



Impact Evaluation Standard 2025.2

What's new for October 2025?

October 2025



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2025 has been a landmark year for the Impact Evaluation Standard (IES), seeing more development, improvement, and enhancement than ever before.

In April, our 2025.1 release presented a number of significant updates to proxy methodology and evidence guidance, as well as improvements and additions to our metrics.

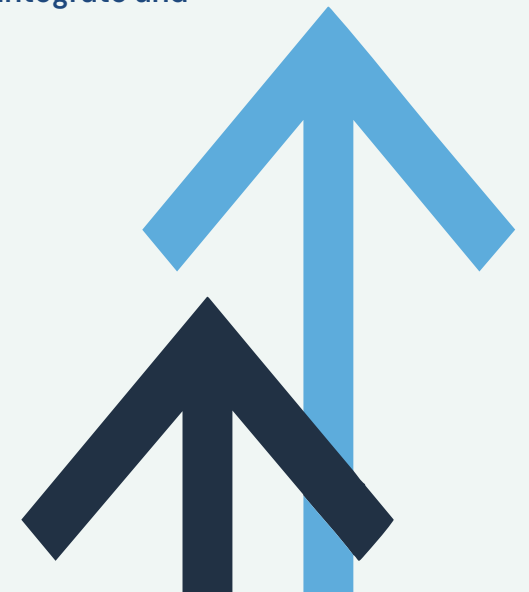
But the publication in February of PPN 002 and a brand-new Social Value Model – mandatory for new central government procurement processes from October 1 – made a more extensive update necessary.

The Impact Evaluation Standard 2025.2 is the culmination of that work – incorporating the new PPN 002 Standard Reporting Metrics in parallel with and interoperable alongside the PPN 06/20 rules that will continue to govern existing contracts for many years to come.

As always, our goal is to ensure that users have total confidence in the robustness and reliability of their social value measurement and reporting, as well as the best possible user experience. Thank you to everyone who has made this possible, especially our Steering Committee and our Proxy Development Team members for their exceptional work this year.

This document covers:

- **A brand new impact-focused structure, which incorporates both PPN 002 and PPN 06/20 without being exclusively tied to either**
- **New metrics added to integrate and incorporate PPN 002**



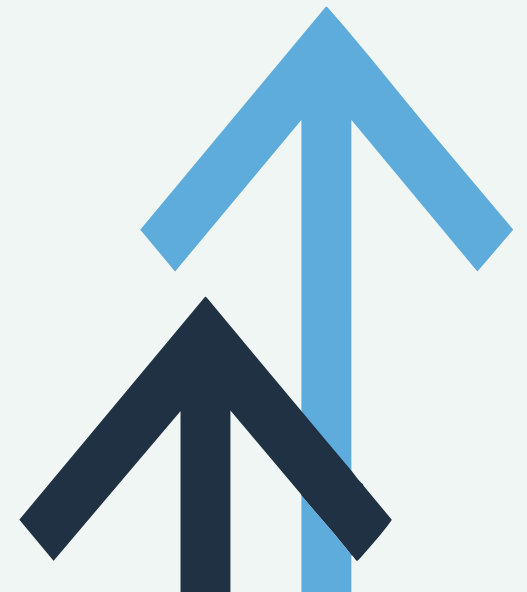
New Model-Agnostic Structure for Impact Evaluation Standard Metrics

With suppliers now obliged to measure and report on new social value commitments under one model and older ones under another, the Impact Evaluation Standard has been restructured to incorporate both PPN 002 and PPN 06/20, without being exclusively tied to either.

Moving on from direct mapping of metrics onto PPN 06/20's Social Value Model Themes, the Impact Evaluation Standard 2025.2 presents:

- **15 Impact Areas** – Arranging the metrics around clear, everyday categories of impact (e.g. Employment Opportunities), rather than using specialised or model-specific terminology
- Underneath each Impact Area is a series of **Metric Groups** – Intuitive subcategories where related metrics can sit together, and – where appropriate – roll up into single social value totals (e.g. Creating Jobs (FTE))
- At the bottom of the hierarchy, sit individual **Metrics** (e.g. IM19 – *Number of LOCAL full time equivalent (FTE) employment opportunities created*)

While the Impact Area breakdown will now be the platform's default view, users can switch between this and the PPN 002 and PPN 06/20 reporting models, between and even within projects.



New Metrics

In order to incorporate the new Social Value Model, the Impact Evaluation Standard 2025.2 has added 36 new metrics (9 of which feature full proxy values). Combined with the existing metrics, this new cohort ensures continued point-for-point incorporation of government Social Value Models along with extensive flexibility.

Here is what's changed:

Impact Area: Employment Opportunities

New Metrics

Employment reporting is now enhanced with the introduction of headcount metrics for both job creation and recruitment diversity, providing richer insight into workforce dynamics. Kinship Carers are introduced as a newly recognised under-represented group, ensuring your social value reporting captures inclusion and opportunity effectively.

IM145	Number of NON-LOCAL employment opportunities (Headcount) created	Output Only
IM146	Number of LOCAL employment opportunities (Headcount) created	Output Only
IM147	Number of full-time equivalent (FTE) hires of those who were KINSHIP CARERS	£
IM148	Number of hires of those who were PREVIOUSLY UNEMPLOYED (Headcount)	Output Only
IM149	Number of new hires of those who are DISABLED (Headcount)	Output Only
IM150	Number of new hires of those who were NEETs (Headcount)	Output Only
IM151	Number of new hires of those who were VETERANS (Headcount)	Output Only
IM152	Number of new hires of those who were PRISON LEAVERS (Headcount)	Output Only
IM153	Number of new hires of those who were CARE LEAVERS (Headcount)	Output Only
IM154	Number of new hires of those who were KINSHIP CARERS (Headcount)	Output Only
IM155	Number of new hires from OTHER groups who face barriers to employment (Headcount)	Output Only

New Metrics (cont.)

Impact Area: Formal Training

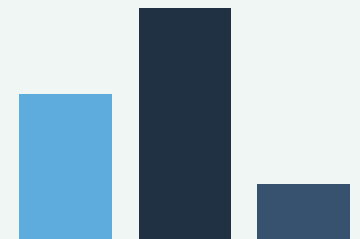
New Metrics

Retained training metrics recognise where contracts provide continuity for apprenticeships and training that pre-date the award. Rather than creating new opportunities, the contract enables existing apprentices and trainees to remain in training and progress towards completion.

IM156	Number of apprenticeship opportunities (Level 2, 3, and 4+) retained	Output Only
IM157	Number of T-Level opportunities retained	Output Only
IM158	Number of training opportunities (Level 2, 3, and 4+) retained	Output Only

Existing Metric Updates

IM31 has been updated: the unit of measurement is now weeks for consistency with other training metrics in its new metric group, and the proxy value and rationale have been updated accordingly. All historical data in the platform will be updated automatically for you. This change allows you to track and report all training weeks delivered (apprenticeships, T-levels, formal training) together at the metric group level if needed, making aggregation straightforward and simple.



New Metrics (cont.)

Impact Area: Informal Training

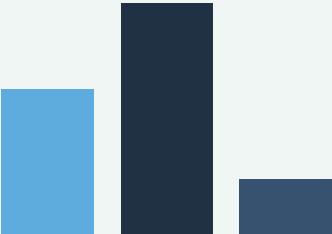
New Metrics

Two new metrics enhance informal training reporting: In-work CV/career support expands on an existing metric to provide granular reporting and ease of mapping from activity to outcomes, while Prison Leaver in-work support captures reintegration and workforce development outcomes, ensuring in-work interventions are clearly captured and measurable.

IM159	Number of hours of mock interviews, CV writing support, and career advice received by in-work beneficiaries	£
IM160	Number of employed prison leavers who receive learning, upskilling and reskilling in their first 6 months of employment	Output Only

Existing Metric Updates

The original mentoring metric (IM34) has been renamed to clarify its scope within Informal Training and distinguish it from the new mentoring metric in Pre-Employment & Educational Engagement. This ensures that moving forward, IM34 can be used specifically to track and target in-work mentoring interventions.



New Metrics (cont.)

Impact Area: Pre-Employment & Educational Engagement

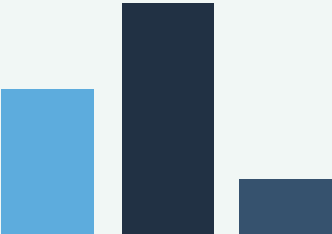
New Metrics

New metrics provide targeted tracking of educational and skills-based interventions. Student/pre-employment mentoring builds on the original mentoring metric to offer more targeted reporting, while outreach activities capture the scope of engagement beyond just beneficiary counts.

IM161	Number of outreach activities delivered	Output Only
IM162	Number of mentoring hours received by students or pre-employment mentees	£

Existing Metric Updates

The existing CV/career support metric (IM35) has been renamed to specify its focus on support for students and pre-employment, following the introduction of the new in-work CV/career support metric within Informal Training. This ensures clear separation between pre-employment and in-work interventions for precise mapping and reporting.



New Metrics (cont.)

Impact Area: Community Investment

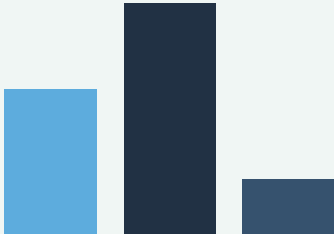
New Metrics

Owing to the introduction of domestic abuse prevention as a focus area within PPN 002, a new metric now allows for the tracking of volunteering specifically focused on domestic abuse prevention efforts. This metric provides measurable insight into contributions to a critical social issue while supporting clear and granular reporting.

IM163	Number of hours of volunteering spent supporting domestic abuse prevention efforts	£
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Existing Metric Updates

IM109A, IM108, IM65, IM124, and IM112 – Existing volunteering metrics have been renamed and consolidated into a single group, making it easier to select and report specific activity types — i.e., corporate scheme, environmental, community-based, domestic abuse awareness, or pro bono professional service volunteering. This update does not affect your existing data or how these existing metrics are applied; it simply enhances clarity, logical structure, and ease of reporting.



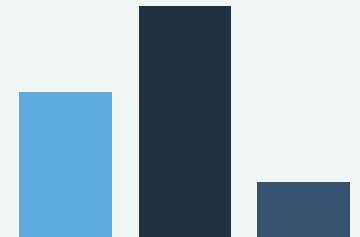
New Metrics (cont.)

Impact Area: Safe & Resilient Communities

New Metrics

A series of four new metrics, within a single metric group, allow for the tracking of domestic abuse prevention, awareness, and training, introduced in response to domestic abuse prevention being highlighted as a priority focus area under PPN 002. These metrics provide measurable insight into critical social outcomes and strengthen societal impact reporting.

IM164	Number of professional hours of learning interventions delivered to raise awareness on the risks of domestic abuse (delivered by individuals with formal training or accreditation)	£
IM165	Number of general hours of learning interventions delivered to raise awareness on the risks of domestic abuse (delivered by individuals without formal training or accreditation)	£
IM166	Number of hours spent putting in place policies and practices to identify, manage and mitigate the risks of domestic abuse	Output Only
IM167	Number of hours of partnership work with charities and community organisations to address domestic abuse	Output Only



New Metrics (cont.)

Impact Area: Placemaking

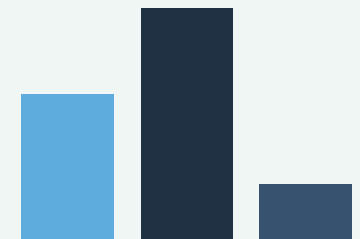
New Metrics

New metric IM168 allows for the tracking of engagement activities with anchor institutions — locally-rooted organisations such as local councils, universities, and hospitals that play a central role in community development —, and community stakeholders. Introduced in response to PPN 002, this metric also helped shape the formalisation of the Placemaking Impact Area within the Impact Evaluation Standard creating space for future-focused measurement of community engagement and proactive social value initiatives, highlighting the framework's flexible structure, ready to adapt to emerging trends and priorities in the social value landscape. For this type of activity, both hours spent (captured under existing proxied metric IM110A) and the number of activities (captured under new Output Only metric IM168) can be claimed together, with the latter directly incorporating a PPN 002 standard reporting metric.

IM168	Number of engagement activities with the community, community representatives and or anchor institutions	Output Only
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Existing Metric Updates

IM110A has been renamed to clarify its scope in line with its new *Placemaking* grouping. While its application remains unchanged, this update was made for clarity, consistency, and ease of use, enhancing the overall user experience.



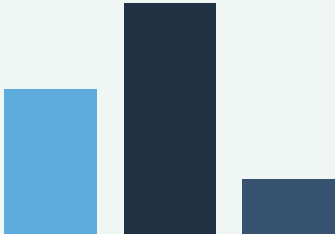
New Metrics (cont.)

Impact Area: Environmental Stewardship

New Metrics

Two new metrics allow for the tracking of hours co-designing environmental improvements and green space created, providing tangible measures of environmental contribution and sustainability outcomes. Co-design reflects the collaborative process of engaging stakeholders — communities, beneficiaries, and partners — in shaping initiatives, ensuring projects reflect local knowledge and priorities, foster shared ownership, and deliver more sustainable, impactful outcomes.

IM169	Number of hours spent on co-design to improve environmental outcomes	£
IM170	M2 of green space created under the contract	Output Only



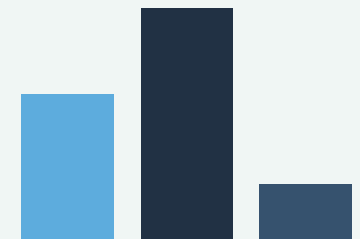
New Metrics (cont.)

Impact Area: Fair Work

New Metrics

Five new metrics now allow for the tracking of wage compliance and contract quality across age groups, ethnicity pay gaps, flexible working arrangements, and permanent contracts, providing transparent insight into equity, fairness, and workforce wellbeing. These metrics help organisations demonstrate their commitment to fair and inclusive employment practices.

IM171	Number of people (18–20 years) working on the contract who are paid above the National Minimum Wage	Output Only
IM172	Number of people (above 20 years) working on the contract who are paid above the National Living Wage	Output Only
IM173	Mean (average) ethnicity pay gap in hourly pay, expressed as a percentage difference	%
IM174	Number of people in the workforce employed with flexible working arrangements in place	Output Only
IM175	Number of people working on the contract (aged 16 and above) who have a permanent contract	Output Only



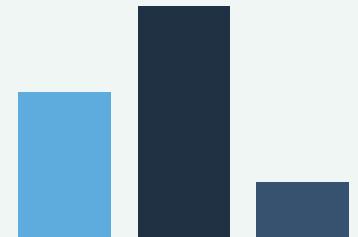
New Metrics (cont.)

Impact Area: Workforce Wellbeing

New Metrics

The new Workforce Wellbeing metrics allow for the tracking of professional and general hours delivering staff health and wellbeing programs, as well as hours implementing inclusive recruitment practices, providing clear insight into an organisation's commitment to employee wellbeing, inclusion, and organisational culture.

IM176	Number of professional hours spent setting up and delivering staff health and wellbeing (delivered by individuals with formal training or accreditation)	£
IM177	Number of general hours spent setting up and delivering staff health and wellbeing (delivered by individuals without formal training or accreditation)	£
IM178	Number of hours spent putting in place policies and practices to implement inclusive and accessible recruitment and retention	Output Only



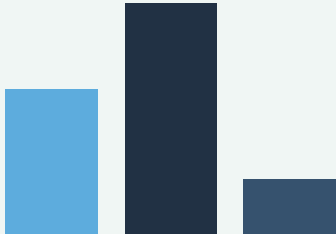
New Metrics (cont.)

Impact Area: Human Rights & Modern Slavery

New Metrics

Two new metrics now allow tracking of staff modern slavery training completion and supplier audits, strengthening compliance and responsible supply chain practices while underpinning organisational accountability.

IM179	Number of staff who have completed modern slavery training within 90 days of joining the organisation	Output Only
IM180	Number of tier 1 and 2 suppliers who have been audited/assessed	Output Only





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