



# Measuring what matters for children

MeasureUp for Kids Toolkit Launch  
Wednesday 25<sup>th</sup> March 2026

# Our speakers today



**Will Watt**

Co-Founder, MeasureUp  
Founder, State of Life



**Michelle Baker**

Technical Director for Social  
Value and Stakeholder  
Engagement, AtkinsRéalis



**Leanne Battison**

Social Value Coordinator, BWB  
Consulting



**Mitch Holland**

Choral Outreach Lead, Liverpool  
Cathedral

# Housekeeping

Keep on mute please!



Recording will be sent out after session



Say hi, and ask questions any time in chat





# Our aims for today...

Setting the scene on our toolkit

Valuing children's wellbeing

Hearing from those working with young people

What's in the toolkit?

Q&A

Where to next





# Michelle Baker

Technical Director for Social Value and Stakeholder  
Engagement, AtkinsRéalis



*“...for social value to really have impact; private, public and third sector organisations all need to work together...”*

# **PUBLIC SERVICES (SOCIAL VALUE) ACT 2012**

Professor Chris White, the architect of the Social Value Act 2012



*“Children are not the people of tomorrow, but are people of today.”*

*(Janusz Korczak, 1878-1942)*



Will Watt  
State of Life

# The C-WELLBY for children's wellbeing - we have lift off

Attributing WELLBY value to children's wellbeing



PW2

Improved Children's Wellbeing



PERSONAL WELLBEING

A monetised wellbeing value of £15,920

This represents the monetised value of a one-WELLBY change in a child's wellbeing per year, expressed in 2024 prices. It is a measure of children's wellbeing for age groups under ten, where happiness has been mapped onto life satisfaction.

# Hearing from those working with young people



**Leanne Battison**

Social Value Coordinator, BWB Consulting



**Mitch Holland**

Choral Outreach Lead,  
Liverpool Cathedral



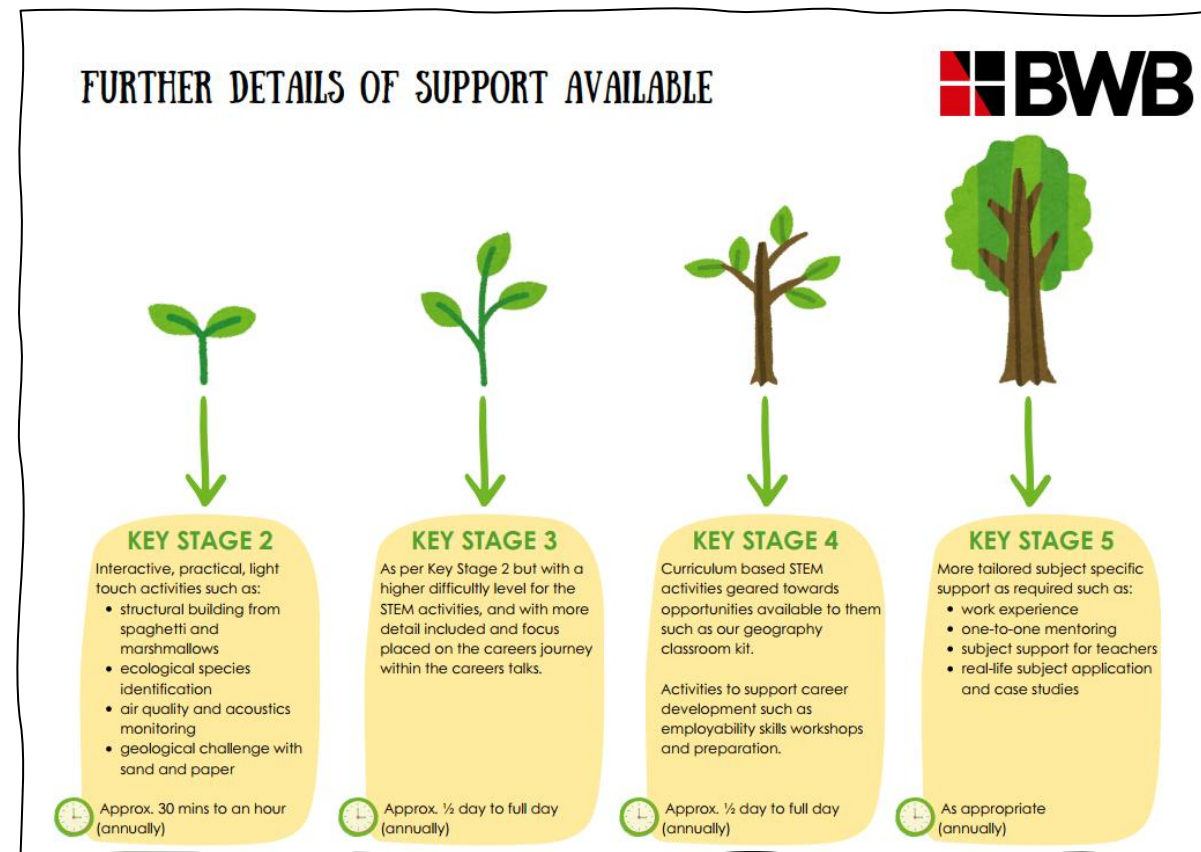
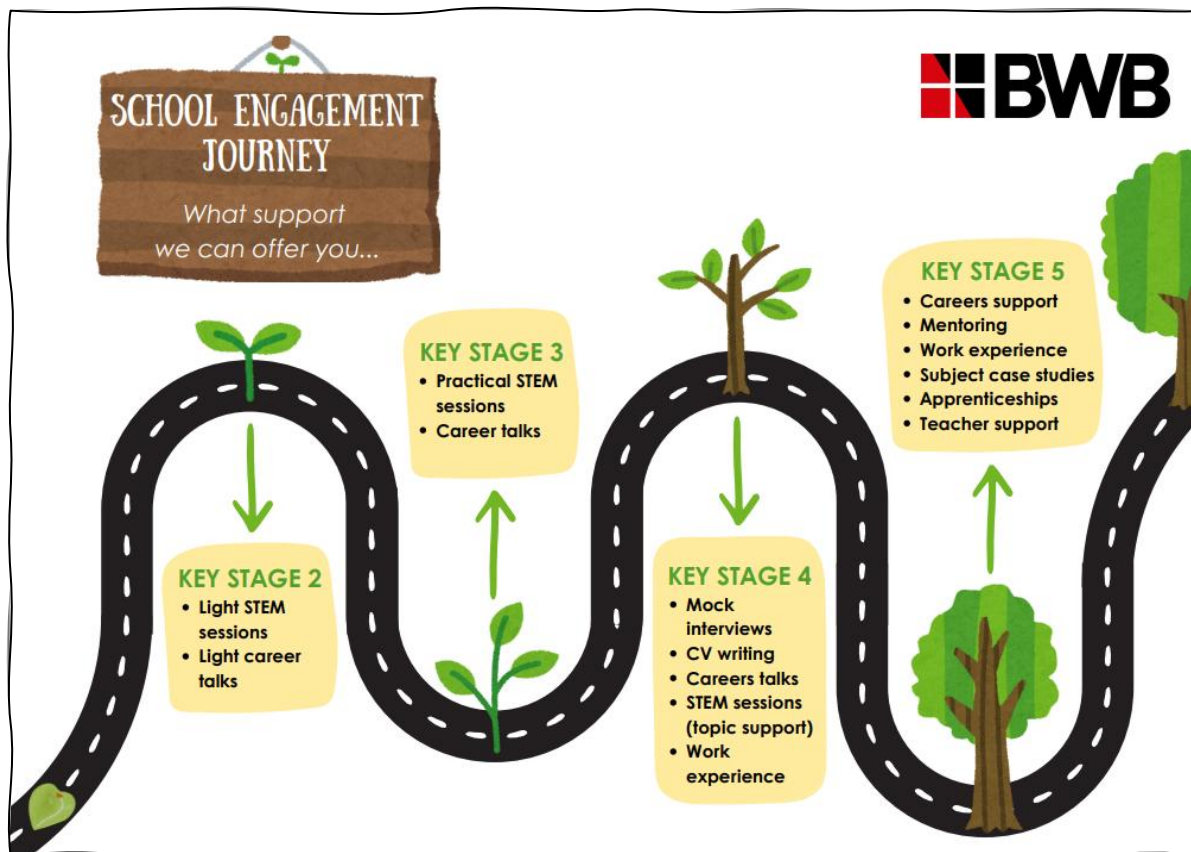
# Educational Engagement



## Educational Engagement Strategy Aim

To have a greater impact on the students we reach through working together in a more targeted longer-term manor with schools, inspiring future generations and empowering teachers with real-life industry knowledge and support.





# Strategy Implementation



## Educational Engagement Delivery Plan

School Name: The Nottingham Emmanuel School

Delivery Period: from Sept 25



		September	October	November	December	January	February	March	April	May	June	July	August	
Key Stage 3 (ages 11-14)	Year 7	New Term									INWED linked careers talk/session for girls	Practical STEM activity with mini careers talk	Summer Holidays	
	Year 8								Practical STEM activity with mini careers talk					
	Year 9					Careers talk 'rotation' held at BWB office - looking at options/various routes/roles etc.								
Key Stage 4 (ages 14-16)	Year 10						CV workshop	Work experience	Attendance at mock interviews					Mock Exams
	Year 11				Interview skills workshop						GCSEs	GCSEs		
Key Stage 5 (sixth form) (ages 16-18)	Year 12			Interview skills workshop										
	Year 13							Feed into session/info on apprenticeships			A-Levels	A-Levels		

**Notes:** Smaller groups/classrooms with multiple deliveries throughout the day. Events shown over multiple months = one event in either month, depending on availability and holidays etc.  
**Possible STEM activities:** Flood risk permeability challenge, geotechnical sand and paper challenge, structural spaghetti and marshmallow challenge, ecological species identification, masterplan matching to building



Our intention once all regions are engaged with and running effectively, is to scale up to include multiple schools in each region, achieving a wider reaching impact.

# Delivery



Careers rotation event



Flood permeability challenge

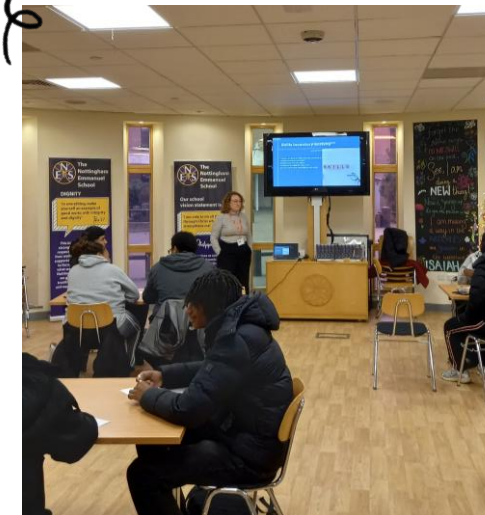
Air Quality and Acoustics



Structural challenge



Level 2 skills workshops



Bridge design and build challenge



Solutions for the Planet 'Big Ideas' mentoring

T-Level support





# Measure *Up*

A decorative graphic consisting of a horizontal bar with segments in purple, green, and yellow, and a vertical bar with segments in blue, orange, and purple, resembling a stylized bar chart or data visualization.

*Thank you*



# Liverpool Cathedral Schools Singing Programme (SSP)



Liverpool  
Cathedral





What's in the  
Toolkit...

[Let's take a look...](#)



MeasureUp

for Kids

Step 1: Define 'who' - your stakeholders - and 'what' - your activities and outcomes

**Case 1:** Private Organisation - BWB Consulting: STEM (Science, Technology, Engineering, and Mathematics) activities  
**Case 2:** VCSE - Liverpool Cathedral: Schools Singing Programme (SSP)

Step 2: Match your activities or outcomes with MeasureUp values

WWD4 Engaging in youth activities  
ES3 Young Persons Wellbeing Programme  
PW2 Improved children's wellbeing

Step 3: Record the details of your activity/outcome

- **Quantity (scale):** Number of people experiencing the outcome, or units delivered.
- **Duration:** How long (in months) the activity or outcome lasts.
- **Unit of Measure:** Aligned with each MeasureUp value

Step 4: Calculate the monetised value of your impact

- **Bronze:** Proxies for planning and estimating
- **Silver:** Differentials for getting more specific
- **Gold:** Surveys and measurements of actual results
- **Gold+:** Appropriate impact discount for each level

TEST & VALIDATION  
REPORT



**MeasureUp**  
*for Kids*

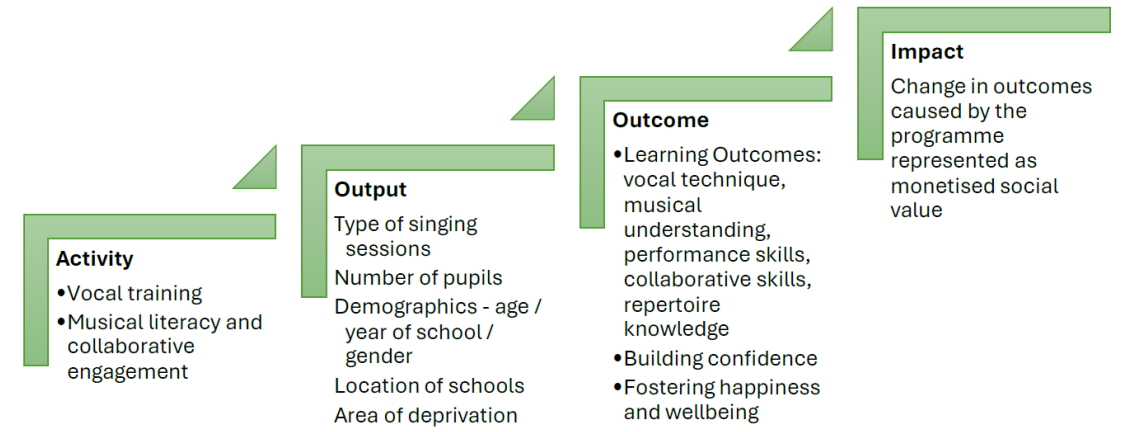
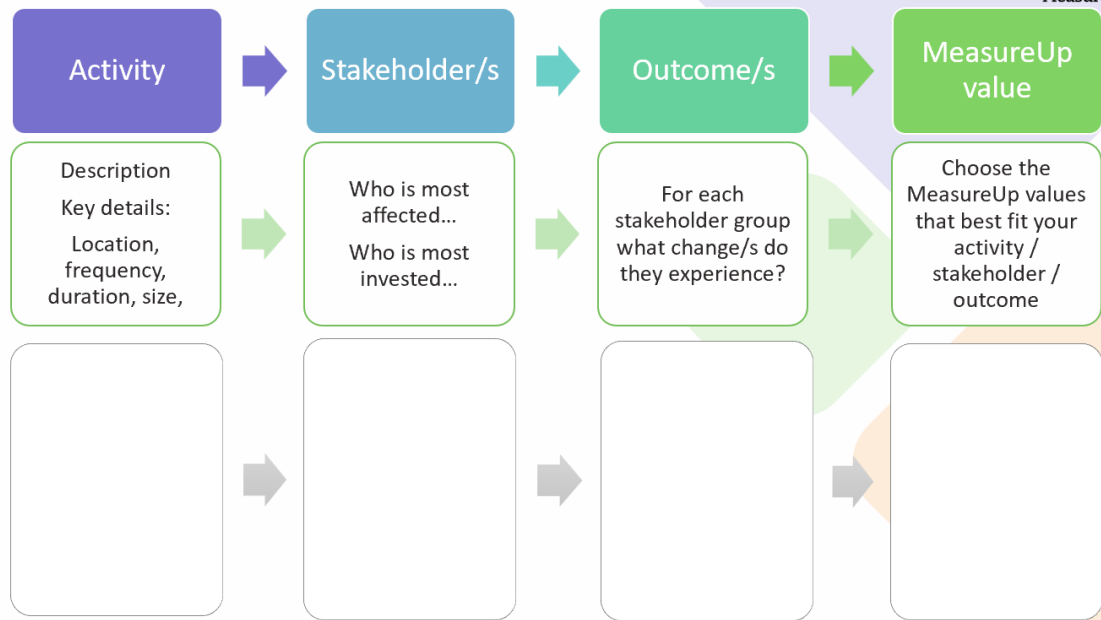
## Create your impact pathways

Template  
January 2026



### Schools Singing Programme Impact Pathway

Child attends singing group



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

MeasureUp – Social value reporting done right

**MeasureUp for Kids**

**Liverpool Cathedral**

**BWB**  
A CAF GROUP COMPANY

**CASE STUDIES**

# Example data and estimation

Table 7: ES3 Bronze Level Valuation

Step	Assumption / Calculation	Result
<b>Activity duration per participant</b>	The Spring 2023 term: 10-week terms of half-hour choral workshops	Half year
<b>Yearly value for wellbeing programme</b>	Wellbeing per person per year	£1,400
<b>Half year value per person</b>	£1,400/2	£700
<b>Number of participating students</b>	Assumed number of students attending	1000 students
<b>Gross social value</b>	£700 × 1000 students	£700,000
<b>Discount rate applied</b>	Medium discount rate to reflect the programme is not directly related to wellbeing	50%
<b>Discounted social value</b>	£700,000 × (1 – 0.5)	£350,000



Step 1 Determine the Stakeholders, and Describe Activity and Outcomes			Step 2 Match the activities or outcomes with MeasureUp values										
Stakeholders	Activity	Outcomes	MeasureUp Values		Units for your MeasureUp value	MeasureUp Value Details					Price	Year	
Who have an effect on? (be your stakeholder)	Description of your activity	What is the change experienced by stakeholders?	Which MeasureUp value fits best to this activity or outcome?	MeasureUp Value Type (Activity or Outcome)	The unit of measurement for each MeasureUp value (e.g. per person per week/month/year, per hazard in each property, number of crimes averted, number of people experiencing outcome)	Type of Monetised Value included in each MeasureUp value (Economic, Fiscal, Wellbeing, Environmental)	Monetised Fiscal Value (£)	Monetised Economic Value (£)	Monetised Wellbeing Value (£)	Monetised Environmental Value (£)	Total Monetised MeasureUp Value (£)		
*Pupils: 10 and 11 - employability younger groups - years 5 & 6	STEM Ambassador Time - 2.5 days per year "Practical STEM activities": - school visits e.g. structural engineering activities - employability help - CV and interview workshops - careers talks and careers fairs - teachers pack for STEM lessons  Students on site visits: - Days in offices - Work placements - Workshops in the office  STEM for girls: - Maths for girls at Birmingham school - Presenting to women in engineering	Pupils: - Improved knowledge of career paths / industry passion for STEM / engineering / air quality and noise (sustainable design) - increasing aspiration for STEM careers	WWD4 Engaging in youth activities	Activity	per young person for one week programme over a year	Wellbeing and economic	0	50	1500	0	1550	2023	
			PW2 Improved community wellbeing				£0	£0	£15,920	£0	£15,920	2024	

Step 3 Record the details of your activity/outcome and the MeasureUp value				Step 4 Calculate the monetised value of your impact							
Indicator and source	Quantity (scale)	Duration of activity or outcomes	Conversion of months into fraction for multiplying by the value	Impact discount evidence explanation (description of evidence and source)	Impact discount evidence confidence level (how confident are you about the accuracy of your evidence for your discount?) (For info only)	Impact discount An estimate of what would have happened anyway, and how much was down to you... (defines amount of discount to your value)	Percentage impact discount (shown as a decimal)	Monetised value per unit (with discount applied, and duration adjustment applied)	Type of Monetised Value (choose type to see total in next column by type)	Total Monetised Value by type (Economic, Fiscal, Wellbeing or Environmental)	Total Monetised Value (No of people (quantity) x monetised value, x duration, - attribution discount)
STEM - type of, and no of hrs on activity	Students - gender, areas of deprivation, age / school year	100	2.5	0.50	Low		0.25	£581	Wellbeing	£56,250	£58,125
Student feedback form	Student feedback form	100	1	0.08	High		0.75				

# MeasureUp for Kids



## ACTION CHECKLIST

### Step 1: Define Who and What

- Identify stakeholders (who is affected), define the age group of the young people to be more specific
- Describe activities (what you do)
- Define outcomes (changes experienced, positive or negative)

### Step 2: Match with MeasureUp Values

- Check the values using the 'children' stakeholder filter / through the Children's wellbeing toolkit page
- Select the value that best fits your activity OR outcome

*The following table may help you to match your activities with MeasureUp values.*

MeasureUp Value	Relevance to case?	Duration of outcome?	Measurability?	Use in case?
<b>WWD4</b> Engaging in youth activities				
<b>PW2</b> Improved children's wellbeing				
<b>ES3</b> Young Persons Wellbeing Programme				

### Step 3: Record Details

- Quantity (scale): Number of young people / children affected
- Duration: Record months/years the outcome lasts.
- Unit: Confirm correct unit (per child/ young person)

### Step 4: Calculate Impact Value

- Apply Attribution & Deadweight discount:  
No discount (0%) | Low (25%) | Medium (50%) | High (75%)
- Calculate the monetised value of your impact

# Economics Terms Glossary

This glossary sits alongside the Children's Wellbeing Toolkit to support those using the toolkit in understanding the reports underpinning the source research for the values, as well as the test methods used in the Testing and Validation report at the Gold level.

This is not a full social value terminology glossary, rather it is focused on key economics terms that are common within social value and wellbeing economic research.

## The Terms:

**Coefficient:** The estimated change in the dependent variable (outcome) for a one-unit change in an independent variable (predictor), holding all other variables constant.

**Confidence Interval:** A range of values that is likely to contain a population parameter, calculated from a sample data set.

**Control variables:** Important factors which may influence our outcome of interest.

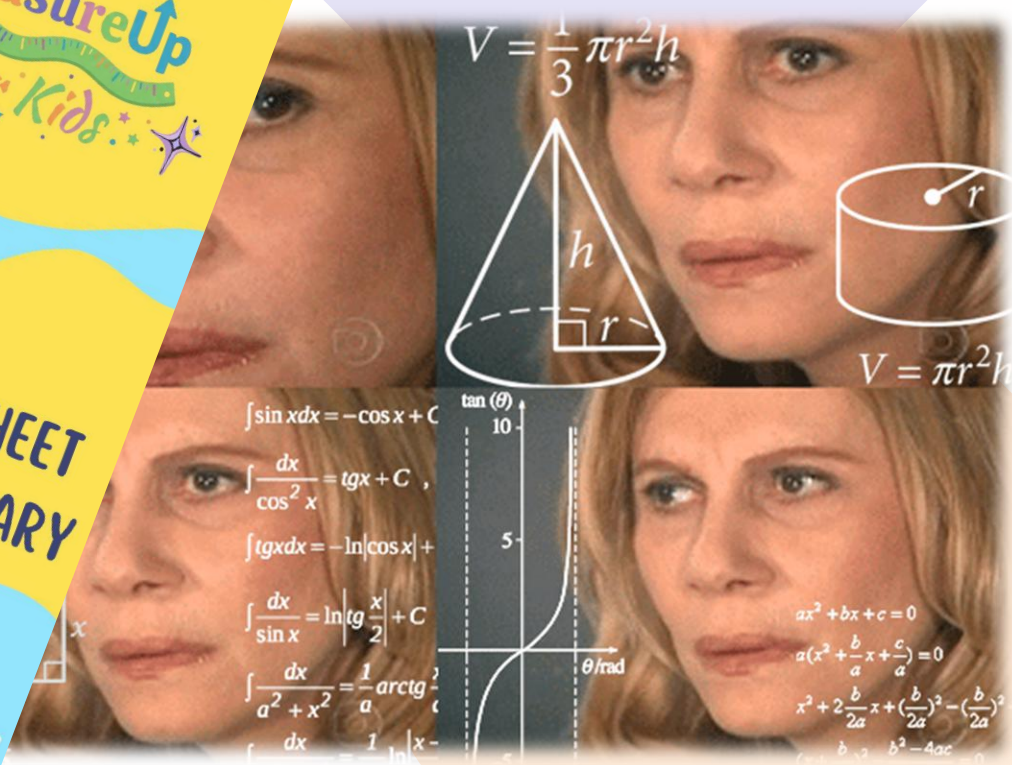
**Correlation:** A measure of the relationship between two variables, indicating how one variable changes as the other changes BUT does not tell us if one is causally linked to the other.

**Mean:** The average value of a set of numbers, found by adding all the numbers together and dividing by the count of numbers.

**Median:** The middle value in a set of numbers, which separates the higher half from the lower half.

**Mode:** The value that appears most frequently in a data set.

**Outcome:** The changes resulting from an activity. The main types of change from the perspective of stakeholders are unintended (unexpected) and intended (expected), positive and negative change.







# Where to next?

**Coming soon**

- An update to the Ideal Value Set
- New economic 'input' values
  - Supply Chain Spend
  - Donations
  - Real living wage
  - Resources invested

**Using MeasureUp**

- Updated methodology
- Updated Principles
- Updated 'how to use' guidance
- Estimator
- Alignment to new Social value Model

**Build MeasureUp with us!**

- Make a value or usage suggestion
- Sponsor a value, research, resources or tools
- Help us to spread the word

# Need extra help?

Strategic planning and place-based support

- PRD

Data management and social value software

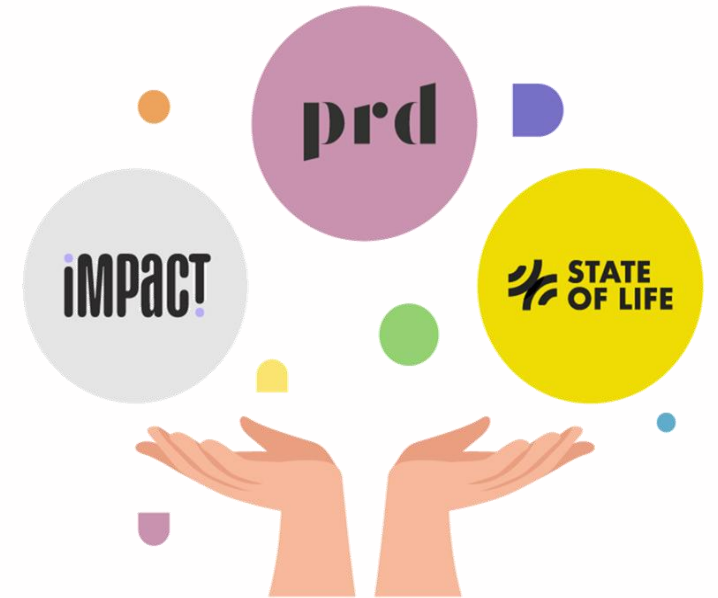
- Impact Reporting

Valuation research/stakeholder engagement

- State of Life

Sponsor a value

- Email: [hello@measure-up.org](mailto:hello@measure-up.org)



Thank You!