Commitment 4: Collaborative Working Group: Design Workshop 1 (2019), 7 June

Attendees:
Scottish Information Commissioner
Citizens Advice Scotland (on behalf of Anne Lavery)
Individual Citizen (service user)
Govan Community Project
Scottish Rural Action
Scottish Government Commitment 4 Lead

SUMMARY

1. **A brief overview of thinking so far in design of citizen engagement under the Commitment was provided.** Work has been informed by discussions held with Partners to date, and through collaboration with internal Scottish Government social researchers. Key points included:

   - The Scottish Approach to Public Service Design, and design-thinking will form the basis for engagement. Focus is on working collaboratively with people living in Scotland to accurately define the problem and develop solutions to be endorsed by the CWG and put to the central OGP Steering Group for approval. This can take time and must not be rushed, but ultimately produces more robust and user-centric outcomes. If done well, delivery against Commitment 4 may become an exemplar of this approach more generally. Engagement will take place during Autumn 2019.

   - Planned approach is to conduct an open and competitive tender for external consultants to resource the design, and delivery of engagement. This will include:

     o A pre- and post- events survey to inform baseline evidence on the key challenges, and levels of current understanding of rights and channels to redress both pre- and post- engagement.
     o A set of 5 events, to be attended by a demographically and geographically representative sample of people. Each event will include an "inform" (educational) part to raise awareness of open government, the purpose and ambitions of Commitment 4, citizens' rights and the current scrutiny and regulatory landscape for public services.   The second part of each event will be focused on exploring more in-depth with people their own experience (or lack of) engagement with complaints and redress channels, and other mechanisms of upholding accountability of public services.
     o A Peoples Panel will be formed – again, demographically and geographically representative – to take forward the co-design of potential solutions, as informed by the outputs from the events.

2. **A general discussion was held between Partners to consider key high level considerations in the design of effective citizen engagement to inform development of potential solutions.** Points raised included:

   - There is a need to establish a baseline level of statistics on public services that experience the highest levels of complaints, or requests for redress – this may help to prioritise the focus of solutions. However, Partners also acknowledged that other mechanisms of upholding accountability of public services, such as the FOI process, are not captured by such categories.
   - The target audience of those who should attend public events must include the "disengaged" – this includes those with "unmet needs", those who have or do not engage, those who have been "put off from engaging", and the "hard to reach".
   - Drawing on existing Partner organisation's networks and communities of contacts to raise awareness and seek participants for the events will need to consider GDPR regulations – but using the broader

networks base of Partner organisations to reach a wide range of stakeholders is valuable. Consideration must also be given to how individual citizens – not clients – can be reached though. This might mean drawing on community councils, and also ensuring advocacy organisations can support individuals to participate effectively.
- Engagement activities must be meaningful to people, connecting to day-to-day lives and activities of the individual. The appropriate language must also be used – language must be inclusive. This may mean the term "citizen" is not appropriate.

3. **Breakout group discussions focused on identifying key factors in the design of the survey, events and a Peoples Panel.** Key points raised included:

Survey:
- People must be able to see relevance and impact of participation e.g. receipt of an individualised results analysis report. In this sense, there must be an incentive to complete.
- Anonymity of participants may be important – consideration will need to be made of how, and who can hold personal information that may be provided through this process to ensure DPA/GDPR compliance;
- Repeat reminders to complete the survey can increase success rates – use of social media channels in this way can be valuable but must not be the only mechanism;
- Mobile phone apps can enable people to easily and readily participate, safely. In particular, this may be a good channel for engaging the otherwise disengaged;
- Printed media and existing Partner networks must also be drawn on to maximise reach;
- Focus should be on establishing baseline of understanding, and also testing mechanisms for improvements.

Potential questions / topics for inclusion:
- Establishing the baseline:
  - Have you had a dispute or need to raise a complaint regarding a public service in the past;
  - Did you know where to go to in order to do this;
  - How did you access this process;
  - What challenges, if any, did you encounter;
  - Did you need any support to complete the process;
  - What difference do you think complaining has, or would make to delivery of the service in question;
  - What improvements could be made to this process;
  - If you have not experienced poor service and had the need to seek redress/raise a complaint, would you know how to if you did (testing understanding versus expectations).

Events:
- "Inform" element should cover citizen's rights, and an explanation of how the current scrutiny and regulatory landscape for public services operates. Highlight good practice approaches to accessing accountability mechanisms. There may be a role for one or more scrutiny / regulatory bodies to present during the events to explain their functions, remit and outputs.
- Case studies can be useful in order to connect discussions to real world events, but "stories" can often times be more influential and meaningful for individual citizens. Case studies can come across as 'corporate'.
- Accessibility at events will be important – support must be provided (e.g. covering of travel expenses) to enable the otherwise disengaged to attend; this may include partnering with local advocacy bodies. People's motivations for participating must be properly understood. It may be appropriate to outsource engagement to local organisations in more rural areas, outside of the set 5 events, to be delivered by local organisations. Regional representative may be more important than theming events by type of public service – may be relevant to theme by the most used public service in an area.