

Wellbeing within Social Value

The term 'wellbeing'

The What Works Centre for Wellbeing define wellbeing as: 'how we're doing as individuals, communities and as a nation, and how sustainable that is for the future.'

Project approach

Wellbeing is central to understanding the wider social impact of development. In the context of Ashley House, this means considering not only the physical delivery of homes, workspace and public realm, but also how the development can support life satisfaction, belonging, community connection, access to opportunity and long-term quality of life.

The proposed development includes shared living accommodation, social rented affordable homes, commercial space, dedicated community space, active ground-floor uses, improved pedestrian connections, new landscaping and substantial internal and external amenity provision. These elements provide an opportunity to support wellbeing through the creation of a more active, connected and inclusive town-centre environment.

Measure Up Framework

Measure Up's methodology provides a useful framework for capturing this impact because it recognises social value as an effect on the wellbeing of the population, rather than relying only on economic outputs. The methodology uses economic, social, fiscal and environmental proxies, and is informed by HM Treasury Green Book guidance and the Supplementary Guidance on Wellbeing. Wherever possible, Measure Up uses the WELLBY, a Wellbeing Year, to express changes in wellbeing in monetary terms.

WELLBY Life Satisfaction scale

A WELLBY represents one person moving one point on a 0–10 life satisfaction scale for one year. This allows wellbeing outcomes, such as increased community integration, cultural participation, volunteering, youth engagement or improved access to social networks, to be treated as measurable outcomes rather than only descriptive benefits.

Project relevance

This approach is particularly relevant for this development because the project sits in a highly visible and well-connected location near Tottenham Hale station, with constant public interaction and strong potential to support community-facing activity. The social value strategy can therefore capture both direct outputs, such as the number of people engaged in activities, and outcomes, such as whether participants report improved confidence, stronger local connections, increased belonging or better access to local opportunities.

Collecting Data

For reporting purposes, wellbeing outcomes should be measured using a mix of quantitative and qualitative evidence. This could include participation numbers, resident and occupier satisfaction surveys, feedback from community partners, case studies, and survey questions linked to life satisfaction, belonging and trust. This reflects the Measure Up approach of moving from predicted social value towards actual evidence of impact, while accounting for deadweight and attribution to avoid over claiming.

03 Social Value Landscape



Policies & Guidance

This Social Value Statement responds to the guidance provided by the following influences:

Haringey Local Plan

2017

The primary focus of the Haringey Local Plan 2017 is to establish the key policies that will guide development management and the determination of planning applications, while supporting the delivery of essential infrastructure across the borough. The Local Plan is the key strategic planning document used to direct and guide development in the borough up to 2026. The Haringey Local Plan does not contain a single standalone 'social value' policy, however, social value outcomes are embedded throughout the plan through policies relating to health and wellbeing, social and community infrastructure, sustainable transport, housing, inclusive growth and climate resilience.

Policy SP 14: Health and Wellbeing

This policy addresses health and wider wellbeing, explicitly stating it supports the integration of community facilities and services (health, education, culture, leisure) in multi-purpose buildings. This policy is relevant to the delivery of a residential-led mixed-use scheme that provides new homes, active ground-floor uses, community space, improved public realm, sustainable travel opportunities and internal and external amenity space to support resident wellbeing.

Policy SP 16: Community Facilities

This policy addresses Haringey's approach to ensuring services and facilities meet community needs as the borough grows. It requires development that increases demand for community facilities/services to make appropriate contributions toward new or improved facilities. This aligns closely with the purpose of the Social Impact Report, which seeks to identify how the development can contribute positively to people, place and community outcomes. The wider Local Plan also supports social value through policies addressing affordable housing, employment, active travel, green infrastructure, climate resilience and inclusive design. These policy areas are directly relevant to the social value themes identified for the project, including community integration, employment and skills, health and wellbeing, equity and inclusion, and environmental awareness.

Draft Haringey Local Plan

2026

In addition, the proposed draft local plan sets out the vision for Haringey in 2035. This is set to be adopted in February 2027 and replace the existing 2017 Local Plan. The Haringey Local Plan does not contain a single standalone 'social value' policy, however, it does include policy that explicitly lists increased social value as a benefit of that policies implementation.

Policy E14: Affordable Employment Space

Policy E14 states that affordable workspace should facilitate social value and that end-user selection could prioritise sectors "that have social value such as charities, voluntary and community organisations or social enterprises." While affordable workspace has been determined as not required on site, Re:shape's CIP programme, community space and commercial spaces will be provided to support the production of social value.

Policy E15: Employment, Skills Development, and Local Business Growth

Policy E15 frames the policy's employment, skills and business-growth obligations (local hiring targets, apprenticeships, financial contributions) as 'maximising social value' and promoting an inclusive economy. The intended use of the community space aims to support local organisations in providing a space to allow for the growth of small businesses and charities supporting the Haringey's local community.

Overall, the current and proposed local plans supports social value through policies addressing affordable housing, employment and inclusive economic growth, active travel and liveable neighbourhoods, green infrastructure, climate resilience and inclusive design. These policy areas are directly relevant to the social value themes identified for the project, including community integration, employment and skills, health and wellbeing, equity and inclusion, and environmental awareness.

Policies & Guidance

The London Plan

2021

The London Plan (2021) sets out a Good Growth approach, which seeks to ensure that London's growth improves health and quality of life, reduces inequalities and makes the city a better place to live, work and visit. This provides a strategic basis for considering social value within major development, particularly where proposals can support inclusive places, community wellbeing, access to opportunity and long-term local resilience.

London Plan policies relevant to social value include those relating to Good Growth, social infrastructure, healthy streets, affordable housing, urban greening, air quality, sustainable transport and inclusive design. Together, these policies support development that goes beyond physical construction and considers how new places can deliver wider benefits for residents, workers, visitors and surrounding communities.

UK Government Public Services (Social Value) Act 2012

2012

The Public Services (Social Value) Act 2012 introduced the requirement for public service commissioners to consider how procurement can secure wider social, economic and environmental benefits. Although the Act applies specifically to public service procurement, it has helped shape wider expectations around how organisations define, deliver and report social value.

In the context of private development, the principles of the Act remain relevant because they encourage project teams to consider how development activity can generate broader public benefit. This includes outcomes such as local employment, skills development, community participation, inclusion, environmental improvement and improved wellbeing.

The Act is a tool to help commissioners get more value for money out of procurement. It also encourages commissioners to talk to their local provider market or community to design better services, often finding new and innovative solutions to difficult problems.

UKGBC Guide to Delivering Social Value

2022

UKGBC's Social Value Programme has found that one of the biggest challenges facing built environment project teams was translating this guidance into a form that supports project delivery.

Building upon the UKGBC's Framework for defining social value, the guide seeks to respond to this challenge by offering a step-by-step process for delivering social value that can be flexibly applied to any built environment project of any scale, from a single built asset to an entire town regeneration project.

UN Sustainable Development Goals

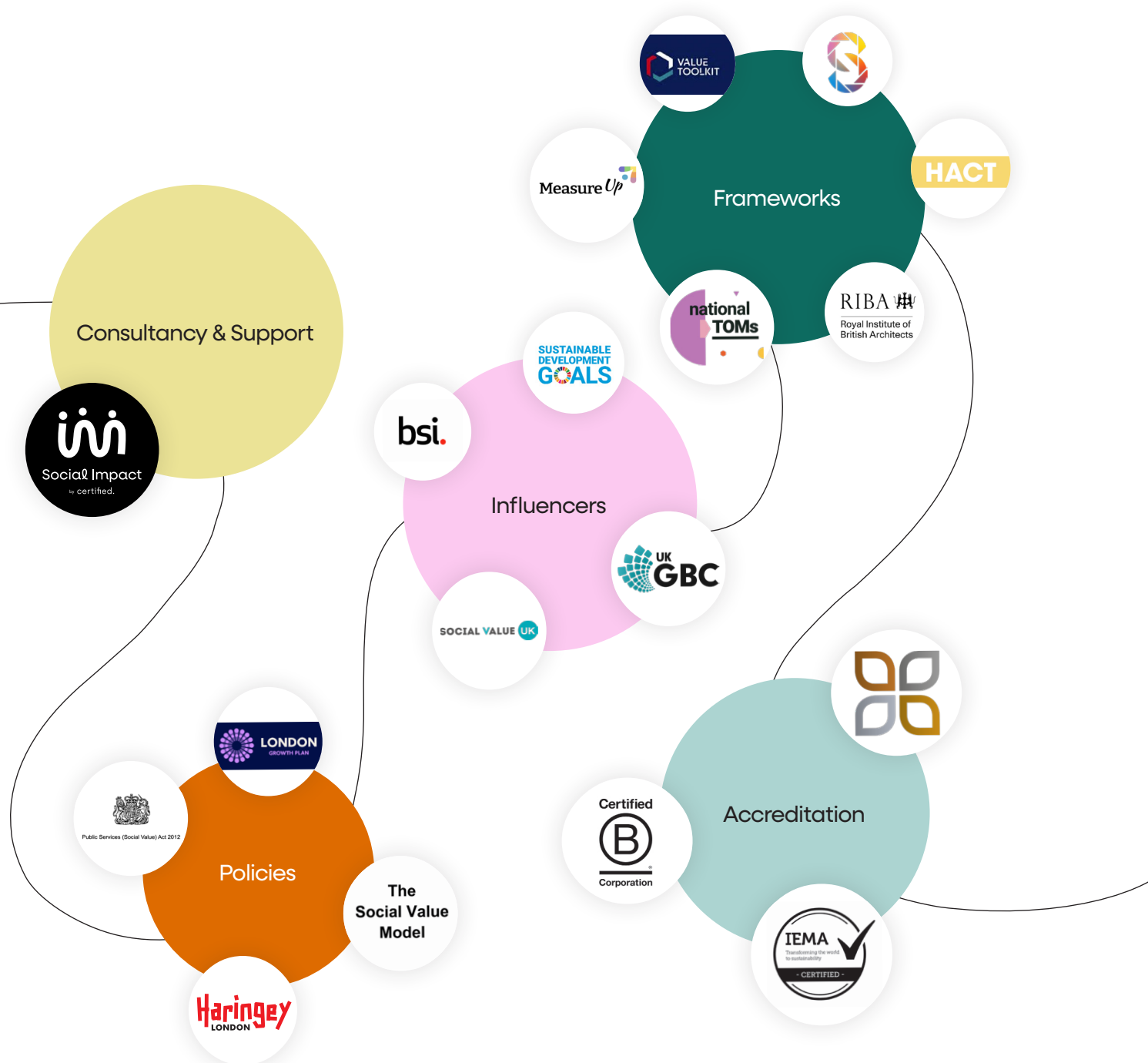
2015

The 2030 Agenda for Sustainable Development was adopted at the United Nations Summit in New York from 25 to 27 September 2015. The Agenda is a broad and universal policy agenda, with 17 Sustainable Development Goals (SDGs), with 169 associated targets which are integrated and indivisible.

The Implementation of the 2030 Agenda requires a more holistic, coherent and integrated approach at the national, regional and global levels. Policies to implement the 2030 Agenda need to address inter-linkages within the social sector, as well as between the social, economic and environmental dimensions of sustainable development. Similarly, existing institutions or institutional mechanisms that are working in the field of social development will have to adjust or expand the scope of work so as to accommodate the new mandates arising from the SDGs.

Social Value Frameworks

The social value landscape is a dynamic and evolving terrain that encompasses the diverse ways in which organisations, governments, and individuals contribute to the betterment of society. It is characterised by its interconnectedness and the golden thread between policy influencers, measurement frameworks, national and local policies, specialist consultants and accreditation bodies, all with a shared ambition to contribute positively to the world around us.

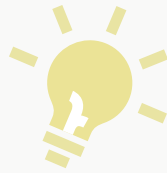


National TOMS Framework

The National TOMs framework was developed by the National Social Value Taskforce, with the Local Government Association partnering with Social Value Portal to develop TOMs for councils to measure value delivered through the Social Value Act.

The National TOMs framework is used by organisations in central and local governments, education, health, housing, blue light services, industry bodies, business and third sector organisations. It can be applied at every stage of the projects life cycle, from concept design, material procurement, construction and operation.

The framework has been developed as a solution to the Social Value Act and has evolved into a social value measurement standard across the UK. The framework is divided into themes, outcomes and measures and has a robust structure allowing it to be adapted to suit each projects needs.



Work

Improving skills & education



Economy

Create an economy for all
Tackling poverty & inequality



Communities

Affordable housing & homelessness
Create vibrant places & spaces



Planet

Tackling the climate emergency



Innovation

Promoting transport & digital connectivity
Tackling health inequalities and providing the best possible care

Measure Up

Impact Reporting, State of Life and PRD are specialist organisations working across social value reporting, wellbeing valuation, place-based regeneration and sustainable local economies, and together they developed Measure Up as a free, open-source valuation framework for social value and impact practitioners.

The Measure Up framework focuses on stakeholder-focused measurement and valuation. The framework uses 21 published values within the 7 wellbeing categories below (derived from ONS) to measure the effect of initiatives and their associated outcomes in relation to social value. The methodology of the framework uses economic, social, fiscal and environmental proxies, and is informed by HM Treasury Green Book guidance and the Supplementary Guidance on Wellbeing. Wherever possible, Measure Up uses the WELLBY, a Wellbeing Year, to express changes in wellbeing in monetary terms.



Environment

Includes: measuring GHG, Business travel, material use, water supply and treatment



What we do

Includes: volunteering regularly, engaging in youth activities, attendance at cultural events, having a job



Where we live

Includes: increased community integration, improved neighbourhood environment, reduction in crime



Education & Skills

Includes: being on an apprenticeship, adult learning for work, being on a traineeship



Health

Includes: improved mental health, increased physical activity, improved physical health



Relationships

Includes: reduced loneliness



Personal Wellbeing

Includes: improved life satisfaction, improved children's wellbeing

WELLBY's as a value

WELLBY stands for Wellbeing Year and is used to measure the wellbeing impact of an intervention. One WELLBY represents one person experiencing a one-point increase in life satisfaction, on a 0–10 scale, for one year. This is based on the question:

“Overall, how satisfied are you with your life nowadays?”

Where 0 means not at all satisfied and 10 means completely satisfied.

This provides a way of measuring outcomes that are often difficult to express financially, such as improved confidence, belonging, community connection, mental wellbeing and overall quality of life.

Within Measure Up, WELLBYs are used to help translate wellbeing outcomes into a monetary value. Measure Up is aligned with HM Treasury Green Book wellbeing guidance and uses economic, social, fiscal and environmental proxies to assess social value. This means that social outcomes can be considered alongside more traditional economic outputs, helping to show the wider benefit of interventions beyond spend, jobs or direct financial return.

For a development such as Ashley House, WELLBYs can help capture the value of outcomes linked to community integration, resident wellbeing, cultural participation, skills, volunteering and access to opportunity. This is particularly useful where the benefit is experienced by people over time, rather than being limited to a one-off output.

Example

A community activity may be recorded first as an output, such as the number of people attending, but the WELLBY approach helps assess whether that activity created a meaningful outcome, such as improved social connection or increased life satisfaction.



Using WELLBYs supports a more rounded approach to social impact reporting by allowing qualitative wellbeing outcomes to be evidenced, valued and compared. This helps ensure that the social value strategy measures not only what is delivered, but the difference it makes to people's lives.

04 Local Needs



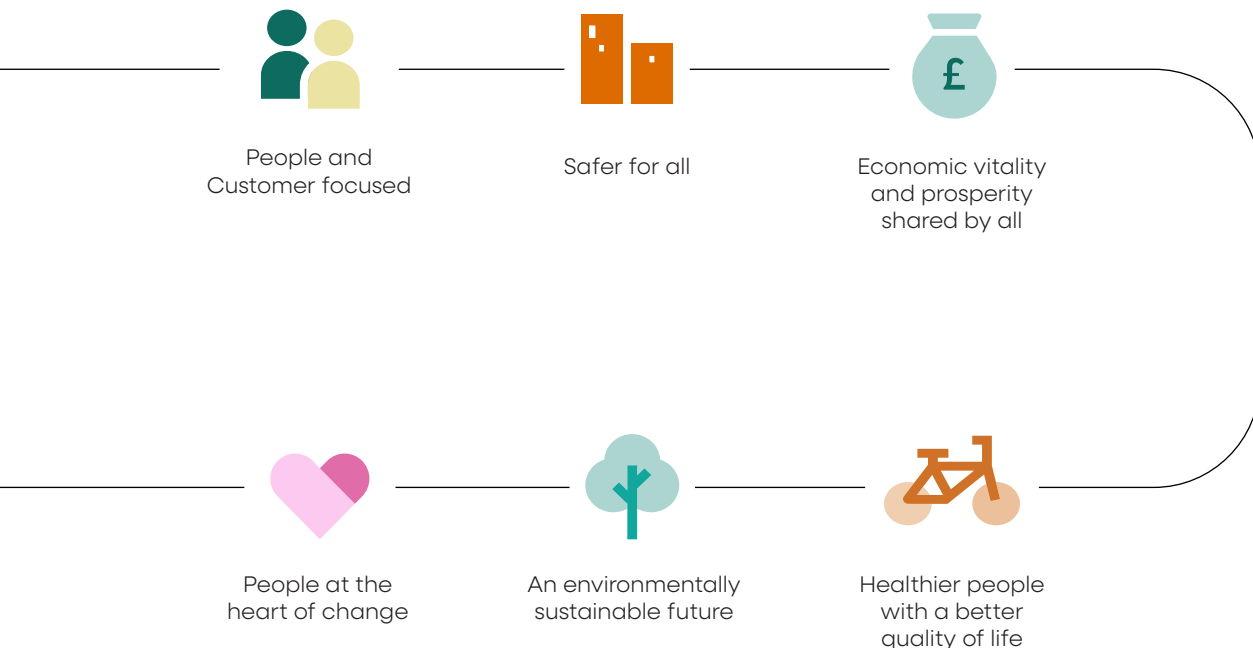
Haringey Local Plan

Social Value

The Haringey Local Plan (2017) sets out the borough's priorities for delivering sustainable growth, healthy places, inclusive communities and climate resilience. While the plan does not include a standalone social value policy, its objectives strongly align with the core principles of social value by requiring developments to respond to local needs, improve health and wellbeing, support sustainable travel, deliver affordable housing, protect and enhance green infrastructure, and contribute to a more inclusive local economy. In particular, the pre-application process highlighted a lack of flexible community space in the local area by Officers and Ward councillors.

For Ashley House, the Social Impact Report provides a mechanism for identifying how the development can contribute to these local priorities beyond the physical delivery of the building. This includes supporting wellbeing, community connection, local employment, skills development, environmental awareness, inclusive access and long-term benefits for residents, workers and the wider Haringey community.

Haringey council has identified the following Local Plan Aims to define key priorities for Haringey.



Joint Strategic Needs Assessment

Haringey Joint Strategic Needs Assessment

A strategic needs assessment provides a structured way of gathering and analysing information about the current and future needs of a specific community or locality. For the London Borough of Haringey, the **Joint Strategic Needs Assessment** (JSNA) is an ongoing process which helps to identify the health and wellbeing needs of the local population. It provides an evidence base for understanding health, wellbeing and inequality across the borough. The findings are used by the Council, the Health and Wellbeing Board and local partners to inform policy, strategy and action in a way that reflects the needs and priorities of Haringey residents.

For this development, the local needs evidence is relevant because the development has the potential to contribute to wider determinants of health and wellbeing, including housing, employment, transport, public realm, community connection and access to local opportunities. Below, each of these needs are translated into a social value vision for the scheme.

A	Mental health & wellbeing	Good mental health is a key determinant of overall wellbeing. The Adult Mental Health JSNA (2024) and the Children and Young People's Mental Health Needs Assessment (2024) highlight significant local need, with rates of common mental health conditions and referral demand exceeding the London average in parts of the borough.
B	Deprivation & health inequalities	Haringey is one of the most unequal boroughs in London, with a sharp contrast in outcomes between the more affluent west and the more deprived east, including Tottenham. The Council's Annual Public Health Report and State of the Borough data set out how poverty, housing insecurity and unemployment continue to drive health inequalities, while the Disability Inequalities JSNA (2026) highlights unequal access and outcomes for disabled residents.
C	Children, young people & education	Supporting children and young people's health, development and education is a key local priority. The Children and Young People JSNA (2025), the Family Hubs Needs Assessment (2024) and the Special Educational Needs and Disabilities (SEND) data identify specific needs and gaps in local provision, particularly for families in the borough's more deprived wards.
D	Healthy lifestyles & behaviours	Alcohol and drug use, and exposure to poor air quality, are significant contributors to health inequalities in Haringey. The Alcohol Needs Assessment (2024), Drug Misuse Statistics (2024) and Air Pollution data (2024) provide evidence to support local action on lifestyle and environment-related health risks, including along busy roads and town centres such as Tottenham High Road.
E	Older people & long-term conditions	An ageing population and rising long-term conditions place growing demand on local health and care services. The Older People's Needs Assessment (2026) and the JSNA's cardiovascular disease dashboard highlight priority areas for prevention, early diagnosis and support, particularly among older and more deprived residents.
F	Community cohesion & safety	Connection, belonging and safety are important protective factors for health and wellbeing. The Violence Against Women and Girls (VAWG) data (2024), Modern Slavery data (2024) and the South Tottenham Jewish Population Needs Analysis highlight the importance of community networks, targeted support and cohesion in reducing isolation and improving resilience across Haringey's diverse communities.
G	Sexual & reproductive health	Access to inclusive, high-quality sexual and reproductive health services is a key local priority. The Sexual Health data (2024) and the Sexual and Reproductive Health Strategy 2021–2024 set out the evidence base and strategic direction for improving equitable access to services across the borough.
H	Climate resilience & healthy place shaping	Housing quality, the built environment and exposure to extreme weather all shape health outcomes. The Heatwaves JSNA (2024) identified around 130,000 residents most vulnerable to heat-related risk, and "healthy place shaping" and "housing and health" are two of the four core themes of Haringey's Health and Wellbeing Strategy 2024–2029.

Project Themes

From understanding the local needs of the site and its surrounding context, five project themes have been identified as the most relevant areas for assessing the social impact of the scheme. These themes provide a clear structure for understanding how the development can support people, communities and place across both delivery and operation.



Community Engagement & Access



Education & Skills Development



Employment & Volunteering



Health & Wellbeing



Equity & Inclusion

The themes have been informed by the local context, the nature of the proposed development, and the outcomes discussed during workshops with the schemes Community Investment Programme partners. At this stage of reporting, Measure Up's wellbeing categories and individual measures have then been mapped into these broader themes. This allows each initiative to be assessed against measurable outcomes while still reflecting the wider social purpose of the scheme.

This approach ensures that the report captures both practical outputs, such as activities delivered or people engaged, and wider wellbeing outcomes, such as improved community connection, access to opportunity and quality of life.

05 Community Investment Programme Partners



Early Consultation

Re:shape's Community Investment Programme (CIP) seeks to partner with local organisations local to the project, delivering measurable social value. The programme provides free-to-access amenity spaces, short-stay support and pilot schemes for vulnerable groups, and collaborative programming with charities, SMEs and community groups, ensuring lasting, accountable and locally rooted impact.

The allocated space at Ashley House is highlighted in the figure below. The space has been designed to be flexible, accessible and inclusive, allowing it to accommodate a curated programme of events, workshops, advice sessions and community-led initiatives over time. The following local groups and charities were contacted about potential participation in the Community Investment Programme:

Hope in Haringey
1000 Black Boys
Haringey Culture Collective
ThruLife
Downside DIY
Haringey Community Collaborative
Godwin Lawson Foundation
Sanjuro / Walk This Way
Ferry Lane Action Group
Atypify

As part of the CIP partner engagement process, Social Impact by Certified issued structured consultation questionnaires to each prospective partner organisation prior to the scheme progressing (see appendix A). The questionnaires were developed across five thematic areas - community engagement and access, education and skill development, employment and volunteering, health and wellbeing, and equity and inclusion - reflecting the social value outcomes framework that underpins the CIP and aligns with established wellbeing and local economic impact metrics.

Responses and further consultation for potential social impact was carried out with Hope in Haringey and 1000 Black Boys. The purpose of the consultation is to understand the existing reach, capacity and priorities of each organisation, and to explore in practical terms how access to the allocated spaces could support and extend their work within the local community. Questions were tailored to collate both quantitative data - such as current attendance figures, volunteer numbers and projected reach - and qualitative insight into the barriers, ambitions and unmet needs that each organisation brings to the partnership.

The responses gathered through this process form the evidential basis for the social value commitments, projected outcomes and measurement commitments set out in the sections that follow. They also reflect a genuine and iterative dialogue with potential partners, ensuring that the programme is grounded in the lived experience and organisational knowledge of those best placed to serve the Haringey community.

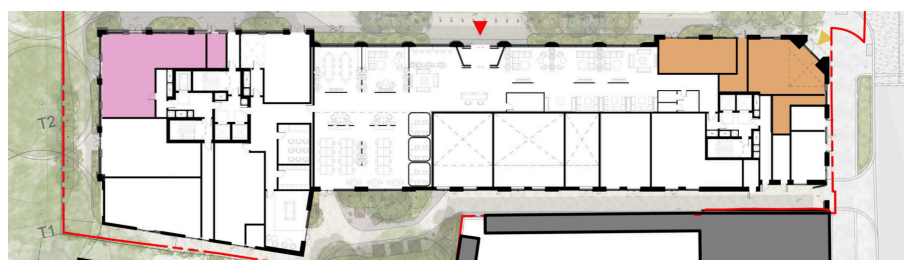


Figure 4: Proposed ground floor plan, highlighting space for CIP Partners use in pink.

Hope in Haringey



Hope in Haringey (HiH) is a Tottenham-based charity working to enhance the lives of young people across Haringey. Its work is delivered through four core programmes: early intervention counselling, one-to-one employability mentoring for 16–24 year olds, youth sports and arts initiatives, and structured police engagement sessions bringing officers and young people together to build trust and mutual understanding.

In its strongest year to date it supported approximately 1,770 young people, delivered by a core team. Its potential role within Ashley House centres on dedicated, reliable space for activity it currently cannot deliver at scale: mentor meet-up events, small-group early-intervention sessions for young people awaiting referral to specialist mental health services, guest-speaker and employability sessions, and exhibition space for its future youth arts programme. HiH has described the relationship between space and impact simply as 'space begets space' with additional capacity is consistently absorbed and put to community use.

Consultation



Community Engagement and Access

HiH's confirmed activity at Ashley House centres on cultural events, guest talks and mentor meet-ups. Cultural and exhibition activity has previously reached significant scale off the back of a single flagship project: HiH's 2023 photography exhibition at Tottenham Hotspur Stadium drew around 400 young people, all of whom would not otherwise have attended. The project drew a further 120 visitors across local studios. Scaling from this precedent and the floor area available in the community space, HiH has confirmed a predicted 75 people per quarter for attendance at cultural events at Ashley House, with arts showcases and exhibitions reaching an estimated 300 people per year and guest-talk/employability sessions reaching a further 300 people per year on the same basis. Hope in Haringey's police engagement programme is confirmed to remain delivered entirely through schools; Ashley House is not planned as a venue for police engagement events. HiH has offered to signpost or facilitate connections between the programme and any existing groups using Ashley House who wish to take part, but no dedicated sessions are included in the space's predicted activity.

Without a permanent base, HiH's mentoring and events activity remains constrained to whatever venues or informal spaces it can access. A dedicated space at Ashley House would allow HiH to consolidate and regularise this provision, moving from twice-yearly to monthly mentor meet-ups. HiH has confirmed a predicted 120 mentors per year attending meet-up and networking events at Ashley House (based on approx. 10 mentors per session, one event per month), providing consistent programming that HiH expects would meaningfully increase participants' sense of belonging and connection to Tottenham, alongside improved life satisfaction and confidence among mentors engaging more regularly with the organisation.



Education and Skill Development

HiH currently supports young people (16–24) through its one-to-one mentoring programme. HiH anticipates that Ashley House would enable it to expand this provision, projecting around 12 additional mentors (through the mentor networking events and volunteering from Ashley Park residents). This would allow a further 12 young people to gain structured employability and life skills through the mentoring programme. Ashley Park could also allow for 25 young people (under 18) engaging in structured youth arts activities. This could be photography, music and visual art with a clear skill-development component, delivered from the Ashley House space.

HiH's guest-speaker and careers programme, which brought in 78 industry professionals in 2025, is expected to grow at Ashley House through regular guest-talk and skills sessions. Mentoring and arts participants engaging more regularly through Ashley House are expected to report improved life satisfaction and a stronger sense of community belonging. HiH has confirmed it would be willing to administer a WELLBY life-satisfaction survey with mentees before and after the programme.



Employment and Volunteering

Hope in Haringey currently operates through a mix of paid staff and volunteer mentors. In 2025, HiH volunteers contributed an estimated 2,400 hours in one-to-one employability mentoring alone, alongside further hours supporting guest talks and police engagement events. HiH anticipates that the networking and meet-up events made possible by Ashley House would directly grow its volunteer mentor base, projecting at least 6 additional mentors recruited via events at Ashley House, plus a further estimated 6 volunteers drawn from Ashley House residents themselves (based on 1% of the development's population, each contributing around 2 hours per month over 6 months).

HiH is a small organisation, currently 10 core office staff and around 19 sessional counsellors in part-time roles. It anticipates that increased programme delivery enabled by Ashley House would support its case for further funding and would likely require at least one additional part-time role (equivalent to 0.5 FTE) to help operate and administer the space. HiH does not currently track mentee employment or education outcomes on a fixed 12-month basis, given that many mentoring relationships extend well beyond their intended length, but views growth in its volunteer and staff base as a direct, attributable outcome of a permanent base at Ashley House.



Health and Wellbeing

HiH's counselling team already uses validated, age-banded outcome tools to track progress and Ashley House is expected to expand the organisation's early-intervention offer significantly. HiH's current dedicated counselling room accommodates around 5 people however a larger, reliable space at Ashley House would allow HiH to run small-group sessions supporting young people on the waiting list for its partner charity Open Door, reaching an estimated 144 young people per year (based on groups of 12 running weekly across the year). HiH projects that this group support would contribute to both improved mental health outcomes and a reduction in loneliness and social isolation among participants.

HiH's youth sports programme currently reaches approximately 140–146 young people per week across two partner schools, of whom around 60 per week are identified as having low confidence or low activity levels. HiH's arts programme is expected to support a further 25 young people annually in reporting improved mental health through creative activity. Across all of its programmes combined, HiH projects that as many as 769 participants per year could report improved life satisfaction as a result of more consistent, better-resourced delivery through Ashley House, reflecting the cumulative wellbeing effect of mentoring, arts engagement and attendance of cultural events.



Equity and Inclusion

All of Hope in Haringey's existing services are free of charge to participants, reflecting the organisation's commitment as a charity serving one of Haringey's most under-resourced communities, and HiH has confirmed this would remain

£ 3,827,625

Total predicted annual social impact through partnership with Hope in Haringey

1000 Black Boys



1000 Black Boys is a Tottenham-rooted organisation working to transform the life outcomes of young Black boys and men across Haringey through mentorship, empowerment events and structured career and life-skills programming. Its work centres on building confidence, aspiration and a stronger sense of identity and belonging among participants, delivered through a combination of one-to-one mentoring, group workshops and larger inspiration and empowerment events.

Its potential role within Ashley House centres on dedicated space for mentoring, workshops and events that it currently delivers through borrowed or temporary venues. A permanent base at Ashley House would allow 1000 Black Boys to consolidate its mentoring and events programme into a single, reliable location, supporting more consistent delivery and stronger relationships with the young people it works with.

Consultation



Community Engagement and Access

1000 Black Boys' confirmed activity at Ashley House centres on its Inspiration & Empowerment Events, which bring together mentors, families and the wider community. The organisation has confirmed a predicted further 400 additional people may be able to attend these events annually, generating increased visibility for the organisation's work within Tottenham and drawing in members of the local community who may not otherwise engage with its programmes.

Beyond event attendance, 1000 Black Boys anticipates that a fixed presence at Ashley House would meaningfully deepen participants' connection to the local area. The organisation has confirmed a predicted 680 participants per year who may report an increased sense of community belonging and integration with their neighbourhood in Tottenham as a result of sustained engagement with 1000 Black Boys' events and programmes. WELLBY pre/post life-satisfaction data would be gathered to confirm this uplift once the space is operational.



Education and Skill Development

1000 Black Boys' mentoring programme supports young people in building the employability, career and life skills needed to progress into education, training and work. With Ashley House providing additional meeting and workshop space for mentor-mentee sessions, the organisation has confirmed an aspiration of reaching 420 additional young people per year gaining structured employability and life skills through the programme. This is a significant expansion on its current capacity, reflecting the additional space and consistency a permanent base would provide.



Employment and Volunteering

1000 Black Boys currently operates through a mixed model of paid staff and volunteer mentors. With a base at Ashley House, the organisation anticipates supporting 14 mentor volunteers through its mentoring scheme, each contributing approximately 60 hours per year to one-to-one sessions, group workshops and programme preparation.

In addition to the mentoring volunteers, 1000 Black Boys anticipates a further 10 volunteers supporting events held at Ashley Park, each contributing approximately 10 hours per event (accounting for delivery, training and admin time), alongside 5 weekly volunteers providing an estimated 4 hours per week in administrative support to help run the organisation.

The organisation anticipates that increased programme delivery enabled by Ashley House would support a case for additional staffing, with 4 part-time roles anticipated at Ashley Park (2 part-time community space facilitators and 2 part-time sessional programme facilitators) supporting the day-to-day running of mentoring and events activity from the space.



Health and Wellbeing

1000 Black Boys places a strong emphasis on the mental health and emotional wellbeing benefits of mentorship, particularly for young Black boys and men who may face barriers to accessing traditional mental health support. The organisation has confirmed a predicted 150 participants per year who may report improved mental health as a result of sustained engagement with its programmes at Ashley House, reflecting the protective effect of consistent, trusted mentoring relationships.

More broadly, 1000 Black Boys' own mentorship cohort data shows 83% of participants reporting increased confidence and 94% reporting greater clarity on life goals following engagement with the programme. These are figures the organisation expects to strengthen further through the consistency a dedicated Ashley House base would provide. Reflecting this, the organisation has confirmed a predicted 410 participants per year who may report improved life satisfaction as a result of programmes delivered at or through Ashley House.



Equity and Inclusion

1000 Black Boys' programmes are offered at a nominal subsidised fee rather than being entirely free. This is a deliberate organisational policy. The position is that a nominal financial commitment from participants correlates with greater ownership of the process and stronger transformation outcomes. However, subsidised rates are available to ensure no young person is excluded due to financial barriers. This approach would continue at Ashley House. Across prior cohorts, 17 participants have paid subsidised fees. The fee model does not preclude access for those in genuine hardship.

£ 2,097,494

Total predicted annual social impact through partnership with 1000 Black Boys

06 Reporting social value



Methodology & Tracking Progress

Measure Up's wellbeing categories, outcomes and measures have been mapped against the local needs analysis and Re:shape's wider social value themes. Following engagement with Hope in Haringey, relevant measures have been identified for Ashley Park, with each measure linked to an outcome, evidence requirement and predicted social value where appropriate.

Overall reporting will align with Re:shape's wider ESG gateway reporting process, ensuring that social value is carried through the full project lifecycle rather than being treated as a one-off exercise. At each gateway, the strategy will be reviewed, adapted and evidenced, with the total project social value impact calculated progressively from early predicted value through to actual outcomes during delivery and operation.

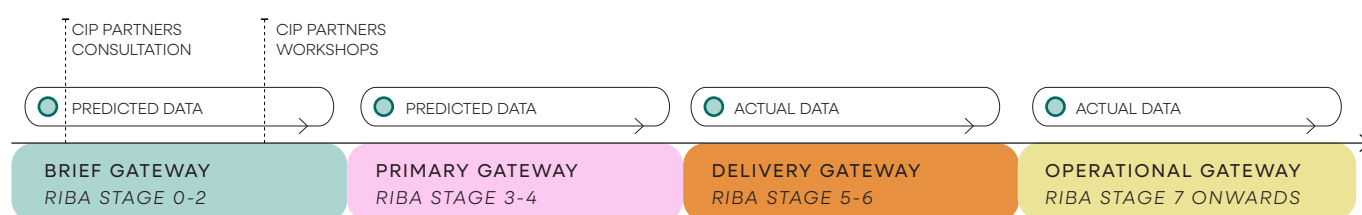


Figure 5: Overall progress tracker aligned with Re:shape's ESG gateways

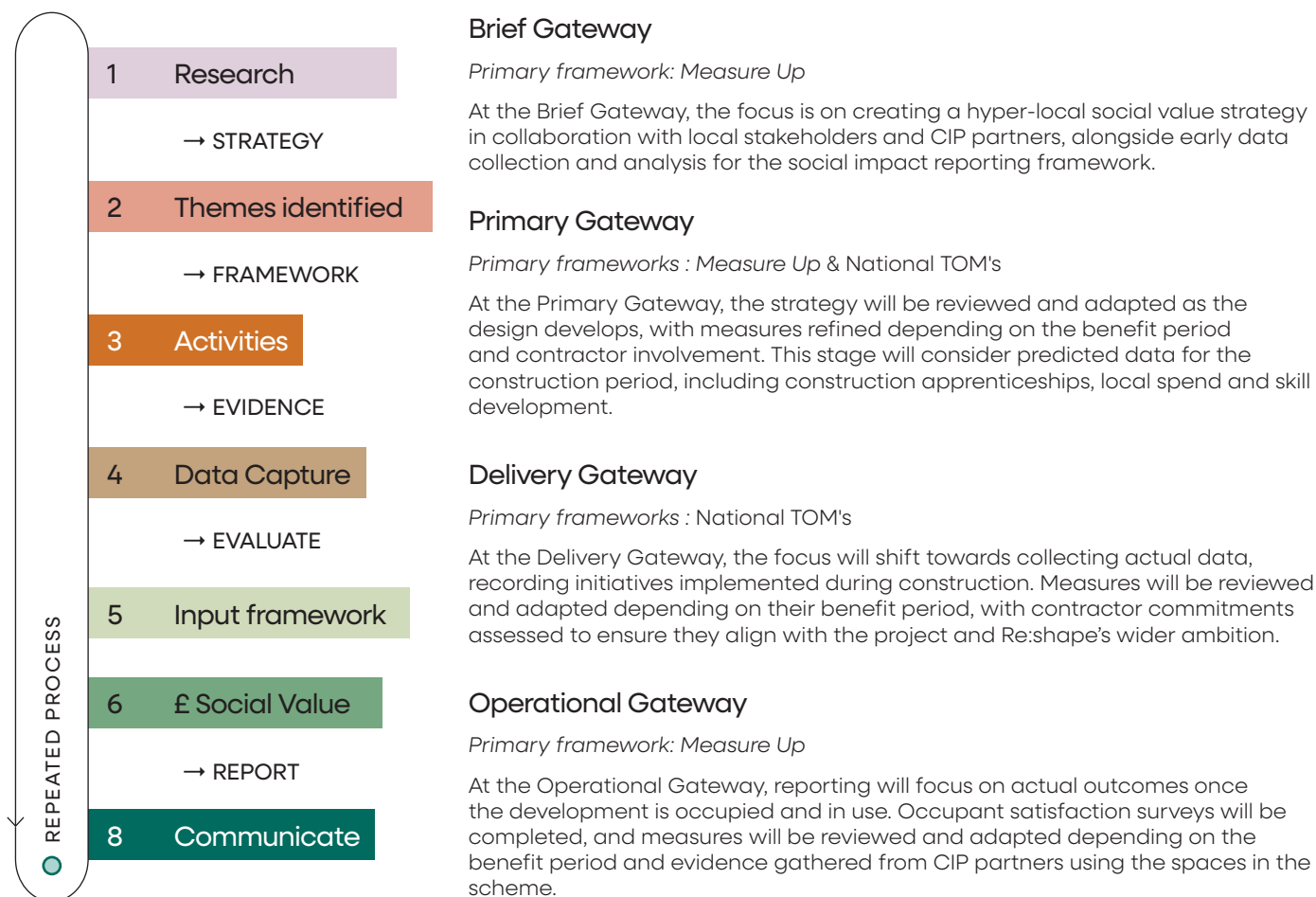


Figure 6: Application of industry frameworks at each reporting gateway



Key Definitions

Outputs

Quantification of the activities that have taken place. (eg. 100 people attended a local food festival at a space provided by Re:shape)

Proxy Value

An approximation providing representation of the value of an outcome. Our methodology uses a mixture of economic, fiscal, social & environmental.

Investment & Benefit period

Investment is the period to be evaluated (often one year) whereas the benefit period is the length of time over which outcomes created during investment period endure. (eg. new build development 15-20 years vs training programme 3-5 years).

Outcomes

The changes resulting from an activity for stakeholders. (Of the 100 people who attended the food festival, 35% reported an increase in community integration due to attendance at the festival).

Outcomes allow the calculation of Social Value as they demonstrate the actual change created from an intervention and give insight on the effectiveness of the intervention.

Deadweight

The amount of the intervention that would have happened anyway. This is normally expressed as a percentage of the total effect.

Attribution

Considers how much an outcome is down to the intervention, and how much is down to other interventions, sources, organisations, people, or circumstances.

Measure The intervention as a result of the project.		Outcome The change we are measuring.		Accuracy Will develop as data transitions from predictable to actual.	Proxy Value An approximation providing representation of the value of an outcome.			Output Quantification of the activities that have taken place. Usually no. of people.	Deadweight / Attribution Discounted % of the value due to amount of deadweight /attribution allocated to the outcome.		Investment period Agreed period of evaluation. Benefit period could be longer depending on the measure.		
Social Value Reporting		Measure Up's Framework			Proxy Value			Calculation			Social Value Total		
Theme	Measure	Code	Framework Outcome	Tier of Accuracy	Value (£)	Value Type	Description	Output Qty	Adjustment Description	Outcomes Adjustment %	Predicted 2027	Actual 2028	Note
Community Engagement	Free community tickets reaching new/low-engagement audiences	WWD5	Attendance at Cultural Event	Bronze - known frequency of attendees can alter values for silver tier.	£3,100.00	Quantitative Data	Monetised social value of a 1 person 'attending at cultural events' once/twice per year. Only account for people who would not have done so otherwise.	50	% of total attendees who may not have done so otherwise, and attend once or twice a year.	25%	£38,750	-	Data states of the 160 free tickets, 57% were allocated to people who 'rarely or never attended cultural events'

07 Project Initiatives



Social Value Calculation

Social Value Reporting			Measure Up's Framework		Monetary Value			Calculation			Social Value Total		National & Local Frameworks	
Theme	CIP Partner	Measure	Code	Framework Outcome	Tier of Accuracy	Value (£)	Description	Qty	Adjustment Quantity Description	Adjustment Quantity %	Predicted (£)	Notes	National TOM's equivalent	Haringey Local Plan Policy
Community Engagement & Access	Hope in Haringey	Number of active professionals or retired professionals attending HiH meet ups/networking events facilitated through Ashley House	WWD5	Attendance at Cultural Events	Bronze	3,100	Monetised social value of 1 person's 'attendance at cultural events' once/twice per year	120	% of participants who would not have attended cultural events anyway	0.25	93,000	-	NT30 Social: Improving Community Cohesion	Policy SP2 - Haringey Local Plan: Children & Young People
Community Engagement & Access	Hope in Haringey	Number of people participating in visiting HiH arts showcases, photography exhibitions and cultural events including: public exhibitions and collaborative performances facilitated through Ashley House	WWD5	Attendance at Cultural Events	Bronze	3,100	Monetised social value of 1 person's 'attendance at cultural events' once/twice per year	300	% of participants who would not have attended cultural events anyway	0.1	93,000	-	NT30 Social: Improving Community Cohesion	Policy SP2 - Haringey Local Plan: Children & Young People
Community Engagement & Access	Hope in Haringey	Number of people attending guest talks/employability skill sessions, facilitated through Ashley House	WWD5	Attendance at Cultural Events	Bronze	3,100	Monetised social value of 1 person's 'attendance at cultural events' once/twice per year	300	% of participants who would not have attended cultural events anyway	0.1	93,000	-	NT30 Social: Improving Community Cohesion	Policy SP2 - Haringey Local Plan: Children & Young People
Community Engagement & Access	Hope in Haringey	Increase in participants' sense of community belonging and integration with their neighbourhood in Tottenham following sustained engagement with Hope in Haringey across its programmes at Ashley House	WWL4.1	Increased Community Integration	Bronze	4,200	Average value for 1 person answering 'agree' or 'strongly agree' to statements on trust and belonging in their neighbourhood.	720	% of participants who may report increased sense of community belonging following HiH engagement	0.1	302,400	-	NT31 Social: Improving Community Cohesion	Policy SP6 – Haringey Local Plan: Strong & Cohesive Communities
Community Engagement & Access	Hope in Haringey	Active professionals or retired professionals reporting improved life satisfaction and confidence	PW1	Improved Life Satisfaction	Silver	15,300	Proportion of participants expected to report substantially improved life satisfaction × £15,300 (1 WELLBY). Apply 0.1 WELLBY average uplift across programme cohort.	120	% of mentees who report improved life satisfaction post-programme; apply 0.1 WELLBY average uplift	0.1	183,600	WELLBY pre/post data would to be issued to confirm.	NT27 Social: Improving Health & Wellbeing	Policy SP2 - Haringey Local Plan: Children & Young People



Social Value Calculation

Social Value Reporting			Measure Up's Framework		Monetary Value			Calculation			Social Value Total		National & Local Frameworks	
Theme	CIP Partner	Measure	Code	Framework Outcome	Tier of Accuracy	Value (£)	Description	Qty	Adjustment Quantity Description	Adjustment Quantity %	Predicted (£)	Notes	National TOM's equivalent	Haringey Local Plan Policy
Education & Skills Development	Hope in Haringey	Number of 16–24 year olds gaining employability, career and life skills through the HiH mentoring programme, with Ashley House providing additional meeting and workshop space for mentor-mentee sessions	ES2.1	Adult Learning for Work	Bronze	1,175	Multiply the number of people attending an adult learning programme for work by £1,175. Applies to young adults (16–24) gaining structured employability skills.	12	N/A	N/A	14,100		NT10 Jobs: Developing Skills & Training	Policy SP8 – Haringey Local Plan: Employment & Local Economy
Education & Skills Development	Hope in Haringey	Number of young people (under 18) engaged in HiH youth arts activities (photography, music, visual art) - where structured skill development is a component of the programme	WWD4	Engaging in Youth Activities	Bronze	1,550	Wellbeing value of a young person engaging in youth activities per week-equivalent for up to 4 weeks/year.	25	N/A	N/A	38,750		NT29 Social: Improving Health & Wellbeing	Policy SP2 – Haringey Local Plan: Children & Young People
Education & Skills Development	Hope in Haringey	Improved life satisfaction in 16–24 year old mentees following completion of the HiH mentoring programme, reflecting growth in confidence, aspiration and future-readiness	PW1	Improved Life Satisfaction	Silver	15,300	Proportion of mentees expected to report substantially improved life satisfaction × £15,300 (1 WELLBY). Apply 0.1 WELLBY average uplift for structured mentoring programmes.	12	% of mentees who report improved life satisfaction post-programme; apply 0.1 WELLBY average uplift	0.1	18,360	WELLBY pre/post data would confirm uplift.	NT27 Social: Improving Health & Wellbeing	Policy SP2 – Haringey Local Plan: Children & Young People
Education & Skills Development	Hope in Haringey	Improved life satisfaction in 16–24 year old mentees following completion of the HiH arts initiative programme at Ashley Park	PW1	Improved Life Satisfaction	Silver	15,300	Proportion of mentees expected to report substantially improved life satisfaction × £15,300 (1 WELLBY). Apply 0.1 WELLBY average uplift for structured mentoring programmes.	25	% of mentees who report improved life satisfaction post-programme; apply 0.1 WELLBY average uplift	0.1	38,250	WELLBY pre/post data would confirm uplift.	NT27 Social: Improving Health & Wellbeing	Policy SP2 – Haringey Local Plan: Children & Young People
Education & Skills Development	Hope in Haringey	Increase in mentors sense of community belonging and integration with their neighbourhood in Tottenham following sustained engagement with Hope in Haringey	WWL4.1	Increased Community Integration	Bronze	4,200	Average value for 1 person answering 'agree' or 'strongly agree' to statements on trust and belonging in their neighbourhood.	12	% of participants who may report increased sense of community belonging following HiH engagement	0.1	5,040		NT31 Social: Improving Community Cohesion	Policy SP6 – Haringey Local Plan: Strong & Cohesive Communities



Social Value Calculation

Social Value Reporting			Measure Up's Framework		Monetary Value			Calculation			Social Value Total		National & Local Frameworks	
Theme	CIP Partner	Measure	Code	Framework Outcome	Tier of Accuracy	Value (£)	Description	Qty	Adjustment Quantity Description	Adjustment Quantity %	Predicted (£)	Notes	National TOM's equivalent	Haringey Local Plan Policy
Education & Skills Development	Hope in Haringey	Increase in art session participants' sense of community belonging and integration with their neighbourhood in Tottenham following sustained engagement with Hope in Haringey across its programmes at Ashley House	WWL4.1	Increased Community Integration	Bronze	4,200	Average value for 1 person answering 'agree' or 'strongly agree' to statements on trust and belonging in their neighbourhood.	25	% of participants who may report increased sense of community belonging following HiH engagement	0.1	10,500		NT31 Social: Improving Community Cohesion	Policy SP6 – Haringey Local Plan: Strong & Cohesive Communities
Employment & Volunteering	Hope in Haringey	Annual volunteer hours contributed by Ashley Park residents to HiH volunteer mentor scheme supporting 16–24 year olds, including one-to-one sessions, mentor meet-ups, training and programme preparation facilitated through Ashley House	WWD2	Volunteering Regularly	Bronze	425	Number of people who volunteer for approx. 8 hours per month for 1 year × £3,400. Therefore for 1 person volunteering for 2 hours a month for 6 months the value is: £425.	6	N/A	N/A	2,550	1% of Ashley House residents (530÷83) = 6 people. 2 hours per month for 6 months based on the measure up value is £425.	NT26 Social: Improving Health & Wellbeing	Policy SP8 – Haringey Local Plan: Employment & Local Economy
Employment & Volunteering	Hope in Haringey	Annual volunteer hours contributed by new mentors (resulting from mentor networking events at Ashley Park) to HiH volunteer mentor scheme supporting 16–24 year olds, including one-to-one sessions, mentor meet-ups, training and programme preparation facilitated through Ashley House	WWD2	Volunteering Regularly	Bronze	425	Number of people who volunteer for approx. 8 hours per month for 1 year × £3,400. Therefore for 1 person volunteering for 2 hours a month for 6 months the value is: £425.	6	N/A	N/A	2,550	Minimum 6 additional mentors from the networking events held at Ashley Park.	NT26 Social: Improving Health & Wellbeing	Policy SP8 – Haringey Local Plan: Employment & Local Economy



Social Value Calculation

Social Value Reporting			Measure Up's Framework		Monetary Value			Calculation			Social Value Total		National & Local Frameworks	
Theme	CIP Partner	Measure	Code	Framework Outcome	Tier of Accuracy	Value (£)	Description	Qty	Adjustment Quantity Description	Adjustment Quantity %	Predicted (£)	Notes	National TOM's equivalent	Haringey Local Plan Policy
Health & Wellbeing	Hope in Haringey	Number of young people experiencing improved mental health and emotional wellbeing through HiH's support for Open doors waitlisted groups through additional sessions enabled by the Ashley House space	HE2	Improved Mental Health	Silver	30,700	Monetised value of 1 young person having 'good' vs 'poor' mental health over a year. Silver tier — HiH counsellors already use validated outcome tools; confirm whether WEMWBS or equivalent pre/post data is available.	144	% of mental health support recipients who may show measurable mental health improvement on validated scale	0.1	442,080	12 people in a session coming once a week for 4 weeks. This is repeated through the year with different groups of 12 = 144 young people per annum	NT27 Social: Improving Health & Wellbeing	Policy SP5 – Haringey Local Plan: Health & Wellbeing
Health & Wellbeing	Hope in Haringey	Number of young people experiencing reduced loneliness and social isolation following engagement with HiH's mental health support group at Ashley House	RE1	Reduced Loneliness	Bronze	8,100	Monetised value per young person moving from lonely to not lonely. Apply to those self-reporting reduced loneliness following counselling or youth programme engagement.	144	% of counselling and youth programme participants who may report reduced loneliness	0.25	291,600		NT28 Social: Improving Health & Wellbeing	Policy SP5 – Haringey Local Plan: Health & Wellbeing
Health & Wellbeing	Hope in Haringey	Young people experiencing improved mental health through participation in HiH diversionary arts programmes (photography, music, visual art and collaborative creative projects) enabled through Ashley House	HE2	Improved Mental Health	Bronze	30,700	Monetised value of 1 young person having 'good' vs 'poor' mental health over a year. Apply to those who would not have accessed equivalent creative wellbeing provision elsewhere.	25	% of arts programme participants who may report improved mental health	0.25	191,875		NT27 Social: Improving Health & Wellbeing	Policy SP5 – Haringey Local Plan: Health & Wellbeing
Health & Wellbeing	Hope in Haringey	Young people across all HiH at Ashley House programmes reporting improved life satisfaction and confidence - capturing the cumulative wellbeing effect of counselling, mentoring, sports and arts engagement at or through Ashley House	PW1	Improved Life Satisfaction	Silver	15,300	Proportion of participants expected to report substantially improved life satisfaction × £15,300 (1 WELLBY). Apply 0.1 WELLBY average uplift across programme cohort.	469	% of all HiH programme participants who may report improved life satisfaction; apply 0.1 WELLBY uplift	0.1	717,570		NT27 Social: Improving Health & Wellbeing	Policy SP2 – Haringey Local Plan: Children & Young People



Social Value Calculation

Social Value Reporting			Measure Up's Framework		Monetary Value			Calculation			Social Value Total		National & Local Frameworks	
Theme	CIP Partner	Measure	Code	Framework Outcome	Tier of Accuracy	Value (£)	Description	Qty	Adjustment Quantity Description	Adjustment Quantity %	Predicted (£)	Notes	National TOM's equivalent	Haringey Local Plan Policy
Equity & Inclusion	Hope in Haringey	Number of people who have free access to all HiH mentoring, Open Door support and arts programmes for young people in Haringey - all current services are free to participants and will remain so at Ashley House	HE2	Improved Mental Health	Bronze	30,700	Monetised value of 1 young person having good vs poor mental health due to their participation in being mentor	420	% of free-access participants who may report improved mental health	0.1	1,289,400		NT27 Social: Improving Health & Wellbeing	Policy SP3 – Haringey Local Plan: Equality & Inclusion

£ 3,827,625

Total predicted annual social impact through partnerships with Hope in Haringey



Social Value Calculation

Social Value Reporting			Measure Up's Framework		Monetary Value			Calculation			Social Value Total		National & Local Frameworks	
Theme	CIP Partner	Measure	Code	Framework Outcome	Tier of Accuracy	Value (£)	Description	Qty	Adjustment Quantity Description	Adjustment Quantity %	Predicted (£)	Notes	National TOM's equivalent	Haringey Local Plan Policy
Community Engagement & Access	1000 Black Boys	Number of people participating in visiting cultural events including Inspiration & Empowerment Events	WWD5	Attendance at Cultural Events	Bronze	3,100	Monetised social value of 1 person's 'attendance at cultural events' once/twice per year	260	% of participants who would not have attended cultural events anyway	0.1	80,600	-	NT30 Social: Improving Community Cohesion	Policy SP2 - Haringey Local Plan: Children & Young People
Community Engagement & Access	1000 Black Boys	Increase in participants' sense of community belonging and integration with their neighbourhood in Tottenham following sustained engagement with 1000 Black Boys events and programmes	WWL4.1	Increased Community Integration	Bronze	4,200	Average value for 1 person answering 'agree' or 'strongly agree' to statements on trust and belonging in their neighbourhood.	680	% of participants who may report increased sense of community belonging due to engagement with 1000 Black Boys	0.1	285,600	WELLBY pre/post data would to be issued to confirm.	NT31 Social: Improving Community Cohesion	Policy SP6 – Haringey Local Plan: Strong & Cohesive Communities
Education & Skills development	1000 Black Boys	Number of young people gaining employability, career and life skills through the 1000 Black Boys mentoring programme, with Ashley House providing additional meeting and workshop space for mentor-mentee sessions	ES2.1	Adult Learning for Work	Bronze	1,175	Multiply the number of people attending an adult learning programme for work by £1,175.	420	n/a	n/a	493,500	-	NT10 Jobs: Developing Skills & Training	Policy SP8 – Haringey Local Plan: Employment & Local Economy
Employment & Volunteering	1000 Black Boys	Number of annual volunteer hours contributed by 14 mentor volunteers scheme supporting young people. facilitated through Ashley House	WWD2	Volunteering Regularly	Bronze	3,400	Number of people who volunteer for approx. 8 hours per month for 1 year x £3,400.	8.75	n/a	n/a	29,750	14 volunteers with the mentoring programme each delivering approx. 60 hours per year programme.	NT26 Social: Improving Health & Wellbeing	Policy SP8 – Haringey Local Plan: Employment & Local Economy
Employment & Volunteering	1000 Black Boys	Number of additional FTE staff that would be employed as a result of 1000 Black Boy's use of the space at Ashley House (2 PT community space facilitator and 2 PT additional sessional programme facilitator)	WWD1	Currently Having a Job	Bronze	42,000	Economic + wellbeing value of an individual in work vs not in work per year (£35,000 economic + £7,000 wellbeing).	2	n/a	n/a	84,000	Assumed 4 additional PT staff at Ashley Park,	NT3 Jobs: Creating Employment Opportunities	Policy SP8 – Haringey Local Plan: Employment & Local Economy



Social Value Calculation

Social Value Reporting			Measure Up's Framework		Monetary Value			Calculation			Social Value Total		National & Local Frameworks	
Theme	CIP Partner	Measure	Code	Framework Outcome	Tier of Accuracy	Value (£)	Description	Qty	Adjustment Quantity Description	Adjustment Quantity %	Predicted (£)	Notes	National TOM's equivalent	Haringey Local Plan Policy
Employment & Volunteering	1000 Black Boys	Annual volunteer hours contributed by 10 volunteers for to support events held at Ashley Park.	WWD2	Volunteering Regularly	Bronze	3,400	Number of people who volunteer for approx. 8 hours per month for 1 year × £3,400.	4.16	n/a	n/a	14,144	10 volunteers per event. Each event equals 10 hours of volunteering. 100 hours per event. 4 events each year equates to 400 hours.	NT26 Social: Improving Health & Wellbeing	Policy SP8 – Haringey Local Plan: Employment & Local Economy
Employment & Volunteering	1000 Black Boys	Annual volunteer hours contributed by admin staff.	WWD2	Volunteering Regularly	Bronze	3,400	Number of people who volunteer for approx. 8 hours per month for 1 year × £3,400.	6.5	n/a	n/a	22,100	5 weekly volunteers who provide approx. 4 hours a week of volunteering hours for the organisation.	NT26 Social: Improving Health & Wellbeing	Policy SP8 – Haringey Local Plan: Employment & Local Economy
Health & Wellbeing	1000 Black Boys	Ashley House would provide space for potentially 3 additional events with 50 people per event. The space would provide a safe, confidential, and accessible space for families dealing with knife crime bereavement and youth violence.	HE2	Improved Mental Health	Bronze	30,700	Monetised value of 1 young person having 'good' vs 'poor' mental health over a year. Apply to those who would not have accessed equivalent creative wellbeing provision elsewhere.	150	% of participants who may report improved mental health	0.1	460,500		NT27 Social: Improving Health & Wellbeing	Policy SP5 – Haringey Local Plan: Health & Wellbeing



Social Value Calculation

Social Value Reporting			Measure Up's Framework		Monetary Value			Calculation			Social Value Total		National & Local Frameworks	
Theme	CIP Partner	Measure	Code	Framework Outcome	Tier of Accuracy	Value (£)	Description	Qty	Adjustment Quantity Description	Adjustment Quantity %	Predicted (£)	Notes	National TOM's equivalent	Haringey Local Plan Policy
Health & Wellbeing	1000 Black Boys	Young people who have attended mentoring and events at Ashley House through 1000 Black Boys programmes reporting improved life satisfaction and confidence increase.	PW1	Improved Life Satisfaction	Silver	15,300	Proportion of participants expected to report substantially improved life satisfaction × £15,300 (1 WELLBY). Apply 0.1 WELLBY average uplift across programme cohort.	410	% of all programme participants who may report improved life satisfaction; apply 0.1 WELLBY uplift	0.1	627,300		NT27 Social: Improving Health & Wellbeing	Policy SP2 - Haringey Local Plan: Children & Young People

£ 2,097,494

Total predicted annual social impact through partnerships with 1000 Black Boys

08 Conclusion



Re:shape

Predicted social value from Social Infrastructure space at Ashley House, Tottenham



£ 5,925,119

Total predicted annual social impact through partnerships with Hope in Haringey & 1000 Black Boys

432

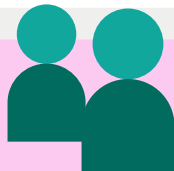
young people in the local community engaging in mentoring programmes with Hope in Haringey or 1000 Black Boys

£1.7m+

in predicted impact through improved mental health across programmes in Ashley House's Community Space

3,000+

annual volunteer hours



£1.3m+

generated through predicted increased life satisfaction.



"

mentorship cohort data shows 83% reporting increased confidence and 94% reporting greater clarity on life goals.

- 1000 Black Boys



4PT

roles created through additional events & mentoring at Ashley House for 1000 Black Boys

£350k+

generated through community engagement & attendance at hub events and drop-ins

Next steps

The Social Value Strategy for Ashley House outlines a comprehensive approach to creating a positive and lasting impact in Tottenham, supporting community integration, youth development and improved wellbeing. By focusing on mentoring, skills development and creating consistent, trusted spaces for engagement, it aims to empower young people and residents with the confidence and connections needed to access opportunity within their own community. Addressing health inequality and social isolation is a core pillar of this strategy, with initiatives designed to reach those who may not otherwise engage with formal support services. Finally, by promoting community integration, the scheme will help embed Ashley House as a genuine local asset, ensuring equitable access to mentoring, events and support for residents across Tottenham.

The social value case for Ashley House is grounded in the specific needs and assets of the Tottenham Hale community. The pre-application process specifically identified a lack of flexible community space in the local area. The scheme responds directly to these pressures through two CIP relationships: Hope in Haringey, which brings an established mentoring, counselling and youth arts offer rooted in Tottenham, and 1000 Black Boys, whose mentorship and empowerment programmes address a distinct and pressing need around outcomes for young Black boys and men in the borough.

Across five reporting themes, the strategy has identified and quantified social value outputs using the MeasureUp framework, with monetary values derived from WELLBY (Wellbeing Years) methodology and peer-reviewed unit cost data. At this stage, the predicted annual social value across all themes is £6.6 million, with the largest contributions from improved mental health across programmes in Ashley House's community space (£2.98m+), increased life satisfaction among residents and participants (£1.3m+), and community engagement through hub events and drop-ins (£350k+). These figures represent a conservative baseline that the scheme can realistically deliver given the physical capacity of the space. The strategy will be refined at each subsequent reporting stage as consultation data and operational evidence become available.

Re:shape have established partnerships with Hope in Haringey and 1000 Black Boys, and conversations are actively ongoing with a number of additional local organisations, as identified in Section 05. These discussions are continuous and iterative. The intention is not simply to confirm commitments at a single point in time, but to ensure that as many organisations as possible have the opportunity to access and benefit from the development as it evolves.

The social value benefits arising from these partnerships will be captured at defined gateways aligned with Re:shape's ESG gateways: at the close of RIBA Stage 4, at RIBA Stage 6, and upon the scheme entering operation. At each gateway, the Social Impact Report will be updated to reflect the current partnership landscape, refine quantitative estimates using data gathered through the measurement framework and, within the operational stage, introduce actual impact figures. This staged approach ensures the reported social value remains accurate, transparent and responsive to the real outcomes being generated on the ground.

The ambition is for this report to evolve from a planning commitment into a live evidence base: one that holds the scheme accountable to the community it is being built for and demonstrates that good design, equitable access, and meaningful partnership can generate social returns that significantly outweigh the cost of the space they require.

09 Appendix A





Social Impact

by certified.

Social Impact

Community Partners Consultation

Ashley House, Tottenham

Initial Questions



Social Impact
by certified.

📍 Ashley House, Tottenham

👥 Hope in Haringey

Hope in Haringey is a Tottenham based charity delivering four core programmes aiming to enhance the lives of young people in Haringey. This is achieved through 4 core programmes: early intervention counselling, mentoring, sports and arts initiatives and police engagement



01 COMMUNITY ENGAGEMENT & ACCESS

WWD5 (Attendance at Cultural Events), WWL4.1 (Increased Community Integration)

Ref Question

Answer / Notes

QUAN

A

Would Ashley House be a venue to host police engagement events? If so, how many would you expect to run per year? How many officers and students would you expect to attend each session?

No - HiH's police engagement programme is delivered through schools, so events would continue to run in that setting rather than at Ashley House directly. HiH would be willing to signpost / facilitate connections between the police engagement programme and any existing groups using Ashley House who wanted to take part.

QUAN

B

Would Ashley House support HiH hosting cultural events (exhibitions, art showcases, Youth Summits etc)? How many young people take part in HiH cultural events per year? How many would you estimate would not attend a cultural event if it was not a HiH event?

One of HiH's largest past cultural event a 2023 photography exhibition at Tottenham Hotspur Stadium involving 9 local schools attracted approximately 400 young people, all of whom attended specifically because it was a HiH-organised event (i.e. effectively 400 who would not otherwise have attended). A subsequent touring version of the exhibition, shown across local studio spaces, drew a further estimated 120 visitors. With Haringey designated "Borough of Culture" for 2027, HiH is actively re-engaging its arts programme and Ashley House could provide a venue for future exhibitions. Estimate: scaling from precedent and floor area available in the community space: **100 people per major cultural event.**

QUAL

QUAN

C

Do young people and families who engage with HiH report an increased sense of belonging or connection to Tottenham? Do you have any testimonies, case studies or feedback about the social or community value of HiH's work? Would you be willing to run a short belonging survey with participants at Ashley House?

HiH's existing testimonials and public materials already evidence increased confidence and connection among participants (per the consultants' own research). HiH's newly finalised 2024-25 Annual Report contains further testimonials, which HiH offered to share. HiH has historically focused on quantitative tracking, but has "in the last few months" begun building out qualitative data capture. HiH confirmed they are "more than happy" to run a belonging/connection survey with participants at Ashley House.

QUAL

D

How would Ashley House change HiH's ability to engage and bring together different parts of the Tottenham community, for example reaching groups or areas you don't currently connect with?

Primarily through mentoring capacity. HiH currently lacks commercial space for two key community-facing events: mentor training sessions and mentor meet-ups (network/social events for its 100+ mentors). These currently run only twice a year (capped at 15 attendees each) due to space constraints. Ashley House would enable monthly meet-ups, potentially taking engagement from 30 mentor attendances a year to 60 in six months, and would accommodate both daytime users (retired mentors) and lunchtime/evening users (working professionals commuting from central London) who cannot currently be served. **Estimate: 120 people involved in mentor meet ups at Ashley House.**



02 EDUCATION & SKILL DEVELOPMENT

ES2.1 (Adult Learning for Work), WW4 (Engaging in Youth Activities), PW1 (Improved Life Satisfaction)

Ref Question

Answer / Notes

QUAN

A

How many young people (16–24) are currently supported through the HiH mentoring programme per year? Do you anticipate Ashley House enabling HiH to expand the mentoring programme? If so, by how many additional mentees?

126 young people were supported through one-to-one mentor pairings last year (a reduced figure after HiH stripped back guest talks/employability workshops to protect core pairings, following funding pressures linked to reduced charitable giving). In its strongest recent year, HiH supported 1,770 people across all four programmes with a team of two. Ashley House is anticipated to enable expansion primarily via increased mentor recruitment (see 01D) and reinstated guest-talk/employability events for whole year-group cohorts (previously 100–200 young people at a time); a monthly evening guest-talk slot at Ashley House could host 50–100 attendees. Estimated: **average 75 people per quarter x 4 attending guest-talks = 300 per year**

QUAN

B

How many young people under 18 take part in HiH sports and arts activities per year in total? Would any sessions be able to take part at Ashley House? If so, how many sessions run per week, and for how many weeks of the year? Please give a rough breakdown by programme type if possible.

Approximately 140–146 young people attend sports sessions each week, delivered across two partner schools (Dukes Academy and Mulberry), on a weekly/term-time basis. Of these 60/week are flagged as having low confidence/activity levels, and 30/week (rising to 70/week from September 2026) have SEND requirements. Arts activity is delivered in bursts around flagship projects (e.g. the 400-person stadium exhibition, the Wood Green car park mural). HiH would value Ashley House as a dedicated events/exhibition and guest-talk space rather than as a weekly PE venue, given sports sessions require a dedicated hall-type space that schools already provide.

QUAN

C

Do you offer, or plan to offer through Ashley House, any formal work placements, student project partnerships or traineeships? How many per year and for how long?

No formal work-placement scheme was described, but HiH runs an extensive guest-speaker/careers programme, 78 industry professionals (including BlackRock, Teach First, the European Space Agency, game design and AI-sector professionals) gave career talks last year. HiH intends to continue and expand this at Ashley House via monthly evening guest talks (50–100 attendees), alongside existing CV-building, LinkedIn and work-experience skills sessions.



QUAL

D

Does HiH currently capture life satisfaction or confidence outcomes from mentees - for example through post-programme surveys, mentor feedback? Would you be willing to administer a short WELLBY life satisfaction survey (0–10 scale) with mentees before and after completing the programme?

No dedicated WELLBY-style survey is currently used, but HiH stated they are “more than happy to look at any sort of way of including any sort of data framework to get feedback,” indicating willingness to pilot a WELLBY life-satisfaction survey with mentees at Ashley House.



03 EMPLOYMENT & VOLUNTEERING

WWD1 (Currently Having a Job), WWD2 (Volunteering Regularly), ES2.2 (Being on a Traineeship).

Ref Question

Answer / Notes

QUAN

A

Would Ashley House allow for additional HiH volunteers? If so, how many hours would you estimate they would collectively contribute per year, please break down into mentors, counsellors, police services if possible.

Last year HiH volunteers contributed approximately 2,400 hours in one-to-one employability mentoring, ~23 hours in guest talks, and ~18 hours on police engagement events. Ashley House-enabled monthly mentor meet-ups are expected to materially increase mentor recruitment and volunteering hours (recruitment currently happens organically via existing mentors bringing friends to meet-ups). A residents' recruitment panel raised by Reshape was discussed as a possible additional volunteer pipeline, though HiH could not yet quantify this. Estimate: **1% of 530 coliving + 83 affordable = 6 new volunteers. 1 hour every 2 weeks for 6 months = 72 hours of volunteering.**

QUAN

QUAL

B

What proportion of mentees go on to employment, sustained education or training within 12 months of completing the mentor programme? Do you track employment or education outcomes for mentees post-programme and if so, what does the data currently show?

No fixed proportion could be given. HiH noted that outcomes are difficult to track on a strict 12-month basis: mentees often extend pairings beyond the intended six months (some to 3+ years) and frequently delay starting mentoring until after finishing exams or entering university, and some return years later (e.g. “at 27”) to say the programme was useful. HiH does not currently track a standardised 12-month post-programme employment/education metric.

QUAN

C

How many people does Hope in Haringey directly employ at present (full-time, part-time or sessional?) Do you anticipate creating any new paid roles to operate from or administer the Ashley House space?

HiH currently has 29 people connected to the organisation: 10 core office staff (all part-time, several juggling multiple jobs) and approximately 19 sessional counsellors. HiH is in a period of growth and anticipates that increased programme demand enabled by Ashley House would help secure further funding/bids and would likely require bringing on additional staff to administer the space and manage demand. Estimate: **1 additional PT staff member.**



04 HEALTH & WELLBEING

HE2 (Improved Mental Health), RE1 (Reduced Loneliness), HE1.1 (Increased physical activity), PW1 (Improved Life satisfaction)

Ref Question

Answer / Notes

QUAN	A	How does Ashley House change or expand HiH's counselling programme? For example additional rooms for sessions, a supervision space, a base for counsellors? How many additional young people per year do you estimate Ashley House could enable you to reach through counselling?	Ashley House would principally support a new early/soft-touch group-support offer developed with partner charity Open Door (which handles longer, more complex referrals and has wait lists exceeding a year). HiH's current dedicated room holds only 5 people. HiH estimated groups of roughly 8–15 young people per session, ideally running weekly, giving young people confidence/self-esteem/anxiety support and a sense of "being seen" while awaiting formal referral. Estimate: Average 12 people x weekly session = 624 young people.
QUAL	B	Do you currently use any validated outcome tools to measure mental health improvement? What proportion of young people completing a full term of sessions show measurable improvement?	Yes, HiH uses two validated, age-banded survey tools completed jointly by young people and their practitioner during sessions: one for early development (ages c.4–11) and one for ages c.12+). No aggregate improvement percentage was given, but a client testimonial was shared: "At the start I was swimming with negative thoughts about my appearance and everything. This therapy has made me feel a new version of myself and I think more positively about myself. I'm a lot happier now."
QUAL	C	Do you currently track whether young people who complete counselling experience reduced loneliness or improved social connection - through teacher feedback, follow-up surveys etc?	Not formally. HiH's counselling manager reported that data is difficult to capture given the sensitive, anonymised nature of sessions. Evidence is currently gathered through occasional testimonials rather than a structured loneliness/connection tracking tool.
QUAN	D	How many young people take part in HiH sports sessions per year in total, and do you have a sense of what proportion are physically inactive before joining? Are sessions weekly and year-round, or term-time only? Would Ashley Park allow for support of more sessions?	Approximately 140–146 young people attend sports sessions each week (weekly, term-time, across Dukes Academy and Mulberry). Of these, 60/week are identified as having low confidence and low activity levels (meeting London Marathon Fund bid criteria for inactive/disengaged pupils), and ~30/week (rising to 70/week from September 2026) have SEND requirements. HiH noted that losing access to a dedicated indoor space for even one week sharply reduced engagement and confidence, underlining the value of guaranteed, consistent space. From September 2026, HiH is piloting bringing all four programmes together through sport, combining police engagement, mental-health support and mentoring within sports sessions for the first time.
QUAL	E	Do young people who participate in HiH arts programmes report improvements in confidence or mental health? Do you have any feedback, case studies or testimonies about the mental health impact of the arts programme?	Yes, HiH reported clear, consistent confidence and engagement improvements through the arts programme, describing it as forming a significant part of HiH's forthcoming employability report. Illustrative example given: Year 9 boys who were initially reluctant even to shake hands became visibly more confident and engaged within two to three sessions described by the HiH representative as "the difference between night and day."



05 EQUITY & INCLUSION

WWL4.1 (Increased Community Integration), HE2 (Improved Mental Health)

Ref Question

Answer / Notes

QUAN

QUAL

QUAL

A

All HiH services are currently free to participants - please confirm this remains the case at Ashley House. Approximately how many individual young people access HiH's combined programmes per year in total across counselling, mentoring, sports, arts and police engagement? Are any participants ever charged for any element?

Confirmed - HiH intends to remain a free-at-the-point-of-use organisation at Ashley House. Any commercial activity discussed (bids, event partnerships, small fundraising such as merchandise) is separate from and does not extract value from participants. In its strongest year to date, HiH's combined programmes reached approximately 1,770 individual young people current annual reach includes 126 mentees, 140-146 young people/week in sports, plus counselling, arts and police-engagement participants, and the Highgate African Schools Partnership (8 schools across 5 countries). No participants are ever charged.

B

Are there things Hope in Haringey would like to do for equity and inclusion that you currently cannot (because of space, resource or capacity?) that Ashley House could help unlock?

Yes. HiH described space as a direct multiplier for equity and inclusion work: guaranteed access to Ashley House would let HiH run frequent, reliable mentor meet-ups (a key recruitment and retention driver), create a space for regular group mental health support and to host regular cultural events. HiH summarised the relationship between space and impact as "space begets space" showing that increased capacity is consistently absorbed and put to use.



ADDITIONAL INFORMATION

- Confirmed predicted number of people involved from Hope in Haringey in the community space at Ashley House below:

Mentor meet ups/mentor networking could include approx. 10 mentors per session x 1 event per month = 120 mentors per year.

Cultural events visitors (arts-based exhibition etc showing skills of young people from future arts-based initiatives) could include 75 people per quarter x 4 = 300 people per year.

Cultural events (guest talks/employability skill sessions for young people) could include 75 people per quarter x 4 = 300 people per year.

Art based skill sessions at the space in Ashley House could involve 25 students for a total of 4 weeks a year.

Mental health group support (with open door) could include 12 young people per group x 1 (1 hour) session per week = 624 young people. However each session would have the same group for 1 month which results in 144 young people participating per year.

Additional HiH volunteering hours that Ashley Park could unlock: if assumed, 1% of 530 Co Living residents + 83 affordable residents = 6 new mentor volunteers from Ashley Park residents. 1 hour every 2 weeks for 6 months = 72 hours of volunteering from the 6 new mentors.

Additional volunteering would include 6 new mentors resulting from mentor meet ups/networking sessions at Ashley Park. 1 hour every 2 weeks for 6 months = 72 hours of volunteering from the 6 new mentors.



Social Impact

by certified.

Social Impact

Community Partners Consultation

Ashley House, Tottenham

Initial Questions



Social Impact
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📍 Ashley House, Tottenham

👥 1000 Black Boys

A 1000 Black Boys is a Social Enterprise (Community Interest Company) committed to inspiring Black boys and young Black men aged 7-25 to unleash their potential and live a life of purpose. The organisation operates across five pillars: Inspiration & Empowerment Events, Mentorship Programmes, Family Support & Family Therapy Services (particularly for families bereaved by knife crime and youth violence), a TV Show broadcast on LCBN TV, and a Digital Platform currently in development. Their mission is grounded in challenging negative stereotypes, building bonds between parents and children, and transforming outcomes for Black boys so that the whole community benefits.



01 COMMUNITY ENGAGEMENT & ACCESS

WWD5 (Attendance at Cultural Events), WWL4.1 (Increased Community Integration)

Ref Question

Answer / Notes

QUAN

A

Would Ashley House be a venue to host 1000 Black Boys' Inspiration & Empowerment Events? If so, how many events would you expect to run per year, and how many attendees would you expect to attend each event?

Yes. Ashley House could be used as a venue for Inspiration & Empowerment Events. Currently, 1000 Black Boys runs quarterly events (4 per year) with approximately 100 attendees per event. With a permanent base at Ashley House, the plan is to expand to 200 attendees per event, maintaining 4 events per year - a potential total of 800 attendees annually. 35-40% of attendees are typically repeat participants, indicating a sustained and growing community.

QUAN

B

Would Ashley House support 1000 Black Boys hosting Family Events for families bereaved by knife crime and youth violence? How many events per year would you anticipate running, and how many people would typically attend each event?

Yes. Family Events for bereaved families are a core pillar of the organisation's work. Prior activity under SIA grant funding included a family event attended by 40 people. At Ashley House, the organisation anticipates running 2-4 family events per year, with an estimated 40-60 attendees per event. Ashley House would provide a safe, confidential, and accessible space for families dealing with knife crime bereavement and youth violence - an environment not currently available to the organisation.

QUAL

QUAN

C

Do young people and families who engage with 1000 Black Boys report an increased sense of belonging or connection to their community? Do you have any testimonies, case studies or feedback about the social or community value of your work? Would you be willing to run a short belonging survey with participants at Ashley House?

Yes. Across five mentorship cohorts, 83% of participants reported increased confidence and 94% gained greater clarity on life goals. 90% of event attendees report a confidence improvement directly following events.

Case study examples include: a participant now pursuing a barrister career pathway; a young person who launched their own podcast; two participants who secured bioscience mentorship placements.

QUAL

D

How would a permanent base at Ashley House change 1000 Black Boys' ability to engage and bring together different parts of the Tottenham community - for example reaching young Black men most at risk of knife crime or youth violence who you don't currently connect with?

A permanent base at Ashley House would be transformational for the organisation's reach and impact. Currently operating without a dedicated venue, a fixed Tottenham location would:

- Enable consistent, reliable programming - young people and families can rely on a known, trusted space.
- Help reach young Black men most at risk of knife crime and youth violence who are not currently connected to any services - a proximity effect that a permanent community address provides.
- Provide a trusted community anchor for families navigating school exclusions and the aftermath of youth violence.

Tottenham's specific context, with its acute knife crime challenges, makes a local permanent base especially impactful for reaching the hardest-to-engage young people.



02 EDUCATION & SKILL DEVELOPMENT

ES2.1 (Adult Learning for Work), WW4D4 (Engaging in Youth Activities), PW1 (Improved Life Satisfaction)

Ref Question

Answer / Notes

QUAN

A

How many young people (10-25) are currently supported through the 1000 Black Boys mentorship programme per year? Do you anticipate Ashley House enabling you to expand the programme? If so, by how many additional participants?

Currently 60-80 young people per year are supported through the mentorship programme, with three cohorts running concurrently. With Ashley House as a permanent base, the aspiration is to scale to 500 participants per year. This scale-up is central to the organisation's five-year plan.

QUAL

B

What structured learning or educational content do 1000 Black Boys' Inspiration & Empowerment Events deliver to participants? Do young people leave with tangible skills, knowledge or next steps - for example careers guidance, entrepreneurship knowledge or creative skills - and do you currently track these educational outcomes?

Events feature relatable successful role models - entrepreneurs, creatives and professionals - who share their journeys and provide practical inspiration. Content includes: careers guidance, entrepreneurship knowledge, public speaking development, and confidence-building. Local businesses have offered job and development opportunities directly to participants through events. The 30% follow-up engagement rate suggests participants actively pursue next steps following events.

QUAL

QUAN

C

Do your mentorship programmes measure improvements in participants' confidence, self-belief or goal-setting? Do you have case studies or evidence of mentees going on to pursue education, training, entrepreneurship or creative careers as a result of the programme?

Yes. Across five completed cohorts (95% completion rate): 83% of participants reported increased confidence; 94% gained greater clarity on life goals. One young entrepreneur (age 14) supported through the programme stated: 'The programme helped me boost my confidence as well when it came to my business.'

QUAN

D

Do you offer, or plan to offer through Ashley House, any formal skills workshops, work experience, student project partnerships or traineeships for young people? How many per year and for how long?

Not formally structured at present. A permanent base at Ashley House would enable the development of structured skills workshops, traineeships and work experience placements — to be developed in the first year of occupancy. The Digital Platform (Pillar Five) would additionally create digital skills opportunities for local Tottenham residents. Numbers and duration to be confirmed as the Ashley House programme develops.



03 EMPLOYMENT & VOLUNTEERING

WWD1 (Currently Having a Job), WWD2 (Volunteering Regularly), ES2.2 (Being on a Traineeship).

Ref Question

Answer / Notes

QUAN	A	Would Ashley House allow for additional 1000 Black Boys volunteers and mentors? If so, how many volunteers would you estimate would collectively contribute per year - please break down into mentors, event supporters and operations / admin if possible?	Yes. A permanent base would enable growth in volunteer numbers. Estimated annual volunteer contribution at Ashley House: • Mentors: ~20–25 (to support scale-up to 500 mentorship participants) • Event supporters: ~10–15 per event × 4 events/year (40–60 total event volunteering slots) • Operations / admin: 5–10 ongoing volunteers Estimated total: 35–50 active volunteers per year, with the number growing as the programme scales.
QUAN QUAL	B	What proportion of mentees go on to employment, sustained education, training or entrepreneurship within 12 months of completing the mentorship programme? Do you track these outcomes, and if so, what does the data currently show?	Outcomes are currently tracked qualitatively. Known post-programme destinations from completed cohorts include: professional career pathways (law/barrister); entrepreneurship (podcast launch); academic and research placements (bioscience). The 35–40% repeat attendee rate at events and the 30% follow-up engagement rate indicate sustained motivation and progression. The organisation is developing more systematic 12-month outcome tracking as part of its five-year plan, which Ashley House would support by providing a stable base for alumni engagement.
QUAN	C	How many people does 1000 Black Boys directly employ at present (full-time, part-time or sessional)? Do you anticipate creating any new paid roles to operate from or administer the Ashley House community space?	The organisations income is primarily grant-funded. The current team comprises the founder (Ademola Adeyeba) and a partnerships manager, recently added. A permanent base at Ashley House would create the operational conditions to grow the team. New paid roles anticipated include a community space administrator and additional sessional programme facilitators, subject to funding growth. The Digital Platform development would also create potential employment opportunities for local Tottenham residents with digital skills.
QUAL	D	Could Ashley House provide a base to develop your planned Digital Platform (Pillar Five)? How many additional young people or families could this reach, and would it create any digital skills or employment opportunities for local Tottenham residents?	Yes. Ashley House could provide the infrastructure and operational stability to accelerate development of the digital platform, which is currently in development and not yet live. The platform is designed to give parents, guardians and young people accessible, local online support. A Tottenham base would allow development to be tested and refined with the local community first. Once live, the platform has the potential to reach thousands of additional families nationally beyond the direct in-person programme. Development would create digital skills opportunities for local residents and, longer term, digital employment opportunities within the organisation.



04 HEALTH & WELLBEING

HE2 (Improved Mental Health), RE1 (Reduced Loneliness), HE1.1 (Increased physical activity), PW1 (Improved Life satisfaction)

Ref Question

Answer / Notes

QUAN
QUAL

A

How could Ashley House change or expand 1000 Black Boys' Family Support & Family Therapy services? For example: dedicated therapy or counselling rooms, a safe confidential space for bereaved families, or a base for therapists? How many additional families per year do you estimate Ashley House could enable you to reach?

Ashley House would be transformational for this pillar. Currently, therapy has been delivered to 3 families under SIA-funded activity - operating without a permanent confidential space. Ashley House could provide dedicated therapy and counselling rooms and a trusted, confidential environment. We anticipate supporting 10 families per quarter - 40 families per year. This includes families bereaved by knife crime as well as those dealing with school exclusions and wider youth violence. The permanent space would also allow the service to expand to support families seeking general emotional wellbeing support, not solely bereavement cases.

QUAN
QUAL

B

Do you currently use any validated outcome tools to measure improvements in mental health or emotional wellbeing among participants, mentees or bereaved families? What proportion of those completing a full programme or course of therapy show measurable improvement?

Not validated tools however, post-event confidence tracking shows 90% of event participants reporting improvement, and mentorship cohort data shows 83% reporting increased confidence and 94% reporting greater clarity on life goals. The organisation is open to introducing validated outcome tools as it develops its monitoring and evaluation framework. Ashley House would support this by enabling more structured, consistent data collection before and after programmes.

QUAL
QUAN

C

Do participants in your mentorship or events programmes report improvements in confidence, sense of purpose or life satisfaction? Do you have feedback, case studies or testimonies about the wellbeing and mental health impact of your work?

Yes, consistently. Key evidence: 90% of event attendees report confidence improvement; 83% of mentees report increased confidence; 94% report greater clarity on life goals (across five cohorts). The 35-40% repeat attendee rate indicates that participants experience sufficient positive impact to re-engage voluntarily. Case studies demonstrate participants pursuing meaningful, purposeful life and career paths as a direct outcome of engagement with the programme. One participant noted the programme "helped me boost my confidence" in the context of their entrepreneurial ambitions.

QUAL
QUAN

D

Do young people who engage with 1000 Black Boys programmes report reduced feelings of loneliness or improved social connection? Would you be willing to administer a short WELLBY life satisfaction survey (0-10 scale) with participants before and after completing programmes at Ashley House?

Participants report improved social connection through both events and mentorship, with a strong community forming around the programme. Willing to administer WELLBY life satisfaction surveys before and after programmes at Ashley House. This would generate longitudinal wellbeing data to support the Ashley House social value assessment and strengthen future funding cases.

The TV Show broadcasts on LCBN TV, the 1000 Black Boys app and YouTube, reaching an audience beyond direct programme participants with positive, role-model-driven content for Black boys and young men.

Formal viewer impact data is not yet collected, but the show mirrors the mission of the Inspiration & Empowerment Events pillar. A community screening space or production base at Ashley House could extend this reach directly into Tottenham - allowing local residents to engage with broadcast content in a community setting, and potentially participate in production. This would amplify both the reach and local rootedness of the organisation's media work.

QUAN

E

Your TV Show reaches a broader audience beyond direct programme participants. Do you have evidence of its impact on viewers' sense of hope, purpose or aspiration? Could a community screening space or production base at Ashley House extend this reach into the Tottenham community?



05 EQUITY & INCLUSION

WWL4.1 (Increased Community Integration), HE2 (Improved Mental Health)

Ref Question

Answer / Notes

QUAN

QUAL

A

Are 1000 Black Boys' programmes currently free to participants? Please confirm this would remain the case at Ashley House.

Programmes are offered at a nominal subsidised fee rather than being entirely free. This is a deliberate organisational policy. The position is that a nominal financial commitment from participants correlates with greater ownership of the process and stronger transformation outcomes.

Subsidised rates are available to ensure no young person is excluded due to financial barriers. This approach would continue at Ashley House. Across prior cohorts, 17 participants have paid subsidised fees. The fee model does not preclude access for those in genuine hardship.

QUAL

B

Are there initiatives 1000 Black Boys would like to develop for equity and inclusion - for example reaching boys in Tottenham who are most excluded from mainstream services, or expanding family therapy for those who cannot afford private support - that you currently cannot pursue due to space, resource or capacity constraints? How could Ashley House help unlock these?

Yes. Space and capacity constraints are the primary barriers to equity ambitions currently. Key initiatives Ashley House could unlock include:

- Scaling mentorship
- Dedicated outreach to young Black men affected by school exclusions, who are disproportionately at risk of entering the youth violence cycle.
- Expanding family therapy to support families who cannot afford private provision
- Developing the Digital Platform to extend equitable access to support nationally and internationally.
- Growing event frequency and attendance capacity to connect more of the community with positive role models and empowerment programming.



ADDITIONAL INFORMATION



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