

impact ad^{•••}antage

Monitoring and Evaluation



G-Cloud Service Description

Service description

We provide end to end monitoring and evaluation services to support public sector programmes, projects and portfolios. Our services help organisations design robust monitoring and evaluation frameworks, collect high quality data over time, and generate credible evidence on outcomes, impact and value for money.

Our approach is grounded in established evaluation methodologies and aligned with public sector requirements, including proportionate evaluation, transparency, auditability and long term learning. We support both individual projects and large scale, multi year programmes, enabling consistent measurement, comparison and decision making across places, providers and funding cycles.

We deliver monitoring and evaluation through two complementary approaches, allowing commissioners to select the model that best fits their delivery context.

Platform enabled monitoring and evaluation

We provide access to our impact measurement platform to support monitoring and evaluation at scale. The platform is designed to capture, manage and analyse data across multiple projects, programmes and years. It supports consistent indicator frameworks, longitudinal data collection, comparison across cohorts and geographies, and aggregation at programme or portfolio level.

The platform enables impact valuation, including Social Return on Investment, and supports the measurement of environmental, social and human outcomes. This approach is suited to long term programmes, multi partner delivery models and organisations seeking a consistent evidence base over time.

Project based monitoring and evaluation

We also deliver project by project monitoring and evaluation services without platform licensing. Using the same methodological approach, we work with commissioners and delivery partners to design tailored monitoring and evaluation frameworks for individual projects or pilots.

This includes defining outcomes, indicators, data collection requirements and evaluation plans that are proportionate to the scale and risk of the intervention. We support teams to understand what data should be collected, when it should be collected, and how it can be used to demonstrate impact and inform delivery.

This approach is suited to discrete projects, early stage interventions, or situations where a lighter touch or bespoke evaluation is required.

Service features

- Design of monitoring and evaluation frameworks aligned to programme objectives
- Outcome mapping and theory of change development
- Definition of indicators, data collection tools and reporting requirements
- Longitudinal data capture across multiple years and funding periods

- Portfolio level monitoring across multiple projects and providers
- Impact valuation including Social Return on Investment
- Measurement of environmental, social and human outcomes
- Consistent comparison across projects, places, projects and cohorts
- Data quality assurance and methodological transparency
- Reporting for internal decision making, assurance and external accountability
- Optional access to an impact measurement platform for scaled delivery
- Flexible delivery models including platform enabled and project based support

Service benefits

- Improved evidence on what works and why
- Clearer demonstration of outcomes and value for money
- Consistent and comparable data across projects and programmes
- Reduced burden on delivery partners through clear data requirements
- Stronger accountability to funders, stakeholders and the public
- Better informed commissioning and programme design decisions
- Ability to track change over time rather than relying on point in time evaluation
- Proportionate evaluation aligned to public sector standards
- Scalable approach that supports both pilots and long term programmes
- Increased confidence in impact claims through transparent and auditable methods

Impact measurement Platform

Impact.Ai is a modern AI-enabled impact platform that goes beyond ESG, is better than one size fits all proxy values and is quicker than consultancy. Built by impact specialists and technologists we are reimagining impact measurement.

Impact.Ai calculates social, environmental environmental and human impact using impact economics to provide a SROI, framework mapping and much more. impact.Ai aligns with all government frameworks and is accredited by Social Value International.

Impact Advantage is built on recognised global standards, giving clients confidence that our approach is both credible and proven. We align our methodology with Social Value International's Eight Principles of Social Value, and our product is formally accredited by Social Value International, ensuring consistency with the highest benchmarks in impact measurement.



Data Backup & Restore, and Business Continuity

See Ts&Cs document

Backups taken daily that are encrypted, secured and held for a minimum of 30 days.

Onboarding and Offboarding support

Specially trained staff available to assist with onboarding and offboarding, including helping get data in at the start of the project and out at the end.

General Implementation plan

A customer success manager will work with you to get you setup and ready to gain value from the platform. Key stages include:

1. Finalisation of contracts/procurement
2. Initial scoping meeting
3. Access to system and internal testing
4. Customer testing
5. Go live

Pricing Overview

Pricing varies depending on if tis a long term contract or a single project.

See pricing document for more details.

Service Constraints - maintenance windows and customisation allowed

Services may be temporarily unavailable for scheduled maintenance or for unscheduled emergency maintenance, either by Company or by third-party providers, or because of other causes beyond Company's reasonable control, but Company shall use reasonable efforts to provide advance notice in writing or by e-mail of any scheduled service disruption.

The Thrive solution is very flexible and so a large degree of customisation is available (although this effects costs).

See Ts&Cs document for more details

Service Levels - performance, availability and support hours

Target 99.5% uptime

Email based helpdesk for Customer Administrators and named customer success manager available UK business hours 09:00-17:00 Monday to Friday excluding Bank holidays. Service level target for the email helpdesk is a response within 1 business day.

Ordering and Invoicing

Minimum 12 month subscription paid in advance. Discounts applied for longer contract terms.

After sales support

Email based helpdesk for Customer Administrators and a dedicated Customer Success Manager. The service level target for the email helpdesk is a response within 1 business day.

Technical Requirements

A modern web browser is required to access the platform and an internet connection.