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West Ham United

Social Value Review:
 2022/23 Season & Beckton Development



Welcome



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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

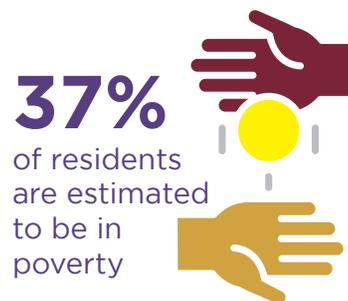
In combining the Club and Foundation aspects we were able to consider the full impact of West Ham United Football Club. This included the operational impact of the Club; the employment generated, procurement opportunities provided and the wider benefit of matchday operations. As well as the impact that 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



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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
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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.



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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.

