

# iMPACT REPORTING

Change just got  
real.





## Our mission

To completely change how businesses see their social impact.

Every action, no matter how small, has the power to create a ripple effect of social value.

By helping businesses not just measure their impact, but capture its true value, we can empower them to make a real difference to our planet and its people.

Matt Haworth, Co-founder

Ed Cox, Co-founder



# About us



## Proudly independent, gay-owned

LGBTQ-friendly small business based in Manchester, passionate about social value.



## Our mission

Help organisations be a true force for good so we have a more sustainable, stable and equitable world.



## Aligned to Social Value Principles

Driving best impact practices led by Catherine Manning, former Operations Director of Social Value UK.



## What we offer

A flexible software platform for all your social value and ESG data, plus consultancy.



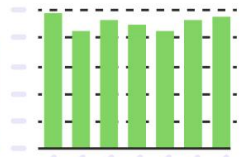
## Our clients

Local and national government, public or private sector, private equities, foundations, third sector.



## Costs

Starter package is around £7,500/yr and we offer 40% for charities and third sector organisations.



### Notice

Your report is ready!

Your activity report has been generated and is now ready to download.



About us

## CHANGE JUST GOT REAL.

Impact Reporting is the *only* platform that values meaning over metrics.



### Connect all the dots

Bringing all your data together in one place, so you can see the full impact picture.



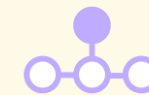
### Framework flexible

One size doesn't fit all, so our software is compatible with any framework. You're in control.



### Unlimited usage

Employees, clients, suppliers – anyone can use the system with no hidden extra costs.

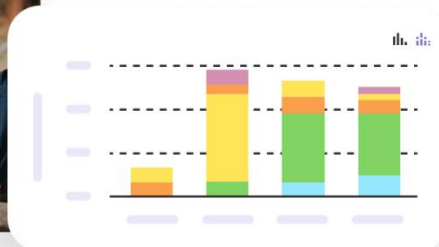
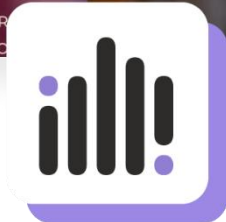


### Aligns to social value principles

Others narrowly focus on outputs and proxy values. We challenge you to look at social value holistically.

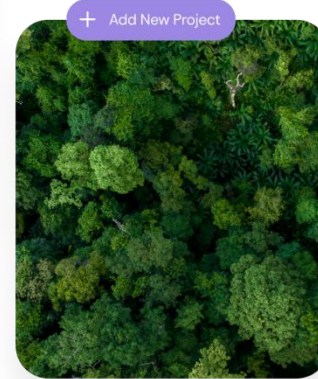


# Our values



## We are no-nonsense

Because poor practices, inflated numbers and meaningless metrics don't lead to the right impact.



## We don't settle

Because we won't succeed unless we're willing to grow.

## We are digital first

Because technology can transform how we create and measure impact.



## We are purposeful

Because better social value practice makes the world a better place.

## We are different

Because innovation fuels our passion and creativity.

# Trusted by changemakers like you

**iMPACT**  
REPORTING



# It's important that you have things your way.

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Own it. Put your stamp on it. Want to cover it in neon green? You do you.

It's your business — our solutions align to your vision, your impact goals, your chosen frameworks (not the other way around).



## LESS TIME DIGGING THROUGH DATA, MORE TIME MAKING AN IMPACT

- ✓ Save staff and supply chain hours per week:  
No more stitching together data between tools
- ✓ Embrace framework flexibility  
Choose what's best for you – not the other way round!
- ✓ Unlimited usage  
Employees, clients, suppliers – anyone can use the system with no hidden extra costs.
- ✓ Aligned to Social Value Principles
  - We challenge you to look at social value holistically.



# Why choose us?



## Flexible to your data reporting needs

Framework agnostic and can manage multiple frameworks (not just one)



## Feature-rich software

Can measure environmental and social metrics  
Configurable dashboards  
Bids and tenders module



## Transparent and scalable

No additional upcharge for onboarding, licenses, volume of bids



## Can manage data points along any impact pathway

Support a move to evidencing outcomes vs. counting outputs  
And can support monetised or numeric valuation



## Hands-on implementation

Dedicated customer support, data migration plan and consulting



## Mission-driven

Friendly small team led by founders passionate about doing social impact right – not just the sale!

# How we compare to others

- Flexible and framework agnostic
- Feature-rich software
- Value for money
  - No additional upcharge for onboarding, licenses, supplier submissions
  - Surveys included
  - Open API included
  - MeasureUp valuation framework included
- Hands-on implementation
  - Dedicated customer support, data migration plan and consultancy

- Ringfence you into a chosen framework
- Clunky, older software
- No open API or survey functionality
- Extra cost for onboarding
- You're one of hundreds of clients
- Larger corporations with pressure to make profits
- May not be aligned to social value principles and best practices

# Support every step of the way.

## **Customer Success**

- Our analysts will help you every step of the way to improve your social impact data use and efficiency.

## **Tailored Frameworks**

- We'll work with you to implement the monitoring and evaluation frameworks right for your activities, goals, initiatives and projects.

## **Easy Set Up**

- We handle importing your existing spreadsheets and data sources, so you can focus on your work.

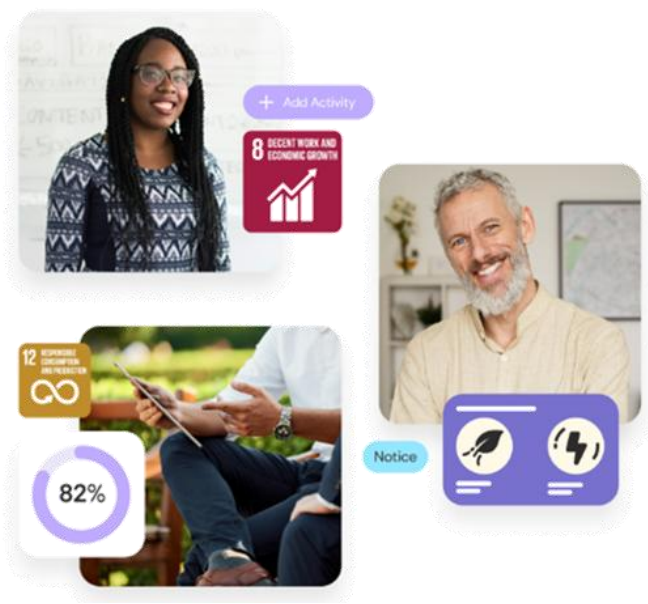
## **Strategy Revamp**

- Together, we'll identify ways in which Impact can drive better processes now and in the future.



# Key product features

Activities, surveys, outcomes, social value bids — all in one platform



- Automated calculations

Quantify your initiatives in real time with precise calculations using your preferred measurement.

- Advanced surveys

Create surveys in minutes and collect real-time data at any scale. Build stakeholder trust with standardised data collection.

- Data visualisation

Visualise your impact data with engaging charts and graphs, track change over time, and explore detailed insights.

- Open API

Never make a blind decision again. Capture, manage, and export social value data effortlessly with our open API.

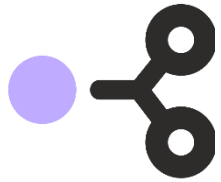
- Custom insights

Access information instantly. Compare and analyse social value activities with custom classifications and filters.

- Answer everything

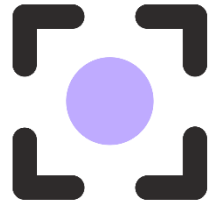
No more chasing stakeholders or partners when everyone can input their own contributions.

# How it works



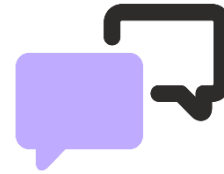
## Capture

Efficiently capture beneficiary data, inputs, outputs, and outcomes with open API and integrations to track your community, partner and environmental impact.



## Analyse

Map the connection between your social value activities and their impact to see what real 'good' looks like for your organisation.



## Survey

Dive deep into your data to understand how your actions create true change for beneficiaries, beyond just numbers.



## Report and Action

Report your impact your way. Choose compliance requirements, metrics, and frameworks that matter most to you.

## Our Valuation Framework



Aligned to  
Greenbook  
guidance

*PLUS!*

Although our platform is framework agnostic, we also align with MeasureUp's outcomes and activity valuation resource is based on **WELLBY**, the only measure of wellbeing that is endorsed and used by the HM Treasury (from the Green Book's wellbeing guidance from 2021), **PLUS** other key economic, fiscal, and environmental values, including:

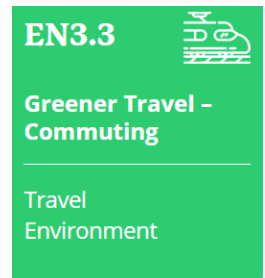
- **ONS** wellbeing dimensions
- mapped to the **SDGs**
- Mapped to Central Government **Social Value Model**



Open to all;  
collaboration  
welcome!

MeasureUp is a growing piece of work (open to input and collaboration), free to use, and openly published, with tiered levels of confidence and accuracy in the valuation estimation.

[Visit website](#)





# Onboarding



## **Step 1: Kick Off Meeting | Time: 30 –60 Minutes | First 30 Days**

This is where you will be handed over your Customer Success Manager, Iwan. Iwan will explain next steps, an outline of the onboarding process and find out your key deadlines so we can plan in the next set of meetings and system training.

## **Step 2: Business Alignment Meeting / Understanding your goals | Time: 1–2 Hours| First 30 Days**

This step towards onboarding involves us getting to know a bit more about how you intend to use the platform. Your Customer Success Manager will discuss in more detail with you the types of activities you conduct, how you currently measure and evaluate social value as well as any KPI's or other ways you measure performance.

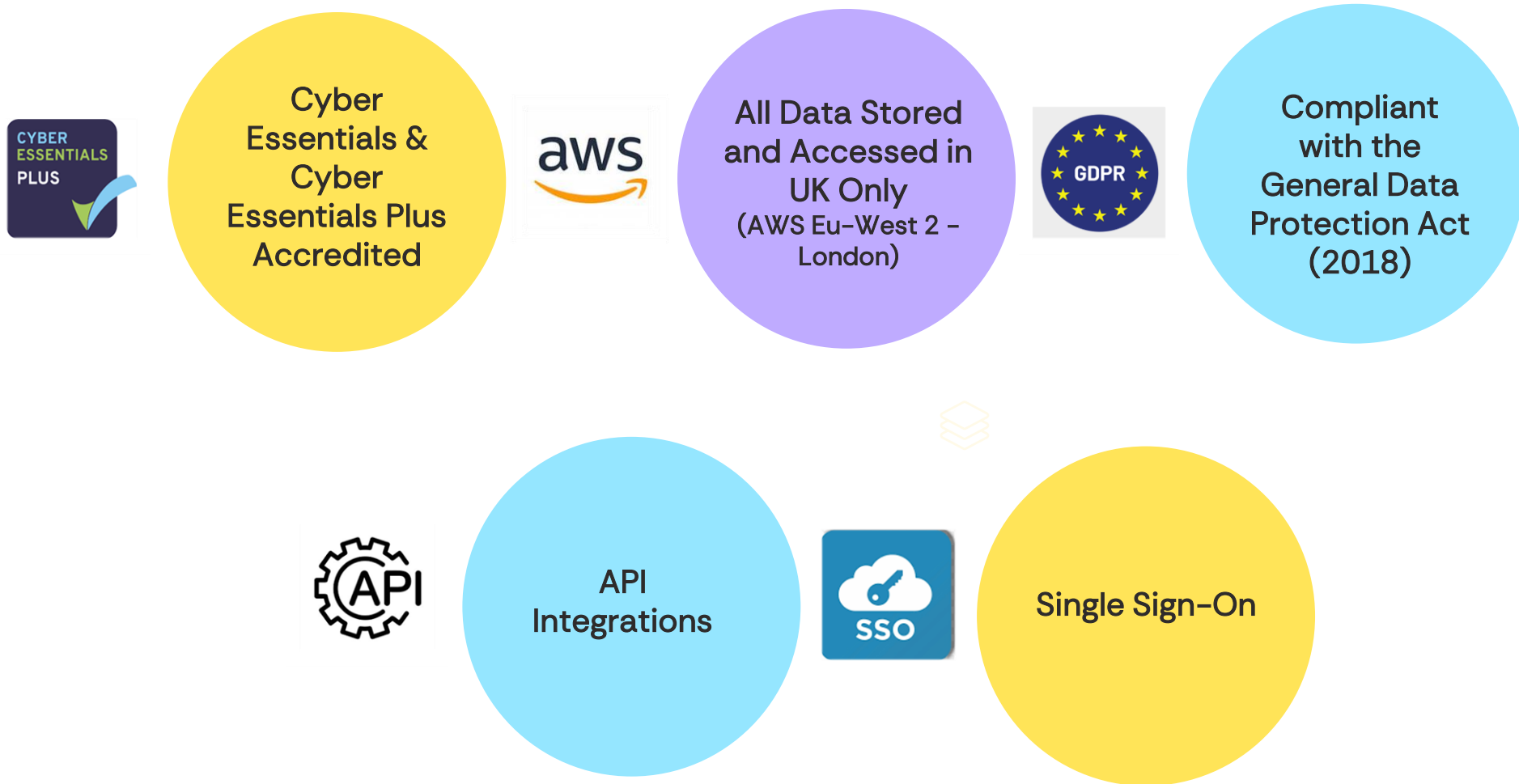
## **Step 3: Initial System Training | Time:4–6Hours| First 30 Days**

Here's where the fun begins! We'll guide your key users to success with hands-on system training as well as provide you with materials to begin adding your activities, goals, projects, conversions and categories from each of your business areas, ready to import into the platform.

## **Step 4: Ongoing Support & Advanced System Training| Time: 2– 4 Hours | 30 Days and Beyond**

To ensure a successful launch, our onboarding process culminates with 'Ongoing Support and Advanced System Training. We'll work hand-in-hand to help you get your data up and running on the platform, apply any necessary conversions and set up additional user accounts with tailored permissions as needed. Here is where we will continue with system training specifically focused around your ongoing projects and reporting needs.









# Cyber Security, Integration & Data Integrity



# Pricing









## Silver

Our most popular option which gives you ESG, social value and surveys reporting in one system.

-  **Unlimited** users
-  Social value reporting
-  ESG / sustainability reporting
-  **Up to 50** project dashboards
-  Surveys
-  Align to **any** reporting framework
-  Align to **MeasureUp**
-  **Standard**, platform set-up and onboarding

## Gold











Our more unlimited enterprise option that allows you ultimate flexibility.

-  **Unlimited** users
-  Social value reporting
-  ESG / sustainability reporting
-  **Unlimited** project dashboards
-  Surveys
-  Align to **any** reporting framework
-  Align to **MeasureUp**
-  **VIP**, platform set-up and onboarding

*Standard packages*











## Platinum

Ideal for any business that does *some* bidding or tendering on goods, services or works.

-  **Unlimited** users
-  Bid+ or Procure+ module
-  Social value reporting
-  ESG / sustainability reporting
-  Up to 5 bids or tenders
-  **Up to 50** project dashboards
-  Align to **any** reporting framework
-  Surveys
-  Align to **MeasureUp**
-  **Standard**, platform set-up and onboarding

## Diamond

Best for any business that does a *high volume* of bids or tenders on goods, services or works.

-  **Unlimited** users
-  Bid+ or Procure+ module
-  Social value reporting
-  ESG / sustainability reporting
-  **Unlimited** bids or tenders
-  **Unlimited** project dashboards
-  Align to **any** reporting framework
-  Surveys
-  Align to **MeasureUp**
-  **VIP**, platform set-up and onboarding

*Premium packages for those working alongside public procurement*



# Interested in learning more?

- Get in touch:  
[info@impactreporting.co.uk](mailto:info@impactreporting.co.uk)
- Book a discovery call:  
[www.impactreporting.co.uk/demo](http://www.impactreporting.co.uk/demo)