overall assessment against Sciencewise best practice principles

The assessment draws on the following evidence:




- Evaluator opinion based on review of the dialogue design, recruitment brief and stimulus materials for both the face-to-face and online approaches against the Sciencewise Quality Framework and guiding principles and observation of dialogue workshops and events against an agreed protocol.
- Quantitative data collected in participant feedback surveys on Zoom or Recollective after each of the seven sessions.
- Feedback from interviews with specialists and BEIS observers.
- The number of ticks indicates how well the principles have been met: one tick = partially, 2 ticks = fairly well, 3 ticks = very well.

Principles		Assessment
<b>Focus on addressing agreed dialogue objectives</b>	✓ ✓ ✓	<ul style="list-style-type: none"> <li>• Participants were almost unanimously clear on the objectives during R1 sessions and again when modified objectives were introduced for R2, with most participants still finding them relevant. Sessions were well structured to ensure all objectives – including restated objectives for R2- were largely met.</li> </ul>
<b>Appropriate numbers and types of participants involved</b>	✓ ✓ ✓	<ul style="list-style-type: none"> <li>• A diverse and inclusive mix of participants across five locations together reflective of England as a whole in terms of age, gender, Black and minority ethnic and non-British white backgrounds and Social and Economic Groups. Specialists agreed that the mix and their knowledge of the food system was as expected. Community voice (CV) interviews, videos and audio recordings inclusive of harder-to-reach individuals including those in the food system and those struggling to access healthy affordable food. Contributions from CVs particularly resonated during the COVID lockdown in helping participants to understand how society as a whole was being affected by shocks to the food system.</li> <li>• The effort to provide an engaging mix of voluntary interim activities and maintain communication over the summer encouraged 65% to engage over the summer and 75% (140) to re-engage for R2.</li> </ul>
<b>Respect for public participants</b>	✓ ✓ ✓	<ul style="list-style-type: none"> <li>• Small group sizes) and continuity and quality of facilitation team helped develop cohesive groups. Clear ground rules established during R1 and R2 that all opinions were equally valid and that participants should treat each other and other contributors with respect.</li> <li>• By the end R1 almost all of 174 respondents agreed that they were not afraid to openly express their ideas and ask questions, and similarly felt that their views were listened to (119, 69.2% strongly agreed, 50, 29.1% tended to agree). Participants unanimously agreed that people were treated equally irrespective of ethnicity, gender, disability, age, sexual orientation, or religion. <i>“I am impressed with the way it was conducted, it felt inclusive and meaningful.”</i></li> </ul>

		<ul style="list-style-type: none"> <li>• Almost all participants felt that the facilitators were professional and caring and many praised the overall quality of the facilitation and individual facilitators in their feedback: <i>"excellent and professional throughout"</i> and <i>"Thought the facilitation was really good - so thank you"</i>.</li> <li>• We observed groups quickly re-connected with each other online and almost all were fully engaged. Participants praised the tech team for its support and patience.</li> <li>• Many participants were interested in hearing the lived experience of others in their group and respectful of each other's opinions, even as the discussions became more contentious (e.g. the need to eat less meat). One more dominant individual asked to moderate his tone online was happy to do so.</li> <li>• By the final R2 session participants almost unanimously agreed that the online dialogue had allowed them to understand the issues and contribute informed opinions about how the food system needs to change in the future. The majority felt that the outputs from their conversation would help inform the NFS, with almost unanimous agreement that it is important for the public to engage in policy decisions of this type.</li> </ul>
<p><b>A good mix of materials representing a range of views</b></p>		<ul style="list-style-type: none"> <li>• Participants were exposed to a good mix of types of stimulus materials including pre-recorded talking heads and vox pop videos, audio recordings, PowerPoint, carousels and interactive exercises (food diaries) etc. R1 stimulus materials covered a wide range of sustainability issues in an engaging way and allowed participants to explore a range of issues across the food system.</li> <li>• OG members were happy that R1 materials were accurate and presented a breadth of opinions. One specialist suggested that it would have been helpful to provide a case study examples of how the food system works in practice and that some key issues such as energy/inputs/outputs/water were not mentioned.</li> <li>• By the end of round 1 workshops participants overwhelmingly agreed that they had learned something new about the food system and the current challenges it faces (116,68.6% strongly agreed, 46, 27.2% tended to agree) and many gave examples of what they had learnt, and throughout the process shared examples of further research they had undertaken.</li> <li>• R2 stimulus materials were more homogenous (film and PowerPoint). PowerPoint presentations by the NFS team were strongly reflective of the emerging NFS line and based on a narrower set of arguments and evidence - but accessibly presented (pictures, graphics and few words on each slide). The OG had the chance to review materials for balance and accuracy and some amendments were made as a result of their comments.</li> <li>• Participants found presentations and films helpful in setting the scene for their small group discussions. 90% of participants found both the presentation on the NFS Part 1 report at the R2 webinar and the introductory talking heads video in workshop 1 helpful in getting them thinking about their own expectations and roles and responsibilities in the food system. The majority of participants (91%, 109 of 117 respondents) also felt that the information provided (video and presentation) on shifting to more sustainable diets was easy to understand and balanced: however, a handful of respondents mainly from the more rural groups in Kendal and Grimsby groups, tended to question whether the position</li> </ul>

		<p>on meat and dairy was balanced, questioning whether the links to environmental damage and harms to health were as black and white as presented.</p>
<p><b>Sufficient information to allow deliberation without overwhelming participants</b></p>	<p>✓ ✓ ✓</p>	<ul style="list-style-type: none"> <li>• Over 90% of public participants found the scene-setting videos, presentation on the food system and carousel information at the Round 1 workshops helpful, fair and balanced and relevant. Specialists tended to agree that information was balanced and that the mix of sessions and techniques was accessible and varied enough to suit participants with different learning styles. The mix of knowledge sharing methods allowed participants to absorb information in different ways (PowerPoint, film, pen portraits of CVs, carousels and to study them at their leisure during the breaks).</li> <li>• The decision to include an independent food system expert with the HVM team added real value from the early stakeholder interviews onwards. His introductory presentation (in some places delivered by other specialists) set the scene for Round 1 and ensured that all participants shared a common understanding of the complexities of the food system and the range of sustainability issues associated with it. The graphics on the food system and actors helped to set up discussions in Round 2.</li> <li>• Most of the 16 experts who responded after the round 1 sessions agreed that participants had been provided with enough, clear information on the food system to enable them to contribute to the discussions. Most agreed that the carousels worked well to convey the right amount and type of information so that participants could explore values and trade-offs. A few noted that it was a lot of information to absorb recognising <i>"It's really tricky to provide enough information, without being overwhelming."</i></li> <li>• Participants did not appear to struggle with the content or volume of material but many took the opportunity to review materials on Recollective after each session. With more time to sign off materials before each session, some participants would have appreciated the opportunity to detailed materials rather than just the talking head films in their own time <i>"It would be good to get a chance to see the videos beforehand to really sit and take them in at our own leisure.."</i></li> </ul>
<p><b>Sufficient time for deliberative discussions</b></p>	<p>✓ ✓ ✓</p>	<ul style="list-style-type: none"> <li>• Despite the size of the topic, the overall the design allowed ample time and space for deliberative discussions as well as for participants to be exposed to new information during each session. Specialists felt that R1 achieved: <i>"The right balance of in-depth info and high-level discussion for the first round."</i> And <i>"Great energy - important to capitalise on it for the next sessions."</i> Pre-filming specialist contributions helped to managing timings and ensure no overruns and sufficient time for specialists on the Zoom to answer questions.</li> <li>• Participants almost all felt R1 was about the right length (137, 78.8% strongly or tended to agree): the majority (80%) also felt the 2-hour sessions in R2 were about right but a sizeable minority felt they were too short and a few felt they were too long: <i>"[online] easier distractions and harder to concentrate on a screen for nearly 2 hours."</i></li> </ul>

		<ul style="list-style-type: none"> <li>• A few specialists also felt that the timing was short but that the pace was about right: <i>"It was tight on time, but couldn't have had a longer day. Good to be pacy and not boring"</i> and another that it was <i>"important to keep pace up and at a high level."</i></li> <li>• We did not observe any small groups timing out and not being able to cover all the expected discussion point in sufficient depth but the extended 2.5-hour session appeared to work particularly well giving more time for discussions to be participant-led.</li> </ul>
<b>Quality and depth of facilitation</b>	✓ ✓ ✓	<ul style="list-style-type: none"> <li>• We observed a large pool of professional and independent facilitators both in R1 face-to-face and R2 online sessions and most specialists agreed: <i>Excellent facilitation.</i>" (Round 1) Facilitators benefitted from very clear roles (no expectation to present content or answer questions), familiarity with the topics, clear briefs, realistic timings and pre-tested prompt questions. Almost all facilitators were able to combine facilitation with visible simultaneous notetaking on shared screens.</li> </ul>
<b>Learning from practice throughout</b>	✓ ✓ ✓	<ul style="list-style-type: none"> <li>• Additional UKRI/Sciencewise funding allowed a 3-month learning process on platforms (Zoom and Recollective), best formats and refining facilitation approaches for engaging participants online. Post session de-briefs including with the evaluators allowed the team to reflect on lessons learnt after each session and the scheduling of sessions (a maximum of two locations on a single evening/day) allowed flexibility to make minor adjustments, as necessary, after the first of each sessions.</li> </ul>
<b>Recording the dialogue</b>	✓ ✓ ✓	<ul style="list-style-type: none"> <li>• Transcripts of audio recordings of all small group sessions, facilitator notes during sessions, use of MentiMeter for individual polling during both R1 and R2, and individual homework reflections on Recollective resulted in a larger volume and depth of evidence than in a purely face to face dialogue but the final report used the data in a way that did justice to the findings.</li> </ul>
<b>Capturing agreement, disagreement, and uncertainty</b>	✓ ✓ ✓	<ul style="list-style-type: none"> <li>• Participants were able to express their views in a variety of ways, all captured via audio recordings, via MentiMeter or on Recollective. Facilitator simultaneous notetaking on shared screens in each small groups allowed all participants to see what was being recorded and make corrections if necessary. Three key points from each group highlighted areas of consensus. Data was also captured from comments in the chat function, Mentimeter and exercises on Recollective. Mentimeter results worked well to share a sense of what the whole group was feeling and where the similarities and differences lay.</li> <li>• Key points and word clouds from Recollective were regularly shared as an introduction to each online session. Some specialists questioned whether the nature of online discourse tended to give the appearance of greater consensus – but tasks on Recollective illustrated the breadth and strength of views – for instance on meat and dairy consumption – presented as pen portraits in the dialogue report.</li> <li>• Keeping locations distinct on both Zoom and Recollective made it easier to detect similarities and differences in views between locations.</li> </ul>

		<ul style="list-style-type: none"> <li>The delay in timing and final format of the National Summit limited its usefulness in exploring shared priorities and co-creating recommendations across the five locations or indeed the extent to which it could feed into either the public dialogue or NFS Part 2 report.</li> </ul>
<b>Analysis of dialogue results</b>		<ul style="list-style-type: none"> <li>The extended nature of the dialogue – including the interim summer phase and the National Summit - generated a huge volume and depth of material over an extended time frame (15 months) and was a far greater task to code than originally planned for. An iterative coding process (using NVivo) was used efficiently to highlight a large number of key themes as the basis for the dialogue report.</li> <li>The NFS team request to provide an annex of 120+ pages of individual participant quotes was unusual (more like transcripts that might be shared with the National Archives) but the NFS team found it useful for illustrating the NFS Part 2 report.</li> </ul>
<b>Clear and coherent reporting of results with clear links between data and conclusions</b>		<ul style="list-style-type: none"> <li>An unnecessarily tight deadline (less than 2 months after the final workshop) unclear expectations for the format and length of the first draft and a misunderstanding of the Sciencewise requirements for an independent report led to a number of time-consuming redrafts which were not a reflection of the quality and comprehensiveness of the first draft.</li> <li>A lack of capacity within the NFS team to review and sign off subsequent drafts, and several changes in the NFS brand design contributed to a stressful, time-consuming and protracted dialogue report sign-off process 10 months after the first draft and two months after the NFS launch.</li> <li>The final report was of high design and drafting quality, with a clear narrative, clear links to the evidence disaggregated by location, and with a clear executive summary worthy of being widely disseminated.</li> </ul>
<b>Participant involvement in reporting the dialogue results</b>		<ul style="list-style-type: none"> <li>Participants were fully involved in reporting back findings from their small group discussions to plenary in both R1 and R2. Participants had a strong sense of ownership of the findings and individuals were felt empowered to report back priority points to plenary sessions which had been written up by the facilitator during the online sessions.</li> <li>Three participants from Bristol, Norwich and Lewisham were supported to present their experiences of the dialogue and their views on the food system at the online National Summit which made a powerful impression on wider stakeholders. A further 40 participants discussed the insights they had gained with wider stakeholders at this meeting.</li> <li>The final mini documentary of the process gave 5 selected participants an opportunity to share their views with a wider audience and they did this powerfully. Filmed in their home settings during challenging local lockdown restrictions their description of their journeys reflected the range of experiences that participants described in their final evaluation feedback. The film was shown at the NFS launch but did not get the wider promotion and viewing it deserved around the UN food summit or Glasgow COP26.</li> </ul>

**Sharing the  
dialogue results  
and final reports  
with those  
involved**

- All participants and OG members received a link to the final report and executive summary and associated materials including the final video at the HVM webpage.



