

QuIP used as part of an evaluation of the impact of the UK Government Tampon Tax Fund (TTF)

Kantar Public
Commissioner

UK
Country of study

40
Individual interviews

2022
Year of study

About the evaluation:

The Tampon Tax Fund (TTF) was set up by the UK Government in 2015 to channel the money from the taxation of sanitary products to non-profit organisations and projects supporting women and girls. TTF provided £86.25 million through 137 grants, over 6 rounds of funding, ending in 2022. The Fund had a broad remit, acknowledging that organisations supporting women and girls were best placed to identify priorities and needs. The evaluation managed by Kantar Public included a grantee survey, bid review, public data analysis, case studies, and evidence synthesis from project-level M&E data to understand the impact of the fund, particularly in the last 3 years.

Why use QuIP:

Kantar Public chose to incorporate QuIP interviews to capture more detail **from the perspective of grantees** about harder to measure organisational and sectoral changes, and which factors staff perceived to have contributed to any change. This complemented the survey which was able to reach a larger number of grantees (77) but at lesser depth, and the case studies (8) which included a focus on process aspects and were less exploratory than the QuIP interviews which also focused on the experiences of smaller grant-making organisations who received onward grants. This was an endline evaluation, and since QuIP does not require early planning or ongoing data collection, it was rolled out towards the end of the fund’s operation. However, the short time period available for interviews meant it was difficult to reach all the organisations originally targeted.

In this case respondents were aware that the interviews were about their work in relation to the TTF, but researchers encouraged as broad a reflection as possible on all potential **causal pathways** relating to their work. Individual organisational causal maps were combined to identify commonly cited connections and see how reported causes and effects related across all cases. The analysis distinguished between outcomes reported at the organisational, sectoral, and individual (intended beneficiary) level.

Approach:

- 40 interviews of around 1 hour were conducted, aiming to cover a range of grantee organisations - including smaller onward grantees.
- The focus was on understanding changes and impact at the organisational and sector level, therefore intended beneficiaries (women and girls) were not interviewed.
- Intended outcome domains formed the basis of the questions which were structured to prompt respondents to report on what had changed in that area, why and how - eliciting **causal mechanisms** which may or may not refer to the TTF.



Outcome domains were based on the TTF Logic Model



Project activities and services



Partnerships with other orgs



Funding

Findings:

- TTF grants contributed to most organisations starting or developing new activities
- Many claimed that organisational capacity increased as a result of TTF grants
- Some respondents linked TTF grants to improved sector partnerships
- Other funders were reported as having a similar impact on these outcomes
- Covid-19 and the cost of living crisis were reported as key drivers of increased need and demand for services
- Short-term funding and lack of a specialist fund for women & girls were cited as barriers to further change

More detailed example findings from the study follow, illustrating how the **causal pathways** identified in the narrative data are visualised as **causal maps** once coded by an analyst trained in causal qualitative data analysis.

How to read causal maps:

Maps are designed to be read from left to right. The direction of the arrowhead on each link reflects the direction of causation or influence.

Above each link there is a number which represents the number of participants who made that causal claim. In a 'path trace' map, in each factor box there is a number which represents how many participants linked that factor to the selected 'from' factor right at the start.

All maps presented here have been filtered to remove links reported by fewer than five respondents.

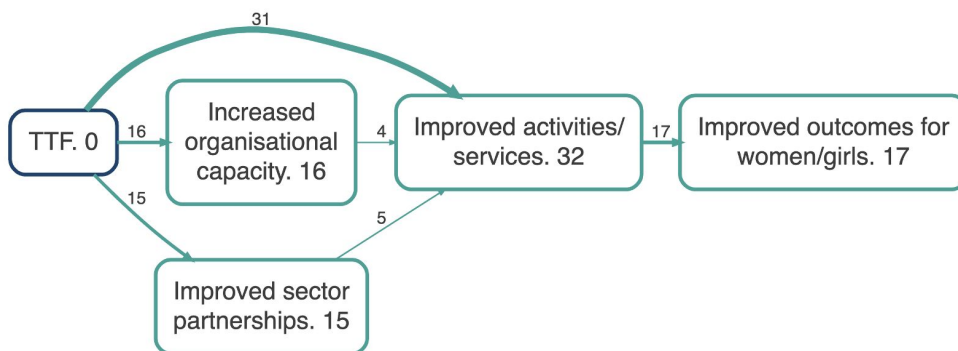
Most participants described using the TTF funding to start new activities or provide new services **in response to specific needs or sector gaps**. For example, one organisation identified a gap in provision for women who were experiencing *"problems or harms in their gambling"*.

Funding from the TTF enabled them to start providing support and treatment, as well as training other organisations to identify early signs for referral. They describe being able to *"really drive [it] forward as a new strand of work."*

"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"

"It would be nice to have another Tampon Tax Fund ... it was good that they decided to use it for women's services, but it needs to be replaced."

Path trace of the impacts of the TTF on improved outcomes for women

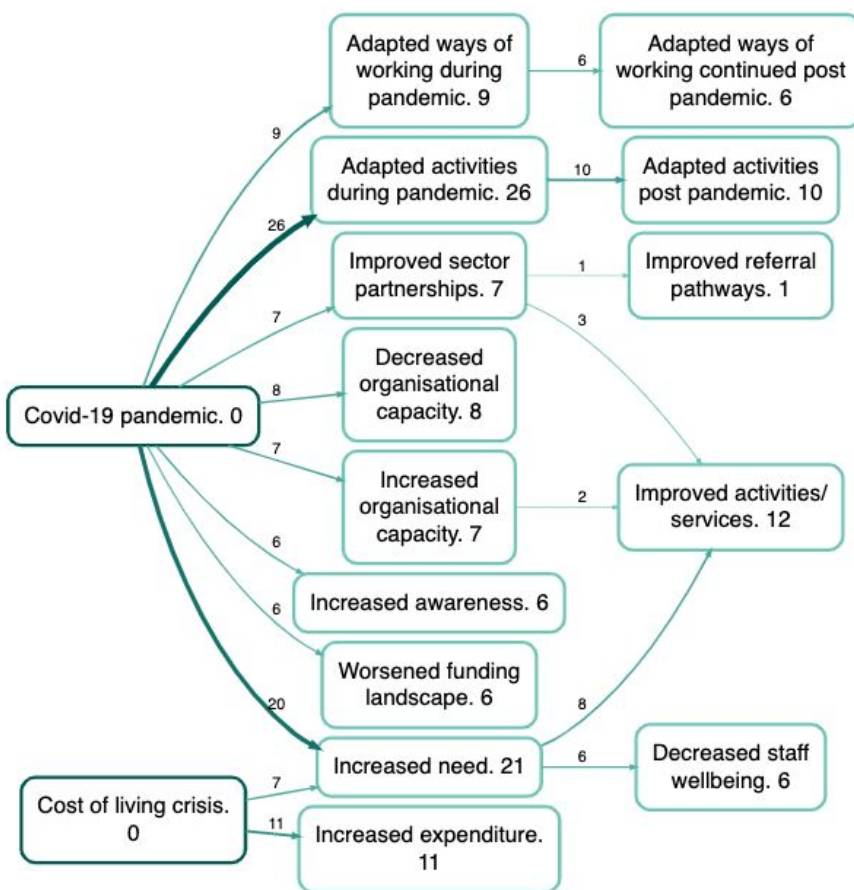


Use of findings:

"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

The survey data collected by Kantar Public showed that the majority of grantees felt there was insufficient funding available to the women and girl's sector. Findings from the QuIP corroborated this, adding that many respondents linked a decline in sector funding to the Covid-19 pandemic, the cost-of-living crisis, and government cuts. The QuIP interviews provided further insights to understand how these external factors influenced outcomes, both positively and negatively, and how the TTF grant funding interacted with these factors. The Covid-19 pandemic and the increased cost of living were reported to be increasing need and demand for services. However, on a more positive note, for some Covid-19 also led to adapted activities and/or ways of working (such as hybrid or remote approaches) which were perceived to work well and continued beyond the lockdowns.

Path trace of factors related to Covid-19 and the cost of living crisis



“we have some online courses and that was new obviously because of Covid. [...] We don't allow children [in the centre] so actually, during Covid we couldn't access people who didn't have childcare, people in rural parts of the borough who don't even have buses or can't afford buses. One of us realised that these people still wanted support, so we have a blended approach to that now, we still deliver classes online. That was an unexpected wake up call for us actually.” (QuIP participant)

Limitations: This evaluation may have benefited from a more distinct differentiation between the purposes of the case studies and the QuIP interviews which at times overlapped in both subject matter and type of respondent. However, overall the combination of different approaches provided a more holistic view of impact - with QuIP adding a focus on **causal pathways** to impact.

A summary of the overall evaluation can be found [here](#), with the detailed QuIP findings in [Appendix 8](#).

For more information on QuIP visit: www.the-quip.org

For more on the Causal Pathways Initiative please visit the [Causal Pathways](#) website