

THE HOT TOPIC



EVALUATING DECAFE

AUGUST 2016

AN INDEPENDENT EVALUATION BY CLEARVIEW RESEARCH

AUTHORS AND ACKNOWLEDGEMENTS

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We would like to thank Bite The Ballot for commissioning us to conduct this independent evaluation report of their 'DeCafe' project, in partnership with Starbucks UK.

We would also like to thank all those who filled in our evaluation sheets at DeCafe events and all those who allowed us to feature them as case studies, as they enabled us to investigate the impact of the 'DeCafe' 2016 series.

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STARBUCKS UK

Starbucks began in 1971. Back then they were a roaster and retailer of whole bean and ground coffee, tea and spices with just a single store in Seattle's Pike Place Market. Today Starbucks are privileged to welcome millions of customers through their doors every day, in more than 17,000 locations in over 50 countries, including the UK.

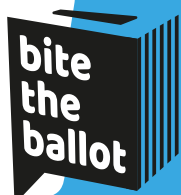
Starbucks' mission is to inspire and nurture the human spirit – 'one person, one cup and one neighborhood at a time'. Starbucks stores are a welcoming third place for meeting friends and family, enjoying a quiet moment alone with a book or simply finding a familiar place in a new city.

Starbucks are committed to doing business responsibly and conducting themselves in ways that earn the trust and respect of their customers, partners and neighbours. They call this commitment to doing business responsibly Starbucks™ Shared Planet™.

As part of the Starbucks™ Shared Planet™, the company is committed to:

- reducing their environmental footprint
- sourcing the best coffee possible in an ethical manner
- community involvement - which for Starbucks means two things – being involved in the communities where we are and supporting young people – nationwide.

www.starbucks.co.uk



BITE THE BALLOT

Bite The Ballot was formed in 2010 as a lunchtime club in a state school in Dartford. Six years on, Bite The Ballot is a nationwide movement empowering young and marginalised communities to take a stake in society, engage with, and evolve the relationships between individuals, communities and decision-makers.

Ahead of the EU referendum Bite The Ballot, in partnership with HOPE not Hate, coordinated the world's most successful voter registration campaign called #TurnUp. This cross-sector campaign involved a large number of organisations such as Uber, Deliveroo, Tinder, Twitter, Unilad, Facebook and UK Youth. During the course of the campaign **1.1 million under 34s** applied to register to vote.

Bite The Ballot are specialists in:

- coordinating nationwide engagement campaigns
- creating a safe space, both on and offline, for community engagement
- creating engaging 'edutainment' resources
- pioneering digital democracy tools and online social impact

www.bitetheballot.co.uk



CLEARVIEW RESEARCH

Independent evaluators

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Unlike traditional research companies, we do not rely solely upon desktop research. We take our research a step further and conduct advanced social action research, as we believe it is vital that our researchers work with, and in many cases, co-create our reports with the same individuals, communities and groups of society that are the focus of our research.

Our diverse team of young researchers and experienced consultants, allows us to bring an unusual wealth of experience and authenticity to our research projects. Our organisation has been commended for our writing style, innovative reports and our ability to describe complex findings and analysis in an accessible and engaging manner for a non-technical audience. Our team also have a lot of experience of working with young people on research projects and we are a recommended research provider by the Centre for Youth Impact.

We pride ourselves in ensuring that our research is always: accessible, engaging and inclusive for a wide audience.

Our social mission is to empower through research, grassroots organisations and key stakeholders in society that are striving for social, racial and economic justice.

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01. WHAT IS DECAFE?

The common narrative surrounding young people is that they are the least likely group to:

- (a) say they are interested in politics,
- (b) be registered to vote, and
- (c) vote in any election.

The narrative is supported by countless research studies conducted by various organisations and the turnout figures in the 2015 General Election showing that only 43% of young people (18-24) voted. However, the conclusion of 'young people being apathetic' is often too quickly drawn. Bite The Ballot's experience over the past six years has, in their opinion, clearly shown that young people and other marginalised groups have a lot to say and share about political issues. However, these groups are rarely given an opportunity to express themselves freely, safely and without judgement and in many cases have little understanding that the issues they care about are in fact political. The lack of spaces to empower these groups of people, amongst other factors, such as a lack of political education, and understanding of the channels of communication and changemaking process, has led to a lack of engagement among young and marginalised communities.

Young people in the UK aged 16-24 make up an estimated **7.4 million** of the entire population. Over the past six years, Bite The Ballot have been addressing the fallout of the political system's flaws as they feel that the UK political system is missing out on the diversity, vision and compassion younger citizens can add to local, national and global politics. Bite the Ballot have done this by providing young citizens and marginalised groups with the understanding, confidence and belief that they can play an active role in changing their community. They have also been able to do this by creating a neutral and safe space where young citizens and marginalised groups can express themselves and connect with people they may not normally interact with, to socialise and discuss different issues facing their local, national and global communities.

Bite The Ballot named this space 'DeCafe' (pronounced *de-kaff*), an abbreviation of democracy café. DeCafe is a re-invigoration of the 17th century practice of communities coming together in coffee shops and tea houses to discuss issues they cared about and changes they wanted to make. Fast forward to today and this former tradition involves a little more tech, style and a coffee on the house. DeCafe is a space where people can come along, share their thoughts, listen to others, constructively challenge misconceptions and explore solutions. DeCafe events are

an effective and fun method of community engagement, which open up discussions around social and political issues, to the groups of people furthest away from mainstream politics.

DeCafes are spaces where Bite The Ballot's digital democracy tool, Verto, is utilised to help engage the diverse groups of people using digital engagement as a catalyst for community conversation. Verto is a gamified tool, which facilitators of a DeCafe event can use to provide talking points and prompt debates and discussions throughout the event.

People who facilitate DeCafe sessions are able to attend a training session and earn ASDAN-accredited 'Community Changemaker' certificates. The credits gained from the Community Changemaker certificate can support an individual's further learning and employability, as they can use the credits towards further qualifications provided by ASDAN such as their Personal Development Programmes (Bronze, Silver, Gold) or a Certificate of Personal Effectiveness (CoPE). These qualifications have been created to support those young people who may not be naturally academic.

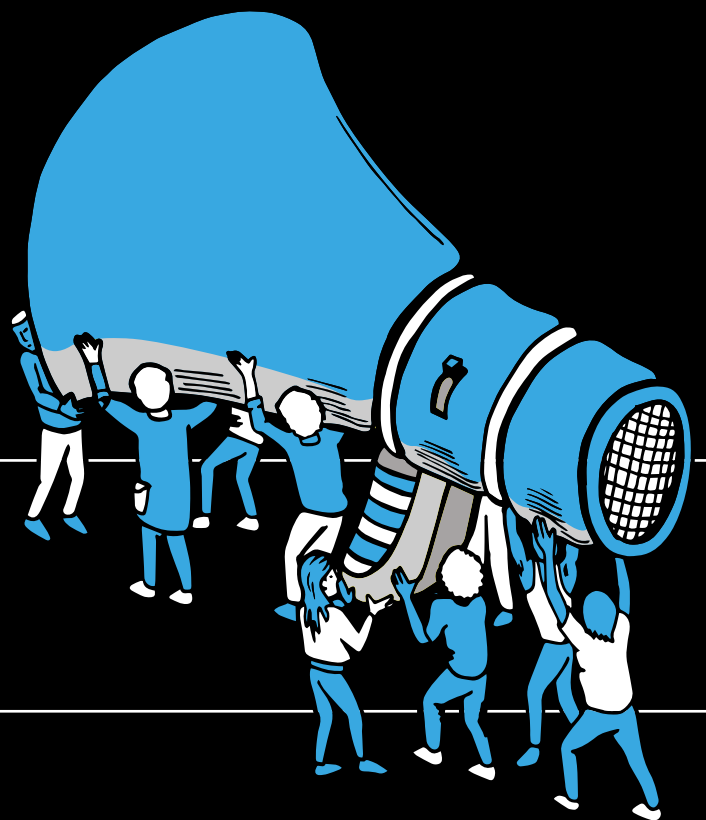
In 2015, DeCafe was first piloted in collaboration with Starbucks UK and Reluctantly Brave. During this pilot, DeCafes took place in 50 local communities, involving 600 participants, across the country. Starbucks UK being the 'home' of DeCafes, provided a safe space to bring communities together to talk 'real world' politics.

**A SAFE SPACE TO
BRING COMMUNITIES
TOGETHER TO TALK
'REAL WORLD' POLITICS**

In 2016, as a result of the pilot's success in 2015, Bite The Ballot and Starbucks UK continued the project and worked in collaboration to provide DeCafes across the UK in the run up to the EU Referendum. DeCafes are about building confidence in marginalised groups to be part of positive social action and democratic participation and this is triggered through conversation and community cohesion.

A TRUE DEMOCRACY
ONLY WORKS WHEN
EVERYONE
IS ENCOURAGED TO
PLAY A PART IN IT

ONLY **43%** OF YOUNG
PEOPLE (18-24) VOTED
IN THE 2015 GENERAL ELECTION



02. DECAFE IN 2016

The DeCafe model that was part of the 2016 collaboration was different from the one used in 2015. Ahead of the EU referendum Bite The Ballot adapted DeCafe to best fulfill the aim of the project and attendee experience. Bite The Ballot decided to replace Verto (i.e. the digital democracy tool) with new resources and a guide that would help facilitators generate rich discussion and encourage people to share ideas, issues and attitudes in relation to the EU referendum. The DeCafe model for 2016 consisted of four main exercises:

VOTE ON YOUR FEET: EU

This is an icebreaker exercise. As the title suggests, attendees 'vote on their feet' by moving across tables, across the room, or by standing up to indicate **yes** or **no**, to a question being asked by the facilitator. Vote On Your Feet: EU helps to break the ice between the group and the facilitator. It also visually shows people who has a different idea or opinion to them without anyone even saying a word.

MY AREA

This exercise gets the attendees to think about their local area and so particularly focuses on the issues and problems that affect their community. By doing this, it allows for people from different walks of life (e.g. students, NEETs, young women, religious people of the same local community) to discuss the issues they face. This allows the attendees to hear similarities in problems being faced as well as different perspectives, which may change their attitude towards a particular issue. It allows attendees who have not taken an interest in their local community before to become aware of the problems that people from their community are facing.

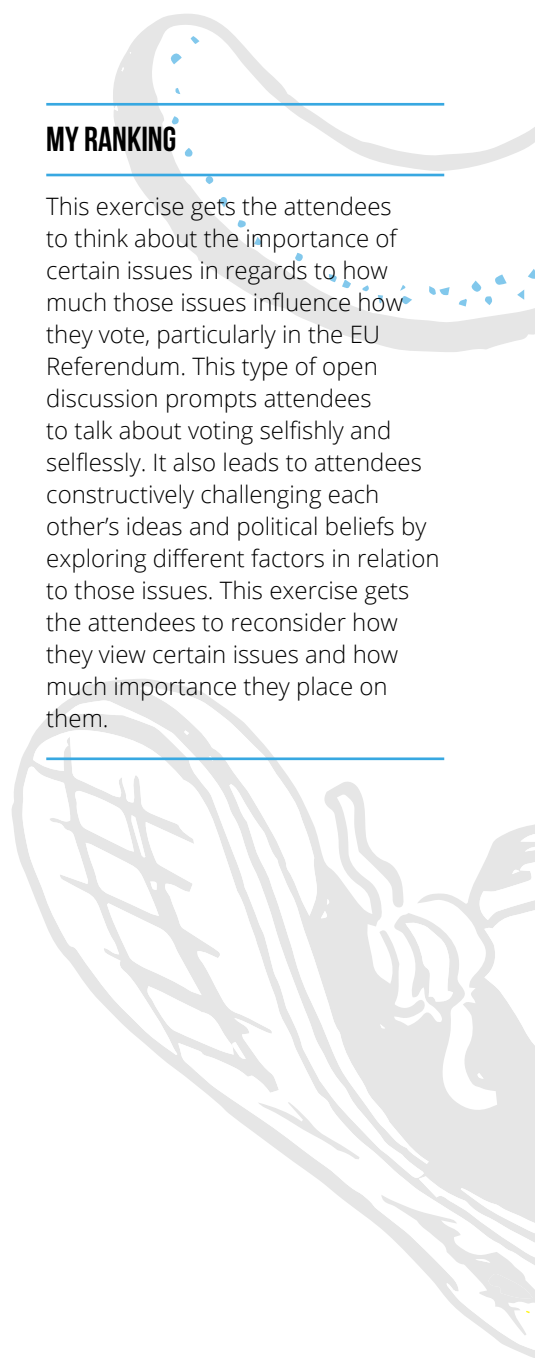
MY RANKING

This exercise gets the attendees to think about the importance of certain issues in regards to how much those issues influence how they vote, particularly in the EU Referendum. This type of open discussion prompts attendees to talk about voting selfishly and selflessly. It also leads to attendees constructively challenging each other's ideas and political beliefs by exploring different factors in relation to those issues. This exercise gets the attendees to reconsider how they view certain issues and how much importance they place on them.

The model used for DeCafe 2016, tested with a focus group led by ClearView Research, was flexible, not rigid and therefore the benefits of each exercise could be obtained by adapting the exercise to suit the community it was being used in. The model was designed to suit Bite The Ballot's community engagement officers, community changemaker networks (NGOs including UK Youth, NCS and The Challenge Network) and Starbucks UK members of staff.

It was concluded that:

"ALTHOUGH IT CANNOT BE STATED WITH ABSOLUTE CERTAINTY THAT THE FACILITATOR GUIDE CAN BE USED AS AN INDEPENDENT POINT OF REFERENCE THAT ALLOWS ANYONE AND EVERYONE TO RUN A DECAFE. IT CAN HOWEVER, PROVIDE A VERY STABLE FOUNDATION THAT WILL ALLOW SOMEONE WITH LITTLE TIME, TRAINING AND EXPERIENCE TO PERFECTLY EXECUTE AN IMPACTFUL DECAFE."





BLUE SKY THINKING: MY UNION

This final exercise gets the attendees to challenge their own ideas, as well as the ideas of others, on the EU.

Attendees normally approach this exercise by one of two ways. They either;

- (1) re-shape the EU based on their current understanding, removing things they do not like and including things they would like to see, or
- (2) completely re-invent the EU from scratch.

Blue Sky Thinking: My Union really allows the participant to assess what they do not understand or like or dislike about the EU. It also allows participants to share ideas that have not been discussed in the EU referendum debate.

AIMS

The aim of this collaboration between Bite The Ballot and Starbucks UK was to continue and build on the great work that already began the previous year. The continuation of the collaboration would undoubtedly demonstrate that Starbucks UK are really keen to be at the forefront of community engagement and want to achieve a true social impact.

This collaboration aimed to engage a wider audience of young people to participate in the EU referendum and examine what was necessary to ensure that DeCafe becomes a natural experience in the community, without the need for a facilitator.

OBJECTIVES

The 2016 collaboration had set goals/objectives to complete which included:

- 50 DeCafe events happening in different Starbucks stores across the country (a minimum of 15 which would be done by Bite The Ballot community engagement officers)
- On the assumption that 2 young people facilitated each of these events, 100 young people would receive an accreditation from ASDAN in 'Community Changemaking'
- On the assumption that 30 people attended each DeCafe event, 1,500 people would have experienced a DeCafe event in Starbucks
- On the principle of network marketing, if each attendee told 5 friends, then Starbucks UK would have reached 7,500 people and laid the foundation of Starbucks UK being known for its community engagement across the different communities where DeCafes were held
- On the principle of network marketing, if each attendee shared one piece of content on one social media platform about the DeCafe in Starbucks (based on an average following of 1,000 people each across different platforms) then the project would reach 1.5 million people, and
- An independent evaluation report that includes case studies and measures the impact of the 2016 collaboration between Starbucks UK and Bite The Ballot.

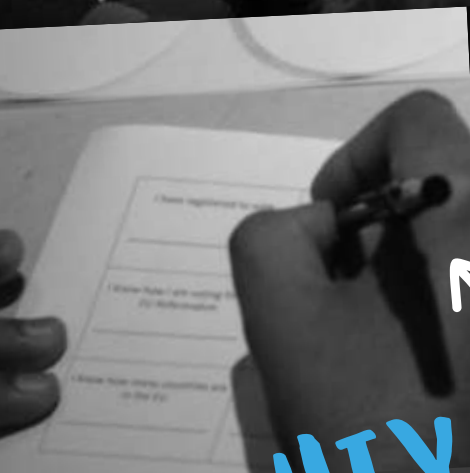
PROJECT LIMITATIONS

- The DeCafe project did not start at the time originally anticipated.



INTERESTED

WITH THE PRESS



MIGHTY



IMAGINE WHAT W



DEEP IN
DISCUSSION

PROS
& CONS

ROUND TABLE

TER TO
TODAY
A POLITICS LIKE
E'VE DONE TONIGHT!

IN OR OUT?

OUT

IN

03. METHODOLOGY

The fundamental question this report will answer is: *'Does DeCafe increase the confidence of attendees to engage in politics in their local community and more broadly?'* To answer this question in the most complete and accurate way possible, three measurement questions were created:

- **Was there a change in the attitudes of the attendees towards politics?**
- **If there was any change in attitude, can the change be attributed to a DeCafe event?**
- **Does the DeCafe model work and how could it be improved?**

As part of the evaluation process for DeCafe we measured the attitudes of attendees towards politics before and after attending a DeCafe event through a pre-and-post DeCafe questionnaire.

This was done in order to obtain a true assessment of the effectiveness of DeCafe events on attendees. Pre-and-post DeCafe questionnaires were created for facilitators to complete and, in addition to this, we conducted seven case study visits (to DeCafe events) and interviews with the two main coordinators managing the Starbucks UK and Bite The Ballot collaboration.

The findings and analysis of the evaluation sheets of attendees and facilitators, as well as the findings of the case studies, would aid us in answering the first and second measurement questions. The third measurement question would be answered by analysing the interviews with the two coordinators and the evaluation sheets of facilitators.

A pre-and-post multi-group type approach was adopted for this evaluation. It is felt that due to the nature of the evaluation this approach was best suited to extract valid and reliable information.

The evaluation period for this project was short, lasting between May 2016 and June 2016, and it is accepted that external factors such as political campaign advertisements, friendly discussions and individual research could have had an effect on attendees and their views on politics. However, a DeCafe event is meant to be a space where people can express their views (that have developed from external factors), have their common misconceptions constructively challenged, hear and constructively challenge the views of others, and therefore any attitude shift that occurs after being in the space can be attributed to the DeCafe event.

The improvement of accuracy for future evaluations would require having several controlled groups that attended a DeCafe event with no facilitator. In addition to this, several other groups would do both, i.e. attend a DeCafe event at Starbucks UK and attend the non-facilitated DeCafe event. This is something that can be looked into in the future.

A questionnaire was used due to the number of potential attendees. Questionnaires are one of the best and most practical ways to collate large amounts of information from such a large number of people in a relatively cost effective manner. Furthermore, questionnaires can be carried out with limited effect to validity and reliability, producing both rich qualitative and quantitative data. A survey or questionnaire has to be adapted to its target audience, and since the sample pool was restricted to people who attend a DeCafe event it was felt that developing two two-sided questionnaires that can be handed out at the beginning and end of a DeCafe event would be the best method of engagement. In regards to facilitators, a questionnaire was used because of the reason mentioned above, but also due to the fact that receiving responses would be significantly easier.

DOES DECAFFE INCREASE
THE CONFIDENCE OF
ATTENDEES TO **ENGAGE**
IN POLITICS IN THEIR
LOCAL COMMUNITY, AND
MORE BROADLY?

METHODOLOGY CONT'D

The questions for the questionnaires were tested at a focus group of 9 young people, 5 males and 4 females, from three age brackets: 16-17, 18-24 and 25+. The focus group contained 5 young people that self-identified as non-political and 4 that self-identified as political. The participants of the focus group liked the shortness of the two questionnaires and stated that the questions were easy to understand, which made it less of a chore to answer. Based on the positive feedback and the fact that on average the response rate for internal surveys is between 30-40%, it was felt that a response rate of 35% would provide a representative sample of 306 with a 5% margin of error and a confidence level of 95%. The representative sample was based on a target audience (population) of 1,500 attendees.

In order to ensure that the response rate and completeness of questionnaires was high, there were only 29 questions in total, 14 questions on the pre-DeCafe questionnaire and 15 questions on the post-DeCafe questionnaire, with each questionnaire taking no longer than 3 minutes to complete. In order to ensure that the survey was as easy as possible to complete, there was a mixture of open-ended questions, tickbox questions, rating scale questions and Likert-type scale questions.

It is impossible to effectively restrict order bias on a printed questionnaire, however, on the online version of the questionnaire, the choice of answers for the tick box questions were randomised so that respondents would be less tempted to simply choose the choices at the beginning or end of the list in an attempt to get through the survey quicker.

In order to reduce social desirability bias, the blurb made it clear that any information collected as a result of the questionnaires would remain anonymous. However, it is acknowledged that asking the respondents to state their name and provide an email address may cause a slight social desirability bias to occur. Since the attendees were completing the survey at the DeCafe event, it is likely that a direct interviewer bias may have affected how the respondents answered their questions. It is accepted that all biases could affect the validity of results, however, it is felt that the chosen approaches would mitigate the issue of validity.

The risk with using two questionnaires in a pre-and-post multi-group type approach is that potential respondents may do one questionnaire and not the other. In order to limit this i.e. dropout rate, the questionnaire was also made available online. The post-DeCafe online questionnaire contained logic sequences that would allow someone who had not completed a pre-DeCafe questionnaire to

answer those questions in hindsight. Furthermore, the pre-DeCafe questionnaires allowed respondents to provide information that would enable a follow up on those who had not completed a post-DeCafe questionnaire should the dropout rate exceed 75%.

The 7 case study visits (5 took place in London, 1 in Birmingham and 1 in Manchester) happened between June 1st and June 22nd. At each case study visit a member of our team observed the entire DeCafe event and conducted in-depth interviews with a few individuals before and after the DeCafe event, in order to gain a better understanding of the attendees' experience of the DeCafe event. A standardized, open-ended interview approach was taken in order to ensure that the interviews would not be as time consuming and the interviews can be more easily analysed and compared to other interviews. A similar stance was taken with the interviews with the two coordinators of the collaboration: Nicky Gaskell from Starbucks UK and Storm Lawrence from Bite The Ballot. It should be noted that these interviews were done with a general interview guide approach and therefore, although similar questions were asked the coordinators were not asked the same questions.

04. FINDINGS & ANALYSIS

SUMMARY OF DECAFE EVENTS

During the period of June 1st and June 22nd, there were 17 DeCafe events that took place across the UK in different Starbucks UK stores.

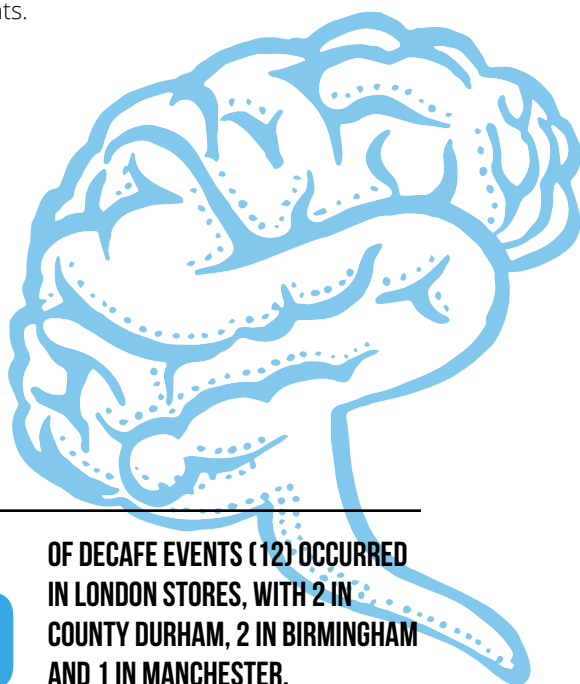
Over 70% of DeCafe events (12) occurred in London stores, with 2 in County Durham, 2 in Birmingham and 1 in Manchester.

The number of DeCafe events that took place is just over a third (34%) of the target number of 50. Of the 17 DeCafe events just under 50% (8) were facilitated by one of Bite The Ballot's community engagement officers, the rest were facilitated by one of Bite The Ballot's community changemakers or Changemaker partners, Community Links, UpRising, Idebate (IDEA UK), Ashoka and London Youth. There were 8 DeCafe events that were planned and cancelled for various reasons that will be explored in detail in Chapter 5.1. Starbucks staff did not run any DeCafe events.

Based on the pre-DeCafe questionnaires for facilitators, an estimated 300 attendees were expected to participate in a DeCafe event. This figure is a fifth (20%) of the 1,500 attendees target previously planned. Therefore, on the assumption of 300 people attending the DeCafe events, a target for a representative sample size of 169 was calculated with a confidence level of 95% and 5% margin of error. The nature of DeCafe events means that the events are naturally open and therefore people come and go as they please and due to this, it is difficult to calculate accurately the precise number of attendees. Bite The Ballot's Campaigns Coordinator provided a conservative estimate of 180-200 attendees, however, responses from the post-DeCafe questionnaire for facilitators provided a higher estimate of 305 attendees to all DeCafe events hosted in Starbucks UK stores.

From an estimated 305 attendees, there were 110 respondents, providing a response rate of 36%. The margin of error of using this sample is difficult to calculate because the population size (number of attendees) is an estimate. Using this estimate alongside a confidence level of 95% suggests a 7.45% margin of error. However, using an estimate of 180 attendees would provide a response rate of 61% and alongside confidence level of 95% would suggest a 5.84% margin of error. Even with these difficulties, it is felt that the responses still provide valuable and valid answers because nearly 60% of the 110 respondents completed both the pre- and post-DeCafe questionnaires. Furthermore, the nature of the sample pool restricted the number of people who could be offered the opportunity to participate to ensure that the sample size was matched.

It should be added that the completeness of the questionnaires was very high, each question of the pre-DeCafe questionnaire received a response rate of above 80% whilst the post-DeCafe questions received a response rate of 75% or higher. For this reason, some totals will not equal 110 (or 100%).



70%

OF DECAFE EVENTS (12) OCCURRED IN LONDON STORES, WITH 2 IN COUNTY DURHAM, 2 IN BIRMINGHAM AND 1 IN MANCHESTER.

OVERVIEW OF ATTENDEES

PRE-DECAFE FINDINGS

The attendees of the 2016 DeCafe series were, as expected, largely composed of young people, with 16-24 year olds making up nearly three quarters of attendees (73%). This, therefore highlights that the DeCafe model is doing well at attracting one of the key marginalised groups in politics. This is reinforced by the fact that there was not a massive gender gap as 54% of all attendees identified as male, 44% identified as female and 1% as other. Bite The Ballot felt that the driving force behind engaging people to attend DeCafe events was the facilitators themselves and the principle of network marketing. This approach was successful, as over 80% of all attendees found out about the DeCafe event they attended because they either knew the person running the event or were told about the event by a friend.

DeCafe was created by Bite The Ballot to provide young people and other marginalised groups a safe space to talk about politics and challenge the stigma that there is no apathy with these groups and that they are in fact interested but not engaged. Support of this can be found in the fact that when attendees were asked *"What inspired you to attend a DeCafe Event?"* some of the most commonly used words or phrases were 'Interested, EU Referendum and Learn'. This, therefore shows that attendees are keen to talk about political topics of the day and learn more about politics because they are interested in politics in its broadest sense. If this was not the case, when they were asked *"What do you hope to get out of this DeCafe Event?"* some of the most commonly used words or phrases would not have been 'Knowledge, Understanding and Discussion'. This would suggest that people are attracted to the DeCafe event due to its nature of being conversational and also being a space of non-judgmental learning.



There was a mixture of people who attended DeCafe events. Nearly 50% of attendees considered themselves a supporter of a political party, with around 40% not considering themselves one and the remaining 10% preferring not to say. Bite The Ballot's assertion that there is a serious lack of political education in schools may provide the answer as to why nearly 50% of attendees ranked their knowledge of the UK political system as average (3 out of 5) and why only 18% of people who attended DeCafe events pay very close attention to UK politics. This provides further evidence that DeCafe events are able to truly engage those furthest away from mainstream UK politics.

It can be concluded that the DeCafe model is able to attract its target audience to a very high and effective degree. The model is not perfect considering that only 5% of all attendees found out about DeCafe events via social media. However, this may suggest that facilitators need social media training to understand how to best promote their events. In spite of this, the pre-DeCafe findings and analysis show that DeCafe is excellent at bringing marginalised groups together to talk about politics and at harnessing community cohesion.

54%

OF ALL ATTENDEES
IDENTIFIED AS MALE,
44% IDENTIFIED AS
FEMALE AND 1% AS OTHER



73%

OF ATTENDEES WERE
16-24 YEAR OLDS
(THREE QUARTERS
OF ATTENDEES)

HAVE YOU VOTED IN ANY PREVIOUS ELECTIONS?

ANSWER OPTIONS	RESPONSE
YES, THE GENERAL ELECTION 2015	56%
YES, THE LOCAL ELECTIONS 2016	48%
YES, GENERAL ELECTIONS PRIOR TO 2015	29%
YES, LOCAL ELECTIONS PRIOR TO 2016	35%
YES, PREVIOUS EUROPEAN ELECTIONS	13%
NO, I WAS NOT 18 DURING THE PREVIOUS ELECTIONS	19%
NO, I DID NOT LIKE ANY OF THE CANDIDATES/PARTIES	5%
NO, I DID NOT THINK IT MY VOTE WOULD CHANGE ANYTHING	4%
I CANNOT REMEMBER	5%
OTHER (PLEASE SPECIFY)	5%



OVER

80%

OF ALL ATTENDEES FOUND
OUT ABOUT THE DECAF
EVENT THEY ATTENDED
BECAUSE THEY EITHER KNEW
THE PERSON RUNNING THE
EVENT OR WERE TOLD ABOUT
THE EVENT BY A FRIEND

ONLY

18%

OF PEOPLE WHO ATTENDED
DECAF EVENTS PAY VERY
CLOSE ATTENTION TO
UK POLITICS

50%

OF ATTENDEES STATED THAT THE DECAFE EVENT HAD SHOWN THEM THAT THE ISSUES THEY CARED ABOUT WERE IN FACT POLITICAL

POST-DECAFE FINDINGS

95% of all attendees of the 2016 DeCafe series stated that the DeCafe event had given them more confidence to get involved in politics in some way. When asked what they felt in particular caused this change, 'discussion' was the number one word/phrase used as part of the respondents' answers. It was clear from attendees' responses that the DeCafe events were allowing them to engage in discussions about issues in a safe space where everyone is heard and where everyone leaves knowing more than when they arrived.

The question asking attendees whether the DeCafe event had given them confidence to get involved in politics had the highest completeness rate (99%) compared to other questions. It is evident from the perspective of the attendees that the DeCafe event had an impact on them and changed their attitudes towards politics to either get involved or more involved than they were.

Nearly two-thirds of attendees (58%) felt the DeCafe event helped them understand the differences between the two campaigns and over two-thirds of attendees (64%) stated that the DeCafe event they attended made them more interested in politics and the upcoming referendum. This, therefore highlights the educational side of DeCafe and fulfills what attendees hope to get out of a DeCafe event. This also provides further evidence that DeCafe events are very empowering for attendees and provide those who attend the confidence they need to engage in politics either locally in their community, nationally or even internationally.

While nearly 50% of attendees stated that the DeCafe event had shown them that the issues they cared about were in fact political, just under 60% felt the DeCafe event made them realise the importance of voting and participating in democracy.

DeCafe events seemed to undoubtedly have an effect on attendees, as 95% felt that the DeCafe event they attended had either very effectively or somewhat effectively impacted their personal knowledge, understanding or opinion of politics. The remaining 5% were unsure as to what kind of impact the DeCafe event had on them. However, this does not suggest that the DeCafe event was not impactful on them in some way. This question addressing what impact the attendees felt the DeCafe event had on their knowledge, understanding or opinion of politics had the joint second highest completeness rate of 94%.

95%

OF ALL ATTENDEES OF THE 2016 DECAFE SERIES STATED THAT THE DECAFE EVENT HAD GIVEN THEM MORE CONFIDENCE TO GET INVOLVED IN POLITICS IN SOME WAY

58%

FELT THE DECAFE EVENT HELPED THEM UNDERSTAND THE DIFFERENCES BETWEEN THE TWO CAMPAIGNS

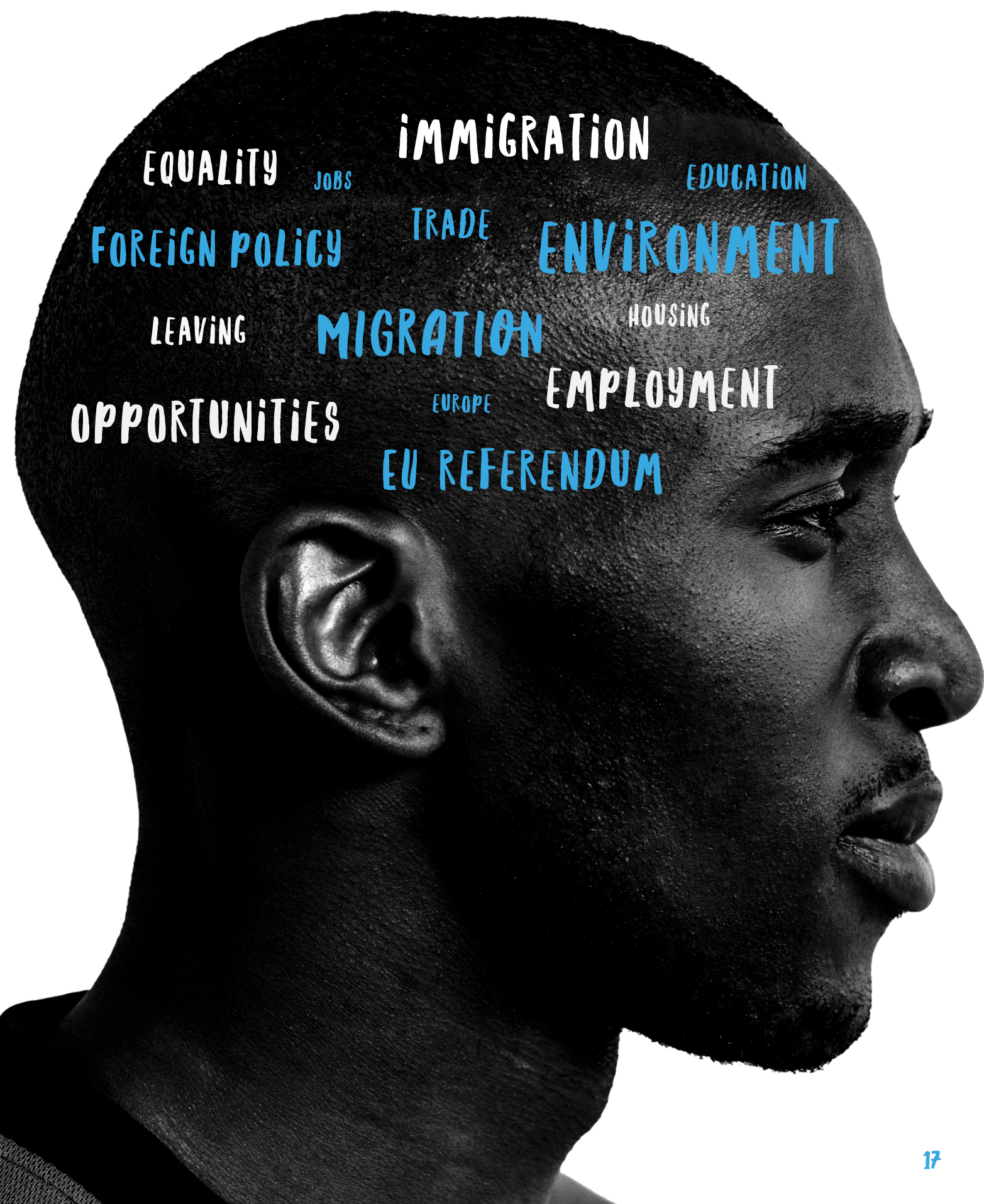
64%

STATED THAT THE DECAFE EVENT THEY ATTENDED MADE THEM MORE INTERESTED IN POLITICS AND THE UPCOMING REFERENDUM

60%

FELT THE DECAFE EVENT MADE THEM REALISE THE IMPORTANCE OF VOTING AND PARTICIPATING IN DEMOCRACY

WHAT KEY ISSUES WERE
DISCUSSED AT YOUR
DECAFE EVENT?



WHAT WAS THE MOST
IMPORTANT MESSAGE
YOU TOOK AWAY FROM
YOUR DECAFE EVENT?

FOREIGN POLICY
COMPLEX POWER
INVOLVED IN POLITICS
PLAN ISSUE RESEARCH VOTE
EU REFERENDUM MATTERS
OPINIONS

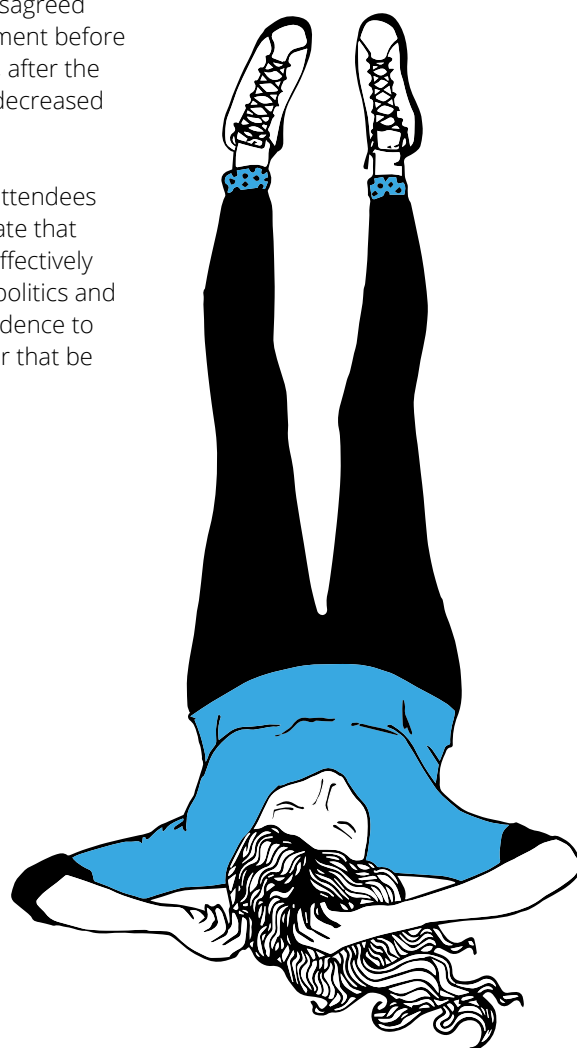
The Impact of DeCafe can also be seen in the positive change of attitude in attendees. This is demonstrated by the change in how attendees answered a series of statements put to all attendees in both the pre-and-post DeCafe questionnaires.

The attendees were asked to what extent they agreed or disagreed with three statements. The first statement was *"It does not matter which party is in power, in the end things do not tend to change"*. 61% of attendees either strongly disagreed or disagreed with the statement before the DeCafe event and this number increased to 68% after the DeCafe event. In addition to this, the split between attendees choosing strongly disagree and disagree decreased by nearly 20% (18.4%), meaning some attendees' attitude towards this statement either changed or was reaffirmed.

The second statement was *"People like me have no say in what the government does"*. More than half (55%) of attendees either strongly disagreed or disagreed with the statement before the DeCafe event and after the DeCafe event this number increased by nearly 10% to 64%.

The final statement was *"Politics is complicated and it is difficult to really understand what is going on"*. 55% of attendees either strongly disagreed or disagreed with the statement before the DeCafe event. However, after the DeCafe event this number decreased to 46%.

The change in attitudes of attendees provides a foundation to state that DeCafe events are able to effectively change attendees' view on politics and provide them with the confidence to engage with politics whether that be to vote or otherwise.



95%

**FELT THAT THE DECAFE
EVENT THEY ATTENDED HAD
EITHER VERY EFFECTIVELY
OR SOMEWHAT EFFECTIVELY
IMPACTED THEIR
PERSONAL KNOWLEDGE,
UNDERSTANDING OR
OPINION OF POLITICS.**

100%

**OF ALL ATTENDEES
STATED THAT THEY WOULD
RECOMMEND A DECAFE
EVENT TO A FRIEND**

When we analysed the top five most used words or phrases by attendees when summing up their experience of a DeCafe event, we found the following words and phrases:

**THE EVENT IS
INTERESTING, FUN,
INSPIRING, ENGAGING
AND INSIGHTFUL**

Therefore, it is not surprising that 100% of all attendees stated that they would recommend a DeCafe event to a friend.

CONCLUSION

It can be concluded that DeCafe is a successful model to achieve the set aims/objectives of Bite The Ballot's and Starbucks UK's collaboration, as it is clear from attendee responses that DeCafe has been impactful for them and has caused a positive change in their attitude towards politics and this change can be attributed to the DeCafe event they attended.

The near 10% shift in all three attitude based questions asked would suggest a consistent effect on the attitudes of the attendees. It should be acknowledged that this evaluation took no assumptions on the degree of change or the outlook that the attendee should have after a DeCafe event. However, for evaluation purposes, the definition of change would be "an act or process through which something becomes different". Therefore, on that premise, if the attendees' attitude towards politics at the end of a DeCafe event differs from their attitude before the event then change can be concluded. The changes in the three attitude based questions would also suggest that some attendees were re-affirmed in their attitudes, which in the context of politics is change.

It should be noted, for future evaluations, that to capture stronger evidence of the change in attitude a post-DeCafe follow up with the respondents should be considered. In addition, a future evaluation would benefit in gaining proper insight into the cross-section of people attending a DeCafe and the ethnic backgrounds of those attendees.

05. MOVING FORWARD

INSIGHTS FROM INTERVIEW WITH STORM LAWRENCE, CAMPAIGNS COORDINATOR AT BITE THE BALLOT

As mentioned in Chapter 4, 17 DeCafe events took place across the UK in different Starbucks UK stores. The low number of DeCafe events can largely be attributed to the following:

- Timing
- A delay in starting the project
- Starbucks store staff not running events
- A delay in finalising the locations of available stores to run events
- Lack of communication at times between those involved in the project

The use of the word 'low' is relative to the fact that the last collaboration resulted in 50 events and the target for the 2016 series was also 50. It is not to say that having a lower number of DeCafe events than originally anticipated is a failure, as the reasons why this occurred are reasonable and shown above. However, it is essential that Starbucks UK and Bite The Ballot address these issues if they continue to deliver DeCafe events to different communities across the country. Despite the fact that fewer DeCafe events took place for the 2016 series, there was still high-profile media attention from outlets like London Live, The Evening Standard, Reuters and the BBC. This strong media interest was not apparent in the 2015 DeCafe series.

It should be acknowledged that the DeCafe events did not begin when originally planned, which had a knock on effect on other people involved in the project, particularly facilitators. The delay in getting the project signed off restricted the organising and preparation time for Bite The Ballot partners to effectively organise DeCafe events. The fact that the Starbucks UK stores that were made available for use for DeCafe events were often not conveniently located in spaces accessible to the community meant that people were not always willing to travel to attend a DeCafe event. Therefore, potential facilitators cancelled their DeCafe event. This is a serious issue considering the fact that facilitators appear to be the driving force behind bringing together attendees from their communities as 56% of attendees attended because they knew the person running the event.



Furthermore, store staff not getting the training to allow them to run DeCafe events as originally planned also restricted the number of DeCafe events that could have occurred. If store staff were able to run DeCafe events then, as evidence from attendees would suggest, Starbucks UK would be directly contributing to engaging the local community.

In regards to communication, there were issues on three fronts;

- (1) Bite The Ballot and Starbucks UK,
- (2) Starbucks UK HQ and Starbucks UK stores and
- (3) Starbucks UK stores and facilitators.

Bite The Ballot and Starbucks UK are different organisations and therefore operate with different structures and at different paces. This at times affected effective communication between them. The differences caused the partnership to have teething problems that improved as the collaboration continued. The communication between Starbucks UK HQ and Starbucks UK stores was at times fragmented and this caused miscommunication with Bite The Ballot as communication often appeared disjointed. Lastly, the communication between Starbucks UK stores and the DeCafe facilitators was slow due to the communication methods used (e-mails) between the people involved. This slow communication at times resulted in DeCafe events being cancelled.

In regards to timing, this was largely outside the control of Bite The Ballot and Starbucks UK. The project occurred during a period where many young people were doing exams and therefore, trying to engage them proved to be more difficult than usual. Also, because of the limited preparation time some facilitators ran their DeCafe event at times when most young people could not attend.

In conclusion, the low number of events is a learning curve and the factors that hindered this aspect of the series can be mitigated in future DeCafe series. The experience of the 2016 DeCafe series indicates that, moving forward, more planning time has to be accounted for to accommodate the pace at which Bite The Ballot and Starbucks UK operate at. Furthermore, Starbucks UK should make more stores available to facilitators to run DeCafe events, in order to ensure that as many DeCafe events can occur and that as many people are offered the opportunity to engage with politics through DeCafe. Alternatively, rather than have the people go to Starbucks stores, Starbucks UK could deliver coffee, or bring a coffee cart and a member of a local store to a safe space in the community, where community groups are already based and have a DeCafe-type event there. This could be very successful in engaging marginalised groups. Starbucks UK and Bite The Ballot should ensure there is a clarity in execution on certain elements of the project so that everything is implemented effectively. In addition to this, Starbucks UK could engage the other community projects they fund to support DeCafe events and by doing so increase their social impact in the communities in which they are based.



MOVING FORWARD

INSIGHTS FROM INTERVIEW WITH NICKY GASKELL, SENIOR COMMUNICATION MANAGER AT STARBUCKS UK

The success of the project should not be solely measured by, or judged on, the numbers associated with the DeCafe project because there were some barriers that prevented the project from reaching its highest potential. These barriers include: delays in gaining authorisation or confirmation, a need for more planning time and communication between those involved. Nevertheless, the project has shown each partner (Starbucks UK and Bite The Ballot) the other partner's abilities and there is now a greater value in the partnership, which can be further developed.

It is acknowledged that the pace of the project was often slowed down and this is due to differing working environments partnering up. Bite The Ballot are a very agile organisation who are able to operate, shift and act quickly, whereas Starbucks UK are a corporate organisation and therefore are occasionally slower and a bit more risk averse. A balance is needed between ensuring that one partner does not unnecessarily delay implementation and the other partner providing the necessary reassurances. This balance was not always established. However, it was continuously improved as the project progressed. These top level delays naturally had a knock on effect on the Bite The Ballot partners who were planning to facilitate DeCafe events in Starbucks UK stores.

Furthermore, the limited project planning time meant that not enough effective meetings between key individuals occurred. This is not to say that the meetings that took place were not effective, but it is felt that more planning meetings and the right amount of time would have benefited both partners and the project better. It is also felt that some conference calls ought to have been face-to-face meetings and vice versa, to ensure that Bite The Ballot have a full understanding of Starbucks UK's capabilities.

On the topic of communication, the communication between Starbucks UK stores and the DeCafe facilitators could be improved, as well as, communication between Starbucks UK and Bite The Ballot. However, communication can always be improved in any project and it did develop during the course of the project. Therefore, it is not a major concern for either of the partners.

In conclusion, the experience of the 2016 DeCafe series indicated that moving forward the partnership between Starbucks UK and Bite The Ballot is definitely in a good place, where the two partners are keen to extend the collaboration. The learning and experience of the DeCafe series of 2016 can be shared with the Starbucks US team for a similar pilot overseas. Finally, a long-term plan regarding the implementation of DeCafe events should be considered in order to overcome the barriers that limited the success of this 2016 DeCafe collaboration.



THE PROJECT HAS SHOWN EACH PARTNER (STARBUCKS UK AND BITE THE BALLOT) THE OTHER PARTNER'S ABILITIES AND THERE IS NOW A GREATER VALUE IN THE PARTNERSHIP.

RECOMMENDATIONS

①

BITE THE BALLOT AND STARBUCKS SHOULD CONSIDER IMPLEMENTING THE DECAFE PROJECT ON A LONGER-TERM BASIS TO INCREASE THE SUCCESS OF THE PROJECT.

②

STARBUCKS UK SHOULD CONSIDER STAFF GOING INTO COMMUNITY SPACES TO DELIVER DECAFE SESSIONS AND PROVIDE REFRESHMENTS.

③

BITE THE BALLOT SHOULD EXPLORE FURTHER COLLABORATIONS WITH NON-GOVERNMENTAL ORGANISATIONS AND LOCAL COMMUNITY GROUPS IN LOCATIONS WHERE STARBUCKS ARE BASED, IN ORDER TO ACHIEVE SCALE OF IMPACT FOR DECAFE.

④

BITE THE BALLOT SHOULD EXPLORE WAYS TO TRAIN AND EQUIP STARBUCKS PARTNERS AND STAFF TO LEAD DECAFES WITHIN THEIR LOCAL STORES ACROSS UK.

⑤

BITE THE BALLOT AND STARBUCKS UK SHOULD DRAW ON ONE ANOTHER'S EXPERTISE TO CONSIDER HOW A LONG-TERM PILOT CAN WORK TOWARDS NON-FACILITATOR SESSIONS AND COMMUNITIES GATHERING AS A CULTURAL ROUTINE.

⑥

AS WELL AS ON THE GROUND PLANS, BOTH BITE THE BALLOT AND STARBUCKS UK SHOULD AGREE A FULL COMMS PLAN TO GIVE MORE EXPOSURE TO DECAFE EVENTS.

⑦

CONDUCT A MORE THOROUGH AND LONGER-TERM EVALUATION OF THE PROJECT TO PROVIDE MORE INSIGHT INTO ITS EFFECTIVENESS AND IMPACT.

06. CASE STUDIES

THE FINDINGS FROM THE ATTENDEES' PRE- AND POST-DECAFE QUESTIONNAIRES HAVE CLEARLY SHOWN THAT THE DECAFE EVENTS OF THE 2016 COLLABORATION HAVE CHANGED THE ATTITUDES OF ATTENDEES TO A DEGREE ABOUT POLITICS AND HAVE INCREASED THEIR CONFIDENCE ABOUT GETTING INVOLVED. THE CASE STUDIES THAT FOLLOW ARE STRONG ANECDOTAL EVIDENCE THAT DEMONSTRATE THE IMPACT DECAFE EVENTS HAVE ON ATTENDEES.



"I'M CURRENTLY A FULL-TIME STUDENT. I HAVE VOTED IN PREVIOUS ELECTIONS. I FOUND OUT ABOUT DECAFE THROUGH MY COLLEAGUES AT LONDON YOUTH. I SOMEWHAT AGREE THAT PEOPLE LIKE ME HAVE NO SAY IN WHAT THE GOVERNMENT DOES. THIS IS BECAUSE I COME FROM A DEPRIVED PART OF LONDON SO, NO MATTER WHO THE GOVERNMENT IS, NOTHING REALLY CHANGES. WE FEEL LIKE WE HAVE NO POWER OR SAY, OVER DECISION-MAKERS."

CHAN, 23

PRE-DECAFE

"I don't really understand politics and I don't feel that they educate you enough about it in schools. But I know many people are really passionate about it, so it's something I need to learn more about."

Right now I'm pro staying in the EU, but I don't know, maybe being here might change my decision so, I'm still open. I haven't made a concrete decision yet so hopefully today I can leave here feeling like yeah, this is what I want to vote for.

The issues I care about most are housing and education. This is because being a Londoner, born and raised, I've seen more and more families pushed out of London due to not being able to afford to live in London anymore. And then education because coming from a deprived part of London, I have seen many people in my age group, not go to university and turn to a life of crime instead, which leads them to prison or something else.

I do not feel that I have a say or can make a difference in our society. I feel like things such as youth mayors and other initiatives help but we could have much more of a say than we currently have."

POST-DECAFE

"DeCafe enlightened me to do more research about the EU referendum and to play a more active part in politics and how it can shape my future. During DeCafe we spoke about issues such as immigration and the economy. We also spoke about democracy and how the EU's laws affect the UK as well. So things like that, are things I need to give more thought towards before making a concrete decision on what I am voting for."

I do feel a bit more inspired and empowered after attending today's event to go and educate myself more on the EU referendum. The most important thing I got out of this De-Cafe is that I need to go and research for myself and not just believe everything I see or hear in the media or by other people."

"I AM CURRENTLY WORKING FULL-TIME. I HAVE NEVER VOTED BEFORE IN ANY PREVIOUS ELECTIONS. THIS IS BECAUSE I JUST DO NOT KNOW HOW THE VOTING SYSTEM WORKS OR HOW YOU VOTE OR ANYTHING LIKE THAT"

ABDUL, 19

WHAT ABOUT COMPANIES CLOSING DOWN?

PRE-DECAFE

"I agree that people like me have no say in what the government does. This is because I feel that no matter what people are calling for the government just does not deliver. For example we know we need to build more houses in the UK, as more people are becoming homeless or living in overcrowded accommodation. There have been numerous campaigns to put pressure on the government to do more. However, let's be honest, the government is not building anywhere near the number of houses we need and now it's just really hard to find a council house.

I found out about this DeCafe through a friend who was coming. To me politics means power. I think it's a good thing that we are having an EU referendum as I feel it's important that we ask the British people about whether they want things to continue the way they are with the EU. Not everybody is happy with all the migrants coming from EU countries and some of us want to take pressure off our important services such as housing.

Out of DeCafe I hope to find out more about the EU referendum and get more insight into what being in the EU will mean for us. An issue I really care about is housing, as I feel having a roof over your head is the most important thing. I think I will make a big difference to society!"

POST-DECAFE

"Tonight's DeCafe was very useful and I really enjoyed it. It was nice to know other people's point of view and I realised some of the things I thought were facts and right were actually wrong, so I now need to do my research. But obviously it's nice to know what somebody else thinks, especially somebody who knows more about the facts and places to find sources you can trust.

I did think some people did not get that the purpose of this whole EU referendum debate is immigration. We did touch a bit on immigration in the DeCafe and from there on we went to speak about things like foreign policy and the economy. But for me immigration will decide this referendum.

Before I came to DeCafe I was more than certain I wanted to vote out but some opinions of people who did want to stay in the EU, did kind of make sense. Some opinions did make me think. The truth is you're going to get pros and cons of staying in or out.

The most important thing I got out of this DeCafe was people's point of view on what they think about the referendum and why they are undecided about voting in or out. People's opinion changed my mind about things and challenged my views, particularly around the point made that people from other countries are coming here and taking our jobs.

A problem with this referendum is that the facts aren't out there and politicians keep trying to scare you with the facts of staying in or leaving. But the thing is why don't they want to put the facts on the table in detail, the truth? Then I'll decide what's good or not for our country."

"I AM CURRENTLY UNEMPLOYED AND LOOKING FOR WORK. I FOUND OUT ABOUT THIS DECAFE THROUGH A FRIEND. I HAVE VOTED BEFORE IN PREVIOUS ELECTIONS. I FEEL THAT IF PEOPLE VOTE THEN WE HAVE A SAY IN WHAT THE GOVERNMENT DOES."

SARAH, 26

PRE-DECAFE

"Politics to me means a bit of everything really, it's a bit crazy. I don't really understand it that much but I try to get more involved as I get older. The EU referendum for me has been sort of scare mongering between both campaigns and it hasn't really been about the facts. I'm still undecided about which way I am voting but I am slightly leaning towards the leave side. However, one of the reasons why I attended today's DeCafe was that I wanted to find some more details about the EU debate to help me make my choice.

Two issues I care about most are education and the NHS because I formally worked in education and housing, because I'm not a house owner at the moment but that's something I'm looking into and I am keen to know how staying or leaving the EU could impact my chances of home ownership.

I feel that hopefully, once I'm employed again in education, I can make a difference in society, by making a difference to children's and people's lives."

POST-DECAFE

"The DeCafe event was really useful, informative and it was interesting to find out all the facts around the EU referendum. I found tonight's discussion really helpful. Plenty of the issues I cared about were discussed tonight. The main issue we spoke about was border controls.

I definitely feel inspired after attending today's event and the most important thing I got out of this DeCafe was **finding out other people's opinions, especially from those who are around my age group.**

The issues I care about are definitely political because I think everything is going to lead back to politics in the end."

LET'S
PLAY
DEVILS
ADVOCATE.

WE NEED NEW
POLITICS- THAT'S
WHAT THIS
IS ABOUT.



"I AM CURRENTLY EMPLOYED AS A GRAPHIC DESIGNER. I HAVE VOTED BEFORE AND DO NOT CONSIDER MYSELF A SUPPORTER OF A PARTICULAR POLITICAL PARTY. AS I VOTE FOR WHO I FEEL IS MOST APPROPRIATE TO VOTE FOR AT THE TIME TO ME."

ANTON, 24

PRE-DECAFE

"I think if more people in my generation voted then we would have a say about what the government does but because so few of us vote, then why would politicians listen to us. They'll listen to the majority at the end of the day.

The EU referendum has not been great, I think there's been a lot of scare mongering; there haven't been any definite facts on what will happen and what won't happen. I think if we did vote out, no one knows exactly what's going to happen to the country because we would be the first country to leave the EU.

I found out about DeCafe from a friend and I came along because I would like to find out more about the benefits and disadvantages of staying or leaving, as both campaigns have just been fighting amongst themselves and talking to themselves and not us, the people, the voters."

The biggest issue I care about in this referendum is the economy. I want to know whether we will be in a recession when we come out or why staying in would be beneficial for us.

I would like to think that the way I vote in this referendum is going to help my kids and grandkids in the future. I would like to think that what I will do will help society."

POST-DECAFE

"My thoughts on today's DeCafe event is that it was very informative and opened my mind to what was fact and what wasn't fact among the things told to us by both campaigns.

The economy was a massive issue for me and it was discussed quite a lot so I was pleased. This DeCafe completely changed my opinion on the EU referendum debate and politics more broadly. The event has given me a bit more information so I know who I'm voting for.

The most important thing I got out of this DeCafe is knowing what the facts were. I didn't know the difference between what was a fact and what was a lie but this DeCafe has really opened my eyes and given me more clarity."

K

"I AM A FULL-TIME STUDENT AND HAVE NEVER VOTED BEFORE. GENERALLY 18-24 YEAR OLDS DON'T REALLY VOTE. WE DON'T MAKE THAT MUCH OF A DIFFERENCE ON WHAT THE GOVERNMENT DOES I THINK EVEN IF WE ALL VOTED WE WON'T MAKE THAT MUCH OF A DIFFERENCE IN TERMS OF INFLUENCING WHO COMES INTO POWER OR WHAT THEY DO."

GARETH, 18

PRE-DECAFE

"I was invited to attend by my youth worker and decided to attend because I wanted to find out more about the EU referendum, especially because I am still an undecided voter."

POST-DECAFE

"I definitely got what I wanted to get out of this DeCafe event and the event was pretty good. I came here with some of my friends who, just like me, are not very aware of what's going on in the EU referendum or how to vote. So we've come here and got more information about the EU Referendum and the positives and negatives for staying in and leaving. This DeCafe has certainly made me and my friends more knowledgeable."

The NHS and immigration were the two issues I had in mind for discussing and we did, so I am more aware of these issues in the context of the EU referendum.

I definitely feel a bit more inspired after attending this event, as this event **has given me more knowledge and more confidence to get involved with UK politics** and the EU referendum.

The most important thing I am taking away from this event is knowledge because before I came here I did not understand much about the EU referendum."

"I'M A FREELANCE PROJECT MANAGER. I HAVE VOTED IN THE LAST 2 GENERAL ELECTIONS."

JESSICA, 24

PRE-DECAFE

"I think many young people feel that they don't have much say in influencing what the government does. But personally I think we do. I've been involved in politics since I was 13. I was in the UK Youth Parliament and so I've always been thinking about politics and was aware of how we can make a difference by getting involved and that if we don't say anything then obviously our voice is not going to matter. If we all speak out then we can make a difference because there are many young people, especially somewhere like Manchester, where many young people are aged 16-25. If we all worked together and campaigned, we would be able to have a big impact on the decisions that are made.

I found out about this DeCafe through Charlotte, who is organising it. We did a course together so she emailed me telling me about it and it looked like something I wanted to get involved in.

For me I think politics is everything because politics affects everything. Growing up I was a young carer because my mum was ill and in and out of hospital. Politics obviously affects the NHS, it affects benefits such as disability benefits, carer benefits. It also affects the educational system. So, I feel that politics affects us in so many ways that many people don't even realise. So I want to try to do something to make a difference even if it's only a little bit of a difference, in a little way.

Throughout this EU referendum there has been scaremongering on both sides and so it's really difficult to pick out of what is a fact and what is not. I'm leaning towards stay at the moment but if there was a compelling argument made for leave that spoke to me I would, as I'm not against changing my position."

POST-DECAFE

"I thought this DeCafe was really interesting just to speak to different people and hear their opinions, their concerns and hopes about whether we leave or stay in the EU. I really enjoyed the event. We talked about education, careers and jobs quite a bit and how they would be affected as well as opportunities for young people and how that would be affected, such as travel around Europe.

Tonight did not really change my opinion on who I wanted to vote for to be honest but it did reinforce the views I already had, which is a good thing. It was good to hear from people who were like-minded and share a completely different viewpoint from me too.

The most important thing that I got out of this DeCafe was hearing from other people who I might not have met in general everyday life to talk about the issues we spoke about today."



KNOWLEDGE
INSPIRATION TO
GET INVOLVED
SHARING MY VIEWS
DISCUSSING ISSUES
THAT MATTER
MOST TO ME
CLARITY
RELATING WITH OTHERS
FINDING ABOUT
OTHER VIEWPOINTS
CHALLENGING
MY VIEWS

FOR SOME PEOPLE
OUT IS THE SAFER

LOOKS INWARD

OPTION:

TO SOLVE
CLIMATE CHANGE
YOU NEED MORE
POWER.

DO YOU
VOTE FOR

DO YOU VOTE FOR
MORE REALISTIC?

YES.

DO WE
THE
THE
VIRONMEN

NO ONE IS
MAKING ANYONE
ACCOUNTABLE.

LOOKING
AT OTHER VERY
GREEN EU COUNTRIES.

NO
EXACTLY.

ALWAYS COMPARE OURSELVES
TO OUR NEIGHBOURS - SO WHY ARE
TRYING SO

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