



POLICY RESEARCH REPORT NOVEMBER 2020

National Trade Conversation: Report appendices

National Trade Conversation Report appendices

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Introduction

The National Trade Conversation was a large scale deliberative research project that was commissioned at the beginning of 2020, as a collaboration between Which? and our research partner, Hopkins Van Mil. The focus of the discussions was on what matters most to people about the consumer aspects of trade deals when the risks and benefits are explained in detail.

This document comes in three sections and describes the research's recruitment and sample, the discussion guides used by moderators and finally the materials and tasks presented to participants during the research.

Recruitment Specification

Criteria	Target																														
Gender	50% identifying as male / female																														
Age	Good age distribution across age groups from every adult life stage 18+																														
Ethnicity	A range of ethnicities in line with 2011 Census/ latest ONS demographic figures England/Scotland/Wales																														
Disabilities	16% of sample in line with current ONS figures																														
Life stage	A broad range of life stages from students and career starters, raising young children to empty nesters and those who are retired																														
Current working status and type	A range of people who are employed (part-time/ fulltime/ self-employed) and unemployed, plus those who are retired																														
Right not to disclose sensitive data	Allow participation among those whose preference it is not to disclose sensitive information e.g. ethnicity/voting record. 3 per location																														
Socio-economic groups	A range of people from those who are economically disadvantaged to those who are comfortable and affluent.																														
	<table border="1"> <thead> <tr> <th></th> <th>NE England/ Newcastle</th> <th>Southern England/ Swindon</th> <th>South Wales/ Cardiff</th> <th>East Scotland/ Dundee</th> <th>N. Ireland</th> </tr> </thead> <tbody> <tr> <td>AB</td> <td>18%</td> <td>22%</td> <td>16%</td> <td>16%</td> <td>17%</td> </tr> <tr> <td>C1</td> <td>32%</td> <td>31%</td> <td>29%</td> <td>34%</td> <td>28%</td> </tr> <tr> <td>C2</td> <td>19%</td> <td>22%</td> <td>21%</td> <td>20%</td> <td>23%</td> </tr> <tr> <td>DE</td> <td>31%</td> <td>25%</td> <td>33%</td> <td>30%</td> <td>31%</td> </tr> </tbody> </table>		NE England/ Newcastle	Southern England/ Swindon	South Wales/ Cardiff	East Scotland/ Dundee	N. Ireland	AB	18%	22%	16%	16%	17%	C1	32%	31%	29%	34%	28%	C2	19%	22%	21%	20%	23%	DE	31%	25%	33%	30%	31%
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Approximately in line with regions:																															
Of those who voted:																															
Dundee: 60% Remain 40% Leave Didn't Vote 35%																															
Cardiff: 53% Remain 46% Leave Didn't Vote 30%																															
Swindon: 45% Remain 55% Leave Didn't Vote 24%																															
Newcastle: 38% Remain 62% Leave Didn't Vote 31%																															
Northern Ireland: 44% Remain 56% Leave Didn't Vote 37%																															
Brexit preference																															

<p>Urban Rural: Recruitment <i>should draw both urban and rural participants from the area around the workshop location. Max 50% of participants to live in the venue town/city.</i></p>	<p>Newcastle= Urban & Rural – drawing from Alnwick to the North, Spennymore to the South and Newbrough to the West; Swindon= Urban & Rural – drawing from Stow on the Wold to the North, Malmesbury to the West, Tidworth to the South and Didcot to the East. Cardiff = Urban & Rural – drawing from Treforest, Cardiff and the Valleys Dundee = Urban & Rural – drawing from Brechin to the North, Dunkeld to the West and Glenrothes to the South Northern Ireland = Spread of participants from across NI</p>
<p>Attitudinal – to achieve a diversity</p>	<p>Test question – might include: To what extent are you interested in the benefits the UK can achieve through new trade deals? 1/3rd Very interested 1/3rd Not interested 1/3rd Somewhat interested/not thought about previously</p>
<p>Experience of market research/ deliberation</p>	<p>Must not have taken part in a focus group/ public dialogue/ citizens’ assembly/ citizens’ jury in the last 12 months</p>
<p>Exclusions</p>	<p>Must not be working or have close family members working in the following fields: Civil service in DIT/Defra/BEIS Local govt in trading standards/food hygiene Local, regional or national politics as an elected member or their staff Food standards Data protection and data security Product safety (e.g. car design, toy manufacture, cosmetics/toiletries etc) Must be UK/EU citizens Must not be politically active around Brexit and trade.</p>
<p>Willingness to be filmed/recorded</p>	<p>The workshops will be recorded and filmed for reporting purposes but participants will not be identified by name.</p>
<p>Willingness to be interviewed by media</p>	<p>There may be media interest in these workshops – some participants (min 20%) to be willing to be interviewed if requested.</p>
<p>Technology requirements for online</p>	<p>To create a shared experience participants will need to have exclusive access to a computer (lap top or desktop) or a tablet with a camera and microphone for the workshops and Reflection tasks and have reliable access to broadband wifi/ 4g/5g</p>

engagement

network.

Preferably the participants can identify a quiet space at home to take part, but some background home life is fine (family members passing by, dogs etc).

Tech tryouts and being able to contact HVM on the day if there are any tech issues means participants should be willing to be contacted directly by HVM to help the process run smoothly.

**Agreement to Which?
Privacy Notice**

Because the Reflection element of the project will be complete by participants using Which?'s research platform Recollective, participants will need to agree to Which?'s privacy notice: <https://www.which.co.uk/help/our-policies-and-standards/1975/which-privacy-notice>

Recruitment Breakdown by Location

		Northern England	South Wales	Northern Ireland	East Coast Scotland	Southern England
Gender	Male	9	10	11	9	10
	Female	10	11	8	9	10
Age	18-24	3	3	2	1	2
	25-35	5	4	4	4	8
	36-46	3	7	5	5	2
	47-59	44	3	6	4	3
	60-69	3	4	2	2	2
	70+	1	0		2	2
Ethnicity	White	17	18	17	16	18
	Black/African/Caribbean /Black British	2	0	0	2	0
	Mixed/ Multiple ethnic group	0	2	0	0	0
	Asian/ Asian British	0	1	2	0	2
Disability	Yes	4	4	3	2	2
	No	15	17	15	16	18
	Prefer not to say	0	0	1	0	0
Current working status and type	Employed	12	12	12	10	11
	Self-employed	2	2	3	0	4
	Retired	1	2	2	2	3
	Unemployed	2	2	0	2	1
	Furloughed	0	1	0	1	0
	Homemaker	1	0	0	0	0
	Student	1	1	2	3	1
Socio-economic groups	A	0	0	0	0	0
	B	3	3	5	4	5

	C1	7	7	7	5	7
	C2	3	2	4	3	5
	D	5	5	1	4	2
	E	1	2	2	2	1
Brexit preference	Remain	5	10	8	7	10
	Leave	8	7	6	5	6
	Didn't vote	5	2	4	6	0
	Not eligible to vote at the time	1	2	1	0	4
Urban/ Rural	Urban	7	10	8	8	5
	Suburban	10	7	5	6	10
	Rural	2	4	6	4	5

Discussion Guides: Southern England

Workshop 1

Agenda	Process	Expected outcomes
Welcome & introductions	<p>Warm welcome to the first workshop, setting the tone for the session:</p> <p>LF: Hello and welcome to this first of four workshops about the trade deals the UK is making. For the next few minutes, I'll be sharing some information to help you settle in and understand what's going on and introduce the facilitation team who'll be with you throughout.</p>	<p>Everyone knows the facilitation team and specialists in the room and why; and their roles and responsibilities in the time we are together.</p>
Process, Agenda, Ground rules	<p>Explain the overall process of workshops and reflection tasks, agenda for this evening and ground rules</p> <p>Describe overall process Describe tonight Guidance for virtual workshops Ground rules for how we work together</p>	<p>Understand what is happening, when and what's expected when taking part in this virtual space.</p>
Menti Vote	<p>Introduce first use of Menti voting</p> <p>Q1: What 3 words come to mind when you think about the word: Trade? Q2: To what extent does trade affect your life? Q3: To what extent has the COVID-19 crisis changed your awareness of worldwide trade? Q4: Tell us one thing about yourself LF: Summarises where we get with the responses.</p>	<p>Baseline understanding on awareness and views on trade</p>
Which? Introduction	<p>Which? introduces the purpose of the workshops and tasks, why now, COVID-19 impact and the big question:</p> <p>What matters to people about the consumer aspects of trade deals when the</p>	<p>Know why Which? is running these workshops</p>

Agenda	Process	Expected outcomes
	<p>risks and benefits are explained?</p> <p>LF: we will now be moving into our first small group discussions, where we will get to know each other and talk about why Which? are doing this work.</p>	
<p>Small group introductions & first discussions on trade</p>	<p>Everyone to introduce themselves and discuss what we know about trade.</p> <p>Q1: What have we learnt about trade from the things we chose? Q2: What else do we know about trade and how it affects our lives?</p> <p>Group discussion, asking participants to build on each other's contributions.</p> <p>Move to plenary.</p>	<p>Participants know each other in small groups and discuss first impressions on trade</p>
<p>What we trade?</p>	<p>Video presentation: David Henig, director of European Centre for International Political Economy.</p> <p>Follow up point by Sue Davies Which?: Importance of making trade deals with other countries outside the EU, when our EU trade deal is uncertain.</p>	<p>Basic understanding of what the UK trades with who</p>
<p>Break</p>	<p>Small group discussions on what we trade:</p> <p>Ask participants to open Workshop 1 Envelope and use the What We Trade Summary to help discussions later on. Show pp slides showing what we import/export goods & services.</p> <p>Q3: What surprised us about what we trade? If services not raised: what are your thoughts on the services that we trade?</p> <p>Q4: What questions do we have about what we trade? Also use chat function to gather questions</p>	<p>Explore thoughts around what UK trades</p>

Agenda	Process	Expected outcomes
	<p>Facilitators use answers from previous workshops to answer questions where possible and encourage others.</p> <p>Return to plenary.</p>	
<p>Why we trade & how trade deals are made</p>	<p>LF introduces presentation on: Why we trade and how trade deals are made (facts of life).</p>	<p>Understand the reasons for trading and how deals are made</p>
<p>Small group discussions on why we trade, how deals are made</p>	<p>Small group discussions on what we've heard this evening</p> <p>Chris talked about two things: impact of trade on life in the UK and how trade deals are made.</p> <p>Q5: Starting with the impact of trade on the UK: what did you hear that was most interesting to you?</p> <p>Q6: What did you hear that was news to you about how trade negotiations work?</p> <p>Prompts:</p> <p>5-7 years to do deal</p> <p>Tariffs</p> <p>Non-tariff barriers: regulations</p> <p>Trade objectives: US Export food of different standards/UK want to work in the US public sector including defence.</p> <p>In your packs are summaries of why we trade and how we trade, suggest you read through to help remind yourself of key points.</p> <p>Return to plenary.</p>	<p>Explore thoughts about why we trade and how deals are made.</p>

Agenda	Process	Expected outcomes
Introducing online homework space	Introduce the online space: you can view extra material that we aren't showing in the workshops, go back and view the videos we've shown and some other short activities. There will be new tasks after each workshop.	Know what's expected of reflection tasks
	Time for participants to ask any follow up questions about the process or the evening.	Allows participants space to raise any points before they sign off.

Workshop 2

Agenda	Process	Expected outcomes				
<p>Welcome, introductions & agenda</p>	<p>Warm welcome back to the second workshop.</p> <p>LF: Here's a reminder of the question we are exploring during these workshops. Here's the plan for this morning.</p> <p>Go to www.menti.com and enter the code on the screen</p> <p>What did you find most interesting from workshop 1?</p>	<p>Everyone knows the facilitation team and specialists in the room and why</p>				
<p>Reflection Tasks review</p>	<p>Small group discussions building on reflection tasks. Groupings from W1.</p> <p>Q1: What were the positive and negative impacts of trade that you heard from the video animations?</p> <table border="0"> <tr> <td>Positive</td> <td>Negative</td> </tr> <tr> <td>E.g. choice</td> <td>e.g. business closures</td> </tr> </table>	Positive	Negative	E.g. choice	e.g. business closures	<p>Opportunity to reflect on what we've learnt so far</p>
Positive	Negative					
E.g. choice	e.g. business closures					
<p>Introduction to Country Trade Briefings</p>	<p>Introduction to the Country Trade briefings:</p> <p>LF: The Government has stated it wants to "deepen trade and investment relationships with like-minded partners" and has chosen to start with these countries:</p> <p>USA Australia/New Zealand Japan</p> <p>All these countries have been chosen because of factors including the size of their economies, the amount of trade they do with the UK, and the opportunity to increase the amount of trade we do.</p> <p>Overall, the Government believes trade deals with these countries will benefit the</p>	<p>Know why we are looking at these countries and how.</p>				

Agenda	Process	Expected outcomes
	<p>economy by bringing investment, better jobs, higher wages and lower prices.</p> <p>With Japan, the Government has just agreed a deal in principle – the details of which will be published soon but is expected to include greater protection for regional food labels e.g. Wensleydale and Welsh Lamb and reduced tariffs on car parts for e.g. Nissan production in the UK.</p> <p>The UK does not have a trade deal with US / Aus and NZ so it provides a totally new opportunity.</p> <p>In this workshop we will hear about and discuss trade deals with the USA and Australia & New Zealand. You will hear about Japan in the homework task.</p> <p>Please take notes during the briefings of any questions or thoughts you have.</p> <p>Move to small groups.</p>	
<p>Country Trade Briefing: Australia/ NZ Video</p>	<p>Aus/NZ Video Presentation: The video is about 10 mins, but we will look at it in two chunks and discuss what we've heard.</p> <p>Video:</p> <ul style="list-style-type: none"> Size of trade with Aus/NZ Goods & services traded NZ/Aus objectives <p>Q8: What was news to us about what we trade with Aus/NZ?</p> <p>Q9: What did we hear about Aus/NZ objectives for trading with the UK?</p> <p>RESTART VIDEO:</p>	<p>Understand the key points of the Australia/NZ /UK trade negotiations</p>

Agenda	Process	Expected outcomes
	<p>UK Objectives for trade deals: Aus / NZ</p> <p>Alignments and differences</p> <p>Q10: What objectives does the UK want from a trade deal with Aus/NZ?</p> <p>Let's look at the Aus/NZ summary.</p> <p>Q11: So, given all that we've heard and read, what questions/reflections do we have about making a trade deal with the AUS/NZ?</p> <p>Q12: What did we hear about these trade deals that we thought was good?</p> <p>For us as consumers</p> <p>For us as a country?</p> <p>Q13: What things did hear that we thought could be negative?</p> <p>For us as consumers</p> <p>For us as a country?</p> <p>Return to plenary.</p>	
Break	<p>USA Video Presentation:</p> <p>Size of US economy & what it exports</p> <p>UK's largest country trading partner</p> <p>Goods & services traded</p> <p>Q2: What is news to us about what we trade with the US?</p> <p>RESTART VIDEO:</p> <p>Trade negotiation status</p>	<p>Understand the key points of the USA/UK trade negotiations</p>

Agenda	Process	Expected outcomes
	<p>US objectives</p> <p>Q3: What are the objectives that the US wants from a trade deal with us? RESTART VIDEO UK objectives Summary</p> <p>Q4: What are the objectives that the UK wants from a trade deal with the USA? Let's open our workshop pack for today and look at the USA summary inside.</p> <p>Q5: So, given all that we've heard and read, what questions/reflections do we have about making a trade deal with the USA?</p> <p>Q6: What did we hear about this trade deal that we thought was positive? For us as consumers For us as a country?</p> <p>Q7: What did we hear that we thought could be negative? For us as consumers For us as a country?</p>	
<p>Round up on what we heard from both countries</p>	<p>Q14: What are the kinds of give and take or trade-offs we might expect to face when negotiating with USA and Aus/NZ? Prompt if necessary, for example: if we block US meat products, the US may not lower tariffs on UK food products or the high tariffs on UK cars What we buy/choice, economic, environmental?</p>	<p>Deliberate on implications of trade objectives of different countries.</p>

Agenda	Process	Expected outcomes
<p>Menti and What's next</p>	<p>Return to plenary</p> <p>Menti Vote: Go to www.menti.com.</p> <p>What 3 words come to mind when you think about the word: Trade?</p> <p>Before our next workshop we'd like you to watch a third video on trade with Japan and also share your thoughts on a short video giving a range of views on what we might want trade deals to deliver.</p>	<p>Understand the next reflection task</p>
<p>Close</p>		

Workshop 3

Agenda	Process	Expected outcomes
<p>Welcome, introductions & agenda</p>	<p>Warm welcome back to the third workshop. We have the same team from Which? and HVM.</p> <p>Here's a reminder of our overall question.... Over the past two workshops we've looked at what we trade and why and different countries.</p> <p>Tonight, we'll start by talking about our homework tasks: Japan and what we want trade deals to deliver. Then we will be using what we've learnt so far to explore the trade issues around food and cars.</p>	<p>Everyone knows the facilitation team and specialists in the room and why</p>
<p>Reflection Tasks review</p>	<p>Welcome new group: quick introductions: Name and one thing about ourselves we'd like to share</p> <p>Q1: Pros and cons of trade deal with Japan? Q2: Reasons why?</p> <p>What we want trade deals to deliver? Video: Draw on Recollective responses to probe</p> <p>Q: 3 From what you heard in the video – which opinions did you find most compelling when thinking about what trade deals should deliver?</p>	<p>Opportunity to reflect on homework and the different potential impacts of trade deals</p>
<p>Bringing Trade to Life Intro: Food</p>	<p>LF introduces Introduction to Food & Trade Video</p> <p>In this video we hear from five organisations with an interest in trade and food: We'll hear from Which? The Fair Trade Foundation, The National Farmers Union, the think tank Chatham House and the British Retail Consortium.</p>	<p>Understand the key issues around food and trade deals</p>

Agenda	Process	Expected outcomes
	<p>Q4. Having watched the video: take a couple of minutes to gather your thoughts and note down the four/five most important trade implications for food that you heard.</p> <p>Facilitator to note four points for each participant Note similarities & differences and discuss with the group 4a. why they are important. 4b. do they differ when we think about different factors such as environment / affordability / jobs?</p> <p>Use Food Summary Sheet in Trade Pack to prompt conversation if helpful.</p> <p>We've heard that tariffs and standards are two of the biggest food trade issues...</p> <p>Q5: Let's take a moment to review this summary of different food standards</p> <p>Which are the differences in standards that stood out most to you? Why? Which are most important to maintain when we leave the EU? Are there other standards we should adopt?</p> <p>Q6: In summary, do you want trade deals to open our supermarket shelves, cafes & takeaways to cheaper foods produced to different standards? Why/why not? 1 reason per participant</p>	<p>Gather views on implications of trade on food & views on standards</p>
Break		
<p>Bringing Trade to Life Cars</p>	<p>Presentation on Bringing trade to life: Cars</p> <p>We are now looking at a how our biggest import and exported good: cars, is influenced by trade deals. We'll be discussing how trade deals influence what's available to us in the UK, at what cost and the safety standards in our small groups afterwards, so use your pen and paper to make a note of any comments/questions.</p>	<p>Understand the impacts of trade on the cars available to us</p>

Agenda	Process	Expected outcomes
<p>Bringing Trade to Life: Small group discussion: Cars</p>	<p>Q7: Take a couple of minutes to note down the 2-3 most important trade implications for cars that you heard from the video: Facilitator to note 2-3 points for each participant Note similarities & differences and discuss with the group. Why they are important?</p> <p>Q8: Given all of our discussions today about standards: Where would we put ourselves on this 'Sally'- 'Simon' scale? Why?</p>	
<p>Menti</p>	<p>Menti Vote: Go to www.menti.com.</p> <p>Thinking about our question: 'what matters most to consumers about the UK's trade deals with the risks and opportunities are explained?' What are the risks that matter most to you from what you've heard so far during the workshops/homework? What are the opportunities that appeal most to you from what you've heard so far? Who would you most want on the UK's trade negotiating team? (Location specific celebrities).</p>	
<p>What's next</p>	<p>LF: Our final workshop is this Sunday 10-12 and 2-4pm. Before we meet then we'd like you to look at the summaries of what other groups discussed in their bringing trade to life sessions, an introduction to digital trade and a short video on how toiletries can be influenced by trade deals.</p>	
<p>Close</p>		

Workshop 4A

Agenda	Process	Expected outcomes
<p>Welcome, introductions & agenda</p>	<p>LF: Warm welcome back to our fourth and final workshop on the UK's trade deals which is being run in two parts today. Question Reminder</p> <p>We have the same team from Which? and HVM to support discussions.</p> <p>Over the past three workshops we've looked at what we trade, with who and why and how that relates to everyday products. Today, we'll start by exploring another dimension of trade deals – digital. We'll then spend time working together on our priorities and what matters to us as consumers about trade deals.</p> <p>Let's start by discussing what we thought of our reflection tasks.</p>	<p>Everyone knows the facilitation team</p>
<p>Reflection Tasks review</p>	<p>Small group discussions building on reflection task: W3 group discussion headline findings on food and products:</p> <p>Small groups same as W1.</p> <p>Q1: What different thinking was sparked by reading the discussions from other groups on trade deals around food and cars?</p> <p>Prompts as necessary:</p> <ul style="list-style-type: none"> Similarities Difference Additional thoughts? <p>Q2: What was the key issue for you raised in the new video on toiletries and trade?</p> <p>What role should trade deals play in product standards?</p>	<p>Opportunity to reflect on what other groups thoughts on trade issues relevant to food/cars/toiletries</p>

Agenda	Process	Expected outcomes
<p>Digital aspects of trade deals: what can consumers expect</p>	<p>LF introduces video on digital aspects of trade: The video will be a reminder of the digital video reviewed in HW3.</p> <p>We'll be discussing what we've heard in our small groups afterwards, so make a note of any comments/ questions.</p>	<p>Understand the key issues related to the digital aspects of trade deals</p>
<p>Digital aspects of trade deals: small group discussions</p>	<p>Small group discussion: key issues, opportunities and risks of digital aspects of trade</p> <p>Run through the key points in the Summary of Digital Trade and then ask...</p> <p>Q3: What are the key issues for you from what we heard about digital aspects of trade?</p> <p>Prompt as necessary</p> <p>What are the opportunities?</p> <p>What are the risks?</p> <p>So, what are some of the trade-offs e.g.:</p> <p>Data Privacy vs Limiting access</p> <p>Consumer protections vs Targeting cost of goods/services</p> <p>Note for facilitators if participants mention protecting personal data vs freer sharing of online behaviour data: you can't protect some data in a more robust way and have different rules about other data. So, if people want control over how <i>any</i> of their data is used + stored, that applies to everything.</p> <p>Q4: How do you feel about trading your digital rights with another country to enable access to a different range of products and services?</p>	<p>Gather views on risks and opportunities related to digital aspects of deals</p>

Agenda	Process	Expected outcomes
<p>Break</p>	<p>Begin to gather our thoughts on priorities for Government</p> <p>Small group discussion:</p> <p>Pulling together a trade Dossier of Evidence: Time to revisit summaries and gather the information most relevant to the question: what matters to people about the consumer aspects of trade deals etc. from...</p> <p>Let's take 5minutes to individually review our trade summary sheets: suggest start with W1 summaries.</p> <p>What information is important for us to have front of mind as we develop out priorities?</p> <p>W1: What we trade & why? <i>e.g. Amount of services we trade, difference between and FTA and WTO trading</i></p> <p>W2: Country specific trade deals <i>e.g. Size of US as a trading partner?</i> <i>Unique opportunities from Japan/USA/Aus/NZ?</i></p> <p>W3: Food, other products & digital <i>e.g. Different standards/impacts?</i></p> <p>This a summary of the kinds of trade-offs we are likely to face: what do we need to factor into our priorities?</p>	<p>Prevent recency affect and refresh memories of topics raised at previous workshop</p>
<p>Big Picture Task: What matters to me/country/</p>	<p>F: introduces two-part task: What matters to me and 3 Gs.</p> <p>F: For this first part, you'll work on your own. We'd like you to add your thoughts on the template What matters about trade deals to: Me/my family? (primarily you as a consumer rather than e.g. a business person)</p>	<p>Identify the values that should drive trade deals and start to rank priorities by importance: guarantee through to less important.</p>

Agenda	Process	Expected outcomes
<p>world & 3 Gs</p>	<p>The UK? The world? Think about food/products/digital we've discussed. Participants briefly share one point each from me/uk/world.</p> <p>We will now come together to share thoughts and create a summary of points on:</p> <p>Guarantee Give away Good to have (use for areas where there are less strong views) Prompt: How, if at all, do these points change if we think about them in relation to food/products/digital? We'll share our thoughts with the rest of the group after lunch – who'd like to talk to it?</p>	
<p>Lunch Break</p>		<p>A break from the screen, participants return refreshed.</p>

Workshop 4b

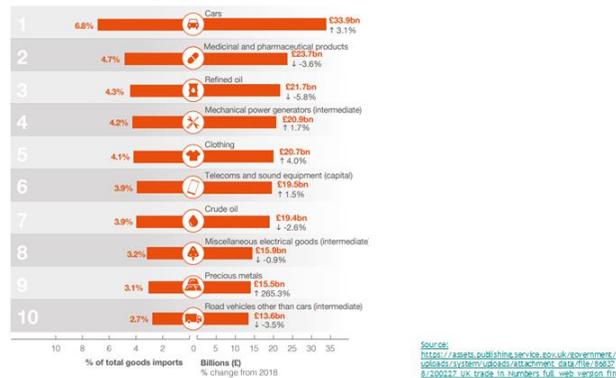
Agenda	Process	Expected outcomes
Welcome back	Welcome back to our final session. A reminder of the afternoon's agenda: developing considerations and priorities to inform Which's campaign to government.	Participants ready to work together
Big Picture Task: sharing group work	LF invites the three small groups to share their Guarantees / Good to have / give away slides If time: invite comments/observations	Hear range of views across the group on values and what's important
Introduction to final deliberations	Explain final task: building on our work together throughout the workshops and reflection tasks and Big Picture Task: develop a set of priorities (max 5) on what matters to consumers about the UK's trade deals, understanding the risks and benefits involved.	Understand how to develop final priorities

Agenda	Process	Expected outcomes
<p>Final deliberations: small group discussions: creating a set of trade negotiation priorities for government</p>	<p>Allow time for personal reflection if right for your group to develop 5 priorities.</p> <p>Q: Our trade deals must deliver</p> <p>As a group, we will now create 5 priorities</p> <p>Work on priorities & because</p> <p>Our trade deal should deliver this...</p> <p>Because....</p> <p>Prompts:</p> <p>Focus can be on particular products/services and countries/regions</p> <p>What matters to us particularly in S. Wales?</p> <p>Reminder of summary of trade-offs to consider</p> <p>Finalise priorities template and highlight key points to share after the break and who from group will share.</p> <p>Return to Plenary</p>	<p>Final priorities on what matters to consumers about trade deals developed</p>
<p>Break</p>		
<p>Small groups share priorities</p>	<p>LF invites the three small groups to make 5min presentations on final deliberations to Which? highlighting their priorities.</p>	

Agenda	Process	Expected outcomes
<p>Thank you and what happens next</p>	<p>LF and Which? thank participants for their time and commitment in taking part.</p> <p>Explain what Which? and HVM will do with your inputs, how to feedback on the process and how to stay in touch.</p> <p>Menti Vote: Go to www.menti.com.</p> <p>Three words about trade</p> <p>One final thought you'd like share with the UK's trade negotiators.</p>	<p>Understand how this process will feed into Which?'s campaign work on trade</p>
<p>Close</p>	<p>Thank you everyone and goodbye.</p>	

Written materials presented to participants during workshop 1

What goods does the UK import (buy in)? Top 10 goods: 2020



Which? 5 23 October 2020

What services does the UK import from other countries?

★ Top 5 services imports in the year ending March 2020, seasonally adjusted:

Rank	Type of service	£ billion	% of total services imports
1	Other business services	81.3	37.0%
2	Travel services	53.4	24.3%
3	Transport services	25.3	11.5%
4	Financial services	19.6	8.9%
5	Intellectual property	12.8	5.8%
Total services imports		219.6	100.0%

Source: [ONS Balance of Payments: Quarter 1 \(Jan to Mar\) 2020](https://www.ons.gov.uk/balance-of-payments), next release: [ONS Balance of Payments: Quarter 2 \(Apr to Jun\) 2020](https://www.ons.gov.uk/balance-of-payments).

Which? 6 23 October 2020

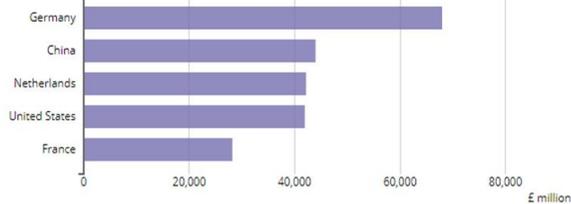
Source for slide 1:

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/868378/200227_UK_trade_in_Numbers_full_web_version_final.pdf

Source for slide 2: DIT's Trade and Investment Core Statistics Book, version as of 7 July 2020

Where does the UK import goods from ?

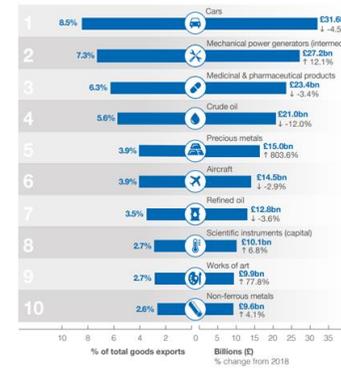
UK's top trading partners



Source: ONS
<https://www.ons.gov.uk/economy/nationalaccounts/balanceofpayments/bulletins/uktrade/april2019>

Which 7 23 October 2020

What goods does the UK export (sell) to other countries? Top 10 2019



Source: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/868378/200227_UK_trade_in_Numbers_full_web_version_final.pdf

Which 8 23 October 2020

What services does the UK export (sell) to other countries?

★ Top 5 services exports in the year to March 2020, seasonally adjusted

Rank	Type of service	£ billion	% of total services exports
1	Other business services	114.1	35.0%
2	Financial services	64.1	19.7%
3	Travel services	36.9	11.3%
4	Transport services	30.5	9.4%
5	Telecommunication, computer and information	23.1	7.1%
Total services exports		325.7	100.0%

Source: ONS Balance of Payments: Quarter 1 (Jan to Mar) 2020, next release: ONS Balance of Payments: Quarter 2 (Apr to Jun) 2020

Which 9 23 October 2020

Source for slide 3:

<https://www.ons.gov.uk/economy/nationalaccounts/balanceofpayments/bulletins/uktrade/april2019>

Source for slide 4:

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/868378/200227_UK_trade_in_Numbers_full_web_version_final.pdf

Source for slide 5: Source for slide 2: DIT's Trade and Investment Core Statistics Book, version as of 7th July 2020

Participant trade pack – Southern England



**NATIONAL
TRADE
CONVERSATION**

Southern England

Welcome

To the Which? National Trade Conversation!

Thank you very much for agreeing to take part in these workshops, organised by the Consumers Association Which? and delivered in partnership with the researchers Hopkins Van Mil.

This guide will help you prepare for, join and take part in the online workshops and reflection tasks.

Please read it through before the first workshop and if you have any questions, please contact Hopkins Van Mil: info@hopkinsvanmil.co.uk





Southern England

10. Glossary of key terms

- **CPTPP** - The Comprehensive and Progressive Agreement for Trans-Pacific Partnership, also known as TPP11, is a trade agreement between Australia, Brunei, Canada, Chile, Japan, Malaysia, Mexico, New Zealand, Peru, Singapore, and Vietnam.
- **Customs union** - An agreement under which two or more countries agree not to impose taxes on imported goods from one another and to apply a common tariff on goods imported from countries not party to the agreement. A famous example is the European Union (EU).
- **Department of International Trade** - Government department responsible for striking and extending trade agreements between the United Kingdom and non EU states, as well as for encouraging foreign investment and export trade.
- **Digital Trade** - While there is no single recognised and accepted definition of digital trade, there is a growing consensus that it includes digitally-enabled transactions of trade in goods and services that can either be digitally or physically delivered, and that involve consumers, firms, and governments.
- **Exports** - Sales of goods and services from one country to another.
- **Free trade agreement (FTA)** - An agreement between countries that removes tariffs and other restrictions on "substantially all" goods traded between them. These agreements differ from customs unions in that countries remove tariffs on goods traded between them but do not adopt the same tariffs on goods imported from other countries.
- **Goods** - Materials or products, such as consumer goods - e.g. clothes, cars, food, appliances.
- **Imports** - Goods (or services) brought into a country from another
- **Most favoured nation (MFN)** - Under WTO rules, countries cannot normally discriminate between their trading partner countries, such as granting a lower customs duty rate or tariff for one of their products, unless they have a trade agreement in place. All countries have to be treated the same and are subject to the same list of tariffs.

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Southern England

Glossary of key terms (cont.)

- **Non tariff barrier** - Any measure, other than a customs tariff, that acts as a barrier to international trade. These include: regulation, rules of origin, customs checks and quotas.
- **Quotas** - Rules that limit the amount of a certain product that can be imported from or into a market.
- **Regulations** - Any rules set in law which dictate how a product can be manufactured, handled, or advertised. Regulations can also cover the standards applied to services.
- **Regulatory alignment** - The degree to which UK and other countries' rules governing trade in goods and services will be the same or similar in future.
- **Rules of origin** - Rules which specify how much of a product has to originate within a particular country for it to be considered to come from there. For example, what proportion of the parts in a UK car have to come from the UK for it to be considered a UK produced car.
- **Services** - The sale and delivery of intangible products. This can take several forms in trade.
- **Tariff** - A tax imposed by one country on the goods and services imported from another country.
- **Trade balance** - The difference between exports and imports.
- **Trade bloc** - An agreement between countries intended to reduce or remove barriers to trade within member countries. Frequently, but not always, those countries are geographically close, e.g. the European Economic Community.
- **Trade deficit** - When the value of a country's imports exceeds its exports.
- **Trade surplus** - When the value of a country's exports exceeds its imports.
- **TTIP** - The Transatlantic Trade and Investment Partnership was a proposed trade agreement between the European Union and the United States, with the aim of promoting trade and multilateral economic growth, which was not agreed.
- **WTO** - The World Trade Organisation governs international trade between its members. This includes the rules under which countries trade with each other where they do not have a trade agreement.

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In this section of the binder you will find an envelope of materials for each workshop. Please open each envelope when your facilitator asks you to on the day of the workshop.

Workshop activity packs



What we trade summary

The UK consistently **imports more** than it exports.

The UK **imports** a lot of its consumer products from overseas, for example clothing and consumer electronics.

The **top 3 goods¹** imports include cars, medicinal and pharmaceutical products, and machinery/generators.



The **top 3 services imported** are travel, transport and 'other services' which include legal services.

In 2019, the share of **UK imports coming from the EU** was 51.4%

The USA is the top single country from which we import and to which we export. This is followed by Germany, the Netherlands, France and China.



The UK **trades more services** than most other economies. In 2019, services made up 46.8% of total **UK exports of services**.

The **top 3 services exported** are travel, financial and 'other services' which include legal services.



The **top 3 goods exports** also include cars, and machinery/generators, and medicinal/pharmaceutical products.

The share of **exports to non EU countries** was 57.7%.



¹ Top goods in terms of value



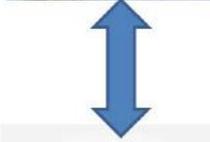
Why we trade summary

The UK is an import and export economy – **it needs to do both.**

Trade has changed a lot over the years.

There is more trade of services, many delivered digitally. We import a lot of materials and parts from all over the world, so that we can assemble them here in the UK, add value to them and export them out. **This is why we import to export!**

It is difficult to be totally self sufficient as a nation and so trade allows us to buy in things we find it difficult to produce efficiently.



Trade also allows us to sell things we excel at, and means other countries can buy goods and services from the UK which they find difficult to produce.



Trading can improve people's living standards through greater choice of both goods and services and through better prices that competition can bring.

Trade can be a driver of growth and prosperity in both the UK and world economy, contribute to global stability and security, as well as increase the UK's influence globally.

Having a range of international trading partners helps us be less reliant on one or two suppliers – who wants just one type of coffee from one place?!

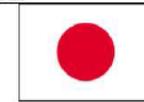


How we trade summary

Until December 31st 2020 the UK is still part of the EU's Customs Union, and remains part of trade deals negotiated by the EU.

When the transition period ends on the 31st December 2020, the UK has already agreed to carry over 20 trade deals with countries all over the world such as Chile and Israel.

The UK wants to carry over recent trade deals agreed with Japan and Canada but that requires new negotiations.



Talks are active with both countries to try to agree this.

When the transition period is over, the UK hopes to have negotiated trade agreements with partners not currently party to a trade agreement with the EU like the USA, New Zealand and Australia.



If deals are not negotiated by the end of the transition period, the UK would trade with these countries as an independent member of the World Trade Organisation (WTO) under its rules for how trade is carried out.



The UK would prefer to negotiate its own free trade agreements (FTAs) rather than default to WTO rules as they will be able to get more preferential terms and be able to remove more barriers that cause friction in trade.

All trade deals involve some give and take around tariffs, standards, regulations and other specifications. They are so technical they can take between 5-7 years to agree.



NATIONAL
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Southern England

Australia/New Zealand Summary

The UK, Australia and New Zealand are already important economic partners. In 2019, UK businesses traded **£21 billion worth in goods and services**

 <p>Both Australia and New Zealand have historic ties with the UK as part of the Commonwealth.</p> <p>The UK's trade with the Commonwealth is heavily concentrated on a small number of countries, one of which being Australia. UK exports to Australia were worth £11.6bn in 2019 – and £1.7bn for New Zealand.</p>	 <p>Main goods UK imported from New Zealand</p> <ul style="list-style-type: none"> • Meat • Wine • Fruit • Some machinery • Eggs • Honey • Wool 	<p>Main goods UK exports to New Zealand</p> <ul style="list-style-type: none"> • Vehicles and parts • Machinery • Pharmaceuticals
 <p>Main goods UK imported from Australia</p> <ul style="list-style-type: none"> • Alcoholic beverages (mainly wine) • Lead • Pearls and Gems 	<p>Main goods UK exports to Australia</p> <ul style="list-style-type: none"> • Motor vehicles • Medicaments • Alcoholic beverages 	<p>The trade priorities for the UK in the New Zealand deal include:</p> <p>Australia wants:</p> <ul style="list-style-type: none"> • Removal of tariffs on products such as wine • Higher standard rules on digital trade • Reduce barriers to trade and costs <p>New Zealand wants:</p> <ul style="list-style-type: none"> • Reduces/removal of tariffs on products such as kiwifruit, Manuka honey, seafood, wine, meat and dairy exports
<p>The trade priorities for the UK in the Australia deal include:</p> <ul style="list-style-type: none"> • Increase the resilience of our supply chains • Increase UK exports to Australia by £1 billion a year • Mutually beneficial reduction of tariffs • To strengthen the partnership focusing on technology, innovation and research and development • Removal of trade restrictive measures (e.g. regulation), while upholding the safety and quality 		<p>The trade priorities for the UK in the New Zealand deal include:</p> <ul style="list-style-type: none"> • Tariffs reduced/removed • Simplify customs processes • Promote effective protection of UK geographical indications (items named after where they are made, such as a Cornish pasty or Jersey royal potatoes) • Secure cutting-edge provisions that maximise the opportunities for digital trade. • Greater accessibility and connectivity for businesses and consumers.

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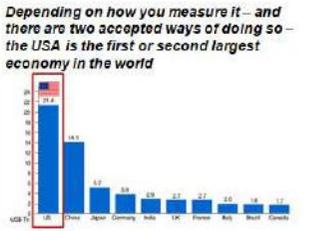


NATIONAL
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Southern England

USA Summary

Depending on how you measure it – and there are two accepted ways of doing so – the USA is the first or second largest economy in the world



U.S. imports & Exports

IMPORTS \$3.4 trillion EXPORTS \$2.6 trillion



The USA is the UK largest trading partner, accounting for a fifth of UK exports and 13% of imports in 2019.

£20 billion worth of goods and services were traded in 2019



There are many goods that the UK and USA trade. The top goods imported and exported include:

UK exports to the US

- Machinery and electrical equipment
- Chemicals
- Vehicles



UK imports to the US

- Machinery and electrical equipment
- Vehicles
- Pearls and precious materials



The US wants:

- Food: freedom to import any and all US products into the UK
- Technology: ability to import new US technologies without restrictions
- Data: new rules securing the free flow of data across borders
- Services: greater freedoms for US companies to operate in the UK's service sector
- Clothing and apparel: duty free access for US goods



The UK wants:

- Food and farming: lower US tariffs on UK produce.
- Manufacturing and cars: lowering of tariffs, which are currently high.
- Digital Economy: a place at the table shaping global rules on data flows, block chain and quantum computing.
- The NHS, food standards and animal welfare: an understanding that these are not on the negotiating table.



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Japan Summary

Japan is currently the UK's fourth largest non-EU export market (11th when including EU countries). In 2019, trade between the two countries...



The top import and export between the two countries is cars, with Japan being the UK's second largest source of imported cars. Other imports and exports include:



The Japan-EU FTA started in February 2019 and was nicknamed the 'cars for cheese' deal. The UK was unable to roll this existing trade deal over, so a new deal is being negotiated.



The UK hopes a free trade agreement with Japan will help it to eventually join the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP).



Japan is yet to release their objectives for the new deal. The UK's priorities for the trade deal include:

- Promote accessibility and connectivity for UK consumers
- Promote effective cooperation between enforcement agencies
- Secure broad reduction of tariffs
- Easier customs procedures at the border and regulations that restrict trade in goods to be made simpler
- Easier for UK agri-foods goods to be sold in Japan
- To secure ambitious commitments so that UK services providers have access to the Japanese market



Food Summary: Why do trade deals matter when it comes to food?

The UK produces about half (53%) the food it consumes. We need to trade in food.

Currently, the EU is our biggest trading partner for food. Countries like the USA, New Zealand and Australia, in particular, have agri-food products they want to sell us.

We can't produce everything we need and we want access to a variety of foods and ingredients we like all year round.



A lot of the food we import comes in the form of ingredients. You cannot always tell where your food comes from and how it was made.

Trade negotiations can determine:

- The choice and availability of foods
- The price of foods
- The environmental, quality/safety, social/ethical standards foods are produced to
- The future of the UK farming industry and the look of rural landscapes.



Securing imports from across a range of countries might help insulate us against disruptions to supply chains.

More resilient and sustainable suppliers are those we invest in and pay decent prices for.

Can our farmers compete against imported foods made to lower production and welfare standards?

Key issues will be whether we lower tariffs/ taxes on whole foods and ingredients to allow greater choice – and how this then affects domestic producers. But also whether we compromise on our standards/ food controls to allow access to foods from other countries that don't routinely follow the same practices. Food will also be negotiated along with other issues on the table – so the UK may be seeking access for financial services firms, while the US may see access for its food and agricultural products as a condition for this. It will all come down to what is prioritised.



Do you want trade deals to open our supermarkets shelves, cafes and takeaways to cheaper foods produced to different standards?



Food standards summary

Issue	What's the difference	Why?
Beef hormones	US, Australia and New Zealand permit beef to be produced using growth promoting hormones which are banned in the UK and EU. The faster weight gain the hormones encourage reduces feed costs.	It comes down to a difference in opinion about the relative risks and benefits of the chemical, and what is considered an acceptable cancer risk for consumers. Some people also feel uncomfortable eating beef produced in this way.
Protected food names	Some countries (e.g. US, Canada) don't recognise the protected names that we give cheeses, such as stilton. They also think that parmesan cheese or feta cheese should for example be able to be produced in the US, rather than Italy or Greece and called the same name.	This is because they don't have the same approach the UK and EU have taken that are called 'protected geographic indications'.
Raw milk cheeses	The US has a ban on unpasteurised cheeses, unlike in the UK where they are allowed to be sold, but have to be labelled as such.	This is because the US takes a stricter approach to the risk of Listeria, a type of food poisoning bacteria. This is more commonly found in unpasteurised cheeses (e.g. brie) than pasteurised ones.
Chlorine washes for chicken	The US permits certain end process treatments, such as chlorine washes, to be used at the end of chicken processing to kill off bacteria. These treatments are not allowed in the UK.	The US approach uses processes to reduce bacteria contaminating meat at the end of the production line. In the UK, there is a greater focus on putting controls in place to kill the bacteria at earlier stages in production, and there are worries that chlorine rinses could be a way of compensating for poor hygiene standards.
Pesticides	The USA has almost three times the number of active substances authorised for use as pesticides than in the UK because the authorisation process is less strict. Australia also allows thousands of substances to be used in pesticides that aren't permitted in the UK.	The UK approach is based on "the precautionary principle". If an active substance used as a pesticide is judged to be intrinsically dangerous – for instance by being able to cause cancer or causing pollution – then their use should be completely banned with no need for further assessment or a cut-off point. This is in contrast to the US and Australian approaches, which allow certain pesticides that do have these characteristics but limit on how much they can be used.



Cars Summary: Why do trade deals matter when it comes to cars?

Trade negotiations can determine:

- How much it costs UK consumers when purchasing cars that come from abroad
- How much it costs UK car manufacturers to import car parts to the UK from abroad
- Safety standards, environmental impact, energy efficiency and anti-theft standards of cars we import from abroad and how cars are approved as safe to be sold



Currently, we have strict regulation and standards when it comes to vehicles which are based on international standards.

How it previously worked

When the UK was part of the European Union customs union, there was no tariff to pay on cars and car parts imported and exported between the UK and other EU member states (such as France and Germany).

Cars imported into the UK and EU have a 10% tariff applied.

How it may work in the future

The UK is going to apply a new tariff for imported cars for countries that it doesn't have a trade deal with. This will be a 10% import tax on imported cars. The UK is not planning on apply a tariff rates to imported car parts.

Agreeing reductions in tariffs for cars will be particularly important in deals with countries such as Japan.

Cars are an important product to the UK's manufacturing base

- 1.24m cars were manufactured in the UK for export in 2018
- 8 out of 10 cars made in the UK are exported
- The UK exports to 160 markets worldwide. 52% of the UK's exported cars go to the EU

Differences in standards

Each country follows their own standards when producing cars. There are international standards but countries may adopt these differently. These differences apply to componentry, vehicle subsystems, and the underlying design of the vehicles. Trade deals can agree to recognise each other's standards – or may agree that both countries will follow the same international standards.

The key trade off: what matters most to us when purchasing cars?



Toiletries Summary: Why do trade deals matter when it comes to toiletries/cosmetics?

Trade negotiations can determine:

- Tariffs/price of toiletries and cosmetics
- The standards and regulations in place for the ingredients contained within the cosmetics
- Checks required on products when they are imported



Currently, we follow strict regulation and standards that were agreed while we were in the EU and are set out in UK legislation

Zero tariffs on cosmetics



Currently all the ingredients contained in cosmetics are rated at a zero tariff. New deals will determine if this remains the case and so could affect the price consumers pay.

Current law in the UK bans 1600 chemicals, whilst some other countries only ban 10!

The UK have strict regulation/standards for cosmetics, this includes: ingredients, responsibilities, labelling and animal testing. Other countries standards may be different to this. In the US for example there are fewer safety restrictions on ingredients that can be used. Laws can also treat products differently, e.g. sunscreen is seen as a cosmetic in the UK but a drug in the US and Australia. Trade deals may impact on the types of regulations we have and the standards we recognise here in the UK.

Animal testing is currently banned in the UK.

The cosmetics industry in the UK does not test on animals as there is an animal testing ban on finished products and ingredients. The US do require animal testing if there is an alternative, it is not prohibited however. Until 2020, China required animal testing for all cosmetic products; this requirement has now been relaxed, although China still requires animal testing for both imported and domestically produced 'special use' cosmetics.



The extent to which countries conduct independent oversight of the safety of cosmetics varies.

Generally, much more responsibility is left to businesses than is the case for food regulation, for example. In the UK, there is a specific requirement that a responsible person has to be appointed by the company and has to ensure an effective safety assessment. Whilst The US lacks consistent mandatory regulation on chemicals used in cosmetics across the whole of America.



Other factors which could be affected:

- Increases in international collaboration to agree points such as: ways to maintain safety, alternatives to animal testing (which is currently illegal in the UK)
- Resolve trade barriers allowing access for UK products to have easier access to other countries' markets.



Differences in enforcement of safety standards

The balance between how much oversight there is by public authorities – and what is left to businesses to address themselves can be different.

The key trade off: Do we maintain current standards do we need to compromise on these to enable more products from other countries to be imported or to get other things that we want in a trade deal



Digital Summary: Why do trade deals matter when it comes to digital trade?

Within modern trade agreements digital trade is becoming increasingly more important. As a result of this it is being included in a number of recent trade deals such as EU-Mexico, CPPTP, and the US-Mexico-Canada agreement



The government have large ambitions for digital trade, which have the potential to provide benefits for consumers, these include:

- Enabling easier trading of goods
- Easier transfer of services such as financial and legal services
- Shopping online and the information we get as consumers

Increased communications, allowing around 9 billion emails to be sent each day!

Data allows easier communication for both businesses and consumers. However this increases the risk of fraudulent emails. In 2016 these emails cost the UK consumers £10billion. Modern trade deals could have the potential to offer more robust consumer protections against this, if the government pushes for this in negotiations



UK currently has high levels of data privacy through the use of GDPR.

One aim is to ensure personal data is treated transparently, with high levels maintained even when passed across borders. However some countries have lower levels of regulation on things like data protection which could lead to data being shared e.g. when buying from an online market place.



Differences in consumer protection between countries

When buying online from other countries you may be unsure of the quality of your purchase until you receive it. The Government says it wants to maintain consumer protection when shopping online, however trade deals may impact this. Some countries (with lower protections) may want to put limits on the regulations in order to protect their businesses (eg. online platforms), meaning consumers may not have the online rights they do now.

Digital trade can have a number of other impacts:

- Both increased and decreased data flows with countries depending on how we align our regulations
- Increased technologically enabled trade through secure paperless trade, meaning quicker boarder checks and electronic contracts
- Open access for businesses and consumers meaning more choice

The key trade off: Do we reduce our regulations in order to trade digitally with countries with lower standards, possibly resulting in a risk of lower safe guards? If not, this could impact on the ease of trade. If we do, it could affect our ability to trade with other countries that also expect higher levels of protection. Are you happy to trade your digital rights with a trading partner to enable access to a wider range of products and services? What is most important to you as a consumer?



UK Trade Deals Summary: What type of trade-offs could there be?

Achieving the overall objectives

This will depend on what the most important objectives are for either side.

- **Financial services for food?** Does the UK need to accept US food in return for access for financial services firms to the US market?
- **Food for cars?** The Japan deal which could reduce tariffs on cars has reportedly been held up because the UK wants a better deal for its stilton cheese.
- **Better data flows for wider market access?** Does the UK need to accept more liberal data sharing to enable smoother and better transfer of business and consumer information (when you use an app or stream the latest TV show) between servers across country borders – giving more access to foreign services/goods, and markets for our businesses?

There will be many more of these strategic priorities that could be used as 'the price to pay' in order to reach a deal.

Food examples

Key objective	Possible trade off
Lower tariffs, cheaper food, more choice, diversity of supply	Lower food standards (e.g. safety, welfare, environment, social/fair trade)?
	UK producers become more competitive – so domestic products are cheaper?
	Change to UK agricultural landscape as producers change the way they produce food
	But some may struggle to survive – so there's less choice of UK products?
	Limited labelling affecting transparency and choice?
	Different choices e.g. restaurants and take-aways (where labelling is not mandatory) vs supermarkets?
	The environmental impact could be greater e.g. through higher carbon footprint or certain production practices? Or do you think the government should negotiate to include environmental protection measures?
	It could be more difficult to police compliance with food controls.

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UK Trade Deals Summary: What type of trade-offs could there be? Cont'd...

	Or do you think the Government should get an agreement reached to improve cooperation on food controls e.g. food safety alerts?
Maintain or raise standards	<ul style="list-style-type: none"> • Less choice, diversity of supply, particularly ingredients and whole foods from outside the EU and UK where standards are different? • Some consumers will find prices more unaffordable • Suppliers may struggle to meet standards causing them difficulties. <p>On the other hand - could encourage a 'race to the top' rather than a 'race to the bottom' on standards?</p>

Other consumer products (cars, toiletries, white goods, electrical goods) examples

Key objective	Possible trade off
Lower tariffs, cheaper products and more choice?	Greater competition for UK producers if imports are sold cheaper making it more difficult for UK businesses and potentially less choice of UK products.?
	Greater competition for UK producers resulting in them improving what they offer and/or lowering their prices?
	Lowering of product standards to reach an agreement e.g. safety, security, environmental impact?
	Lower labour standards?
	Impact on enforcement of compliance might be more difficult?
	Greater environmental impact as a result of production methods/ distance travelled? But trade deals could also specify environmental protection standards.
Maintain or raise standards	<ul style="list-style-type: none"> • Less choice, diversity of supply, particularly goods and components or materials (e.g. car components or tech goods)? • Disruption to the supply chain where we rely on parts or materials for manufacturing in UK? • Lower income consumers will miss out on more affordable products? • Potential suppliers may struggle to meet standards and cut costs in other ways? <p>On the other hand - could encourage a 'race to the top' rather than a 'race to the bottom' on standards?</p>

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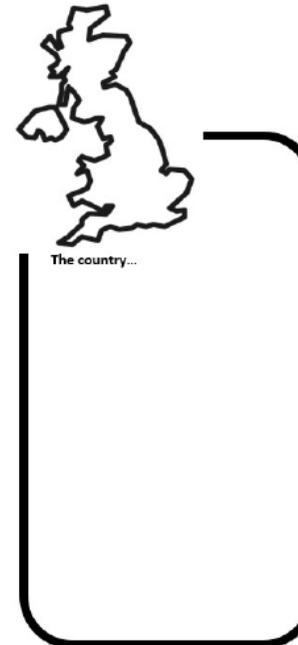
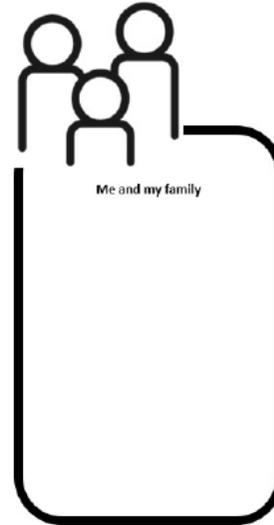
UK Trade Deals Summary: What type of trade-offs could there be? Cont'd...

Digital trade examples

Key objective	Possible trade off
Increased choice, different, faster services, targeted at your preferences and potentially at lower prices	Less transparency/ informed choice
	Less control over your data/ more limited data protection - unless agreed otherwise
	Consumers more susceptible to profiling, targeted advertising, pricing practices and potentially fraud.
	Measures to protect business information could reduce the transparency of technical systems (inc algorithms) that are also used to target or differentiate consumers e.g. on pricing
	More limited choice from countries that have higher digital protections who will not want to share data if we adopt lower standards of protection?
Maintain digital protections	More limited consumer protection e.g. online marketplaces (if ability to regulate is constrained)?
	Conversely, a deal could agree to countries cooperating in a way that improves consumer protection such as EU deals with Singapore and Japan?
	Increasing digital protections may introduce friction/barriers and slow down transfer of business and consumer information across borders
	Costs to access services may rise if suppliers need to do more on the digital protection side and/or be subject to more external regulation
	Less choice, diversity of supply
	Slower innovation in service and goods development due to reduced sharing of business/consumer information across borders.

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What matters about trade deals for...



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8

The three 'Gs': Guarantee, Good to Have, Give away

Guarantee: what our negotiators must achieve...



Give away, to achieve our guarantees...



Good to have...wherever possible



UK trade deals: five considerations for our negotiators

Our trade deals must deliver...

- 1.
- 2.
- 3.
- 4.
- 5.

Because...

- 1.
- 2.
- 3.
- 4.
- 5.



Reflection tasks

Reflection tasks to be completed between workshops 1 and 2

- (1) The first workshop focused on what the UK trades and why we, as a nation, trade with other countries. We showed you some videos about this which you can watch again if you want by clicking the images below.
- a. Now that you've had a bit of time to let the session sink in, what would you say are your main reflections on the information that was shown and what was discussed?
- (2) In the session we discussed why the UK trades. We'd now like you to watch part one (<https://youtu.be/x51SlwwZKEE>) of a short video from the UK Trade Policy Observatory called "Gains from Trade". In the next task we'll ask you to view and comment on the second part. We would like you to watch the video twice and make a note of your reactions to the content of the videos. We would then like you to answer the following three questions:
- a. What do you find the most interesting about the content of the video?
 - b. What do you find the least interesting about the content of the video?
 - c. What are your overall thoughts on the message of the video?
- (3) We'd now like you to watch part two of the video (<https://www.youtube.com/watch?v=6RpHW5tYAKA>).
- Like before, we would like you to watch the video twice and make a note of your reactions. We would then like you to answer the following three questions about the content of the video:
- a. What do you find the most interesting about the content of the video?
 - b. What do you find the least interesting about the content of the video?
 - c. What are your overall thoughts on the message of the video?
- (4) Imagine you were able to have a meeting with the UK's lead trade negotiator.
- a. What questions, if any, would you have for them given what we've discussed about trade and the two videos you've seen today? (We'll do our best to answer any questions you raise between now and the next workshop!)

Reflection tasks to be completed between workshops 2 and 3

(1) We explored the USA and Australia and New Zealand in our workshops.

We'd now like you to watch this video on Japan.

As you watch, we'd like you think about these questions:

- a. What did you hear that you thought could be positive for the UK?
- b. What did you hear that you thought could be negative for the UK?

Please note down out the issues that are important for you by pausing, adding an emoticon and saying why is important.

(2) There are a range of views from across the spectrum on trade-offs we face when making trade deals and what trade deals could deliver for us. We've made a short video which gives three specific views on what trade deals can deliver. Three organisations contributed to the video: the Confederation of British Industry (CBI), the British Retail Consortium (BRC) and Chatham House.

We'd like you to watch the video twice. The first time just watch it for the content and make some notes on what you find interesting and your reactions. The second time we'd like you to let us know what you think and feel about the different views by dropping markers (emojis) onto the video. Please write a comment on why you've placed your chosen emoji(s) where you have when you place the marker. After you've finished watching the video please let us know your overall thoughts on the content of the video in the box below.

(3) Now, imagine you were able to speak with one of the lead trade negotiators working on either the Japan or US trade deal.

- a. What questions, if any, would you have for them?

(4) The next workshop is going to be looking at trade in three different sectors: food, toiletries and automobiles. To get ready for that conversation we'd like you to take a photo of an item in your home from one of those sectors (for instance, an item of food, a toiletry or even your car) and comment on the trade factors that are relevant to that product.

Reflection tasks to be completed between workshops 3 and 4 a/b

- (1) In our workshop we heard about the impact of trade deals on our food and on cars. In this video, we hear how toiletries and cosmetics can be influenced by trade deals. As you watch, please note down out the issues that are important for you by pausing, adding an emoticon and saying why is important.
- (2) We've already spoken about the trade in physical goods and services. For today's reflection task we'll ask you to watch the video and make a note of your reactions to the content of this video looking at Digital Trade. It is important for digital trade to be considered when the government makes new trade deals. What is in the deal can affect:
- How digital services you might use are delivered
 - What happens to your data when you use a digital service like online shopping, or when you use a web enabled product
 - Your rights when buy a product online
 - What sort of services, websites and information you can access
 - The prices you might be charged as a result of AI processing your data.
- a. What was new or surprised you about what was in the video?
- (3) As we mentioned in the last workshop we would like you to take a moment to reflect on what other groups said in relation to food and trade and cars and cars. Please take a moment to review the summary of each of the three group discussions.
- a. Is there anything you would add or you think is missing in relation to trade in either food or cars?
 - b. Has this triggered any additional thoughts or reflections for you?

Please use the marker provided to add your comments.

If this was your groups feel free to add anything you think has been missed or should be emphasized.

Visual minutes Northern England



East Coast Scotland

Which? NATIONAL TRADE CONVERSATION
EAST COAST SCOTLAND

ZOOM

SECURITY & SAFETY of consumers online

DATA PROTECTION LEVELS MAINTAINED

Providing OPPORTUNITIES to EXPAND our current trade

CREATE OPPORTUNITIES for NEW JOBS

MAINTAIN CHOICE of PRODUCTS & SERVICES & EXPAND ACCESS

PROTECT SCOTTISH FOOD & DRINK INDUSTRY including farming

Don't Undermine these Standards

MAINTAIN animal welfare & REDUCE Environmental impact on consumption

ENVIRONMENT PROTECTIONS e.g. reduced tariffs on green products to give more choice of products at affordable prices

TRANSPARENCY STANDARDS · QUALITY · COSTS · CHOICE

Maintain UK FOOD STANDARDS including food safety to protect public health

Maintaining HIGH QUALITY LOCAL PRODUCE

CLEAR LABELLING

MAINTAIN BAN ON ANIMAL TESTING

Don't worsen social divides through TRADE

Creating Connections
Hopkins Van Mil

Drawn By Holly from
WWW.MORETHANMINUTES.CO.UK

Northern Ireland



South Wales



Southern England

