

Extract from paper entitled: Citizens' Assembly on Scotland's Future (this includes a table containing information on selection approaches taken with citizens' assemblies in the UK and Ireland) (May 2019)

**Membership size, profile and recruitment:
Background and recommendation on approach**

Assembly member recruitment

Contact with, and selection of, assembly members

The *random selection of assembly members* is crucial in assuring the equal chance of selection for individual citizens and to avoid potential criticisms of bias in the membership. This means that there cannot be an option for members of the public to volunteer or apply to be Assembly members.

[information not included as outwith scope]

Considerations for a Citizens' Assembly on Scotland's Future

1) This element of the recruitment – contact and selection – of Assembly members (possibly/likely alongside others) will need to be commissioned externally. **Do we want to specify the methodology or ask tenderers to recommend an approach based on their expertise and experience? We need to come to a decision on the methodology if we choose the former route.**

The Postcode Address File (PAF) (held by the SG) is commonly used to recruit participants via random sampling to the core Scottish Government surveys. It was also used recently to recruit members to the Scottish Parliament's Citizen Jury on land management. NRS and OCS colleagues have confirmed that this could be used to identify and approach a random sample of members of the public in order to select the Assembly membership. Otherwise, some polling companies in Scotland run online panels. Their suitability for such a recruitment exercise would need to be explored.

Issue for discussion:

Whether we should specify in the procurement exercise, the approach to contact and selection of Assembly members that will allow for the efficient recruitment of a robust sample of people.

Table 2: Recruitment methodologies in citizens' assemblies in the UK and Ireland

Citizens' Assembly	Contact source	Selection approach	Over-recruitment and non-attendance	Payment to Assembly members?
Citizens' Assembly of Ireland	<p>Cold calling door-to-door households across 15 broad regional areas across the country. Sampling points were identified via random selection to ensure geographical representativeness.</p>	<p>Within each household a random selection process was used to identify the individual and an interview conducted.</p> <p>The interview elicited the required socio-demographic information required and established if the interviewee was on the electoral register, information on their involvement with any relevant advocacy groups.</p> <p>Recruiters were given stratification quotas in order to recruit the agreed profile of Assembly membership.</p> <p>If the interviewee met the quota requirements, they were given more information about the Citizens' Assembly and asked if they were interested in participating and if would give their contact details for follow-up, including for verification of their details and to receive a formal invitation and more</p>	<p style="text-align: center;">✓</p> <p>99 members and 99 substitutes were recruited (though not all initially).</p> <p>53 members were replaced over the course of the different meetings.</p>	<p style="text-align: center;">X</p> <p>Note, however, that the Chair reflected that serious consideration should be given to this in future citizens' assemblies</p>

		information about the Assembly.		
Citizens' Assembly on Brexit (UK)	Online survey of UK-wide representative sample of 5000, via (existing) ICM opt-in panel, including 39 questions covering demographics, general political attitudes and specific attitudes on Brexit, trade and immigration.	<p>Towards the end of the survey, a brief description of a citizens' assembly was provided, and survey participants were asked if they would be interested in attending such a body.</p> <p>Respondents who said they would be 'fairly' or 'very' interested' in attending (n=2742) were then asked specifically about the CA on Brexit, with an explanation of what it was, what it involved, payment and expenses and dates.</p> <p>Those answering 'yes' were then asked if they would give consent for the survey company to pass their name and address details, together with their response to the survey, to the team organising the CA (n=1179).</p> <p>An in-house team randomly selected individuals according to a stratified profile. They were emailed and asked to reply to arrange a phone call. 139 people were invited to participate; 56 accepted.</p>	<p>✓</p> <p>Target recruitment of potential 53 members, for 45 final members.</p> <p>Five dropped out in the final weeks before the first meeting; 3 were replaced. 51 attended the first meeting.</p> <p>1 further member dropped out ahead of the second meeting; 50 attended.</p> <p>No substitution/replacement once the Citizens' Assembly had started</p>	<p>✓</p> <p>'Gift' of £200 per weekend</p>

<p>House of Commons Assembly on Social Care (England)</p>	<p>Online survey of 5,501 participants, via (existing) ICM online opt-in panel.</p>	<p>Survey participants were asked if they were 'fairly' or 'very' interested in participating in a Citizens' Assembly on Social care (3,370 said they were) and then whether they were available on the specified dates (1,385 were).</p> <p>Assembly members were randomly selected from this pool to be broadly representative of the population.</p>	<p>Target recruitment of 55 potential members, for 50 final members.</p> <p>5 dropped out in the final days before the first meeting, leaving 50 expected attendees.</p> <p>47 actually attended the first meeting. All participants returned for the second weekend.</p> <p>No substitution/replacement once the Citizens' Assembly started.</p>	<p>✓</p> <p>'Honorary' of £150 per weekend</p>
<p>Citizens' Assembly for Northern Ireland (on Social Care) (Northern Ireland)</p>	<p>Online survey of 1500 by Lucid Talk, via its (existing) opt-in Northern Ireland Opinion Panel of 11,000 members.</p>	<p>The selected subset of approx. 1,500 people were representative of the NI population across a range of demographic characteristics.</p> <p>They were asked about their interest and availability to be part of the Citizens' Assembly, as well as a range of demographic and attitudinal questions.</p> <p>Approximately 400 responses indicating interest and availability were received. From this group, a stratified sample were selected for invitation to attend.</p>	<p>Target recruitment of 80 (85 in initial selection).</p> <p>Those who notified they could no longer attend were replaced up until 2 days before (83 expected).</p> <p>77 attended (73 completed both full weekends).</p> <p>No substitution/replacement once the Citizens' Assembly started.</p>	<p>✓</p> <p>'Honorary' of £100 per weekend as a 'thank you' for their participation.</p>

		At this stage, supplementary telephone recruitment was undertaken to fill out the sample on specific demographics that were under-represented in the responses received to the survey.		
Citizens' Assemblies on English Devolution (England)	(Existing) YouGov Panels of around 5,000 participants in the two locations of the Assemblies.	<p>Survey panel members were asked to complete a survey of generic questions including whether people knew what a CA was, whether they'd be interested in participating in one in their area, and whether they were available on the dates, and attitudes to politics.</p> <p>Second survey was sent to those who expressed interest in the first one, asking more specific questions about willingness to be involved, whether they could commit and whether they were willing to be contacted by YouGov with more information. Those who responded positively were emailed with detailed information about the Assemblies, including dates, times, transport, accommodation, catering, reimbursement and an FAQ.</p> <p>In the two weeks before the Assembly, all recruitees</p>	[to add]	<p>X</p> <p>But the organisers reflected that consideration should be given to this in future assemblies.</p>

		<p>were phoned to re-confirm attendance and answer any questions.</p> <p>A final survey was sent just days before the first Assembly meeting asking participants were still coming and providing a phone number for any last minute questions. A positive response to this email was used to ascertain final numbers.</p>		
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Extract from evaluation guide and award criteria (part of Invitation to Tender documentation) (June 2019)

TECHNICAL AWARD CRITERIA	<i>Section Weighting</i>	<i>Question Weighting</i>
SECTION B: METHODOLOGY	40%	
<p>Tenderers should describe their approach to randomly selecting potential Assembly members who are broadly representative of the adult population of Scotland. Responses should address:</p> <ul style="list-style-type: none"> • the design of a sample that broadly reflects the Scottish adult population in socio-demographic and political attitudes, and • any measures to ensure that groups that may be difficult to either identify or recruit are represented among Assembly members. 		50%
<p>Tenderers should describe their approach to recruiting Assembly members. Responses should address:</p> <ul style="list-style-type: none"> • your approach to contacting members of the public • the measures you would take to maximise the response rate • any measures you would take to mitigate the potential under-recruitment of certain groups • your approach to recruiting replacement members prior to the Assembly. • your approach to undertaking the optional requirement described at paragraph 23 of the specification. 		50%

**Extract from response to follow-up questions prepared by Mark Diffley
Consultancy and Research Ltd. (July 2019)**

Selection Methodology (Question B1)

2. How many postcodes are you proposing to select in each area? How would you ensure that the selected postcodes are sufficient in both number and geographic spread?

Response:

Our proposal sets out the numbers of participants to be recruited in each geographic region, based on population sizes (Table B1). In addition, we think that the incidence rate should vary by the different demographic targets and will become narrower as the fieldwork progresses. Therefore, we will assume a 20% standard rate, and would select a surplus of postcodes in each location.

For example, within Central Scotland we want to recruit 14 participants (for a target of 120 overall), so we would select 70 postcodes from the Postcode Address File (PAF). Based on the total number of postcodes, we would calculate the appropriate sampling fraction $1/n$, as well as factoring in urban and rural splits. This will mean that the geographic spread will fall out naturally in the sample selection.

3. Roughly how many respondents are you proposing to select in each postcode? How would you ensure that everyone in Scotland has an equal probability of being invited to participate in the Assembly?

Response:

Our key consideration is in ensuring a spread of recruits within the postcodes selected; so, for example, with regards to the 14 recruits in Central Scotland, we would ensure no more than two participants are recruited from one sampled postcode.

Having said that, we do not want to be over-prescriptive of numbers within each postcode, as an overly prescriptive location breakdown at the postcode level in combination with the other demographic/social attitudes variables will mean that interviewers may end up looking for “needles in haystacks”, something we should avoid. Therefore, the approach of no more than two per postcode is both high quality and not overly prescriptive.

4. Please provide further detail on your proposed second-stage random selection strategy (i.e. for selecting and/or ordering households within postcode areas).

Response:

Once we have had confirmed the postcodes selected within geographic region, we will instruct interviewers to select addresses within those postcodes. Interviewers will then be able to call at addresses and attempt to recruit participants to the Assembly. Interviewers will be instructed not to approach every address consecutively and to visit different housing types should that be relevant in their postcode. As stated in our proposal, and elsewhere in this document, interviewers will be working to demographic

targets in order to ensure the representative profile of the final sample, as set out in the Invitation to Tender.

5. Please also provide further detail on your proposed third-stage selection strategy (i.e. individuals within households). Please also describe your proposals for handling non-contacts (e.g. individuals not at home at the time).

Response:

As stated in our proposal, our view is that the recruitment should take face to face, in home and we set out our reasoning for recommending that approach.

We want to ensure a random approach, while acknowledging and planning for the fact that some targets will be easier to achieve than others. For example, finding those age 16-29 is likely to be more difficult than older age groups. Therefore, our interviewers will begin by asking whether there is anyone aged 16-29 in the household and select them to try and recruit for the Assembly (or select one at random if there is more than one 16-29-year-old in the household). We may also want to apply this to other targets, such as economic status, and would propose discussing this at set up.

Once the issue of specific targets has been dealt with, our proposal would be to select a resident at random, via a standard 'Kish Grid' model for selecting household participants at random. We will need to build in some flexibility to this model to account for the strict targets that we need to achieve in terms of the overall profile of the final sample.

If the person selected is unavailable to speak to at the time of the call, we will leave contact details for them to telephone the interviewer/helpline and undertake the recruitment interview or arrange an appointment to go back and conduct the interview. Should nobody be at home when we first call, we will follow up twice to the household to give them the opportunity to participate.

Terms and Conditions of Appointment (July 2019)

1 Status

1.1 You are appointed as Convener of the Citizens' Assembly of Scotland ("the Assembly"). In these terms and conditions, except where stated, "you" and related expressions refer to the holder of that role.

1.2 You are not a servant or agent of the Crown or a civil servant, and do not have any status, immunity or privilege of the Crown.

1.3 The terms and conditions in this Annex ("the terms") are not to be construed as constituting a contract of employment or service, or a contract for services between you and the Scottish Ministers or the Crown.

Extract from email between SG officials (06 August 2019 10:13)

Subject: Islands duty

You'll be aware that (after some delay) we have appointed Mark Diffley as the contractor for the Citizens' Assembly membership recruitment. We had our inception meeting last Thursday.

Amongst MANY things, we discussed the approach to ensuring the inclusion of people from across Scotland in a geographical sense. I'm emailing now to seek your advice on whether the proposed approach meets the SG's duty under the Islands (Scotland) Act. Basically, inclusion of people from rural areas and islands will be built into the random selection approach, but with some flexibility for additional recruiting a small number of people from the islands.

Extracts from email exchange between SG officials (20 August 2019)

Subject: RE: URGENT - Citizens' Assembly Privacy Notice

(12:44)

One thing that is still not clear to me is how these people will initially be contacted. You will be creating a list of people to contact and asking them to provide the information noted in this privacy notice. Where does this initial list come from?

(response at 13:30)

In terms of initial contact, postcodes are randomly selected for the recruiters to approach. There is no list of *people* to select from. The first time we will have names is through the use of the recruitment questionnaire used on the doorstep.

(follow up at 14:17)

Thanks for the clarification – so the recruiters will be given a random postcode, and then go around every property there to tell people about the CAS, and anyone interested will then have their data collected? That makes sense, and also removes additional processing of data. It's not necessary to include on the privacy notice itself, as it does not relate to the processing of someone's personal data, but it's definitely a good thing to include in the script given to the recruiters so they can explain if someone thinks they have been specifically targeted to take part.

(response at 14:28)

I'll ensure that the random selection point is included in the recruiters' briefing/script.