Deliberative Research



A CREDS DECK PREPARED BY

Diffley Partnership

The Deliberative Difference...

Deliberative research is recognised for its ability to provide **informed public opinion data on policy issues**, offering decision-makers public views that are carefully considered.



...brought to you by industry leaders

We have built up a strong portfolio of deliberative insights across a wide range of issues and are delighted to announce our new **Deliberative Unit**.

Our unit's commitment is to deliver high quality, robust deliberative research to help the decision-making process across Scotland and beyond.

This deck provides just a flavour of our skills and portfolio – we look forward to further discussions on how we can help you.



Founder and Director

Bringing Deliberative Research to Life

Our brand new **Deliberative Unit** allows our clients to:

better understand issues or groups

determine public opinion or support for short-term, quick wins vs long-term policies

get citizens more involved in some of the issues facing society

affect long-term change

achieve a level of results that traditional methods don’t allow for

Meet the Team



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Diffley Partnership

Here's how it works...

Deliberative research brings people together and gives them the **time, space and information to discuss complex topics** in a credible way.

Participants hear from a **variety of sources** – including **expert speakers** and fellow panellists – and follow a logical path through learning and discussion.

We bring together a **representative group of citizens** from all across Scotland, capturing the rich and diverse views of those living here.



We employ a **longitudinal approach**, so participants attend all of the sessions and go through the same participation journey.

This helps participants to foster connections, and reflect on points raised throughout the process.

Our Deliberative Roadmap

Panel Recruitment

- Via an online panel
- Aim for 35+ participants

A series of Deliberative Sessions

- Typically over several months
- Includes a range of activities, plus impartial evidence from expert speakers

Analysis & Reporting of Findings

- Clear insights from across the deliberative journey

Our Portfolio:

Past Clients

Obesity Action Scotland
Healthy weight for all

Save the Children

TRANSPORT SCOTLAND
CÒMHDHAIL ALBA

The Health Foundation

NCD Alliance Scotland

ALLIANCE
HEALTH AND SOCIAL CARE ALLIANCE SCOTLAND
people at the centre

National Transport Strategy (NTS) People's Panel Pilot

2021

- The National Transport Strategy (NTS) Peoples' Panel brought together 19 members of the Scottish public and supported the delivery of the second NTS.

- 4 online sessions were conducted to focus on each of the priorities and objectives between October 2021 and January 2022.

- The findings were used to inform the development of second annual NTS Delivery Plan for 2022-23.

Deliberative Research on Health Inequalities in Scotland

2022

The Health Foundation

• This was part of a high-profile project with multiple strands. We conducted the public engagement strand of the Health Foundation's independent review of health inequalities in Scotland.

• We coordinated and engaged a People's Panel of 25 members of the Scottish public with a range of characteristics.

• 4 online sessions were held over four months – participants discussed the issue of health inequalities and reflected on the evidence presented.

OAS People's Panel

2023

Obesity Action Scotland
Healthy weight for all

•The OAS People's Panel included 30 members of the Scottish public with a range of characteristics.

• 3 online sessions were held to explore public opinion on issues relating to obesity and the food environment.

• Each session covered a different theme; these were Food Deals and Special Offers (Promotions), The Out of Home Sector, and Industry Influence.

•OAS have published briefing papers on the findings, which can be found here.

Commercial Determinants of Health and Public Attitudes - A Deliberative Approach

2023



NCD Alliance Scotland

- The NCD Alliance Scotland Panel comprised over 30 members of the Scottish public.

- 5 deliberative workshops (x2 online and x3 in person) were held.

- We explored public attitudes and behaviours related to NCDs (non-communicable diseases), including the commercial determinants (price, promotions and availability) which drive the consumption of alcohol, tobacco and high-fat, salt and sugar (HFSS) products.

Public Attitudes to Child Poverty: A Deliberative Research Approach

2024

Save the Children

- The Save the Children Scotland Panel comprised over 35 members of the Scottish public.

- 5 deliberative workshops (x2 online and x3 in person) were held.

- The sessions sought to gain greater understanding of perceptions around causes and solutions to child poverty. The project aimed to address evidence gaps and empower key stakeholders to influence, design and implement more popular and impactful policies.

NHS Reform and Broader Health and Social Care Systems Development: Deliberative Research

2025

ALLIANCE
HEALTH AND SOCIAL CARE
ALLIANCE SCOTLAND
people at the centre

- The ALLIANCE Panel included 40 members of the Scottish public.

- 5 deliberative workshops (x2 online and x3 in person) were held.

- The sessions focused on panellists' experiences of current health and social care systems, and views on person-centred care, finance and funding, innovation and change, and policy and communications.

Here's what our participants say...

"I have **enjoyed the entire process much more than I expected"**

"The topic was so important, the **guest speakers** and other participants educated me"

"It was really, really interesting. I feel like I've **learned a lot**, **been able to contribute meaningfully** and I look forward to seeing what's next in terms of policy and social change on this topic"

Here's what our participants say...

"You are a lovely bunch of smiley, friendly, happy, professional people who are **happy to help** and make everyone **feel at ease**"

"**I loved the sessions**. You organised and presented them really professionally"

"Thank you to the team involved in this research - it has been an absolute pleasure getting to know everyone from Diffley Partnership. The **project has been managed without any issues** for start to finish!"

...and here's some client feedback!



NCD Alliance Scotland

"Diffley Partnership were able to take our research problem, advise us on the methodology and approach and ensure we were **involved at every stage** of the project

The in-person sessions were **excellently organised** and facilitated and this was evident in the **well thought-out report**"

"It was a joy working with Diffley Partnership on our focus group project which has provided **valuable insight** to our organisation

The project lead, Megan, was always **responsive, thorough, and engaged** throughout which helped it run smoothly from start to finish"

Obesity Action Scotland
Healthy weight for all

We hope you've enjoyed this snapshot of what deliberative research means at – and means to – Diffley Partnership.

Want to know even more about how we can help solve your decision-making puzzle?



Email us:

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