



Beyond the Scorecard

WINNING SOCIAL VALUE BIDS
WITH MEASUREUP

 25 Sept, 2025

 1:00 PM



Speakers



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Housekeeping

Keep on mute please!



Recording will be sent out after session



Say hi, and ask questions any time in chat





Measure *Up*

‘Setting the scene’:

‘Why’ social value

History of social value in procurement

Our practice issues

What are we doing?:

How we ‘win’

Practical examples and tips and tricks

Where to next

Our 'Big' Whys of Social Value



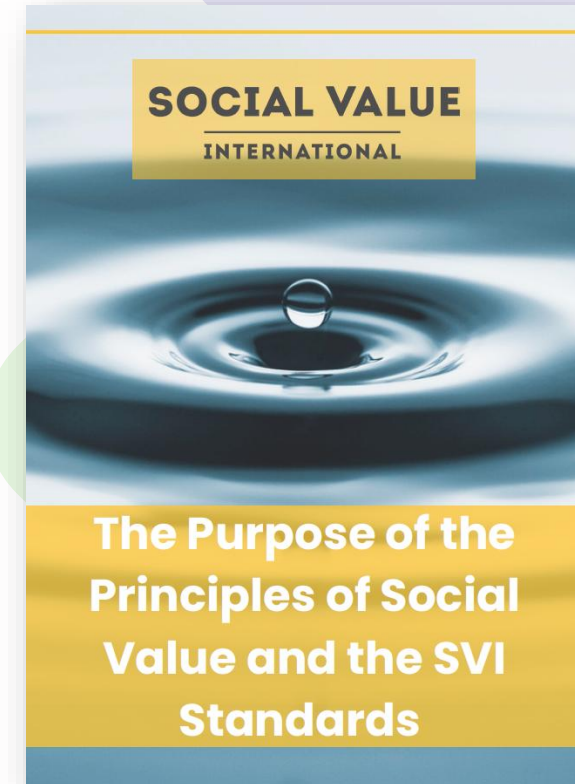
Procurement Act 2023

What is the point?

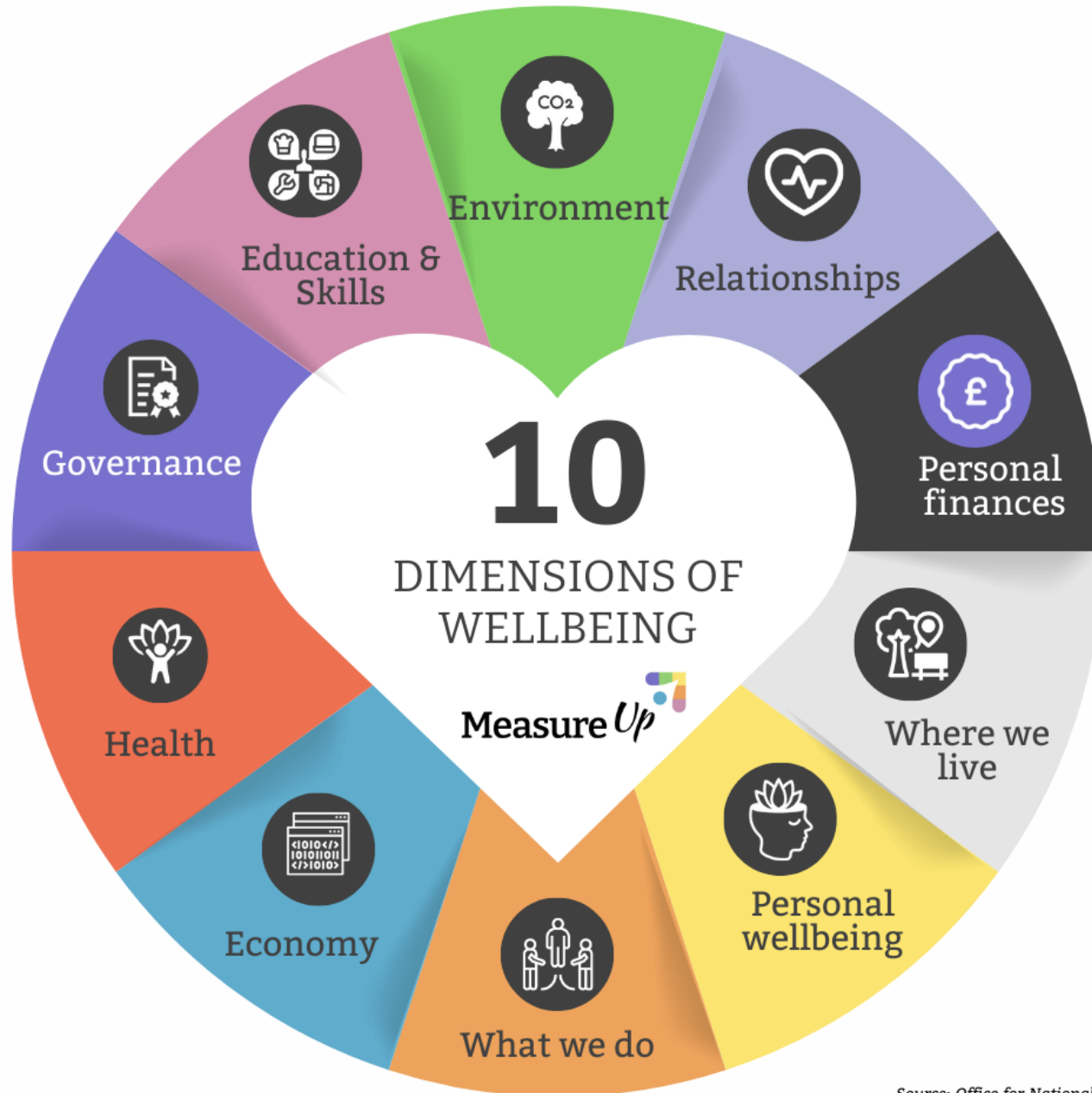


how the ... procurement ... might ...
**improve the economic, social and
environmental well-being** of the
relevant area

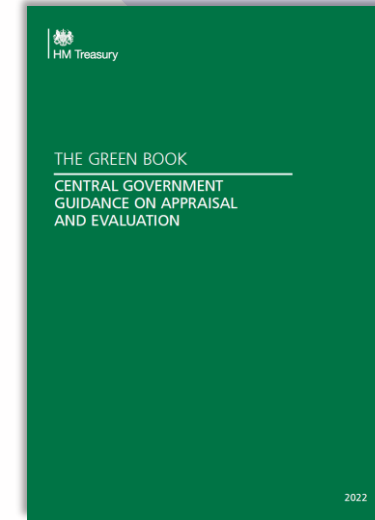
- a) delivering **value for money**;
- b) maximising **public benefit**;
- c) **transparency!**
- d) **Acting with integrity.**



... to support decision making that **optimises
impacts on wellbeing** for all materially
affected stakeholders.



Source: Office for National Statistics



‘impact on the wellbeing of the population’



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

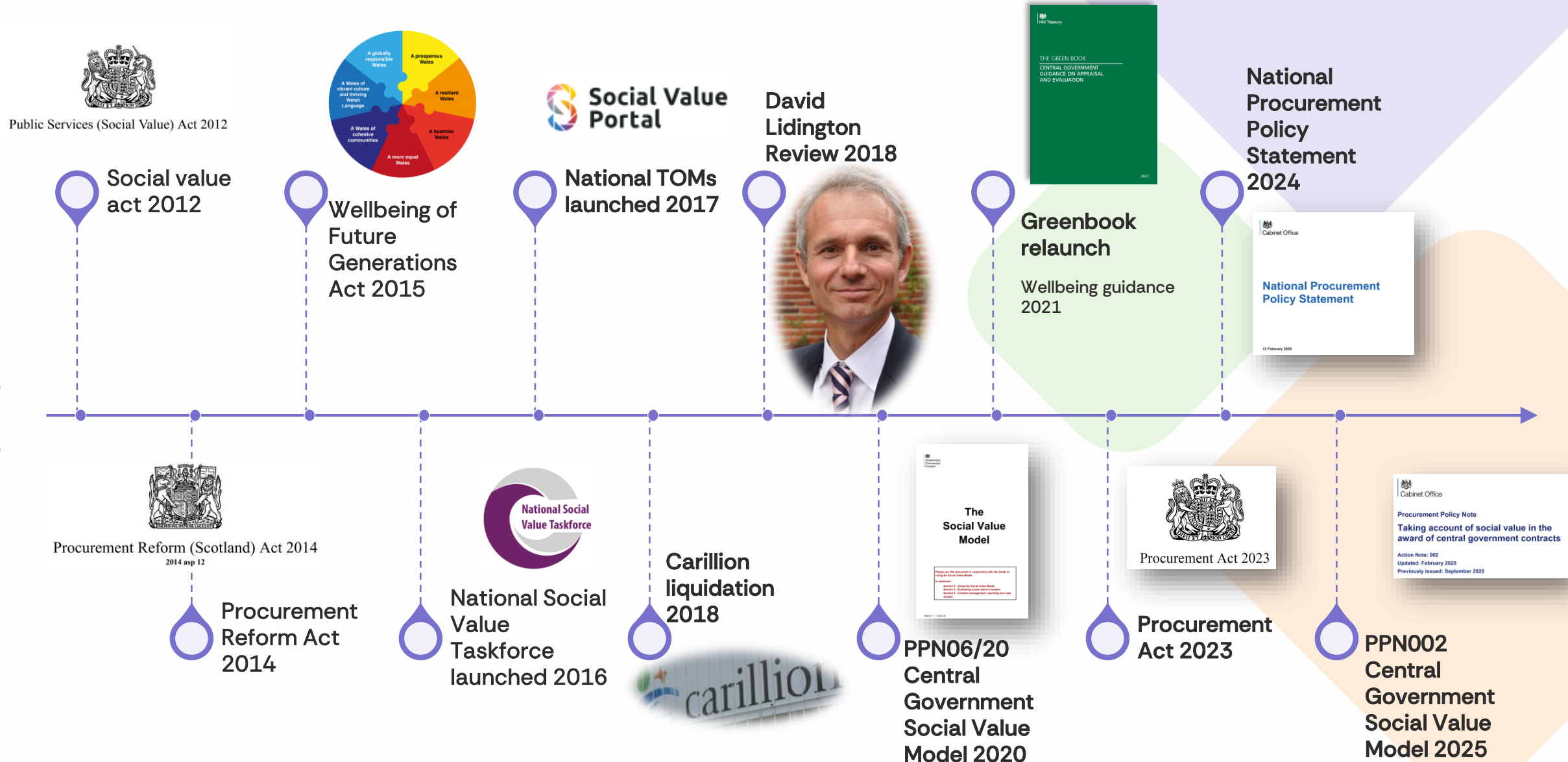
What's the point?

For bidders....

Winning work!



Where are we with practice now



How far we've come! But!

Wellbeing and/or winning work?



£££ vs social value?



What do we prioritise?



Our knowledge...



Who is accountable?

Over to our Speakers



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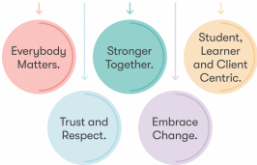
Email:
david.oakes@klowconsulting.com



2024 Outcomes



Building Careers Through Education



Outcomes

Where we delivered the most value in 2023/24:

£349,864 NT15 Provision of expert advice to VCSEs and MSMEs	£21,450 NT17 Number of voluntary hours donated to support VCSEs	£14,416 NT8 Number of staff hours spent on local school and college visits, supporting pupils
£14,976.84 NT20 Number of employees who have had access for at least 12 months to comprehensive and multidimensional wellbeing programmes	£66,993.30 NT21 Equality, diversity and inclusion training provided for staff	£2,404.40 NT86 and NT90 Volunteering time for environmental conservation and ecosystem management initiatives Activities to influence staff, suppliers, customers and communities to support environmental protection and improvement

Outcomes

Where we delivered the most value in 2024/25:

£518,397 NT15 Provision of expert advice to VCSEs and MSMEs	£136,226 WWD2 Number of voluntary hours donated to support VCSEs plus wellbeing attached	£15,617 NT8 Number of staff hours spent on local school and college visits, supporting pupils
£1,211,000 ES3 Young persons wellbeing 865 learners utilising our wellbeing programmes throughout 2024-25	£737,200 HE2.1 Service provision for mental health – counselling service provided for learners and students	





Measure *Up* 

A Brief Intro and
What Next...

MeasureUp!

A measurement and valuation framework that provides a **credible, progressive alternative** for anyone who wants to take a **stakeholder focused approach** to their social value and impact practice.

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

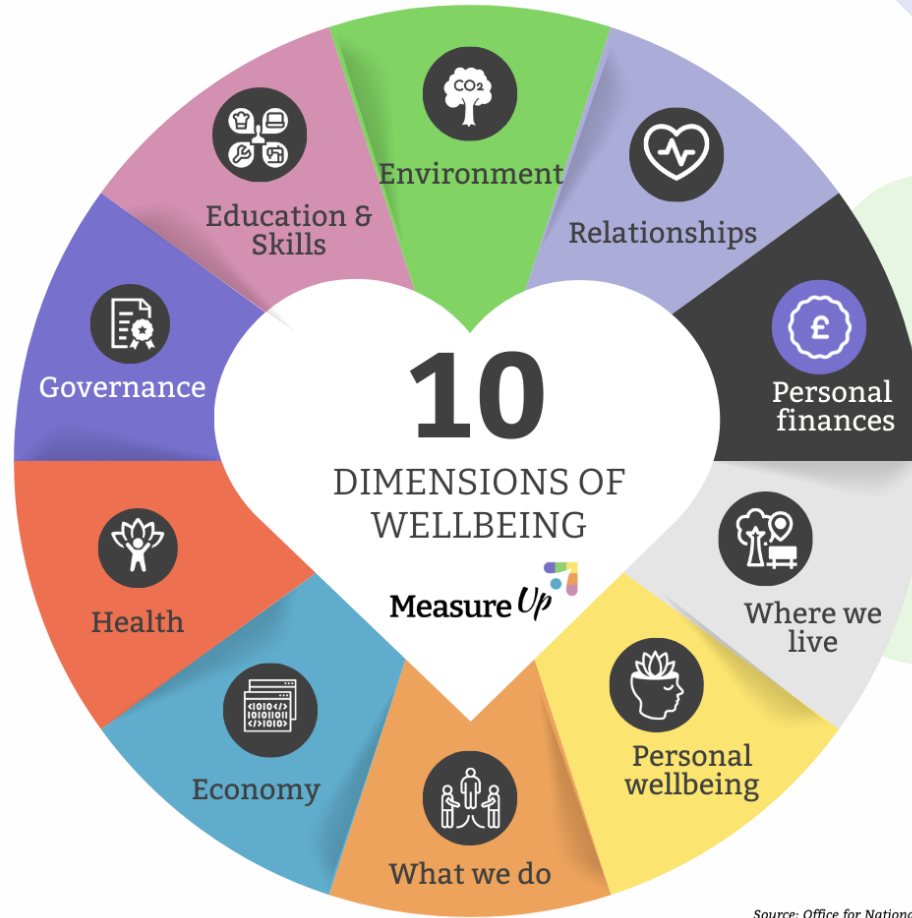
built in partnership with, and managed, by expert impact practitioners aiming to grow its value

The Values!

Activities



Outcomes



Source: Office for National Statistics

MeasureUp



Economic



Fiscal



Wellbeing



Environment

Levels of measurement

Bronze

Proxies for planning and estimating



Silver

Differentials for getting more specific



Gold

Surveys and measurement of actual results



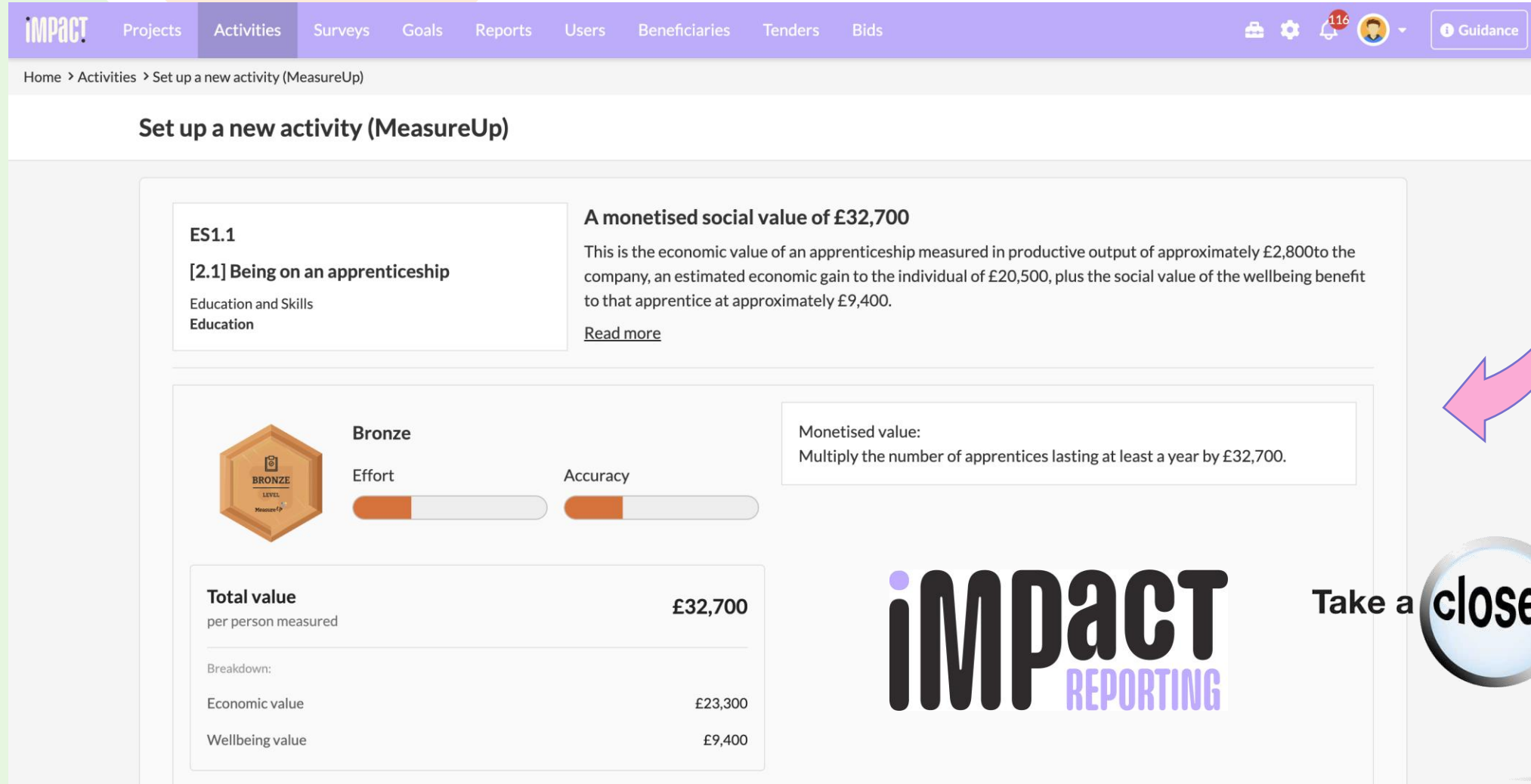
Gold+

Ensuring the value is entirely attributable



Sneak peek!

Impact Reporting is the first software platform with MeasureUp values embedded



iMPact Projects Activities Surveys Goals Reports Users Beneficiaries Tenders Bids 116 [Guidance](#)

Home > Activities > Set up a new activity (MeasureUp)

Set up a new activity (MeasureUp)

ES1.1

[2.1] Being on an apprenticeship

Education and Skills
Education

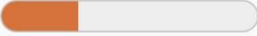
A monetised social value of £32,700

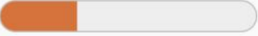
This is the economic value of an apprenticeship measured in productive output of approximately £2,800 to the company, an estimated economic gain to the individual of £20,500, plus the social value of the wellbeing benefit to that apprentice at approximately £9,400.

[Read more](#)



Bronze

Effort 

Accuracy 

Monetised value:
Multiply the number of apprentices lasting at least a year by £32,700.

Total value per person measured	£32,700
Breakdown:	
Economic value	£23,300
Wellbeing value	£9,400

iMPact
REPORTING

Take a **closer** look!



Where to next?



Coming soon

- Check out the Ideal Value Set for what is coming
 - Traineeship
 - Children's wellbeing
 - Homelessness
- Supply Chain Spend
- Local Impact Analysis

Using MeasureUp

- Estimator - Resource to estimate your value
- In Impact Reporting's software
- Improved measurement options

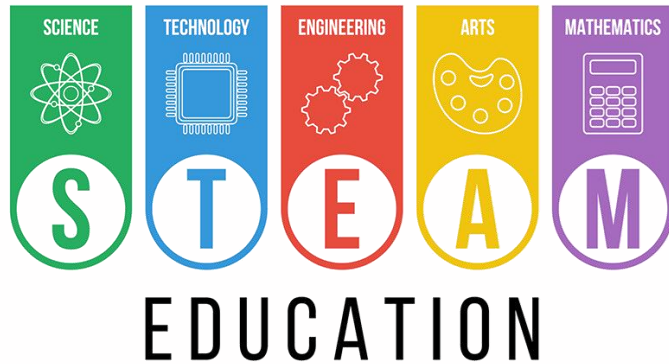
Build MeasureUp with us!

- Make a value or usage suggestion
- Sponsor a value

Other updates...

Save the date! Next webinar with a focus on tech with guest speaker Kate Grafe from Samtaler

November 5 at 1pm



We'll be at ISV Con
- Come say hi!



What do you want
to hear about
next?? Survey
coming...

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!