

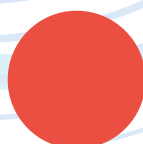
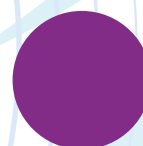


*Report produced by
Social Value Business*

CyberFirst

Social Value Report

2025





FOREWORD

In an era where technology underpins nearly every aspect of our lives, the demand for a skilled, diverse, and highly capable cyber workforce has never been more urgent. The UK's national security, economic prosperity, and societal resilience depend on our ability to anticipate and counter evolving cyber threats. Recognising this critical need, **CyberFirst** was established to cultivate the next generation of cyber professionals—individuals who are not only technically adept but also reflective of the diverse society they are entrusted to protect.

Since its inception in 2015, CyberFirst has played a pivotal role in identifying, nurturing, and equipping young talent with the expertise needed to safeguard the UK's digital landscape. Through a range of initiatives—including bursaries, competitions, and educational partnerships—the programme goes beyond technical proficiency to foster a culture of innovation, inclusivity, and national resilience.

Social value has become a key consideration in public sector initiatives, reflecting a broader shift towards ethical and community-driven decision-making. Legislative changes in procurement have further reinforced the importance of demonstrating tangible benefits to individuals and communities. In this context, the **National Cyber Security Centre (NCSC)**, in collaboration with **Social Value Business (SVB)**, has conducted a social value review to assess the broader impact of CyberFirst. This evaluation highlights CyberFirst's contribution not only to the cyber industry but also to social mobility, diversity, and community development.

CyberFirst's vision of a diverse and well-equipped cyber workforce aligns seamlessly with the objectives of the **National Cyber Strategy**, ensuring that the UK remains secure and resilient in an increasingly complex digital landscape. By inspiring and supporting individuals from all backgrounds, CyberFirst is not just shaping careers—it is shaping the future of national security.

At **SVB**, we believe that measuring and understanding social value is key to driving meaningful change. We are proud to have partnered with **NCSC** to evaluate the impact of CyberFirst and its role in fostering a stronger, more inclusive cyber sector.

However, social value is not just about what an organisation delivers—it is about the lasting difference it makes. Our analysis highlights the far-reaching impact of CyberFirst on a range of stakeholders, including students, schools, academia, local authorities, and industry partners.

This report serves as a testament to CyberFirst's commitment to creating lasting change. It captures the voices of those it supports, illustrates the ripple effect of its initiatives, and demonstrates the broader economic and social benefits of its activities.

SVB is dedicated to helping organisations measure and maximise their impact. By recognising, valuing, and amplifying the social value they create, we can drive forward a future where every investment in support, research, and innovation translates into real, measurable benefits for society.



"In a rapidly evolving world, it is imperative that cyber security is a pillar of young people's education so that they can access the careers of the future and stay safe online"

CONTENTS

- 4 - Executive Summary
- 5 - Key Achievements
- 6 - Key Programme Outcomes
- 8 - Scope
- 8 - Data Review
- 9 - Inputs
- 9 - Stakeholders
- 10 - Outputs
- 11 - Outcomes
- 12 - Ecosystems
- 14 - Bursary
- 16 - Extra Curricular Activity
- 18 - Girls' Competition
- 20 - Success Stories
- 27 - Social Value Summary Statement
- 31 - Social Value Quality Mark - SVQM Analysis
- 32 - Geographical Analysis
- 34 - Appendix - Key Outcomes
- 35 - What is Social Value
- 35 - Theory of Change (TOC)
- 35 - What is the Social Return on Investment (SROI)
- 36 - What is a Social Value Map
- 36 - Discounting
- 37 - Evolution Methodology
- 37 - Routeway
- 38 - Legitimising Claims
- 38 - Level of Drop Off
- 39 - Glossary

EXECUTIVE SUMMARY

The **CyberFirst programme** has made a transformative impact on cyber security education, skills development, and industry collaboration across the UK.

THE HEADLINES

£6.9m combined investment **£41.4m** in social value (2024-25)

£5.94
Social Return on Investment
for every £1 spent

This success has been driven by extensive engagement, workforce development, and meaningful partnerships, creating clear pathways into the cyber security sector.



KEY ACHIEVEMENTS

- **Economic & Social Impact: £41.4 million** in social value, including **£1.1 million in contributions and donations** enabled by regional and industry partners.
- **Employment & Volunteering: 64** personnel employed, **220** industry ambassadors and **171** volunteers contributing **9,527** hours, and 109 bursary graduates securing employment.
- **Education & Student Engagement: 274** schools engaged, including **55 Gold, 111 Silver**, and **63 Bronze**. **40** expressions of interest and **5** schools applying for CyberFirst recognition. In total over **30,000** students participating—female and ethnic minority representation exceeding sector averages.
- **Industry & Academic Partnerships:** Collaboration with **256** industry partners and **40** academic institutions to strengthen the cyber security talent pipeline.
- **Regional Reach & Delivery: 1,541** activities delivered across **8** UK regions, expanding access to cyber security education and career pathways.

Impact

CyberFirst has significantly enhanced cyber security awareness, provided hands-on learning experiences, and supported skills development for students. The programme has strengthened collaboration between education, industry, and government, creating clear career pathways through competitions, training, and mentoring.

“CyberFirst is transforming the UK’s cybersecurity landscape by fostering talent, enhancing diversity, and strengthening industry. Through strategic investment and collaboration, the programme is delivering economic, social, and technological progress - securing the next generation of cyber professionals and ensuring long-term resilience in national cybersecurity”

Richard Dickins - Managing Director, Social Value Business (SVB)

KEY PROGRAMME OUTCOMES

CyberFirst Ecosystems serves as a catalyst for change, connecting key stakeholders, service providers, and users to drive regional progress. It inspires future cyber professionals by encouraging students to explore cyber security careers while fostering collaboration across sectors.

- **Inspiring Future Cyber Professionals:** Encouraging students to explore cyber security careers.
- **Raising Aspirations:** Providing clear, accessible routes into cyber security.
- **Industry Engagement:** Mobilising volunteers and ambassadors to contribute to education.
- **Expanding Reach:** Supporting educators in delivering high-quality cyber security education.
- **Strengthening Partnerships:** Enhancing reputation and opportunities for regional stakeholders.
- **Driving Economic Growth:** Creating employment and investment opportunities.
- **Improving Workforce Diversity:** Increasing female and ethnic minority representation in cyber security careers.
- **CyberFirst Bursary Programme:** Viewed as a cornerstone of the initiative, the CyberFirst Bursary helps students overcome financial barriers while directly tackling the UK's cyber security skills shortage.
- **Breaking Financial Barriers:** Allowing students to focus on their studies without financial strain.
- **Enhancing Skills & Employability:** Providing hands-on experience and technical expertise.
- **Fostering Knowledge Sharing:** Encouraging mentoring, volunteering, and peer learning.
- **Strengthening Industry Networks:** Connecting students with mentors and career opportunities.
- **Driving Economic Impact:** Helping employers reduce recruitment costs by sourcing talent from the programme.
- **Addressing the Cyber Skills Gap:** Placing graduates into critical cyber security roles.
- **Supporting Wellbeing:** Boosting confidence and career motivation for participants.



- **CyberFirst Extra-Curricular Activities:** Offering free, hands-on learning experiences bridging the gap between interest and career ambition, equipping young people with new cyber security skills.
- **Creating a pipeline of Cyber Students:** 100% of participants are considering further cyber studies, with 83% of female participants exploring cyber security careers.
- **Enhanced Cyber knowledge:** improving technical and problem-solving skills, through exposure to industry-standard training like Cloud Academy and Go Deploy.
- **Increased diversity & inclusion:** with 40% female and 2.53% non-binary representation.
- **Strengthening national cyber resilience:** by expanding the cyber security talent pipeline.
- **CyberFirst Girls' Competition:** Viewed as more than just a competition, the CyberFirst Girls' Competition is described as a game-changer in closing the gender gap in cyber security.
- **Raising Aspirations:** Introducing young women to cyber security careers.
- **Personal & Social Benefits:** 88% of participants reported increased self-esteem/satisfaction. 11% experienced improved mental health and reduced anxiety. 14% gained confidence in teamwork and leadership skills.
- **Technical & Digital Skill Development:** 28% of participants improved their cyber security skills, including coding and problem-solving.
- **Cyber Community Development:** Stronger engagement among students and schools, fostering a sense of belonging in the cyber security ecosystem.



SCOPE

This report covers activities delivered in the 2024-25 for CyberFirst activities, namely service users, deliverers and facilitators of

1 - Ecosystems

2 - Bursary

3 - Extra Curricular Activity

4 - Girls' Competition

DATA REVIEW

This report is based on a comprehensive analysis of data and insights provided by CyberFirst, incorporating desktop research, stakeholder surveys, interviews, case studies, financial and performance data to assess project outcomes, impact, and social value alignment.

As part of this evaluation, a diverse range of data sources was analysed to assess outcomes and determine the Social Value generated by the CyberFirst programmes. In addition to in-year quantitative results and achievements of the CyberFirst programme, a total of 291 stakeholder voices were captured from across the wider ecosystem. The inclusion of both quantitative and qualitative data has provided valuable insights into trends, outcomes, and overall impact, helping to strengthen confidence in the findings.

The following stakeholder feedback was considered:

- CyberFirst Stakeholder Survey: 138 respondents (across stakeholder groups)
- CyberFirst Virtual Advanced Course: 60 learner respondents
- CyberFirst Schools Feedback: 53 teacher respondents
- 1:1 Stakeholder Interviews: 40 respondents

Additional consideration was given to benchmark data from 2023-24, including:

- Regional Partner Survey: 13 respondents
- Ecosystem Partner Survey: 12 respondents
- Industry Partner Survey: 8 respondents
- Schools/Academia Survey: 18 respondents
- Graduate Survey: 7 respondents
- Student Survey – 9 respondents
- 1-1 Stakeholder interviews – 30 respondents
- CyberFirst Girls' Competition – Ecorys Emerging Findings Report: 94 respondents

This multi-source approach has informed the findings and conclusions presented within this report.

INPUTS

The combined resources, time, effort and investment in the delivery of the “in-scope” activities in the academic year 2024-25 have been calculated as **£6,966,000** direct cost.

The share of investment being apportioned as follows:

Programme	Share Of Investment
Ecosystems	29.95%
Bursary	54.55%
Extra Curricular Activity	5.74%
Girls' Competition	9.76%
	100.00%

STAKEHOLDERS

To understand the reach and impact of CyberFirst, stakeholders are categorised as **direct, indirect, and wider** groups, based on their level of engagement and influence, impact being shared between stakeholders and the change they attribute to CyberFirst activities.

The **CyberFirst programme** is delivered through **Regional Partners** across the UK as highlighted below:

Region	Regional Partner
North East	RTC North, Cyber North & Kings Priory
North West	IN4 Group
Northern Ireland	Department for the Economy & Belfast Metropolitan College
Scotland	Education Scotland
South West	Raytheon, Techspark & Cynam
Wales	University of South Wales, Bangor University, Swansea University & NDEC
West Midlands	IN4 Group
Yorkshire and Humber	RTC North & Kings Priory

The Regional Partners collaborate with a host of direct, indirect and wider stakeholders including **schools, colleges, universities, students, local authorities, government, industry and suppliers** to achieve the programme's objectives.

Additionally, the **NCSC** directly manages the **Bursary Programme** and works closely with a host of stakeholders including, **academia, industry, and regional partners** to support its wider mission.

OUTPUTS

Outputs refer to the Social Value created within the changes identified by Stakeholders of the programme, namely:

Programme	Source of Output	Key Stakeholder Results
Ecosystems	Programme user & delivery, activity & partnerships, local economic spend & donations received	8 regional partners, 64 personnel, 220 ambassadors, 171 volunteers, 274 schools / colleges, 30,876 students, 1,571 activities, 1680 co-ordination meetings, 9 steering groups, £713k SME / VCFSE spend & £1.13m industry partner donations
Bursary	2024-25 bursary student, graduate & alumni activity	119 new bursary students, 116 graduated, 372 in education, 236 attended careers fair, 69 organisations, 198 summer placements & 109 entering employment
Extra curricular activity	Skill development, promotion of sector, training activity provision	436 virtual advanced applications, 395 confirmed (40% Female), 293 accessed Cloud Academy, 277 Accessed Go Deploy, 139 completed both, 14 UK regions represented, 83% females would now consider pursuing a career in cyber security
Girls' Competition	Partnerships, schools, colleges and student participation	15,000 students registered, 4,174 teams competed, 806 schools including 151 CyberFirst schools, industry partner support and £10k prize donation



OUTCOMES

The identified outcomes are derived from a comprehensive analysis of data and insights gathered from **CyberFirst, its Regional Partners, stakeholder surveys, interviews, case studies, and financial and performance data**. This assessment evaluates outcomes, impact, and alignment with social value objectives.

The Social Value measurement findings highlight the **significant value generated across all programme areas**, as outlined in the table below.

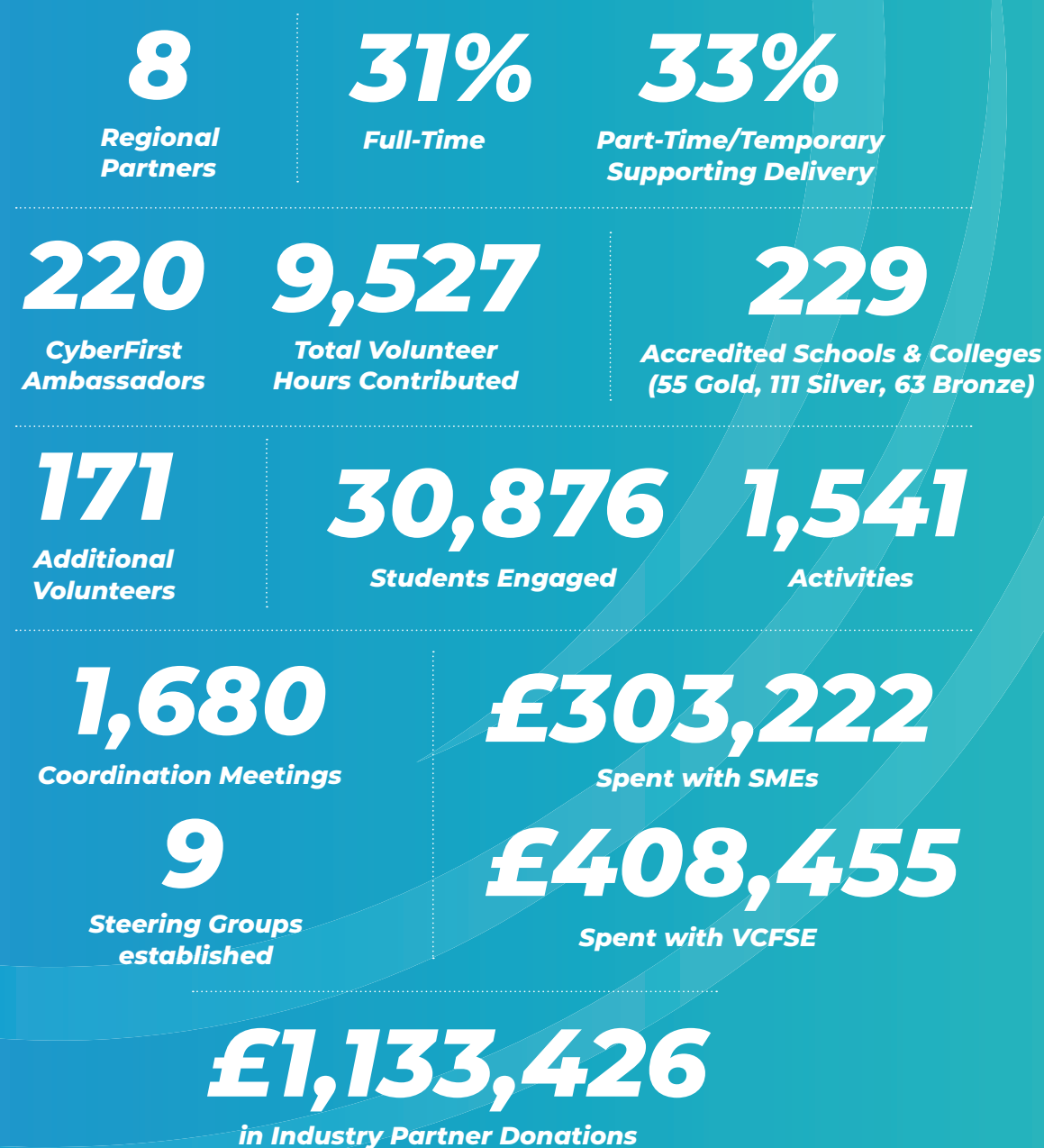
Programme	Total Value Created	%	SROI
Ecosystems	£15,824,520	38.24%	£7.59
Bursary	£9,392,441	22.70%	£2.47
Extra Curricular Activity	£2,699,702	6.52%	£6.75
Girls' Competition	£13,464,399	32.54%	£19.80
Total	£41,381,063	100.00%	£5.94

ECOSYSTEMS

The CyberFirst Ecosystem is a dynamic network of collaborative and funded initiatives led by the NCSC, Regional Partners, ambassadors, schools, colleges, industry partners, and academic institutions. Together, these stakeholders deliver a diverse range of CyberFirst activities, equipping students and key stakeholders with essential cyber security skills, access to resources, and pathways into the sector.

CyberFirst ecosystem activities include Ecosystem Conferences, Spotlight Talks, Trailblazers, Adventurers, Pathfinder Careers, Girls' Competition Taster Days, Bursary Talks, Post-16 Competitions, Cyber Horizons, Cyber Days, Unlock Cyber, Empower, Cyber Basics, Cyber Careers, and the Cyber Security Education Conference.

This year the CyberFirst Ecosystem generated significant social value, with **19** thematic impacts identified across **five** Social Value Quality Mark (SVQM) themes. Key contributors include:



SVQM Theme	Impacts (No)	Social Value (%)
Health and Wellbeing	1	30.40%
Social and Community	3	2.58%
Education and Skills	4	12.50%
Employment and Volunteering	6	29.84%
Economic	5	24.69%
Total	19	100.00%

Key Outcomes - The CyberFirst Ecosystem drives impact across education, industry, and diversity in cyber security, including:

- **Inspiring students** who previously may not have considered a career in cyber security.
- **Raising the aspirations** of children and young people.
- **Encouraging industry volunteers** and ambassadors to contribute to successful programme delivery.
- **Expanding reach through teacher training**, improving quality learning in cyber security.
- **Enhancing reputation**, brand recognition, and growth for regional partners.
- **Creating local economic** gains through investment, employment and supply chain spend.
- **Increasing employment** opportunities for women and individuals from ethnically diverse backgrounds within the cyber security sector.

“The interconnected CyberFirst Ecosystem fosters collaboration, innovation, and inclusion, ensuring CyberFirst continues to create lasting impact across education, industry, and society.”

Richard Dickins - Managing Director, Social Value Business (SVB)

Social Value - CyberFirst Ecosystems: Investment of **£2.1m** delivered **£15.8m** of social value achieving a Social Return on Investment (**SROI**) of **£7.59** for every £1 invested.

BURSARY

The CyberFirst Bursary Programme is a student development initiative designed to support and prepare students for careers in cyber security. By collaborating with over 250 industry organisations, other government departments (OGDs), and academic institutions, the programme offers financial support of £4,000 per annum, hands-on experience, and career development opportunities, equipping students with the skills and knowledge needed to thrive in the sector.

The CyberFirst Bursary Programme continues to create significant social value, with 23 thematic impacts identified across **Six Social Value Quality Mark (SVQM) themes**. Key contributors include:

- **Real-World Experience:** 198 students undertook summer work placements with organisations, bridging the gap between academic learning and real-world application.
- **Post-Graduation Employment:** This year, 109 graduates have secured jobs through or post programme.
- **Growing Alumni Network:** Since inception, 1,399 bursary students (119 in year) have enrolled, with 852 graduates (116 in year) forming an expanding alumni network, while 372 students remain in education.
- **Career Fair Engagement:** A dedicated CyberFirst careers fair, supported by 69 organisations, provided 236 students with direct industry connections and employment prospects.

SVQM Theme	Impacts (No)	Social Value (%)
Health and Wellbeing	4	5.90%
Social and Community	3	20.64%
Education and Skills	4	10.04%
Employment and Volunteering	8	34.72%
Crime and Justice	1	12.95%
Economic	3	15.75%
Total	23	100.00%



Key Outcomes - The CyberFirst Bursary Programme is driving measurable change across education, industry, and diversity in cyber security, with benefits including:

- **Breaking Financial Barriers:** The bursary enables students to focus on their studies without financial constraints.
- **Enhancing Skills & Employability:** Participants gain technical expertise and hands-on cyber security experience, making them highly employable.
- **Fostering Knowledge Sharing:** Many students volunteer, mentor, and lead workshops, strengthening skills transfer in the cyber community.
- **Strengthening Industry Networks:** Partnerships with industry, government, and academia provide networking, internship, and mentorship opportunities.
- **Fuelling Economic Growth:** Graduates enter the cyber security workforce, mentoring and upskilling future professionals. Some employers are reducing their recruitment costs due to sourcing talent from the programme.
- **Addressing the Cyber Skills Gap:** Graduates fill critical cyber security roles, enhancing national cyber resilience.
- **Supporting Wellbeing:** Some participants report improved health and wellbeing.

“The CyberFirst Bursary Programme is not just about funding education— through strategic investment and collaboration, CyberFirst continues to drive economic, social, and technological progress, shaping the future of cyber security talent.”

Richard Dickins - Managing Director, Social Value Business (SVB)

Social Value - CyberFirst Bursary: Investment of **£3.8m** delivered **£9.4m** of social value achieving a Social Return on Investment (SROI) of **£2.47** for every £1 invested.

EXTRA CURRICULAR ACTIVITY

CyberFirst Extra-Curricular Activities provide young people with hands-on opportunities to develop their cyber security skills, building on their existing technology interests while introducing new concepts and challenges. These free courses—delivered through virtual formats—are designed to ensure broad accessibility, encouraging participation from a diverse range of students across the UK.

At the heart of these activities is a strong emphasis on ethics and responsible cyber engagement, helping students understand the legalities of working with technology. CyberFirst fosters a practical, applied learning environment, where teamwork and problem-solving are central to every challenge. The courses are structured to stretch the most capable students while supporting those with little or no prior knowledge, ensuring every participant can develop their potential.

CyberFirst Extra-Curricular Activities delivered significant social value, with **8** thematic impacts identified across four Social Value Quality Mark (SVQM) themes.

- **436** applications received for Virtual Advanced courses (**34.4%** Female, **3.44%** Non-Binary).
- **395** students confirmed attendance (**40%** Female, **2.53%** Non-Binary).
- **293** students accessed Cloud Academy, and **277** engaged with Go Deploy, with **139** completing both.
- Students from **14** UK regions participated.

SVQM Theme	Impacts (No)	Social Value (%)
Health and Wellbeing	1	46.35%
Social and Community	3	6.68%
Education and Skills	2	38.83%
Employment and Volunteering	2	8.14%
Total	8	100.00%

Key Outcomes – The CyberFirst Extra-Curricular Activities programme delivers educational, professional, and societal benefits, helping young people explore cyber security as a viable career path while fostering a diverse and skilled future workforce.

- **Increased Awareness & Interest in Cyber Careers: 100%** of participants are considering further cyber studies, with **83%** of females exploring cyber security careers for the future.
- **Enhanced Technical & Problem-Solving Skills-** Participants gain hands-on experience with cyber security tools, applying their knowledge to real-world scenarios and strengthening their analytical and problem-solving abilities.
- **Greater Diversity & Inclusion** – Increased female (**40%**) and non-binary (**2.53%**) participation, with free access ensuring inclusivity across socio-economic backgrounds.
- **Enhanced Future Employability & Career Aspirations** – Experience with industry tools like Cloud Academy and Go Deploy boosts skills and could lead to an interest in cyber, thus enhancing future learning and job prospects.
- **Building Cyber Resilience & National Security** – Expanding the cyber talent pipeline strengthens the UK’s security and addresses the potential skills gap.

“CyberFirst Extra-Curricular Activities bridge the gap between curiosity and career ambition, helping young people develop technical skills, problem-solving abilities, and industry awareness. By offering free, engaging, and practical learning experiences, the programme is inspiring the next generation of cyber security professionals, ensuring that talent from all backgrounds can access, explore, and succeed in cyber security.”

Richard Dickins - Managing Director, Social Value Business (SVB)

Social Value - CyberFirst Extra Curricular Activities: Investment of **£400k** delivered **£2.7m** of social value, achieving a Social Return on Investment (SROI) of **£6.75** for every £1 invested.

GIRLS' COMPETITION

The CyberFirst Girls' Competition is a national initiative designed to inspire and encourage young women to explore careers in cyber security. Many talented young women rule themselves out of the field before considering it as an option. The competition, hosted annually by the NCSC since 2017, aims to change this by providing an exciting and accessible introduction to cyber skills.

The impact of the competition extends far beyond the event itself, with many participants going on to attend CyberFirst courses, apply for the bursary scheme, and pursue careers in cyber security within government and industry. Winners receive brand-new laptops, and schools can win prize money, providing further incentives for participation.

In 2024/25, the CyberFirst Girls' Competition delivered social value within **13** thematic impacts identified across **five** Social Value Quality Mark (SVQM) themes.

SVQM Theme	Impacts (No)	Social Value (%)
Health and Wellbeing	3	74.52%
Social and Community	2	1.90%
Education and Skills	3	20.70%
Employment and Volunteering	3	1.00%
Economic	2	1.89%
Total	13	100.00%

Key Highlights:

- **15,000** students registered, with **4,174** teams competing.
- **151** CyberFirst-accredited schools engaged, supported by industry volunteers and mentors.
- Industry contributions included:
 - **250** donated laptops from Deloitte.
 - **£10,000** in prize money for schools.
 - Industry professionals volunteering time and expertise.

Key Outcomes - The CyberFirst Girls' Competition is more than just an event—it's a catalyst for future cyber security professionals, delivering educational, economic, and personal benefits while helping to close the gender gap in cyber security. The competition is driving measurable impact across education, industry, and diversity, including:

- **Inspiring the Next Generation:** Encouraging students to consider cyber security careers, raising aspirations, and engaging industry volunteers to support the programme.
- **Personal & Social Benefits:** **88%** of students reported increased self-esteem, with **11%** experiencing improved mental health, **11%** feeling more sociable, and **14%** gaining confidence and enhanced teamwork skills.
- **Digital & Cyber Skills Development:** **28%** of participants improved their digital skills, including coding, cyber security awareness, and complex computing.
- **Cyber Community Development:** A high percentage of students and schools took pride in participating, competing and winning, the recognition and celebration of success giving a real sense of pride and community for all stakeholders

"The CyberFirst Girls' Competition is empowering young women, providing real-world skills, and building a more diverse and resilient cyber security workforce for the future."

Richard Dickins - Managing Director, Social Value Business (SVB)

Social Value - CyberFirst Girls' Competition: Investment of **£680k** delivered **£13.4m** of social value, achieving a Social Return on Investment (SROI) of **£19.80** for every £1 invested.

SUCCESS STORIES

The CyberFirst programme has had a transformative impact on cyber security education, skills development, and industry collaboration across the UK. Through extensive engagement, workforce development, and strong partnerships, CyberFirst has created meaningful opportunities for students, educators, and industry professionals alike.

The programme's success is reflected not only in the measurable outcomes it has achieved but also in the personal stories of those it has supported. From regional partners' growth and impact and students discovering new career pathways, to industry experts mentoring the next generation of cyber professionals, CyberFirst has fostered a thriving and inclusive cyber security community.

Below are some of the inspiring success stories, testimonials, quotes and comments from stakeholders who have directly benefited from CyberFirst activities—demonstrating the programme's ability to instil confidence, build skills, and create a lasting sense of pride and achievement.

The programme opens opportunities and connections

CyberFirst Alumni

"From my first exposure to CyberFirst summer schools at 15, the programme has been instrumental in shaping my future. Over seven years, including three summer schools and a four-year degree, I've seen CyberFirst grow, and I feel lucky to have been part of it. It opened doors to incredible opportunities, including securing a bursary and, ultimately, my current role as a graduate security consultant. Through the programme, I've facilitated weekend training sessions, developed key skills, and built valuable friendships.

"CyberFirst didn't just impact me—it has influenced my friends, family, and even my employer, where most new hires now come from the scheme. It has also supported my education, from shaping my dissertation to connecting me with industry professionals. Looking ahead, I aim to transition into the civil service, with summer placements at GCHQ already helping to steer my career.

"One of my proudest achievements is earning a sponsored placement with the National Cyber Force, a competitive opportunity that exposed me to cutting-edge practices. If I could distribute funding to those who shaped my journey, CyberFirst would receive the majority share—because without it, I might not be where I am today."

"This has probably been one of the best things I have signed up to in my life, it was great for my confidence and teamwork and has given a great opportunity and I have massively benefited from it". - Alumni of CyberFirst

"Cyberfirst is Cybertastic!!" - Participant School

CyberFirst is game-changing in inspiring young people

Regional Partner - Scotland

"We have established a network of CyberFirst associate teachers. Our associates are seconded to Education Scotland for one or two days a week. We currently have four CyberFirst associates providing support in the following areas:

- Delivering professional learning to teacher.
- Developing course.
- Helping school meet standards to become CyberFirst school.
- Collaborating with school to establish a CyberFirst pathway in their school.
- Adapting NCSC course to be delivered using cloud based virtual machines.
- Develop a 'Capture the Flag' national competition.

"The CyberFirst associate teachers have had a huge impact in growing our CyberFirst schools' network to CyberFirst schools, which is 13% of all schools in Scotland. These CyberFirst associate teachers have engaged with over 1,700 young people since August 2024."

Regional Partner - Wales

"The CyberFirst project in Wales takes pride in its structured approach to delivery that focuses on sustained, consistent engagement in schools. Through its "Engagement Framework", all awarded schools receive a standardised outreach offering delivered by a local industry power that supports conversions to Computing subject choices with 'the right intervention, at the right time, for the right students'. The Welsh project also works closely with the local, Welsh Government funded project 'the National Digital Exploitation Centre' which, through activity delivered in partnership by Thales and the University of South Wales, fills the gap for primary school cyber inspiration activities that are needed to raise aspirations in areas of deprivation. By coordinating the CyberFirst and NDEC efforts, greater equity in access has been created for the schools which need the most support in engaging with cyber and computing outreach."

Regional Partner - Northern Ireland

"CyberFirst has been a game-changer, enabling bespoke provision and strengthening our presence in the cyber security education landscape. We are now more established, with integrated programmes, increasing school sign-ups, and a growing number of applications processed. Our reputation has flourished, leading to better outreach and heightened awareness across education, government, and industry. From delivering Cyber Career Days to securing new industry partnerships—and even celebrating success in the CyberFirst Schools competition—the impact has been truly transformative."

"CyberFirst has been a game-changer. From delivering Cyber Career Days to securing new industry partnerships, the impact has been truly transformative."

Industry collaborations support jobs, skills and funding

Regional Partner – North East , Yorkshire and Humber

“We are passionate about the CyberFirst programme and daily see how it changes people’s lives. This year we have seen phenomenal success across the regions, with the CyberFirst programme complementing our existing STEM initiatives and making an instant impact in our new delivery areas. We are proud to have overachieved on all targets—expanding industry reach, increasing school participation, and delivering exceptional engagement at events such as the North East CyberFirst Conference, which saw record attendance and enriched workshop sessions.

“Innovation has been key, from developing an escape room experience for Year 8 girls to creating new ambassador resources in digital forensics and cryptography. Our collaborations with industry leaders, such as Atom Bank, have been instrumental in embedding the CyberFirst Ambassador Programme, engaging key speakers at conferences, and furthering our mission to inspire the next generation of cyber professionals.

“CyberFirst has also strengthened our international reach, with opportunities emerging in the UAE, and has opened doors to decision-makers across education, industry, and government. By aligning with STEM hubs and expanding our network, we continue to build strong foundations for future growth, reinforcing our commitment to skills development and impactful programme delivery.”

The programme boosts critical resilience and security

Regional Partner – North West and West Midlands

At IN4 Group, we are incredibly proud of our achievements—from rapidly growing our workforce and establishing ourselves in a new region to increasing engagement, forming new partnerships, and expanding our activities. CyberFirst has played a key role in our journey, enabling us to reach new audiences, enhance our reputation, and attract further economic investment into the region. We’ve built upon CyberFirst with Mega Events, developed our own bursary award, and, most proudly, helped Moor Park secure vital investment from IBM. Moor Park High School receives over £390,000 in-kind grant from IBM to bolster cybersecurity preparedness.

Moor Park High School and Sixth Form in Preston, Lancashire announced it was awarded a grant by IBM valued at £396,113.50 in-kind. The grant was created to help schools proactively prepare for and respond to growing cyberattacks worldwide. Through this grant, IBM Service Corps teams are providing security services and helping address cyber security resilience. Moor Park High School and Sixth Form faculty and students will also benefit from free training in AI and cyber security through enhanced access to IBM SkillsBuild.

“Over the past two years, we have made cyber security a major focus. This new partnership between Moor Park and IBM will help us protect our students and staff from unwanted threats, thereby enhancing our educational services,” said **George Walker, Teacher of Computer Science** and CyberFirst Lead for Moor Park High School and Sixth Form. “It also enables us to confidently develop innovative digital learning techniques and reassure our entire school community of its preparedness against cyber threats. Cyber security is of paramount importance to the school for the protection of sensitive student and staff information from potential cyber threats. With robust security measures, the school safeguards its digital infrastructure.”.



Education remains a highly targeted sector by cybercriminals who have been carrying out cyberattacks against schools and other academic institutions for years. Cybercriminals often wager schools’ weak security postures to execute various types of attacks, with phishing and exploitation of valid credentials making up the most common entry points that cybercriminals pursued to establish access into education organisations last year, according to observations in the 2024 IBM X-Force Threat Intelligence Index.

“The education sector requires a very dynamic security posture due to the variability of threat vectors it needs to manage,” said **Troy Bettencourt, Global Partner and Head of IBM X-Force**. “Every year, new students are enrolling, bringing in new devices that they connect to the network, and inadvertently establishing new behaviours and patterns that need to be monitored and secured. Add to that the additional data now moving through the environment that must be protected. In other words, the attack surface and risk posture that school districts need to manage is constantly changing, yet limited security resources remain an inhibitor – which is why the availability of these grants can be a game-changer for schools seeking to boost their cyber resilience.”

“IBM’s education and volunteering programmes lie at the heart of our mission to create equitable impact. As the global skills gap in cyber security and AI continues to widen, we recognise the urgent need for action,” said **Vikki Bradney-Spencer, CSR Manager, IBM UKI**. “Through IBM SkillsBuild, as well as the knowledge and skills of our IBM volunteers, we’re empowering UK students and teachers with training in critical areas like AI and cyber security.”

Moor Park High School and Sixth Form is already a NCSC recognised CyberFirst School and was selected from hundreds of applications from schools across the globe and is collaborating with IBM Service Corps volunteers to prepare for and respond to cyber threats. The engagements include the creation of incident response plans, ransomware playbooks, updating technology, cyber security training for school communities, and more. The efforts also include strategic communication plans to use in response to cyber incidents and training through IBM SkillsBuild.

CyberFirst strengthens reputation, recognition and confidence

Regional Partner – South-West

“As the longest-serving CyberFirst delivery partner, we prioritise quality over quantity, ensuring continuity for schools and fostering strong partnerships across key sectors and regions. This year, we successfully delivered Cyber Horizons and cluster events across Wiltshire, Somerset, and Devon, collaborating with a wide range of careers partners to drive engagement and impact.

“Our Hub & Spoke model has expanded regional coverage from 13 schools pre-COVID to 55 today, providing face-to-face delivery and ensuring our programmes remain fresh, responsive, and impactful. We focus on core skills development, industry promotion, and product success, achieving meaningful CSR outcomes for all involved.

“Through strategic collaborations we have strengthened knowledge-sharing, secured new opportunities, and built lasting relationships with decision-makers. Our work has enhanced mentoring, confidence-building, and industry exposure, contributing to bid success, contract value, and national recognition, while also providing an enriching experience for our staff and stakeholders alike.”



It supports leadership, communication and social impact

Industry Partner - CACI UK

“CyberFirst is our primary route to linking up with schools for outreach activities. Back to South West though, I find our relationship with Cynam invaluable for developing our outreach capability and presence. Outreach tends to be a secondary bit of work for both sides as teachers are busy teaching and industry people are busy on projects.

“I think it’s helpful to have a dedicated presence which puts both sides in touch, monitors progress and has that focus. It gives us someone to go to when we want to do events and provides some consistency, which I think is harder to develop when you have ad-hoc links going from organisations straight to schools.

“The great benefits for CACI UK are:

- Developing leadership and communication skills when visiting schools and delivering presentations and activities.
- Providing work opportunities that are ‘CACI wide’. It’s easy for consultants to get wrapped up in their clients and forget who they are working for, so anything they can do to represent their company I think is good.
- Social Value is a key pillar of bids for government work, so we now must monitor our contributions centrally and ensure we are doing those socially beneficial things.

“I certainly enjoy it, and I feel like outreach days are always positive experiences for all concerned. As much as we try, I think it’s hard to measure the true impact of the work that we do. I take it as an article of faith that it’s inherently worthwhile: we are planting seeds which may take years to germinate.”



It strengthens pathways and boosts enrolment

CyberFirst Schools / Colleges & Teachers

"The support from CyberFirst and our Regional Partners has had a tangible impact on our organisation, particularly in strengthening pathways from school to our senior phase courses. The programmes we deliver for school teachers have directly influenced student enrolments, with many students now arriving with a foundational understanding of our cyber units. This has enhanced their learning experience and engagement within our courses. Additionally, the funding and collaboration provided by CyberFirst and our partners have been instrumental in boosting enrolments for the Introduction to Cyber CPD course and the Additional Teaching Qualifications in Computing Studies Secondary (ATQ) course. Their support in liaising with high schools has been particularly valuable in promoting these opportunities to educators."

- Participant School

"The support has been great. We have had training in the CyberFirst Trailblazers and Adventurers courses for delivery in the classroom curriculum. This has also ensured more pupils are aware of the CyberFirst initiative and the pathways it has to offer. We have also had pupils follow the CyberFirst Advanced course, again delivered by teachers. Most pupils wouldn't have thought of going on or had the ability to attend these courses. Also it has enabled me to become, as a teacher, more upskilled in Cyber Security - especially learning through the labs in TryHackMe and learning together with our pupils. CyberFirst has also led some of our pupils into positive destinations whereas before this would not have been possible; with the completion of our NPA in Cyber Security this has allowed entry into college through a CyberFirst partnership."

- Participant School

"Working more closely with the college sector has certainly been very positive. I have also seen more confidence in pupils applying for Cyber related careers, for example applying for internship within the Cyber divisions of a large financial institution. Our national CyberFirst Team have been very supportive as well, with around 125 active users benefitting from sharing practice, resources and training opportunities. The team at the Scottish regional partner have been extremely supportive. Being a CyberFirst school is certainly a highly thought of award, not just within school, college and local authorities, but it also helped us experience a sustained partnership over last year with an industry partner. Having Government backing and a rubber stamp seal of approval of those in the Cyber sector, gives what we are doing a bit of kudos when speaking to others such as school and local authority management and industry."

- Participant School

"Our organisation has benefitted from the exposure to others, new ideas, collaboration and having a greater network with the aim of improving opportunities for those interested in cyber and tech. The partnership has enabled us to provide meaningful and high impact opportunities to the young people we engage across Greater Manchester and beyond."

- Participant School

"CyberFirst has allowed us to develop a comprehensive cyber security curriculum, combined with hands-on learning experiences, ensuring that our students are well-prepared to tackle the challenges of the ever-evolving cyber landscape. As a department and a school, we have worked exceptionally hard to not only develop our computing curriculum but also our additional offerings for our pupils. We want our pupils to be inspired to work in the world of tech, no matter what role that might be. Through trips, clubs, and competitions, we know we are on the right track to inspire our next generation of computing experts. CyberFirst demonstrates that no matter your gender, upbringing, household income, or the location you live in, a career in Cyber or Technology is available for you!"

- Participant School

"Being a CyberFirst school has had a positive impact on our students, staff, and wider school community. Participating in the CyberFirst Girls' Competition has empowered our female students to develop critical cyber skills and gain confidence in a traditionally male-dominated field, inspiring many to pursue computing and cyber security further."

- Participant School

"Delivering the Trailblazers and Adventurers courses has provided students with engaging, hands-on learning experiences that introduce them to the fundamentals of cyber security while fostering problem-solving and teamwork. The CyberFirst Spotlight Talks have exposed students to industry experts, broadening their understanding of cyber security careers and the pathways available to them. Our involvement in Capture the Flag competitions has further enhanced students' analytical and technical abilities, making cyber security exciting and accessible."

"Additionally, using CyberSprinters to engage primary schools has helped instil essential cyber security awareness from an early age, ensuring that younger students develop good digital habits while fostering an interest in computing. Through these initiatives, we have witnessed an increase in student engagement in computing subjects, a stronger pipeline of young talent considering cyber careers, and a growing culture of digital resilience and awareness in our school and the wider community."

- Participant School

"We have more pupils genuinely interested in cyber now and this year we have had interest from pupils in competitions such as the Girl's Competition as well as the Cyber Explorers cup."

- Participant School

"Being a CyberFirst school has given us access to resources via Education Scotland that we need to help us run a Cyber course in school. It has helped an S6 student gain an Advanced CyberFirst award and given him valuable experience in Cyber Security. It has made me focus on the next steps to increase our Cyber Security offering in school."

- Participant School



It boosts reach and shapes investment

CyberFirst Academia / Other

"My university is at the forefront of delivery in Scotland. CyberFirst has helped us develop and deliver new learning to more people, increasing our reach and reputation and improving standards." - **Participant University**

"The SW CyberFirst team are a fantastic group of committed people, and through their invites and requests we are able to reach audiences where sometimes our other methods don't reach. The impact of this is that we have more engagements where we can promote Cyber Choices - a National Crime Agency (NCA) Programme which is designed to safeguard young people and divert them away from committing Cyber Dependant Crime. This form of 'Cyber Safeguarding' is not typically covered in 'generic e-safety'. It is important for those with safeguarding responsibilities to realise we are a function to be used to support them." - **Cyber Prevention Officer**

"I am engaged in supporting girls' participation in STEM subjects in my University. My involvement in CyberFirst gives me more access to further engagements within the wider community." - **Participant University, North-West**

"I will be honest that a supportive school and keen staff have allowed a lot of extra things to happen. We also use all resources including competitions and live lessons from things think DressCode and CyberSkills Live which excite students. As well as the Ada.scot festival and all the events that happen during Cyber Scotland Week." - **Participant School**

"Our University fully endorses CyberFirst, it has helped us expand our reach, develop new ideas and shaped investment." - **Participant University**

SOCIAL VALUE SUMMARY STATEMENT

The evaluation of CyberFirst programmes, conducted in alignment with **Social Value Quality Mark (SVQM) standards and Social Return on Investment (SROI) methodology**, demonstrates significant social value creation.

Key impacts include:

Structured Learning Pathway & Student Development

- CyberFirst learning pathway provides a progressive, structured approach to developing cyber security skills.
- Advanced courses have help build technical expertise, problem-solving, teamwork, and critical thinking.
- Hands-on labs and interactive experiences boost student confidence & career aspirations in cyber security.

Talent Pipeline & Workforce Development

- CyberFirst is addressing the cyber security skills gap, across the UK.
- It has established new pathways into higher education and careers in cyber security.
- Employers report high success rates in recruiting CyberFirst students, who are job ready.
- The CyberFirst Girls' Competition plays a crucial role in encouraging more young women to consider cyber security careers.

Educator Development & Industry Collaboration

- Educators involved in CyberFirst report:
 - Improved confidence in delivering cyber security courses.
 - Stronger mentoring skills and outreach capabilities.
 - Enhanced ability to develop engaging course materials.
- Industry-school partnerships have improved, enabling greater industry involvement in education.
- Leadership from Regional Partners has facilitated collaboration between schools, colleges, and industry.

Expanding Outreach & Diversity

- CyberFirst is working to broaden access and participation, especially for underrepresented groups.
- While gender diversity efforts are strong, there is an ask for broader inclusive outreach and representation.

Success Stories & Positive Impact

- Greater visibility of cyber security across the regions.
- CyberFirst is now embedded into school curriculums in some regions, making it a core educational component rather than just an extra-curricular activity.
- More young people are aware of cyber security career opportunities and its importance.
- Stronger networks between education, industry, and government, fostering an ecosystem of cyber security talent.
- Successful student engagement events, and complimentary activities such STEM, MEGA Days and Cyber Horizons, have provided invaluable hands-on experiences and introduction to Cyber as a future career path
- New investment being brought to the programme along with additional financial and economic gains through spend across regions in the UK.

Social Value was identified by applying **63 unique impacts** from **13 verified proxy value sources** across **six SVQM value areas**. The assessment ensured accuracy with no duplication or double counting. From a combined investment of **£6.9m** CyberFirst delivered **£41.4m** of Social value in 2024-25, giving a Social Return on Investment (SROI) of **£5.94** for every £1 invested.

“CyberFirst is pivotal in developing the UK’s cybersecurity talent pipeline, closing the skills gap, and strengthening industry-education partnerships. With strong backing from industry, educators, and government, future priorities include expanding access, enhancing communication, and ensuring sustainable programme delivery”

Richard Dickins - Managing Director, Social Value Business (SVB)



SOCIAL VALUE QUALITY MARK – SVQM ANALYSIS

The impact achieved is both qualitative and quantitative, and where quantitative impacts are evident, they are associated with a financial value. 63 outcomes have been identified during the evaluation of activities delivered. In line with Principle 3: Value the things that matter, the leading outcomes had proxy indicators applied with the additional outcomes being considered but not necessarily creating value: this helps keep the analysis in line with principle 5: Do Not Overclaim.

Social Value created has been identified and attributed within six SVQM themed areas, health & wellbeing, social & community, crime and justice, education and skills, employment and volunteering and economic.



SVQM Theme	£ Social Value	Social Value (%)
Health and Wellbeing	£16,439,699.30	39.7%
Social and Community	£2,758,835.78	6.7%
Crime and Justice	£6,666,124.67	16.1%
Education and Skills	£8,826,759.66	21.3%
Employment and Volunteering	£1,216,734.77	2.9%
Economic	£5,472,908.70	13.2%
Social Value Total	£41,381,063	100%
Social Return on Investment (SROI)	£5.94	

The results are verified to ensure that the principles of Social Value are followed throughout the analysis.

GEOGRAPHICAL ANALYSIS

Below are charts to highlight the regional impact and shares of value created across the CyberFirst programmes

Ecosystems -Regional Partners	£ Social Value	SROI	Social Value (%)
North East	£3,740,076	£16.16	23.63%
North West	£2,760,111	£11.93	17.44%
Northern Ireland	£3,094,835	£13.37	19.56%
Scotland	£1,680,685	£3.61	10.62%
South West	£1,317,139	£5.69	8.32%
Wales	£1,945,978	£8.41	12.30%
West Midlands	£468,548	£2.02	2.96%
Yorkshire and Humber	£817,149	£3.53	5.16%
Social Value Total	£15,824,520	£7.59	100%

Ecosystems – the chart above highlights geographical split against the 8 Regional Partner delivery areas

Bursary	Location	£ Social Value	Social Value (%)
England	1199	£8,049,705	85.70%
Northern Ireland	21	£140,987	1.50%
Scotland	124	£832,497	8.86%
Wales	55	£369,253	3.93%
Social Value Total	1399	£9,392,441	100%
Social Return on Investment (SROI)		£2.47	

Bursary – the chart above highlights geographical split against the 1399 Bursary students (Mean-Residence and University) applied against the 2024-25 Social Value achieved

Extra Curricular Activity	Number	£ Social Value	Social Value (%)
North East	35	£239,214	8.86%
North West	106	£724,477	26.84%
Northern Ireland	13	£88,851	3.29%
Scotland	7	£47,843	1.77%
South West	30	£205,041	7.59%
Wales	27	£184,537	6.84%
West Midlands	28	£191,371	7.09%
Yorkshire and Humber	40	£273,388	10.13%
Other	109	£744,981	27.59%
Social Value Total	395	£2,699,702	100%
Social Return on Investment (SROI)		£6.75	

Extra Curricular Activity - the chart above highlights geographical split against the 395 learners

Girls' Competition	School	£ Social Value	Social Value (%)
North East	46	£771,311	5.73%
North West	88	£1,475,551	10.96%
Northern Ireland	41	£687,472	5.11%
Scotland	79	£1,324,642	9.84%
South West	98	£1,643,227	12.20%
Wales	57	£955,754	7.10%
West Midlands	68	£1,140,198	8.47%
Yorkshire and Humber	59	£989,290	7.35%
Other	267	£4,476,955	33.25%
Social Value Total	803	£13,464,399	100%
Social Return on Investment (SROI)		£19.80	

Girls Competition - the chart above highlights geographical split against the 803 Schools, 15,000 Students, 4751 teams who registered or participated in the 2024-25 competition

APPENDIX

KEY PROGRAMME OUTCOMES

For this analysis SVB has adopted the UK widely recognised social accounting methodology, **Social Return on Investment (SROI) to account for value. The Social Value Quality Mark (SVQM)** wheel has been adopted to identify value in one or more of its themed areas, and the evaluation aligned with the principles, standards and levels set out by SVQM's Silver criteria.

Relationships: supply chain, partners, community



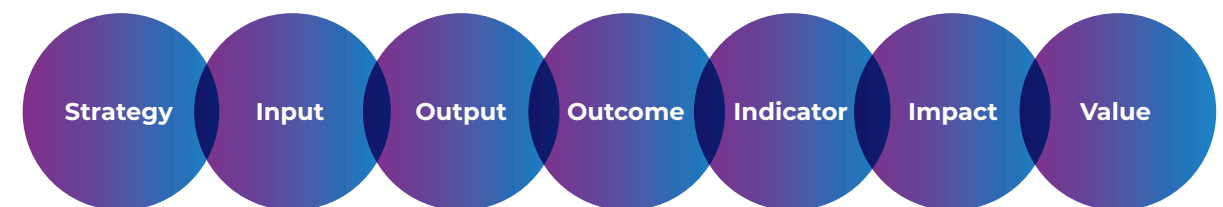
Based upon information supplied, analysed, and verified, it was calculated that from a combined investment of **£6.9m** CyberFirst delivered **£41.4m** of Social Value in 2024-25; giving a Social Return on Investment (SROI) of **£5.94** for every £1 invested.

WHAT IS SOCIAL VALUE

'Social Value is a broader understanding of value. It moves beyond using money as the main indicator of value, instead putting the emphasis on engaging people to understand the impact of decisions on their lives. The people's perspective is critical. Organisations will always create good and bad experiences, but on balance should aim to create a net positive impact in the present and for a sustainable future. They should measure their impacts and use this understanding to make better decisions for people'. **Social Value International**.

THEORY OF CHANGE (TOC)

In the SROI framework, understanding what has changed is fundamental. The process systematically converts outputs into outcomes and ultimately into impact—which is then monetised by assigning a cost equivalent. Each step is essential; omitting any would compromise the integrity of the findings.



A Theory of Change has been developed, alongside a Social Value Map, which clearly illustrates the journey from strategy to social value, ensuring transparency and accountability in impact measurement.

WHAT IS SOCIAL RETURN ON INVESTMENT (SROI)

Social Return on Investment (or SROI) is a specific methodology and framework used to quantitatively measure and account for the social value created by an organisation or project. SROI is a financial approach to understanding the impact of a programme, initiative, or investment, expressed in monetary terms. It involves a systematic process sometimes captured and demonstrated through a **Social Value Map** to assign a financial value to the social, environmental, and economic outcomes generated by an activity. The SROI ratio is often represented in monetary terms as a return on investment (like financial ROI), where the benefits are compared to the costs involved.

EVALUATION METHODOLOGY

This evaluation is based on Social Return on Investment (SROI) principles. This was chosen as the most appropriate methodology to monetise the impact of CyberFirst activities and convert them into value. Social Return on Investment is measured through eight key principles of Social Value measurement.

Principle 1: Involve Stakeholders

Principle 5: Do Not Overclaim

Principle 2: Understand What Changes

Principle 6: Be Transparent

Principle 3: Value the Things That Matter

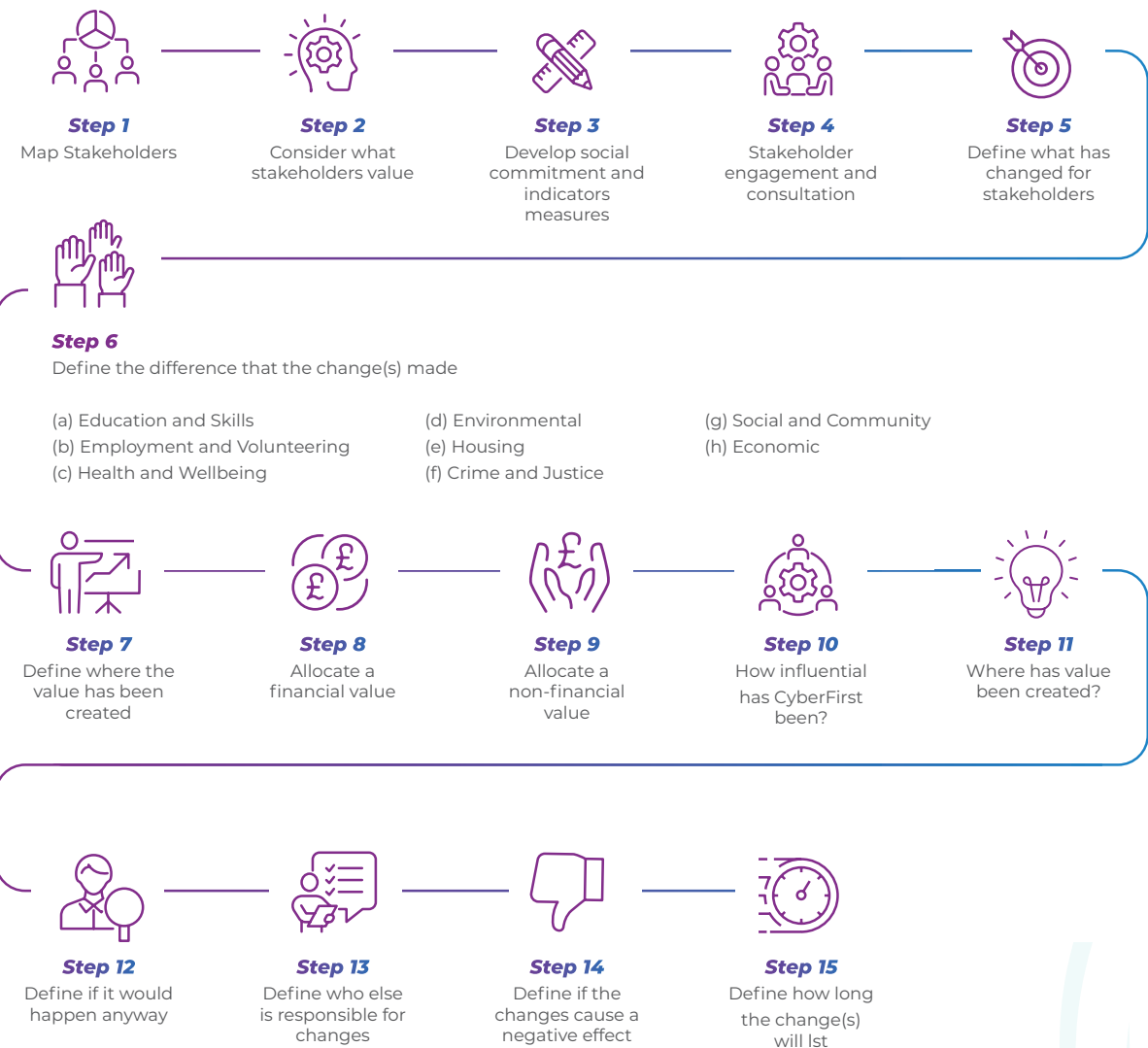
Principle 7: Verify the Result

Principle 4: Only Include What Is Material

Principle 8: Be Responsive



ROUTEWAY



WHAT IS A SOCIAL VALUE MAP

An excel spreadsheet that tracks the financial social, environmental, and economic outcomes generated by an activity. Using SROI methodology to track the Social Value journey from strategy to value (see TOC), It uses open-source data from credible sources, predominately government datasets and/or nationally recognised cost avoidance statistics. It then applies a level of **discounting** as CyberFirst may not be solely responsible for all the social impact created, change or improvement, but can legitimately claim the Social Value once discounted. This is then allocated a reasonable proportion of the impact and generates a Social Return on Investment.

DISCOUNTING

In the context of Social Return on Investment (SROI), discounting is the process of adjusting the financial value of an organisation's reported or measured impact to account for external factors that influence social value creation. This ensures transparency and legitimacy by recognising that no single organisation operates in isolation.

For CyberFirst, discounting helps acknowledge the contributions of other organisations in facilitating or being involved within the programme. The discounting process consists of four key elements:

- 1. Deadweight** – The extent to which outcomes would have occurred without CyberFirst intervention.
- 2. Displacement** – Whether CyberFirst's efforts have simply shifted an issue rather than creating additional value.
- 3. Attribution** – The proportion of value that can be credited to CyberFirst versus other contributing factors or organisations.
- 4. Drop-off** – The rate at which the impact of CyberFirst's efforts diminish over time.

By applying discounting, the total value created is adjusted to reflect only the unique contribution of CyberFirst programme and activities, ensuring an accurate and fair assessment of its financial and social impact.

LEGITIMISING CLAIMS

There is a recognised range of external influences on the depth and causality of Social Value being delivered.

These influences have been considered and were required to remove value that may not be contributed to CyberFirst but counted as they have been achieved through the delivery of its programmes.

Deadweight - considers what would have happened without participants having access to CyberFirst provision. Therefore, in creating this report, local, regional, and national initiatives and Government policies and strategies have been considered, with an average **deadweight of 20%** (Ecosystems 15% , Bursary 29% , Extra Curricular activity 20%, Girls Competition 14%) being assigned within forecasted value.

Level of Displacement - A nominal displacement percentage has been allocated across all activities. This report has been defined as 1% displacement (Ecosystems 1% , Bursary 1% , Extra Curricular activity 1%, Girls Competition 1%) as there was no negligible effect elsewhere.

Level of Attribution - this relates to how much of the unweighted (pre discounting) value can be claimed by CyberFirst. the following formula has been used. Forecasted strength of partnerships + Forecasted trust level + Forecasted influence Minus 100 = Attribution

Using this approach, a **70% attribution** figure has been assigned

LEVEL OF DROP OFF

Value is spread over four years, with an initial peak in year one with beneficiaries gaining support, guidance, valuable skills when they begin to access support with a steady reduction in years two, three and four, as the initial change will have become part of daily life.

Drop off levels

Year	Drop off (%)
One	100%
Two	80%
Three	60%
Four	40%
Five	20%

GLOSSARY

Acronym	Description
ATQ	Additional Teaching Qualifications
CACI	Controlling Access to Computer Information
CPD	Continuing Professional Development
GCHQ	Government Communications Headquarters
IBM	International Business Machines
IIG	Information Intelligence Group
NCA	National Crime Agency
NCSC	National Cyber Security Centre
NDEC	National Digital Exploitation Centre
NPA	National Progression Awards
OGDs	Other Government Departments
ROI	Return on Investment
SROI	Social Return on Investment
STEM	Science, Technology, Engineering & Mathematics
SVB	Social Value Business
SVQM	Social Value Quality Mark
TOC	Theory of Change
UAE	United Arab Emirates
UK	United Kingdom

