



**RED C RESEARCH & MARKETING LTD –
STATEMENT REGARDING CITIZENS' ASSEMBLY**

21st February 2018

Following the most recent weekend meeting of the Citizens' Assembly on the 13th & 14th January 2018, RED C Research & Marketing Ltd. was notified of a potential issue surrounding the recruitment of replacement members for that meeting.

In response to this, RED C initiated an extensive audit of recruitment of members for the Assembly. This identified that one recruiter, without permission, recruited 7 replacement members outside of the strict methodology for recruitment agreed. A copy of this audit is available on the Citizens' Assembly website www.citizensassembly.ie

In response the management at RED C are making the following statement:

Following an extensive internal audit, RED C Research & Marketing Ltd. fully stands over the integrity of its work for the Citizens' Assembly, prior to this isolated incident of irregular recruitment. 7 replacement members of the Citizens Assembly were recruited for the most recent weekend meeting of 13th & 14th January 2018, in a different way to that agreed.

The incident involved one employee acting - without permission - outside of the strict guidelines and protocols set out for this project. Those replacement members, who were recruited in a different way to that approved, participated only in the most recent meeting on 13th & 14th January 2018.

RED C is satisfied that this was an isolated incident, and fully stands over the integrity of its work for the Citizens' Assembly prior to this isolated incident.

RED C remains confident that all members recruited prior to the meeting in mid January 2018 were recruited to a very high standard, as requested by, and agreed with, the Citizens' Assembly.

The checks put in place for this project were significantly above industry standards. RED C verified and back checked 100% of those recruited as members to the Citizens' Assembly. This is significantly ahead of the minimum standards for both the IQCS Council and the ISO 20252 used by the Market Research Quality Standards Advisory Board.

All recruiters on this project were highly trained and experienced, and have passed regular quality assessments with no issues. All recruiters received unambiguous instruction on the agreed recruitment procedure. The irregular recruitment in question was conducted by one recruiter who has co-operated fully with our investigation and with whom no issues have previously arisen.



REDC has apologised unreservedly to the Citizens' Assembly, and the 7 members affected for any impact that this irregular recruitment has had on the Citizens' Assembly and the weekend meeting of 13th & 14th January.

It is always REDC's aim to provide the highest quality of research services. The approach, procedures and verification put in place on this project were all designed to ensure delivery of that same high quality.

Again, REDC stresses that they are satisfied that this was an isolated incident which has no impact whatsoever on the stringent recruitment procedures used throughout previous Citizens' Assembly meetings.

ENDS

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