

**Reference: M2/ISAGE/01/PES**

1. A brief overview of your qualifications, career history, professional expertise and major publications.

- BSc Psychology (1993); PhD Psychology (1997); CPsychol (2000); HonFBPsS (2021)
- I have been employed in the university sector since 1997 at University of Derby (1997-2000); Worcester (2000-2002), Loughborough (2002-2023) and move to LSE in January 2023.
- My professional expertise is in psychology and social interaction/communication.
- My publications can be found at <https://scholar.google.com/citations?user=ljv3sYkAAAAJ&hl=en&oi=ao> and can be listed in order of visibility/citedness.

2. An outline of when you participated in Independent SAGE, the role that you performed and any matters that you advised on.

- I joined the Behaviour Group in summer 2020 and continue to participate. I was concurrently a participant in the Policing and Security Subgroup of SAGE SPI B from May 2020.
- For both groups, my role focused on communication and messaging.

3. A summary of any reports and/or articles you have written, interviews and/or evidence you have given regarding the work of SAGE and/or its subcommittees and/or the UK's response to the Covid-19 pandemic. Please include links to those documents where possible.

- All the reports produced by SAGE SPI B Policing and Security Subgroup and Independent SAGE are available online
- Communication-focused reports include
  - <https://www.independentsage.org/uk-government-messaging-and-its-association-with-public-understanding-and-adherence-to-covid-19-mitigations-five-principles-and-recommendations-for-a-covid-communication-reset/>
  - <https://www.independentsage.org/covid-scores-on-the-doors-an-approach-to-ventilation-fresh-air-information-communication-and-certification/>
  - <https://www.independentsage.org/independent-sage-signs-and-scores-on-the-doors%ef%bf%bc/>
  - <https://www.independentsage.org/following-the-science-a-timeline/>

4. Your views as to whether the work of SAGE and/or its subcommittees in responding to the Covid-19 pandemic (or the UK's response more generally) succeeded in its aims. We have previously invited independent members of SAGE and its subcommittees to address this issue by reference to the matters set out below. You may find them of assistance, although we recognise that some are likely to be beyond your knowledge. Please address this issue as you see fit. a. The composition of the groups and/or their diversity of expertise; b. The way in which the groups were commissioned to work on the relevant issues; c. The resources and support that were available; d. The advice given and/or recommendations that were made; e. The extent to which the groups worked effectively together; f. The extent to which applicable structures and policies were utilised and/or complied with and their effectiveness.

- Most of these matters are beyond my knowledge.

- My participation in SAGE SPI B Policing and Security Subgroup was limited to a relatively small number of meetings, focused on report-writing (all available online) and members received an email from the Secretariat on 28.6.21 to 'stand down' the group.

5. Your views as to any lessons that can be learned from the UK's response to the Covid-19 pandemic, in particular relating to the work of SAGE and/or its subcommittees. Please describe any changes that have already been made, and set out any recommendations for further changes that you think the Inquiry should consider making.

- The UK response was not always aligned to the work and findings (as produced in reports) of SAGE and its subcommittees, either in terms of timeliness or in actuality. Furthermore, there was no single "UK response" since, from summer 2020, different approaches evolved across four nations of the UK. My most direct observation is that, according to *The Sunday Telegraph* at the time, the 'Stay Alert' slogan was devised by Isaac Levido and Ben Guerin, two social media strategists who advised the Conservatives during the 2019 election campaign, not the Government's scientific advisors. So the lesson learned is to leverage the expertise sought across all areas.

6. A brief description of documentation relating to these matters that you hold (including soft copy material held electronically). Please retain all such material. I am not asking for you to provide us with this material at this stage, but I may request that you do so in due course.

- All materials are already in the public domain via Independent SAGE or the SAGE pages from Government Science.