MeasureUp Ideal Value Set

JULY 2025

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MeasureUp Ideal Value Set - Introduction

The MeasureUp Ideal Value Set is a carefully designed list of activities and outcomes that outlines what we will be researching, developing, and integrating into MeasureUp over time.

The aim is for the value set to represent the kinds of changes, both benefits and disbenefits, that matter most to those affected - not just in theory, but based on practice, as identified through research by those working across the impact ecosystem.

The Ideal Value Set has been developed in alignment with **MeasureUp's 2 Year Strategy**:

Have a broader and deeper range of values

We will expand the range of values available in terms of **breadth** (number of outcomes valued) and **depth** (accuracy of value estimation).

Breadth

To expand the breadth, we will focus on areas that:

- are impacting our wellbeing, linked to the 10 dimensions of wellbeing (as defined by the ONS)
- will be priorities in UK procurement
- are the most common social value generating activities businesses carry out under their social value strategies
- are most common social value generating activities from the VCSE sector

The other aspect of the Framework strategic aim of increasing the depth of the value set is also being worked on and will be built out in the structure of the Ideal Value Set as we continue to develop the framework.

How has this developed

This Ideal Value Set is grounded in real-world insight. It has been developed with input from:

- Voluntary, community, and social enterprise (VCSE) organisations who are engaging with MeasureUp
- Those working in and with Local Government, through our Local Authority Working Group
- With public, private, and VCSE Impact Reporting clients
- Guided by all Co-Founding partners (State of Life, PRD, Impact Reporting) and overseen by our Advisory Group
- Influenced by developments in practice including measurement frameworks such as the new Central Government Social Value Model, as well as growing understanding of wellbeing

Continuing Development

The Ideal Value Set outlined in this document is accurate as of June 2025.
The set will continue to develop and grow based on continuing input from the above sources. We also openly and proactively invite input and collaboration with new partners and members of our growing community.

If there is a value missing that is important to you, or an area on the list that you would like to influence, then please do reach out to hello@measure-up.org.

What you will find

In the set you will find all currently published values, identifiable by their Value Code, as well as noted 'Yes' in the Published column at the end of the table.
There are also all of the areas we are aiming to research and publish a MeasureUp value for in our coming development cycles.

MeasureUp Ideal Value Set (July 2025)

Published as of July 2025

Wellbeing Category (from ONS)	Value Code	Value name	Published?
Education and Skills	ES1.1	Being on an apprenticeship	Yes
Education and Skills	ES2.1	Adult learning for work	Yes
Education and Skills	ES3	Young Persons Wellbeing Programme	Yes
Environment	EN1	Measuring Greenhouse Gas (GHG) Emissions	Yes
Environment	EN1.3.1	Business Travel: Travelling for work (by air)	Yes
Environment	EN1.3.2	Business Travel: Travelling for work (by land)	Yes
Environment	EN1.3.3	Business Travel: Travelling for work (by sea)	Yes
Environment	EN1.3.4	Commuting to/from work or Homeworking	Yes
Environment	EN1.3.5	Transmission and distribution	Yes
Environment	EN1.3.6	Water supply and treatment	Yes
Environment	EN1.3.7	Material use	Yes
Environment	EN1.3.8	Waste disposal	Yes
Environment	EN1.3.9	Freighting goods	Yes
Environment	EN1.3.10	Hotel stay	Yes
Environment	EN2.1	Waste diversion from landfill	Yes
Health	HE1	Improved physical health	Yes
Health	HE1.1	Increased physical activity	Yes
Health	HE2	Improved mental health	Yes
Health	HE2.1	Service provision for mental health disorders	Yes
Personal Wellbeing	PW1	Improved life satisfaction	Yes
Relationships	RE1	Reduced loneliness	Yes

What we do	WWD1	Currently having a job	Yes
What we do	WWD1.2	Improved workplace quality	Yes
What we do	WWD1.3	Exposure to Workplace Technologies	Yes
What we do	WWD2	Regular volunteering	Yes
What we do	WWD3	Attendance at religious services	Yes
What we do	WWD4	Engaging in youth activities	Yes
What we do	WWD5	Attendance at cultural events	Yes
What we do	WWD6	Supporting charity shops	Yes
Where we live	WWL1	Reduction in crime	Yes
Where we live	WWL2	Improved digital skills	Yes
Where we live	WWL3.1	Access to green space	Yes
Where we live	WWL4.1	Increased community integration	Yes
Where we live	WWL4.2	Improved neighbourhood environment	Yes
Where we live	WWL5.1	Improved housing	Yes

Under development as of June 2025:

Wellbeing Category (from ONS)	Value Code	Value name	Published?
Economy	NA	Supply chain spend - (local, VCSE, SME)	No
Economy	NA	Community Wealth Building programme	No
Economy	NA	Feeling of confidence in our economy and finances	No
Education and Skills	NA	Educational engagement activities (in schools, colleges, prisons, etc)	No
Education and Skills	NA	Provision of STEM education and skills in schools / development of STEM skills for young people	No

Education and Skills	NA	Different types of training and upskilling: e.g. Green skills, Language skills, EDI/diversity, allyship, Professional skills – e.g. legal, manual, STEM	No
Education and Skills	NA	Work experience and/or placements and/or traineeships	No
Education and Skills	NA	Increased 'work readiness'	No
Education and Skills	NA	Moving from no qualifications to qualification, e.g. NEET to qual, A-level	No
Education and Skills	NA	Satisfaction with own level of education and skills	No
Education and Skills	NA	Traineeship for employment for young people	No
Education and Skills	NA	Business mentorship	No
Environment	NA	Circular economy - reduce, reuse, recycle, repurpose, remake	No
Environment	NA	Biodiversity - protection of areas, and increasing	No
Environment	NA	Restoring eroded peatland	No
Environment	NA	Air pollution	No
Environment	NA	Water quality	No
Environment	NA	Soil Erosion	No
Environment	NA	Recycling	No
Environment	NA	Energy from Waste	No
Environment	NA	Anaerobic Digestion	No
Environment	NA	Composting	No
Environment	NA	UK electricity	No
Environment	NA	UK electricity for EVs	No
Environment	NA	SECR kWh UK electricity for EVs	No
Environment	NA	Fuels	No
Environment	NA	Bioenergy	No
Environment	NA	Refrigerant & other	No
Environment	NA	Passenger vehicles	No

Environment	NA	SECR kWh pass & delivery vehicles	No
Environment	NA	Pro-environmental lifestyles 'green living'	No
Environment	NA	digital impact	No
Environment	NA	positive environmental impact areas	No
Governance	NA	Trust in government	No
Governance	NA	Having a say in what Government does	No
Governance	NA	Satisfaction with police, courts, and the legal system	No
Health	NA	Expanding mental health improvements to more specific mental health areas - anxiety, depression, PTSD etc	No
Health	NA	Workplace quality related to mental health	No
Personal Finances	NA	Pay gaps: e.g. gender, racial, disability	No
Personal Finances	NA	Reduced income inequality	No
Personal Finances	NA	Donations: e.g. through a community fund	No
Personal Finances	NA	Access to goods: clothes, food suppliers, celebration goods (birthday, Christmas), school supplies	No
Personal Finances	NA	Difficulty managing financially	No
Personal Finances	NA	Using a credit union	No
Personal Wellbeing	NA	Hope for the future	No
Personal Wellbeing	NA	Feeling that things done in life are worthwhile	No
Personal Wellbeing	NA	Happiness	No
Personal Wellbeing	NA	Feeling anxious	No
Personal Wellbeing	NA	Feeling of being treated fairly	No
Personal Wellbeing	NA	Children's Wellbeing	No
Relationships	NA	Partner relationships	No
Relationships	NA	Having people to rely on - an improved social support network	No

Relationships	NA	Increasing trust in others	No
Relationships	NA	Satisfaction with social relationships (friends, family, neighbours, and other people in network)	No
Relationships	NA	Pet companionship	No
What we do	NA	Reaching retirement age	No
Where we live	NA	Digital Access - equal access to digital resources.	No
Where we live	NA	The value of a pub	No
Where we live	NA	The value of a permanent home (for a charitable/social purpose organisation)	No
Where we live	NA	Increasing digitalisation	No
Where we live	NA	Homelessness - moving from being homeless to being in accommodation	No
Where we live	NA	Increased independence - disabled / vulnerable people helped to live independently	No
Where we live	NA	Feeling safe in your local area	No

What the future holds

With the increased depth and breadth of values within MeasureUp, our aim is to provide the social value community with a credible, additive and complementary framework that can be used within any impact reporting and management, or bids and contract management submissions with confidence.

Widespread adoption and acceptance of these values is a vital part of our mission. We are encouraged by MeasureUp's positive reception from the social value community, and encourage continuing engagement and partnership as we continue to grow.

MeasureUp Vision, Mission, Strategy

Vision

Our vision is for people who are delivering social good to be able to use meaningful accurate valuation to not just estimate but evidence their impact. Where clear, transparent valuation is 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.

Mission

MeasureUp's mission over the next two years is to build and promote a **credible, progressive valuation framework** for anyone who wants to take a **stakeholder focused approach** to their impact measurement.

The framework will be:

- **Open and transparent** - freely available to all and transparent in its valuation practice.
- **Pragmatic and practical -** making good quality valuation accessible, useful, and used.
- **Sustainable and progressive** - built in partnership with, and managed by, expert impact practitioners aiming to grow its value.

MeasureUp Principles

The MeasureUp principles inform the development of the valuation framework and overall approach.

1. Value accuracy, not just the size of the numbers.
2. Be openly available to all. Not hidden behind paywalls.
3. Source values from what already exists, with a wide range of contributors, in line with best present standards.
4. Be honest and transparent about where the numbers come from, any limitations, and any updates.

5. Be accessible, aim to make valuation easier to understand.
6. Show the way to better quality measurement, but don't be dogmatic.
7. Procurement is important, but it isn't everything.
8. We recognise social value as wellbeing in line with the UK Treasury Green Book, as well as economic gains.
9. Help everyone move from simply estimating social value towards actual evidence of impact on wellbeing.

Strategy

The key to the success of the MeasureUp Framework is creating a virtuous circle that allows us to both improve the quality of the framework and increase its level of adoption.

To create this cycle, we will...

1. Engage with organisations who want to adopt progressive impact practice.
2. Understand how MeasureUp could meet their needs.
3. Use this understanding to increase the breadth and depth of, value of, and level of adoption of, MeasureUp.
4. Align the partner's interests with the above aims to create sustainable investment in continued development.

Our Policy

Our policy to achieve our strategy is split into two key areas:

- Developing the framework itself
  And
- Increasing the accessibility, usefulness, and use of the framework

Framework

- Be principle-led, and human-focused
- Have a broader and deeper range of values
- Be optimised for accessibility
- Promote good impact practice

Adoption

- Make it easy to access and easy to use
- Ensure it is meeting user needs
- Build a community
- Increase its credibility
- Make it sustainable