

## **Addendum**

### **C: Deliberative and Public Engagement Research**

#### **The rules**

- B3            Members must take reasonable steps to design research to the specification agreed with the Client.
- B4            Members must take reasonable steps to design research which meets the quality standards agreed with the Client.
- B14           Members must take reasonable steps to ensure all of the following:
- ❖ that questions are fit for purpose and Clients have been advised accordingly
  - ❖ that the design and content of questionnaires are appropriate for the audience being researched;
  - ❖ that Respondents are able to answer the questions in a way that reflects the view they want to express;
  - ❖ that Respondents are not led towards a particular answer;
  - ❖ that answers are capable of being interpreted in an unambiguous way;
  - ❖ that personal data collected is relevant and not excessive.

#### **Guidance**

##### **Commissioning and Project Design**

1.            Researchers should ensure that clients and all other third parties involved in the development and implementation of the project are fully aware of their responsibilities and clearly outline what is required of them (and when) within the proposal.

2. Researchers should provide with proposals a detailed initial risk assessment which includes risk to both clients and research suppliers including the possible time that may be spent on designing the materials to be presented to participants and also the time that may be spent defending processes and the results of deliberative projects. This should be discussed and modified as appropriate with clients. The need to regularly review and update the risk log should be built into the project process.
3. Where projects are especially complex, involve a wide number of stakeholders and/or need to meet very specific timings, researchers should consider using an established project management process, such as Prince 2 which is regularly updated throughout the life-cycle of the project.

### Stakeholder Involvement

1. Researchers should consider whether stakeholders need to be involved in the project
2. If stakeholders are required, researchers should ensure that relevant / key stakeholders are identified. It is the responsibility of clients to ensure that any list of stakeholders identified is comprehensive, but researchers should not rely on clients' choices alone and should ensure that stakeholders cover important viewpoints that may exist upon the subject under scrutiny.
3. Researchers should bring to clients' attention the potential imbalance or biases in arguments if positions and assumptions are not challenged, where appropriate. Also, researchers should bring to the clients' attention, any prominence or unfair prominence of argument on one or more of the sides being presented
4. Researchers should take reasonable steps to ensure that the views and stance of those who refuse or are unable to participate are taken into consideration in materials development.
5. Researchers, with clients, should decide upon, and document, contingency plans should one or more key stakeholders refuse to contribute / comment, miss a deadline or withdraw from a project part-way through.

### Materials

1. Researchers should ensure that materials include, where appropriate:

- ❖ Accepted facts around which there is consensus.
  - ❖ Differing views or interpretations due to different academic, commercial or political disagreements, including views of official bodies and citizen or community voices.
  - ❖ Well-referenced information from credible, verifiable and trustworthy sources.
2. In addition to stakeholders, researchers with clients should decide on whether it is important to bring in any independent specialist or academic 'to help ensure that the materials express the breadth of views on the issues under scrutiny' fairly and to help to ensure that factual material is accurate.
  3. Researchers should confirm with clients whether there are vested interests who might be expected to have different, or extreme, views, as well as making their own efforts to find this out, and agree whether their views should be included in the materials.
  4. At the proposal stage, researchers should outline who they think is appropriate to be responsible for the compilation of, and the final approval of materials shown or presented to participants. Particular care should be taken with introductory materials which set out challenges and the roles and views of different bodies and stakeholders, as this is likely to set the tone for the whole event.
  5. Researchers should ensure that all sources are clearly identified in materials (e.g. in notes on slides), make sure moderators and facilitators know where these come from. The sources should be available to participants on request. Moderators should be able to explain why these sources, rather than others, were chosen.
  6. Researchers should take reasonable steps, e.g. through the use of stakeholders or independent specialists, or through their own research, to ensure that sources are credible and are accurately represented in the materials.

#### Reporting results

1. When reporting the results from a deliberative project, researchers should make it clear how many participants took part in the deliberative project and any selection criteria used.