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| **Introduction** |
| Welcome! You are invited to provide feedback to support the review of the Magenta Book.  *Scope*  Initial engagement with key government stakeholders have identified four key areas where there is an appetite to add additional content to the Magenta Book:   1. Value for money evaluation; 2. ‘Test and learn’ evaluation approaches and other associated terms such as prototyping; 3. Aligning evaluation and benefits realisation, including the distinctions between the two and how they complement and work together; 4. Research transparency, including analysis replicability, availability of data/code, and use of open repositories.   We would particularly welcome feedback on:   1. Whether you are supportive of additional content being added to the Magenta Book in the four areas listed above 2. Whether there are other aspects of the Magenta Book that you believe could be improved or adapted to better serve the needs of Government evaluators. 3. Whether there are any errors, inaccuracies or other errata in the current version of the Magenta Book that should be corrected or edited for clarity.   The scope of the review is to enhance our evaluation guidance, and we are not looking to revise existing content where this is accurate and reliable.  Thanks for taking the time to engage with us. You can help us by being as specific as possible about the changes you would like to see, and providing references and links to documents wherever possible. |
| **Section 1: About you** |
| Where do you work?  HM Government  Other  Which department or organisation do you work for?  Click or tap here to enter text.  Current Role/Position:  Click or tap here to enter text.  If you work in HM Government please provide your profession, if applicable:  Click or tap here to enter text. |
| **Section 2: Priority Feedback Areas** |
| Do you support content being added to the Magenta Book in the following areas? Please rate your support for each area on a scale from 1 to 5, where 1 is 'Strongly Disagree' and 5 is 'Strongly Agree'.   1. Value for Money: 1  2 3 4 5 2. Test and Learn Approaches:  1  2  3  4  5 3. Aligning Evaluation and Benefits Realisation:  1  2  3  4  5 4. Research Transparency:  1  2  3  4  5   **Value for Money**  Do you have suggestions for content to be added to the value for money section of the Magenta Book?   |  | | --- | | Click or tap here to enter text. |   **Test and Learn Approaches**  Do you have any suggestions for how we can add relevant and useful content on ‘test and learn’ approaches to the Magenta Book?   |  | | --- | | Click or tap here to enter text. |   **Aligning Evaluation and Benefits Realisation**  Do you have suggestions for how we can better align evaluation and benefits realisation in the Magenta Book?   |  | | --- | | Click or tap here to enter text. |   **Transparency**  Do you have suggestions for content to be added to the Magenta Book related to research transparency?   |  | | --- | | Click or tap here to enter text. | |
| **Section 3: Additional Feedback** |
| Are there any other areas you would like to see improved in the Magenta Book and what suggestions do you have to achieve this? Please specify relevant sections of the existing Magenta Book where appropriate.   |  | | --- | | Click or tap here to enter text. | |
| **Section 4: Conclusion** |
| Are you happy to be contacted for any follow up questions we might have about your feedback?  Yes  No  Thank you for your time and insights. Please send this form to [etf@cabinetoffice.gov.uk](mailto:etf@cabinetoffice.gov.uk) **by 15 May 2025**. We look forward to your contributions! |