



FutureProof
PURPOSE | IMPACT

West Ham United

Social Value Review:
2022/23 Season & Beckton Development



Welcome



FutureProof
PURPOSE | IMPACT

We were asked to look at the social value of the Club and Foundation's activities during the 2023/24 season. As part of this we also looked ahead to the likely impact that the newly developed Beckton Hub would have. This report provides a short summary of the review undertaken and the key findings.

Key Findings: 3 Areas of Impact

The **Beckton Hub** redevelopment is projected to create **£75.7m+** through construction and five years of operation

West Ham United Foundation created **£33m** in social value over the **2022-23** season

WHUFC created over **£77.1m** in social value during the **2022-23** season

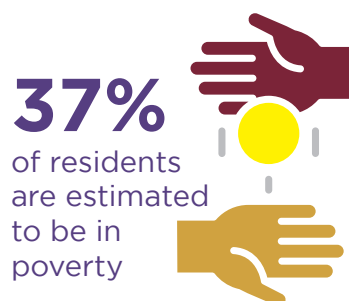
In combining the Club and Foundation aspects we were able to consider the full impact of West Ham United Football Club. This included the operational impact of the Club; the employment generated, procurement opportunities provided and the wider benefit of matchday operations. As well as the impact that the Foundation's 35+ initiatives and interventions have on the communities of East London, Essex and beyond.

This report comes at an exciting time for the Foundation with it's Beckton Hub currently being developed which will enable the expansion of key programmes alongside the development of new interventions. In looking at future operations over a five-year period we were able to identify the potential social value the expanded Foundation programme would offer.



Local context

West Ham United Club and Foundation are both based in Newham where more than a quarter of local neighbourhoods are in the 20% most deprived UK neighbourhoods. In providing essential support and opportunity they respond to the following issues:



Newham has the highest level of **homelessness** in England



Programme Impact



FutureProof
PURPOSE | IMPACT

We've highlighted some of the Key Outcomes that the Club and Foundation realise:

West Ham United Football Club

The Club's activities generated £77.1m in social value in 2023/24, including;

More than **£10m** social value through the increased sense of community generated by the Club

£7.3m of social value arising from direct employment of more than **570 people**

Spending **£35m** within the local community creates **£4.3m** of additional social value

SOUTH ASIAN NETWORK mentoring and training provided **£2.8m** of social value

West Ham United Foundation

The Foundation's range of outreach programmes and interventions generated £33m in social value, including;

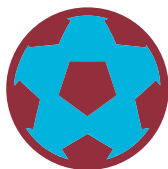
Foundation programmes targeting improved wellbeing and support for individuals generated over **£14m in social value**

In targeting physical health outcomes the Foundation generated **£7.9m** in social value

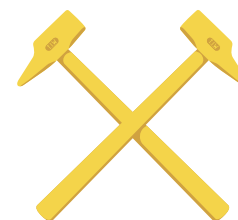
STOP THE HATE reducing racism and generated **£105,209** of social value

HEALTHY HAMMERS tackled food insecurity and generated **£367,912** of social value

MOVING ON UP employability programme for young black men created **£265,854** social value



150CLUB encouraging physical activity created **£1,066,372** of social value



The New Beckton Hub

Alongside the expected increase in employment opportunities, a range of enhanced interventions will contribute to an additional £75.7m of social value creation over a five year period

2,000 people benefitting from wellbeing activities creates **£60m+** social value

Creating regular volunteer opportunities provides **£9.9m** of social value

1,500 people taking part in physical activities generates **£6.6m** of social value

Reducing loneliness within the community generates **£4.6m** of social value

Mentoring opportunities for **75 young people** creates **£2.4m** of social value

Summary

West Ham United Football Club and Foundation have a significant impact on their community. An impact that is directed towards addressing key issues important to both local people and stakeholders. The new Beckton Hub will provide an opportunity to amplify these outcomes.



FutureProof

PURPOSE | IMPACT



All data was provided by West Ham United and West Ham United Foundation and mapped against relevant social value metrics and indicators through a Theory of Change process. We utilised the Loop social value platform, a platform offering more than 1,000 metrics developed by their team of economists in alignment with social value best practice and principles of HM Treasury Green Book.

