



Measure *Up*

Summer Showcase

9th July 2025

webinar

Our agenda

1. Why MeasureUp?

- a. What is wellbeing?
- b. What is value?
- c. About MeasureUp

2. What's new?

- a) 'Ideal' value set
- b) New values published
- c) Environmental values progress
- d) Local impact analysis
- e) New website
- f) Spotlight on: Related Argent
- g) What's next?



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Measure *Up*



Why MeasureUp?

- a. Welcomes and housekeeping
- b. What is wellbeing?
- c. What is value?
- d. About MeasureUp

Wellbeing is...

Well-being is a positive state experienced by individuals and societies ... it is a resource for daily life and is determined by social, economic and environmental conditions.



Wellbeing is about how people feel [and] areas of our lives that [are] most important for personal, community and national wellbeing... to go beyond the use of a single measure of performance (GDP).



Wellbeing ... includes the way that people feel about themselves and their lives ... like the experience of positive emotions, people's perceptions that their lives are meaningful and worthwhile, and life satisfaction [and] is influenced by physical and mental health.



Collective wellbeing is made up of, and places equal weight on, social, economic, environmental, and democratic outcomes:

- **Social**: we all have our basic needs met
- **Economic**: we all have a decent minimum living standard
- **Environmental**: we all live within the planet's natural resources
- **Democratic**: we all have a voice in decisions that affect us



Wellbeing is how we're doing as individuals, communities and as a nation, and how sustainable that is for the future.

It [includes] the environmental factors that affect us ... how we function in society, and the subjective experiences we have.

Social value is...

'impact on the wellbeing of the population'



SOCIAL VALUE
INTERNATIONAL

"the worth or importance stakeholders place on changes (impacts) to their wellbeing."

"...the generation of personal and collective wellbeing over the short and long term"

bsi.

WELLBEING

What is value and how do we value things?

Crypto entrepreneur eats banana artwork bought for \$6.2m



"It's much better than other bananas," Justin Sun said

Where are we now?



Social value is about wellbeing and people

Where are we now?



Social value is about wellbeing and people



Value is subjective. Even financial value

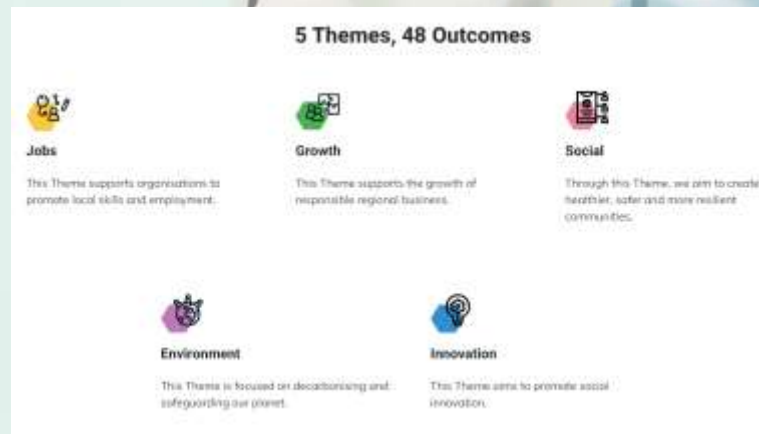
Social Value Banks & Valuation methods

HACT Social Value Bank

Loop National Social Value Standard



SVP - TOMs



Economic Value v Social Innovation

Tools like TOMs™ focus on economic value, neglecting wellbeing and social innovation, leading us to ask - does social value have to be priced to be valuable?

Source: LGA Letter, the role of the VCSE Sector, 2024

SOCIAL VALUE SHARK



Our story

MeasureUp was born by a team of experts in social value, 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.



MeasureUp



As featured in

edie
empowering sustainable leaders

pbctoday



RIBA
The Royal Institute of British Architects

01

Available for free

Measure Up is the first free and open platform that allows anyone to select social value activities that actually matter to communities

02

Stakeholder focussed

It encourages businesses to engage with local communities to understand their needs

03

Spotlight the underrepresented

MeasureUp focuses on wellbeing and softer social impacts, not just abstract fiscal indicators

Where are we now?



Social value is about wellbeing and people



Value is subjective. Even financial value



Practice is emerging. You are not missing something if you are confused. Transparency is key!



It is your practice! 'have a go' and build over time.


2. What's new?

- a) 'Ideal' value set
- b) New values published
- c) Environmental values progress
- d) Local impact analysis
- e) New website
- f) Spotlight on Related Argent

'Ideal' Value Set

Expanded Breadth of Measurement

- Aligned to the 10 Dimensions of Wellbeing (ONS)
- Reflects UK Procurement Priorities
- Captures the most common social value activities from:
 - Private sector businesses
 - VCSE organisations

 *Goes beyond traditional proxy banks—surfacing what's most commonly delivered, not just what's easiest to measure.*

Co-Developed With

- VCSE partners actively using MeasureUp
- Local Authorities via dedicated Working Group
- Public, private & VCSE clients of Impact Reporting
- Guided by founding partners (SoL, PRD, Impact Reporting)
- Informed by frameworks like the Central Government Social Value Model and the evolving field of wellbeing measurement



MeasureUp Ideal Value Set (June 2025)
Published as of June 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	Reduction Greenhouse Gas emissions per tonne of Carbon	Yes
Environment	EN2.1	Waste diversion from landfill	Yes
Environment	EN3.1	Business Travel: Travelling for work (by air)	Yes
Environment	EN3.2	Business Travel: Travelling for work (by land)	Yes
Environment	EN3.3	Greener Travel - Commuting or Changing Fleet	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	RL1	Reduced loneliness	Yes
at we do	WWD1	Currently having a job	Yes
at we do	WWD1.2	Improved workplace quality	Yes
at we do	WWD1.3	Exposure to Workplace Technologies	Yes
at we do	WWD2	Regular volunteering	Yes
at we do	WWD3	Attendance at religious services	Yes
at we do	WWD4	Engaging in youth activities	Yes

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
Economy	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, EDU/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

Want early access? Email
hello@measure-up.org

New values

ES3

Young Persons
Wellbeing
Programme

**EDUCATION AND SKILLS****HE2.1**

Service
Provision for
Mental Health

**HEALTH**
Mental Health**WWD6**

Supporting
Charity Shops

**WHAT WE DO****WWD1.3**

Exposure to
Workplace
Technologies

**WHAT WE DO**
**Digital
Employment**

Visit the Values section of MeasureUp's
website to see latest

VIST OUR WEBSITE

Environmental Values Progress

Measure Up – Social value reporting done right

Published

Environment

EN1 Measuring Greenhouse Gas (GHG) Emissions  <small>ENVIRONMENT</small> <small>Measuring GHG Emissions</small>	EN1.3.1 Business travel: travelling for work (by air)  <small>ENVIRONMENT</small> <small>Measuring GHG Emissions</small>	EN1.3.2 Business travel: travelling for work (by land)  <small>ENVIRONMENT</small> <small>Measuring GHG Emissions</small>	EN1.3.3 Business travel: travelling for work (by sea)  <small>ENVIRONMENT</small> <small>Measuring GHG Emissions</small>
EN1.3.4 Commuting to/from work or Homeworking  <small>ENVIRONMENT</small> <small>Measuring GHG Emissions</small>	EN1.3.5 Transmission and distribution  <small>ENVIRONMENT</small> <small>Measuring GHG Emissions</small>	EN1.3.6 Water Supply and Treatment  <small>ENVIRONMENT</small> <small>Measuring GHG Emissions</small>	EN1.3.7 Material Use  <small>ENVIRONMENT</small> <small>Measuring GHG Emissions</small>
EN1.3.8 Waste Disposal  <small>ENVIRONMENT</small> <small>Measuring GHG Emissions</small>	EN1.3.9 Freightage Goods  <small>ENVIRONMENT</small> <small>Measuring GHG Emissions</small>	EN1.3.10 Hotel Stay  <small>ENVIRONMENT</small> <small>Measuring GHG Emissions</small>	EN2.1 Waste Diversion from Landfill  <small>ENVIRONMENT</small> <small>Waste Management</small>

Aligns with:

- HM Treasury's Green Book guidance
- UK SECR Environmental Reporting guidance
- The Greenhouse Gas (GHG) Protocol




Coming soon: Environmental valuation webinar – September 10th with Allan Little

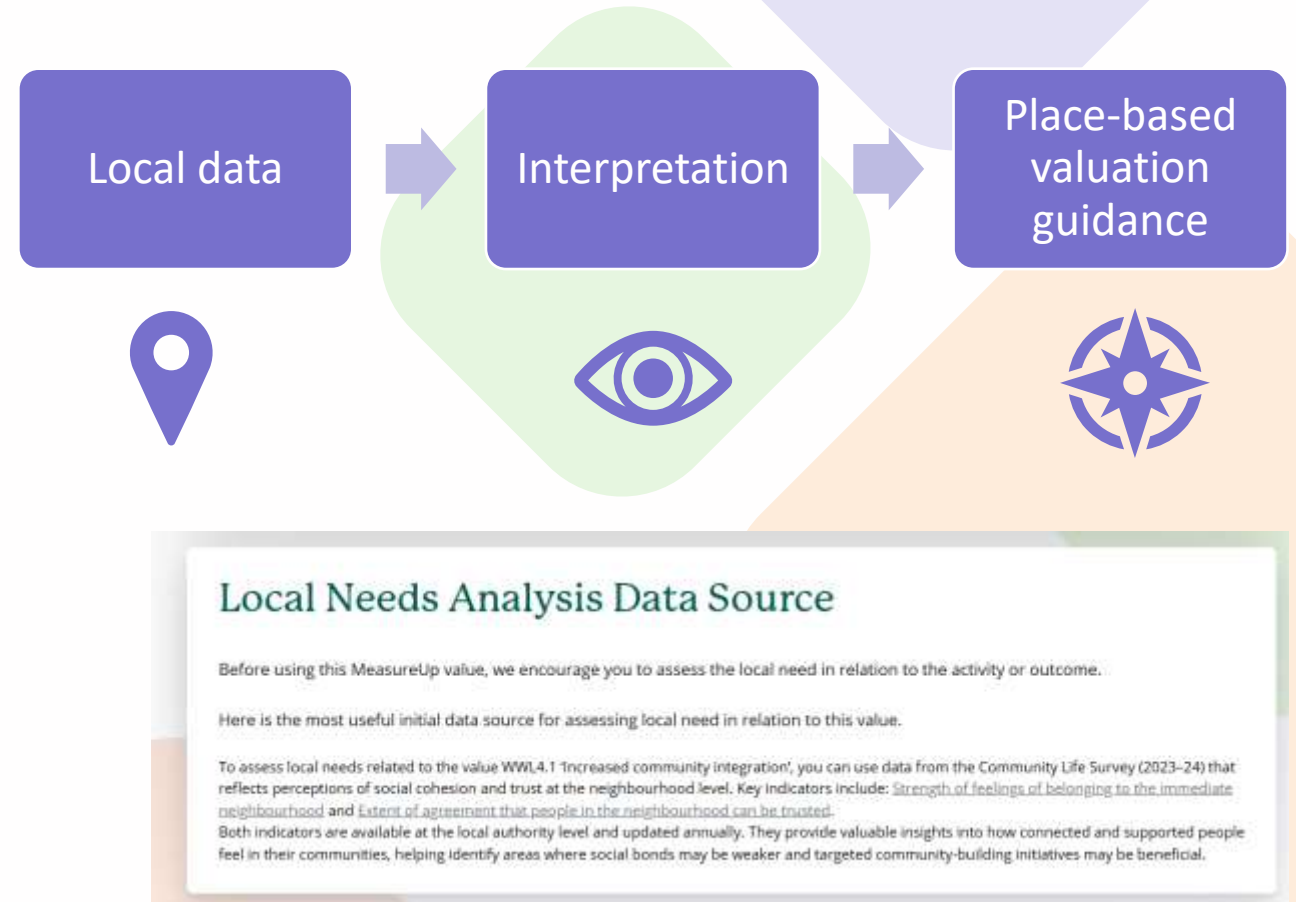
Local Needs Analysis

In collaboration with PRD

Will support:

- Deeper insight into **beneficiaries and communities**
- **Geographic and economic differences**
- **Governance boundaries**
- The state of the **local economy**
- Identifying **local needs and opportunities**
- Place **based impact assessment**

 **Plus:** Each MeasureUp value will be paired with relevant data sources and research, helping users **sense-check local relevance** and apply values in a place-specific context.



Spotlight on: Related Argent

OUR SOCIAL IMPACT

Developed in partnership with State of Life and PRD, our new MeasureUp indicators enable us to measure impacts beyond employment and skills. Some of these MeasureUp impacts have a monetary proxy value (£) and others don't.

As we continue to develop our approach to capturing social value, we will increase the data and evidence gathered and look to independent, third party organisations to provide an assurance statement for our social value disclosures. In particular, we'll collect more demographic data (socio-economic, ethnicity), as well as more information on loneliness and connection to nature and community from participants on programmes either delivered by, or funded by, King's Cross. By asking a set of questions aligned with Government Green Book guidance, before and after an intervention, this allows us to measure the "distance travelled" by a participant and the true social value created by an intervention.

In FY23, we can report £6.6 million in monetised social value created by all the programmes and projects funded by and/or

Right

Children delight in the Canary Square fountains, splashing and playing in the summer sun.

The 2023-24 financial year was the first year we adopted the MeasureUp measurement approach

KINGS CROSS



Website updates

Values overall page:

- Redesigned cards by wellbeing dimension
- Ordered cards by wellbeing dimension
- Made categories ordered
- Updated Social Value Model naming and added new Social Value Model framework (template)

Values individual:

- Added Local Needs Analysis section

An aerial photograph of a beach. The water is a vibrant turquoise color, with gentle waves breaking onto a wide expanse of reddish-brown sand. The shoreline is curved, and the water's surface shows subtle ripples and textures.

What's next?

Where to next?



More values coming soon

- STEM-related
- Digital inclusion
- DEI
- Mental health

MeasureUp estimator

- Easier to calculate values
- In Impact Reporting's software

Framework Adoption

- Local Authority working group

Sponsor a Value

- Build MeasureUp with us!

Most importantly....



have a go!

Things to remember!



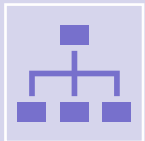
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Value is subjective. But valuing subjective things can help us...



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Need extra help?

Strategic planning and place-based support

- PRD

Data management and social value software

- Impact Reporting

Valuation research/stakeholder engagement

- State of Life

Sponsor a value

- Email: hello@measure-up.org



Thank You