



Introduction to KPIs



What is a Key Performance Indicator (KPI?)

Key Performance Indicators (KPIs) are the critical (key) indicators of progress toward an intended result. KPIs provides a focus for strategic and operational improvement, create an analytical basis for decision making and help focus attention on what matters most.

Good KPIs

- Provide objective evidence of progress towards achieving a desired result
- Measure what is intended to be measured to help inform better decision making
- Offer a comparison that gauges the degree of performance change over time
- Can track efficiency, effectiveness, quality, timeliness, governance, compliance, behaviours, economics, project performance, personnel performance or resource utilization
- Are balanced between leading and lagging indicators

The relative business intelligence value of a set of measurements is greatly improved when the organization understands how various metrics are used and how different types of measures contribute to the picture of how the organization is doing. KPIs can be categorized into several different types:

- **Inputs** measure attributes (amount, type, quality) of resources consumed in processes that produce outputs
- **Process** or activity measures focus on how the efficiency, quality, or consistency of specific processes used to produce a specific output; they can also measure controls on that process, such as the tools/equipment used or process training
- **Outputs** are result measures that indicate how much work is done and define what is produced
- **Outcomes** focus on accomplishments or impacts, and are classified as Intermediate Outcomes, such as customer brand awareness (a direct result of, say, marketing or communications outputs), or End Outcomes, such as customer retention or sales (that are driven by the increased brand awareness)
- **Project** measures answer questions about the status of deliverables and milestone progress related to important projects or initiatives

Defining Social Value KPIs

Social value example: Let us say your business provides an employability scheme for young adults to reduce youth unemployment in your local community. Some **inputs** include the support staff and young adults, stationery, and a workshop facility room that your business subsidizes. Your **process** measures could relate to CV and interview support, skills training or career advice and assistance. **Outputs** would focus on the employability scheme itself (quality of teaching, nonjudgmental environment etc). And desired **outcomes** would likely focus on increasing career aspirations, confidence, motivation, employability skills. **Project** measures would focus on the deliverables from the scheme, such as how many young people are now in employment who were previously unemployed.

Commonly Used Social Value KPIs

Now that we've reviewed the basic anatomy of a KPI, here are examples of common KPIs stored within the Loop Calculator database that organisations use to measure the performance of their social value initiatives:



Active lifestyle

Do you offer any exercise classes for individuals? If so, how many beneficiaries?

- ▶ Accessing exercise classes



Apprenticeships

Have you employed any apprentices? If so, how many, and what type of apprentice?

- ▶
 - Care Leaver Apprentices
 - Degree Apprentices
 - Existing Apprentices
 - General Apprentices
 - Apprentices Below Level 4
 - Apprentices Level 4 Plus
 - Apprentices – Supply Chain



Benefit Support

Have you provided the means for individuals to access advice and support? What type of support? How many beneficiaries?

- ▶
 - Access to Advice
 - Benefit Application Support
 - Financial Inclusion
 - Grant Application Support



Business Engagement

Have you hosted any 'meet the buyer' events to give smaller potential suppliers information on how to join your supply chain? How many events you have hosted and how many organisations you have engaged with at those events? What about any workshops?

- ▶
 - Workshops
 - Supplier Events



Carbon Emissions

In tonnes, how much carbon emissions have been reduced due to your operations? How does this compare to a baseline?

- ▶
 - Carbon Emission Reductions



Charitable Work/Donations

Have you provided the means for individuals to access advice and support? What type of support? How many beneficiaries?

- ▶
 - Donations
 - Pro Bono Work



Community Engagement

Have you invited a community to take part in a workshop to reduce social isolation and improve community cohesion? What type of engagement was it? Were there any beneficiaries? If so, how many?

- ▶
 - Community Cohesion
 - Community Engagement
 - Reduced Social Isolation



Community Event

Have you hosted or attended any community events? How many people have you engaged with/ supported? I.e. you attended an employment fair at a local school, and you spoke with 15 people about career development.

- ▶
 - Community Activity
 - Site/Office Visit for Community



Community Improvements

What have you done in the local community to improve its perception or reduce anti-social behaviour etc.? How many people benefited?

- ▶
 - Feeling Safe in the Community
 - Improvements to Wider Community
 - Perception of the Area
 - Reduction in Anti-Social Behaviour



Dementia Training

Have you provided individuals with training regarding dementia if so, how many beneficiaries were there?

- ▶
 - General Training



Ecological Protection

Have you protected any woodland or wetland? If so, how many SQM? How was this achieved?

- ▶
 - Woodland/Forestry Protection
 - Wetland Protection



Education Support

Have you visited any schools to talk about STEM subjects? How many schools have you visited and how many students have you engaged with? Have you delivered any lectures in schools, colleges, or universities on an educational trip? How many lectures have you provided and with how many students?

- ▶
 - Careers Information and Guidance
 - Classroom Activity
 - Curriculum Enrichment Talks
 - Site/Office Visit
 - Interview Support



Employment Support

Did any schools or community groups visit any of your sites on an educational trip? How many site visits have you provided and how many people attended? Do employees have access to an employee assistance programme? How many people have access and have utilised this service?

- ▶ Site Visit
- ▶ Employee Assistance Programme



Health and Safety

Have you reduced the number of people requiring first aid? If so, how many people? What about lost days through injury or sickness?

- ▶ Reduction in First Aid Incidents – Minor/Serious
- ▶ Reduction in Lost Days through Injury/Sickness

- BAME
- Care Leaver
- Ex-Homeless
- Ex-Offenders
- Ex-Service Personnel
- Female
- Graduate
- Learning Disabilities/Long-term Unemployed
- Male
- Mental Health
- NEET
- New Entrant General
- Over 50's
- Physical Disabilities
- Previous Alcohol Abuse
- Previous Drug Abuse



Jobs Created

How many new jobs have you provided? How many of them were from BAME groups? Did you employ any graduates or individuals with mental health problems?



Mental Health Champions

How many people have your mental health champions supported? How many individuals benefited from receiving mental health training?



- ▶ People Supported by Mental Health Champions
- ▶ Training for Mental Champions



Mileage

How many miles do you estimate are reduced by having a local supply chain/transport schemes etc?



- Car Miles Reduced



Qualifications for Existing Workforce

Have individuals received any qualifications? If so how many individuals and what level was the qualification?



- Qualifications Level 3 or below
- Qualifications Level 4 and Above
- Qualifications – Professional



Remaining Labour Force

How many jobs have been retained?



- Jobs Retained



Road Traffic Accident

How many incidents have been reduced on the road?



- Fatal Incidents Reduced
- Serious Incidents Reduced
- Slight Incidents Reduced



Skills and Training

Have any individuals received any training to develop their skillset? If so, how many individuals and what qualification or training did they receive?



- Increased Skills
- IT Skills
- Level 2 Qualifications



Toolbox Talks

Have you provided any toolbox talks? If so, how many people attended?



- General Training



Trees

How many trees have you planted? Do you have a tree planting scheme?



- Trees Planted



Volunteering

How many volunteering hours/days do you offer, if any? And what is the % take up.



- Community Volunteering
- Volunteering Towards Employment Opportunities



Waste

In tonnes, how much waste have you been able to reduce, divert from landfill or recycle? How has this been achieved?



Waste Reduced
Waste diverted from Landfill
Waste Recycled



Work Placements

How many work placements have you provided to students? What type of work placement? Is it paid/unpaid?



In Education – General
Pre Employment – General
High Risk of Offending
Behaviour
NEETs



Work Force Training Hours

Do you provide individuals with training? If so, how many hours? What type training do you provide?

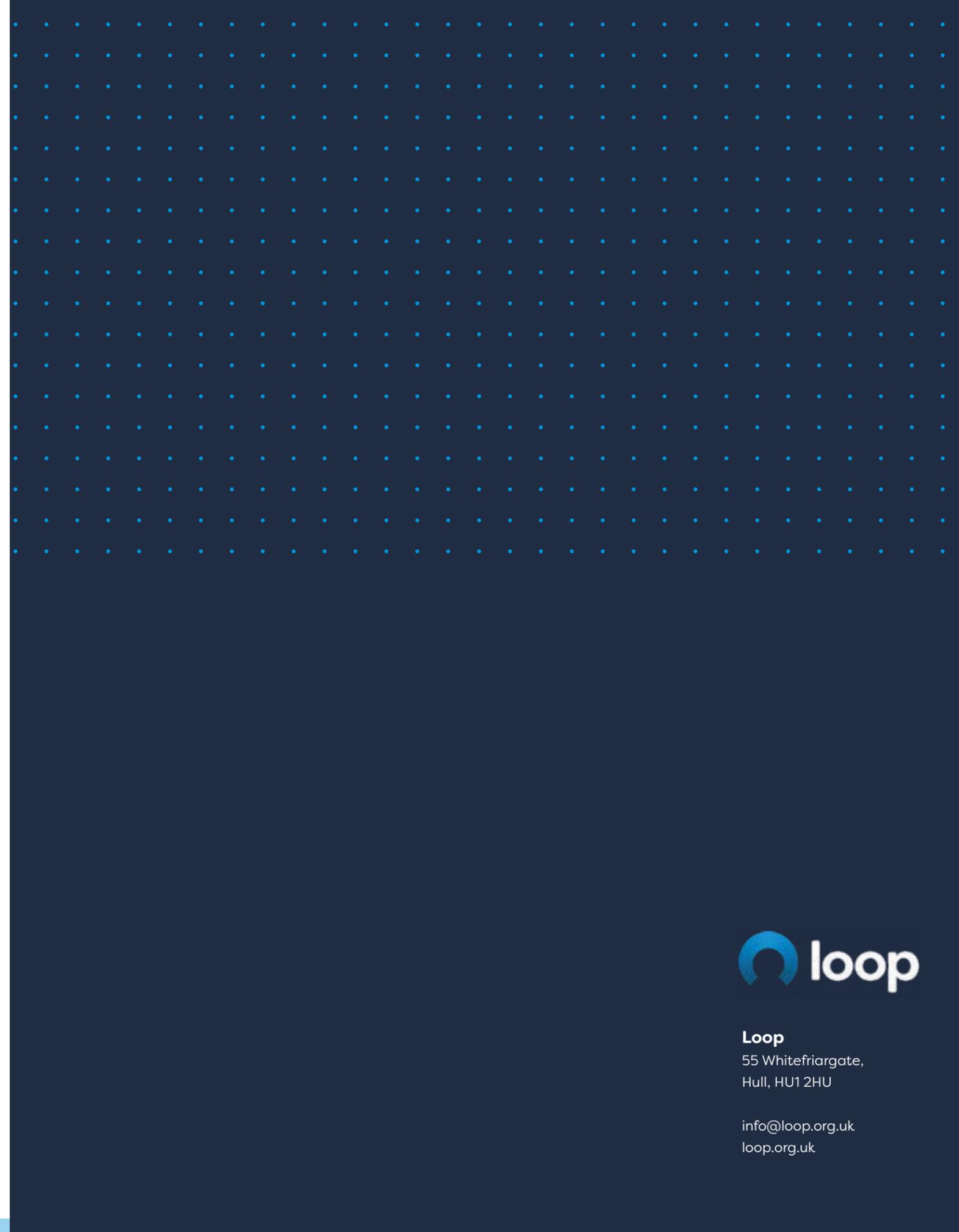
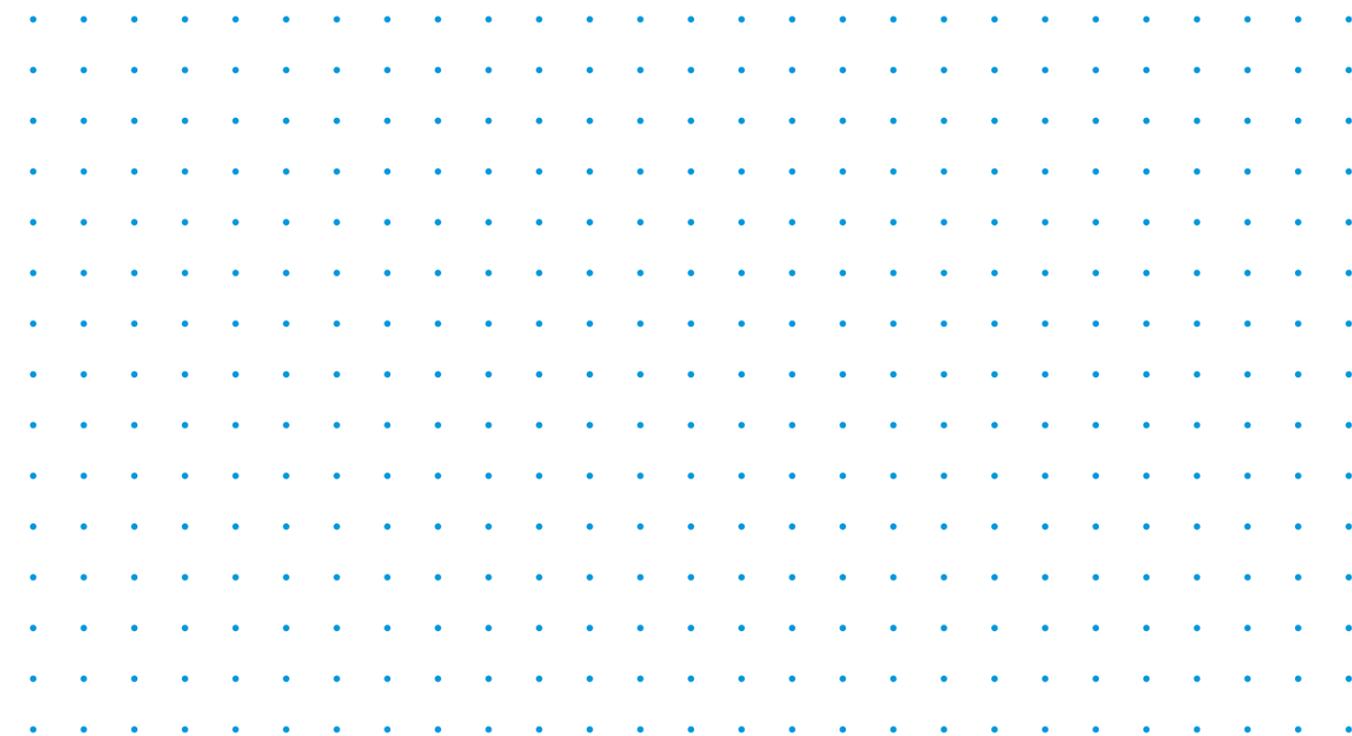


General Training

We recognise that our social value list may not meet your exact KPI requirements. Our team can assist you with the development of new and bespoke social value KPIs specifically tailored to meet your needs.

Get in touch for more information.

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