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COURSE BROCHURE

Public Policy Research Methods and Evidence Reporting Training Course

12 – 16 July 2027
Casablanca

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Registered in the United Kingdom and Saudi Arabia

Public Policy Research Methods and Evidence Reporting Training Course

Ref: 3028_125982 **Date:** 12 – 16 July 2027 **Location:** Casablanca **Fees:** 4500 GBP

Public Policy Research Methods and Evidence Reporting is a 1-week training course for public sector researchers, policy officers and analysts who must answer policy questions with sound evidence, and each participant leaves with a policy research report outline. Ministers, councils and agency boards increasingly ask for proof before they fund, change or close a public service. Jupiter Prime Training offers this course to staff who commission, conduct or interpret policy studies.

Why Public Policy Research Methods and Evidence Reporting Matters Now

Three pressures shape policy research today. Citizens and oversight bodies expect public spending to be justified by findings rather than assumption. Service registers and citizen feedback now arrive in volumes small policy units struggle to interpret. Elected leaders also want short, decision-ready papers within tight consultation windows. A body that designs studies carefully targets resources where they help residents; one that relies on anecdote risks reforms that miss their purpose. The course rests on accepted social science practice in study design, sampling and ethics.

Who Gains Most from Public Policy Research Methods and Evidence Reporting

- Officers responsible for scoping policy questions and commissioning studies
- Analysts who turn service records and consultation responses into findings
- Researchers who run interviews, case visits and stakeholder consultations for policy reviews
- Staff who draft briefing papers and option notes for committees and senior officials
- Specialists who evaluate whether a public service or grant scheme achieved its intent

A policy unit gains most when its researchers and briefing officers attend together.

Public Policy Research Methods and Evidence Reporting Capabilities

Participants turn a broad policy concern into a bounded study with actionable findings.

- Design policy research questions with clear scope and measurable indicators — officials commissioning the study
- Specify qualitative and quantitative methods suited to each question — research budgets and timelines
- Build sampling plans for residents, service users and providers — confidence in published results
- Calculate and interpret descriptive statistics and group comparisons — fair judgement between policy options
- Weigh the strength and limits of findings openly — scrutiny committees and audit bodies

- Communicate findings as costed, prioritised recommendations — senior officials and elected leaders

Key Public Policy Research Methods and Evidence Reporting Terms

- Policy question — a precise statement of what decision makers need to know, framed so evidence can answer it.
- Indicator — a measurable sign, such as waiting time or uptake rate, used to track whether a policy is working.
- Sampling frame — the list or register from which participants are drawn, defining whom findings describe.
- Baseline — the measured position before a policy starts, used to judge later change.
- Counterfactual — an estimate of what would have happened without the policy.
- Policy recommendation — a specific proposed action with an owner, expected effect and supporting finding

Public Policy Research Methods and Evidence Reporting Day by Day

Day 1: Policy Questions and the Evidence Need

- Policy Problem Statements — Defining What Officials Must Decide
- Stakeholder and Service User Mapping — Whose Views the Study Must Hear
- Logic Chains From Inputs to Outcomes — Locating Where Evidence Is Weak
- Indicator Selection and Baselines — Measuring Whether a Policy Works
- Research Question Scoping Sheet — Agreeing Study Boundaries With Sponsors

Day 2: Choosing Methods and Samples

- Quantitative Study Designs for Service Data — Testing Size and Spread of Effects
- Qualitative Designs for Citizen Experience — Explaining Why Outcomes Differ
- Sampling Frames From Public Registers — Representing Residents and Service Users
- Sample Size and Response Rate Planning — Precision Within Research Budgets
- Research Ethics, Consent and Data Protection — Safeguarding Participants and Public Trust

Day 3: Gathering Evidence in the Field

- Citizen Questionnaire Construction — Neutral Wording for Diverse Populations
- Key Informant Interviews With Officials — Depth on Implementation Barriers
- Public Consultation Response Handling — Coding Large Volumes of Submissions
- Administrative Records and Service Registers — Reuse Without Distortion
- Case Visits to Service Sites — Observing Delivery as Residents Experience It

Day 4: Analysing Findings for Policy Choices

- Descriptive Statistics and Cross-Tabulation — Comparing Groups and Regions Fairly
- Before and After Comparisons With Baselines — Judging Policy Effect Honestly
- Thematic Analysis of Interview and Consultation Text — Recurring Citizen Concerns
- Combining Numerical and Narrative Findings — A Coherent Account for Officials
- Bias, Confounding and Limitations Statements — Stating Confidence Openly

Day 5: Practising the Policy Research Report Outline

- Scoping Sheet and Indicators Revisited — Sharpening the Live Policy Question
- Method and Sample Justification — Defending Choices Made Earlier in the Week
- Findings Tables and Thematic Summaries — Building the Core Evidence Section
- Options Appraisal and Recommendation Drafting — Owners, Costs and Risks
- Policy Research Report Outline Completion — Ready for Sponsor Review

Applying Public Policy Research Methods and Evidence Reporting After the Course

- Rework the scoping sheet and indicators for one current policy review with its sponsor.
- Run a small citizen questionnaire on one service and analyse it with the comparison methods practised.

Public Policy Research Methods and Evidence Reporting Questions FAQ

What are public policy research methods and evidence reporting, and why do they matter now?

They are the disciplined ways public bodies frame policy questions, gather evidence and report findings to decision makers. They matter now because spending scrutiny and growing service data demand decisions grounded in findings.

Which roles gain most from public policy research methods and evidence reporting?

Policy officers, public sector researchers and analysts gain most. Evaluation specialists in health services and municipal planning also benefit.

How does a public policy research methods and evidence reporting course differ from a general report writing course?

It covers the whole research cycle, not only the writing: you frame policy questions, choose methods and samples, analyse evidence and turn it into recommendations.

What do you bring back from public policy research methods and evidence reporting training?

You bring back a research report outline for a live policy issue, with a scoped question, methods, sampling plan, findings and recommendations.

Public Policy Research Methods and Evidence Reporting: The Way Forward

The policy research report outline gives a sponsor a clear view of the question, the evidence and the options it supports. Its first use is usually a decision on whether to continue, adjust or stop a public service or scheme, taken by senior officials with their policy advisers. After that decision, revisit the indicators and baseline, since the next review depends on them.