

# YEAR TWO OVERVIEW

**March 2013 – April 2014**

The Alliance champions the use of evidence in social policy and practice. We are an open-access network of individuals from across government, universities, charities, business and local authorities in the UK and internationally. The Alliance provides a focal point for advancing the evidence agenda, developing a collective voice, whilst aiding collaboration and knowledge sharing, through debate and discussion. We are funded by the BIG Lottery Fund, the Economic and Social Research Council and Nesta. Membership is free.

To sign up please visit: [www.alliance4usefulevidence.org](http://www.alliance4usefulevidence.org).

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# INTRODUCTION

This paper aims to both give an overview of what has been achieved in the Alliance's second year and to aid discussion on what we should prioritise in future.

Although the focus is on the second year, there is also a discussion of all our work since we formally started in April 2012. We have taken the opportunity to discuss what has worked – and not worked – over the last two years. This is not an evaluation, but an overview of progress based on the available monitoring information.

We exceeded most of our quantifiable targets. Many of these targets are outputs, not outcomes, and should not be over-egged. But our success in meeting these goals has been an essential part of getting the Alliance off the ground, building momentum and creating pathways to impacts – impacts that are described below. These goals were also a central part of our contracts with funders.

Some highlighted numbers:

- The Alliance has grown its membership to 1,800 members as of March 2014. There is a diverse mix of member organisations, including 407 members from charities, 252 are independent companies, 413 from universities and 488 public sector. Every single Whitehall government department is represented.
- There were 43 articles last year in the digital and national media that have positively mentioned the Alliance, far exceeding our target of five. We have commissioned 37 blogs for our website from a variety of experts across social policy. Our website had 14,713 unique visitors in the second year and there are 1,600 people following us on Twitter.
- We linked up with The Conversation UK, a news website for university-based research to reach wider audiences and created the '[Hard Evidence](#)' section. Articles on average received over 6,700 viewers. The first Hard Evidence piece on BBC bias is still being talked and tweeted about today. The article has been linked to 2,183 tweets. There are 1,300 'Likes' on Facebook.
- We have secured engagement from the highest levels at 13 events around the UK last year, such as government ministers and senior civil servants, chief executives of charities and public bodies, and frontline professional staff such teachers, police officers and social workers. Our events in Cardiff, Belfast, Glasgow have been at full capacity.

In our initial phase, we helped to make the case for the What Works Centres – as well as making the case for other potential areas, such as wellbeing. The Centres will help transform the landscape of evidence, particularly by making research more accessible and relevant to wider audiences. But a good supply of evidence is not enough – we need to encourage

intelligent demand and absorptive capacity. Engaging with people to encourage this demand, particularly through our membership, events, publications, media and advocacy, is vital.

A key success that we aim to build on is the large demand for the Alliance shown in our membership, trebling in the first 12 months. The membership also represents the wide range of evidence activities and organisations beyond the What Works Centres, often beyond Whitehall, and we have acted as a forum for these other voices.

## HIGHLIGHTS – THREE CASE STUDIES

So what approach worked best for us? Piggybacking on other events and activities – an approach suggested by the Funders Forum – worked well as it allowed us to reach key target and captive audiences. Three examples are given below: Intelligent Funders Forum; the Professions Summit; and SOLACE.

Face-to-face interaction, particularly the opportunity to debate complex matters relating to policy, politics and practice, was also an important opportunity for these partnerships. We used live events to launch, debate, inform and disseminate our 15 Alliance publications produced over two years.

- 1. Intelligent Funding Forum of charities** (Association of Charitable Foundations, 21 May 2013). There was a positive response to our presentation and report '[Secrets of Success: How Charitable Funders Use and Share Evidence in Practice](#)'. The Funding Forum has 49 members who are influential charitable foundations in domestic social policy. Convened by the Association of Charitable Foundations and The Big Lottery Fund, membership includes Esmée Fairbairn Foundation, Wellcome Trust, Joseph Rowntree Foundation, BBC Children in Need, Comic Relief and others. The report was covered in Guardian Voluntary Sector Network, Third Sector, and The Fundraising. The report has been mentioned in the consultation for the forthcoming strategy of Paul Hamlyn Foundation, blogs for BIG's new strategy and a briefing for the members of Association of Charitable Foundations '*What Works*' – *What's in it for foundations?* (June 2013).
- 2. Professions Summit with Royal College of Surgeons** (The Institution of Civil Engineers, 9 July 2013). An unprecedented group of 36 professional bodies met to discuss how to apply evidence to frontline practice. CEOs, Chairs or Presidents from the UK professional bodies representing lawyers, police officers, teachers, carers, engineers, medics, health workers attended the Summit. The event was chaired by Lord Gus O'Donnell, former head of the civil service, and was a partnership co-organised with the Royal College of Surgeons. One of the speakers at the event, teacher David Turrell, subsequently drafted a report advocating more evidence use by a cooperative network of schools '*Evidence Informed Practice; A Joint Position Statement*' by Whole Education, Co-operative Network of Schools (June 2013), funded by the Paul Hamlyn Foundation. The key convenor of the Summit, Professor Jonathan Shepherd, gained support for the Royal College of Teaching to help embed evidence in teaching practice (*A New Member-Driven College of Teaching; A Blueprint*, The Prince's Teaching Institute, February 2014).

One recommendation from the summit set out in a [report](#) based on the event was to do more on the demand for evidence. Its argument that ‘supply is not enough’ and professional development is also needed has influenced the Alliance’s priorities for 2014 to 2016.

In advance of the Summit, we also launched the report on evidence for professionals [\*Evidence for the Frontline, A report for Alliance for Useful Evidence\*](#), by Dr Jonathan Sharples (June 2013). Examples of feedback on the report:

*“I think it was brilliant! It was the most comprehensive and clearest analysis of what the eco structure could look like. I think it is going to be a seminal work. I think I'll also be quoting from it a lot!”* Baroness Estelle Morris, former Secretary of State for Education

*“It was a pleasure to read this. I thought it was a comprehensive assessment of the issue and articulated well. It was helpful to see it as it summarises the key issues I think you wanted us to take away from the discussions we have had to date”* Marie Conlon, Head of Teachers Analysis Unit, Department for Education

*“I thought ... it was excellent! It captured the issue of the evidence ecosystem really nicely and had some very tangible examples, which always appeals to policy makers.”* Jonathan Clifton, Senior Fellow, IPPR

There were guest opinion pieces and articles on the report in the Guardian online, MJ, Policing Today, Civil Service World, Public Service. The author of the report is currently on an ESRC-funded secondment to the Education Endowment Foundation What Works Centre, co-funded by the Sutton Trust, to set up closer ties between researchers and teachers. We also fed into a report by the teaching union ATL on evidence for practice, and Jonathan Breckon gave a briefing for the Shadow Labour education team on the report. We built good links with some advisers to Coalition and shadow education teams and fostered a supportive culture to using more evidence in schools. For instance, the then-shadow Secretary of State Stephen Twigg gave a speech (21 February 2012) to Progress entitled ‘Evidence, not dogma: a smart way to raise education’ and said his mantra was ‘evidence, evidence, evidence’.

3. **SOLACE summit** (Coventry, October 2012). We worked alongside the umbrella body for heads local authorities – SOLACE. They produced a ‘call for action’ after the summit for its members to use and value evidence at the local level, after we contributed to their annual summit. This span out of us organising three sessions at the SOLACE summit in Coventry in 2012, that allowed us to engage with over 500 Chief Executives and Directors from all over England. We have worked with a SOLACE sponsored group focusing on local evidence chaired by Abdool Kara, CEO of Swale Borough Council, who are interested in using Nesta’s standards of evidence. This partnership also helped inform a policy report [\*Squaring the Circle; Evidence at the Local Level\*](#) launched the following year in May 2013 and build an ongoing relationship with LARIA, the membership body for researchers in local authorities, and the Knowledge Navigator, an

initiative to help link up research with local partners.

## ORGANISATIONAL AND PUBLIC COMMITMENTS TO EVIDENCE

We achieved positive outcomes through working with organisations and individuals to go ‘on record’ to support evidence use, in public reports, speeches, media work. It would be very hard to claim direct causal attributions to Alliance activity but listed below are some endorsements we were connected with in some way (e.g. quoting our reports or working in direct partnership with the Alliance):

- a) ‘*Deciding Time; Prevent today or pay tomorrow*’ report of **Early Action Task Force** and Community Links praised work of Alliance and repeated commitment to value of evidence around early intervention <http://www.community-links.org/earlyaction/the-deciding-time/>
- b) Following an Alliance/NPSCC roundtable, **NSPCC** CEO Peter Wanless wrote in Guardian online about the need for robust evidence to protect children from harm and the commitment of NSPCC to developing evidence: “*If rigorous evaluation accompanies innovation where it is most needed, together we can help local authorities tackle the big challenges in child protection*” <http://www.theguardian.com/social-care-network/2014/mar/25/nspcc-research-evaluation-social-care>
- c) Support for using more evidence at our **Conservative, Labour and Liberal Democrat** Party Fringe events by: Bernard Jenkin MP (Chair, Public Administration Select Committee); Angela Eagle MP (Shadow Leader of the House of Commons); Stephen Mosley MP; Peter Lilley MP; Dr Stella Creasey MP (Shadow Minister for Crime Prevention); Julian Huppert MP; Baroness Sharp. Steve Webb MP, Lib Dem Minister for Pensions, Department of Work and Pensions, spoke at our joint event with Institute for Government (IfG) entitled '[Good Policy, Bad Politics](#)' (13 March 2012) supported evidence for ministers, and informed the IfG report '[Evidence and Evaluation in Policymaking; A Problem of Supply or Demand?](#) (2013)
- d) **All Party Committee on Physical Education** recommended an ‘evidence-based approach to national plan on promoting physical education’ and developing high standards of evaluation, referencing the Nesta Standards of Evidence [http://www.bhfactive.org.uk/userfiles/Documents/commission\\_report.pdf](http://www.bhfactive.org.uk/userfiles/Documents/commission_report.pdf)
- e) Nesta-hosted [launch](#) of the ‘What Works Centres’ with ESRC, BIG and Cabinet Office. Speeches endorsing evidence-use by **Rt Hon Oliver Letwin MP, Minister for Government Policy, Cabinet Office and Rt Hon Danny Alexander MP**, Chief Secretary to the Treasury who said: “It is vital that we continue using evidence-based policy making to shape decisions on public spending, particularly in this financial climate”.
- f) An “evidentiary approach to decision-making” is “a grade one issue for the civil service” according to **Chris Wormold**, head of the UK policy profession and Permanent

Secretary at the Department for Education at our event '[Future Directions for Scientific Advice – Science and Social Policy](#)' (8th of January 2013).

Some of the policy impacts of Alliance work will also fall later into 2014. For instance, we have been invited to give oral evidence to the House of Commons Select Committee Inquiry on 'Social media data and real time analytics', alongside Sir David Omand, a former Permanent Secretary in the Cabinet Office. This is based on [Social Media and Public Policy; What is the Evidence?](#) report which was widely read (1,208 unique page views, 175 tweets), and led to our being asked to speak to: 250 Government social researchers at their annual conference on 20 September 2013, chaired by the Head of the Government Social Research Service Jenny Dibden; Cabinet Office on how to use social media research to GESR process; Science Advisory Groups for Emergencies (SAGE) within BIS that provides scientific advice to COBR on how to incorporate analysis of social media into emergency response planning. We expect to see reports and responses to these briefings later in 2014.

## WHAT DIDN'T WORK

We haven't done enough outside of England in the rest of the UK. Our introductory events in Cardiff, Edinburgh and Belfast were popular but we need to do more outside Nesta's HQ in London and have more events, reports and impacts dedicated to areas outside of England. We plan to do more of this in 2014 to 2016, particularly looking at what we can do to learn between different parts of the UK.

As much as we love the Guardian (and we have been in the online version 15 times just in the last year), we need to extend our national media coverage to other outlets. But making a splash on, say, national news is perhaps more a role for others such as Alliance/Nesta supported '[Hard Evidence](#)' section of The Conversation, or media-focused bodies such as Full Fact, the Education Media Centre and others.

We have an incredibly rich membership from across social policy in the UK. We could do more to engage with every aspect of this membership – beyond the traditional forums of events, newsletters and social media.

# TARGET OUTCOMES, AGREED INDICATORS AND WHAT ACTUALLY HAPPENED

The work programme of the Alliance has consisted of ‘discussion events, publications, blog posts and a web presence’ (to quote from contracts with ESRC and BIG Lottery). Details and the results of these activities are set out below.

## 1. Membership

<b>Target outcome</b>	Through its membership and network, the Alliance will stimulate the demand and use of evidence in decision-making across national government, local government, practitioners, and service delivery organisations, thereby increasing the number and range of organisations investing resources and efforts towards the best and most useful evaluation.
<b>Agreed indicator and level (Timescale: one year)</b>	<ul style="list-style-type: none"> <li>a) Diversity of member organisations, measured according to geography and sector: <ul style="list-style-type: none"> <li>- Minimum of ten new Alliance members from each of the nations and regions</li> <li>- Minimum of ten new Alliance members from each sector</li> </ul> </li> <li>b) Increased number of member organisations: <ul style="list-style-type: none"> <li>- Target of 30% increase in member numbers in targeted areas</li> </ul> </li> </ul>
<b>What actually happened</b>	<ul style="list-style-type: none"> <li>a) The Alliance has exceeded its membership targets. As of March 2014, membership totalled 1,800 members. This was an increase of 44%, which goes beyond our initial target of 30% new members.</li> <li>b) There is a diverse and balanced mix of members, including 407 from charities, 413 from universities, and 488 public sector. (See Fig.1, below) There are 67 from Wales (increase by 347%); 17 from Northern Ireland (+42%); 116 from Scotland (+32%); and 1,335 from England (+53%). (See Table 1, below).</li> </ul>

## Total number of Alliance members by organisational sector as of 31 March 2014

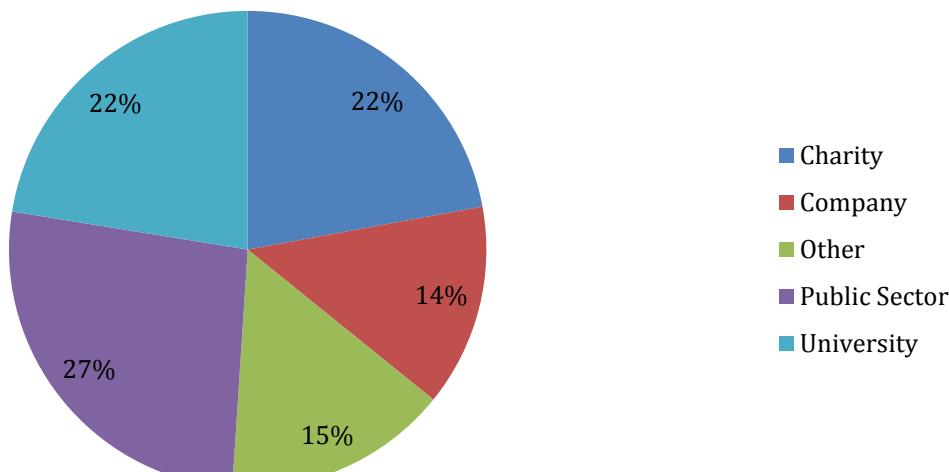


Fig 1: Total number of Alliance members by organisation sector as of 31 March 2014

Nation	Number of members as of 31 March 2012	Total number of UK members as of 31 March 2013	Percentage increase	Number of members as of 31 March 2014	Percentage Increase since 31 March 2013
Scotland	56	88	57%	116	32%
Wales	2	15	550%	67	347%
Northern Ireland	3	12	200%	17	42%
England	263	872	232%	1335	53%
<b>Total</b>	<b>324</b>	<b>987</b>	<b>205%</b>	<b>1535</b>	<b>56%</b>

Table 1: Breakdown of number of UK members by country

## 2. Stimulating conversation: events and creating an online discussion forum

<b>Target outcome</b>	The Alliance will build an online discussion forum and offer live events that stimulate a substantive discussion of the nature and facets of useful evidence in an interdisciplinary context. Facilitating this discussion will lead to the cultivation of new approaches to research and evidence that are clear and better directed towards influencing decision makers.
<b>Agreed indicator and level</b>	<ul style="list-style-type: none"> <li>a) Minimum of two events every quarter, bringing together members and exploring new and challenging topics surrounding useful evidence.</li> <li>b) Monitoring discussion forum activity on a monthly basis over the year for increased and high level discussion around useful evidence through continuously increasing website traffic and activity and generating two new online discussions, blogs or e-news per month.</li> </ul>
<b>What actually happened</b>	<ul style="list-style-type: none"> <li>a) 13 events were delivered last year, ranging from high-level policy roundtables, to UK national conferences on challenging social issues, with speakers from all political parties, small and large national charities, professional groups, researchers in House of Commons, chief scientific advisers. (see Section 2.1 below).</li> <li>b) We have commissioned 37 blogs for our website from a variety of experts across social policy. We have tweeted 1,558 times and have gained 1,609 Followers. We have had 14,713 unique visitors to our Alliance website in the second year.</li> <li>c) We linked up with The Conversation UK, a news website for university-based research to reach wider audiences and created the '<a href="#">Hard Evidence</a>' section. 33 articles written under the 'Hard Evidence' banner. Articles on average received over 6,700 viewers. Readership of Hard Evidence articles is significantly higher on average than normal TCUK articles. See Annex B below for readership. A selection of quotes from some feedback we have had:</li> </ul>

*"I like the very evidence-based articles, so more of those please!"*

- F, South-West, 25-34

*“pieces like: ‘Does prison really work’ are what I look forward to. Lots of data with links to sources is used to back up the opinions expressed. It’s good because it provides access to data and provides a POV that one can evaluate for her/himself.”*

- M, London, 35-44

*“I like the Hard Evidence articles as often newspaper reporting has a political bias.”*

- F, Scotland 55-64

- d) The first Hard Evidence piece on BBC bias is still being talked and tweeted about today. The article has been linked to 2,183 tweets. There are 1,300 ‘Likes’ on Facebook. The article was re-published on the New Statesman site and their page was mentioned in a further 1,057 tweets. The latest tweet on 28 March 2014 by @AndyCavster28 included @ChrisBryantMP saying “Those dam facts eh!”

## 2.1 Events

We have secured speakers from high political levels in addition to leading thinkers and practitioners from charities, local authorities, teaching bodies, police and social care. Our events have been popular and consideration needs to be given to how we manage numbers in future as the Alliance continues to grow beyond our expected numbers. Our events in Cardiff, Belfast, Glasgow have been at full capacity.

We continued our approach to ‘piggyback’ on other events. Piggybacking on external events is an effective way to allocate our time as it allows us to reach out to new audiences who may not be fully ‘converted’ to evidence, and we can help to persuade them about the value of evidence – and help increase demand.

Event	Date	Location	Registrations
The Value of Evaluation	22 April 2013	Nesta	152
Evidence: What Works in Northern Ireland	15 May 2013	Belfast	80
What Works Wales	17 May 2013	Cardiff	130
MPs: What do you know about your constituency?	02 July 2013	House of Commons	200
Roundtable: Professions Summit	09 July 2013	Institution of Civil Engineers	36
Liberal Democrat party conference	16 September 2013	Glasgow	Not known

<b>Labour Party Conference</b>	24 September 2013	Brighton	Not known
<b>Conservative Party Conference</b>	1 October 2013	Manchester	22
<b>International Insights: social science evidence and the policy process (with Academy of Social Science)</b>	17 October 2013	Nesta	60
<b>Alliance Christmas Networking Reception</b>	5 December 2013	Nesta	135
<b>SPARK Launch Event: Social Policy Experimentation</b>	12 February 2014	Nesta/Brussels	110
<b>Evidence and Well-being</b>	31 March 2014	Nesta	97
<b>Roundtable: Using research and evidence to prevent children from harm (with NSPCC)</b>	10 March 2014	Nesta	30

Table 2 : Alliance events 2013 – 2014

### 3. Raising the Alliance's profile

<b>Target outcome</b>	Through research, discussion and engagement, the Alliance will raise its profile and voice within the policy realm, acting as an advocate and supporter of embedding useful evidence across policy and practice. Campaigning and other strategic activity will also raise awareness of the importance and value of useful evidence in decision making. This will contribute to increased awareness and interaction with useful evidence across policy sectors.
<b>Agreed indicator and level</b>	<ul style="list-style-type: none"> <li>a) Monitor discussion surrounding the Alliance within public and policy spheres: target of five national media or policy articles and two international media or policy references annually.</li> <li>b) Meetings with high profile stakeholders within the public and policy spheres: target of five meetings per quarter with high profile policymakers to discuss the Alliance.</li> </ul>
<b>What actually happened</b>	<ul style="list-style-type: none"> <li>a) 43 articles in the national media that have positively mentioned the Alliance, far exceeding our target of 5. Media publications that have mentioned the Alliance: The Guardian online (15 articles &amp; online debates involving the Alliance), New Scientist, Third Sector, MJ &amp; Research Fortnight. For a complete list of media coverage see Annex A below.</li> </ul>

- b) We have met and engaged with the following influential individuals in policy and charities who have made public commitments to evidence - and offered insights into using evidence in the real world of policy, politics and managing charities and public services:
- Bernard Jenkin MP (Chair, Public Administration Select Committee)
  - Angela Eagle MP (Shadow Leader of House of Commons)
  - Gus O'Donnell (former Cabinet Secretary)
  - Chris Wormald (Permanent Secretary at the Department for Education and Head of the Policy Profession);
  - Dr Stella Creasy MP (Shadow Minister for Crime Prevention);
  - Julian Huppert MP
  - Peter Wanless, Chief Executive, NPSCC
  - Martin Reeves, Chief Executive, Coventry City Council
  - Ray Lock, Chief Executive, Forces in Mind Trust

#### 4. Identifying best practice: dissemination and impact

<b>Target outcome</b>	Drawing from a wide range of activities and experiences both in and out of its network, the Alliance will identify best practice and learning which will be spread through production and dissemination of publications and events. Increased dissemination will amplify the impact and uptake of best practices and raise public awareness of useful evidence and its role in decision making.
<b>Agreed indicator and level</b>	<ul style="list-style-type: none"> <li>a) Publications: two Alliance-led or support reports to be produced annually.</li> <li>b) Uptake of Alliance recommended practices or approaches to rigorous evidence – annual target of four public announcements of organisations improving their use of evidence in decision making.</li> </ul>

- c) Monitor discussion surrounding the Alliance within public and policy spheres: target of five national media or policy articles and two international media or policy references annually.
- What actually happened**
- a) Two more major publications were produced in Year 2: an accessible guide to systematic reviews and a major policy report on how social media evidence can inform public services. In total, the Alliance produced 13 publications over the two years of the project.
  - b) 6 public & charitable bodies linked to Alliance have publicly referenced our work or worked in direct partnership with us, including NSPCC, Robertson Trust, Carnegie UK Trust/Joseph Rowntree Foundation, Association of Charitable Funders and NICE International (see Organisational and Public Commitments to Evidence for a list of declarations of support for using more evidence p.7 above). We have also worked directly with 5 new What Works Centres, either working formally in advisory groups (e.g. Early Intervention Foundation) or providing informal advice with senior staff through roundtables, meetings, emails and reports (e.g. Centre for Ageing Better).
  - c) 43 articles in the national, trade and professional media have positively mentioned the Alliance, far exceeding our target of 5. Media publications that have mentioned the Alliance include The Guardian, The Charity Times, MJ and Research Fortnight. (See Annex A)

# ANNEX A

## Media Coverage between 1 Apr 2013 - 31 March 2014

	Cover Date	Headline	Publication/Outlet Short Name	Media Type (top-level)	Circulation
1.	05/04/13	Experts and experimental government	guardian.co.uk	Web & Wires	6,766,000
2.	09/04/13	What Works: lessons from abroad for UK policymakers	guardian.co.uk	Web & Wires	6,766,000
3.	01/04/13	Impact Measurement	Charity Times {Main}	Trade	10,373
4.	16/05/13	Collaboration sought to address data/skills gap	MJ (The Municipal Journal) {Main}	Trade	7,499
5.	26/06/13	A spending review full of politics, devoid of strategy	The Guardian {Main}	Nationals	192,376
6.	26/06/13	A spending review full of politics, devoid of strategy	guardian.co.uk	Web & Wires	6,766,000
7.	27/06/13	How to empower public leaders with evidence on the frontline	guardian.co.uk	Web & Wires	6,766,000
8.	27/06/13	Report calls for better use of evidence to improve standard of public services	Localgov.co.uk	Web & Wires	13,577
9.	27-Jun-13	Report calls for better use of evidence to improve standard of public services	The MJ	Web & Wires	
10.	27-Jun-13	Report calls for better use of evidence to improve standard of public services	Localgov.co.uk	Web & Wires	
11.	27-Jun-13	Research and practice need to meet at the education frontline	The Information Daily	Web & Wires	
12.	27/06/13	Livechat: what will it take for Whitehall to listen to academics?	guardian.co.uk	Web & Wires	6,766,000
13.	27/06/13	Daily roundup: Pupil premium, child poverty and evidence-based practice	cypnow.co.uk	Web & Wires	36,927
14.	26/06/13	'Use research in daily work'	Civil Service World {Main}	Trade	6,716
15.	28-Jun-13	"We should not see this as academics versus Whitehall"	Guardian Public Leaders Network	Web & Wires	
16.	01/07/13	"We should not see this as academics versus Whitehall"	guardian.co.uk	Web & Wires	6,766,000
17.	16/07/13	How do we know if we're really doing good practice?	Public Service (web)	Web & Wires	20,800
18.	19/07/13	Looking abroad to learn 'what works' for science policy	guardian.co.uk	Web & Wires	6,766,000
19.	23/07/13	Secrets of success? How charity funders use and share evidence in practice	guardian.co.uk	Web & Wires	6,766,000
20.	23/07/13	Sharing is key to funders making better use of evidence, says discussion paper	Thirdsector.co.uk	Web & Wires	75,436

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21.	24/07/13	What Works Centres can learn lessons from abroad	Research Fortnight {Main}	Trade	10,000
22.	24/07/13	Report reveals how grantmakers use and share evidence on what works	Fundraising.co.uk	Web & Wires	21,129
23.	01/07/13	Some worries about localism	Adults Learning {Main}	Trade	2,800
24.	30/07/13	Sharing 'brings success'	Third Sector {Main}	Trade	9,680
25.	01/08/13	Practice makes perfect	MJ (The Municipal Journal) {Main}	Trade	7,499
26.	01/08/13	New report sheds light on funders' use of evidence	Fundraiser, The {Main}	Trade	2,000
27.	04/09/13	Berks, wankers and wonks: how to pitch science policy advice	theguardian.com	Web & Wires	6,766,000
28.	19/09/2013	Some civil servants 'don't get' evidence based policy, says Huppert	Civil Service World	Web and Wires	
29.	26/09/13	Acevo and NCVO step up action on lobbying bill	Civilsociety.co.uk	Web & Wires	5,654
30.	03/10/13	How can social media data be used to improve services?	theguardian.com	Web & Wires	6,766,000
31.	04/10/13	Teaching is not some kind of clinical cure	Times Educational Supplement {TES experience}	Trade	54,411
32.	04/10/13	Teaching is not some kind of clinical cure	Times Educational Supplement - Scotland {Main}	Trade	5,593
33.	05/10/13	Teaching is not some kind of clinical cure	tes.co.uk	Web & Wires	656,907
34.	01/10/13	Heart of the Matter	Fundraiser, The {Main}	Trade	2,000
35.	14/10/13	Show me the data	publicsectorexecutive.com	Web & Wires	0
36.	01/09/13	Show me the data	Public Sector Executive {Main}	Trade	8,187
37.	01/10/13	Social media and public policy: A game changer?	Local Government Executive {Main}	Trade	5,000
38.	31/10/13	Many public services are flying blind and it's not acceptable	theguardian.com	Web & Wires	6,766,000
39.	30/10/13	Whitehall nudged on evidence-based policy	Research Fortnight {Main}	Trade	10,000
40.	22/11/13	What Works policy labs: are they working? - livechat	theguardian.com	Web & Wires	6,766,000
41.	07/01/14	Myths about how the brain works have no place in education	theguardian.com	Web & Wires	6,766,000
42.	22/01/14	Are UK governments missing chances to learn from each other? – Livechat	theguardian.com	Web & Wires	6,766,000
43.	04/02/14	UK governments missing chances to learn from each other – roundup	theguardian.com	Web & Wires	6,766,000

# ANNEX B

## Hard Evidence series on The Conversation

