

Creating Social Value.

Insights on how Uptree works with employers to create social value and impact in communities across the UK.

June 2026

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With forewords from Oby Bamidele (Uptree) and Catherine Manning (Impact Reporting / MeasureUp).



Uptree

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Foreword



When I joined Uptree, one of the first questions I started asking was how we could speak about our work in the language our partners are being asked to use.

The difference this work makes for young people has never been the question. We see the impact every day, in the confidence students gain, the tangible outcomes that follow and the clarity of knowing what is not for them.

What we did not have was a way to estimate the social value of that, using a published framework. Using MeasureUp at Bronze level, this report is that estimate. It is a starting point, not the destination.

Oby Bamidele

Uptree: CEO



Social value practice, at its best, is about addressing inequality.

Using the MeasureUp framework, Uptree has started to put figures around impact that was always present but previously hard to articulate.

It shows what structured engagement with young people can generate, and I hope it encourages others to consider what social value measurement could look like in their own organisations - and why it's worth doing.

Catherine Manning

Impact Reporting / MeasureUp:

Head of Impact Practice / Programme Lead



At Uptree we've always recognised the significant impact that engaging with employers yields for students. Drawing on the MeasureUp framework now lets us and our employer partners share that impact more tangibly.

The ability to quantify social value methodically, and communicate it clearly, strengthens the case for every employer to invest in early talent and social mobility.

I hope this report serves as a clear demonstration of what employer investment in social mobility can achieve.

Hannah Scott

Uptree: Data and Impact Manager

Executive summary.



There is no shortage of talented young people from lower socioeconomic backgrounds who are capable of thriving in professional environments. What has historically been in short supply is access. Access to networks and employers willing to open doors can change a student's career trajectory.

Uptree exists to close that gap. The employers who work with us are already generating more impact than they may realise.

This report starts to quantify that impact which is possible when employers make social mobility a priority.

Using the MeasureUp social value framework (grounded in the HM Treasury Green Book methodology) we have been able to calculate the social value generated by our programmes and make their impact more tangible.

For every £1 invested by employers in delivery with Uptree, between £1.87 and £3.16 in social value was created by our employer partnerships in the 2024/2025 academic year.

Across all activity in 2024/2025, the **total social value generated stands between £1,772,429 and £2,997,964.**

For existing employer partners: These figures provide the ability to account for impact that was always there but previously hard to articulate.

For organisations considering a partnership: Social value figures provide evidence that structured, well-designed engagement with young talent creates returns that extend well beyond the activity itself.

Social mobility investment is a measurable, reportable, commercially relevant commitment.

This report shows what that looks like in practice.



An introduction to Uptree.

Uptree is a professional network dedicated to fostering social mobility and bridging skills gaps. We connect employers with a diverse pool of talented young people.

Our aim is to build a student network that is representative of the communities in which we work and live. We focus our outreach on schools with high numbers of young people from low-income communities. This helps level the playing field. Uptree currently reaches 300,000+ students through 800+ school partnerships.

We're on a mission to see employers everywhere offer unique experiences of work. This demystifies careers and helps students transition from education to employment, with no student left behind.



An introduction to MeasureUp.

MeasureUp is an open valuation framework built in partnership with Impact Reporting, PRD and State of Life.

MeasureUp aligns with the UK Treasury's new definition of social value as the "wellbeing of the population" (WELLBY) value, which prioritises the experience and testimony of people as a fundamental pillar to more meaningful impact.

The MeasureUp framework promotes progress over perfection, providing a scale from Bronze to Gold+ depending on the methods of measurement.

For more info, visit www.measure-up.org



What is social value and why should it be measured?

What is social value:

Social value, as defined by HM Treasury's Green Book, includes "all significant costs and benefits that affect the welfare and wellbeing of the population, not just market effects." It is the real, tangible difference that an activity makes to people's lives, quantified financially.

Why social value measurement matters:

Historically, social value has been felt in organisations rather than counted. When quantified using a rigorous, standardised framework like MeasureUp, social value moves from the edge of a business case to the centre of one. Intentional measurement makes visible the true depth and breadth of impact that outreach activity does in early careers.

Why social value matters for businesses:

Measuring social value is a strategic asset, enabling businesses to demonstrate their real-world impact. This better positions organisations to attract and retain talent, meet ESG expectations, win contracts where social value is a procurement criterion, and build impactful relationships within their communities.

Employers who provide work experience, insight days, or careers education are making a direct contribution to social mobility. Understanding the wider financial value of that contribution evidences that time invested in young people generates returns for individuals, communities, and the businesses.



Methodology: How is Uptree calculating social value?



Uptree have used the [MeasureUp framework](#) to calculate the values in this report. MeasureUp is a free, open-access tool developed by social value practitioners and aligned with HM Treasury guidance. It translates peer-reviewed research into practical values that organisations can apply to their activities.

In order to calculate the social value of Uptree's activities, all activities have been mapped against the closest measure in the MeasureUp framework - with adjustments made to account for differences in format, duration, etc.

All figures in this report are calculated at MeasureUp's Bronze level: the starting point for social value estimation, using published research values and participant numbers without requiring direct measurement from the people involved. Bronze level figures are designed to be conservative and transparent. To avoid over-attributing impact to Uptree or our employer partners we have also applied impact discounts to all measurements based on the level of evidence available to us that the impact is attributable to our partnerships.

Impact discounts have been applied at the measure level to reflect the strength of the evidence base, the degree of approximation involved in measure selection, and attribution considerations. Discounts range from 25% to 75%, producing a conservative lower-bound estimate; the upper-bound total represents the same figures prior to any discounting.

**Please see Appendix A (p.23) for details on calculation method.*

FOUR LEVELS

Bronze
←
in use

Silver

Gold

Gold+

What this means at Uptree.

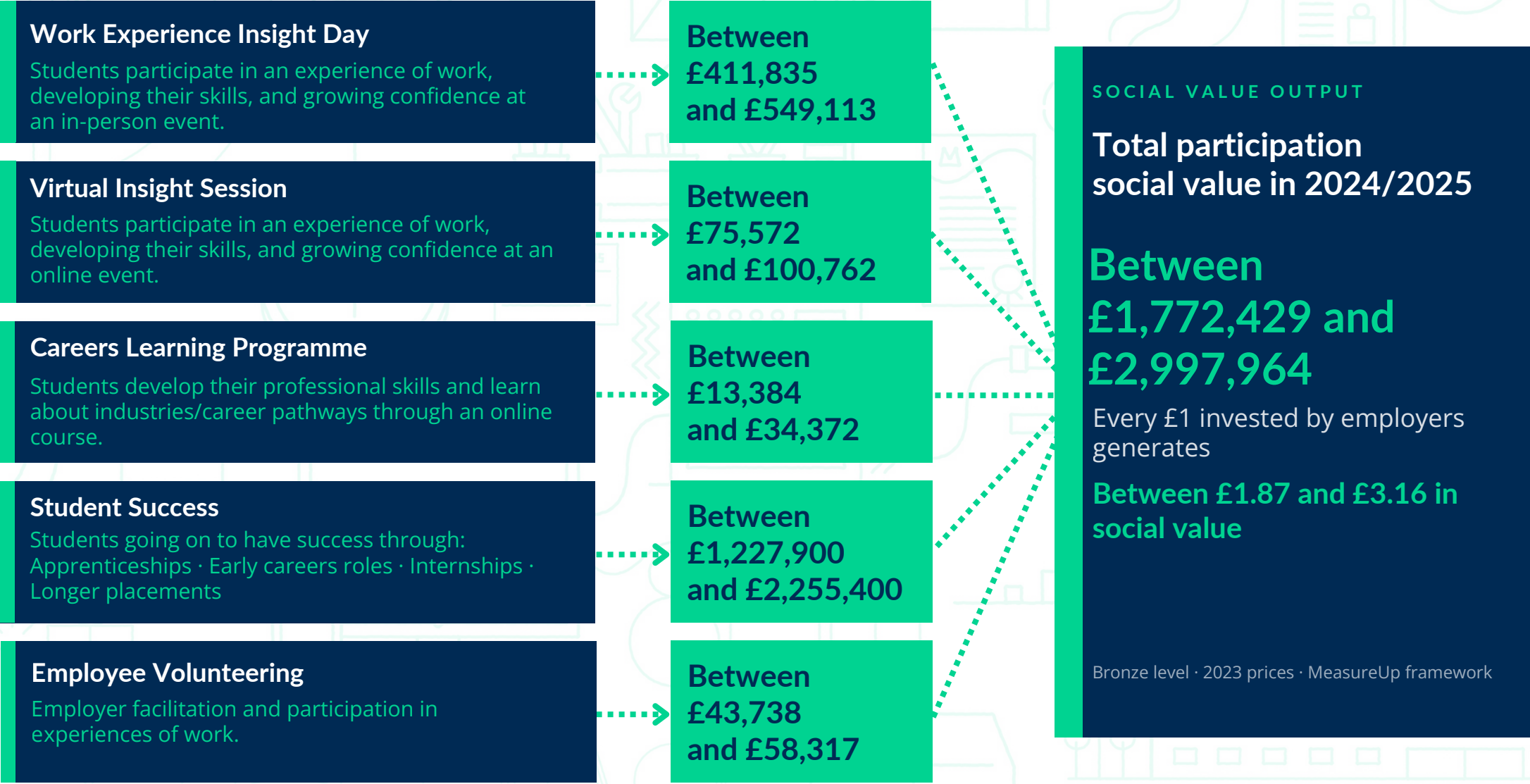


For Uptree, taking steps to measure social value is a natural progression of the work we already do. Every service offered by Uptree is designed to connect students with employers and support social mobility. We are now able to measure the value that these activities naturally generate.

In 2024/2025, for every £1 invested by employers into delivery with Uptree - between £1.87 and £3.16 in social value was created by our employer partnerships.

Uptree will now be able to measure the social value that every employer generates through their partnerships with Uptree. Employers will now be able to translate their existing commitment to social mobility into an evidenced, reportable impact that can be shared with stakeholders, built into ESG reporting, and used to tell the full story of what their investment achieves.

Social value created through Uptree's employer partnerships in the 2024/2025 academic year.



*Please see Appendix A (p.23) for details on calculation method.

Social value created by a leading law firm 2024/2025.

Work Experience Insight Day

Students participate in an experience of work, developing their skills, and growing confidence at an in-person event.

62 students attended Work Experience Insight Days.

Each attendee generates £227* in social value.

* Based on the [WWD4 - Engaging in Youth Activities](#) measure

Between
£10,556
and £14,074

Virtual Insight Session

Students participate in an experience of work, developing their skills, and growing confidence at an online event.

26 students attended Virtual Insight Sessions.

Each attendee generates £83* in social value.

* Based on the [WWD4 - Engaging in Youth Activities](#) measure

Between
£1,619
and £2,158

Student Success

Students going on to have success through:
Apprenticeships · Early careers roles · Internships · Longer placements

5 students reported successfully obtaining an opportunity with this employer.

The social value of each role varies depending on the type of role.

* Based on the most applicable MeasureUp value available per role type

Between
£122,625
and
£163,500

Employee Volunteering

Employer facilitation and participation in experiences of work.

Employees volunteered at 5 events spending an average of 5.5 hours per in-person event and 2 hours per online event.

Each volunteer generates £19 in social value per hour volunteered.

* Based on the [WWD2 - Volunteering Regularly](#) measure

Between
£2,319
and £3,092

SOCIAL VALUE OUTPUT

Total participation social value

Between
£137,119
and £182,824



Bronze level · 2023 prices · MeasureUp framework

Represents a sample of the Uptree network

Social value created by an international technology employer 2024/2025.

Virtual Insight Session

Students participate in an experience of work, developing their skills, and growing confidence at an online event.

158 students attended Virtual Insight Sessions.

Each attendee generates **£83*** in social value.

* Based on the *WWD4 - Engaging in Youth Activities* measure

Between **£9,836** and **£13,114**

Student Success

Students going on to have success through:
Apprenticeships · Early careers roles · Internships · Longer placements

1 student reported successfully obtaining an opportunity with this employer.

The social value of each role varies depending on the type of role.

* Based on the most applicable MeasureUp value available per role type

Between **£24,525** and **£32,700**

Employee Volunteering

Employer facilitation and participation in experiences of work.

Employees volunteered at 4 events spending an average of 2 hours per online event.

Each volunteer generates **£19** in social value per hour volunteered.

* Based on the *WWD2 - Volunteering Regularly* measure

Between **£456** and **£608**

SOCIAL VALUE OUTPUT

Total participation social value

Between **£34,817** and **£46,422**



Bronze level · 2023 prices · MeasureUp framework

Represents a sample of the Uptree network

Social value created by a global finance organisation 2024/2025.

Work Experience Insight Day

Students participate in an experience of work, developing their skills, and growing confidence at an in-person event.

397 students attended Work Experience Insight Days.

Each attendee generates £227* in social value.

* Based on the WWD4 - Engaging in Youth Activities measure

Between £67,589 and £90,119

Student Success

Students going on to have success through:
Apprenticeships · Early careers roles · Internships · Longer placements

1 student reported successfully obtaining an opportunity with this employer.

The social value of each role varies depending on the type of role.

* Based on the most applicable MeasureUp value available per role type

Between £24,525 and £32,700

Employee Volunteering

Employer facilitation and participation in experiences of work.

Employees volunteered at 8 events spending an average of 5.5 hours per in-person event.

Each volunteer generates £19 in social value per hour volunteered.

* Based on the WWD2 - Volunteering Regularly measure

Between £4,410 and £5,880

SOCIAL VALUE OUTPUT

Total participation social value

Between £96,524 and £128,699



Bronze level · 2023 prices · MeasureUp framework
Represents a sample of the Uptree network

*Please see Appendix A (p.23) for details on calculation method.

Social value created by a leader in professional services 2024/2025.

Virtual Insight Session

Students participate in an experience of work, developing their skills, and growing confidence at an online event.

158 students attended Virtual Insight Sessions.

Each attendee generates **£83*** in social value.

* Based on the *WWD4 - Engaging in Youth Activities* measure

Between **£43,073** and **£57,431**

Student Success

Students going on to have success through:
Apprenticeships · Early careers roles · Internships · Longer placements

65 students reported successfully obtaining an opportunity with this employer.

The social value of each role varies depending on the type of role.

* Based on the most applicable MeasureUp value available per role type

Between **£480,225** and **£640,300**

Employee Volunteering

Employer facilitation and participation in experiences of work.

Employees volunteered at 2 events spending an average of 2 hours per online event.

Each volunteer generates **£19** in social value per hour volunteered.

* Based on the *WWD2 - Volunteering Regularly* measure

Between **£228** and **£304**

SOCIAL VALUE OUTPUT

Total participation social value

Between **£523,526** and **£698,035**



Bronze level · 2023 prices · MeasureUp framework

Represents a sample of the Uptree network

The social impact of Experiences of Work.

Experiences of Work

In 2024/2025, Uptree supported 3,633 students to gain real workplace experiences through in-person and online experiences, **generating between £487,407 and £649,875 in social value.**

Enabling students to access the workplace creates social impact and value through:



Improved workplace readiness: with students participating in approximately **15,500** hours of skills development through experiences of work.



Informed decision making: with 100% of students finding their experience useful for learning about careers and pathways.



Greater confidence and ambition: with 98% of students finding their experience useful for improving confidence and 94% feeling encouraged to be ambitious in their next steps.



Supported student success: with 1,217 Uptree students reporting applications, 308 interviews, and 143 securing jobs, placements and other opportunities following their Uptree experience of work.



Reach through experiences of work

In 2024/2025, the young people Uptree reached were those who need these opportunities most. On average, across our experiences of work:

- 48% students eligible for free school meals.
- 65% students who would be the first generation to attend university.
- 79% students from minoritised ethnic backgrounds.
- 52% female students.

Social impact: Experiences of Work.



Improved workplace readiness:

I had the opportunity to build a CV that genuinely reflected my potential, supported by real, hands-on experiences with

leading organisations across finance and technology.

More than anything, Uptree gave me the exposure, guidance, and belief I needed to approach applications and interviews with confidence, ultimately playing a huge role in securing my apprenticeship.

Glory - Audit Associate at KPMG



Informed decision making:

The impact Uptree has had on students like me is genuinely transformative.

Without Uptree, I would have significantly less information on which careers that I'd be interested in exploring.

It's rare to find a platform that not only opens doors for young people but actively champions their growth, confidence and career progression.

Daniel - Year 12 Student



Greater confidence and ambition:

I know no one in law, and I thought this would mean I'd never step foot in a law firm.

Uptree changed that [...] I've spent days networking with some of the most inspiring legal experts in the country and attending events at some of the most prestigious firms in the world.

These experiences have opened doors, built my confidence, and allowed me to form strong connections with firms I aspire to work for.

Evie - Year 13 Student



Supported student success:

The Uptree session [...] was key in preparing me for the apprenticeship application process.

It helped me understand what the firm was looking for, how to write a stronger application and build my confidence.

Being able to ask questions directly to people within the firm, a unique experience through this Uptree session, gave me insight into its culture and values, confirming it was a workplace which I aspired to be part of.

Lily - Solicitor Apprentice at Trowers and Hamblins

Social impact: Online access.

Uptree Online Courses

3,272 students enrolling in Uptree online courses during 2024/2025 **generated between £13,384 and £34,372 in social value.**

Online courses reduce geographic and scheduling barriers to participation, enabling students to develop their knowledge and skills anywhere, anytime.

Uptree's online courses extend the potential for social impact by removing geographic and scheduling barriers that can limit access to in-person experiences.

15 courses have removed location, age, and confidence barriers for 18,000+ students who have enrolled since our online courses were first launched in 2021.

Completing this course has provided me with valuable insights into biology, which has opened my mind to the fascinating world of cell and gene studies.

As a result, I now have a newfound appreciation and understanding of biology, an area that I previously had little love or knowledge for.

Uptree Student



Student Resource Hub

Uptree offers a range of careers resources that are free for all students to access.

The goal of these resources is to bridge the gap between students who have a personal network that can support them with careers guidance and those who do not have that support readily available.

These resources support students with:

- CVs
- Cover letters
- Job applications
- Guidance on sources of financial support
- Interviews
- Workplace dress codes
- Careers guidance by industry

Social impact: School engagement.

Open access with targeted outreach

A specific strategy for measuring the impact of Uptree's in-school activity is not currently available through the MeasureUp framework. However, the greatest possible social impact is enabled through Uptree's schools network. The next phase of developing Uptree's social value measurements will include collaboration with MeasureUp to address this gap.

Our schools resources are open access to all schools but outreach is targeted to schools with student populations who will benefit most from engagement with Uptree. Schools are targeted based on:

- The percentage of students **eligible for free school meals**
- The percentage of students from **minoritised ethnic backgrounds**
- The percentage of students who speak **English as an additional language**
- The **Index of Multiple Deprivation* grade** of the local area
- The **Income Deprivation Affecting Children Index* grade** of the local area

This ensures that no student is excluded from access via their school while still targeting engagement to those in greatest need of support.

**The Index of Multiple Deprivation (IMD) and Scottish Index of Multiple Deprivation (SIMD) measures the relative level of deprivation across small geographic areas in England, combining indicators across seven domains such as income, employment, education, health, crime, housing, and living environment.*

***The Income Deprivation Affecting Children Index (IDACI) measures the proportion of children aged 0-15 living in income-deprived households within a given area*



Engagement opportunities



In school assemblies and workshops.



Schools webinars.



Downloadable and printable resources on employers, industries, and careers.



Support resources for educators to use the Uptree platform and track their students' activities.



Support resources for students learning to use the Uptree platform.

Social impact: School engagement.



Thank you so much for highlighting these amazing work experience opportunities for our students with Arm. This will be the third cohort of Year 12 students who have been able to access a special day in this sector.

Gio Newbery
Careers Lead at The Thomas Alleyne Academy

I wanted to express my thanks ... for the brilliant presentation today. Your communication style and ability to engage with the students were impressive. The messages you shared with them were engaging and supported our lines of communication, which was brilliant.

Our students are so lucky to have a great tool in Uptree to help them with their future planning.

Huda Gay
Future Destinations Leader at Guildford County School



Social impact: Student success.

In 2024/2025, 143 students went on to secure apprenticeships, early careers roles, internships, and longer placements following Uptree engagement.

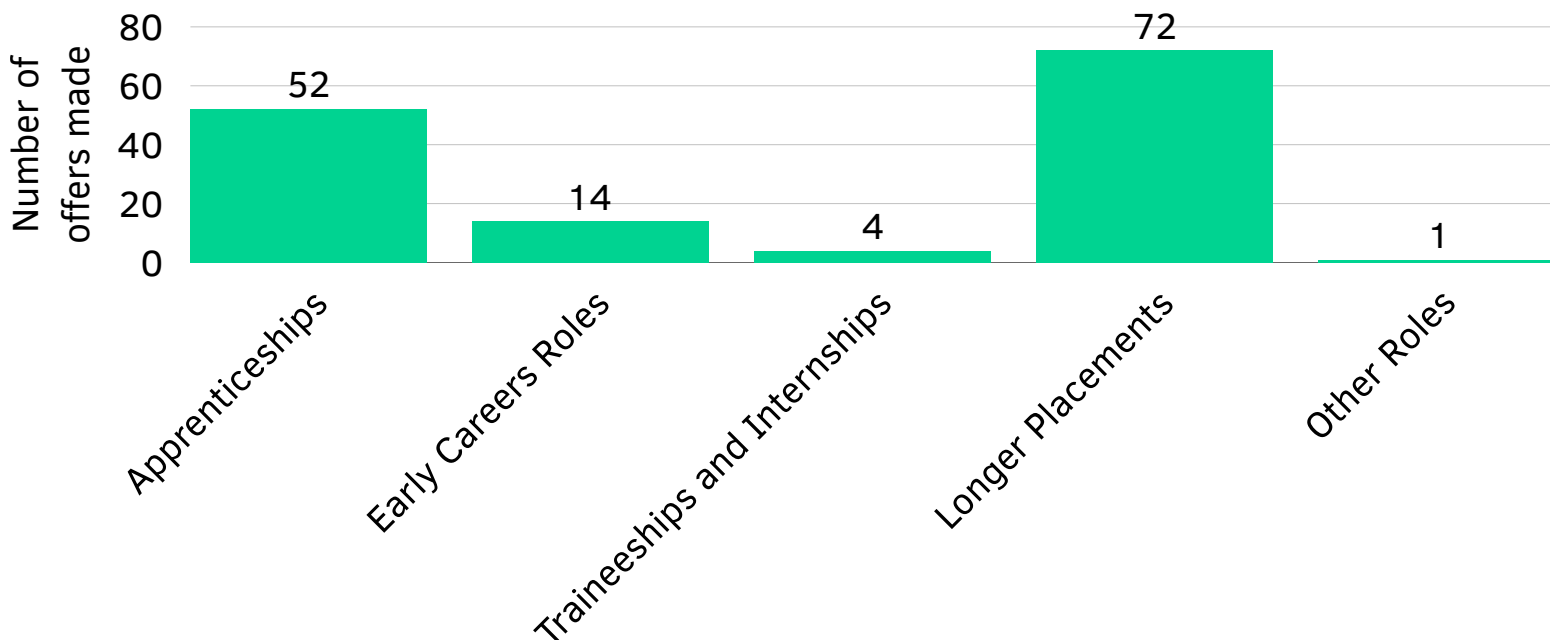
This generated between **£1,227,900 and £2,255,400 in social value.**

The day a young person attends an Uptree event is just the beginning. What happens afterwards (the role they apply for, the apprenticeship they secure, the career they start to build) is key to understanding the social value generated.

Uptree plays a role in the pathway to these outcomes: through the employer connections we facilitate, the insight provided on careers, the skills we support students to build, the confidence students gain, and the knowledge we help students build.



Roles Offered to Uptree Students 2024/2025



Social impact: Employee volunteering.



Volunteering impact

When our Employer Partners send employees to facilitate Uptree events (hosting students, running workshops, taking part in speed networking or providing oversight during placements) those employees generate social value through their volunteering.

Employees volunteering Uptree's 2024/2025 events **generated between £43,738 and £58,317 in social value.**

We had an amazing day and really enjoyed hosting the students. They were very engaged, enthusiastic and we were so impressed by all their contributions.

The event has exceeded our expectations and more than met our original requirement to create a day where our employees could give back and have a positive impact.

Thanks for all your help in guiding us. As it was our first time running an event like this all your advice was invaluable!



Uptree Employer Volunteer in the Finance Sector

Ready to make a difference?

Every employer Uptree has partnered with has contributed to making this impact possible. By opening their doors to students, giving their employees' time, and committing to building a more equitable talent pipeline, they have contributed to something genuinely meaningful.

To our existing partners: thank you. The impact outlined in this report would not have been possible without you.

To organisations not yet working with Uptree: we would love to show you what is possible.

Working with Uptree is straightforward. We handle student recruitment, school communications, event management, and impact reporting. You bring your people, your expertise, and your commitment to giving young people a fair start. Then together, we create tangible and career-changing outcomes for young people.

If you want to talk through what a partnership with Uptree could create for your organisation, we would welcome the conversation.

Get in touch to discuss how Uptree can support you to generate social value in your community.

Email: info@uptree.co



Thank you.

Get in touch to become an employer of choice amongst our diverse student network.

Employers and general enquiries

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Uptree

Appendix A: Methodology - calculation process 2024/2025

Activity	MeasureUp reference	Basis	Calculation	Impact discount	Value range generated
Work Experience Insight Day	<u>WWD4 - Engaging in youth activities</u>	Pro-rata - average in-person event duration	$£1550 \div 37.5 \times \text{duration}$	Impact discounts applied, ranging from 25% to 75%.	£411,835-£549,113
Virtual Insight Session	<u>WWD4 - Engaging in youth activities</u>	Pro-rata - average virtual event duration	$£1550 \div 37.5 \times \text{duration}$	Impact discounts applied, ranging from 25% to 75%.	£75,572-£100,762
CLP - complete	<u>ES3 - Young persons wellbeing programme</u>	Pro-rata - average course duration	$£1,400 \div 113 \times \text{duration}$	Impact discounts applied, ranging from 25% to 75%.	£9,581-£19,162
CLP - partial	<u>ES3 - Young persons wellbeing programme</u>	Pro-rata - estimated duration for partial completion	$£1,400 \div 113 \times \text{partial duration}$	Impact discounts applied, ranging from 25% to 75%.	£3,803-£15,210
Employee facilitation (in-person)	<u>WWD2 - Volunteering regularly</u>	Per hour \times average in-person event duration	$£19 \times \text{duration}$	Impact discounts applied, ranging from 25% to 75%.	£41,344-£55,125
Employee facilitation (virtual)	<u>WWD2 - Volunteering regularly</u>	Per hour \times average virtual event duration	$£19 \times \text{duration}$	Impact discounts applied, ranging from 25% to 75%.	£2,394-£3,192
Apprenticeship offer	<u>ES1.1 - Being on an apprenticeship</u>	Binary per student	£32,700	Impact discounts applied, ranging from 25% to 75%.	£866,550-£1,700,400
Early careers role offer	<u>ES1.1 - Being on an apprenticeship (as proxy)</u>	Binary per student	£32,700	Impact discounts applied, ranging from 25% to 75%.	£310,650-£457,800
Traineeship or internship offer	<u>ES2.2 - Being on a traineeship</u>	Binary per student	£4,500	Impact discounts applied, ranging from 25% to 75%.	£4,500-£18,000
Longer placement/unknown role type offer	<u>ES2.1 - Adult learning for work</u>	Binary per student	£1,100	Impact discounts applied, ranging from 25% to 75%.	£46,200-£79,200