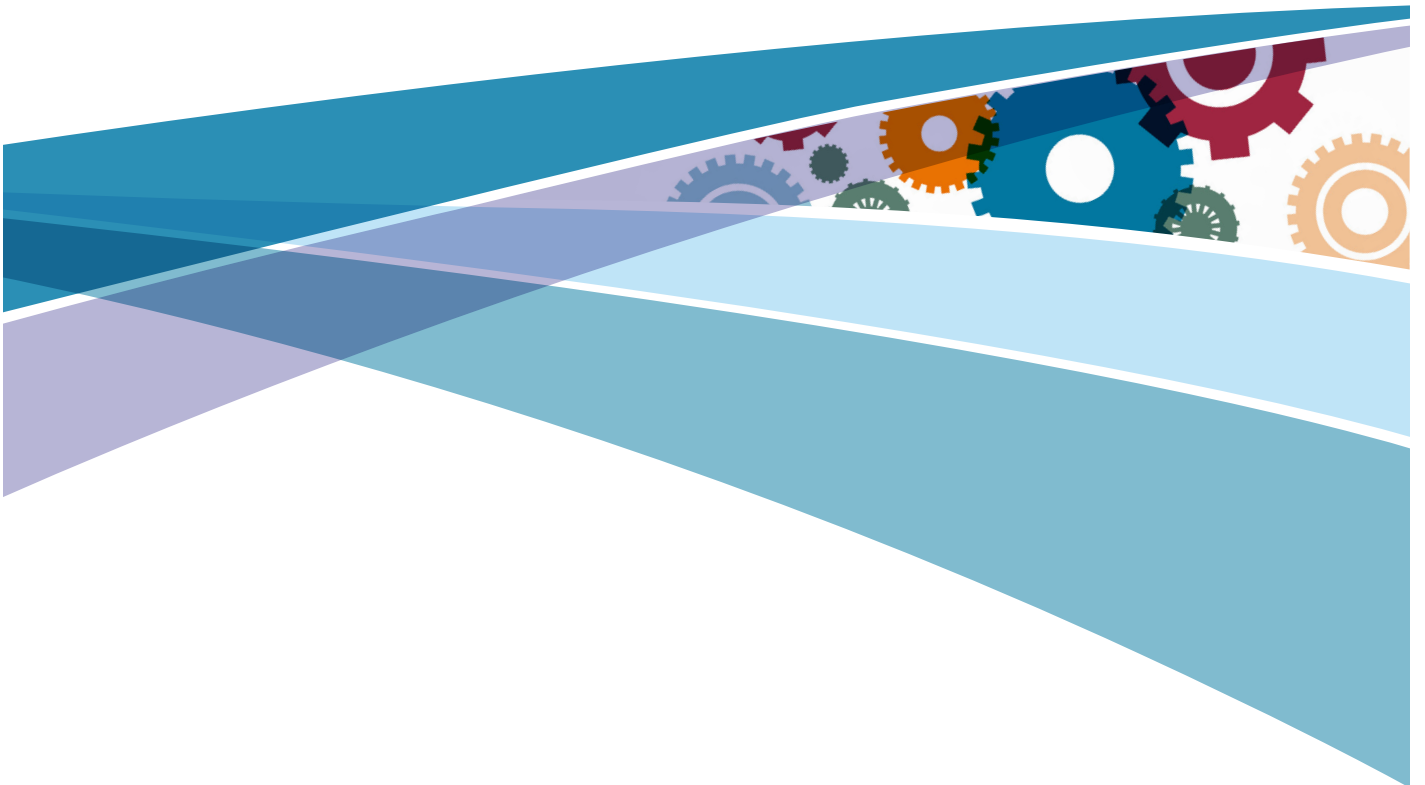




Intellectual
Property
Office

Evaluation strategy



Evaluation strategy

Introduction

IPO's policies and programmes promote innovation in the UK economy by aiming to deliver a high quality rights granting service; help businesses to understand and obtain value from their IP; and ensure IP sits more comfortably in the digital age.

In order to achieve our vision we need to prioritise competing needs against a backdrop of constrained resources. A well functioning evaluation framework will allow us to generate the required evidence to ensure that policy evolves to meet the needs of that vision.

This strategy sets out the 5 key principles that will help the IPO collect good, consistent evidence on the performance and impact of our policies. This will help us prioritise resources and improve our understanding of how the IPO contributes to innovation and economic growth.

Why does evaluation matter?

Evaluation fulfils two essential tasks:

1. **Capturing impact – verifies whether a policy/programme has produced the desired effects and how it could be further developed and improved.**
2. **Testing and monitoring – designing and delivering a policy/programme in an effective manner, including choosing the most efficient option in a range of possible interventions.**

To meet three needs:

1. **External accountability – assessing whether the IPO delivers its objectives and does so cost-effectively, and communicating how the IPO adds value to UK economy based on evidence.**
2. **Internal management – helping to prioritise, conduct, and follow up IPO work to ensure we maximise our impact.**
3. **Policy professionalism – supports a rigorous and systematic approach to the policy process to produce better outcomes.**

Five evaluation principles

IPO's approach to evaluation should be guided by 5 key principles. This will ensure that evaluations are carried out consistently across the office, and that expectations are clear.

1. Strategic approach to prioritising evaluation

There needs to be a rational approach when deciding how much resource should be dedicated. The scale of an evaluation should be proportional to policy or programme it is associated with. The factors which affect this include, but are not limited to:

- Expected impact.
- Profile of policy.
- Novelty or contention of the policy.

2. Evaluation planned with policy design

High quality and informative evaluations are far more likely when they are planned during the design of policy. It benefits evidence gathering by:

- Ensuring that data collected is well aligned with the desired outcomes of policy.
- Increases the chances of relevant baseline information to be identified, sought and/or collected.
- Monitoring data can be collected as soon as the policy commences.

3. Evaluate 5 years after policy commencement

Unless there is good reason not to do so, a policy or regulation should be evaluated around 5 years after it comes into force. For most regulations this is a legal obligation, while for other policies 5 years should allow sufficient time for outcomes to be realised and measured. This does not preclude the possibility of more timely evaluations if it is likely that outcomes and impacts can be measured.

4. Policy areas own the evaluations of their policies

Evaluation is a key element of the policy cycle. To ensure that policy development reaches its full potential, and that it is well managed, evaluation should be owned by the area responsible for the evaluation.

5. Economics, Research and Evidence Team to provide ongoing support.

Policy teams can and should make use of the analytical services provided by the Economics, Research and Evidence team (ERE). The service offered includes:

- In-house evaluation training course.
- Tailored evaluation workshops for planning specific evaluations.
- Support and guidance during evaluation projects.

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