

stormid

Social Value
**Digital innovation
with purpose**

People · Planet · Progress

Financial Year 2025 / 26

Social value begins with the choices we make: whom we invest in, where we spend, what we support and how we use our skills beyond our client work.

Alexandria Nevobasi's story brings that to life. What began as a week of school work experience grew into a summer internship and then a nine-month apprenticeship. She is now heading to university to study engineering. Her journey shows what can happen when a growing company creates meaningful opportunities and gives people the support and responsibility to make the most of them.

Across Storm ID, that same commitment takes many forms. In FY25/26, we generated £1,386,732 in social value. Our apprentices took on real responsibility through live public sector projects. We spent more than £2.1 million with UK suppliers, with much of that going to small, local and Scottish businesses. We invested 175 days in the second edition of the AI Challenge for Scotland's public sector, and women accounted for 80% of our new hires.

Just as importantly, our people continued to give their time, skills and energy to causes they care about - not because it was part of the job, but because they wanted to make a difference.

This report is an honest account of that contribution: the progress we have made, the people and organisations who helped make it possible, and the opportunities still ahead of us.

We are proud of what we achieved in FY25/26, but we see it as a foundation, not a finish line. We will keep creating opportunities, strengthening the communities around us and measuring our progress so that next year, we can show not only what we contributed, but how we built on it.



Linsey Lydon
Managing Director, Storm ID

£1.4m

Social value enabled





Storm ID has been at the forefront of digital transformation since 2001. We work with central and devolved governments, local authorities, NHS bodies and other public sector organisations across the whole of the UK, helping them build better services through smart design and technology.

We're more than 100 strategists, researchers, designers, engineers, delivery leads and operations specialists, headquartered in Edinburgh with team members across the UK. We design, build and run digital services end to end, because we believe technology should work for everyone: the first-time user, the person on a six-year-old phone with patchy coverage, the frontline staff member with seven systems open at once, the citizen who encounters a service once but for something really critical.

How we work with the public sector

Public services exist to serve citizens and communities at moments that really matter: a patient seeking answers about their health, a young person accessing education that opens doors, someone getting support to rebuild their life, a parent securing housing for their family, a business getting the licence to grow. When these services work well, they enable access, opportunity and dignity. When they fail, they waste people's time and create unnecessary barriers.

We're approved suppliers on the key frameworks public sector organisations use to procure transformative digital services

Government Commercial Agency

- Digital Outcomes and Specialists 7 (RM1043.9)
- G-Cloud 15 (RM1557.15)
- Technology Services 4 (RM6190)
- AI DPS (RM6200)
- Spark DPS (RM6094)

Others

- Scottish Government Cloud & Hosting Services
- Scottish Government Digital Services DPS
- NSS Skilled Practitioners DPS
- Spark DPS (RM6094)

**Government
Commercial
Agency**
Supplier

Technology partnerships

Recognised partners of leading technology platforms.



ISO certifications

Five certifications giving public sector clients confidence across quality, security, environmental management, and business continuity.

ISO 9001
Quality Management



ISO 13485
Medical Device Quality Management



ISO 27001
Information Security Management



ISO 14001
Environmental Management



ISO 22301
Business Continuity Management



Employer commitments

Externally verified standards that reflect how we invest in our people and workplace.



What we stand for

Five values run through how we work, with our clients, with each other and with the communities around us.

Go above and beyond.

Everyone at Storm has each other's back. Inconvenient, early, late, out of our comfort zone, we're there for each other.

Expand your zone of genius.

Knowledge is power. We're intensely interested in the things we care about and we want to learn everything we can from everyone we can.

Keep hold of the buck.

If we say we're going to do something, we do it. We take responsibility for our own work, choices and actions.

Battle complacency.

Change happens whether you like it or not. Nothing stays the same, so you can roll with it and get better or fight it and get worse. We choose change.

Be genuine.

Refreshingly free from corporate stuffiness, Storm is an open-minded place where everyone is free to be themselves.

What social value means to us

For a lot of organisations, social value is what happens after the contract is signed: a checklist of community activities bolted on to demonstrate compliance.

That's not how we see it.

For us, social value starts with the work. Every accessible service we build reduces a barrier. Every apprentice we bring through learns skills that last a career. Every public sector AI programme we run transfers capability that outlives the initial engagement. The additional activities (employer-supported volunteering, pro bono support, our work on carbon reduction) all matter too, but they build on a foundation that's already there.

Our social value strategy is built around four pillars:



01

Economic Growth
& Innovation

02

Skills, Learning
& Employment

03

Community Engagement
& Inclusion

04

Environmental
Responsibility

How we measure it and where we draw the line

We align our social value themes and outcomes to PPN 002, the UK Government’s current Social Value Model for procurement.

PPN 002 itself is a scoring framework for tenders, not a valuation methodology, so to put a monetary figure on our activities we use financial proxy values drawn from the National TOMs (Themes, Outcomes, Measures) framework, the long-established industry standard used across UK public procurement, supplemented, where it gives a more current or better-evidenced figure, by the GMCA Unit Cost Database, a cost-benefit dataset formally adopted as supplementary guidance to HM Treasury’s Green Book.

PPN 002 is also explicit that anything counted as social value must be over and above the core deliverables of a contract, not the paid work itself. We’ve applied that test throughout this report.

Where an activity is something a client is already paying us to deliver (an accessibility audit commissioned as part of a project, for example), we describe it as evidence of how we work, but we don’t add it to the monetised total.

Where TOMs and the Unit Cost Database don’t have a specific measure for an activity (our AI Challenge programme, for example), we’ve applied a reasoned estimate, clearly marked as such, and will work to develop more robust measures for these in future years.

Measure	FY25/26
Total social value enabled	£1,386,732
New jobs created (FTE)	10
Women in new hires	8 (80%)
Apprentices supported	3
Apprenticeship weeks delivered	135
School work-experience placements	2
Employee volunteer days	10
Pro bono hours to third sector	45
UK supplier spend	£2,115,070
SME supplier spend (top 5 suppliers)	£929,001
CO ₂ e reduction vs prior year	7.32 tonnes
Waste diverted from landfill	390.45 kg

Value by pillar	01	Economic Growth & Innovation	£1,041,312
	02	Skills, Learning & Employment	£326,768
	03	Community Engagement & Inclusion	£16,316
	04	Environmental Responsibility	£2,337
Total Social Value enabled FY25/26			£1,386,732



Key achievements 25/26

Highlights

£2.1_m

UK supplier
spend

10

New jobs
created (FTE)

7.32_t

CO₂e reduction
vs prior year

Pillar 01

Economic Growth & Innovation

Digital transformation in the public sector isn't just a **technology story; it's an economic one.** Done well, it makes services affordable, faster to access and more equitable. Storm ID is a meaningful contributor to that shift and we're growing our impact year on year.

In FY25/26, we worked with a broad base of public sector clients across the UK on programmes spanning government, healthcare, justice, energy, life sciences and more. The projects we deliver aren't just design and development exercises; they're operational improvements that free up resource, reduce friction and extend reach.

We're particularly proud of the depth of our public sector relationships. We're not parachuted in and out. We embed, we learn the domain and we build things that last. That's how we create real value.

A light purple rectangular box containing the number 175 in a large, dark purple font. Below the number, the text 'Days invested in the Futurescot AI Challenge' is written in a smaller, dark purple font.

175

Days invested in the
Futurescot AI Challenge

A light purple rectangular box containing the percentage 37.3% in a large, dark purple font. Below the percentage, the text 'Spend with Scottish organisations' is written in a smaller, dark purple font.

37.3%

Spend with Scottish
organisations



The Futurescot AI Challenge FY25/26 marked the second year of the Futurescot AI Challenge, run in partnership with Futurescot, which brought together Scottish public sector organisations to turn promising AI ideas into practical proofs of concept. Storm ID provided the technical expertise, ethical frameworks and hands-on support to help teams move from a compelling idea to something real and deployable.



Delivering the Challenge represented a significant investment: an estimated 175 working days across multiple teams and disciplines, covering planning and delivery of the programme as well as technical discovery, responsible AI guidance, solution development and hands-on support for participating organisations. The 2025 Challenge attracted entries from across Scottish local government, health and central government. Three organisations were shortlisted and supported by Storm ID through the proof-of-concept phase:

- VisitScotland: AI-powered visitor experience personalisation
- NHS Grampian: a colorectal cancer triage support tool
- Dumfries and Galloway Council: an automation solution for revenues and benefits

Three very different problems, all with meaningful potential for public service impact. The Challenge culminated at Digital Scotland 2025 in November, where the finalists showcased their work to an audience of public sector leaders and digital practitioners.

We've valued this contribution at £112,311, a reasoned estimate, since neither National TOMs nor the GMCA Unit Cost Database has a specific measure for this kind of cross-sector innovation support. We derived it from TOMs' pro bono/ expert hourly rate scaled to a day rate, and we'll look to develop a more precise, purpose-built measure for it in future years.



Paul McGinness presenting the AI Challenge trophy to Sara Sinclair of Visit Scotland

Winning the Futurescot AI Challenge is such a fantastic achievement for the VisitScotland team and recognises our commitment to supporting and strengthening Scotland's visitor economy.

Sara Sinclair
Senior Business Support Systems Engineer



The AI Challenge provided a valuable opportunity to explore how an AI-powered colorectal cancer triage tool could address a critical bottleneck in the cancer care pathway.

Matthew Newman
Paediatric Surgeon



The PoC demonstrated that AI could reduce manual workloads, speed up response times and provide more personalised, proactive services in revenues and benefits.

Lorna Campbell
Service Manager Revenues and Benefits



Supporting SMEs is an intentional part of our procurement approach. Our top five SME suppliers accounted for £929,001 of spend in FY25/26, at least 43.9% of our total UK supplier spend of £2,115,070.

As this reflects only our five largest SME suppliers, our overall proportion of spend with SMEs is higher; we're working to capture the full figure, along with a separate view of spend with voluntary, community and social enterprises, for next year's report.

We also look to keep economic value close to where much of our work happens. More than a third (37.3%) of our UK supplier spend was with Scottish organisations, with 8.3% spent with suppliers based in Edinburgh, where we are based. Where quality and value were comparable, we actively sought local businesses, from catering and office services to specialist technical delivery.

We also opened our Leith Assembly Rooms office space to community organisations and social enterprises for events and workshops, no charge, no strings. We believe good neighbours make good cities.

Measure	FY25/26
UK supplier spend	£2,115,070
SME supplier spend (top 5)	£929,001 (≥43.9% of UK spend)
Scottish supplier spend	£788,064 (37.3% of UK spend)
Edinburgh supplier spend	£175,219 (8.3% of UK spend)

PPN 002 alignment: Mission: Kickstart economic growth. Social Value Model Outcome 3: Resilient, Innovative and Flexible Supply Chains. SDGs 8, 9.



We also opened our Leith Assembly Rooms office space to community organisations and social enterprises for events and workshops, no charge, no strings. We believe good neighbours make good cities.

Craig Turpie
Co-Founder and Director at Storm ID

Pillar 02

Skills, Learning & Employment

The digital skills gap is one of the defining economic challenges of our time, and it's particularly acute in the public sector, where digital literacy can be the difference between a service that works and one that doesn't. Storm ID is actively investing in closing it.

In FY25/26, Storm ID created 10 new permanent full-time roles. These aren't short-term contracts or speculative hires; they're careers in a growing, purposeful company. 8 of those new starters were women, which matters in a sector where the gender balance in digital roles remains stubbornly skewed. We're building the data infrastructure to track diversity more comprehensively across ethnicity, disability and socio-economic background.

Three apprentices, one early careers programme

University isn't the only route into a great digital career, and we've built our early careers programme around that belief. In FY25/26, three apprentices were with Storm ID for a combined 135 weeks of paid, structured development.

80%

Women in new hires

10

New permanent full-time roles created

135

Apprenticeship weeks delivered

40

Colleagues trained in Neurodiversity awareness

Alexandria Nevobasi,
PMO Apprentice, Digital Applications

Alexandria's journey with Storm ID started with a one-week school work experience placement via City of Edinburgh Council, followed by a summer internship, before she chose to return in September 2025 as our PMO Apprentice on a Digital Applications apprenticeship.

Over a nine-month placement she contributed to more than fifteen live projects across NHS, National Records of Scotland, Scottish Government, Transport Scotland, Historic Environment Scotland and others, creating project documentation, maintaining budget trackers, keeping reporting up to date, facilitating meetings and managing actions, and independently delivering an internal SharePoint improvement project that had long been on our to-do list.

She completed her placement with an SCQF Level 6 Diploma in Digital Applications Support and has gone onto study Architectural Engineering at Heriot-Watt.



Getting exposure to so many different aspects of the business was fantastic. I loved seeing how all the teams collaborate to deliver projects, and everyone took the time to explain their roles and answer my questions. It really gave me insight into where I wanted to focus my career.

Alexandria Nevobasi
PMO Apprentice, Digital Applications

Confidence comes from doing real work, not just watching it happen. When we give young people the opportunity to contribute, learn and be part of a team, they develop skills and confidence that will stay with them for the rest of their careers.

Lisa Cochrane
Head of PMO

Nicole Soto and Catriona Vine

Graduate Apprentices

Nicole and Catriona were both with us for the full year (48 working weeks each, after annual leave), continuing to build their skills across our specialist teams.



“The amount I’ve learned has been far beyond what I feel I could have learned on my own, or through simply pursuing a degree without the added benefit of hands-on experience”

Catriona Vine
Graduate Apprentice



“The main benefit for me is how I can relate both types of learning together. For instance, using a different programming language during formal learning, from the one we utilise at work, has helped me consolidate my knowledge by understanding their differences.”

Nicole Soto
Graduate Apprentice

Pillar 02

Skills, Learning & Employment

Graduates building specialist careers

Alongside our apprentices, we welcomed three graduates into specialist AI and engineering roles in FY25/26: All three worked on live client projects with experienced mentors from day one.



The collaborative atmosphere has been incredible. AI has such transformative potential for public services, and being able to contribute to projects that genuinely improve people's lives is incredibly motivating.

Asha Mullen

Graduate AI Apprentice



Storm stood out to me because it's not just building AI for the sake of it, it's applying AI to solve real-world problems with impact.

Aman Satheesh

Graduate AI Engineer



I've always been detail-oriented and enjoyed problem-solving. There's something really fulfilling about being involved in assuring quality.

Amber Degner-Budd

Graduate Test Engineer

School placements:

City of Edinburgh Council

Beyond our own early careers programme, we opened our doors to two secondary school pupils for one-week work-experience placements in FY25/26, in partnership with City of Edinburgh Council: Alexandria Nevobasi (before she returned to us as an apprentice) and Sean Gatenby.

University partnerships

University of Strathclyde Business School

In October 2025, we formalised a strategic partnership with the University of Strathclyde Business School to develop Scotland's next generation of digital, data and AI talent. MSc students from the Business Analysis and Consulting programme worked on a live consultancy brief (a real AI challenge, with real stakes), gaining hands-on experience alongside our team. Our people invested 90 hours establishing and running the partnership, which will expand in FY26/27 to include further programmes of academic engagement.

In November 2025, Storm ID attended Fearless Women in Computing 2025, our second consecutive year supporting this flagship event, hosted at St George's School, Edinburgh. Five hundred young women from 17 schools across central Scotland gathered for a day of robotics, hands-on workshops and conversations with tech professionals. Three of our team shared their own routes into digital and made the case that there is no single path in.

The event, organised in partnership with dressCode, directly addresses the gender gap in computing, which has the largest gender imbalance of any STEM subject in Scotland: women represent just 22% of the AI workforce. Being part of changing that, one afternoon at a time, is something we're proud of. Our people invested 23 hours in preparation, attendance and follow-up.



500

Young women engaged at Fearless Women in Computing

17

Schools represented across central Scotland

3

Storm ID people who spoke on the day

2

Consecutive years supporting the event

Measure	FY25/26
New permanent jobs created (FTE)	10
Women in new hires	8 (80%)
Apprentices supported	3
Apprenticeship weeks delivered	135
School work-experience placements	2
Young people engaged in education	500+
Internal training hours	9,620
Neurodiversity awareness training	40
Unconscious bias / inclusive hiring training	12

PPN 002 alignment: Mission: Break down barriers to opportunity; Build an NHS fit for the future. Social Value Model Outcome 1, 2, 6, 8. SDGs 4, 5, 8.

The best digital teams are learning teams.
Every Storm ID employee has access to a dedicated training budget and the tools, time and encouragement to use it. Our AI Champions programme, where colleagues explore and share what AI tools can genuinely do in our context, is one of the most energising internal initiatives we've run; in FY25/26, the team logged 9,620 hours of professional development.

We've also invested in understanding our people better, running neurodiversity awareness training (40 people) and unconscious bias / inclusive hiring training (12 people), embedding inclusive hiring practices that help us find and develop talent a traditional recruitment process might miss.

Pillar 03

Community Engagement & Inclusion

Inclusion isn't a feature. It's a baseline. For a company that builds public-facing digital services, making sure those services work for everyone (regardless of ability, age, literacy or device) is some of the most direct community impact we have.

Giving our skills where they're needed

Our team has skills that are genuinely scarce and genuinely useful to organisations that can't afford market rates, so we use them. In FY25/26, Storm ID provided 45 hours of pro bono and low bono professional services to charities and social enterprises, covering digital strategy, content design, accessibility and more.



Our people, in their communities

Every Storm ID employee gets two paid days per year to volunteer. In FY25/26, 5 colleagues used their full allowance (2 days each, 10 days in total) on causes including environmental issues. We don't prescribe where people give their time; we trust them to choose what matters.

Our People and Culture initiative keeps community engagement alive throughout the year. In FY25/26, we ran our Mental Health Awareness Week programme around the theme of 'safe communities' and closed the year with 3 trained Mental Health First Aiders across the business, supporting colleagues day to day.

10

Employee volunteer days

45

Pro bono hours to third sector

We build to WCAG 2.2 Level AA as standard.

That's not something we negotiate on.

Accessibility isn't just a technical compliance exercise; it's a design discipline, and it's one of the things Storm ID does distinctively well. Our usability lab lets us test with real users, including people who use screen readers, people with cognitive impairments and people encountering digital services for the first time.

In FY25/26, we conducted 8 accessibility audits across public sector digital services, identifying barriers, recommending fixes and supporting clients through remediation.

When an audit leads to a service being usable by someone who couldn't use it before, that's social value that doesn't need a proxy value to be real. We haven't monetised this activity in our headline figure, since it's typically delivered as part of a paid client engagement rather than something over and above the contract, but it's central to how we work, and it's a genuine point of difference. We're exploring how to develop a bespoke, honest measure for it in future years, for example, the number of users with disabilities directly involved in our usability testing.

A large orange square with rounded corners. In the top left corner, there is a large, dark orange number '8'. In the bottom right corner, there is a line of text in a smaller, dark orange font.

Accessibility audits delivered across
public sector services

Our community partners

Beyond our client base, we worked with St George’s School and dressCode (Fearless Women in Computing), the University of Strathclyde Business School, and City of Edinburgh Council (school placements); see Pillar 2 for the detail on each.

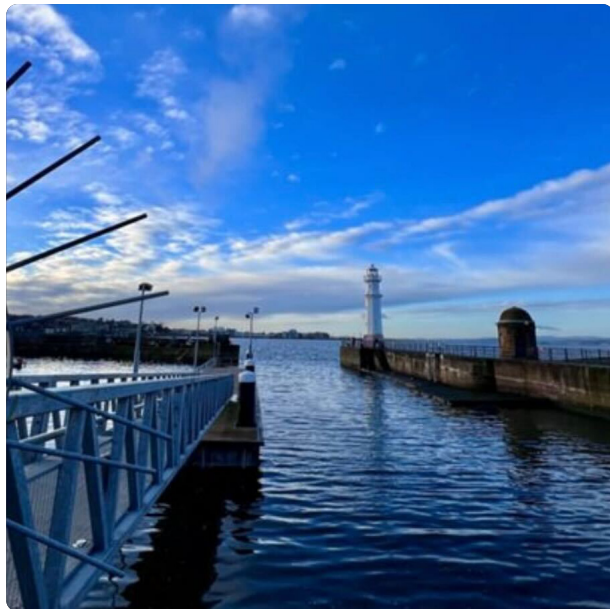


Measure	FY25/26
Volunteer days taken (5 colleagues, 2 days each)	10
Pro bono hours to third sector	45
Cash & in-kind donations	£830
Named community / education partners	4
Mental Health First Aiders	3
Accessibility audits delivered (not monetised)	8

PPN 002 alignment: Mission: Take back our streets. Social Value Model Outcome 5, 6. SDGs 10, 11.



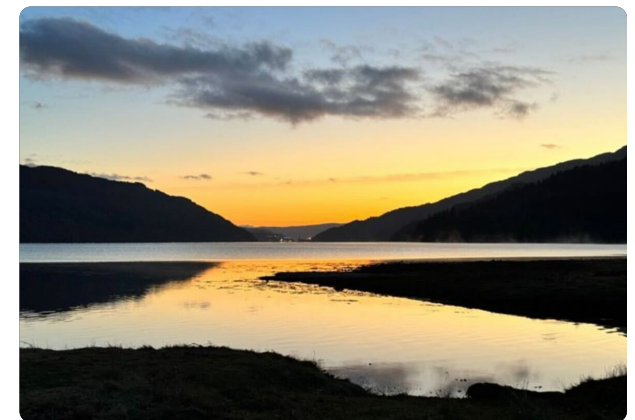
In December 2025, seven members of the Storm ID team took on a simple challenge: walk or run 100km across the month. They all completed it, with Kyle finishing in under eight days, Tom in under thirteen, and Nicola in under fourteen.



The challenge raised £750, which Storm ID donated in full across three charities, chosen to reflect three things the team cares about: domestic abuse, life-threatening illness and child poverty. Cash for Kids Edinburgh, Lothians, Fife & Falkirk (£250, December 2025): supporting Mission Christmas, ensuring children living in poverty wake up to gifts on Christmas Day. Edinburgh Women's Aid (£250, January 2026): supporting women and children in Edinburgh recovering from the effects of domestic abuse. Cancer Research UK (£250, January 2026): funding research into new ways to prevent, detect and treat cancer. All three charities work in areas where the need is immediate, and the impact of even a modest donation is real. In addition, we donated £80 to Glasgow Children's Hospital, bringing our total cash and in-kind giving for the year to £830.

£830

Total cash and in-kind giving for the year



“Thank you so much for your generous donation. Your support will make a real difference to women and children in Edinburgh who are recovering from the effects of domestic abuse.”

“Your donation will help our researchers find new ways to prevent, detect and treat cancer that will be transformative for future generations.”

“Because of your kindness we’ll be able to make sure local children and young people who are really struggling wake up to gifts on Christmas Day.”

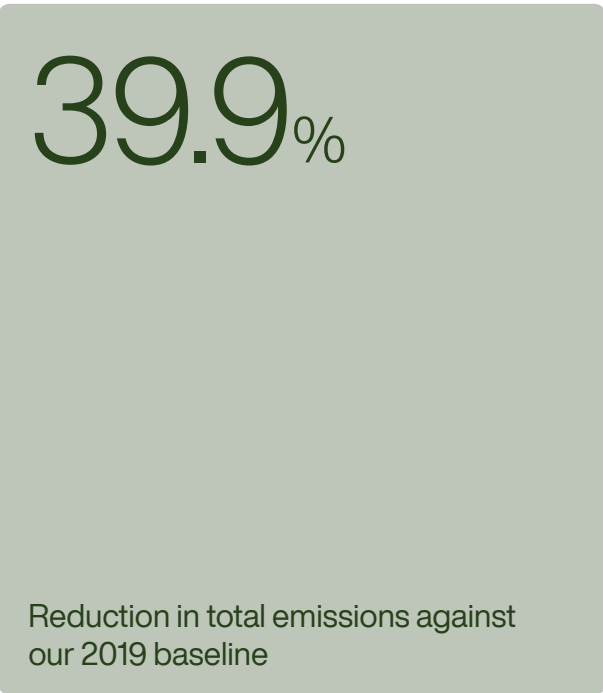


Pillar 04

Environmental Responsibility

Digital has a carbon footprint. Data centres use energy.
Commutes produce emissions. Waste happens.
We measure all of it. Our carbon footprint

Storm ID is targeting Net Zero by 2045, aligned with Scottish Government policy. In FY25/26, our total emissions were 58.14 tCO₂e, a 39.9% reduction against our 2019 baseline of 96.72 tCO₂e. We had set ourselves a target of 28% reduction by 2026/27; we've already exceeded it.



Scope 3 remains low at 5.93 tCO₂e.

Business travel accounted for the majority (4.15 tCO₂e), with commuting (0.89 tCO₂e for upstream logistics and couriers), waste (0.65 tCO₂e) and cloud hosting (0.24 tCO₂e) making up the remainder. Year on year, our emissions fell by 7.32 tonnes: the figure we've used to calculate this pillar's monetised value, since that's what National TOMs' environmental measure tracks.

Waste diverted from landfill

During FY25/26, we diverted 390.45 kg of recyclable waste from landfill, generating an estimated carbon saving of 0.318 tCO₂e, equivalent to the emissions produced by a heavy goods vehicle travelling approximately 399 kilometres.

Measure	FY25/26
Total emissions (FY25/26)	58.14 tCO ₂ e
2019 baseline	96.72 tCO ₂ e
Reduction vs 2019 baseline	39.9%
Scope 1 (company vehicles)	1.95 tCO ₂ e
Scope 2 (energy, premises & WFH)	50.26 tCO ₂ e
Scope 3 (travel, waste, commute, cloud)	5.93 tCO ₂ e
Net Zero target	2045

Measure	FY25/26
Glass	33.98 kg (0.026 tCO ₂ e)
Paper	19.03 kg (0.010 tCO ₂ e)
Cardboard	245.08 kg (0.134 tCO ₂ e)
Plastic bottles	46.04 kg (0.046 tCO ₂ e)
Cans	46.32 kg (0.102 tCO ₂ e)
Total	390.45 kg (0.318 tCO ₂ e)

ISO 14001 certification

During FY25/26 we achieved certification to ISO 14001:2015, the international standard for environmental management systems. This confirms that our approach to identifying and controlling environmental impacts is systematic, auditable and subject to continual improvement through independent third-party assessment; not simply a matter of counting what we emit but actively managing and reducing it.

ISO 14001

Environmental Management



Building lighter, building greener

The websites and digital services we build have a carbon footprint too. We advise clients on sustainable hosting choices and apply low-carbon web design principles across our delivery: leaner code, optimised assets, better performance, lower energy consumption. Our cloud infrastructure sits primarily on Microsoft Azure, which is on track to be carbon negative by 2030, and we monitor cloud resource usage actively, cutting waste as we go.

How we operate day to day

Our hybrid working model continues to deliver measurable environmental benefits: lower aggregate energy consumption and reduced office resource use. We've upgraded lighting throughout, installed plumbed-in water dispensers to eliminate bottled water, and upgraded our boiler and plant room for greater energy efficiency. We've also built environmental sustainability into our supplier due diligence process as standard, actively seeking to work with local businesses and those committed to their own carbon reduction..

PPN 002 alignment: Mission: Make Britain a clean energy superpower. Social Value Model Outcome 4: Sustainable Procurement Practices. SDGs 12, 13

Diversity, Inclusion & Fair Work

If we're serious about building digital services that work for everyone, we need a team that reflects the diversity of the people who use them. We're making real progress, and we're honest about how far we still must go

Representation that matters

Women currently make up 39% of our total workforce, and 80% of our new hires in FY25/26 were women. By comparison, women hold around 28.5% of jobs in the UK digital sector. We're proud of this progress and are actively working to sustain it beyond a single year.

Our FY25/26 new hires also included three people from minority ethnic backgrounds and one person who identified as disabled.

We recognise that representation is about more than gender, and these figures give us a broader view of the progress we're making. We're expanding our diversity data collection to include ethnicity, disability and socio-economic background; better data brings greater transparency and accountability, and that's exactly what we want.

Fair hiring, every time

Our inclusive hiring framework applies to every role we recruit: structured interviews, diverse shortlists, reviewed job descriptions and unconscious bias training for everyone involved in hiring decisions. The goal is a fair and consistent process that identifies the best person for each role, not simply the person most like those already working here.

A workplace that works for everyone

Hybrid and flexible working are standard at Storm ID, not a perk. It enables colleagues to work in ways that suit their lives, whether they're managing caring responsibilities, a health condition, or simply do their best thinking somewhere other than at a desk in an office.

Our People and Culture initiative leads on wellbeing activity throughout the year, from Mental Health Awareness Week campaigns to physical health initiatives, supported in FY25/26 by 3 trained Mental Health First Aiders across the business. We also introduced neurodiversity awareness training across the organisation, helping our team better understand and actively support our neurodivergent colleagues and clients. It was one of our most highly valued initiatives of the year.

Methodology & Framework Alignment

Storm ID aligns its social value themes and priority outcomes to PPN 002, the UK Government's current Social Value Model for public sector procurement (which superseded PPN 06/20 from February 2025 and became mandatory for in-scope organisations from October 2025).

PPN 002 sets out themes, policy outcomes and model award criteria for scoring social value in tenders; it does not itself provide financial proxy values. To monetise our activities, we use proxy values from the National TOMs (Themes, Outcomes, Measures) framework, the long-established industry standard for social value measurement in UK public procurement, supplemented by the GMCA Unit Cost Database (a cost-benefit dataset formally adopted as supplementary guidance to HM Treasury's Green Book) where it offers a more current or better-evidenced figure (for example, our carbon values use the GMCA rate of £305.91 per tonne of CO₂e, rather than an older TOMs figure).

Consistent with PPN 002's own rule that social value must be over and above a contract's core deliverables, we've deliberately excluded activities that form part of our paid client work (such as accessibility audits commissioned as project deliverables) from our monetised total, even though we describe them narratively elsewhere in this report as evidence of how we work.

Where TOMs and the Unit Cost Database don't have a specific measure for an activity (our Futurescot AI Challenge contribution, for example), we've applied a reasoned estimate, clearly marked as such wherever it appears, and we'll work to develop more robust, purpose-built measures for these in future years.

Our supplier and SME spend figures are presented at face value in this report, with no local economic multiplier applied. We see sourcing and applying a verified multiplier (from a current National TOMs sector-specific table, or a properly conducted LM3 local-multiplier assessment) as one of the clearest opportunities to strengthen next year's figure.

Framework alignment

UK Government Social Value Model (PPN 002)
Scottish Government National Performance Framework United Nations Sustainable Development Goals: 4, 5, 8, 9, 10, 11, 12, 13 HM Treasury Green Book (proxy value methodology, via the GMCA Unit Cost Database)

Data sources

Data was drawn from payroll and HR systems (employment, apprenticeships and diversity), supplier spend records (supply chain), line manager records (volunteering, pro bono and training hours), Storm ID's published Carbon Reduction Plan (environmental), and internal communications (community partnerships and fundraising). Where a figure is a reasoned estimate rather than a directly measured one, this is noted in the relevant section.

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