

Reporting back to respondents

Rowena Farr, Wednesday 10th May 2017

Coming up

- 1) Why is reporting *back* important?
- 2) How are our customers reporting back?
- 3) What makes for effective reporting?
- 4) How does this translate to your organisation?

What is reporting back?

Why is reporting *back* important?

Completes the feedback loop



Demonstrates integrity

“Know beforehand what you want to do, and be very clear about what you’re going to do with the feedback that comes in...

Once the public loses trust in you, it takes a hell of a long time to win it back.”

Donna Weston, WA EPA

Moves the conversation on



Adds weight to decisions

About 10,800 results (0.43 seconds)



Radio Times threatens John Whittingdale with judicial review over ...

[Telegraph.co.uk](#) - 14 Mar 2016

The editor of **Radio Times** has threatened the government with legal ... force ministers to re-open a public **consultation** on the future of the **BBC**, ...

Radio Times calls on culture secretary John Whittingdale to reopen ...

[Radio Times](#) - 14 Mar 2016

Radio Times: 6000 readers' views on **BBC** ignored by government

[The Guardian](#) - 14 Mar 2016

DCMS did not open memory stick containing 6000 **BBC** **consultation** ...

[Press Gazette](#) - 15 Mar 2016

Culture secretary John Whittingdale branded a 'liar' by **Radio Times** ...

[International Business Times UK](#) - 15 Mar 2016



G_Maynee
@G_Maynee



 Follow

After hearing Pete Carroll's reasons for calling that last drive I can respect his decision. Still a great coach 🙌

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J. Matthew Coward
@jmcoward04



 Follow

After hearing about his conversation with Nate Boyer, I respect Kaepernicks decision a lot more. Don't agree with it, but respect it.

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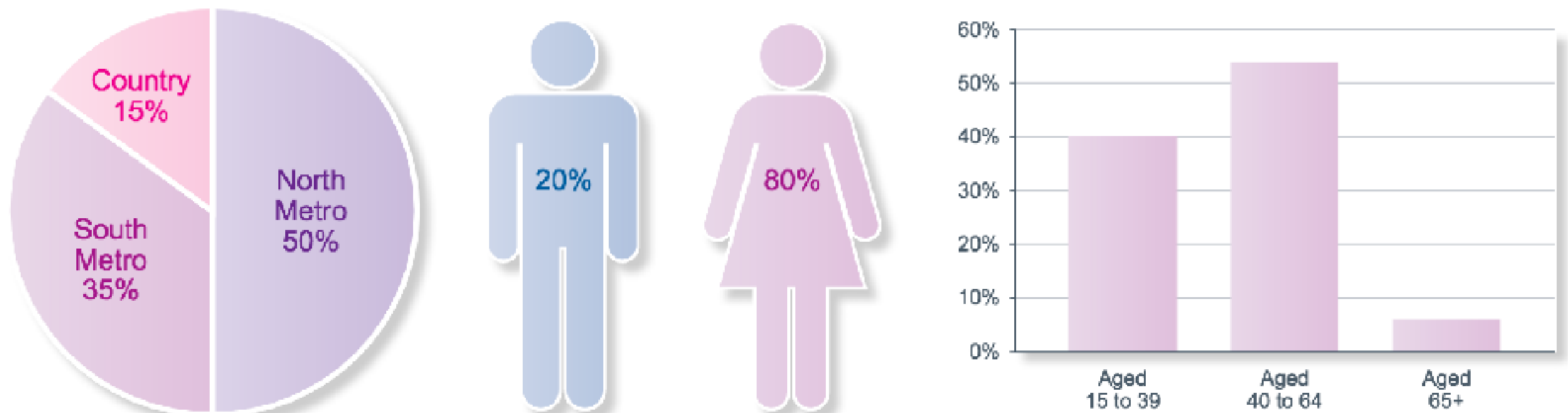


6:11 PM - 7 Sep 2016

How are customers reporting back?

WA Health Cancer Care

Figure 2: Respondent characteristics



WA Health Cancer Care

A word cloud centered around the word "Vegetables", which is written vertically. Other words include "Fresh", "Unhealthy", "Education", "Cost Options", "Availability", "Access", "Healthy", "Schools", "Affordable", "Cooking", "Cheaper", "Fast food", "Advertising", "Food", "Fruit", and "Children Tax".

Vegetables

Fresh **Unhealthy**

Cost Options **Education**

Healthy **Availability** **Access**

Schools **Affordable**

Cooking **Cheaper** **Fast food** **Advertising** **Food** **Fruit**

Children Tax

TfL Elephant and Castle

Have your say on the design for a new public square for Elephant & Castle

Overview

Update on 27 March 2015

We have today published a report setting out the issues that were raised in our consultation on the Elephant & Castle public realm, which ran from 17 November 2014 to 22 December 2014. Thank you to all those who took part.

[Click here to download the Elephant and Castle Consultation Report](#)

In summary the outcomes of the consultation were:

- We received 460 responses in total
- 85 per cent strongly agree or tend to agree with the plans to improve the pedestrian environment
- 80 per cent of respondents strongly agree or tend to agree with the plans to create a useable public space

Contact

consultations@tfl.gov.uk

Key Dates

Status: Closed

Ran from 17 Nov 2014 to 22 Dec 2014

Other Information

Areas:

Southwark

Audience:

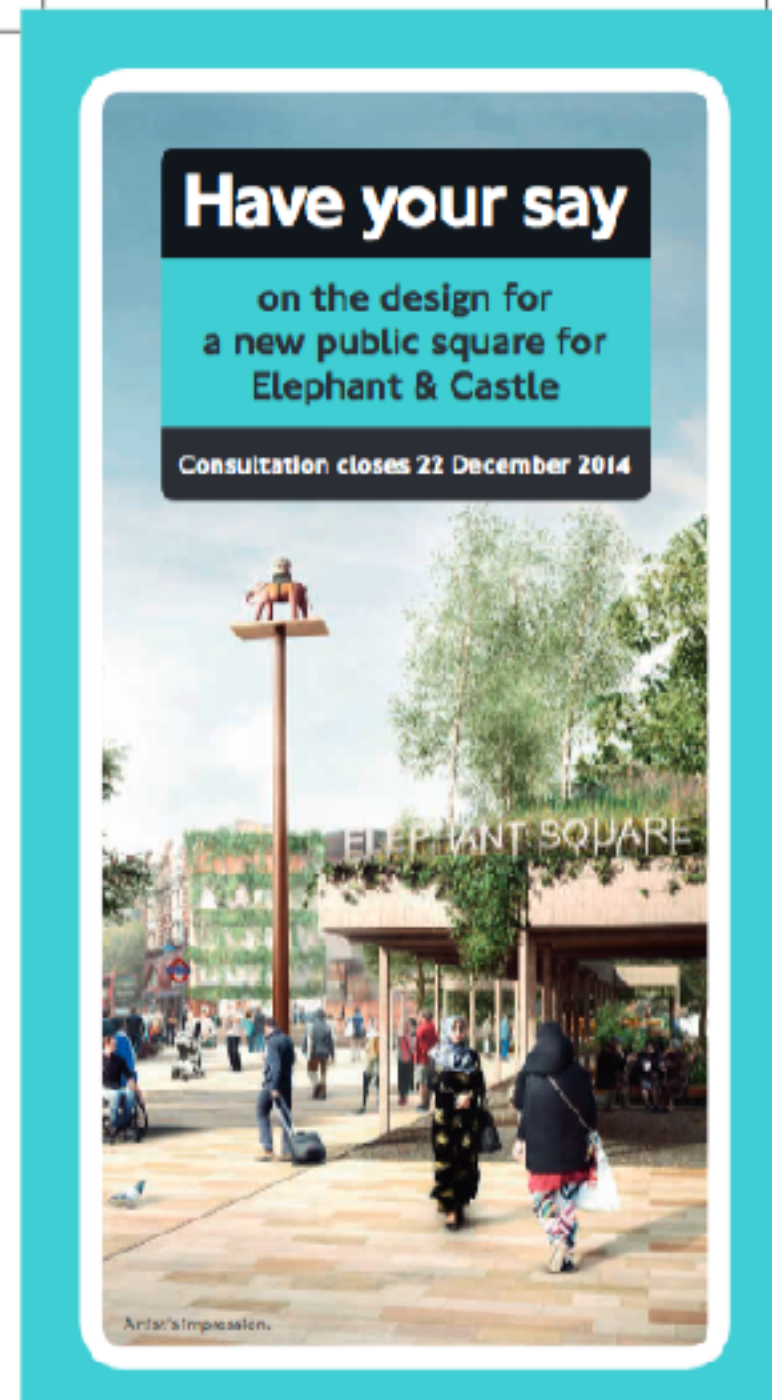
Public,

Stakeholders,

Local residents,

Local businesses,

TfL Elephant and Castle



DH plain tobacco packaging

United Kingdom	1,957
England only	365
Scotland only	65
Wales only	15
Northern Ireland only	42
Total	2444

Table 3.1: Where detailed consultation responses relate to

DH plain tobacco packaging

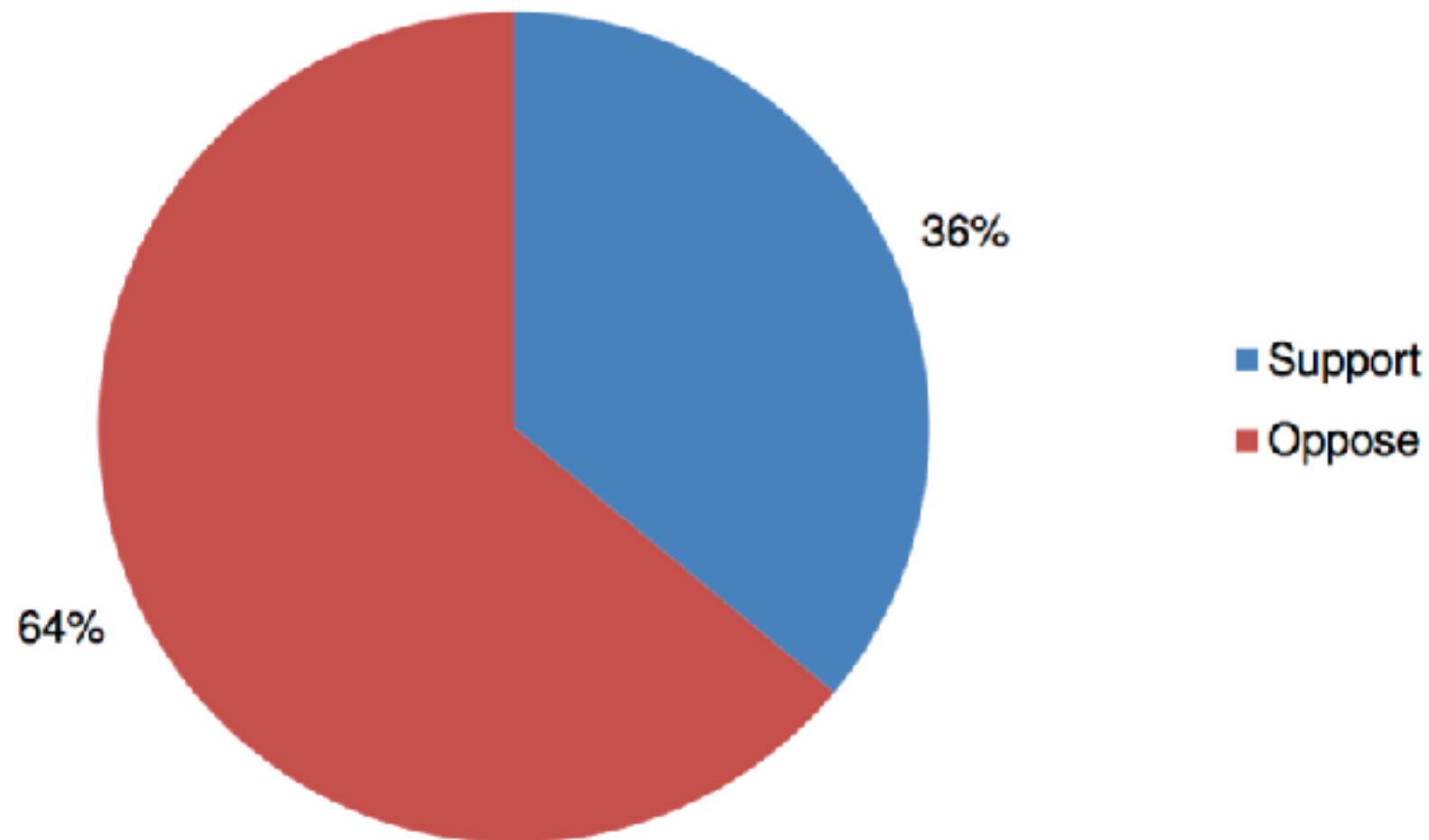
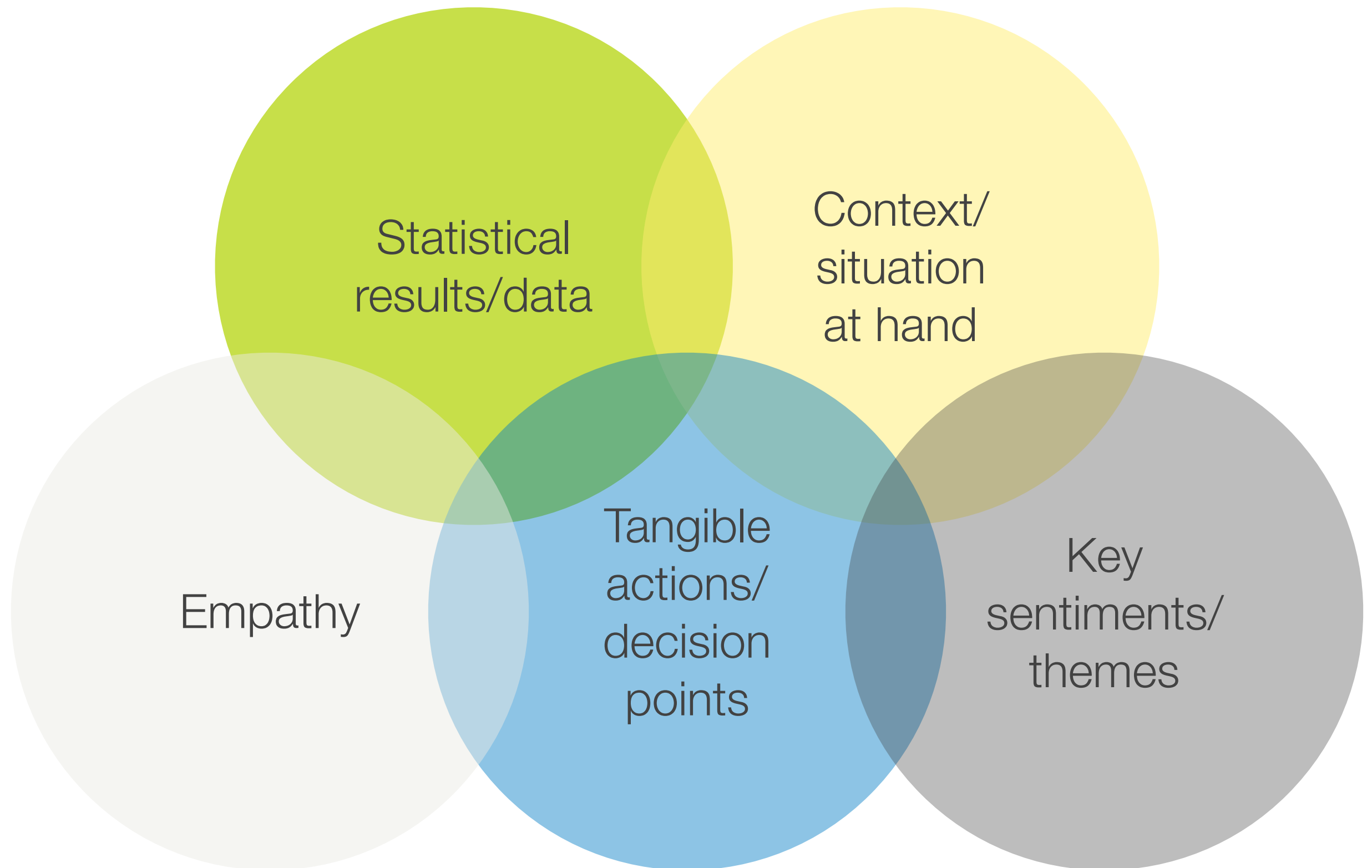


Figure 5.1: Campaign responses received by position on standardised packaging
(number of respondents = 665,989)

What makes for effective reporting?

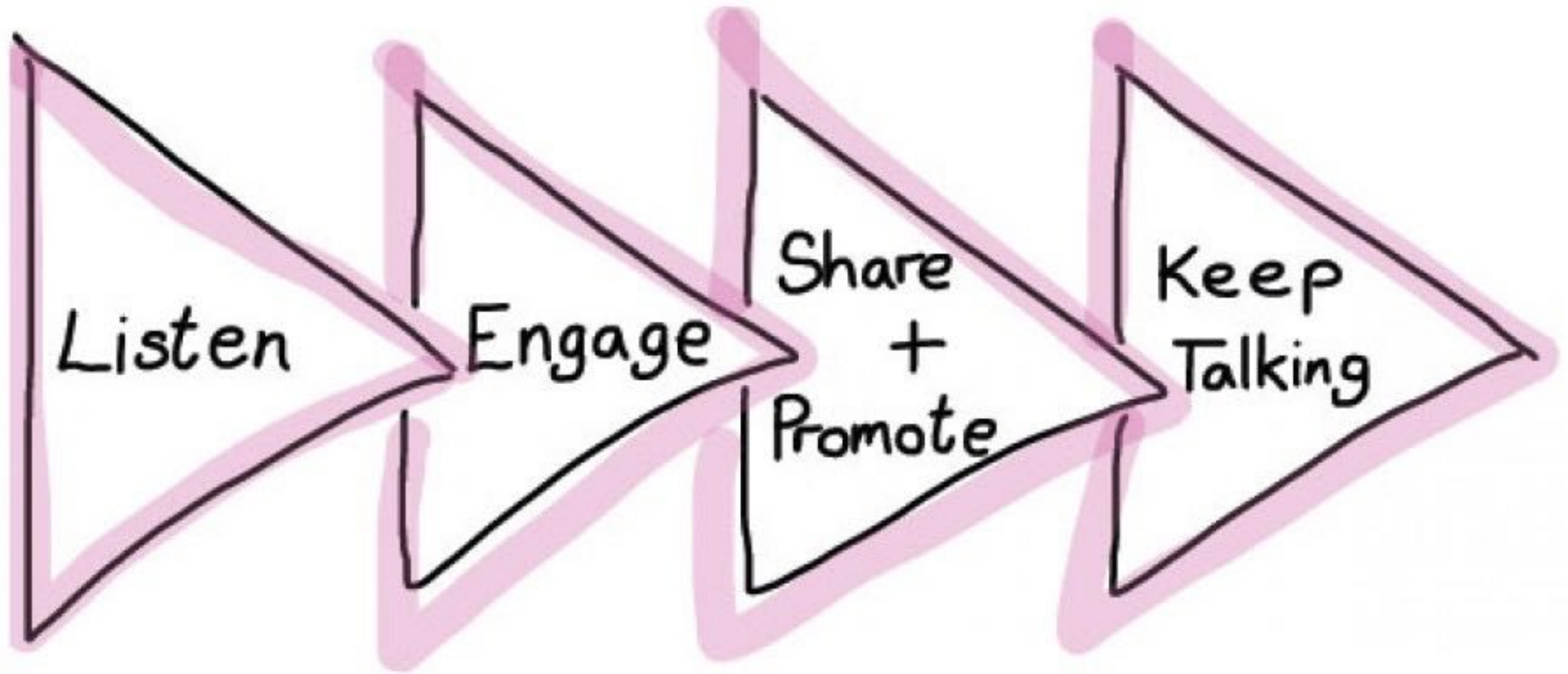
Some dimensions of a feedback report



Some super-practical pointers

- Can require different kinds of expertise – draw on resources to help you
- Timelines are good
- Simple, approachable summaries are good
- You don't have to say everything; saying something is better than saying nothing

Process...improve often



What about outcomes? What actually happened or changed?

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Scotland

Scotland voting age lowered to include 16- and 17-year-olds

PM bows to pressure to grant Scottish ministers powers to set separate voting age and franchise for elections to Holyrood

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Severin Carrell, Scotland correspondent

Monday 15 December 2014

16.28 GMT



A young Scottish no campaign supporter in Glasgow. Photograph: Reuters

The voting age in Scotland is to be lowered to include 16- and 17-year-olds after [David Cameron](#) offered to speedily introduce new electoral powers for the Scottish parliament.

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Plain Tobacco packaging



Department
of Health

Cashless bus services



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Going cashless on TfL bus services

Results Updated 14 Jul 2014

How does this work in your organisation?

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