



UKCloud: Measuring what matters and doing the right thing

How UKCloud delivers
positive impact for the UK



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Foreword

I am delighted and proud that UKCloud is the first technology company in the UK to achieve the Social Value Quality Mark® Level 2 by Social Value Business. We join a growing number of private and public sector organisations that are leading the way in creating Social Value as a result of how they choose to go about their business.



Social Value can mean many things to many people. For UKCloud, it is the positive and measurable impact that we create by doing the right thing, whether that be for our communities, partners, suppliers, staff, the environment or our wider economy. We believe that our approach to delivering impact-driven technology solutions will help shape a safer, greener and more successful future for the UK.

Our commitment to Social Value is underpinned by specific pledges. These pledges are measurable and demonstrate our commitment to key areas such as innovation, education and skills, the economy, our community, health and wellbeing, leadership, and crime and justice. You can read more about our pledges in the main body of the report.

UKCloud has a strong forecast of the overall value that we create through our approach to doing the right thing. With every £1 generated in turnover, we are on track to generate £1.43 of value for the UK economy and our local communities, providing a total value of £53.4m. We will harness this opportunity to integrate social value into the very heart of our service delivery, acting as the unifying thread throughout our business.

UKCloud is standing behind the government's commitment to "build back better" through job creation, skills development and retention, economic growth and prosperity, tackling climate change and levelling up the UK. Any supplier that wants to do business with government will now need to be able to demonstrate the wider value it is creating for the UK. Social Value is here to stay. This Social Value Quality Mark provides clear and independent evidence of our commitment to being a leader in the UK tech industry.



Simon Hansford,
Chief Executive Officer, UKCloud

UKCloud are rightly immensely proud to have helped the public sector save millions of pounds by delivering better citizen services and improving access to online services, as well as contributing significantly to the growth of the UK digital economy.



Introduction to UKCloud

UKCloud was created with a passion to ‘do the right thing’ for the public sector, by delivering better services for citizens and better value for taxpayers. It provides a secure, scalable and cost-effective cloud platform to drive the digital transformation of public services in the UK. This platform is hosted entirely within the same secure facilities as Crown Hosting and operated by security-cleared experts in order to provide a safe and trusted environment for government workloads. UKCloud brings together previously disconnected datasets and systems to lay the foundation for greater use of digital technologies, such as AI, to create new insights.

Furthermore, UKCloud creates clear opportunities for the UK tech sector to provide value-added services that help public sector organisations achieve their outcomes. The UKCloud Partner Programme consists of more than 300 partners, including leading system integrators, managed service providers and independent software vendors delivering Software-as-a-Service solutions that are specific to public sector communities such as healthcare and defence.

UKCloud is focused on doing the right thing by accelerating the shift from inflexible and inefficient legacy IT to digital public services. It has created a multi-cloud platform which provides the **choice and flexibility** required to deliver the right cloud solution for every requirement and is recognised as **the trusted multi-cloud provider** for the public sector.

UKCloud specialises in **high assurance and secure connectivity** so that public sector organisations do not have to compromise the security of sensitive solutions that are not designed to be public facing. It provides an **award-winning team of local experts** that can help at every stage - from ideation through migration to ongoing management and support.

Social Value Business has been working with UKCloud for six months to support them in ‘measuring what matters’ and going further in their mission to help public sector organisations to transform, become more agile and deliver better digital services. It is clear from our independent observation of UKCloud that their diversity of technology drives value, innovation and resilience.

Because UKCloud is such a dynamic SME, it has become a leading player in the technology sector in a very short period of time, as well as a Strategic Cloud Provider to the UK government. This makes UKCloud a fantastic trailblazer for raising the profile of social value and leveraging their influence as an even greater force for good. The business has seen considerable growth and strengthened both its customer and partner relationships with its industry-leading multi-cloud capability. UKCloud are rightly immensely proud to have helped the public sector save millions of pounds by delivering better citizen services and improving access to online services, as well as contributing significantly to the growth of the UK digital economy.

When UKCloud approached Social Value Business, they had already recognised that as a technology provider, they have both a moral obligation and a commercial opportunity to embed social value within their business principles and practices.

Now more than ever, there is a national call to take firm and decisive action to embed social and local value at the very heart of business practices. These values act as a unifying thread across employees, delivery partners, suppliers and community partners alike. Social value is here to stay, and UKCloud has a compelling story to tell.



Introduction to Social Value Business

The Social Value Business was founded in 2015 by Richard Dickins. Richard has 20 years experience and established the business to fulfil his vision of supporting a thriving society in which organisations are redefined based upon their total value. To support this vision, Social Value Business also established the Social Value Quality Mark, the only Quality Mark of its kind in the UK.

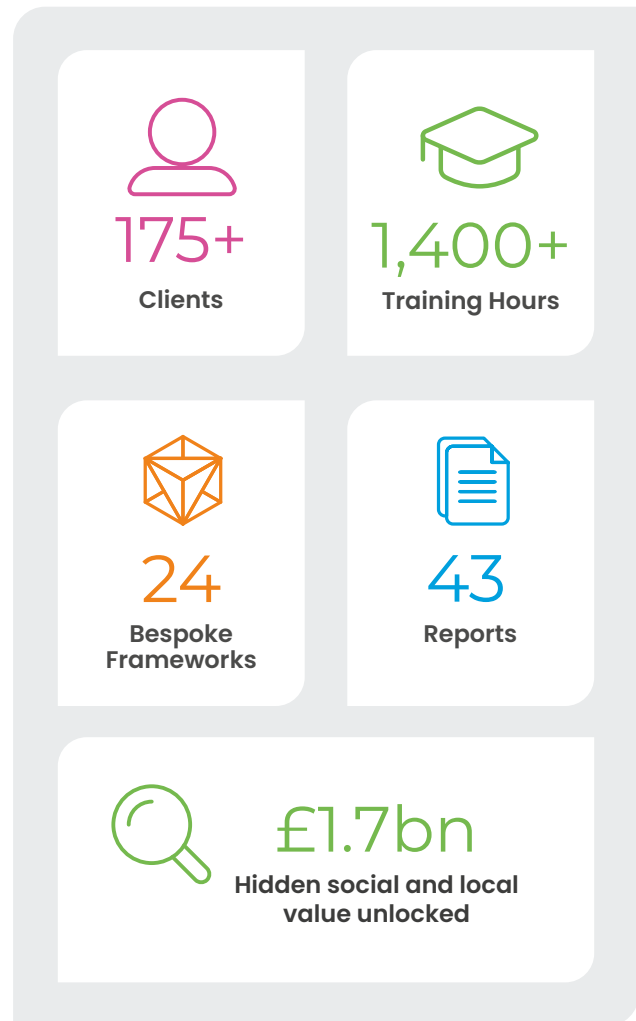
It is the mission of Social Value Business to be visionaries and trusted partners in values-led growth, supporting leaders in evolving, modernising and generating social legacy.

Since 2015, Social Value Business has grown to become an independent UK leader in measuring, evaluating and strategically growing the social value of its clients, which range from the Cabinet Office, Herefordshire Council, Kier Group NHS Humberside, and Polaris Group.

We strongly believe in collaborating with people and organisations alike to develop strategies and values-led propositions, which strengthen both the economy and society alike.

Social Value Business has supported over 175 clients, delivering 1,400 training hours and unlocking £1.7bn of hidden social and local value. In just five years, we have developed 24 bespoke Social Value Measurement Frameworks and published 43 Reports (2016–2021).

Because of the increasing profile of the UK, Social Value Business is establishing a strong international reputation, leading to recent initiatives in Africa and the EU.





Background

Social Value is the overarching term used to define the combined value of community benefit, local economic benefit and environmental footprint. Social Value Business are working closely with UKCloud and the [UKCloud Foundation](#) to support them as leaders in the technology sector, creating and delivering digitally driven social and local value. UKCloud has established itself as a trailblazer within the technology sector by becoming the first company within the technology sector to be awarded the prestigious Social Value Quality Mark Levels 1 and 2. Furthermore, UKCloud has demonstrated open and transparent practice in its approach to delivering social and local value, including **ethical governance and commitment to fair tax, transparent decision-making and an ethical culture.**

Social Value is an emerging position within the UK and across the wider global markets, driven by governments and communities who are increasingly seeking to understand the value that they are receiving beyond the core function of a business.

This movement has been greatly influenced by the global pandemic and the need for a **'digitally driven UK economic post-Covid recovery'** and the resulting focus on economic and societal resilience. In recent years, communities and decision-makers have become increasingly sceptical of motives and traditional business practices. It is now the role of businesses to define and redefine themselves as **values-led and purpose driven.**

UKCloud has established itself as a trailblazer within the technology sector by becoming the first company within the technology sector to be awarded the prestigious Social Value Quality Mark Levels 1 and 2.

Executive Summary

Cloud technology is a rapidly growing sector across the UK, with 97% of the public sector actively evaluating new technologies.¹ This trend is only likely to be accelerated by the increasing digital needs prompted by COVID-19. The role of cloud providers will evolve to meet this demand, yet it is an expectation that moves beyond the direct requirement for cloud services alone. The public sector position is rapidly expanding to incorporate and prioritise the social value credentials of the cloud providers themselves. A recent survey of public sector organisations confirmed that 55% recognise the social value benefits of specialist British Cloud Partners.²

Against the ever-changing backdrop of the COVID-19 pandemic, cloud technology providers have been underpinning the national effort to digitalise and relocate public sector employees. Cloud technologies have been even more central to creating solutions for the public sector, navigating a complex landscape of working remotely whilst upholding public services.

UKCloud is recognised as one of the top 75 companies in London to work for and has really stepped up during COVID-19. We heard first-hand how they have been helping both employees and clients to adapt, including directly enabling the East London NHS Mental Health Trust, amongst many others, to pivot to remote working within 14 days. Furthermore, UKCloud support was the catalyst for East London to establish upwards of 80 socially distanced mental health kiosks, which have allowed patients to retain regular and vital contact with their community mental health providers. UKCloud has focused on measuring what matters, enabling businesses to do the right thing for the UK.

Now, as the UK turns its focus towards building back better, the technology sector is being tasked with integrating social value as the unifying thread that underpins a resilient digital post-COVID-19 recovery.

Over the last 6 months, Social Value Business have been working alongside UKCloud to establish the social and local value that they create and set out an ambitious roadmap to increase that value. From the outset, UKCloud

were clear that they wanted to demonstrate their alignment to the Social Value Quality Mark, a commitment which was ultimately rewarded with them being the first in the sector to secure not only Social Value Quality Mark Level 1, but also Level 2. This is a significant achievement at any time, but particularly during the lockdown restrictions brought about by COVID-19.

It is clear to us that UKCloud has fully committed to using its role as cloud technology providers to deliver lasting impact for the UK, with a strong, value-led vision that delivers maximum benefit to our UK economy, our communities and our planet.

Without question, there is a business-wide desire to harness the unifying power of social value, and to amplify it throughout their delivery partner ecosystem, supply chain and community partners.

UKCloud is dedicated to doing the right thing. It is a part of the unifying thread across the organisation, and it fundamentally supports their position as a **'value enabler'** through their culture, ethics and leadership style, along with their innovative business model that supports its delivery partners to grow and increase jobs and turnover. UKCloud has not backed away from fully understanding the role that it can play as a trailblazer of social value across their sector. They have both the passion and the desire to use every aspect of their business to become an even greater force for good.

1. [The State of Digital and Data - UKCloud](#)

2. [The State of Digital and Data - UKCloud](#)



UKCloud is clear that it wants to deliver maximum value for the UK economy, through job creation and local spending, which has so far generated **£50.1m** of local economic benefit. UKCloud has a supply chain that is **made up of 68%** SMEs and are supporting **39%** of its 349 delivery partners to flourish as micro enterprises. Social Value Business is pleased to confirm that for every £1 spent with UKCloud, it delivers £1.43 of value to both the UK economy and our local communities. This impressive baseline figure is also underpinned by their robust approach to **Fair Tax** and to paying taxes in the UK.

We have also observed that UKCloud is having a significant impact on our UK economy, alongside a wealth of employee wellbeing opportunities. These benefits are being provided because UKCloud fundamentally believe it is the right thing to do. Their employees have a direct role in supporting the UKCloud Foundation, delivering 488 volunteering hours in 2019. They receive access to virtual GP appointments, free 24/7 counselling and even massages. UKCloud values its people as its greatest asset: they underpin the culture of the business and support their employees to actively care for our local communities.

Our analysis of UKCloud highlighted a strong enabling message in their commitment to skills, digital inclusion and equality. UKCloud has provided content for its Open Knowledge Platform that has directly improved both digital inclusion and equality. They have delivered **171,000** sessions, which have contributed enormously to employee wellbeing, particularly at a time when connectivity is an essential lifeline.

UKCloud has demonstrated a transparent and open approach to working with Social Value Business to unlock its hidden value and bring to life the incredible and lasting difference that it is making to the UK.

£1.43

For every £1 spent with UKCloud it delivers £1.43 of value to both the UK economy and our local communities.

68%

UKCloud has a supply chain that is made up of 68% SMEs.

Key Findings

Overall Value to the UK Economy

£37.11m
Turnover

£53.4m
Forecast value

£1.43
of value for every £1 of turnover



- Turnover of £37.11m (FY 2019 - 2020), which generates a forecast value of £53.4m
- Providing £1.43 of value for every £1 of turnover
- **Social Value Forecast (Total £3.1m of forecast value)**

Community Health and Wellbeing

£388k
Grants allocated

£2.35m
Forecast social value



£388k of grants allocated through the UKCloud Foundation (2016-2021), with a forecasted social value of £2.35m for local charities and communities

Employment and Volunteering

488
Hours volunteering

£7,842.16
Forecast value

£85,500
Apprenticeships value



- Volunteering delivered 488 hours with a forecast value of £7,842.16
- Apprenticeships Value (£85,500 - across 2019/20 and 2020/21)
- Successful graduate scheme in operation since 2011, with many now in senior roles across UKCloud
- Listed in the top 100 companies to work for in the South East
- Listed in the top 75 companies to work for in London

Employee Health and Wellbeing

90%
Paid maternity leave

£77,000
Cost of virtual GP

8
Mental health first aiders



- The Pulse Employee Wellbeing Survey April 2020 'My manager takes an active interest in my wellbeing'
- Maternity leave paid at 90% for 12 weeks (50% more than the statutory requirement)
- Virtual GP provided by Bupa at a cost of £77,000 to UKCloud
- 8 free counselling sessions per person per year (1984 potential sessions funded by UKCloud at a forecast cost of £214,272 per annum)
- 8 mental health first aiders operating across the business

Education and Skills

400

Qualifications

171,645

Open knowledge sessions



- £99k spent on over 400 training and professional qualifications for employees
- 171,645 open knowledge sessions undertaken and readily available at no cost to employees, to support digital inclusion and level the playing field for UK communities and local economies

Forecast Local Economic Benefit (Total £50.1m)

£24.5m

Spent with UK Suppliers

248

UK based jobs

£1.7m

R&D spend



- Ecosystem of 81.1% of UK-based SMEs across delivery partners.
- £24.5m spent with UK Suppliers with a total local economic benefit of £43.2m
 - 68.8% of supply chain are UK based SMEs with a local economic benefit of £13.3m
- Employing and sustaining 248 UK based jobs and stimulating local economic benefit through a minimum of £5.2m employee salaries
- £1.7m spent on R&D during 2019

Forecast Sustainability Benefit

381

Total Carbon Tonnes Offset

214 tCO₂e

2019/20 total tonnes of carbon offset

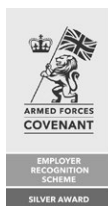
167 tCO₂e


2020/21 total forecast tonnes of carbon offset to date



- Sustainability (Total carbon tonnes offset 381)
- 2019/20 total tonnes of carbon offset - 214 tCO₂e £15,072 of value
- 2020/21 total forecast tonnes of carbon offset to date - 167 tCO₂e £11,761 of value
- UKCloud has invested in CoForest, a UK based sustainability initiative to further align to their sustainability vision and pledges
- First in sector to be validated as carbon neutral

Accreditations





UKCloud defines social value as
“The positive, measurable impact that UKCloud creates by doing the right thing for our communities, partners, suppliers, staff, the environment and the economy through our approach to delivering impact driven technology solutions that are shaping a digitally led recovery.”

Social and Local Value Overview

Social Value is a principle that UK businesses increasingly need to understand and embed, particularly against the backdrop of the pandemic and recent UK government legislation (PPN06/11). Yet, with an ongoing lack of clarity on the UK government’s definition, it is often hard to determine what social value means, and what is included within the measurement of social value. Historically, social value was considered to only refer to the Social Return On Investment (SROI) generated by cost avoidance to public budgets. However, it is now more widely acknowledged that SROI is only one aspect of social value.

Social value tells a vital story and being able to maximise what is reported and measured is crucial to maintaining and growing a **purpose driven value proposition**. When considering the widest value that a business provides, social value is central, but we also encourage businesses to measure their total impact and value, incorporating local economic benefit, ethical governance and transparent leadership. Being able to measure local employment, local supply chains and the wider role of SMEs is of equal importance. In fact, the benefits of local and social value are deeply interconnected. Almost all local authorities now prioritise the ability to strengthen the ‘local pound’ within tenders and frameworks.

UKCloud has taken accountability for its social value and set out a robust definition from which it can move forward.

UKCloud defines social value as “The positive, measurable impact that UKCloud creates by doing the right thing for our communities, partners, suppliers, staff, the environment and the economy through our approach to delivering impact driven technology solutions that are shaping a digitally led recovery.”

Due to the evolution of social value, it continues to have a somewhat spikey profile across both the public and private sectors. Consequently, businesses find themselves at various stages along the value map.

UKCloud and its foundation are taking big strides towards interpreting and evidencing the outcomes and changes that take place as a result of the way enterprises choose to **‘do the right thing’** in moving towards embedding and measuring their difference to the local UK economy and communities.

UKCloud is able to legitimately measure the difference it makes by working with Social Value Business to apply a financial metric to its impact and set out an ambitious social value roadmap.

UKCloud’s **social value roadmap** began with its commitment to being the first in the technology sector to secure the Social Value Quality Mark, as well as with their development of the UKCloud Partner Charter.

Value map





Social Value Quality Mark and Pledges

Social Value Business is the founder of the Social Value Quality Mark (SVQM), the only standard of its kind to be recognised across the UK and Europe. The SVQM is audited and awarded via the Social Value Quality Mark CIC (an independent social enterprise) to ensure the highest levels of independence and transparency throughout all stages of the decision-making and audit process.

The SVQM was created to bring a step change to the way in which the UK measures and verifies its social value.

Key Objectives:

- **Set a universal standard of excellence for social value.**
- **Reduce subjectivity and build transparency, legitimacy and trust in social value reporting.**
- **Embed social impact and value within the supply chain.**
- **Champion social value and ethical business practices within the UK.**
- **Reward commitment to the measurement, management and growth of social values across an organisation.**
- **Assist in demonstrating compliance of the Social Value Act 2013, the Localism Act 2011 and the emerging Public Procurement Notice (PPN) 06.**

UKCloud has joined an increasing number of UK companies, including Kier Group, The Cabinet Office, Cheshire East Council and NHS Humberside, all of which have secured the SVQM in recognition of their role as leaders in social and local value.

As a result of achieving the SVQM, UKCloud has created its own Social Value Pledges and Key Value Indicators to increase their social value and ensure that it is held to account by clients, delivery partners and communities alike.

The Social Value Quality Mark is audited and awarded in line with the following thematic areas: **Social and Community, Sustainability, Health and Wellbeing, Employment and Volunteering, Education and Skills, Crime and Justice, Housing and Innovation and Leadership.** Not all who are awarded the Quality Mark will be required to pledge against each thematic area, but the majority of organisations will set pledges against a minimum of 80% of the thematic areas.



UKCloud Pledges

Set out below are the pledges that UKCloud has set out as part of its social value roadmap and progress through the levels of the Social Value Quality Mark.

Leadership

Value-based and ethical decision making is central to how UKCloud 'does the right thing' for society as a whole.

Innovation

UKCloud transforms public services through impact-driven technology solutions, which positively benefit society and the economy whilst increasing the capacity of the UK to be at the forefront of the global digital revolution.

Economy

UKCloud will help to grow national and local economies through responsible tax practices, its partner ecosystem and supply chains.

Health and Wellbeing

UKCloud supports the UK health and social care sector to deliver improved patient outcomes and it supports its people to seek, understand and improve their emotional and physical wellbeing.

Education and Skills

UKCloud will drive an inclusive agenda for digital skills through its early career programme and open community education to address the national skills deficit and aid the tech-led recovery post-COVID-19.

Crime and Justice

UKCloud works to support our diverse defence and national security communities with delivering industry-leading technology solutions whilst maintaining inclusivity.

Environmental

UKCloud is acting now to protect our planet for future generations through its carbon negative programme. One small example of this is its commitment to recycling almost 100% of all retired data centre equipment (excluding hard drives).

Social and Community

The UKCloud Foundation will continue to level the playing field through our ongoing support of people-led impact for the community.

These pledges are underpinned by Key Value Indicators (KVIs) that sit alongside the traditional Key Performance Indicators (KPIs), upholding the highest quality of service delivery and social impact for UKCloud.

Social Value Business is delighted to already see a high level of commendation from the Cabinet Office, and several key stakeholders endorsing the outstanding efforts of UKCloud in being the first in the technology sector to secure the SVQM.

Cabinet Office Quote Endorsing the SQVM for UKCloud

"I am delighted that UKCloud's positive impact on the community and its commitment to "doing the right thing" for its customers, partners, suppliers and staff has been recognised in this way."

Julia Lopez MP, Parliamentary Secretary, The Cabinet Office



Cabinet Office

The Cabinet Office are joined by several other supporters who have commended UKCloud for being the first technology sector company to earn the Social Value Quality Mark, including Leo Docherty, Minister for Veterans, Baroness McGregor-Smith CBE, Margot James, former Minister of State for Digital and Creative Industries and Jacqueline de Rojas CBE, President of techUK.

UKCloud quickly set to work breathing life into its Social Value Pledges and took the opportunity to set out a Partner Charter, which supports its ecosystem of delivery partners to amplify their own social value.

UKCloud Social Value Partner Charter

The UKCloud Social Value Partner Charter represents UKCloud’s commitment to supporting and influencing their ecosystem of delivery partners, **68%** of whom are SMEs, in increasing their own local and social impact. The UKCloud Social Value Charter is borne out of the Social Value Quality Mark Thematic Areas and a post-COVID digital recovery and is one of the commitments to be taken forward under the Innovation Pledge.

UKCloud has set out a clear position statement of intent to drive up social and local economic value.

‘Together with our community of innovative partners, UKCloud recognises the immense potential for digital transformation to improve services for citizens and value for the UK taxpayer. That is why we and our partners are devoted to advancing the UK’s national digital capability and making transformation happen’.

Social Value Business is extremely impressed by how quickly UKCloud has established the Partner Charter. There is a strong and authentic call to action from UKCloud to its partners to sign up to the following pledges:

UKCloud Partner Charter Pledges

- 1. Supporting COVID-19 Recovery:**
Helping local communities manage and recover from the impact of COVID, through the delivery of impact-driven innovative technology.
- 2. Tackling Economic Inequality:**
Joining our efforts to create new digital jobs and skills, as well as increasing supply chain resilience.
- 3. Fighting Climate Change:**
Reducing carbon emissions in support of the UK’s net-zero emissions pledge.
- 4. Reducing Waste:**
Minimising the amount of e-waste sent to landfill through the refurbishment and repurposing of technology.
- 5. Driving Equal Opportunity:**
Tackling workforce inequality and improving the health and wellbeing of the local community.

UKCloud believes that both the Social Value Quality Mark and their Partner Charter Pledges are not just the right thing to do, but also make strong business sense. UKCloud is therefore asking all of its partners to sign up to the Social Value Partner Charter.

SUSTAINABLE DEVELOPMENT GOALS



United Nations Sustainability Goals

Social Value Business highly commends UKCloud in its determination to go even further in its quest to embed social value, by aligning its Pledges with the following United Nations Sustainability Goals: **UNSDGs 3,5, 8,9,10,13.**



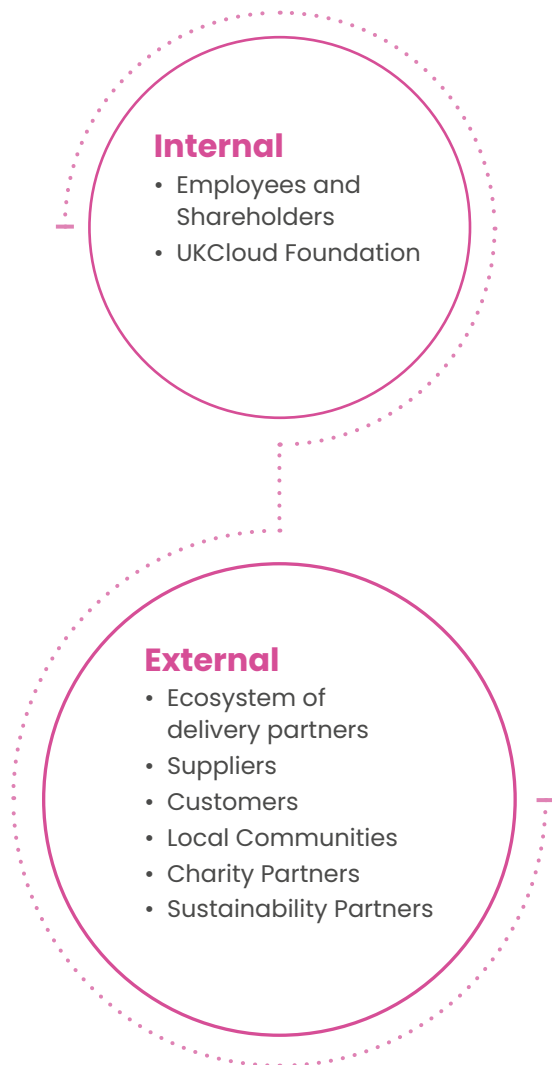
UKCLOUD
Lynette Jones
Director of Social, Community & Environment

Measure What Matters

Social Value Business consistently support clients of all sizes and sectors to place their stakeholders at the centre of their service delivery.

It is easy to take a 'catch all' approach to measuring social and local value, rather than taking the time to understand what matters to individual stakeholders and proactively working together to meet their priorities. UKCloud is no exception. By working together with Social Value Business, we were quickly able to identify and map key internal and external stakeholders, talk to them and learn what matters.

Stakeholder Map



By working to deliver social value in line with the Social Value Quality Mark thematic areas, UKCloud has been able to gain greater visibility of the impact being delivered by the way in which it **chooses to operate**.

Social and Community



Social Value Business commended UKCloud on the creation of their Foundation. Particularly as an SME, it is an ambitious and commendable achievement. UKCloud recognised that the Foundation was also a key 'value enabler' and that it was the right thing to do. UKCloud know that their employees and communities alike benefit greatly from the sense of pride and purpose that stems from connecting with issues that matter to them. Now, their Foundation is becoming an even greater platform from which they can grow their local community impact. By analysing the Foundation's activities and speaking with community stakeholders, Social Value Business have been able to confidently forecast a positive social impact of **£2.3m over the past 5 years**. UKCloud are incredibly proud of this legacy, and it is galvanising them to do more with their available profits to maximise the greatest force for good.

Health and Wellbeing



First and foremost, UKCloud sustain their employees, who are their greatest asset. Employee wellbeing is at heart of UKCloud's operational delivery model. We know that the pandemic has amplified the need for a robust approach to mental and physical health, which is why UKCloud's pre-existing employee wellbeing benefits have stood them in particularly good stead and helped people pull together and take care of one another and their families. UKCloud has already provided **£77,000** of funding to ensure employee access to virtual GP appointments and had already been providing a free counselling service, with a total of **1986** sessions available to their employees per annum. UKCloud understand that taking time off work due to sickness or maternity leave is an inevitable part of life, so they support their

employees to help make these eventualities less stressful. UKCloud take the time to listen to their employees through 'Your Voices Matter' and their annual 'Wellbeing Week'. Social Value Business has seen strong evidence of employee voices and rights being expressed through employee initiatives, which significantly contribute to increasing equality, diversity and inclusion.

UKCloud know that jobs and lives can be stressful or even overwhelming at times, but their combined wellbeing efforts deliver social value and seek to provide meaningful benefit to employees and their families.

Employment and Volunteering

UKCloud recognise and value the importance of the role that employment plays in an individual's quality of life, and more widely, for the families that they support. Through their Armed Forces Covenant, they actively seek to support military veterans to transition into civilian lives and bring their valuable skills to the business. With the UKCloud range of defence services and clients, it is so important to them that they demonstrate alignment with their values. Social and local value encompass the employment practices of UKCloud, and alongside the Social Value Quality Mark, their approach to Equality, Diversity and Inclusion are excellent indicators of being values-led.

UKCloud has taken a proactive position with the gender pay gap. Alongside their championing of the STEM and Women in Tech agendas, 17% of its existing workforce and 18% of new recruits are female.³ UKCloud has publicly confirmed this commitment through signing up to the Government Tech Talent Charter.

Furthermore, UKCloud are deeply mindful of how challenging it can be, as a young person, to secure a first interview or hold down an apprenticeship. They ensure that they act as a 'value enabler' through their annual commitment to supporting both apprentices and undergraduates as they venture onto their own career paths.

The recent Government PPN 06 sets out specific targets that move towards tackling UK inequality, and UKCloud has a recruitment strategy in place to ensure that they reach out

to underrepresented groups and vulnerable young people to encourage them to take on apprenticeships. UKCloud is currently generating **£85,500** of social value through the apprenticeships provided between 2019 and 2021.

Volunteering is the backbone of our UK voluntary and community sector, and the need for volunteers has increased substantially during the pandemic. Social Value Business has validated how vitally important it is to UKCloud employees to have the option to connect with a cause or feel rooted in supporting a local initiative. This is why all UKCloud employees have a range of volunteer days and company match funded donations that they are proud to support.

Education and Skills

One of the most significant areas of positive impact observed by Social Value Business is that of education and skills. UKCloud strongly believe in the power of lifelong learning and in the role that they play in enabling digital inclusion. The pandemic has shone a greater spotlight on the digital haves and have-nots - young people who have struggled to learn from home, through to older people needing to get online in order to remain connected to their loved ones.

Social Value Business is incredibly impressed with how UKCloud is unlocking value through the provision of over 171,000 free sessions via its **Open Knowledge Platform**. UKCloud has chosen to create free content because it levels the playing field, and it is 'the right thing to do'. Each digitally enabled session increases the confidence and skills of a wide range of stakeholders and enables the UKCloud vision to share its knowledge and reduce digital inequality.

UKCloud has continued to prioritise the lifelong learning opportunities of its own employees, with more than £99,000 of annual investment into their skills via more than 400 courses and qualifications. This aligns with the recent Queens Speech and the upcoming Skills and Post-16 Education Bill 2021.

UKCloud and its employees reach out to hundreds of young people each year via CCMP, their Foundation Charity Partner. They seek to educate young people about digital careers and use their voice as a platform to promote the role of women in technology and STEM roles.

3. [gender-pay-report-1819-final.pdf \(ukcloud.com\)](https://www.ukcloud.com/gender-pay-report-1819-final.pdf)

Spotlight on the UKCloud Foundation

Each year, **a percentage of UKCloud operating profits are retained and used for direct charitable donations** to the “charity of the year”, as voted for by UKCloud employees.

The Foundation has unlocked **£2.3m** of social value between 2016–2021 and this has resulted in annual donations being made to BBC Children in Need, The Prince’s Trust, Hampshire & Isle of Wight Air Ambulance, The Brownlee Foundation, The Cyber Security Challenge and, locally, The Community Matters Partnership Project (CMPP) in Farnborough.

All UKCloud employees are encouraged to make the best use of the **“volunteer leave” day** which they receive each year, **with 488 volunteer hours being delivered during 2019**. They can use this time to support any charity of their choice in any way they choose, and this benefits a wide variety of good causes.



The UKCloud Foundation also provides matched funding, to further boost the fundraising efforts of individuals. Matched pound for pound, this boosts the total amount raised from a wide variety of events, including triathlons, cycle rides, mud runs and the Three Peaks Challenge.

Charity Partner Case Study Community Matters Partnership Project (CMPP) - Connecting Business with Community

As the Charity of the Year for the UKCloud Foundation, CMPP’s purpose is ‘to promote corporate volunteering for the benefit of the communities in which [they] operate, working with companies, firms, voluntary organisations, charities, education providers, local authorities and individuals to identify and encourage participation in volunteering.’

CMPP became a registered charity on the 17th of May 2019, having previously operated as a social enterprise. UKCloud Foundation provided vital funding to enable CMPP to make the required transition to becoming a charity.

The day-to-day management of CMPP is undertaken by Tracy Jarvis, Chief Executive Officer, supported by a board of volunteer trustees. CMPP provide businesses with a mechanism through which they can deliver local meaningful social impact. Activities

include community support days, volunteering days and speakers in schools. Companies like UKCloud and its Foundation benefit from:

- an effective community engagement programme
- a fully organised corporate volunteer scheme
- fundraising events in support of charities and schools
- employee engagement activities to support wellbeing, workplace values and culture
- access to a rich network of like-minded businesses to share ideas and inspiration.

Tracy confirmed that **‘without the input and support of corporate partners such as UKCloud, we wouldn’t exist’**.

“The UKCloud Foundation is happy to adopt the role of ‘value enabler’ by paying the highest banding of membership fees, because we know that this approach allows us (CMPP) to reduce membership fees for smaller, local business members”.



Carbon neutral since 2011

Sustainability

UKCloud are proud of their trailblazing culture. Among their many pursuits, they are also the first to provide carbon neutral cloud services in the UK.

Whilst carbon is of significant global importance, the UKCloud sustainability agenda moves beyond ensuring CarbonNeutral® cloud services. It recycles almost 100% of hardware (excluding hard drives) and has a highly respected reputation across their sector as disruptors and champions of leading the way towards sustainable cloud solutions.

UKCloud achieved its certification by working with Natural Capital Partners to measure and reduce their CO2 emissions across all the sources used to deliver their cloud services to our customers. UKCloud shared with us its goal of deepening its commitment to sustainable technology, by becoming a carbon negative organisation at no extra cost to public sector organisations.

UKCloud’s mindset is very simple regarding sustainability: ‘Every organisation in the world has a moral obligation to do whatever they can to reduce their carbon footprint to net zero as soon as possible’. This means UKCloud has chosen to go beyond offsetting the carbon it uses, instead becoming carbon negative. Again, this emphasises their strong moral compass and ethical leadership.

UKCloud achieved its carbon negative status in early 2021, by investing in the innovative CoForest project, a new carbon offsetting forest near Bath. UKCloud personnel are gaining hands-on experience in planting and managing UKCloud’s trees, which will provide a credible legacy for the benefit of future generations.

Below is an overview of the UKCloud carbon offsetting data 2019 to present.

2019/20 total tonnes of carbon offset - 214 tCO2e

2020–21 forecasted target total tonnes of carbon offset year to date - 167 tCO2e

UKCloud works to provide this for its clients wherever possible and for the period December 2017 - November 2020, the total client carbon offset was 7,328 tCO2e.

UKCloud is taking bigger and bolder strides towards expanding upon its sustainability impact, as indicated in the summary below.

It is building out a roadmap to incorporate additional targets to go even further with Sustainability Pillars alongside Carbon, which include:

- **Waste Management**
- **Biodiversity**
- **Air and Water Quality**
- **Circular Economy**

UKCloud strives towards leaving a lighter footprint on our planet and it is also expanding to enable the support of its delivery partner ecosystem and communities alike.

Local Economic Benefit

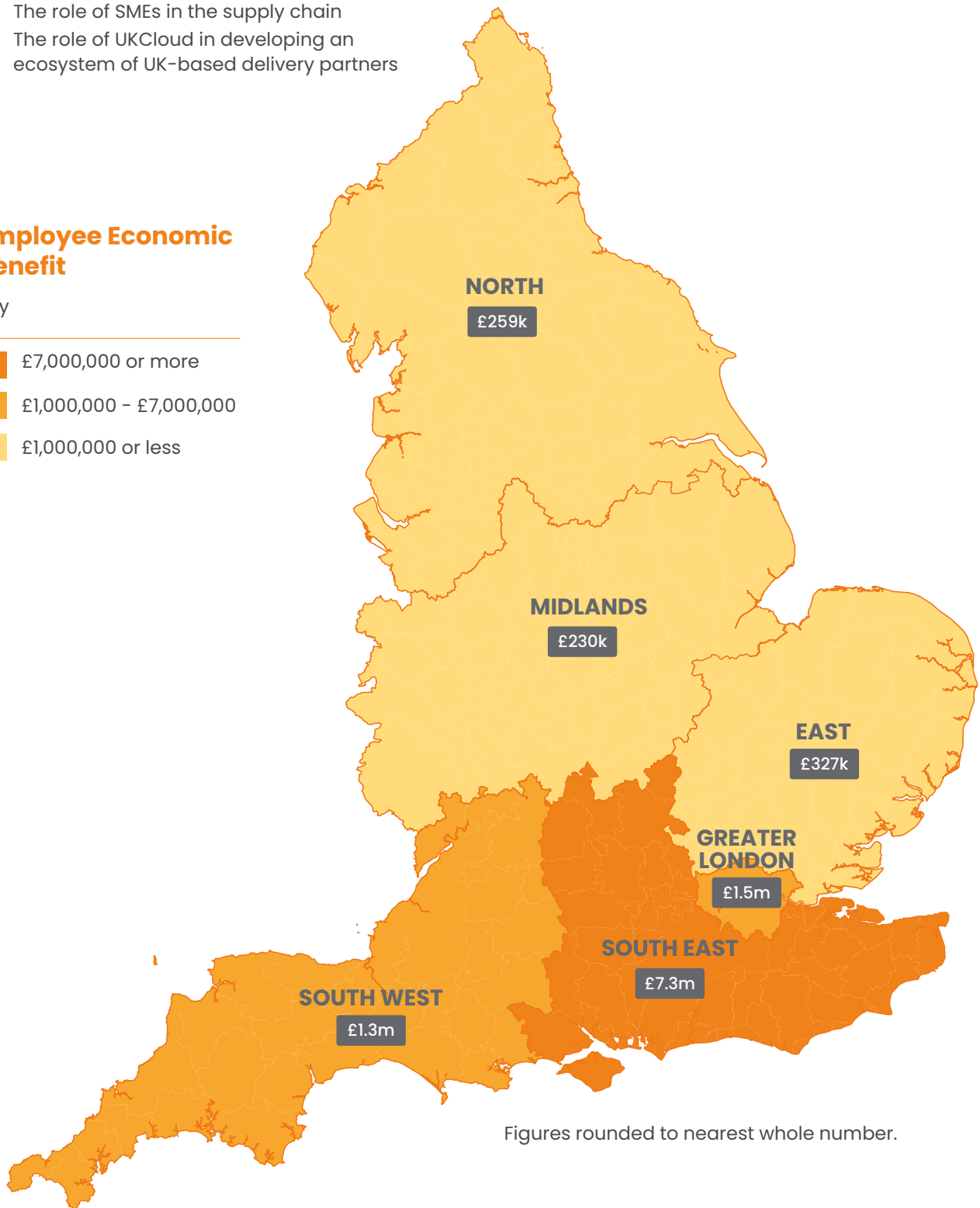
For the purposes of this report and in the interests of open and transparent reporting, local economic benefit includes:

- The added value of UKCloud employees to their local economy
- The impact of the UKCloud supply chain on the local economy
- The role of SMEs in the supply chain
- The role of UKCloud in developing an ecosystem of UK-based delivery partners

Employee Economic Benefit

Key

- £7,000,000 or more
- £1,000,000 - £7,000,000
- £1,000,000 or less



Figures rounded to nearest whole number.



Employee Economic Benefit

The table below details the local economic benefit created through the 248 UKCloud employees.

Row Labels	Sum of Net Pay Apr20 – Mar21
East of England	327,430.05
Greater London	1,536,387.48
Midlands	230,003.02
South East	7,324,770.79
South West	1,366,008.75
North of England	259,476.19
Grand Total	11,044,076.28 (52% net £5,742,919)

How it is Measured

Social Value Business has applied nationally recognised statistics as provided by the government through the Office of National Statistics (ONS). The ONS states that on average, employees spend 52% of their net salary within the area local to their home address (forecasted against a pre-covid economy). SVB has taken the net salary of UKCloud employees and discounted 48% to provide this forecast of local economic benefit.

UKCloud Supply Chain

UKCloud are proud of their position as a leading UK-based technology provider. As an SME itself, it recognises the valuable role that SMEs play in driving forward with a strong economic recovery. UKCloud has prioritised the use of SMEs wherever practical across its supply chain and is already well above UK Government guidance of 33%, with an impressive 68.8% of its supply chain now being SMEs.

Supply Chain Summary

138 UK Vendors

95 are SMEs (68.8%)

UKCloud spent a total of **£24.7m**, which stimulated a total of **£43.47m local economic benefit** (financial year 2019/2020).

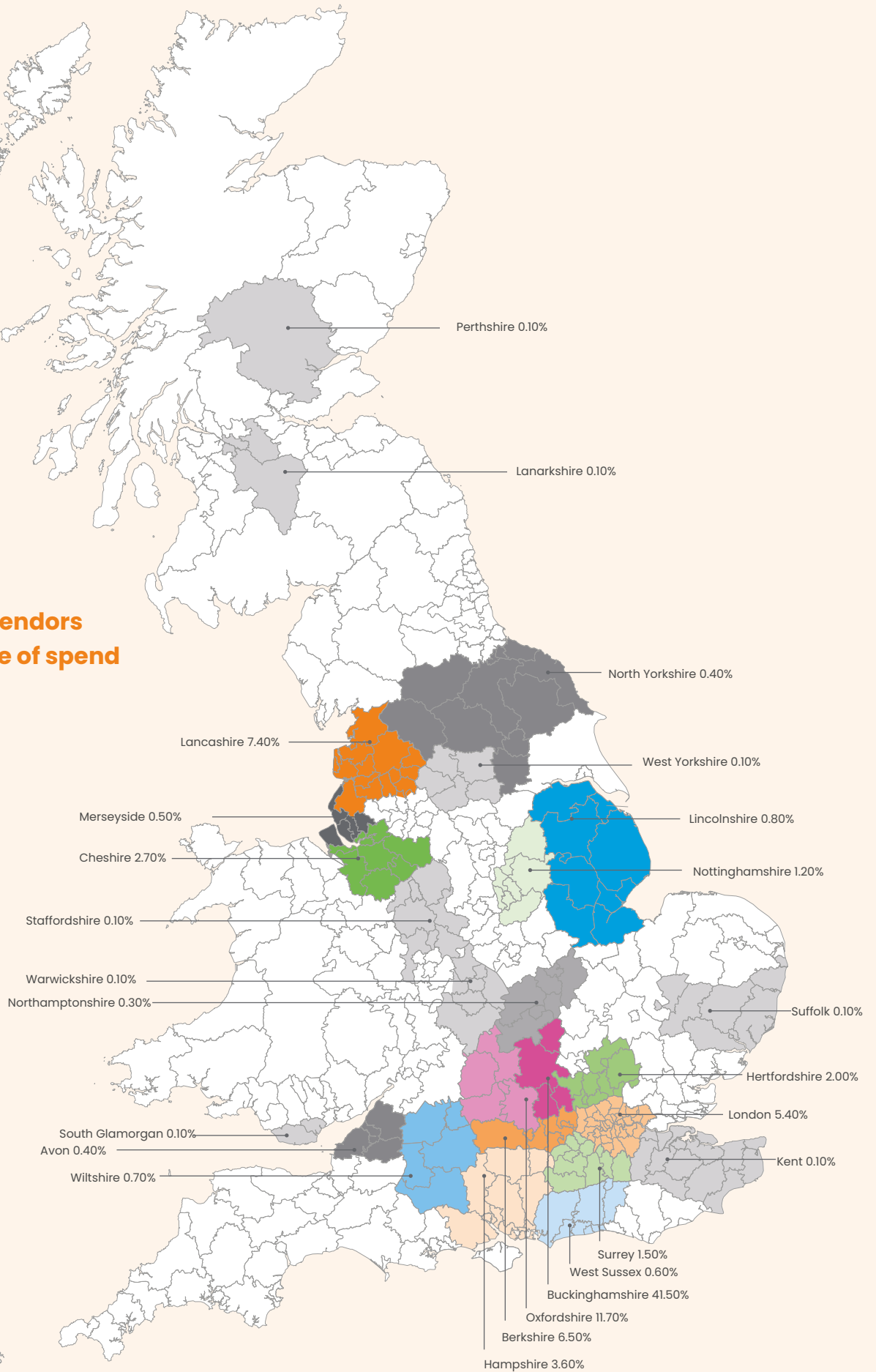
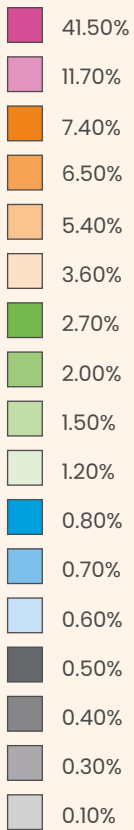
UKCloud continue to increase its spending with SMEs, with a further **£7.38m** stimulating a total of **£13.03m local economic benefit** (included within the total £43.47m).

How it is Measured

As this report is a 'forecast' of social and local value, Social Value Business has utilised a highly credible proxy for the purpose of forecasting the local economic benefit that UKCloud generates throughout their UK and local supply chains. The LM3 Online tool was first applied on a large scale within Northumberland County Council, where it was demonstrated that every **£1 spent with a local supplier is worth £1.76 to the local economy.** (LM3online | Calculate local economic impact and sustainability)

UKCloud Vendors Percentage of spend

Key





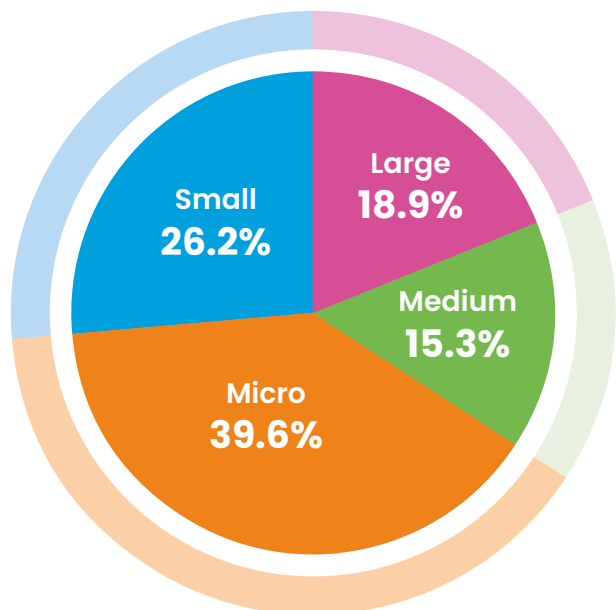
UKCloud Delivery Partner Ecosystem

As outlined throughout this report, UKCloud has positioned itself as a value enabler and this is most apparent through the role it plays with its delivery partners. Currently, UKCloud is enabling 359 delivery partners to exponentially grow their offering and stimulate their own local economies and job creation. A strong, thriving ecosystem of partners is at the heart of a digitally led COVID-19 recovery. The operational model is mutually beneficial and, more importantly, UKCloud is enabling partners to unlock even greater local economic benefit and social value, through their own client network. UKCloud has delivery partners in all regions across the UK and this provides an even greater profile for the localised footprint for supporting SMEs and a strong economic recovery. UKCloud are understandably proud that more than 39% of their delivery partners are classified as micro-enterprises. They embrace the role of nurturing and supporting smaller businesses, empowering them to take on their own roles within our digital ecosystem.

Delivery Partner ecosystem for a digitally led COVID-19 recovery

Type of Delivery Partner	Number of Delivery Partners
Large	68
Medium	55
Micro	142
Small	94
Grand Total	359

Percentage of overall Ecosystem





£77,000

spent by UKCloud on GP support for its employees

Spotlight On the East London Foundation NHS Trust (ELFT)

Social Value Business consulted with the East London Foundation NHS Trust to directly learn about the role that UKCloud plays and the impact of their innovative and solution-focused approach.

ELFT provide a wide range of community and inpatient services to children, young people, adults of working age, older adults and forensic services in the city of London, Hackney, Newham, Tower Hamlets, Bedfordshire and Luton. Originally formed in 2000, ELFT has long been recognised as a centre of excellence for mental health care, innovation and improvement. Their ambition is to make a positive difference by providing people with mental and community health care services that support their recovery and help them to achieve the most fulfilling lives possible.

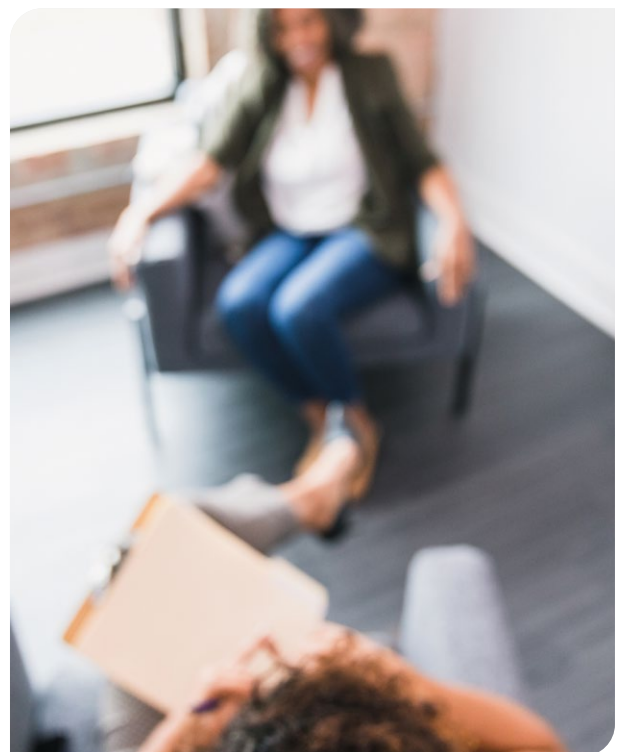
Social Value Business consulted with Usman Malik, who set out the impact that UKCloud has achieved for ELFT, particularly during the early stages of the pandemic. Operating an NHS Trust which is also a mental health centre of excellence meant that ELFT had to rapidly prioritise the continuity of mental healthcare services, alongside physical healthcare needs.

Usman shared the vast scale of the challenge during the beginning of the pandemic, specifically regarding the need for non-frontline employees to pivot into remote working. He explained that ***“UKCloud didn’t hesitate to jump straight into solution-focused approaches to using cloud technology to deliver a vital VDI project – in just 14 days”***. He further confirmed that ***“UKCloud is not like some of the global big tech companies: I know them all by name and the personable nature of the team is outstanding. We are looking forward to expanding upon our relationship in the near future”***.

Usman went on to state that UKCloud did not just stop there: once the VDI had been successfully implemented, it worked alongside ELFT to develop a solution to ensure that mental health patients could maintain a safe way to interact with their mental health practitioners. This was particularly important for patients who did not have access to digital solutions, and who were at risk of digital exclusion.

UKCloud supported the trust to implement socially distanced, confidential kiosks that were established in community bases across the boroughs. There are now a minimum of 80 kiosks in use throughout the week, enabling patients to manage their mental health.

In this instance, UKCloud has acted as a value enabler not only for NHS employees, but also for some of the most vulnerable people in our society, at a time of national crisis. This is a truly commendable level of social value.



Conclusion

UKCloud has set a high standard of social and local value for the technology sector to emulate. They have openly shared data and given access to clients and community partners, all of whom have validated that UKCloud is a value enabler.

UKCloud are proud to continue to expand upon their influential and trailblazing role, sending a clear message to all their stakeholders that they understand what they value. There is a clear intention from UKCloud to deliver upon its Social Value Pledges.

Social Value Business has conducted an independent review of data across a wide range of thematic areas on behalf of UKCloud. It is evident from the data analysis that UKCloud has a wide-reaching level of social and local value, which it is committed to increasing through the service delivery and strategic initiatives we have outlined throughout this report.

The leadership of UKCloud will be central to how it fulfils its pledges, particularly in the wake of the COVID-19 pandemic and the subsequent economic recovery. There is little doubt that the company and their leadership are energised and ready to take on the challenge of going even further to enable meaningful, lasting value.

UKCloud is leveraging its networks and ecosystem of delivery partners to amplify social value and to become the unifying thread that creates a common ground from which to achieve impact.

Social Value Business are looking on with optimism as the following 12 months will open up even more value generated by UKCloud for the economy and people across the UK.

£24.5m
Spent with UK Suppliers

214 tCO₂e
2019/20 total tonnes of carbon offset



Appendix

Approach and Methodology

Social Value Business has undertaken a process of reviewing, measuring and forecasting the social and local value created by UKCloud. The process is based on a research code of conduct and nationally recognised methods and metrics that set out the forecast value created as a direct and indirect result of both UKCloud and its Foundation.

The process consists of 2 robust, nationally recognised methodologies underpinned by the creation of new strategic commitments and performance indicators.

Local Multiplier

Measures the additional economic benefit accrued within an area from money being spent in the local economy.

Social Return on Investment

Social Return on Investment (SROI) is a method for measuring values that are not traditionally reflected in financial statements, including social, economic, and environmental factors, which define cost savings to the public sector.

Strategic Focus

Social Value Pledges and Key Value Indicators are used to structure the themes that have been forecast. This was achieved through the creation of Social Value Pledges® and Key Value Indicators®.

Evidence of Legitimacy

The development of this report is centred on research, stakeholder impact and the value that can be attributed to it. This report defines the forecast outcomes, impact and value experienced by the economy and societal stakeholders, together with the consideration of external influences on them.

The approach of Social Value Business ensures the highest level of trust and legitimacy of the research, forecast and reporting.

Social Value Business (SVB) expects the level of rigour and transparency to be in line with the audit standards of the Social Value Quality Mark Level 2.

UKCloud and its Foundation responded to the required levels of rigour and transparency. The research and reporting of value are categorised as a forecast of the impact and value experienced by the economy and societal stakeholders.

There is a mixture of primary and secondary research to support outcomes, impact and value claims. In the production of the report, there is a balance of the use of internal data, and that which has been verified by external stakeholder engagement.

Glossary

Social Value

Social value serves as an umbrella term for these broader effects, and organisations which make a conscious effort to ensure that these effects are positive can be seen as adding **social value** by contributing to the long-term wellbeing and resilience of individuals, communities and society in general.

Local Multiplier

A higher proportion of money re-spent in the local economy means a **higher multiplier effect because more income is generated for local people**. More income, either retained locally or nationally, means more jobs, higher pay and more tax revenue for the government, all of which may lead to better standards of living.



