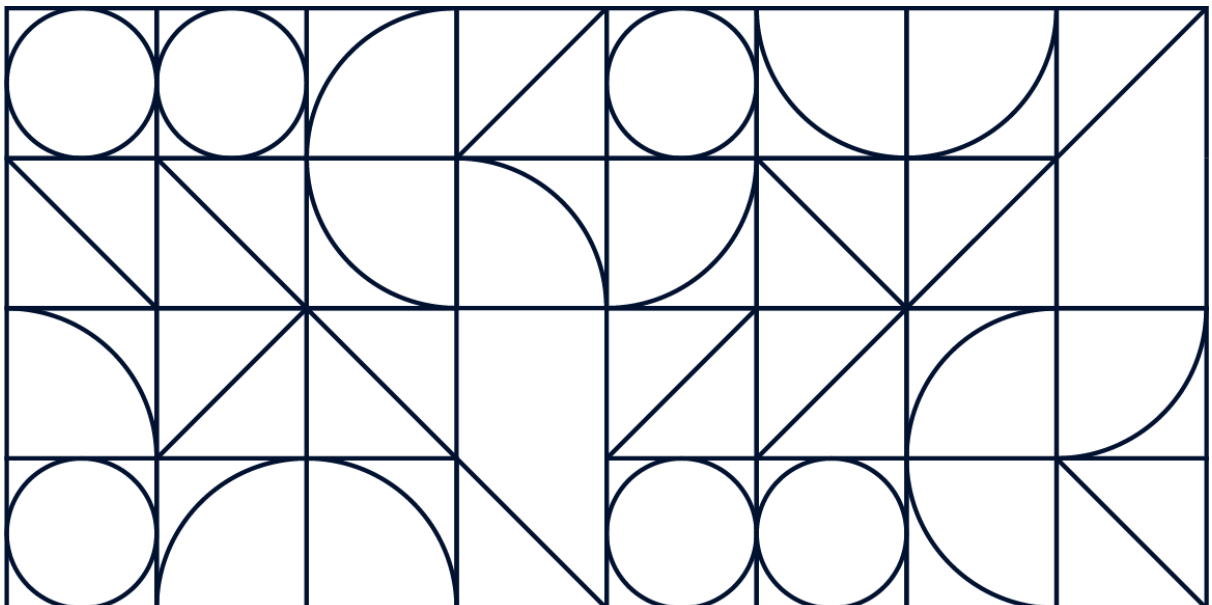




**oxford
insights**

Service Definition Document G-Cloud Evaluation Service



Service summary

Oxford Insights' Evaluation Service supports public sector organisations, governments and international development agencies to understand the real-world impact of programmes, technologies and policy interventions.

We deliver robust, human-centred evaluations that combine qualitative and quantitative methods to provide clear evidence of what has changed, for whom, and why. Our approach goes beyond measuring outcomes to explore the underlying drivers of change, enabling clients to learn from what has worked, identify areas for improvement, and make informed decisions about future policy, investment and delivery.

About Oxford Insights

Oxford Insights is a global consultancy specialising in supporting governments and public sector organisations to use technology, evidence and innovation to improve public services and policy outcomes.

We work with partners worldwide on digital transformation, AI and data governance, transparency, and public service evaluation. Our multidisciplinary team brings experience working with national governments, multilateral organisations and civil society to design and deliver evidence-based programmes that achieve measurable impact. Our clients include...



Department
for Work &
Pensions



Department
of Health &
Social Care



Ministry
of Justice



UK Health
Security
Agency



UK Research
and Innovation



Cabinet Office



What we offer

Our Evaluation Service provides end-to-end support, from defining evaluation objectives to delivering evidence-based findings and practical recommendations. We tailor evaluation approaches to client needs, often combining qualitative and quantitative methods to generate robust insights, support organisational learning, and inform policy and service decisions. Key components of our evaluation services include:

Evaluation component	What we do
Evaluation planning and design	We work with clients to define clear evaluation questions aligned to policy and delivery objectives. We develop tailored theories of change or logic models, select appropriate evaluation approaches (for example formative, summative or process evaluation), and agree indicators, data sources and success criteria to ensure evaluations are proportionate, feasible and goal-oriented.
Qualitative research and stakeholder engagement	Our evaluations are human-centred, placing emphasis on qualitative research with those closest to implementation to ensure findings reflect real-world experience. This includes interviews, focus groups, and workshops with service users, delivery partners, and policymakers. We analyse interviews using approaches like contribution analysis to understand the factors shaping outcomes. We also value being able to validate findings with stakeholders to ensure recommendations are practical and resonate with their experiences.
Quantitative impact assessment	Where data allows, we assess outcomes using quantitative methods such as descriptive analysis, before-and-after comparisons, and contribution analysis. We work with administrative, operational, survey, and bibliometric data, integrating quantitative findings with qualitative evidence

	to provide a holistic understanding of impact. We also have experience conducting economic impact assessments in line with HM Treasury's Magenta Book guidance.
Contextual and culturally sensitive insight	We apply context-sensitive evaluation approaches that take account of cultural, social, institutional and political factors. This helps explain variation in outcomes across settings and ensures findings are relevant, realistic and transferable to different contexts or future phases of delivery.
Communicating findings and recommendations	We produce clear, accessible reports tailored to different audiences, including senior decision-makers and delivery teams. Findings are presented transparently, with methodological detail included in technical annexes to allow readers to engage at the level they need. Rather than offering generic recommendations, we provide practical, prioritised and actionable next steps, which recognise real-world constraints and trade offs.
Multilingual Research Delivery	We can conduct research and stakeholder engagement in English, French, Arabic and Spanish , enabling inclusive participation and accurate insight across international and multilingual contexts.

Who is this service for?

Our Evaluation Service is relevant to:

- **Government departments and agencies** seeking independent assessment of public policies, technology strategies, or service delivery programmes.
- **Nonprofit and civil society organisations** measuring programme outcomes and social impact.
- **Multi-stakeholder initiatives** requiring evidence-based evaluation to support transparency and accountability.

Outcomes and benefits

Oxford Insights' evaluation clients receive:

- **A clear picture of programme performance**, grounded in both stakeholder experiences and robust quantitative data.
- **The opportunity to shape evaluation frameworks**, ensuring optimal use of internal data and stakeholder input.
- **Practical recommendations**, taking into account budgetary constraints, competing priorities, and necessary trade-offs.
- **Independent evaluation reports** suitable for funders, senior management, and wider stakeholders, at relevant levels of complexity (e.g., summary reports, technical annexes).
- **Confidence in compliance**, with all work adhering to legal, ethical, and data protection standards.
- **Optional practical support to apply findings**, helping translate insights into measurable improvements in programme performance.

Pricing

Oxford Insights offers a number of commercial models, including fixed-price engagements, time-and-materials contracts, or phased approaches tailored to the scope of the evaluation. Detailed pricing is provided on request following scoping discussions with the client.

Service standards

Oxford Insights is committed to:

- **Delivering services on time and within agreed budget**, ensuring evaluations progress efficiently without unexpected delays or costs, and proactively flagging any risk of scope creep before it materialises.

- **Maintaining confidentiality and data protection standards**, handling all client information responsibly and in full compliance with legal and ethical requirements.
- **Providing high-quality reporting in clear, accessible language**, making findings and recommendations easy to understand and actionable for all stakeholders.
- **Engaging stakeholders using human-centred and ethical research methods**, fostering collaboration, trust, and constructive dialogue throughout the evaluation process. Our approach is **non-extractive**, meaning we ensure reciprocal value: participants' insights are acknowledged, findings are shared with them, and their feedback is actively incorporated into the evaluation.

Delivery teams

Service delivery is led by senior consultants with extensive experience in evaluation and public sector transformation. For some clients, we also draw on world-leading economists and subject-matter experts, tailoring team composition to the specific needs of each project. Clients can expect:

- **A designated project manager**, serving as a single point of contact for all queries and ensuring smooth coordination throughout the engagement.
- **Regular project updates and checkpoints**, with timing and cadence agreed at project kick-off to suit client needs.
- **Responsive communication**, which may include weeknotes, show-and-tell sessions, or ad-hoc presentations to boards or senior stakeholders.
- **Early access to deliverables**, working transparently with clients by sharing draft outputs to track progress both informally and through formal review periods.

Case studies

Examples of past evaluations delivered by the Oxford Insights team include:

- **[Midterm evaluation of Administrative Data Research UK \(ADR UK\), UKRI](#)**

Oxford Insights conducted a midterm evaluation of ADR UK, a programme that links administrative data for research that informs public policy. The evaluation combined stakeholder interviews, surveys, and quantitative data analysis to assess programme impact. Findings demonstrated that ADR UK was delivering significant public and economic value. We provided recommendations to enhance monitoring and maximise the programme's effectiveness in its remaining investment period.



- **[Review and gap analysis of DWP data practices](#)**

We conducted a review and gap analysis of the Department for Work and Pensions' data practices to identify opportunities for reducing fraud and error. The work involved stakeholder interviews and expert consultation to map current processes and challenges. We produced a prioritised "Now/Next/Later" roadmap with actionable recommendations designed to allow DWP to strengthen its data-driven decision-making and improve operational efficiency.



Department
for Work &
Pensions

- **[Theory-based evaluation of the Opening Extractives programme](#)**

Oxford Insights evaluated the Opening Extractives programme, which aims to increase transparency around beneficial ownership in resource-rich countries. The evaluation used interviews with policymakers, CSOs, and private sector actors across 11 countries. It identified areas of progress in awareness-raising, capacity-building, and technical support. We developed recommendations to guide programme improvements and maximise long-term impact and were later invited to conduct the final evaluation.

Open
Ownership



Extractive Industries
Transparency Initiative

- **Intel AI for Youth Programme evaluation**

We carried out a survey-based evaluation of the Intel AI for Youth Program, collecting responses from students, coaches, and school administrators across nine countries. The evaluation assessed skills acquisition, engagement, and the effectiveness of different delivery methods. We also created a dashboard to provide regional insights and support decision-making. Our findings informed a series of improvements to the programme.



Getting started

Clients can contact the Oxford Insights team to discuss their goals, scope, and timelines. Initial scoping discussions will define the evaluation approach and shape a tailored proposal and project plan.

Contact

Email: info@oxfordinsights.com or sales@oxfordinsights.com

Address: Royal Spa Lodge, West Malvern Road, Great Malvern, Herefordshire WR14 4EW