

QUIP IN ACTION

COMMISSIONER: DCMS / KANTAR PUBLIC

COUNTRY: UK

SAMPLE SIZE: 40 INDIVIDUAL INTERVIEWS REPRESENTING 40 ORGANISATIONS

YEARS OF STUDY: 2022

PROJECT: PART OF A LARGER EVALUATION OF THE TAMPON TAX FUND

This QuIP study is part of a larger research project led by Kantar Public evaluating the impact of the UK Government's¹ **Tampon Tax Fund** (TTF).

The TTF was set up by the UK Government in 2015 as a response to pressure from advocacy campaigns and public opposition to the taxation of sanitary products. Due to EU regulations the tax could not be removed at the time, so the Fund was set up to channel the money to charity and non-profit organisations and projects supporting women and girls.

TTF has provided £86.25 million through 137 grants, over 6 rounds of funding. The Fund had a rather broad remit, acknowledging that organisations supporting women and girls were best placed to identify priorities and needs. The final round of funding was distributed in 2022 since the taxation of sanitary products was abolished by the UK Government in January 2021.

WHY QUIP:

Kantar Public designed an evaluation approach including a grantee survey, bid review, case studies, and evidence synthesis across project-level monitoring and evaluation data. The QuIP study was commissioned to help evaluate the impact of the TTF at the **sector** and **organisation** level and to understand other factors also influencing these outcomes.

APPROACH:

Given the broad remit of the TTF, a double QuIP (48 interviews) was planned. This was to ensure a range of TTF grantee organisations and project types were covered in the sample, including various:

- delivery modes (Grantees and Onward Grantees)
- thematic areas (e.g., violence against women & girls, homelessness, mental health)
- intervention types (frontline and capacity building)

Organisations were required to meet the following criteria to be included in the sample:

- They received TTF funding from 2018-2019 cohort onwards (to increase the potential for accurate respondent recall)
- They were not already participating in case studies conducted by Kantar Public (to avoid respondent fatigue)

¹ The Fund was managed by the Civil Society and Youth Directorate which moved from the Cabinet Office to the Department of Culture, Media and Sport (DCMS) in 2016.

The aim was to split the sample evenly between the two funding delivery modes: 24 Grantees and 24 Onward Grantees². TTF grantee organisations (selected from a list provided by DCMS) were invited to participate in the study via email.³

Despite the limited number of eligible Grantees to sample from, 13 agreed to participate and were included in the final sample. Five of these organisations also provided onward funding to other organisations.

It was decided to increase the number of Onward Grantees as there was potential to recruit more. Onward Grantees were recruited by snowballing through the Grantees providing onward funding. There was a high response rate but due to the time constraints on the data collection period, only 27 were interviewed.

In total, 40 representatives from Grantee and Onward Grantee organisations were interviewed. The interviews were conducted remotely (using video calls) by independent UK-based researchers, employed and trained by Bath SDR.

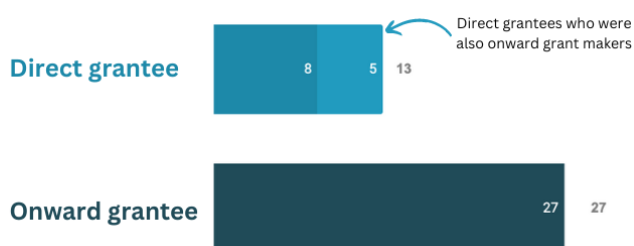
The outcome domains used in the questionnaire were selected based on the TTF Logic Model:

- Project activities and services
- Partnerships with other organisations
- Funding

The maps in this case study use a feature called 'path tracing', where they trace all the links from one factor to another, capturing (a set number of) links in-between. For example, a map tracing from A to C will show any direct links from A to C, and in-between links such as A to B to C.

As well as numbers over the links to denote how many respondents made that link, on each factor there is a number which represents how many participants overall linked that factor to the selected 'from' factor, e.g., how many participants linked factors B or C to starting factor A.

Final QuIP sample breakdown



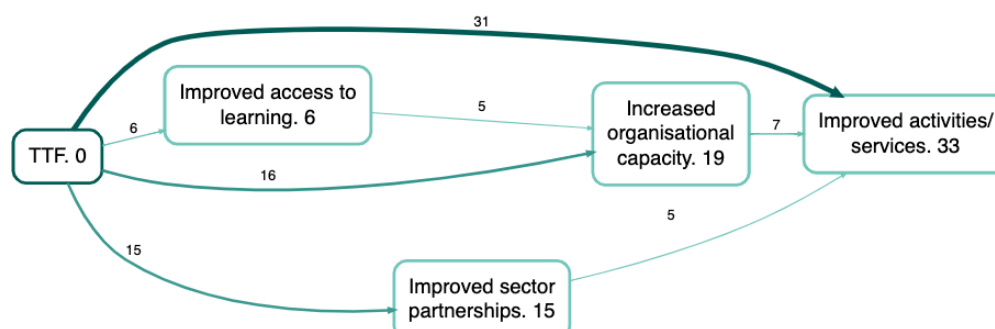
² The original case selection strategy also intended to split the sample by intervention type, however this approach was refined during the design phase based on the availability of data.

³ A donation of £100 was made as a token of gratitude to organisations who participated.

FINDINGS

Overall, participants were positive about the impact of the TTF at the organisational level. Most participants reported that the TTF contributed to their organisation starting or developing activities or services. Furthermore, many claimed that the TTF helped to increase their organisational capacity, particularly in recruiting new staff.

Path tracing the impacts of the TTF on improved activities/services

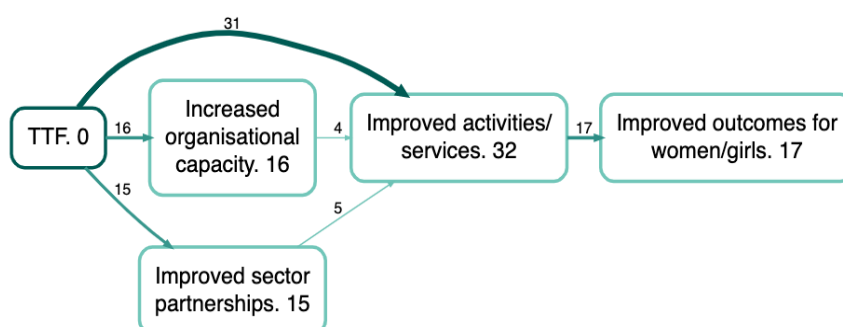


"The funding from the Tampon Tax Fund was so great because we were able to just put our dream project into a project bid and that then become a reality, rather than the Tampon Tax Fund saying we really want people to specifically deliver something about this or this[...] There's [usually] not that kind of space for the creativity. So, it would be very much us delivering something on behalf of someone else's vision and strategy [...] And this is where we saw a gap and we've been able to address that through the Tampon Tax Fund.'" (M2)

There was some evidence that the TTF had a positive impact at the sector level. Some participants linked the TTF to improved sector partnerships but only a few mentioned improvements in other sector level outcomes in the Logic Model. Most participants were Onward Grantees focused on frontline activities, which might explain why there weren't as many sector level outcomes reported. Many participants mentioned other funding sources contributing to similar outcomes as the TTF.

The QuIP evaluation didn't intend to capture the impact of the TTF at the individual level because it wasn't in scope to speak to the women and girls accessing TTF funded projects themselves. However, some participants did report that the TTF contributed to improved outcomes for women and girls.

Path tracing the impacts of the TTF on improved outcomes for women/girls



"The girls have felt empowered from it. They felt like they had a voice." (QuIP participant)

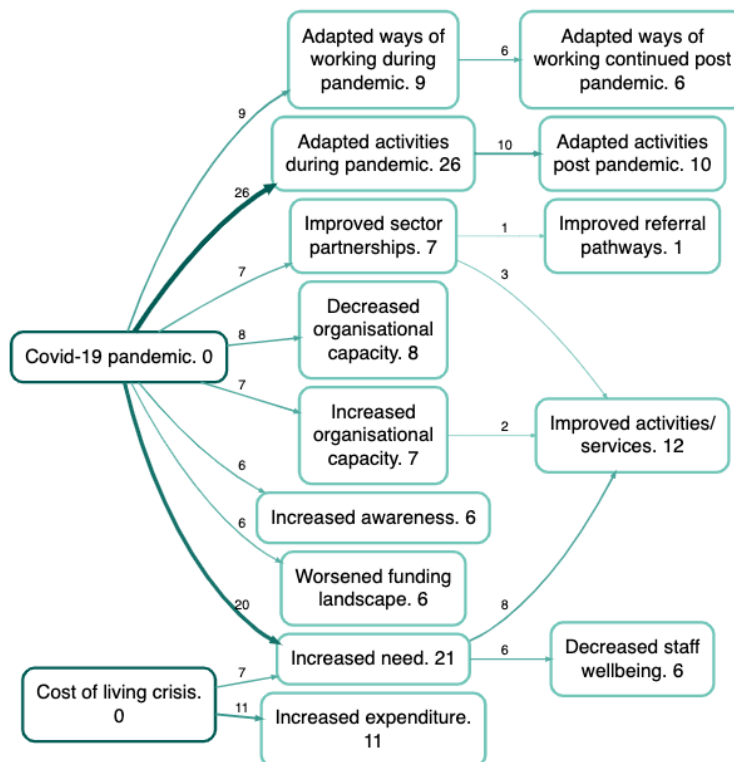
The most frequently reported outcomes for women and/or girls were:

- Increased confidence/self-esteem
- Ability to act as own agents
- Increased knowledge and skills
- Improved relationships with peers

- Improved access to services

More generally, responses were mixed about how the funding landscape has changed over the recall period. Some participants explicitly claimed that the funding landscape for the women and girls sector had worsened over the recall period. The main reasons cited for this were the COVID-19 pandemic and the cost-of-living crisis.

Path tracing the impacts of Covid-19 and the cost-of-living crisis



Furthermore, contextual factors, such as the Covid-19 pandemic and the cost-of-living crisis, were reported as negatively influencing intended outcomes, particularly through increased need.

Finally, funding challenges were highlighted as consistent barriers to sustained success.

“I think that it’s a real shame that there is nothing to replace the Tampon Tax Fund. It’s been incredible to see the work that we’re doing. And it’s just a shame that there’s no government funding to support women specifically.” (D1)

USE OF FINDINGS

“A qualitative impact protocol (QuIP) formed a key part of the impact evaluation of the Tampon Tax Fund. The findings from the QuIP helped us to build a stronger narrative around the impact of the Fund at both a sector and organisational level, and helped identify specific **pathways of change**. We have been able to use the data to triangulate with other strands of the evaluation such as survey data and case study research” - Kantar Public

You can now read the full evaluation report [here](#) and the annex with more details of the QuIP findings [here](#).