



Measure Up

Lifting the lid on social valuation

23rd October 2024

Our agenda

- How MeasureUp developed
- The method!
- Wellbeing and WELLBY
- Overview of the framework and how to use it
- Importance of stakeholder engagement
- Where to next?



Housekeeping

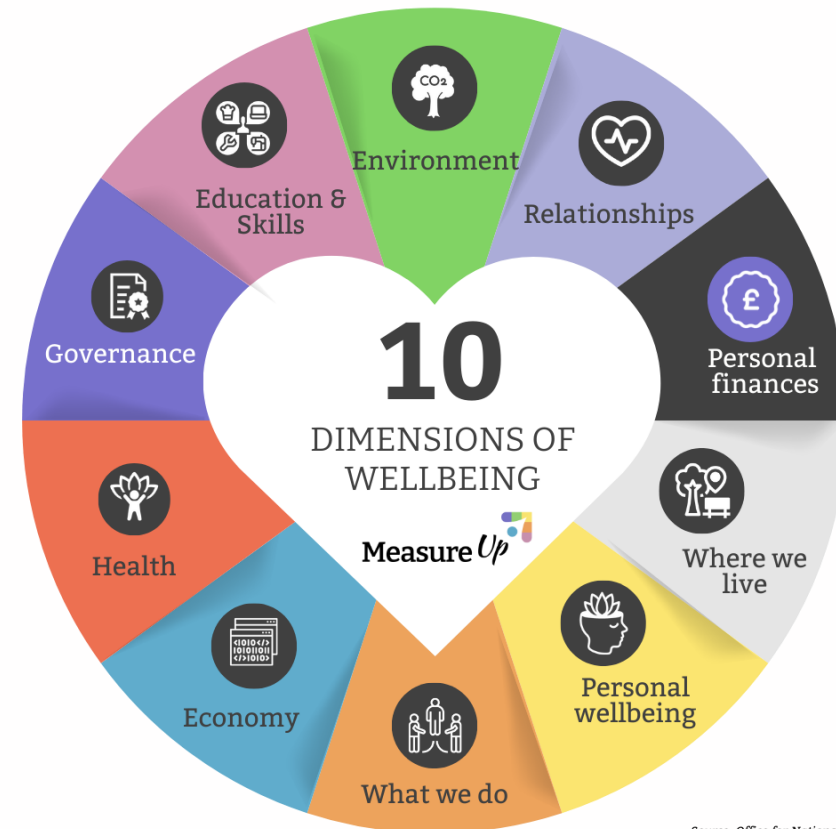
- Questions at the end
- We are recording and will share with all signed up
- People joining from across many countries – inc Australia! (say hello and where you're joining from in the chat)

Our story

MeasureUp was born by a team of experts in social value, environmental sustainability and technology, who wanted to make impact measurement accessible to all. The easier it is for organisations to make better business decisions, the faster we bring change.

The plan

Clear, transparent valuation used to inform decisions on awarding, winning and managing our goods, works, services, and business decisions, and where our publicly funded data and research is available, usable, and used to inform our impact valuations.



Source: Office for National Stati.

Our mission

Our mission is to build a valuation framework that provides a **credible, progressive alternative** for anyone who wants to take a **stakeholder focused approach** to their impact measurement and valuation.

1



Open and transparent

freely available to all and transparent in its valuation practice

2



Pragmatic and practical

making good quality valuation accessible, usable, and useful

3



Sustainable and progressive

built in partnership with, and managed, by expert impact practitioners aiming to grow its value

Wellbeing and WELLBY

MeasureUp follows the HM Treasury Green Book's wellbeing guidance 2021 and is aligned to ONS 10 Dimensions of Wellbeing

Why?

- Aligned to Greenbook social value definition: 'impact on the wellbeing of the population'
- a solid framework for integrating well-being considerations into decision-making processes

What?

- Using The "Wellbeing-adjusted Life Year" (WELLBY)
- defined as a one-point change in life satisfaction on a scale between 0 to 10, for an individual for one year.

Categorised by?

- The 10 dimensions of wellbeing are a UK framing of aspects of our wellbeing defined by the ONS through over 12 years of data collection.



Levels

Bronze

Proxies for planning and estimating



Silver

Differentials for getting more specific



Gold

Surveys and measurement of actual results



Gold+

Ensuring the value is entirely attributable



All you have to do is ASK!



'If we are claiming to be improving people's lives, we should at least have the courtesy to ask them if we have actually done so'



Some 'practitioner' method points

- Includes 4 types of value – wellbeing, economic, fiscal, environmental
- Monetary and non-monetary values
- Inflation adjusted to 2023 price year
- Overclaiming adjustments across the levels
- Transparent at source, and in use

The framework and how to use it

By outcome, filter by category or by framework

If you are currently using Impact Reporting as your social value measurement tool – MeasureUp is pre-loaded and available to use.

ES2.1



Adult Learning for Work

Training
Education and Skills

WWD1.2



Improved Workplace Quality

Employment
What we do
Job Satisfaction

WWL4.1



Increased Community Integration

Where we live
Neighbourhood

EN3.2



Business travel: travelling for work (by land)

Travel
Environment

EN3.1



Business travel: travelling for work (by air)

Travel
Environment

WWL5.1



Improved Housing

Where we live
Housing

HE1.1



Increased Physical Activity

Physical Health
Health

WWD4



Engaging in Youth Activities

Community
What we do

WWD3



Attendance at Religious Services

Community
What we do

EN3.3



Greener Travel - Commuting or Changing Fleet

Travel
Environment

WWL2



Improved Digital Skills and Inclusion

Digital inclusion
Where we live

WWD2



Volunteering regularly

Community
What we do

Where to next?

And four ways you can help!



The Values

HELP US BUILD OUT VALUES;
DO YOU HAVE RESEARCH YOU
COULD SHARE?



For each value

HELP US INCREASE
MEASUREUP'S BREADTH AND
DEPTH



The use

PROMOTE, USE AND SHARE
WITH THE SOCIAL VALUE
COMMUNITY



The practice

COLLABORATE AND SHARE
YOUR FEEDBACK AND
SUGGESTIONS

- things actually impacting wellbeing, (10 dimensions of wellbeing),
- things that in UK procurement,
- most common business social value activities

- EDI focus
- increased depth of differentials
- Increasing alignment to frameworks

- credible, progressive, wellbeing and stakeholder focused practice
- Organisation, Practitioners, Procurement
- Public, Private, Civil

- Guidance
- Training
- Validation

Contribute to MeasureUp!

How much is your impact worth?

Doing your own research?:

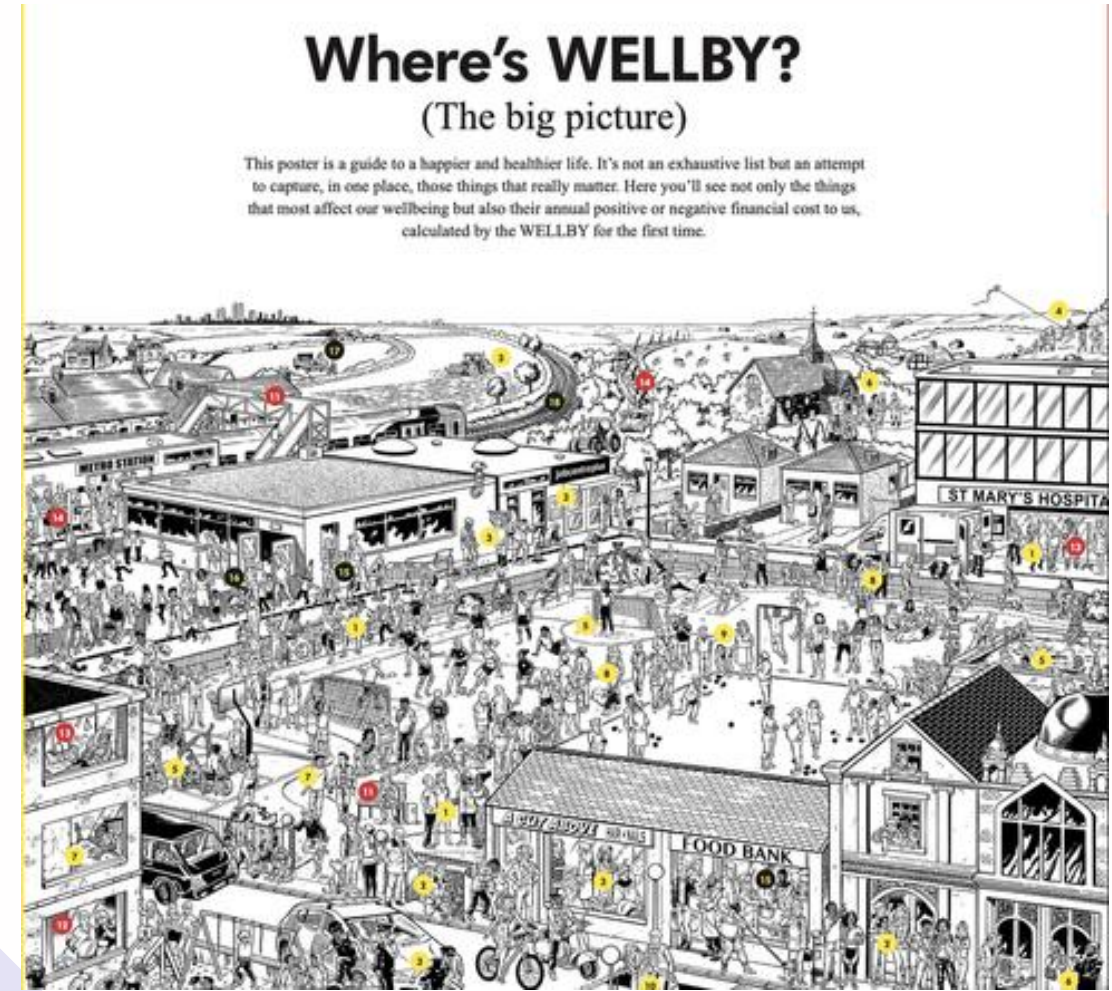
- Donate a value to MeasureUp

Want bespoke values?:

- Collaborate with MeasureUp to support your research
- Publish our results as a part of MeasureUp

The result:

- Valuation for your organisation
- Contribution to this open resource (sponsored by you!)



Need additional help?



Impact Reporting

Social Value Software Platform
(with MeasureUp Values included)

Come to [Impact](#) for a comprehensive data management platform already integrated with MeasureUp values, simplifying the process for you.



State of Life

Further Valuation Research/
Stakeholder Engagement

Turn to [State of Life](#) for in-depth valuation research and engaging stakeholders effectively.



PRD

Strategy and
placemaking/planning

Head over to [PRD](#) for expert guidance on strategy and planning tailored to your project.



Combined

Full Research and Report
Writing

Benefit from the combined expertise of all three partners for comprehensive, high-quality report writing tailored to your requirements.



Measure *Up* 

More sessions and
resources to
come.

Get in touch!

hello@measure-up.org