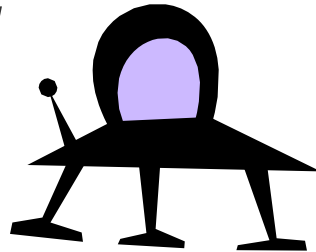


When policies attack! Adapting pilot evaluations to changing political landscapes.



Claire Murray, Energy Saving Trust, London, UK

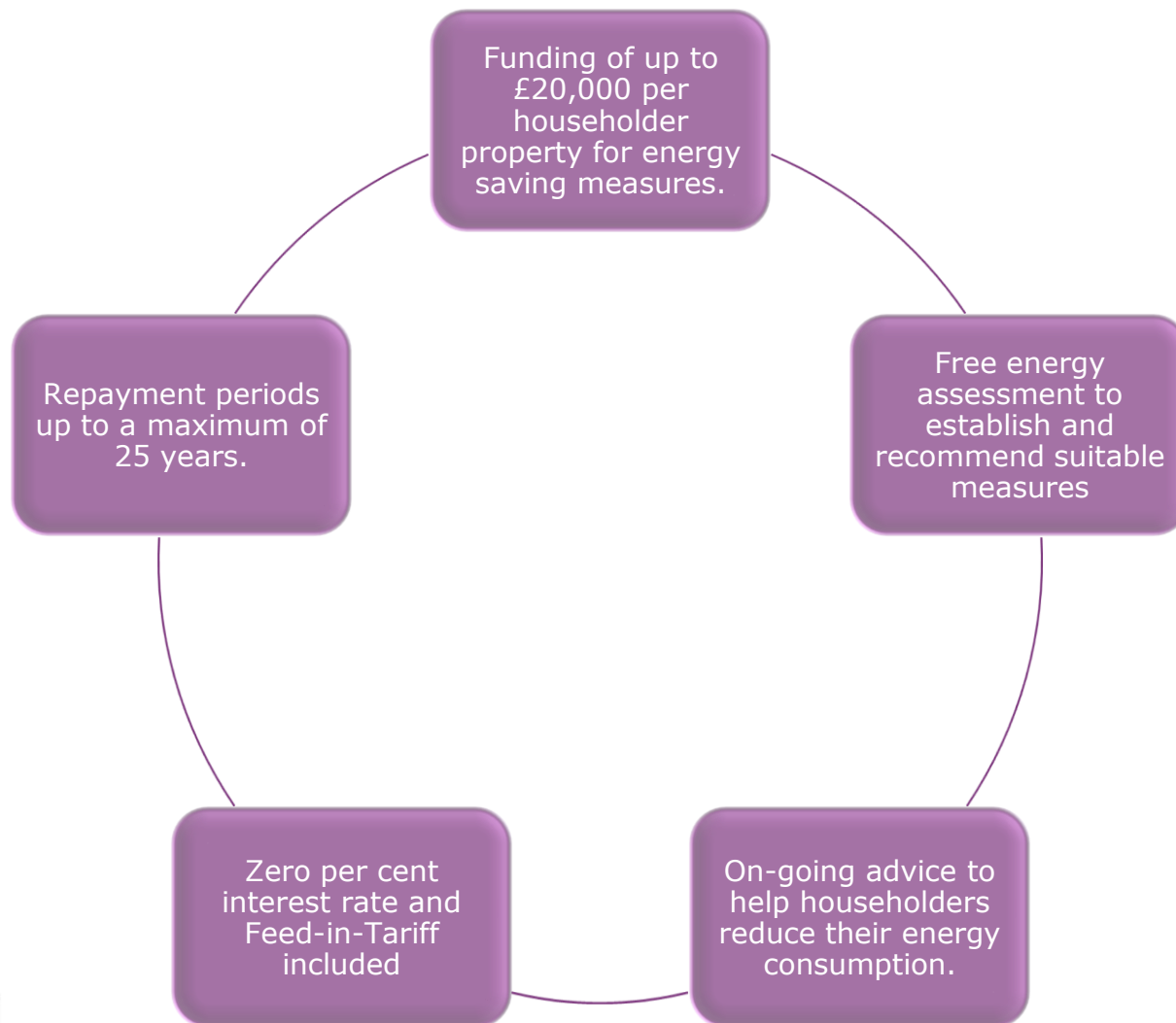
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Abstract in summary

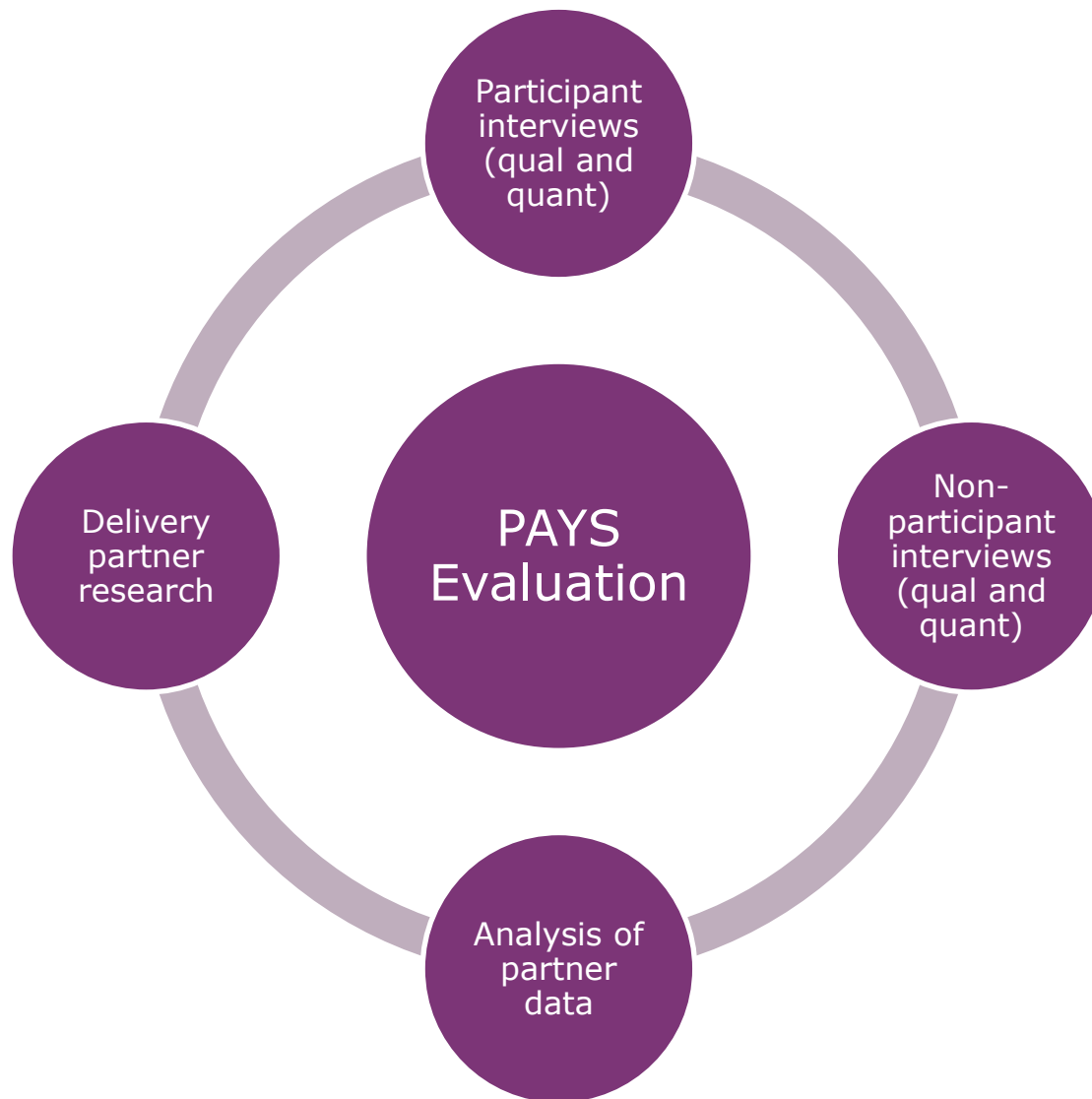


How to ensure that evaluations of programmes can remain relevant and influential against the context of a changing policy landscape.

In the beginning...Pay As You Save programme



In the beginning...Pay As You Save evaluation



...policy changes attack!...



	PAYS	Green Deal
Interest payments	Financial offers were interest free.	Commercial and so likely that interest will be attached to the financial offers.
Finance responsibility	Financial repayments attached to the householder.	Financial repayments attached to the property.
Repayment method	Repayments straight to the partners.	Use of the energy bill repayment mechanism to also see the savings being achieved from the installations.
Finance options	Householders were able to choose packages not meeting the Golden Rule and FITs was included to help this.	Only finance packages meeting the Golden Rule will be eligible. FITs does not apply to this assessment.
Target audience	Five small scale pilot projects run by five different partners in five different areas of the country.	Will be available on a large scale to all domestic (householders) and non-domestic properties across England and Wales.

Implications and actions taken



Growing need to learn from the delivery process of the pilot rather than the impacts and the benefits.

Householder demand and take up was seen as essential to a successful new policy.

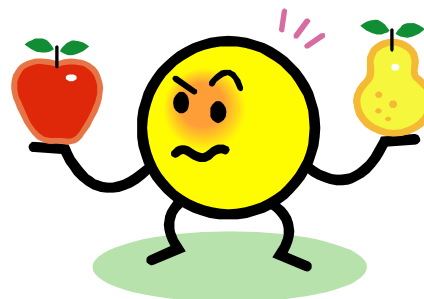
Sought additional feedback on process learnings. More limited assessment of impact.

Explicitly testing views on Green Deal propositions and their deliverability with partners and householders e.g. willingness to take on debt with interest, the extent of accreditation required to reassure, views on repayments being attached to the property.

Final evaluation report placed more weight on the findings that were most relevant to informing Green Deal. Concluded each section with a specific table of 'implications for Green Deal'.



Implications of the changes



In conclusion



- Despite policy landscape and context changes, pilots can still be influential and informative to future policy if the evaluator and/or steering group is flexible enough to ensure that findings are relevant to the new context.
- There is a balance to be struck in terms of ensuring the pilot delivered as 'intended' and ensuring that the evaluation remains a 'live' document and develops with the changing circumstances. It is the responsibility of the evaluator and evaluation steering group to find this balance.
- If evaluation is inflexible then there is always the risk that no lessons will be drawn and the evaluation will end up on the



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Thank you – any questions /
experiences...?