

ADR England Public Insights Panel: Meeting 7 Summary Report

28 April 2025

The ADR England Public Insights Panel held its seventh meeting on 28 April 2025, 18:30 – 20:00, on MS Teams.

Contents

1. Attendance.....	1
2. Feedback from panel members	1
3. Responses to the ADR England Public Insights Panel blog.....	5
4. Forthcoming actions.....	6

1. Attendance

Facilitators: Tom Curran and Connie Portman (The Social Agency), Holly Greenland (Head of Communications & Engagement, ADR UK), and Shayda Kashef (Senior Public Engagement Manager, ADR UK).

Public attendees: 13 out of 15 public attendees (referred to as panel members) were present.

2. Feedback from panel members

The purpose of the session was for panel members to give their views on how ADR UK should shape their communications with the public, such as how and where they share information.

Holly Greenland began by explaining ADR UK's shift in focus from explaining administrative data to communicating the impact of their work to the general public, and their desire to understand how they can communicate more effectively with a wider range of public audiences. Following this, Tom Curran facilitated the pre-task discussion, whereby panel members discussed content they had recently engaged with that explained complex topics (i.e. about science, technology or data) well to the public.

- Panellists shared a wide range of explainers they had come across in the past week, including about the Space Shuttle Challenger disaster of 1986, the newly

discovered planet 'K2-18b', AI agents, sun-dimming, cancer treatments, science experiments showcased at FameLab UK, online organisation tools, and the London Marathon 2025.

- They had consumed these explainers through various mediums, such as television news segments, newspapers, and YouTube videos.

Panel members' views were as follows:

- Across the panel, most felt that they had understood complex subjects well when they had been explained using simple language that avoided jargon or technical language, in a way that "a 5-year-old [...] and a 70-year-old could understand". This applied to explainers on television news segments, as well as written articles.
- Other panel members felt that the use of analogy and metaphor was helpful in providing a good explanation of a complex topic. For example, one panellist had watched a YouTube video that used a simple analogy about a family to explain the difference between AI and AI Agents. They noted that the fact that the analogy was relatable to both younger and older people made for a great explainer.
- One panellist liked the use of a visual demonstration to explain how the Space Shuttle Challenger disaster of 1986 had occurred, with the explainer using a simple model involving a rubber ring and an ice-cold glass of water. They noted that in using simple household objects, something complex was made relevant to most people's lives and therefore easier to understand.
- Another panellist had watched an explainer about a new test that Pancreatic Cancer UK are developing to detect pancreatic cancer. They felt that the explanation was engaging because it was delivered by the CEO of the charity, who they saw as more relatable than a medical professional or scientist. In this case, the explanation resonated with the panellist because it was coming from someone who they did not perceive to be an expert, but rather, who they perceived to be like themselves.

Some panel members, in completing the pre-task, had come across explanations which failed to make complex ideas accessible to the general public.

- For example, one panellist had seen an interesting headline on BBC News about using AI models to diagnose throat cancer but was unable to make sense of the article because it was over-saturated with complicated terminology (that they didn't understand) and doctors' names (that they wouldn't remember).
- Similarly, one panellist who sought to understand more about sun-dimming found it impossible to understand an article in The Telegraph, due to it being

too technical. They then looked to X (formerly Twitter) but found no better explanation there either.

Overall, the discussion pointed to the significance of both traditional- and social media in communicating data to wide public audiences.

The group was then split into two breakout rooms – facilitated by Tom Curran and Connie Portman – to explore four personas and think about how best ADR UK could engage them. The panel's views were as follows:

Persona One: Aidan

- Most panel members leant towards medium-to-long form content as the best way to engage someone like Aidan, such as podcasts, YouTube videos, articles, executive summaries, Reddit or Discord channels, or pop-up events at his place of work.
- In particular, they felt that a podcast would be the most effective way to reach someone like Aidan. This is because podcasts provide content that is easily digestible during his commute, which is important for someone who does not have a lot of free time outside of work. Furthermore, panellists felt that someone like Aidan would find more meaning in a podcast than in short form content like TikToks.
- Panellists emphasised that the podcast should have a strong focus on experts and professional voices and not worry about being too flashy. Due to Aidan's existing interests, the main thing to focus on would be an interesting hook to first capture his attention. Panellists cited inspiration from podcasts such as 'The Diary of a CEO with Steven Bartlett' and 'This is Money'.
- They noted that someone like Aidan should come across ADR UK's content feeling curious, and come away from it feeling stimulated, confident about the accuracy of the information, willing to learn more, and wanting to share the content with others. They suggested the content would benefit from tapping into Aidan's professional aspirations, for example, by giving him information that he could then use to benefit his career or engage positively with his colleagues.
- A few panellists suggested gateways for Aidan to discover and access longer-form content. For example, these included adverts on apps like Spotify or Apple Music; Slack messages with clickable links; infographics and toilet-posters.

Persona Two: Ronda

- Most panel members leant towards short form content for someone like Ronda, such as short interviews, leaflets and posters, teaching resources, and articles on Mumsnet. They felt that because she has a busy life (including childcare and

work commitments) she cannot spend too long at any one time engaging with information from ADR UK.

- Panel members agreed that short information leaflets might be the best way to engage Ronda, as they can be personal, simple, and not too overwhelming. Leaflets can also provide flexibility to Ronda – panellists noted the importance of having something physical to pick up (at the GP, in a school’s reception, or in a library) and save for when she has some free time (e.g. going somewhere on the bus) if she is too busy to read them in that moment. One panel member pointed out that mothers of young children might appreciate having a physical leaflet to avoid having to use a smartphone in front of their kids, as this can lead to children wanting to play with their phone.
- Due to her lack of trust in sensationalist headlines and media, panellists felt that there needs to be a credible but kind voice – perhaps from the education sector – to explain the impact of ADR UK to someone like Ronda.
- They noted someone like Ronda should come away from ADR UK’s content feeling satisfied (knowing that she’s learned something), more hopeful about the world, and uplifted after learning something that she feels can benefit herself, her children and her students.

Persona Three: Dale

- Panellists leant towards short form content for someone like Dale, such as social media content (e.g. through TikTok, popular personas, pressure groups), animation videos on YouTube, combining information with art (e.g. via Pinterest) and creative infographics. They noted that as Dale spends a lot of time using social media, this would be an easy way to engage him with information from ADR UK.
- In particular, they felt that short videos with a creative or emotive hook would be the most effective way to reach someone like Dale. In appealing to Dale’s creative hobbies, one panellist suggested that information videos would be the most engaging in animation style like [Zack D. Films](#). Another suggested that someone like Dale would engage better with information if it was being delivered in relation to an important cause that he is passionate about.
- One panellist, however, suggested that short-form social media content is the important first hook, but that it should provide links to longer informational videos with which Dale could follow-up.
- In order for someone like Dale to trust the information they are being given, it needs to be delivered in a non-governmental voice. One panellist suggested that to grab younger audiences’ attention, ADR UK should involve a popular online influencer when sharing information. They felt it could make the content more relatable and interesting for young people like Dale.

Persona Four: Julie

- Finally, panellists leant towards audio and visual content for someone like Julie, such as podcasts, excerpts on morning television, magazines and journals, radio, and children’s educational resources.
- Some panel members felt that the best way to engage Julie would be to capture the attention of her grandchildren (using podcasts or online magazines) who are the focus of her attention when it comes to engaging with science, technology and public affairs.
- Other panel members felt that ADR UK could engage Julie more directly via traditional media such as mainstream morning television (e.g. This Morning), radio (e.g. Radio 4) or physical magazines (e.g. National Geographic). They felt these routes were important due to her low-level digital and technical capabilities, which might limit her access to online information.
- Across the panellists, there was an understanding that for people like Julie (for whom English is their second language), ADR UK needs to use simple language when sharing information. In doing so, they should avoid jargon or technical language when possible. For example, in sharing information through morning TV, information should be explained by someone who – while still an expert – reflects Julie in age, making the content more relatable and engaging.

Following this, everyone had a short comfort break and then reconvened in the plenary session.

Tom Curran then asked the panel members to share their thoughts on the first draft of ADR UK’s Public Insights Panel blog post (to be posted on ADR UK’s website and LinkedIn). Shayda Kashef helped to facilitate this discussion.

3. Responses to the ADR England Public Insights Panel blog

While there was some enthusiasm and interest amongst panellists regarding the content of the blog post, they had much to say about improvements to the blog.

- Some panel members felt that the sentence structures and language should be simplified, with some of the terms being very abstract for those less familiar with the world of data. For example, one panellist noted that the definition of the term ‘administrative data’ itself needed to be elaborated on to give better context about what ADR UK is.
- One panellist felt that coming away from the second section, entitled *Reflecting on the First Six Months*, they were still unsure as to what the impact of the last six months had been. This needed to be clarified.
- There was a consensus amongst panellists that the tone of the blog was too dry and could benefit from “a bit more personality”. Panellists suggested improving

this by including some reflections from the panel itself i.e. quotes from panellists, and by switching from a passive to a more active voice.

- They also noted the importance of a gripping title and pithy introduction that would garner people’s attention on social media platforms like LinkedIn. One panellist drafted a small introduction to the blog, as follows:

“What do a survey of UK Small and Medium-sized Enterprises, a register of children diagnosed with type 1 diabetes, and the structure of agricultural holdings in the European Union have in common? They’re all topics of discussion for our brand-new panel: the “ADR England Public Insights Panel!”

- Continuing in this vein, panellists stressed that to ensure members of the public read the blog, ADR UK’s LinkedIn post needs to be “timely” and “relevant” to something happening in the world at that moment. Some panel members felt that the blog speaks to “fellow professionals” rather than a wide range of public audiences.
- Finally, panellists agreed that the blog was too long. They appreciated the sections in segmenting the blog into digestible chunks but felt that there was still too much content there. They suggested condensing the blog or separating it into a series of blog posts, to preserve the audience’s attention and interest.

Tom Curran wrapped up the session by thanking the panel members for their time.

4. Forthcoming actions

- The next session will be held in July 2025. The Social Agency will canvass availability and preferences for the next meeting.