



Alliance for
Useful Evidence

What's the problem?

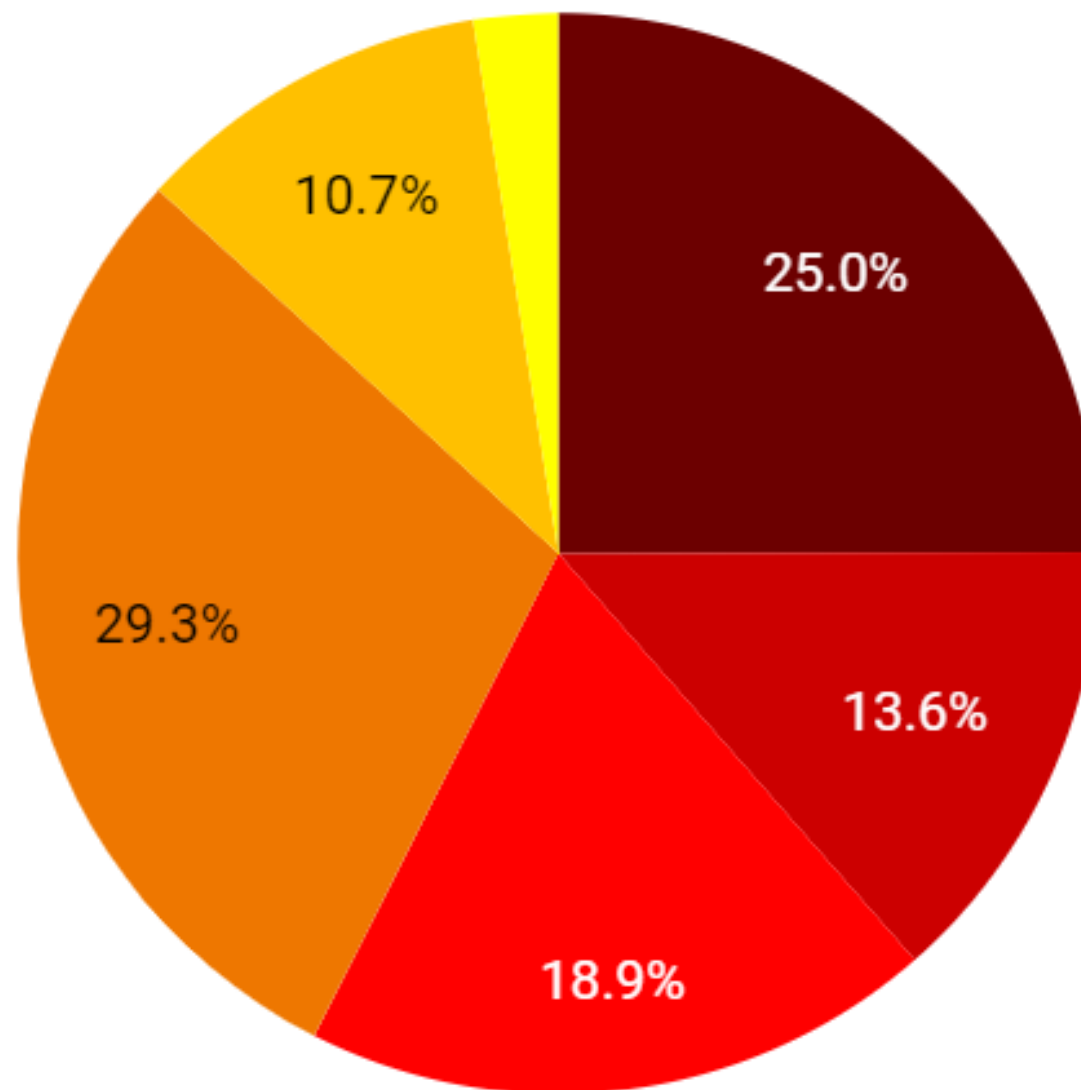
Measuring Outcomes in the Advice Sector

Jonathan Breckon, Director, Alliance for Useful Evidence
Advice Services Alliance, Moot Room, University College,
30 November 2018

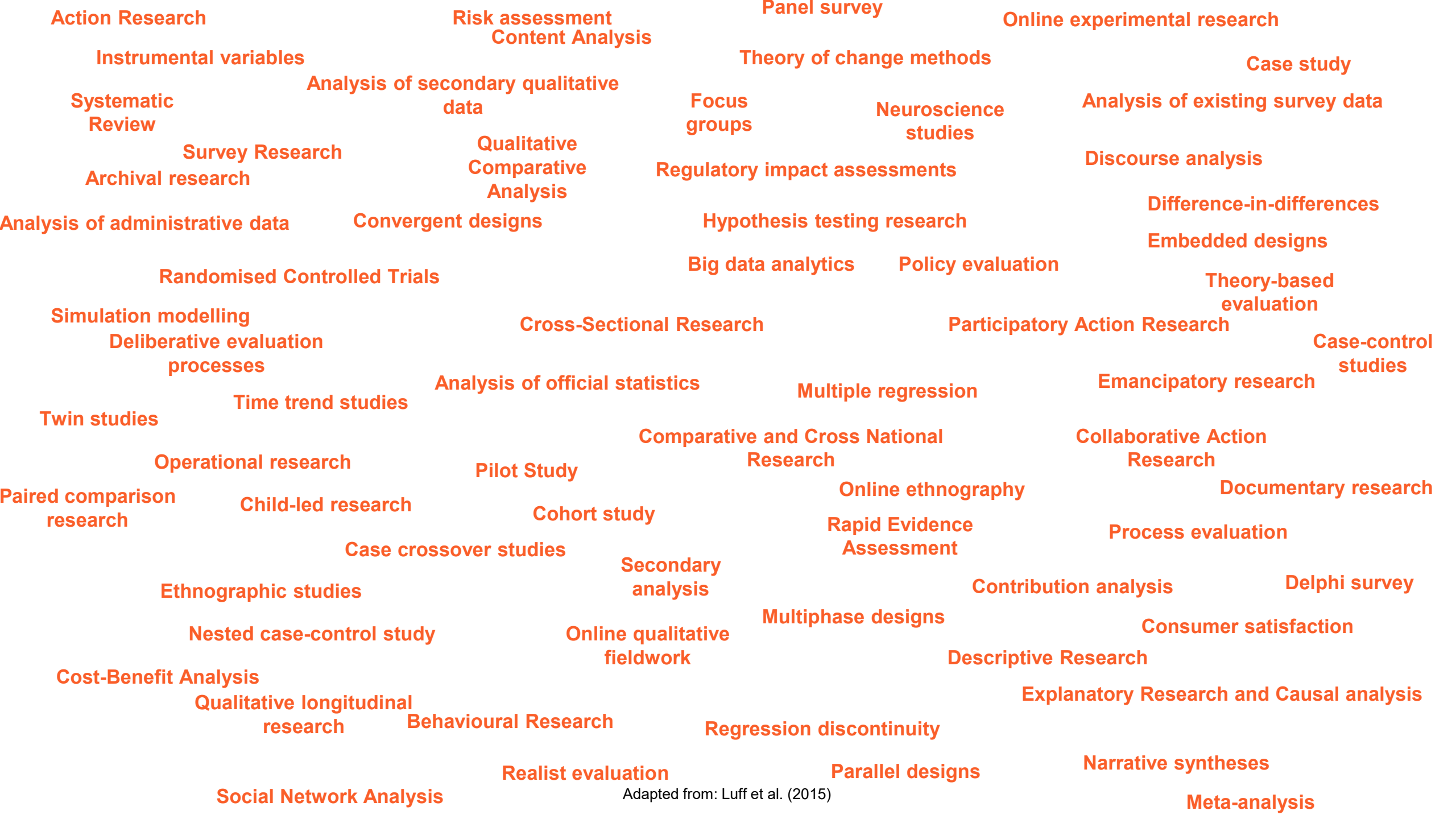


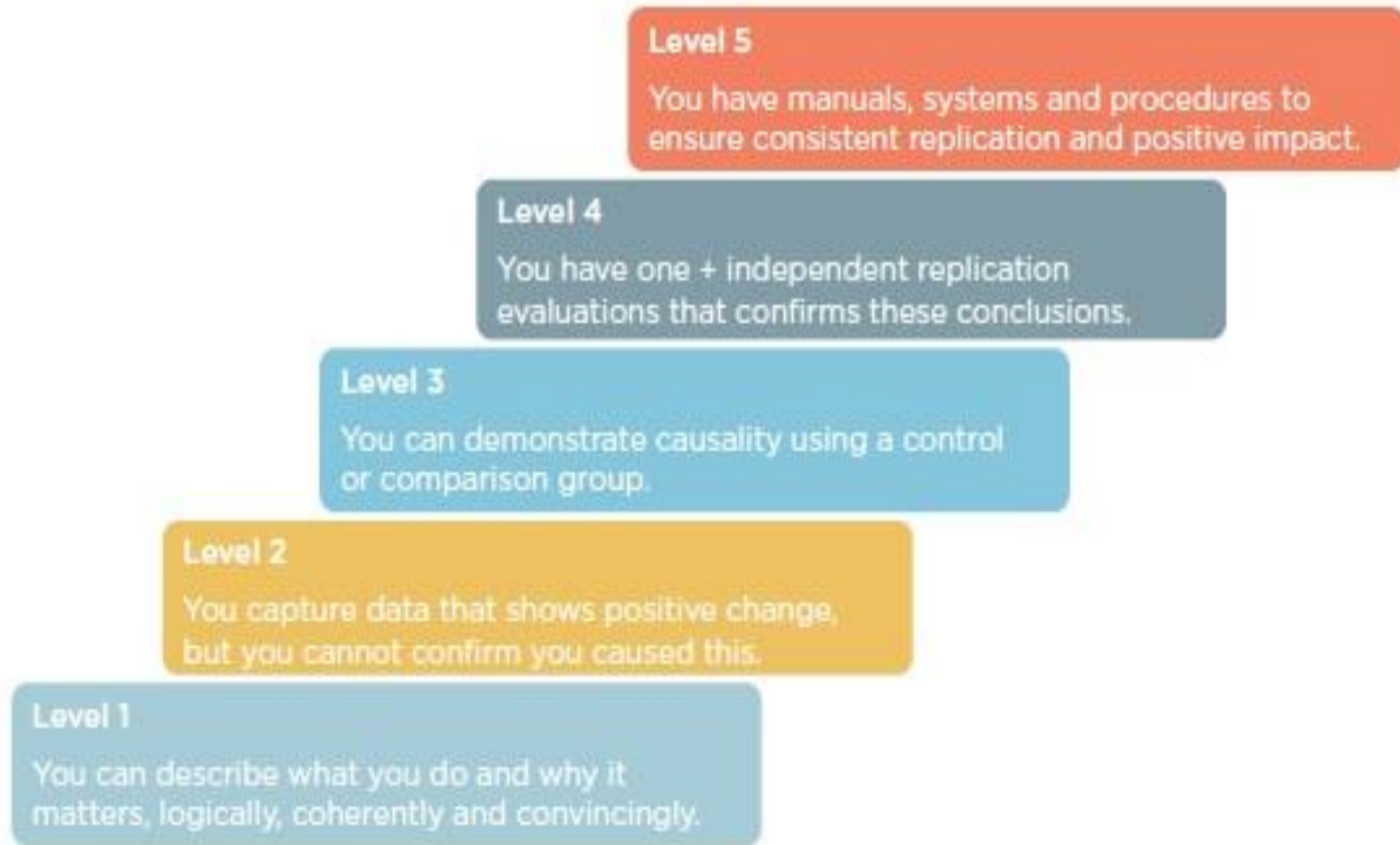
Alliance network by sector

- Gov & Public sector (25%)
- Charity (13.6%)
- University (18.9%)
- Other (29.3%)
- Companies (10.7%)
- Think Tanks (2.5%)

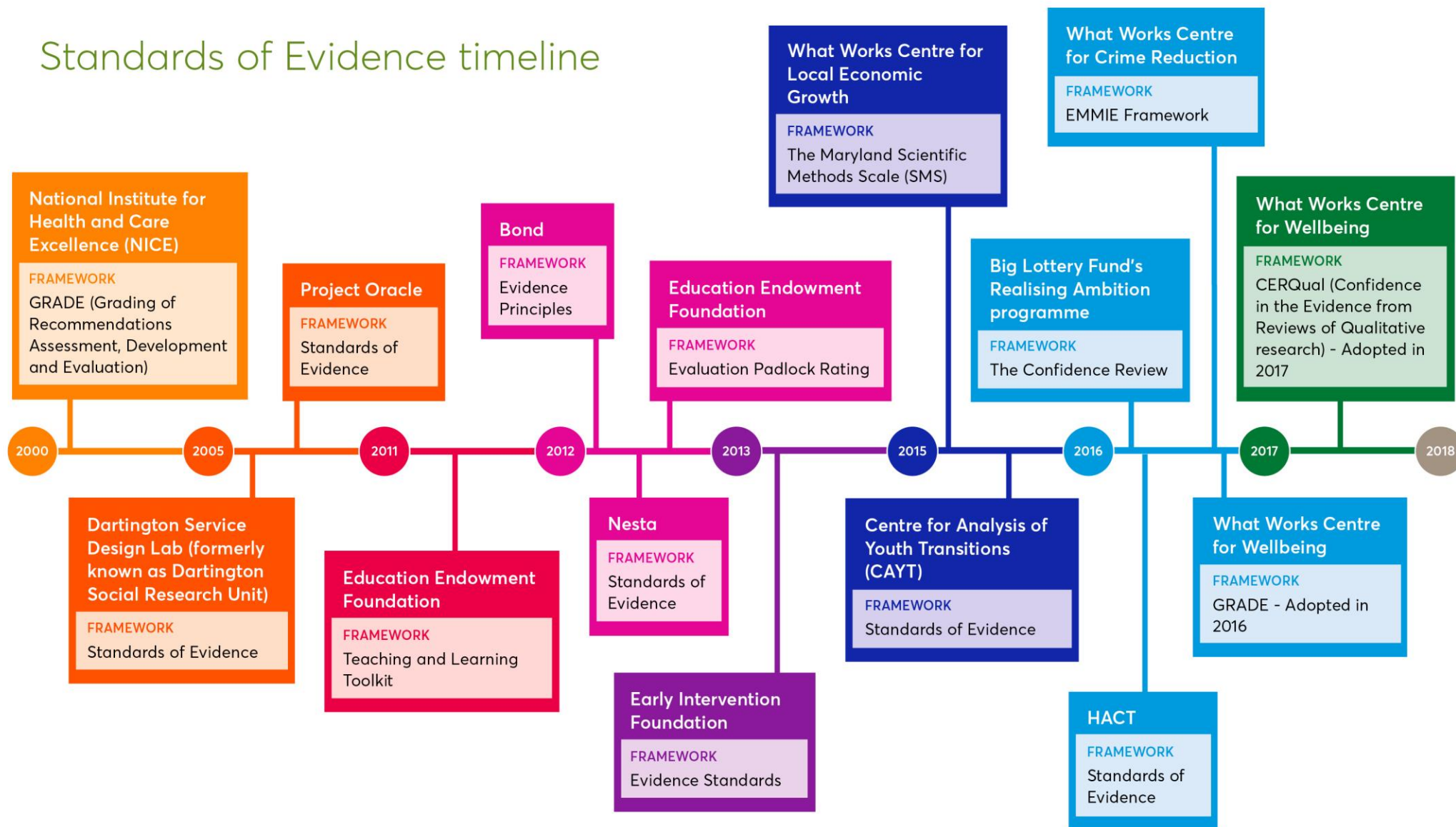


Which outcomes/impact
methods to choose?

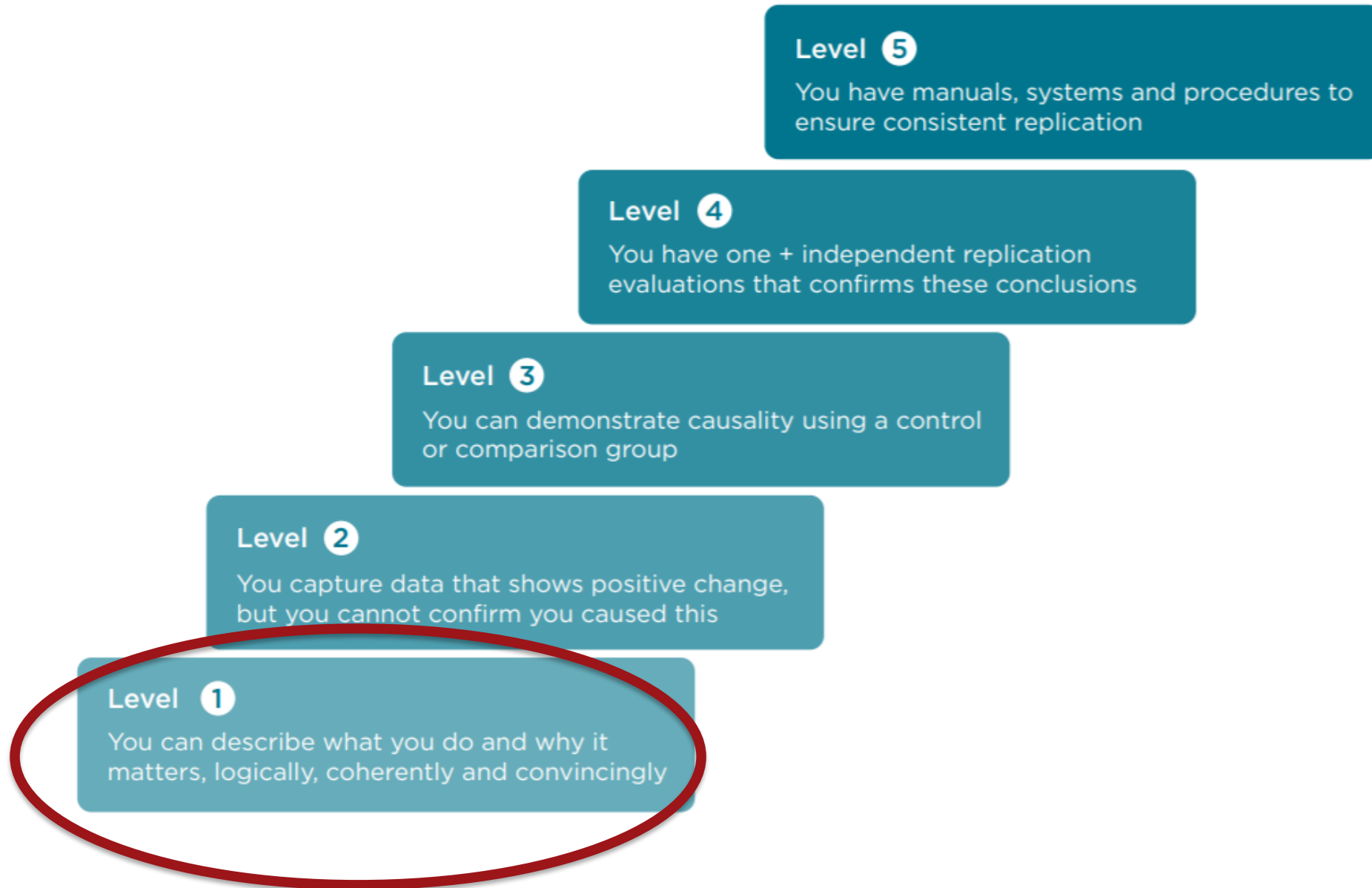




Standards of Evidence timeline

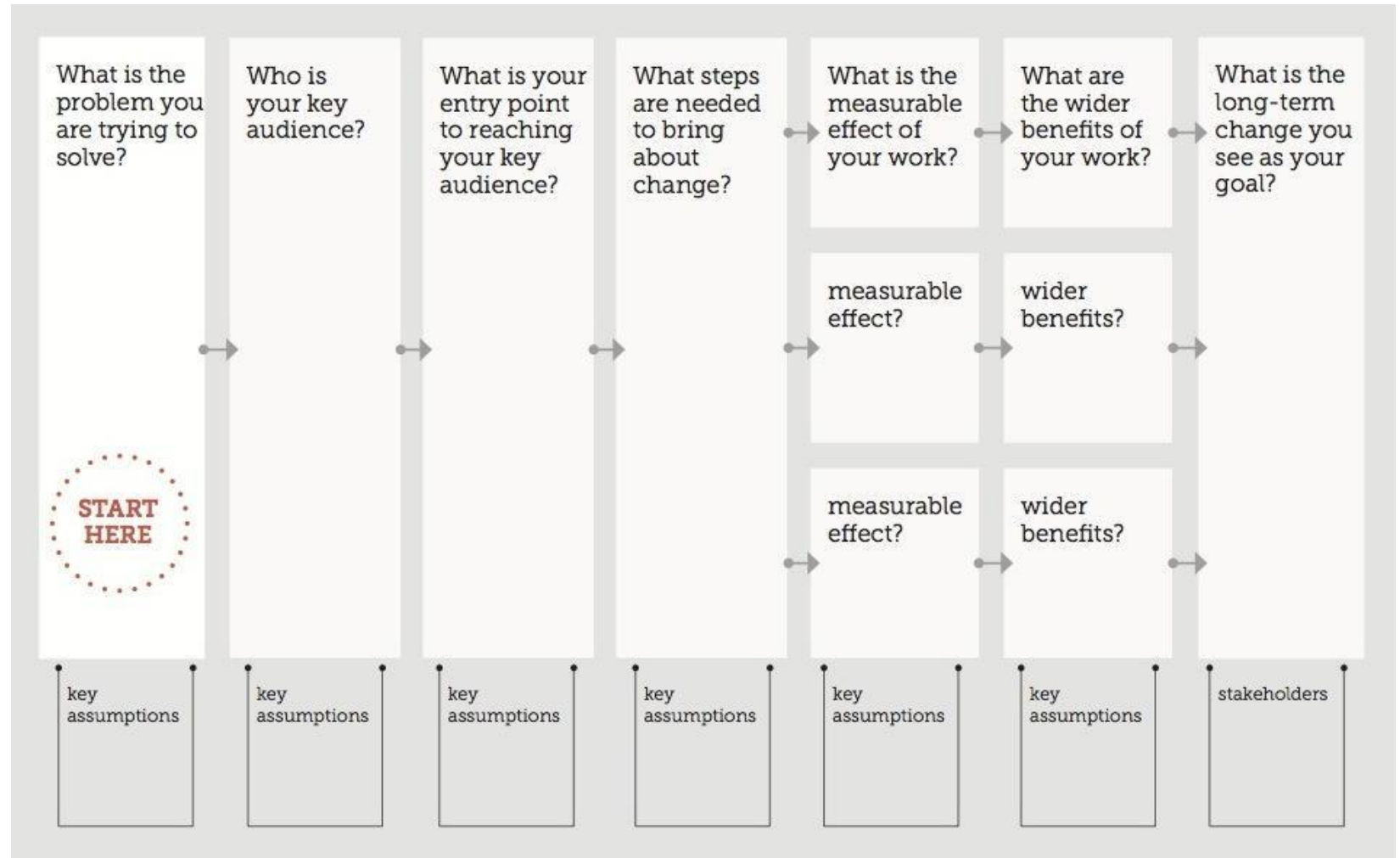


Nesta's standards of evidence for evidence of impact

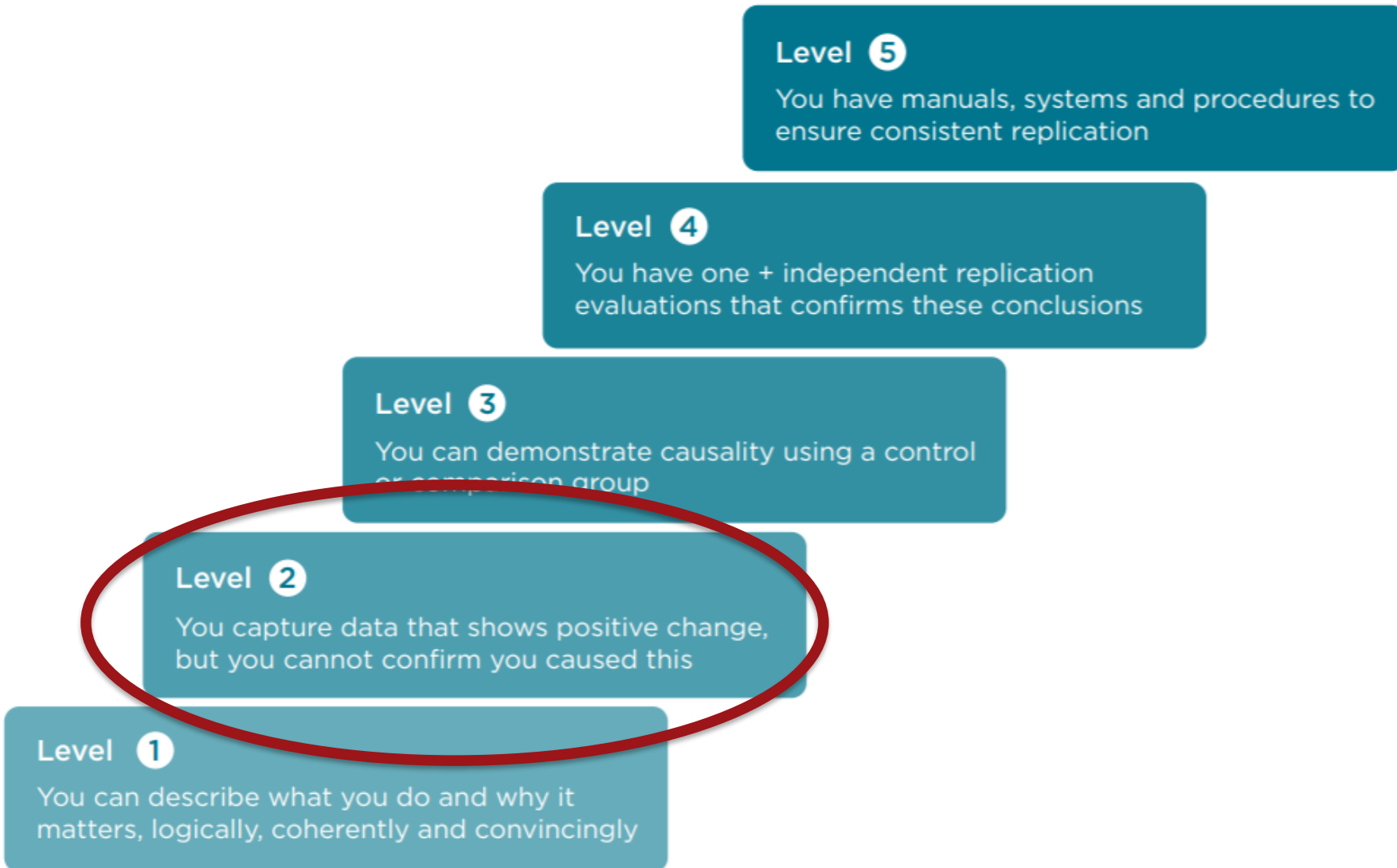


Theory of change

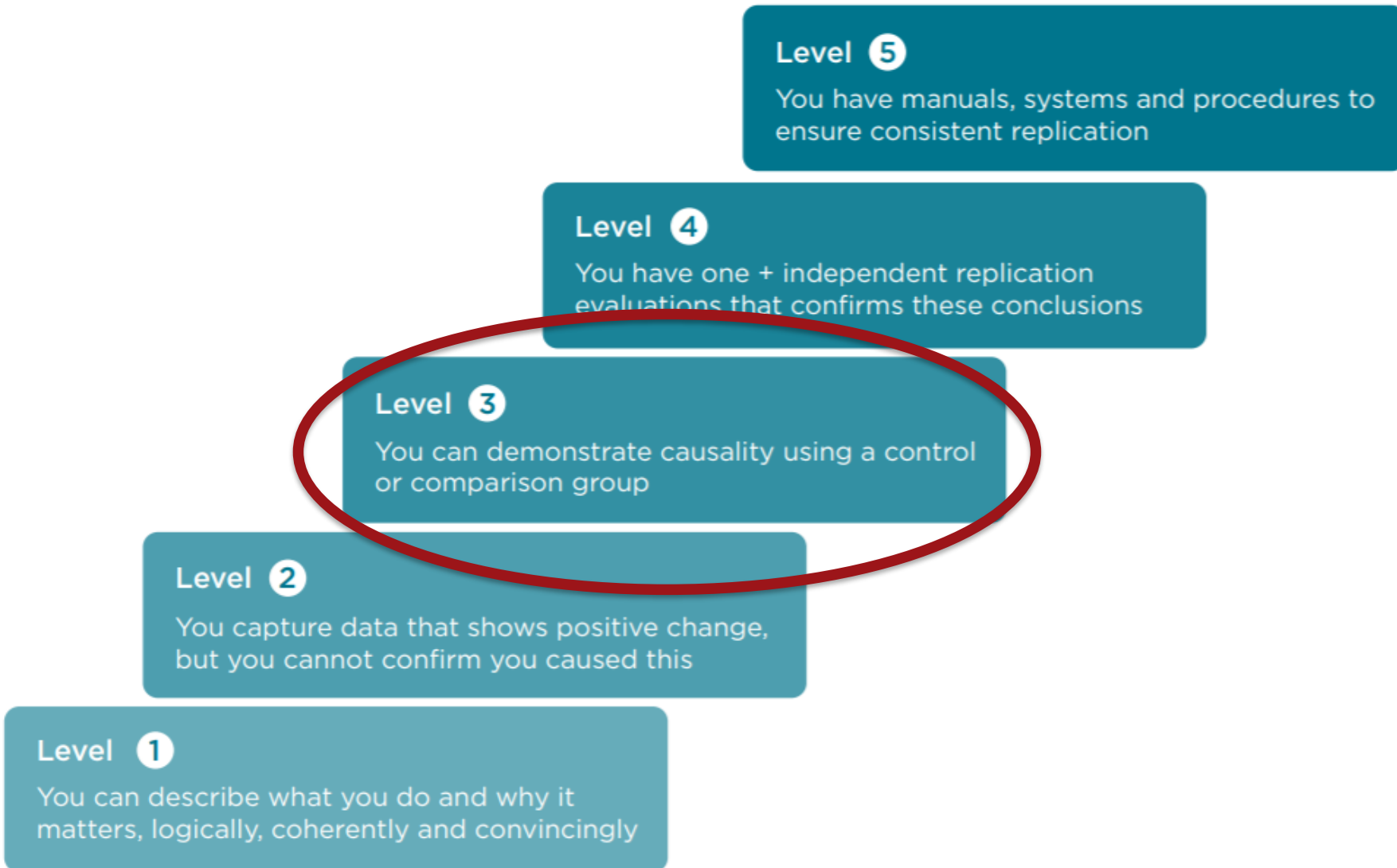
HM Treasury Magenta Book



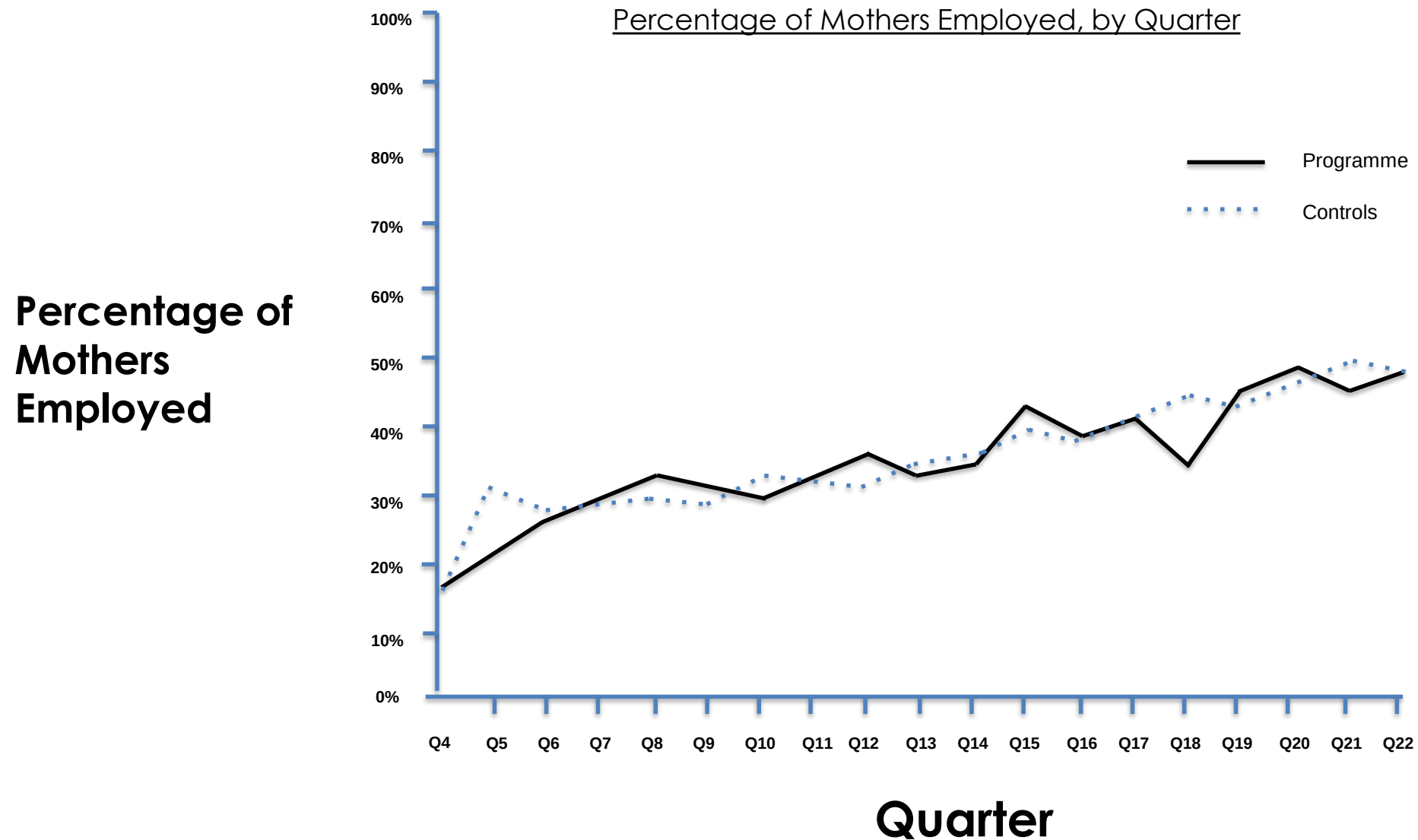
Nesta's standards of evidence for evidence of impact



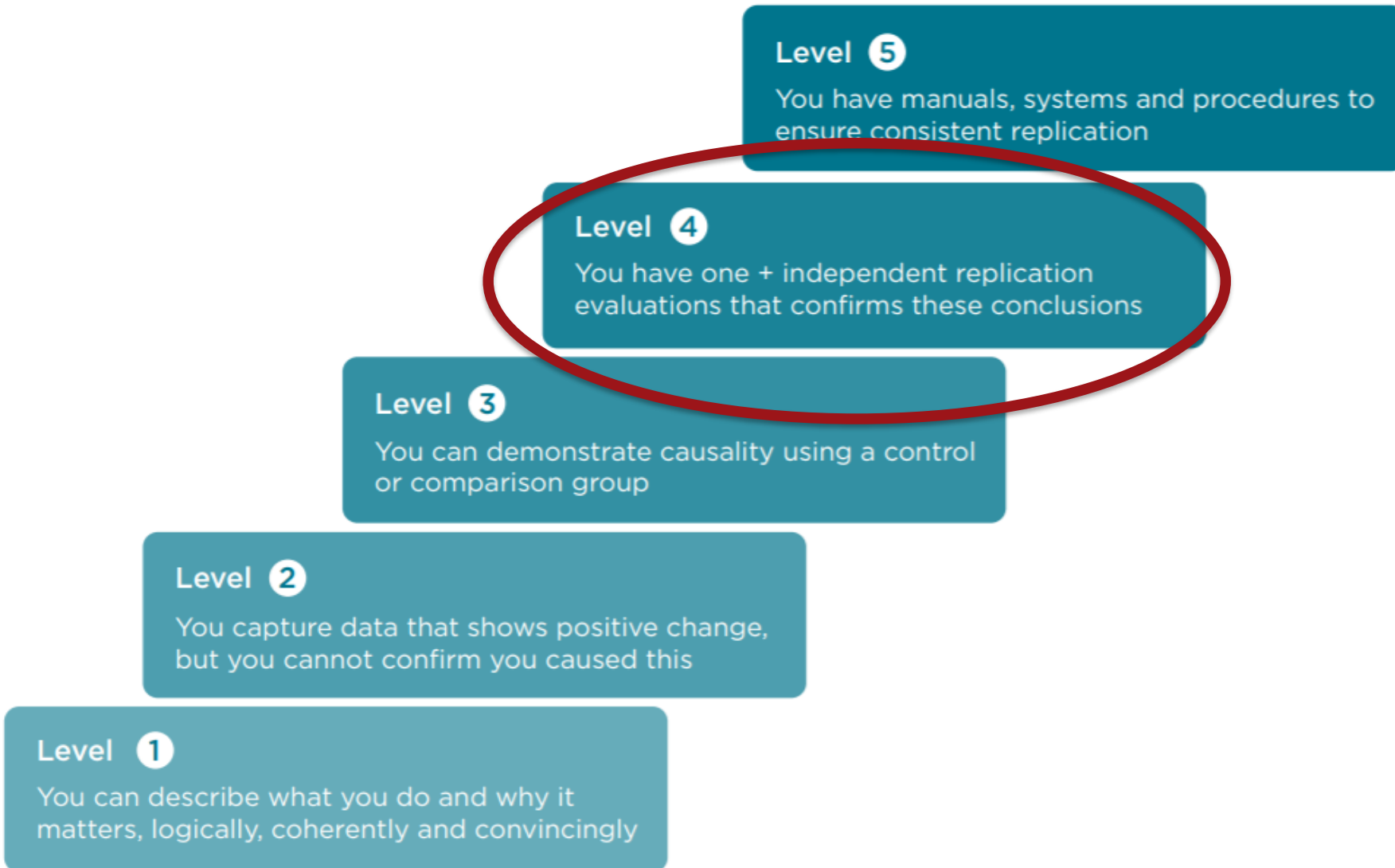
Nesta's standards of evidence for evidence of impact



Before and after measures



Nesta's standards of evidence for evidence of impact



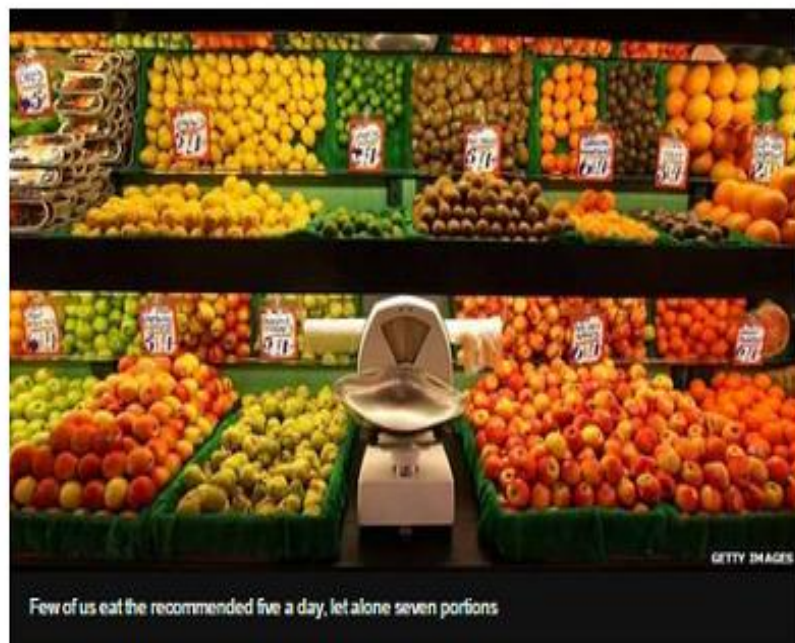
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Seven-a-day fruit and veg 'saves lives'

By Pippa Stephens
Health reporter, BBC News

© 1 April 2014 | [Health](#) | 1087



Few of us eat the recommended five a day, let alone seven portions

Eating seven or more portions of fruit and vegetables a day is healthier than the minimum five currently recommended and would prolong lives, experts say.

NEWS

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Fruit and veg: More than five-a-day 'no effect'

By Helen Briggs
Health editor, BBC News website

© 30 July 2014 | [Health](#) | 1



Some countries recommend eating 10 portions a day of fruit or veg

New research backs the five-a-day target for fruit and vegetables, but suggests eating more may have no added benefits.

Nesta's standards of evidence for evidence of impact



10 UK What Works Centres

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EAL Review

TA Campaign: Report

TEACHING & LEARNING TOOLKIT TOPIC	COST	EVIDENCE	IMPACT
Repeating a year	£ £ £ £ £		-4 months
Setting or streaming	£		-1 month
Aspiration interventions	£ £ £		0 months
Block scheduling	£		0 months
Performance pay	£ £		0 months

Finally...

Themes – not programmes?

Common traits of evaluation versus research



EVALUATION

- Addresses practical problems
- Culminates in action
- Makes judgment of merit/worth
- Addresses short-term issues
- Uses evaluation methods
- Is non-disciplinary
- Includes insider evaluation



RESEARCH

- Addresses theoretical problems
- Culminates in description
- Describes
- Addresses long-term issues
- Uses research methods
- Is disciplinary
- Is always conducted by outsiders

A complex network diagram with numerous nodes and connecting lines, overlaid on a light blue background. The network is dense and interconnected, with lines of varying thicknesses and nodes represented by small dark dots. The overall structure suggests a web of relationships or data flow.

We champion the
smarter use of
evidence in social
policy and practice