



Measure *Up* 

Engagement: The Secret Ingredient to Measuring Social Value

6th March 2025

What is the best 'tool'?



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'



Hello, you don't know or
trust me, but can I ask
you a bunch of deep probing
questions about your work?



freshspectrum

What we're going to talk about...

- Key practice principles and foundations
- Identifying your people
- Engagement techniques
- How to do this using MeasureUp



Housekeeping

- Keep on mute... but please chat with each other in the chat
- Questions in the Q&A
- We are recording and will share with all signed up

Poll!!

What engagement are we all doing?





Quality of Life

Foundation: 8 Principles of the Code of Practice

1. Be accountable
2. Be effective
3. Be transparent
4. Be inclusive
5. Be timely
6. Support mutual learning
7. Demonstrate impact
8. Publish feedback

Foundations

...the right people...

...asking the right questions....

...using the right methods...

...at the right time...

...and providing the right feedback...

“

It is stakeholders who should define what has value.

- The Social Value Principles



Stakeholder engagement in a social value context means...

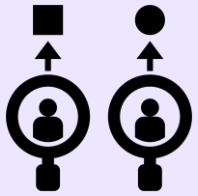
- Not just estimating impact but evidencing it.
- You will get stakeholder centred measurement and evaluation.
- People and the communities at the heart of our understanding of value.
- Social value is principle led, and human focused.
- You build trust – beyond “bid candy.”



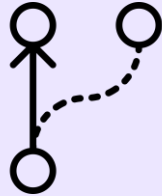
Identifying stakeholders

A stakeholder is any individual, group, or organisation that is **directly or indirectly affected by a community-based project or initiative.**

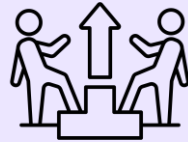
The Stakeholders



Who is ***directly*** impacted by this decision?



Who is ***indirectly*** impacted?



Who is ***potentially*** impacted?



Whose ***help*** is needed to make the decision work?



Who ***knows*** about the subject?



Who will have an ***interest*** in the subject?

Levels

Bronze

Proxies for planning and estimating



Silver

Differentials for getting more specific



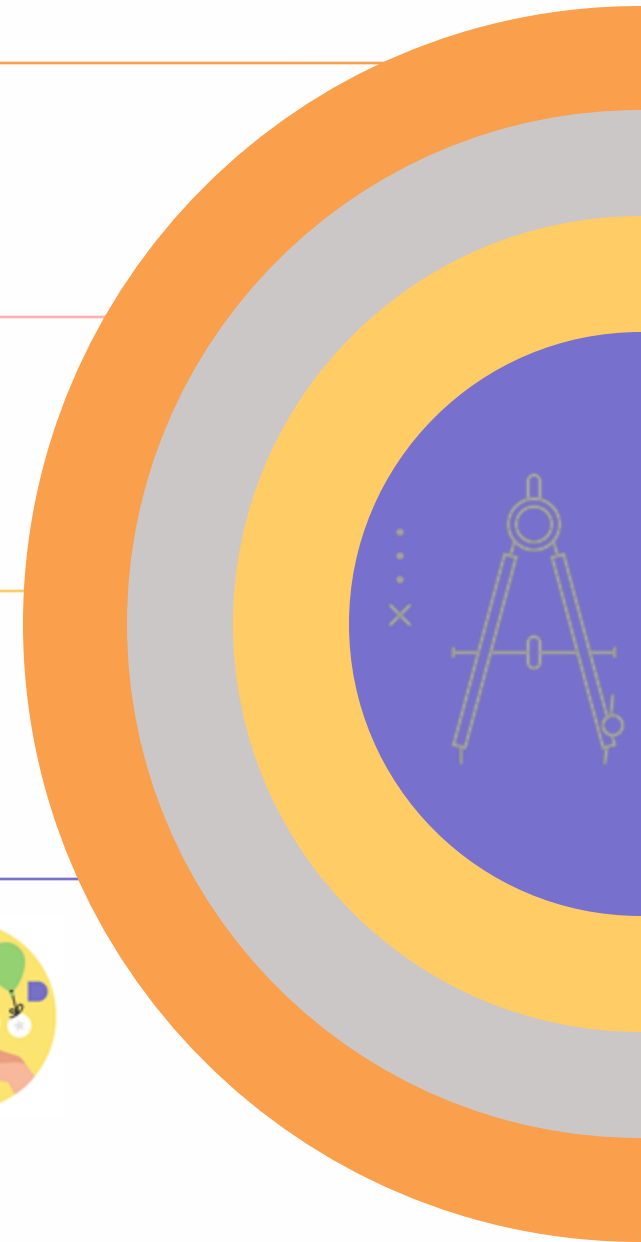
Gold

Surveys and measurement of actual results



Gold+

Ensuring the value is entirely attributable



**How can we capture,
understand and analyse
the experiences of
stakeholders?**

Engagement Techniques - what

Quantitative

Quantitative data is information that can be measured and expressed numerically. It's the kind of data you can count or put into a spreadsheet.

Think of it as anything that can be assigned a numerical value

Qualitative

Qualitative data is descriptive information that captures qualities, characteristics and experiences.

Think of it as information that describes the "why" and "how" behind things, rather than just the "what" or "how many."

Participatory

Participatory engagement techniques give stakeholders an active role in decision-making and problem solving.

Engagement Techniques - how

Quantitative

Number: Hard Data

- Feedback forms
- Surveys
- Polls

Qualitative

Insight: Soft Data

- Focus Groups
- Discussion Groups
- Interviews
- Most Significant Change
- Stakeholder 1-to-1s
- Seminars and workshops
- Consultative committees

Participative

Contribute and learn

- Deliberative events
- Citizen's juries and panels
- Participatory budgeting
- Co-production
- Public meetings

Embedding Your Engagement Approach

- What do you need to understand / be able to measure to calculate the impact of your intervention?
- Who do you need to engage with?
- What questions do you need to ask?
- What methods will enable you to ask those questions?
- What resources are available to you?
- When should you ask?
- How do you feedback?

Engaging Seldom Heard Stakeholders

- Work with those organisations that seldom heard community's trust.
- Design and deliver engagement approaches with them.
- Identify and remove barriers.
- Embed inclusive approaches from the beginning.
- Build capacity and empowerment.
- Listen, evaluate and improve.



An Example: Access to Greenspace

A monetised social value of £3,600

This is the value to 1 person for 1 year who strongly agrees 'local green spaces are within easy walking distance'. It is calculated using the base value of **£13,000** as the monetised value of a **1 WELLBY** change in wellbeing.

1 WELLBY is an increase in life satisfaction by 1 point on a scale of 0 to 10.

This outcome is associated with 2 **UN SDGs** and 3 **UK Central Government Social Value Model Policy outcomes**



Gold: Engaging with people

- At Gold level you are looking to build on your value estimations by **engaging with the person or people affected**.
- To do this you should survey users about their actual experience.

The Specific Question:

Do you agree or disagree with the following statement:

*"Local greenspaces are within easy walking distance."
[strongly agree, agree, neither agree or disagree, disagree
or strongly disagree]*



Gold: What to measure and who to ask



What do you need to understand / be able to measure to calculate the impact of your intervention?

- Answers to 'what changes do people experience?' and 'how much of each change happened'?

Who do you need to engage with?

- Apply the six tests and develop a stakeholder map.

Gold: What questions to ask



Questions should be related to the value you are exploring.

The Specific Question:

Do you agree or disagree with the following statement:

"Local greenspaces are within easy walking distance." [strongly agree, agree, neither agree or disagree, disagree or strongly disagree]



- What did increased access to greenspace do for you?
- Did these changes lead on to anything else?
- Were the changes all positive?
- Were any of them unexpected?
- What did you want to happen?
- How did your situation / circumstances affect your experience?

Gold: How to engage

What methods to use?

- Quantitative: Questionnaires
- Qualitative: Interviews and Focus Groups

What resources are available to you?

- Capacity – engagement skills.

When should you ask?

- When are you measuring impact? Before, during, after change?

How do you feedback?

- Social value report? Website?



Gold+: Make sure the value is entirely yours

At the Gold+ level, you are assessing your value against **'what would have happened anyway'**.

Aim to gather evidence for those who have and have not benefitted from your intervention.



Case Study: Creating a Destination Park

- The social value of the park before, during and after investment
- The community defined what is valuable to them
- Creative and engaging approaches – storytelling
- Balanced commercial and social value
- Embedded approaches from the strategic plan phase
- Quantitative and qualitative engagement
- Shared findings





Case Study: Lessons Learnt

- Social Value as a fundamental outcome of investment.
- Different people value different things – don't limit what people can tell you.
- Plan stakeholder engagement in the context of the wider project.
- Empower participants to shape how they work with you.
- Seldom heard audiences are vital to an understanding of social value.

Key takeaways

- Start with what you are doing and who you are doing it with.
- What's meaningful to measure? Is there a value that fits this?
- Remember the principles.
- People centred.
- Part of the project not an add on.
- Keep it simple.



Questions!





Where to
next?

Our Next Values

Using the Framework

Sponsor a Value

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.



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 

Keep in touch!

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Thank You