

# Loop Social Value Measurement Software (2026)

## At a glance

### What is Loop?

Loop is a market-leading social value measurement platform used by public, private and not-for-profit organisations to forecast, monitor, and evidence social value across the full lifecycle of projects, programmes, and organisations.

Unlike most social value tools, Loop is built on HM Treasury Green Book aligned Social Cost Benefit Analysis (SCBA), rather than inflated SROI-style multipliers. This means the values produced are credible, transparent, and decision-ready - suitable for bids, business cases, investment decisions, and public reporting.

Loop is supported by a team of trained economists and social value consultants, is B Corp certified, and is an approved UK Government G-Cloud supplier.

### What makes Loop different?

Most social value software focuses on headline numbers.

Loop focuses on decision quality.

Key points of differentiation:

- Green Book aligned - monetisation follows HM Treasury SCBA principles, not SROI-style uplift factors.
- Realistic valuations - designed to reflect actual economic and social impact, not overstated returns.
- Additionality built in - deadweight, attribution, displacement and optimism bias are embedded, not optional extras.
- Distributionally aware - uses the latest indices of multiple deprivation (IMD), marginal utility of income (MUI) principles and discounting to reflect who benefits, not just how much.
- Economist-led - metrics are developed and governed by professional and qualified economists, not marketing teams.
- Bid and audit-ready - outputs stand up to scrutiny from commissioners, auditors and finance teams.

This makes Loop particularly well suited to both public and private sector procurement, regulated sectors, infrastructure, housing, utilities and complex partnerships where credibility matters as much as scale.

## The framework behind Loop

Loop is built on the National Social Value Standard (SVS) - a widely used measurement framework adopted by 500+ organisations.

The SVS includes a comprehensive bank of monetised and non-monetised metrics across the full social value spectrum, covering:

- Employment & economy
- Health, training & skills
- Supply chain
- Community
- Environment

The framework is fully mapped to:

- Government Social Value Model (SVM)
- UN Sustainable Development Goals (SDGs)
- Good Business Charter

Organisations can also import bespoke frameworks or develop new metrics in partnership with SVS economists, ensuring alignment with internal strategies, funder requirements, or sector-specific standards.

## What the software does

Loop provides end-to-end social value management, from planning through to reporting:

- Forecast social value at bid or design stage.
- Monitor delivery monthly, quarterly or annually.
- Evaluate outcomes over time.
- Track projects across organisational hierarchies.
- Evidence and audit individual metrics
- Filter and analyse data at project, programme or organisational level.

Outputs can be exported to Excel, Word or PDF, making reporting to clients, boards and commissioners straightforward.

## Platform & support

- Secure SaaS platform, available 24/7.
- Hosted and backed up on UK-based Azure infrastructure.
- Role-based user permissions.
- First-line technical support included.
- Optional specialist support from Loop's consultancy team.