

West Ham United Football Club and Foundation

2022/23 economic and
social impact

September 2024



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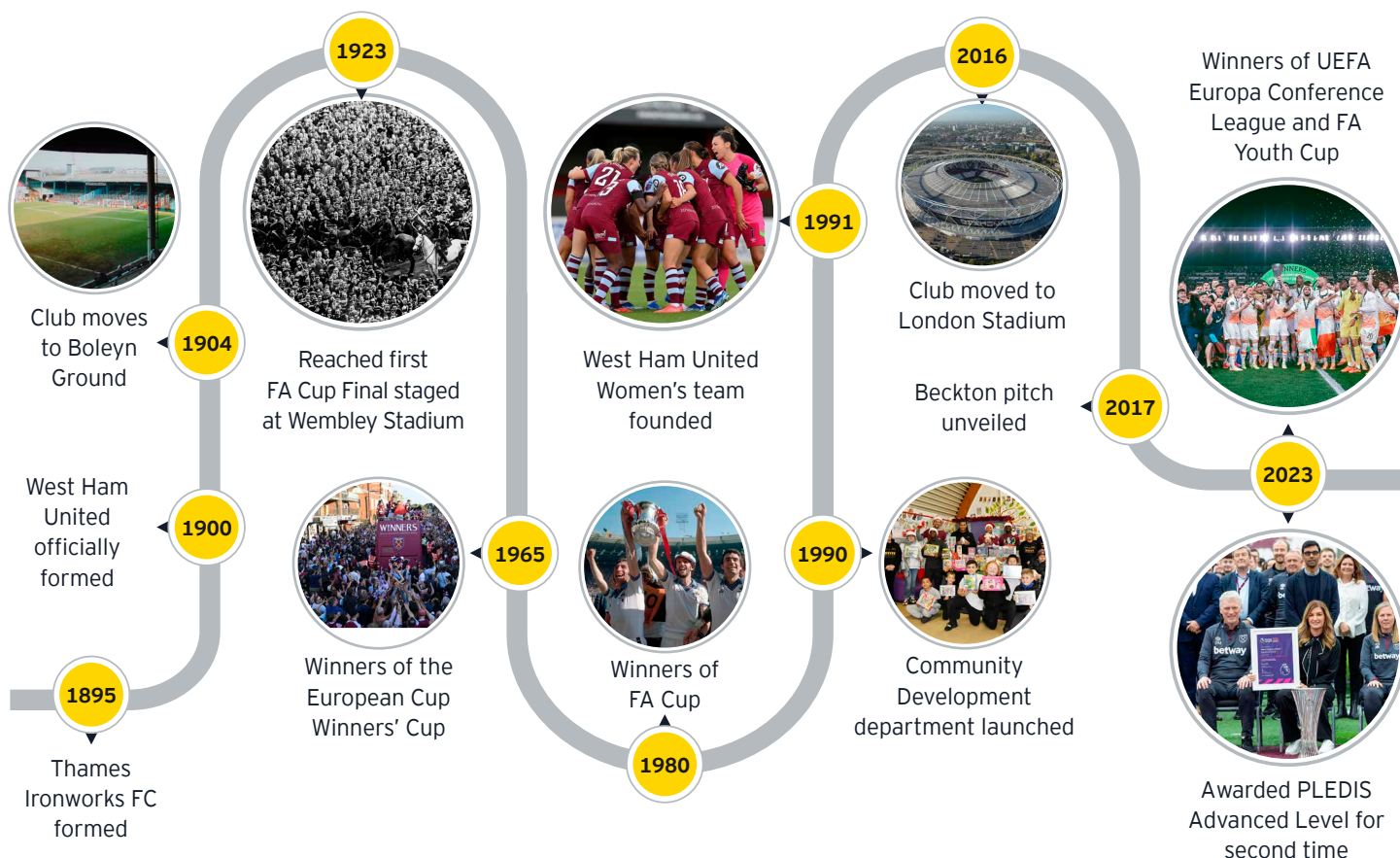
Looking back at the heritage of West Ham United FC

West Ham United was originally established as Thames Ironworks FC in east London in 1895. With deep community roots and 129 years of history, West Ham United have celebrated huge success both on and off the pitch. The Club won the FA Cup in 1964, followed by the European Cup Winners' Cup in 1965. This period of success was spearheaded by iconic players, including Bobby Moore, Sir Geoff Hurst and Martin Peters, who also played a pivotal role in helping England win the 1966 World Cup. The Club claimed two further FA Cup wins in 1975 and 1980 with a team that included West Ham United legends Trevor Brooking and Billy Bonds.

In 2016, West Ham United relocated from their previous stadium, the Boleyn Ground, to their new home at London Stadium, which ranks as one of the largest club stadiums in the country. With a current matchday seating capacity of 62,500, it provides a broader opportunity for fans to attend matches and engage with the Club.

Off the pitch, the Club brings significant commercial and socio-economic benefits to east London and the surrounding areas. This is highlighted by West Ham United's continued work with local schools, colleges, charities and community groups, reaching 60,000 people every year.

Over 100 years of heritage:





From the heart of East London to the rest of the world

West Ham United is known around the football world for its history and heritage; something that is embodied in supporters who wear the claret and blue. With more than 20 million followers on social media and over 100 official supporter clubs across 43 countries globally, it is evident that West Ham United's fanbase has become more diverse and widespread than ever.¹ This has helped to establish West Ham United as one of the most valuable brands in world football.² The Club's award-winning approach to community work, predominantly directed through its official charity, the West Ham United Foundation, demonstrates its desire to be a force for good, addressing serious inequalities, tackling local need and offering unique opportunities to individuals, groups and communities across east London, Essex and internationally.

Reflecting on the 2022/23 season

Throughout the 2022/23 season, West Ham United continued to help thousands of individuals across some of the UK's most ethnically-diverse local communities in east London and Essex. The Club's community outreach efforts have become increasingly vital in the wake of the COVID-19 pandemic, particularly considering the Borough of Newham's status as one of the hardest-hit areas in the UK.³ As a result, the Club has adapted its strategic approach to respond to local need, unite the community, and provide an environment where all can thrive. As part of this, the Club's community outreach programmes have expanded significantly, through collaborations with frontline services, councils, authorities and community groups.

In October 2023, West Ham United were awarded the Advanced level of the Premier League Equality, Diversity and Inclusion Standard (PLEDIS) which recognises the Club's ongoing dedication and commitment to equality, diversity and inclusion (EDI). Having first been presented with the Advanced level in 2020, it is the second time West Ham United has received the award, which is the top accolade that can be achieved by Premier League clubs.

On the pitch, West Ham United secured victory in the 2023 UEFA Europa Conference League. Following the win, the entire West Ham United community celebrated, as the players brought the trophy back to east London with a bus parade through the streets of Newham that saw 70,000 supporters gather together. In 2023, the women's team also continued to compete in the top tier of English women's football, the Barclays FA Women's Super League, while the Academy won the FA Youth Cup and the U18 Premier League South trophy. The 2022/23 was a season to remember for West Ham United and the intention is to keep building on it.



1. Total combined followers on Instagram, Twitter (X), Facebook, YouTube, Threads, and TikTok, plus additional followers from local Chinese, Spanish, US, and Portuguese platforms as of 17 September 2024.
 2. Forbes
 3. Newham Council

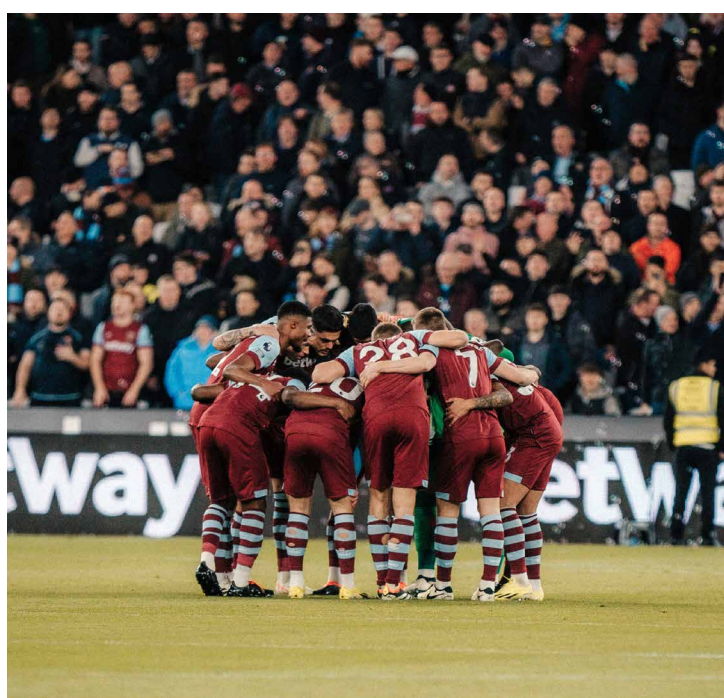
The football club adds significant value to the local economy

West Ham United significantly contributes to the local economy by serving as a local employer, engaging with local businesses in its supply chain, and by drawing thousands of visitors throughout the season. This plays an important role in generating substantial benefits to the local economy.



In 2022/23:

- ▶ The Club contributed a total of **£323mn** in Gross Value Added (GVA) to the regional⁴ economy both directly and indirectly through its supply chain, supporting employment and the visitor economy.
- ▶ The Club supported over **3,300** local and regional jobs.⁵
- ▶ The economic activity of West Ham United resulted in an estimated **£150mn** in total UK tax contributions.⁶
- ▶ Half of all staff are residents of boroughs local to the Club.
- ▶ Almost half of supply chain spending was sourced from local suppliers, equating to roughly **£35mn**.
- ▶ All Club and Stadium staff, and those of suppliers are paid at least the London Living Wage.
- ▶ **73,000** away supporters visited the London Stadium for West Ham United matchdays across all competitions, bringing additional spending into the local economy.



1.4mn
visitors to the
London Stadium

£323mn
GVA contribution
to the regional
economy

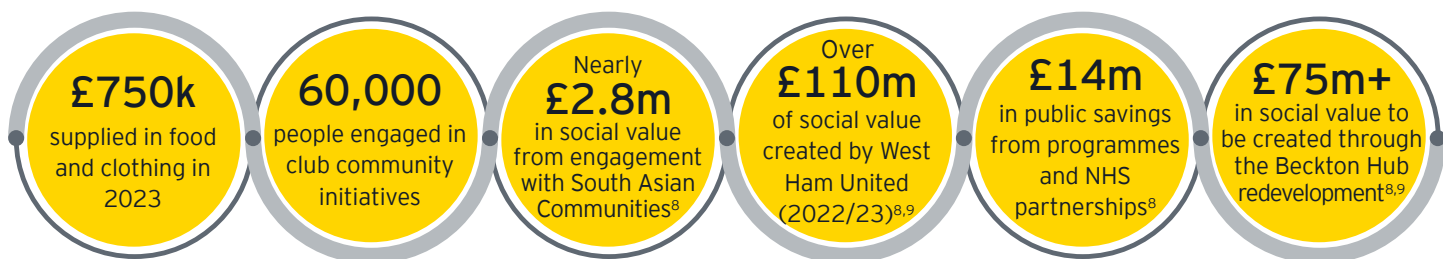
93,000
international
visitors across
the season

£150mn
total UK
tax revenue
generated

4. The 'region' is defined as London and Essex.

5. Jobs are measured in terms of full-time equivalents, The local area is defined as London and Essex, with direct job opportunities concentrated in Stratford.

6. This includes the tax generated from West Ham United's operations and employment, as well as the tax impact stemming from visitor spending on matchdays.



Looking ahead

After enjoying heightened levels of success in recent years, West Ham United strive to build on their achievements going forward and continue to give back to the local community. To do this, the Club has ambitious plans for a state-of-the-art redevelopment of the Foundation's site in Beckton, Newham. This is a key part of West Ham United's ongoing aims to establish innovative spaces which help to inspire, empower and raise aspirations. This has been driven by the Club's long-standing objective to provide a more accessible, multi-purpose, forward-thinking community hub that directly aligns with their efforts to improve life chances within and around the local area. West Ham United aims for the new

state-of-the-art facility to support the Foundation's growth, ensuring their continued dedication to serving east London. This includes addressing community needs, fostering partnerships and leveraging insights and technology to create an inclusive environment where all can succeed. Since moving to Newham in 2016, the Club has accomplished significant achievements both on and off the pitch and has been significantly contributing to the Olympic Legacy. Moreover, the Club's commendable community work aims to positively impact local individuals and families for generations to come and has seen nearly £24 million delivered for the benefit of the community between 2016 and 2023.⁸



8. The social impact figures referenced have been provided by West Ham United and calculated by Future Proof, based on 2022/23 season. The methodology and calculation to derive these figures has not been reviewed by EY. It should be noted that there may be partial duplication in these social impact figures presented, as they include elements of economic impact that have also been included in the figures presented in page 4.

9. The West Ham United Foundation generated more than £33 million in social value, while WHUFC produced over £77 million during the 2022-23 season.



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