



MeasureUp: A how to use step-by-step guide

PUBLICATION DATE: APRIL 2026

MeasureUp: A how to use step-by-step guide

About MeasureUp

MeasureUp is a comprehensive, open-source valuation framework designed for Social Value and Impact practitioners, offering transparent tools to measure economic, social, fiscal, and environmental outcomes. It helps organisations develop their practices, from beginner to advanced levels, by incorporating feedback from beneficiaries and aligning with UK government standards. MeasureUp is free to everyone and continually updated as practice develops, ensuring robust, defensible reporting that evolves with emerging trends in impact measurement.

How to use step-by-step process

To use MeasureUp, follow this Step by Step guide, as well as the overall guidance on the levels of measurement and Bronze, Silver, Gold, Gold+ guidance on each value page.

The main 4 step how to use process is preceded by a 'pre-step' and followed by a 'post-step'. These foundational practice steps are not essential for using the MeasureUp values but are essential parts of your overall social value management practice.

Who is this guidance for?

This guidance is for any user of MeasureUp irrespective of whether they are using the resource supported by software, such as that provided by Co-Founder Impact Reporting or through other data management solutions such as Excel combined with other data collection options.

Publication

This guidance updates the 'how to use' section of the MeasureUp website from April 2026 onwards. Key authors of this document are Catherine Manning and Kubra Hoke. Special thanks for input and guidance to our Co-Founders and Advisory Group members.



MeasureUp 'how to use' process outline

Pre-step 1: What is this for?

Before measuring and valuing your social value, it is important to define what the purpose of your social value assessment is, and who you are wanting to engage with using the results. Is the output for your board, using in bidding for work, for internal management, for communicating to those most affected? Defining the purpose of your assessment, and the groups you want to communicate with, as well as the decisions you are aiming to influence with the results will help to define the focus of your social value assessment and make it useful and used.

To undertake this pre-step 1:

Work with a group of people in your organisation who are involved with or interested in your social value delivery and assessment and define why this matters from each of your perspectives covering:

- **Purpose** – why are you aiming to measure and manage your social value?
- **Audience** – who will need to see and use the results?
- **Decisions** – what decisions are they making that the results should influence?

You may have multiple reasons, and it can be useful to understand them all.

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

Start by identifying your stakeholders, activities, and outcomes.

- **Stakeholders:** Individuals, groups, or organisations who experience—or influence—changes in wellbeing, economic, environmental, or fiscal outcomes. Clearly define your main stakeholder groups and provide relevant details about them.
- **Activities:** The actions or interventions undertaken to achieve specific outcomes. Describe the activity for which you are estimating social value.
- **Outcomes:** The changes resulting from your activity, whether positive or negative. These could range from improvements in wellbeing to reductions in carbon emissions. Describe the outcomes you expect your stakeholders to experience.

This can be represented in a simple impact pathway moving through each factor from activities → stakeholders → outcomes.

Step 2: Match your activities or outcomes with MeasureUp values

Choose the most appropriate value that aligns best to EITHER your activity OR your outcome/s. Do not try to value everything along the chain as this increases the risk of double counting and overclaiming your value. The MeasureUp values relate to different 'things' along the pathway from cause to effect so it can be useful to look at whether the value is relating to an 'activity' or an 'outcome'.

Check the alignment of the duration and frequency of the value's associated activity or outcome against your own and adjust the value to bring these more in line. For example, if the value covers a year of a person's activity but your programme is only running for 1-month pro rata the value to a monthly division.

It is worth noting this adjustment in your practice management system so that when you come to using the results you are clear on the assumptions, professional judgements and adjustments of your approach.

For more information you can look at the values on the [MeasureUp values page](#).

Step 3: Record the details of your activity/outcome

Describe how you will measure the activity or outcome, including the data sources used. Capture at least the following details:

- **Quantity (scale):** Number of people experiencing the outcome, or units delivered.
- **Duration:** How long (in months) the activity or outcome lasts.
- **Unit of MeasureUp value:** Most values are per person per year, but some use other units (e.g., per hazard repaired). Always check the unit carefully.

As you progress through the measurement levels in MeasureUp, Bronze, Silver, Gold, Gold+, the complexity of your data and evidence collection will increase, but the above units should always be collected at all levels of measurement.

At Silver level you will at least want to add in more details about the people or groups of people who are most affected by your activity or experience the outcomes, such as their demographic, experiential, geographical, or contextual factors.

At Gold level, you will collect evidence of actual change directly from those most affected.

Step 4: Calculate the estimated monetised value of your impact

Using your measurement data calculate an estimate of the monetised value of your impact using the appropriate MeasureUp value most aligned to your activity or outcome.

At Silver level you can adjust your value estimate using your more accurate data about the people affected, extent of change, or intensity of activity.

At Gold level you can calculate your value with the evidence of actual change recorded from those affected.

When engaging directly with your different affected stakeholders this is your best opportunity to hear the actual stories of change from those experiencing them. Gathering qualitative data and presenting this along with your quantitative data and valuation results can provide richer insights into your impact.

Applying a discount to your value estimate

It is likely that some of the impact would have happened even if your activity didn't take place (deadweight), or that some of the impact occurred because of other factors (attribution), like a partner organisation, or another activity your stakeholders were engaging in. A discount should be estimated to reflect your understanding of how much of the impact is really down to your actions.

At Bronze level, reflect on how much of the observed change is truly attributable to your activity. Consider what might have happened anyway or as a result of someone else's actions. Apply a discount based on your estimate:

- Low (25%)
- Medium (50%)
- High (75%)

At Silver level, you may want to adjust your discount estimate based on some evidence you have of a different level. You may also want to separate out your attribution and deadweight estimates.

A counterfactual assessment is outlined at Gold+ level for each value.

Post-Step 1: Take Action!

After you have collected your data and calculated your social value estimates for your activities, stakeholders, and outcomes then you can start to communicate your results to your audiences as you defined in 'Pre Step1: What is this for?' and start to make decisions and take action based on your results.

To undertake this Post-Step 1:

- **Communicate** – put your results into a format to communicate with your different audiences in the way that will work best for them.
- **Decide** – with your different audiences make decisions based on your results.
- **Act** – take action based on your decisions. These might be about your social value delivery or about your social value practice. Or both!

MeasureUp – Quick Reference Checklist

Pre Step 1: What is this for?

- Define your purposes (why are you aiming to measure and manage your social value?)
 - Describe your audiences (who will need to see and use the results?)
 - Define your decisions (what decisions are you trying to make?)
-

Step 1: Define Who and What

- Identify stakeholders (who is affected)
- Describe activities (what you do)
- Define outcomes (changes experienced, positive or negative)

Step 2: Match with MeasureUp Values

- Check the MeasureUp Values page for the most suitable value
- Select the value that best fits your activity OR outcome
- Check for duration and frequency alignment, and adjust if needed

Step 3: Record Details

- Quantity (scale): Number of people / units affected
- Duration: Record months/years the outcome lasts.
- Unit: Confirm correct unit (per person, per tonne, per hazard repaired, etc.)
- Additional Data: Record additional data about stakeholders (Silver) and from stakeholders (Gold)

Step 4: Calculate Estimated Impact Value

- Apply Attribution & Deadweight discount: Low (25%) | Medium (50%) | High (75%)
 - Calculate the estimated monetised value of your impact
-

Post Step 1: Take Action!

- Communicate your results with your different audiences
- Make decisions based on your results.
- Take action based on your decisions.