

Evaluation of Defra's public engagement process on climate change

Report annexes

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November 2008



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ANNEX 1. Evaluation questionnaire analysis from public Summit

London, 12 May 2007

Total: 152 participants; 144 completed questionnaires = 95% response rate

1 How far do you agree or disagree with the following statements?

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
There was enough time to fully discuss the issues properly	31 (22%)	88 (61%)	13 (9%)	10 (7%)	2 (1%)	-
The information provided was fair and balanced	22 (15%)	95 (66%)	15 (10%)	11 (8%)	1 (1%)	-
I understood and could use the information provided	40 (28%)	94 (66%)	7 (5%)	2 (1%)	-	-
I understand the purpose of the consultation	45 (31%)	85 (59%)	4 (3%)	2 (1%)	1 (1%)	-
I understand how the results of the consultation will be used	27 (19%)	88 (61%)	20 (14%)	5 (4%)	1 (1%)	1 (1%)
Attending this event has helped me think more clearly about the issues	69 (48%)	67 (46%)	7 (5%)	-	-	1 (1%)
Attending this event has changed my views on these issues	31 (22%)	66 (46%)	33 (23%)	2 (8%)	2 (1%)	-
I learnt something I did not know before	60 (42%)	53 (37%)	12 (8%)	7 (5%)	1 (1%)	-
I enjoyed taking part	81 (56%)	57 (40%)	5 (4%)	-	-	-
I was able to discuss issues that concern me	44 (31%)	86 (60%)	13 (9%)	-	-	-
All participants were treated equally and respectfully	77 (54%)	63 (44%)	2 (1%)	2 (1%)	-	-
No single view was allowed to dominate unfairly	77 (54%)	54 (38%)	5 (4%)	6 (4%)	-	-
There was a good mix of people	81 (56%)	54 (38%)	5 (4%)	1 (1%)	1 (1%)	-

2 What did you hope to get out of coming to this event?

- Information, knowledge, awareness: 47 (33%)
- Information / awareness on climate change / global warming: 32 (22%)

3**Did the event deliver what you hoped or expected?**

- Completely: 33 (23%)
- Mostly: 87 (60%)
- Partly: 18 (13%)
- Not really: 2 (1%)
- Not at all: 0 (0%)

4**Has being involved in this whole consultation process made any difference to what you think?**

- Yes: 102 (71%)
- No: 29 (20%)
- Don't know: 13 (9%)

If yes, in what ways?

- Knowledge, information, awareness: 11 (8%)

"How widespread is the need for action"

"More involved. Feel I can make a difference"

"More awareness ... be positive ... anyone can do their bit"

"Made me consider it on a more personal level"

"I'm more aware about what I can personally do in my community to make a difference"

"Able to discuss issues with other people"

"Yes ... because I didn't really know the full issues about climate change"

"Emphasis on urgency and need to make a difference now"

"I feel something positive will now happen with government and business amalgamating to take this issue of global warming forward"

"More understanding, more evidence, better arguments"

"I realise the climate situation is serious, and more urgent than people think"

"That presentation is vital to get over idea and communicate / catalyse change"

"Agree that climate change is happening with more passion"

"More aware of waste of almost everything we use"

"More knowledge is empowering, enabling positive action"

"I'm going to try harder and I've learnt that food makes a big impact too"

"Severity of climate change. Importance of doing ones own bit"

"It has made me think about my own behaviours more and realise how little you have to adapt your lifestyle to make a 'difference'"

"I'm aware that business and consumer groups are working together"

"Climate change is a much bigger issue than what I initially thought. I also didn't realise the UK government is doing as much as they are"

"Much greater awareness of the responsibility different elements of society bear"

"Its shown that even little steps can make a big difference if everyone's on board"

"It has opened my eyes and made me more conscious of making a difference"

5**Are you likely to change anything you do as a result of being involved in this consultation process?**

- Yes: 113 (78%)
- No: 13 (9%)
- Don't know: 18 (13%)

If yes, in what ways (e.g. changing your own behaviour, or talking to others about the issues and what needs to be done)?

- Talking to others, encouraging them etc: 46 (32%)
- Changing own behaviour: 23 (16%)
- Reduce energy use (including lightbulbs): 12 (8%)
- More walking / less car: 3 (2%)
- Less water / food issues: 2 (1%) each

"Broadcast to others the importance"
 "Talking to others ... spread the word"
 "Try and be more proactive in tackling issues and take more responsibility"
 "Try to be more influential within my own organisation to promote CO2 reduction, as well as within my own home"
 "Changing my own actions and talking to others"
 "Go through questionnaire again and follow up"
 "Educating my children"
 "Letting others know what I have learnt"
 "Try harder to discuss issues with others"
 "Talk to others. Seriously consider impact of actions"

6 If you did want to change anything you do, what would help you most?

- A way of calculating your carbon dioxide emissions?: 86 (60%)
- Advice from the local council or other local organisations?: 80 (56%)
- Written technical information (printed or on the web)?: 54 (38%)
- A local group of people who all want to do something?: 44 (31%)
- Individual advice from a local expert?: 32 (22%)
- A national telephone helpline?: 26 (18%)
- Other (please say what)?
 - Motor manufacturers and big businesses giving incentives and further advice

7 What were the best / most successful aspects of the event?

- Listening to others / others views / exchanging views: 23 (16%)
- Speeches: 18 (13%) (David Milliband 5 specific mentions; Tim Jackson 1)
- Presentations / pitches to Minister: 16 (11%)
- Group discussions: 7 (5%)
- Everything: 4 (3%)
- Feeling involved and being listened to: 3 (2%)
- Al Gore DVD: 3 (2%)

"A sense of participation"
 "A feeling of personal involvement that my views were valued"
 "The use of technology to gain feedback ... the quality of the speakers"
 "Meeting people and hearing their views"
 "Learning tool that I can take away and make a difference"
 "Discussion with a group of people who shared a general interest and concern"
 "A chance to participate and make a change"
 "The professionalism of the facilitators"
 "The event followed a clear direction"
 "Getting the opinions of a cross-section of people"
 "Learning what people were doing and getting tips and advice"
 "The feedback sessions and responses from the Minister etc"
 "Having various members of the population put forward their views"
 "The group talking to help teach each other new ways to help global warming"
 "The best was 'our ways' of making changes i.e. what we would like to see happening (1 minute presentation)"
 "Listening to the speakers and have them listen back to our views"
 "The team events. It was good to meet and work with people you don't know"
 "Knowing that action is being taken"
 "Discussions with leaders from all sectors e.g. CBI, TUC etc"

8 What were the worst / least successful aspects of the event ?

- None: 28 (19%)
- Lunch: 17 (12%)
- Not long enough to discuss the issues: 7 (5%)
- Travel arrangements: 2 (1%)

"Still vague on the specifics of Government action"
 "Not enough scientific knowledge on long term weather effects and how they contribute"
 "No-one to debate against global warming"
 "Quite long-winded"
 "Not controlled enough on tables. Went off at tangents"
 "Public speaking"
 "No acknowledgement of the arguments against greenhouse theory and disproving them"

9 How do you think this type of event could be improved?

"Local meetings - information pooled and analysed centrally"
 "Open up further knowledge of blocks in improving our systems"
 "More pros and cons"
 "More question and answer sessions between the groups and the panel; also representatives available from the Green Party and green NGOs"
 "More high level people from local areas i.e. mayors"
 "Get more ethnic representation and younger people"
 "Repeating with same people in 2-3 years time to see their opinions then"
 "By doing more in local areas"
 "Involve more people and a wider x-section. Most participants appear to be from upper social classes"
 "Maybe 5 years on what we the same candidates are doing and what more we have learned (another meeting)"
 "More of it"
 "More people taking part"
 "More science"
 "Greater explanation of the purpose of the summit"
 "More practical demonstrations to illustrate data, such as showing how much energy is used when a TV is on standby (as once shown on the TV show Dragon's Den)"

10 How satisfied were you with the event?

Please tick the relevant box for each statement	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Not very satisfied	Not at all satisfied	Don't know
The information packs received before the	78 (54%)	49 (34%)	8 (6%)	4 (3%)		
The way the event was run on the day	101 (70%)	37 (26%)	2 (1%)	1 (1%)		
Overall satisfaction with the event	96 (68%)	44 (31%)	2 (1%)			

11 How important do you think it is to involve the public in discussing these sorts of issues?

- Very important: 128 (89%)
- Fairly important: 13 (10%)
- Not very important: 1 (1%)
- Not at all important: 0 (0%)

12 Is there anything else you would like to add?

"The dialogue should continue"

"Please take note of our concerns about unbiased information, costs to the public and ensuring that business and commerce play their part"

"How does an ordinary person get more involved in selling the message?"

"Need to engage more before delivering solutions"

"Local group awareness discussions, with delivery on a regular basis from each to a governing body"

"More events like today, accessible to everyone not only a select few!"

"Thanks you for giving me this opportunity to give my views"

"I really appreciate the event"

"I was surprised at the high level of filming / recording. I had not been expecting it prior to the event and felt I did not really have a choice not to sign the consent form at the start. I was not sure what the types of filming would be used for and it made me feel uncomfortable"

"I think it would be a good idea to involve the same group of people annually to monitor progress"

"Informative and fun"

"I was pleased with the event. I feel that the issue is so big to change that it is unrealistic as it affects the economy and businesses etc with knock-on effects, but the UK government is making a good start. Thank you"

ANNEX 2. Interview questions

Questions for interviews with public participants at the Summit

Range of people / representation / fairness

- Was there a good mix of people at the events you attended, both overall and in the small group discussions? Were there any types of people that you feel should have been there but weren't?
- Do you feel that everyone there had an equal chance to have their say and that no single view on climate change and what is needed was allowed to dominate the discussion?
- Were you able to talk about the things you wanted to on climate change and what is needed? If not, why not?
- Was there enough time to cover all the main issues?

Information, understanding and action

- Did you feel that the information provided was fair and balanced, and that most of the different views on climate change and what is needed were covered (in the written information, and information from experts, speakers etc)?
- Was there enough information provided at each stage to enable you to take part fully in the discussions? Was there any point in the consultation that you felt you would have liked more (or less) information?
- Did you find all the information provided clear and understandable? Did you read it all, or just what you thought you needed to be able to take part in the discussions?
- Was there any particular piece of information that you picked up that made a real impact on what you thought or did? If yes, what was it?
- Generally, what forms of information did you find most useful (e.g. written information, what other participants said, what the experts or speakers said, what a participant said in a presentation)?
- Was there anything missing from the information provided, either in terms of written material or input from experts and speakers?
- Do you feel that you now understand the purpose and implications of the Government's Climate Change Bill?
- Do you feel that you now understand the Government's priorities on climate change, and what they are planning to do?
- Do you feel that the Summit reflected the principles of the 'environmental contract', which is the idea that everyone shares responsibility for taking action to tackle climate change - government, business, citizens? Do you feel that each of these interests played their part, or was there something missing?
- Did taking part in this event make you feel more responsible personally for taking action to reduce your impact on climate change? How has that affected you, and what you do?

Openness / transparency / influence

- Have you had any feedback about how the information collected at the events you went to is being used? If yes, did that feedback make sense to you, and was it useful?
- Are you clear about how the events you took part in fitted in to the overall development of Government policy on climate change? If not, what do you still need to know before you are clear?

- Do you think the Government listened to and will take notice of what the public said when they make their next decisions on policy to tackle climate change? If not, why not?
- Were there any issues raised at the events that you have discussed since with friends and family or others? If so, which issues? Are you still interested in these issues?
- Have you talked to many people about these issues since? If so, can you give any idea how many (e.g. 2 - 3 or 4, 5 - 10, more than 10)?
- Have they been interested? And do you think they will do anything?
- Do you think you will want to find out more about any of these issues as a result of being involved? If so, how would you prefer to find out more?

Benefits (and costs) of the process

- Did you learn anything about climate change and what needs to be done as a result of taking part? If so, what sorts of things?
- Did being involved make any difference to what you think about climate change and what needs to be done? If so, in what ways?
- Did being involved make any difference to what you do about tackling climate change? If so, what have you done as a result? Did you do anything immediately after the events, and have you carried on doing something or have things changed over the couple of months that has since passed?
- Did being involved make any difference to what you think about the Government consulting the public on these sorts of issues? If so, in what ways?
- Overall, what were the main things that you got out of being involved in this consultation?
- Public consultation obviously has financial costs. Do you think it is money well spent, or not?
- As a result of your involvement, are you more likely to want to get involved in discussions on these sorts of issues in future, or not?
- What sorts of things would you like to get involved in, in future?
- Would you prefer to get involved again at national level, or to get involved locally?

Lessons for the future

- Overall, what do you think worked best at the events you went to? Do you remember anything specific that worked well?
- What do you think worked least well, and should be changed in future to make it easier for someone like you to contribute, or to make the public contribution better?
- Was there anything missing from the process; something you think should have happened but didn't?
- Are there any specific lessons about involving people that you would like the Government to take from this consultation?
- Is there anything else you would like to say about being involved in this consultation that we have not covered?

Questions for interviews with policy makers

Your activities and role in the process

- 1 Have you been involved in this sort of public consultation before? If so, in what ways?
- 2 How was this climate change engagement process different from your previous experience? Please say how and why.
- 3 Did you attend the summit? Please say why.

[If did not attend, skip the questions 5 to 11 in this section; try question 4 as they may know about the design but not the delivery]

- 4 Do you feel that the design of the process used with the public worked well to get the sort of information you need to develop policy on climate change, or not? Please say why.
- 5 Do you think the delivery of the process worked well or not? Please say why.
- 6 Was there anything that you think worked particularly well, and that you would recommend to future projects of this sort?
- 7 Was there anything that did not work well, and should not be done again?
- 8 Was there anything missing from the engagement process that would have been useful and should have been included?
- x Did you think there were enough people [about 150], and a good enough mix of people, at the events to get a good discussion? If not, why not?
- 9 What did you think of the motivation, interest and commitment of the public participants at the summit?
- 10 What did you think of the quality of discussions among the public participants at the summit?

Using the outputs from the public engagement

- 11 How important is it to the way you assess the results of the public engagement process that there was a demographically representative cross-section of the British public taking part in the event?
- 12 Was the quality of the feedback what you needed for your policy development process? Please say why and, if not, what would have improved that quality?
- 13 What were the most useful forms of feedback that you did get from the public engagement in terms of helping you in your policy development work? For example:
 - listening directly to the views of the public and their discussions
 - getting feedback from the people delivering the process
 - seeing public responses to the website
 - reading the final report on the whole process
 - any others?
- 14 How easy was it for you to use the feedback from the public and integrate it with the data you were using from other sources (e.g. conventional research, input from Defra staff and others)? Please say why.
- xx Did you feel that the way you integrated feedback from the public, with data from other sources, worked well, or not? Why was that?
- 15 Can you suggest ways of integrating feedback from the public with data from different sources, that would have worked better? Please say why.

Impacts / influence of the public engagement

- 16 What is the main value of a public engagement process of this sort to your policy development work? Please say why.
- 17 How valuable were the outputs from this process to your policy development work? Please say why.
- 18 What would have increased the value of this process to your work - anything that could have been changed or added to make it more valuable? Please say why.
- 19 To what extent would you say the information from the public engagement process has (or will) affected Government policy on climate change? Can you give any idea of scale (e.g. a percentage shift of policy as a result)??
- 20 Can you give examples of changes that happened (or are planned) as a result of the public engagement process? For example:
 - any ideas / recommendations removed from Government policy on climate change
 - any ideas / recommendations downgraded in importance
 - any ideas / recommendations added
 - any ideas / recommendations increased in importance
- 21 What new or unexpected ideas emerged from the public consultation that you had not considered before?
- 22 Have you personally changed any of your views on public involvement in tackling climate change as a result of what you heard from the public? If so, in what ways?
- 23 Do you feel that the information gained from the public engagement process has improved the value and quality of the Defra decision-making process and the policy conclusions? Please say why.
- 24 Have you learned anything about public engagement from your experience here? If so, what?
- 25 Did you personally change your views on public engagement generally as a result of being involved in this process? If so, in what ways and why?
- 26 Are you more likely to want to engage the public in this sort of project in future, as a result of your experience here? Please say why.
- 27 Were you surprised at anything you heard or experienced during this public engagement process, for good or bad? Please say what and why.

Finally ...

- 28 Overall, do you think that the public engagement in Defra's climate change work was successful? Please say why.
- 29 Public consultation obviously has financial costs. What factors affect your view on whether this is money well spent, or not?
- 30 Can you suggest any specific lessons from this public engagement process, especially any factors for success, that could make future engagement activities work better?
- 31 Is there anything else you would like to say about the public engagement in Defra's climate change work that we have not covered?

Many thanks for your help.

Questions for interviews with NGOs and other observers

Your activities and role in the process

- 1 What were your hopes and expectations for your involvement in the event?
- 2 To what extent were your hopes and expectations met by the event? Please say why.
- 3 Have you been involved in this sort of public consultation before? If so, what (specific examples)?
- 4 What did you do at the summit (e.g. answer questions, join in with the small groups working)?
- 5 Were you happy with that role? If not, why not?
- 6 Do you think the public participants were clear about your role? If not, why not?
- 7 Was there anything that would have helped clarify your role and made your activities at the event easier?
- 8 Was there any additional information you would have liked before you attended? If so, what?

Views on the summit

- 9 Did you think there were enough people [there were around 150], and a good enough mix of people, at the summit to get a good discussion? If not, why not?
- 10 Did you think that the timetable and process for the event were appropriate? If not, why not?
- 11 Did you see the briefing packs and other information provided to the public participants? If yes, do you think ...
 - there was enough information?
 - it was the right sort of information for them to use?
 - it was fair and unbiased?
 - it provided a good range of different perspectives on the issues?
- 12 What did you think of the motivation, interest and commitment of the public participants?
- 13 What did you think of the quality of discussions among the public participants?
- 14 Do you feel that the issues raised by the public were adequately recorded / captured during the day? Please say why.
- 15 Were there any issues that were raised by the public that seemed really important but that may not have been adequately picked up by the organisers? If so, what?

Impacts / outcomes from the process

- 16 What did you think of the quality of the conclusions / final outputs from the summit, in terms of:
 - the ideas from participants in the afternoon (the one minute presentations)
 - the summary speech at the end of the day
 - the summary report given out to people as they left
 - other (please say)
- 17 To what extent do you think that this process has contributed to greater awareness, information and debate on climate change? Please say why.
- 18 To what extent did you feel that this process generated support for the 'environmental contract' [this is in the Climate Change Bill - for government, business and citizens to work together]? Please say why.

- 19 To what extent do you think this process will affect government policy on tackling climate change? Are you satisfied with the impacts you think it will have? Please say why.
- 20 Did anything come out of the discussions at the summit that affected your own views on working with the public on climate change? Please say what and why.
- 21 Were there any benefits to you personally or professionally as a result of being involved in this consultation process? If so, what?
- 22 Was there anything that came out of the summit that was useful to your organisation's work? If so, please give examples?
- 23 Did being involved in the summit affect your views of public engagement generally? If so, how?
- 24 Public consultation obviously has financial costs. What factors affect your view on whether this is money well spent, or not?
- 25 What do you believe is the main value / benefit of this sort of public engagement process in tackling climate change?
- 26 To what extent did this process deliver the value you would have liked to see? And please say why.

Lessons for the future

- 27 Overall, what do you think worked best at the summit?
- 28 What do you think worked least well, and should be changed in future similar initiatives?
- 29 Was there anything missing from the process; something you think should have happened but didn't?
- 30 Is there anything else you would like to say about the Defra public engagement on climate change through this summit, and your involvement with it?

Many thanks for your help.

Questions for interviews with speakers

Your activities and role in the process

- 1 Were you completely clear and comfortable with your role at the summit? Please say why.
- 2 What would have made your input more satisfactory to you and to the process? And why?
- 3 Was there any additional information you would have liked before you attended? If so, what?

Views on the event

- 4 Did you think there were enough people [there were around 150], and a good enough mix of people, at the summit to get a good discussion? If not, why not?
- 5 Did you think that the timetable and process for the event were appropriate? If not, why not?
- 6 Did you see the briefing packs and other information provided to the public participants? If yes, do you think ...
 - there was enough information?
 - it was the right sort of information for them to use?
 - it was fair and unbiased?
 - it provided a good range of different perspectives on the issues?

- 7 What did you think of the motivation, interest and commitment of the public participants?
- 8 What did you think of the quality of discussions among the public participants?
- 9 Do you feel that the issues raised by the public were adequately recorded / captured during the day? Please say why.
- 10 Were there any issues that were raised by the public that seemed really important but that may not have been adequately picked up by the organisers? If so, what?

Impacts / outcomes from the process

- 11 What did you think of the quality of the conclusions / final outputs from the summit, in terms of:
 - the ideas from participants in the afternoon (the one minute presentations)
 - the summary speech at the end of the day
 - the summary report given out to people as they left
 - other (please say)
- 12 To what extent do you think that this process has contributed to greater awareness, information and debate on climate change? Please say why.
- 13 To what extent did you feel that this process generated support for the 'environmental contract' [this is in the Climate Change Bill - for government, business and citizens to work together]? Please say why.
- 14 Did anything come out of the discussions at the summit that affected your views on working with the public on climate change? Please say what and why.
- 15 Were there any benefits to you personally or professionally as a result of being involved in this consultation process? If so, what?
- 16 Was there anything that came out of the summit that was useful to your organisation's work? If so, please give examples?
- 17 Did being involved in the summit affect your views of public engagement generally? If so, how?
- 18 What do you believe is the main value / benefit of this sort of public engagement process in tackling climate change?
- 19 To what extent did this process deliver the value you would have liked to see? And please say why.
- 20 To what extent do you think that Defra (who commissioned this process) listened to and will take account of what the public said at this event, as they develop their policy on tackling climate change? Please say why.

Lessons for the future

- 21 Overall, what do you think worked best at the summit?
- 22 What do you think worked least well, and should be changed in future similar initiatives?
- 23 Was there anything missing from the process; something you think should have happened but didn't?
- 24 Is there anything else you would like to say about the Defra public engagement on climate change through this summit, and your involvement with it?

Many thanks for your help.