

# Public Confidence Thresholds Research

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community  
research

*Bringing the voices of communities into the heart of organisations*

## Context is changing...

- Regulatory reform will give us increased discretion over what we investigate
- Becoming multiprofessional regulator
- Rapidly changing (*and polarising?*) societal expectations and discussions

Clear need for updated understanding of the public's views

**Aim:** Better understand the **public's views on where our thresholds should sit** in public confidence cases, both in terms of their thoughts on **hypothetical case examples**, but also more broadly to understand **why the public holds those views**

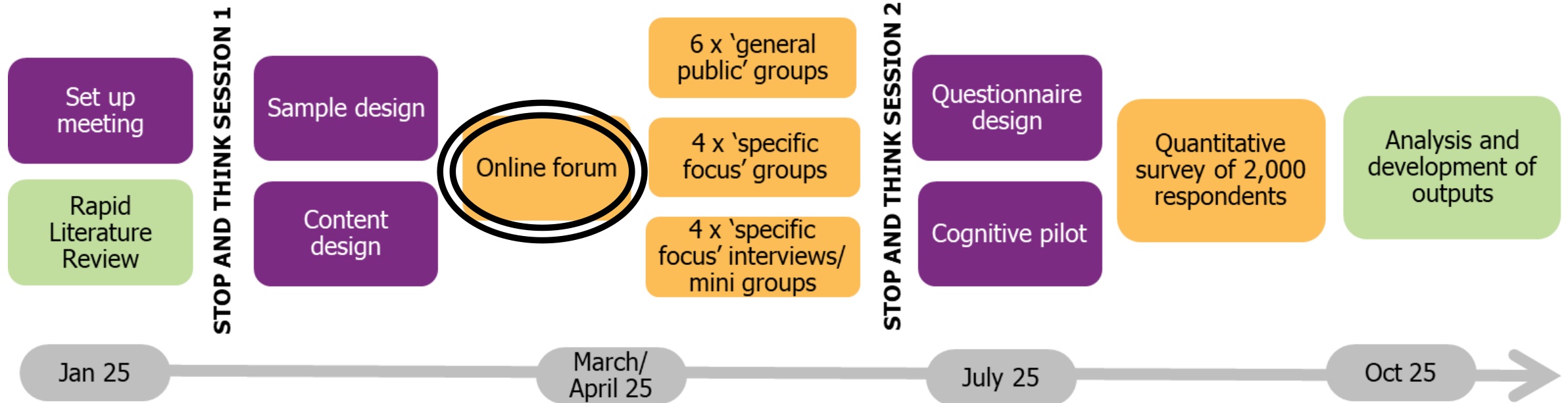
## Several key considerations:

- Order of the research?
- Ensuring accessibility and clarity of case studies
- Nuanced and complex nature of the topics
- Relatively large amount of existing research



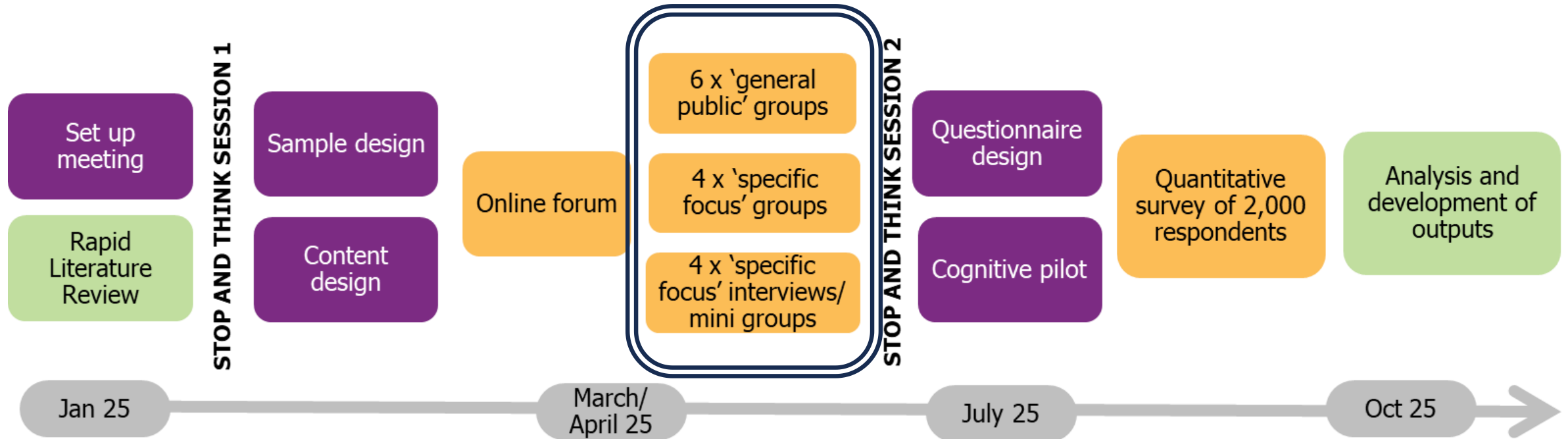
# Our approach

community research



# Our approach






community research



# The use of scenarios is key

community  
research

Used during online  
forum, groups and  
quantitative survey

-  Dr. A is a GP
-  Dr. A has been convicted of stealing a pair of gloves
-  Dr. A was caught on CCTV removing the security tag and price from the gloves and putting them in their coat pocket
-  The gloves were worth £30
-  Dr. A says they have been under a lot of strain lately and cannot explain why they did this

Information is layered  
on to bring out other  
factors / considerations

Drafted carefully to  
ensure bring out  
shades of grey

Scenarios will be  
animated with a  
voiceover



# Addressing other key challenges

## Getting the sample right

- Balance between general public and specific audiences
- Consider group composition
- Rapid evidence review

## Sensitive handling of the issues

- Enhanced consent
- Use of projective techniques
- Cognitive pilot

## Exploring nuance

- Importance of getting scenarios right
- Exploring emotional and rational responses



## Next steps...

A large grey clipboard with a silver clip at the top center. The clipboard contains three lines of black text.

Project kick off January 2025

Outputs before the end of the year

We intend to publish the findings  
in 2026



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