

MTP Evaluation Framework – Update to September 2005

Overview

The programme objective and milestone associated with the MTP evaluation framework are described below:

Objective: To evaluate the impact and effectiveness of the programme and use this to improve the performance.

Milestone: CO.e.1: To implement a Programme evaluation methodology and report to programme customers on year 2005/06 performance by 30 April 2006.

MTAG meeting

The draft evaluation framework was presented to MTAG, the programme's advisory group on the 5th May 2005. MTAG agreed in principle with the framework, although a number of suggestions were made to revise the framework. These are described in turn below:

- The evaluation framework has two purposes. The internal driver is to improve the performance of the Programme. The external driver is to provide an evaluation of the Programme's effectiveness.
- The stakeholder consultation task should be deferred until next financial year so that it captures perceptions relating to the increased level of activity, rather than perceptions based upon the previous funding levels.
- Attribution of impacts, in terms of resource savings, is an extremely difficult concept to apply to MTP. Whilst this can be attempted the results should be treated with significant uncertainty.
- The evaluation methodology should be consistent with the evaluation guidelines developed as part of the Climate Change Programme Review.
- It is important the framework is able to evaluate the impact of the Programme upon businesses, in particular those affected by the landfill tax. This could involve some kind of satisfaction measure.
- Can the framework learn from the EST quinquennial review that has just taken place

These comments have been taken into account in the latest draft of the evaluation framework. Whilst further iterations to the framework are anticipated, for example, with respect to any attribution of savings, the implementation of the basic framework has begun.

Key activities to date

Two important activities are on-going:

- 1) Set up and agree monitoring metrics;
- 2) Development of guidelines for evaluating policy impacts.

Monitoring metrics have been included within the Programme's quarterly reporting arrangements. These aim to measure:

- ◆ How effectively has MTP supported policy decisions?
- ◆ How effectively has MTP influenced product designs?
- ◆ How effectively has MTP engaged with its stakeholders?
- ◆ How effectively has MTP supported business?

In addition, the data collection framework for the policy scenarios has been agreed. This should ensure that the impact of MTP on product policies is measured in a consistent manner.

Additional Measurement and Evaluation activities

In addition to the planned Measurement and Evaluation activities, the following additional activities have been undertaken.

Meeting with EST

A meeting to find out more about EST evaluation activities, to identify potential commonalities and share best practice was held with EST. This was attended by Jennifer Hindson (Evaluation team) and Ken Double (Head of Evaluation) from EST and Aphra Brandreth (Defra - Economics advisor to SCP team).

EST's evaluation approaches are similar to those proposed for MTP, although many of EST's programmes are very different in nature to MTP, as their impact is much more direct and as such can be more easily measured. In particular, it was considered that the stakeholder consultation component of the MTP evaluation framework is likely to be the most valuable, especially for informing the future development of the programme.

BREW evaluation

A scoping study is currently underway to review the approaches to evaluation within each of the BREW funded programmes. This study will identify the evaluation requirements of BREW, and any additional monitoring and evaluation activities that may be required by MTP. MTP contributed to this study by meeting with the consultants undertaking the study and describing the approach to evaluation within MTP. The results from the scoping study, and the potential impacts on the MTP evaluation framework will be known by the end of the year.

Future activities

The Gantt chart below describes the timescales for the remaining evaluation activities. The main activities on-going this financial year are the on-going monitoring of the Programme's performance against each of the monitoring metrics, the evaluation of the impacts of specific product policies and the collection of case study material.

In the short term, a review of the framework is planned for October. This will assess the quality of data collected to date by the monitoring metrics. The data collected on the impacts of specific product policies, and the case studies reflecting the impact of MTP on specific policies will also be reviewed.

Whilst some of the more significant evaluation activities, including the stakeholder consultation task, have been deferred until next financial year, an initial evaluation, based upon the data collected to date will be made in March 2006.

Task number		May	June	July	August	September	October	November	December	January	February	March	April	May	June	July	August	September	October	November	December	January	February	March
Monitoring metrics	1	■	■																					
	2			■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
	3						■	■																
	4											■	■	■									■	■
Stakeholder Consultation	5													■	■									
	6														■	■	■	■	■	■	■	■	■	■
	7															■	■	■	■	■	■	■	■	■
Evaluate policies	8																							
	9	■	■																					
	10			■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
	11						■	■																
Attribute impacts	12											■	■	■										
	13			■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
	14														■	■								
	15															■	■							
	16																■	■	■	■	■	■	■	■
	17																	■	■	■	■	■	■	■

- Description**
- 1 Set up and agree monitoring metrics
 - 2 On-going monitoring of programme performance against metrics
 - 3 Review of metrics. Revise as appropriate
 - 4 Analysis and reporting of findings
 - 5 Develop and agree specification for stakeholder consultation task
 - 6 Tendering of work to subcontractors
 - 7 Main consultation task, including reporting findings
 - 8 Analysis and response to consultation results
 - 9 Develop guidelines for evaluating policy impacts
 - 10 On-going evaluation of policy impacts
 - 11 Review of progress. Update guidance as appropriate.
 - 12 Analysis and reporting of findings
 - 13 Collate Case Study material
 - 14 Develop attribution methodology
 - 15 Consultation on proposed approach
 - 16 Data collection to support policy attribution
 - 17 Application of attribution method to policy evaluation results.

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3 October 2005