

DEMOS

2019

A YEAR OF GROWTH

Demos exists to bring people and politics closer together. At a time of great division, upheaval and outrage, we believe Britain can rise to all the challenges facing us if we find a way to hold together. That means we need to do politics - and policy - very differently.

We're not like other think tanks. We don't lock ourselves up in Westminster and come up with solutions on our own. Everything we recommend has been co-designed with the citizens we work for: the people of Britain.

2019 has been a year of huge growth - we're nearly twice the size we were when I took over less than two years ago. With a team of twenty, we've engaged with thousands of citizens up and down the country, through polling, focus groups, social media and interviews. We've taken on our first team members outside London, and are now running projects from Taunton to Kilmarnock, from Bradford to Great Yarmouth.

We've hosted brilliant events with politicians from across the spectrum, challenging them to think outside of party politics to find lasting solutions, and bringing citizens with lived experience here to Westminster to get their voices heard.



Polly Mackenzie
Chief Executive

Because we listen to people, and engage without prejudice to party lines, we design policies that can bring people together. From tax to teaching, from care to consumer protection: we champion ideas that can give all our citizens more power in their everyday lives.

Demos has always been a hub for innovation. We get technology in a way that most in Westminster do not. As technology upends our society, our economy and our politics, those skills are proving more vital than ever before.

I'm incredibly excited about what 2020 holds. We will be doing our own polling and public opinion research. We'll be launching new tools for online deliberation. We'll generate ideas and campaign for change. I hope you'll join us.



Tom Watson MP, giving a speech on gambling regulation

July 2019



Rt Hon Nicky Morgan MP, Secretary of State for DCMS discussing the future of the internet at Conservative Party Conference

October 2019



Chuka Umunna MP, Polly Mackenzie, and Sir Vince Cable MP at a Demos Conversations event

July 2019

OUR VISION

Nations need a 'demos': a way of being together, with a common sense of direction and identity. Without that, we don't have the basic solidarity on which we build public services and the rule of law. It doesn't mean everyone needs to agree, or to be the same. It's about how we live side by side, how we disagree, and when we choose to compromise.

2019 was yet another year of outrage, where that sense of shared identity was missing. Three and a half years of political warfare over Brexit have created a nagging feeling that the hyperbole of election time might be more than skin deep: that our country is divided, from top to bottom - divided, and maybe even irreconcilably so.

At Demos, our mission is to challenge that assumption - and help Britain come together. That's why this year we published our first *Political Division Index*, in partnership with our friends at Opinium. We wanted to measure not just whether people were divided on the big issues, but where there was scope for common ground.

"Three and a half years of political warfare over Brexit have created a nagging feeling that our country is divided and maybe even irreconcilably so."

Political division - as we define it - is about far more than disagreement. Disagreement can be really healthy. It's about the quality of the public debate. We looked at 10 issues, and scored each topic in four categories: agreement, salience, empathy towards the other side, and the health of the conversation.

"A desire for compromise, conversation and empathy for those who disagree with us, still characterises the political attitudes of most British citizens."

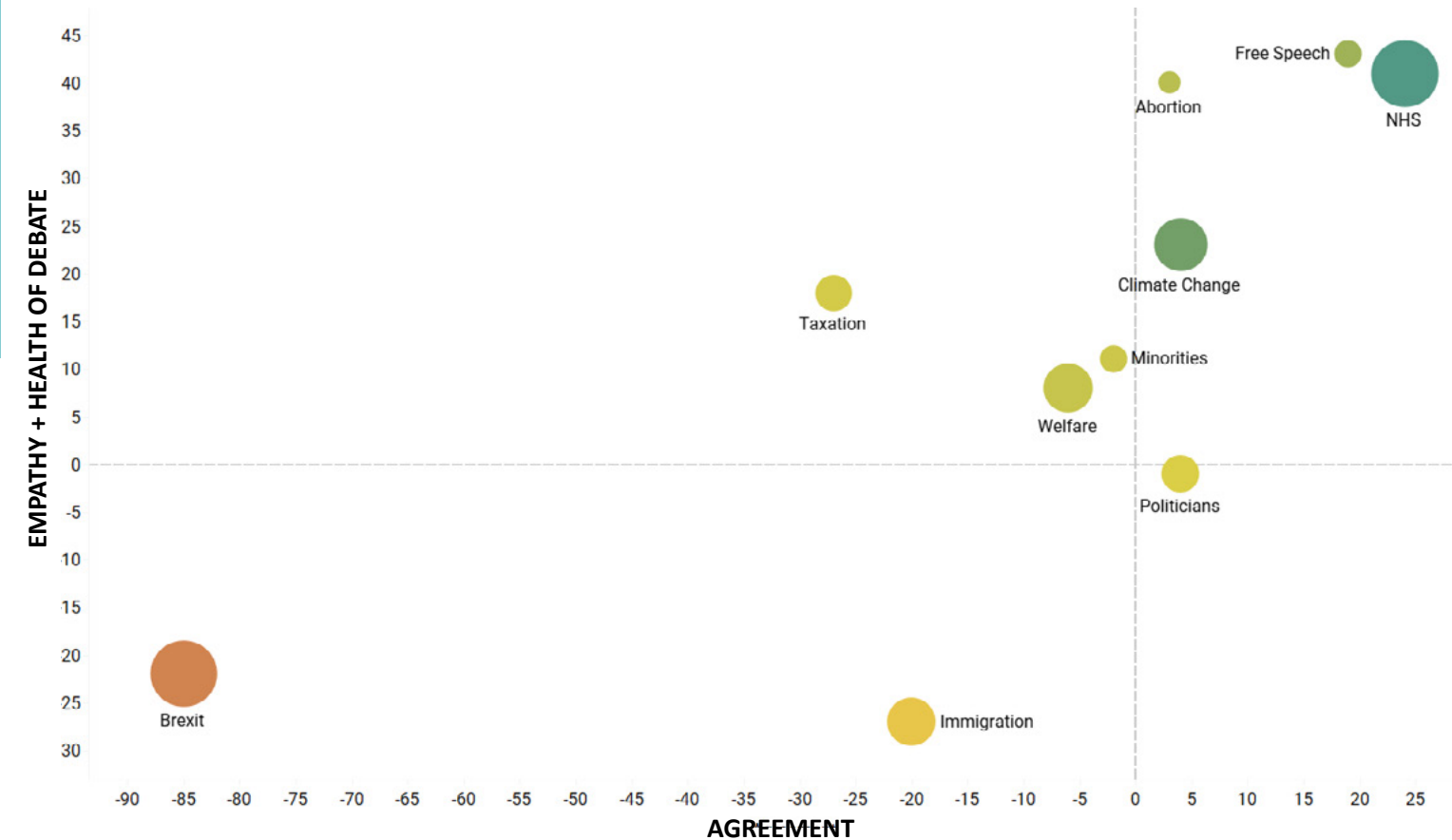
The debates on Brexit and immigration were predictably divisive, but not devoid of empathy, implying there isn't as much animosity between Leavers and Remainers as some have suggested. Topics like the NHS and climate change were sources of wide consensus among the population. On these and most other issues, citizens perceive a healthier political debate.

The results are cause for careful optimism but, primarily, for action. A desire for compromise and conversation, and empathy for those who disagree with us, still characterises the political attitudes of most British citizens. But politicians and those who dominate our political discourse seem to focus on divisive topics and favour toxic over healthy debate. We fear that this prominent method of division, combined with a media environment geared to the outrageous and sensational, risks widening rifts in British society and reducing the effectiveness of democratic debate.

That's why we need a new approach not just to campaigning, but to the way we govern Britain, to help sow unity rather than division, consensus rather than controversy.

FIGURE 1.

POLITICAL DIVISION INDEX



In our own election manifesto, we made the case for a more civil politics where we treat our political opponents, and representatives, with respect. And we argued for a better way of using technology, to build a digital politics which unites people from all walks of life, instead of finding new ways to divide us. We need to build a new kind of deliberative politics, so our nations and peoples can come together to find collective answers to the big challenges we face.

And that's our mission for 2020. On those issues we identified as politically most toxic: we will help find the common ground. On those issues where the public is clear what they want, but desperate for practical action: we will help design and champion change. Using our innovative research methods, technological insight and expertise in public participation, our ambition for 2020 is to help shape Britain's common path forward.

"We need to build a new kind of deliberative politics, so our nations and peoples can come together to find collective answers to the big challenges we face."

**Polly Mackenzie &
Tessa van Rens**

ENVISAGING THE WEB WE WANT

The question of how to regulate the internet is almost as old as the internet - and as unanswered as it has ever been. In 2020, Demos will be working to measure and advocate for an internet that strengthens liberal democracy. The election campaign has underlined just how far we have to go before we have a digital public commons that's fit for purpose.

"With a mix of policy, dialogue and a granular understanding of technology, the internet can be a place where democracy is defined for the 21st century."

In the coming years, a patchwork of national and international legislation will set standards and processes aimed at holding the web to account on both sides of the Atlantic. But efforts are still reactive: changes are driven by scandals, outrages and perceptions of mismanagement. In the race to protect from harm, governments are putting at risk the very rights that they seek to protect, through short-sighted efforts that are framed by what we are afraid of and not by what we want democracy to look like in the online world.



Alex Krasodonski-Jones
Director of CASM

So we need to be proactive - get ahead of the innovation giants. Demos will facilitate a transatlantic conversation between technology, government and the public that lays out a vision for a web we want, identifies the path towards it, and then works to see it delivered.

CASM at Demos has a unique understanding of technology and its impact on society. We've pioneered tools for research, we've explored the outer boundaries of the dark web, we've designed policies on cryptocurrencies and internet crime. Now we demand a web that regenerates the principles of human rights, fundamental freedoms and democracy in the digital age, and in robust contrast to unaccountable or authoritarian approaches to regulate and manipulate our online lives. We believe that with a mix of policy, dialogue and a granular understanding of technology, the internet can be a place where democracy is defined for the 21st century.

OUR RESEARCH

"Our research brings people together to discuss problems and shape solutions that reflect the lived experiences, views and concerns of real people."

All of Demos' research focuses on engaging the public, not just as research subjects but as decision-makers too. We bring people together to discuss problems and shape solutions that reflect the lived experience, views and concerns of real people. And we use these findings to develop policies which can change lives for the better.

In 2019, Demos published almost 30 reports, across a range of policy areas, focusing where solutions are urgently needed, including labour markets, financial inclusion, social care, housing and communities. In total, our reports have produced more than 200 policy recommendations, which we have taken to policymakers, parliamentarians and the business community.

Some have been bold: our report *Pathways from Poverty*, on Jobcentre Plus, made a number of radical proposals to address the DWP's failure to meet the needs of people who are sick or disabled. These included transferring some responsibilities to local authorities and NHS trusts and involving claimants as co-producers.

The Liquidity Trap, our report on the 'liquid workforce' - those working in the gig economy or as self-employed - called for a minimum wage for these workers, among other recommendations to improve their financial security.

People Powered Planning found that a majority of people don't feel at all involved in planning and housing decisions in their local area and recommended that local planning authorities trial the use of deliberative decision-making methods, such as citizens' assemblies, in the local planning process.

Financial inclusion has been a strong theme of our work this year, with *Protected by Design* looking into how protections can be built into financial services for people who are at risk of fraud, for example through age-related or mental health conditions. We also published the inaugural *The Good Credit Index*, an ongoing project which mapped the availability of credit across the UK for the first time, making recommendations on how access to better quality credit can be improved.

We start 2020 with some exciting and innovative projects. Some of these will continue to build upon research in the areas mentioned above, while others will expand into important policy areas such as taxation, sustainability and immigration. In 2020, Demos will be continuing to bring the public into all of our policy research, finding new ways to understand the public view and proactively addressing the key policy challenges we face.



Dr Heather Rolfe
Head of Research

ACTION RESEARCH

Our action research programme brings public, private and voluntary sector stakeholders together to instigate change. Going beyond the traditional think tank model, we test out policy ideas in practice and evaluate both their impact and the implementation process, to better influence policy and develop replicable models for practice change.

The Good Credit Project, supported by NewDay, is a place-based financial inclusion initiative aiming to transform credit provision throughout the UK, starting with the Sheffield City Region. It follows our ground-breaking *Good Credit Index*, which mapped access to credit across the UK and identified 'credit deserts', where it is difficult to obtain good credit despite high need. We're working with Mayor Dan Jarvis MP, MBE and local stakeholders from across sectors to co-design tailored initiatives to improve the local credit environment.

The project launched in South Yorkshire with an employers' event in October, demonstrating how businesses can be part of the financial inclusion agenda and connecting attendees with representatives from a range of initiatives. We also launched a public campaign promoting local support and services in the run-up to Christmas, and opened nominations for our South Yorkshire Financial Inclusion Awards which will celebrate local impact at a ceremony in February 2020. In 2020, we'll continue our series of events with stakeholders likely to provide support, advice or services to people who are at risk of unaffordable high-cost credit, including local authorities and housing providers, showcasing what they can do and inspiring action. We'll also open a grants pot in Spring 2020 to boost local initiatives and invest in sustainability.

for when santa's little helper needs a helping hand.

don't spoil your credit score by spoiling your loved ones this christmas.

be smart, get good credit.

good credit

goodcreditindex.co.uk



good credit

Good Credit Project
Christmas campaign
flyer

December 2019

10Today, supported by Sport England and The National Lottery Community Fund, is evaluating an innovative pilot of short, peer-led physically active routines aimed at older people, delivered via online videos, community radio broadcasts and a network of champions. Our research found that 42% of older people are physically inactive, and many experience significant barriers to being active.

In the six month Pilot, we recruited 114 peer champions, and reached over 1,200 participants online, through the radio and via champions with our ten broadcasts, receiving very positive feedback from participants. We've also made a wide range of partnerships to promote 10Today with nationwide Active Partnerships, Arthritis Action and the Royal College of GPs. We're tracking participants to understand the programme's long term impacts and will report in June 2020.

Through **Demos Projects**, we're providing consultancy for Barclays' 'Thriving Local Economies' initiative, which aims to develop knowledge about different types of economies and commit to action on the ground to help those economies thrive. We've advised on the selection of four pilot areas covering towns in borough, metropolitan, rural and coastal areas and produced research reports detailing their opportunities and challenges, and making recommendations for intervention. Over the next few years, we'll evaluate the impact of these interventions using our independent assessment framework.



*Volunteers at 10Today
Champion training*

March 2019

**10
TODAY**

"Going beyond the traditional think tank model, we test out policy ideas in practice and evaluate both their impact and the implementation process, to better influence policy and develop replicable models for practice change."



**Heather Williams,
Head of Major
Projects**

OUR IMPACT

To say 2019 was an eventful year in politics is an obvious understatement. And yet alongside endless meaningful votes, defections and deselections, right up until parliament dissolved for the election, parliamentary ears were ringing with Demos ideas.

Through a varied Westminster events programme, our party conference events and media coverage, we had conversations that mattered in 2019. Our research was featured in or on all major print and broadcast media, and Demos voices contributed to discussions on a wide range of subjects - from disinformation and the future of the internet, to government procurement and financial inclusion.

The pace of change has been slow - especially so with a government distracted by Brexit. While we're optimistic that 2020 holds the promise of more decisive policymaking, we're also clear that this isn't the only thing that's needed: our manifesto set out a future for British politics built on consensus, involving people and working across party lines. Our role is to continue to model this approach and to come up with policy ideas that will ultimately make life better for those who need change most.



*Polly Mackenzie,
Chief Executive of
Demos, on BBC
Question Time
March 2019*



*Dominic Raab MP, giving opening
remarks at Demos' and Lord
Shinkwin's Able to Excel launch
July 2019*

A NEW LOOK

Demos' legacy is something we'll always be proud of. And yet throughout the year it was increasingly clear that the eye central to our brand no longer represented our organisation. Put simply, in 2019's political landscape, we needed to do more than study citizens as subjects. We could no longer separate ourselves from our society, and in order to come up with policies that work, we needed to listen, to engage, far more than we needed to see.

Our new brand represents our commitment to put people at the heart of our work. It represents optimism: our belief that asking people and listening to what they say can solve the most challenging of our social problems and that any government has the ability to succeed if the needs, experiences and voices of citizens are foremost in its policymaking. With it comes a renewed sense of purpose: for Demos to play a role in bridging divides, working towards an engaged demos and a political system that works for everyone.



DEMOS



DEMOS

"Our new brand represents optimism: our belief that asking people and listening to what they say can solve the most challenging of our social problems and that any government has the ability to succeed if the needs, experiences and voices of citizens are foremost in its policymaking."



**Maeve Thompson,
Director of External
Affairs**

PARTY CONFERENCE 2019

In the lead up to the 2019 Party Conference season there was speculation that they might not go ahead at all. Uncertainty following the Conservative leadership race and rumours of an imminent general election abounded.

Added into the mix was the prorogation (and subsequent de-prorogation) of Parliament. But the show must go on, and all these events lent this year's season a heightened sense of being right in the middle of national political conversations.

Demos went on to host more than 20 events across Lib Dem, Labour and Conservative Party Conferences. We partnered with 11 different organisations and convened over 80 speakers, with over 20 parliamentarians.

We'd like to thank all of our partners for the 2019 Party Conference season, in particular those who partnered with us for events at multiple conferences.

More so than ever before, building cross-party consensus on policy challenges is essential to achieving lasting change and at Demos we're looking forward to furthering these discussions in the 2020 Conference season.

DEMOS WELCOME RECEPTIONS

Demos partnered with Huawei to host drinks receptions at Labour and Conservative Party Conferences this year.

It was a forum for party members, parliamentarians, and the business community to meet Demos staff and researchers to discuss policy and the importance of cross-party collaboration in policymaking.

At Labour Conference Demos was joined by Stephen Kinnock MP and Yvette Cooper MP and at Conservative Conference we were joined by Helen Whately MP.



FINANCIAL INCLUSION IN A DIGITAL WORLD: CASH, CASHLESSNESS AND CHOICE

Demos and Mastercard brought this event to both Labour and Conservative conferences to discuss how we can ensure that the financial inclusion agenda can benefit from, rather than be hindered by, the digital age.

For many of us, banking and easy access to the digital payments infrastructure are taken for granted facilitators of our everyday lives. With more recent expansions of contactless cards and smartphone payments, people are increasingly going cashless. The decline of cash use has been raising questions about whether Britain is ready to transition to a cashless economy.

But not everyone has equal access to, or levels of participation in, the digital payments infrastructure. This leaves them at risk of being excluded from the mainstream economy. In this time of transitioning importance for cash, engaging with issues of access to cash and digital literacy are crucial.



Our Labour Conference panellists were Seema Malhotra MP, Polly Mackenzie, Jennifer Duncan, Director, Government and Public Sector at MasterCard UK&I, Sir Mark Boleat, Chairman of LINK, Richard Piggin, Head of External Affairs and Campaigns at Which?, and Colleen Murray, Head of International Policy at Square.

At Conservative Conference, Polly was joined by Mark Barnett, Division President at Mastercard UK, Ireland, Nordics and Baltics, John Howells, CEO of LINK, Caroline Normand, Director of Advocacy at Which?, and Colleen Murray, Head of International Policy at Square.

ACROSS THE CONFERENCES



*Polly Mackenzie, Demos Chief
Executive, welcoming attendees
at our drinks reception*

September 2019

WHY LOCALISM IS MORE IMPORTANT THAN EVER

In a country polarised not only by Left and Right, but also Leave and Remain, few agendas are able to inspire consensus. Localism, however, might be one of them. With the events of the past few months front and centre in the mind, Demos and the Effective Governance Initiative convened this panel at Lib Dem, Labour and Conservative conferences to discuss opportunities for constitutional reform and movement towards more efficient, effective and inclusive governance.

At Lib Dem Conference, our panellists were Christine Jardine MP, Nick Tyrone, Chief Executive of the Effective Governance Initiative, Polly Mackenzie, Baroness Thornhill and Dr Mark Pack, Associate Director at Teneo.

At Labour Conference, our panellists were Polly Mackenzie, Nick Tyrone, Chief Executive of the Effective Governance Initiative, Cllr Judith Blake CBE, Leader of Leeds City Council and Lord Beecham, House of Lords Shadow Spokesperson, Communities and Local Government.

At Conservative Conference, our panellists were Bim Afolami MP, Nick Tyrone, Chief Executive of the Effective Governance Initiative, and Lord Porter of Spalding.



FINANCIAL INCLUSION COMMISSION DRINKS RECEPTIONS

Demos partnered with the Financial Inclusion Commission - an independent body of experts drawn from UK politics, senior management in financial services, businesses and the charity sector, national regulators and academia - to host their annual drinks receptions at Labour and Conservative conferences.

Financial exclusion remains a significant challenge for 21st century Britain, a nation which prides itself on being a global leader in financial services. More needs to be done, and the Commission champions financial inclusion as a public policy priority, working with policy makers and a wide range of stakeholders to come up with practical policy proposals for government, business and civil society.

Speakers included Sir Sherard Cowper-Coles, representing the Financial Inclusion Commission, and Dana Haidan of Visa.

At Labour Conference Seema Malhotra MP spoke, a Financial Inclusion Commissioner herself; and at Conservative Conference the Commission were joined by John Glen MP, Economic Secretary to the Treasury and City Minister.

PEOPLE POWER: HOW THE CITY COULD TACKLE CLIMATE CHANGE (WITH A NUDGE IN THE RIGHT DIRECTION)

Demos and Aviva Investors hosted panels at Labour and Conservative conferences to discuss how businesses and individual investors could help to tackle climate change.

At Labour Conference, the focus was on the role of the City of London, and how, as one of the world's leading financial sectors, it's well placed to champion a national response to the climate emergency and set a precedent worldwide. There is growing recognition that what the City of London chooses to invest in can lead the way in ensuring a greener, cleaner and healthier economy.

Our panellists were Polly Mackenzie, Marte Borhaug, Head of ESG Strategic Projects at Aviva Investors, Karen Ellis, Director of Sustainable Economy at the WWF, and Charles Seaford, Senior Fellow at Demos.

MONEY TALKS: HARNESSING THE POWER OF INDIVIDUAL SAVERS FOR TACKLING CLIMATE CHANGE

At Conservative Conference, the panel focused on the power of individual savers. As individuals become increasingly conscious of how their personal investments can have an impact – how their money talks – they can also hold companies accountable when it comes to their sustainability performance.

Considering the scale of the effort needed to tackle climate change, businesses, financial services, policymakers and regulators need to work together. The panel discussed how individual consumers can play a role in making this happen.

Our panellists were Neil Parish MP, Marte Borhaug, Head of ESG Strategic Projects at Aviva Investors, Dame Julie Mellor DBE, Chair of Demos, Michael Kind, Campaign Manager at ShareAction, Richard Hardymont, Research Director at the World Benchmarking Alliance, and Charles Seaford, Senior Fellow at Demos.

Money Talks: Harnessing the power of individual savers for tackling climate change. A panel discussion at Conservative Conference

October 2019



HOW CAN COMMUNITY ENERGY POWER BETTER PLACES AND SUPPORT A GREEN TRANSITION?

Demos and Power To Change hosted this panel to discuss the role and future of community energy in the UK's transition to a green economy.

Community energy schemes are leading the way in shaping a cleaner, fairer approach to the way that the UK generates and distributes energy. As a result, leveraging the sector's potential will be essential if the UK is to meet its net zero carbon emissions target by 2050.

Community energy can also give local residents access to cheaper energy and reduce fuel poverty. By reinvesting surpluses back into the local area, community energy schemes encourage thriving rural and urban communities. But given

a failure to properly support the sector in recent years, the future of community energy now looks threatened.

Our panellists included: Rt Hon Sir Ed Davey MP, Wera Hobhouse MP, Polly Mackenzie, Vidhya Alakeson, Chief Executive of Power to Change, Rachel Coxcoo, District Cllr & Cabinet Member for Planning Policy, Climate Change & Energy at Cotswold District Council, and Ryan Shea, Senior Associate, PUBLIC.



THE JOBS THAT DON'T EXIST YET - THE FUTURE OF TALENT

Demos and PwC convened this panel to discuss how we can prepare for jobs that don't exist yet, highlighting the opportunities and challenges associated with an increasingly automated world and workforce.

With the coming fourth industrial revolution, there is concern about jobs being disaggregated or even disappearing entirely. But, as with every previous industrial revolution, there will be new tasks, roles, and even professions to fill the gap. Technology, urbanisation, population demands,

organisational complexity and human creativity have consistently created new and unexpected jobs.

Our panellists included Neil Sherlock CBE, Polly Mackenzie, Alastair Woods, Partner at PwC, and Siobhan Benita, Liberal Democrat Candidate for Mayor of London 2020.

LIB DEM CONFERENCE



FINANCIAL INCLUSION THROUGH FINANCIAL FLEXIBILITY

Demos and Wagestream hosted this panel to discuss how innovation can help overcome problems of financial exclusion and ensure that everyone is enabled to move towards greater financial security.

Financial inclusion enables people to more easily manage and be in control of their money. It means being able to transfer money easily and securely; being supported and able to save money; engaging in transactions without facing high fees and charges; and accessing credit without fear of excessive and escalating repayments. But the reality for many is quite the opposite – for instance, 1.23 million people in the UK do not have access to a bank account.

With people's available financial options often restricted by factors such as precarious employment, health conditions, or where they live, it is often those most in need of good financial products and services that are denied access to them. But these problems are not insurmountable – designing early interventions, or new, tailored products to support people can help reduce financial exclusion.

Our panellists were Neil Sherlock CBE, Rt Hon Sir Vince Cable MP, Archie Chappel, Strategic Affairs Director at Wagestream, Sacha Hilhorst, Senior Researcher at Demos and Kirsty Good, Head of Campaigns, PR and Social at MoneySavingExpert.com.

MIND THE GAP: NEW APPROACHES TO TACKLING HEALTH INEQUALITY

Demos and JUUL convened this panel at Labour Conference to discuss solutions to the gulf in health provision across the country, and how tech could be the answer to the UK's most pressing public health battles.

Health inequalities are described by the NHS as 'preventable, unfair and unjust' – so in the 21st century, why do they still persist? Health Foundation research has shown that the risk of preventable death is higher in more deprived local areas, with people living in these areas at risk of developing long term health conditions as much as ten years earlier. Digital innovations are starting to be used to address both physical and mental health inequalities – but there is a long way to go.

Our panellists were Helen Goodman MP, Polly Mackenzie, Max Chambers, Director, Government and Public Affairs at JUUL, and Helen Milner OBE, Chief Executive of the Good Things Foundation.



LABOUR CONFERENCE

BOOMERS VS MILLENNIALS: CAN DECENT HOMES BE DELIVERED WITHOUT INTERGENERATIONAL CONFLICT?

Demos and Homes for Later Living convened this panel to discuss how the provision of older people's housing might help to unlock the housing market and boost the economy in a way that will also minimise intergenerational tension over housing.

Housing policy doesn't need to be a zero-sum game, or part of an intergenerational war: insightful policymaking and support for retirement housing can bring the generations together in mutual benefit.

Our panellists included Alex Cunningham MP, Polly Mackenzie, Victoria Hills, Chief Executive of the Royal Town Planning Institute, John Tonkiss, Chief Executive of McCarthy & Stone and Caitlin Wilkinson, Director of Policy, Generation Rent.

Stephen Kinnock MP at the Demos drinks reception

September 2019



THE CLASS CEILING: BARRIERS TO SOCIAL MOBILITY IN THE UK TODAY

Demos and The Investment Association convened *The Class Ceiling* panel to discuss the value of diversity in businesses and what government and employers can do to promote social mobility.

Cummings, CEO of The Investment Association, Claire Ainsley, Executive Director of The Joseph Rowntree Foundation and Duncan Exley, Author, *The End of Aspiration?*.

Despite vocal commitment from every political party, increasing social mobility remains a challenge. Our panel discussed how to widen opportunities and reward talent, whilst at the same time valuing diversity.

The panel was joined by Seema Malhotra MP, Harry Carr, Director of Innovation at Demos, Chris



RESEARCH 4.0: WILL ROBOTS REPLACE RESEARCHERS?

Demos and Jisc hosted this panel to discuss how technology will change the way research is conducted. We also launched the interim report of our research project on the same topic.

It is widely acknowledged that society is on the cusp of dramatic change due to advances in technology such as AI and automation. This is likely to have important implications for the research sector. It will change the way research is carried out and what research it is even possible to carry out.

However, it is vital to ensure that the findings of ‘automated research’ can be trusted and that research is conducted in a way that minimises the potential for harm.

Our panellists were Lord James O’Shaughnessy, Dr Paul Feldman, Chief Executive of Jisc, Ben Glover, Senior Researcher at Demos, Dr Sarah Main, Executive Director of Campaign for Science and Engineering, James Crouch, Research Manager at Opinium Research, and Polly Mackenzie.

CONSERVATIVE CONFERENCE

IN CONVERSATION WITH RT HON NICKY MORGAN MP, SECRETARY OF STATE FOR DCMS

Demos’ Director of CASM, Alex Krasodonski-Jones, sat down with Rt Hon Nicky Morgan MP, to discuss what we can be doing to promote an internet for good, and bring into being a strategy focused on maximising the positive potential of the internet.

In the race to design and redesign the internet, Western democracies have fallen behind, focusing on what we don’t want, and forgetting about what we do want. A broad focus on harms and failures has taken precedence in governments and in the media at the expense of a clear articulation of the web we want to see.

Where some national governments have articulated their vision for the internet, it is an authoritarian one, aimed at restricting the power of the internet to promote democratic participation, freedom of expression and a healthy information space.

This conversation continued Demos’ work to move towards a more positive vision.



HEALTHIER, LONGER LIVES: THE CONTRIBUTION OF SPORT AND EXERCISE SCIENCE EDUCATION

Demos and The Physiological Society convened this panel to discuss how Sport and Exercise Science education can have a positive impact on society, and lead to healthier, longer lives.

A report by The Physiological Society and GuildHE published earlier in 2019 showed that Sport and Exercise Science graduates contribute £7.8 billion to society and the public purse, through higher earnings, added tax revenue and savings to public services.

Yet the panel recognised a greater contribution still - in helping to halt the trends of inactivity that are fuelling the country’s preventable diseases.

Our panellists included George Freeman MP, Dame Julie Mellor DBE, Chair of Demos, Nick Chamberlin, Policy Manager at British Cycling, Alison Giles, Joint Associate Director of Healthy Ageing at the Centre for Ageing Better, and Dr John Rogers, Sport and Exercise Medicine Consultant at the Manchester Institute for Health and Performance.



Polly Mackenzie, Lord O’Shaughnessy and Dr Paul Feldman on Research 4.0: will robots replace researchers? panel October 2019



A YEAR OF INNOVATION

Demos is proud to announce that in 2020 we'll be launching a new Public Participation Lab - a suite of tools allowing organisations and service providers to put the people they serve at the centre of their decision-making and policy design. We want to make it easy for everyone to involve citizens in policy work, as we do every day at Demos.

The Public Participation Lab integrates three strands of work - polling, 'natural language' big data analysis, and deliberation.

"This enables Demos to provide a uniquely integrated research service, with polling experience and expertise ingrained in the research team and integrated with every other aspect of research design."

This year we have developed a new in-house polling capability, conducting nationally representative surveys online. Demos is now a member of the British Polling Council and a Market Research Society company partner. This enables Demos to provide a uniquely integrated research service, with polling experience and expertise ingrained in the research team and integrated with every other aspect of research design.

With our native understanding of the sector, it allows us to cater our quantitative research offering for organisations driving social change and ensures the highest standard of methodological rigour and sample quality.

We are bringing this together with our existing world-leading analysis of 'natural language' big data in CASM - integrating our expertise in social media analytics with polling data to produce new, layered analysis of key public issues. We are also working to strengthen our network mapping tools to allow us to overlay sentiment analytics and topic classification - providing a groundbreaking tool to identify, understand and visualise the key drivers of public opinion online.

Together with these, we are bringing a new emphasis to deliberative research - in particular developing new technology and new uses of existing technology to make deliberation more affordable and feasible for a wider variety of organisations and service providers.

We are adapting the open source tool Polis, which will allow policymakers and service providers to uncover and understand the problems and priorities of citizens in their own words, providing qualitative data at scale - and applying machine learning to visualize the opinion landscape and identify points of consensus and divergence.

Respondents can be shown information relevant to the topic, before being invited to make their own statements expressing their views - and indicate whether they agree or disagree with other respondents' statements. This quickly builds a large matrix, which the built-in system of AI analytics uses to identify opinion clusters and show how they interact, in real time.

"This is also a time of real opportunity. There is widespread appetite for change and a rare opportunity to mould the zeitgeist for those who can articulate a compelling vision of what that change should look like."

We are also working to make more traditional deliberative events - such as citizens' assemblies and citizens' juries - more widely accessible by using new technology to drive down costs. We are using video conferencing apps to reduce incentive costs and eliminate travel and hosting costs, and also facilitate engagement in ways it is more difficult or impossible to do face-to-face.

And we are bringing this together with our in-house polling capability to develop a new model of 'deliberative polling' - conducting surveys before and after deliberative events to measure their impact.

Britain has never been more polarised. There is open hostility between different political factions, and endemic mistrust in the institutions and people that design and implement policy.

This is also a time of real opportunity. There is widespread appetite for change and a rare opportunity to mould the zeitgeist for those who can articulate a compelling vision of what that change should look like.

The Public Participation Lab will allow Demos to take advantage of this opportunity and help fix the political crisis - bringing people together, encouraging mutual understanding and public engagement, and giving citizens a voice at the centre of the policymaking process.

Harry Carr
Director of Innovation



"Demos is proud to announce that in 2020 we'll be launching a new Public Participation Lab - a suite of tools allowing organisations and service providers to put the people they serve at the centre of their decision-making and policy design."

FROM OUR CHAIR

Demos was founded in 1993 by people who saw a crisis in politics. They founded Demos with the objective of drawing together different people, ideas and expertise to improve politics and public policy. Then their concerns were declining voter engagement and political institutions not adapting to social change. Today we are responding to division, upheaval and outrage. But our purpose at Demos is the same: to draw people together to improve both politics and public policy.

Demos has spent time over the last year refining its ideas on how it wants to contribute to the political and policy challenges we face today, and our clarity of mission is evident in this review. We have recruited new board members to embed our cross-party approach. We have also built our capability to work with the public in new and innovative ways to bring their values, motivations and experience into our political and policy work. Like Polly, I am very excited about what we can contribute to helping Britain come together during 2020.



Dame Julie Mellor DBE
Chair of Trustees

OUR PARTNERS FOR 2019



DEMOS

Demos is a champion of people, ideas and democracy. We bring people together. We bridge divides. We listen and we understand. We are practical about the problems we face, but endlessly optimistic and ambitious about our capacity, together, to overcome them.

At a crossroads in Britain's history, we need ideas for renewal, reconnection and the restoration of hope. Challenges from populism to climate change remain unsolved, and a technological revolution dawns, but the centre of politics has been intellectually paralysed. Demos will change that. We can counter the impossible promises of the political extremes, and challenge despair – by bringing to life an aspirational narrative about the future of Britain that is rooted in the hopes and ambitions of people from across our country.

Demos is an independent, educational charity, registered in England and Wales. (Charity Registration no. 1042046)

Find out more at [**www.demos.co.uk**](http://www.demos.co.uk)

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PUBLISHED BY DEMOS DECEMBER 2019

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