




TOUGH DECISIONS
Top ten tips on priority-setting with the public

South East Employers
Enhancing Local Democracy 2010
16 July 2010
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Ipsos MORI

1. Make the case for change

- Why do you want to involve the public?
- What is the context for the discussion?
- When will the impact from decision-making be felt?



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2. Use existing insight

- What aspects of your services do people rate poorly?
- What is important?
- Have these issues changed over time?
- How do they compare to benchmarks?

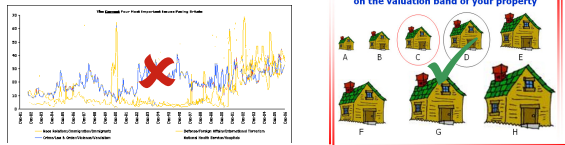
But...

- Might these issues change when speaking about money?

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3. Get the balance of information right

- How much detail is required?
- How might you present the information to participants?
- Do the public understand why a specific service exists?
- Who will present the information?



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4. Be very clear about your question...

- What do you want to discuss?
- Have you already made a decision? – if so why consult?
- What will you do as a result of the consultation?
- Do you want participants to be citizens or service users?

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5. ...and how you involve wider stakeholders

- Define the role of wider stakeholders
- Expert witnesses, or participant guides?
- Personal perspective or organisational?



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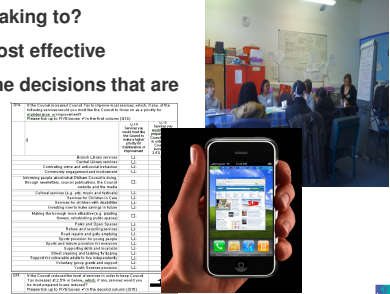
6. Use highly skilled and independent facilitation

- Context for decision-making not rubber-stamping
- Are your facilitators neutral, and seen to be neutral?
- Can your facilitators deal with participants' trickier questions?

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7. Choose your methods and techniques carefully

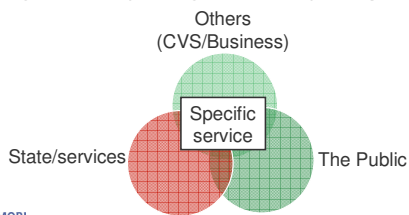
- What service are you discussing?
- Who are you speaking to?
- The need to be cost effective
- Understanding the decisions that are made...
- ...and why



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8. Understand why people make the decisions that they do

- Do you understand the principles behind the decisions being made?
- The exercise has the potential to help shape future decision-making and allow you to generalise beyond specifics



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9. Tell people what you do: "we asked, you said, we did"

- Tackle scepticism head-on
- If you don't agree, explain why
- The difference between outputs and outcomes

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10. This is not the end – keep the dialogue going

- What next?
- What are the possible options for keeping the dialogue going?



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Thank you

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