



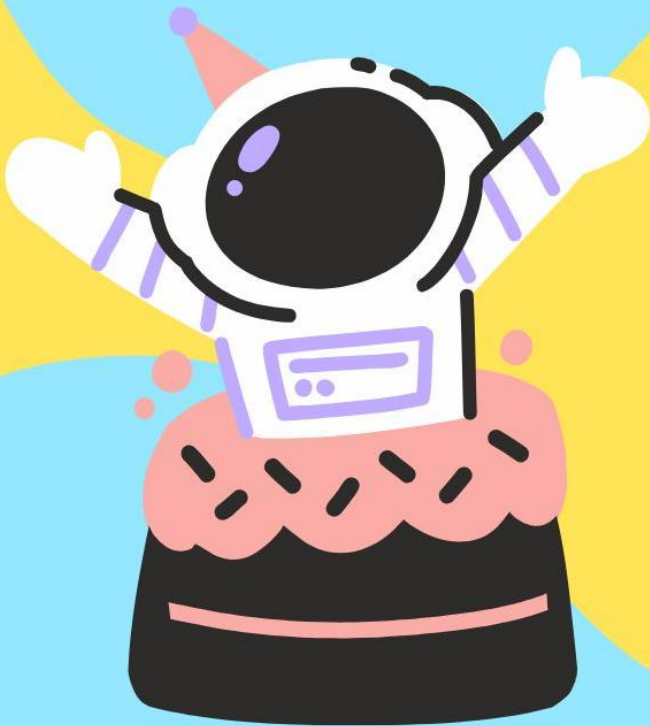
MeasureUp



for Kids



Liverpool
Cathedral



A CAF GROUP COMPANY



CASE STUDIES



Case Summary 1: BWB Consulting STEM Activities and MeasureUp Values

BWB Consulting, a UK-based integrated consultancy specializing in engineering, environmental, and infrastructure solutions, integrates social value into its strategy through annual STEM (Science, Technology, Engineering, and Mathematics) engagement programs for schools. Running from September to September, these activities target one key school per operational region (Birmingham, Leeds, London, Manchester, Nottingham). Schools are selected based on age range (Key Stage 3-5, ages 11-18), proximity to BWB offices, high deprivation levels (via English Indices of Deprivation and free school meals eligibility), and curriculum alignment with STEM career pathways to inspire future industry talent and economic growth.

Program Outputs and Impact Pathway

Immediate outputs include countable metrics: types of STEM activities, participant numbers, demographics (age, year, gender), school locations, and deprivation indicators. These track reach and context. Targeted outcomes focus on enhanced STEM career knowledge, increased interest/passion in STEM, and elevated aspirations for STEM careers—shifting attitudes beyond participation. At the highest level, impacts monetize these changes into social/economic value using proxies, linking qualitative/quantitative evidence to total program value.

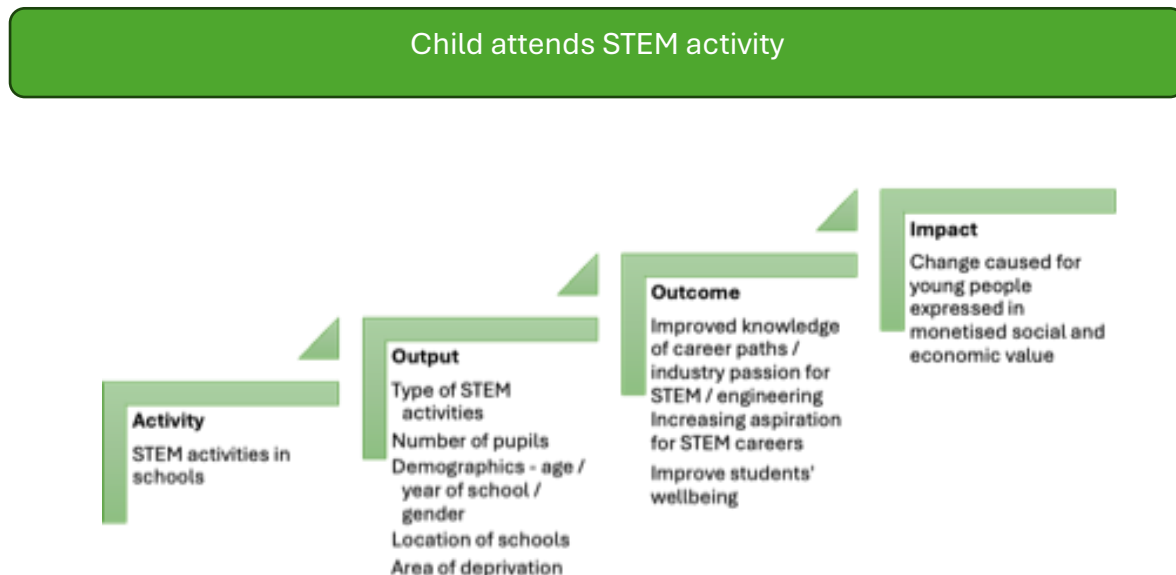


Figure 2: STEM Activities Impact Pathway

MeasureUp Values Suitability Assessment

Table 1: BWB STEM Activities: MeasureUp Value Suitability Assessment

MeasureUp Value	Relevance to case?	Duration of outcome?	Measurability?	Use in case?
WWD4 Engaging in youth activities	High STEM workshops directly match "youth activities" for 12-18s (exploring skills, aspirations, peer engagement)	Up to 4 weeks FT equivalent per year (2.5 days fits well)	Bronze: Yes Silver: No adjustment (recording demographics) Gold: Yes (needs specific survey questions)	YES Bronze: participation Silver: engagement, demographics Gold: wellbeing surveys
PW2 Improved children's wellbeing	Medium Some wellbeing benefits likely, but less direct link than primary wellbeing programmes	Annual (may overstate short STEM exposure)	Bronze: Yes Silver: Age differentiation Gold: C-WELLBY	YES with caution Only if wellbeing measured; high discount (75%) needed due to indirect link and duration mismatch
ES3 Young Persons Wellbeing Programme	Low STEM ≠ mental health / resilience programme; wellbeing secondary to skills / careers focus	Annual programme (STEM is shorter-term)	Bronze: Yes Silver: No adjustment (recording demographics) Gold: Yes (Needs specific survey questions)	NO too distinct from case High discount (75%+) required; better as sensitivity test only

Case Summary 2: Liverpool Cathedral Schools Singing Programme (SSP)

Liverpool Cathedral, a Church of England cathedral in Liverpool, England—one of the UK's most socioeconomically deprived areas—delivered the Schools Singing Programme (SSP) during the Spring 2023 term. This pedagogical choral music initiative targeted ~1,000 pupils aged 6-11 (Years 2-6) across 16 primary schools in the Liverpool City Region. Weekly, curriculum-aligned half-hour workshops spanned three 10-week terms per school, covering warm-ups, singing games, new repertoire, musicianship (e.g., improvisation, notation), and culminating in termly whole-school assemblies plus annual Big Sing performances at the cathedral in July/September 2023. The program emphasizes vocal technique, musical literacy, collaboration, and deeper sociocultural benefits like emotional, social, and cultural wellbeing beyond utilitarian outcomes.

Program Outputs and Impact Pathway

Outputs capture participation: pupil numbers, demographics (age, year groups), school locations/deprivation context. Targeted outcomes include enhanced vocal technique, musical understanding/performance skills, collaborative abilities, repertoire knowledge, confidence, happiness, and wellbeing—shifting attitudes and skills. Highest-level impact monetizes these via proxies, linking evidence to total social value.

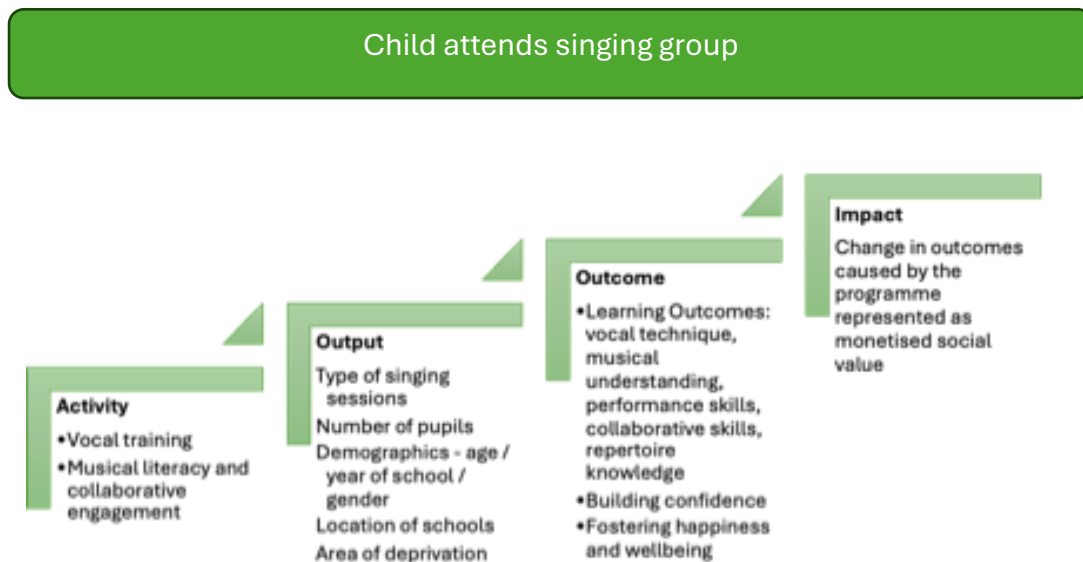


Figure 4: SPP Impact Pathway

MeasureUp Values Suitability Assessment

Table 2: Liverpool Cathedral SSP: MeasureUp Value Suitability Assessment

MeasureUp Value	Relevance to case?	Duration of outcome?	Measurability?	Use in case?
WWD4 Engaging in youth activities	Low Choral workshops are structured education, not typical "youth activities"	Up to 4 weeks FT equivalent (3x10-week terms ≈ half-year; needs pro-rating)	Bronze: Yes Silver: No adjustment (recording demographics) Gold: Yes (Needs specific survey questions)	NO Only as sensitivity test; high discount (75%) due to duration and age mismatch
PW2 Improved children's wellbeing	High Directly matches primary school age (6-11); singing linked to emotional/social wellbeing via peer collaboration, belonging	Annual (Spring term = half-year pro-rating appropriate)	Bronze: Yes Silver: Age differentiation Gold: C-WELLBY via SDQ mapping	YES Bronze: half-year participation Silver: demographics + enjoyment data Gold: wellbeing surveys
ES3 Young Persons Wellbeing Programme	Medium Structured programme with progression; wellbeing benefits via music/resilience, but not explicit mental health focus	Annual (Spring term requires half-year adjustment)	Bronze: Yes Silver: No adjustment (recording demographics) Gold: Yes (Needs specific survey questions)	YES with adjustments Suitable Bronze/Silver with 30-50% discount for non-mental health focus