

2026

re:shape

Social Impact Report

Ashley Park



Social Impact Report

Ashley Park,
Tottenham

REVISION
R02

DATE
August 2026

(561)2604-TB-SIR-Ashley House_R02



About Us

Social Impact by Certified

Established for over 30 years, Carbon.Climate.Certified have grown into a leading UK based Sustainability Consultant, working on multiple award winning schemes in the UK and overseas.

Social Impact by Certified is our dedicated social impact consultancy arm, embedded in the built environment and rooted in our sustainability expertise.

Recognising that meaningful sustainability extends beyond carbon and environment to encompass the people and communities at the heart of every development, we work collaboratively with communities, organisations, and project teams to create lasting positive outcomes.

Our approach goes beyond delivering social value to generating genuine social impact that is measurable, meaningful, and enduring.

Author & Assessor Details

The report has been produced by Thea Brooman, a sustainability consultant with a Master's degree focused on social sustainability and experience supporting projects across both the UK and international contexts. Thea's work brings together an understanding of the built environment, stakeholder engagement and the wider social impact of development.

The report has been checked by Jade Cox, Associate Director at Carbon.Climate.Certified, who holds an MArch degree and has over 8 years' experience working directly in architecture, sustainability and the built environment. Jade specialises in Whole Life Carbon Assessments, Life Cycle Assessments and Circular Economy, and is a qualified ESOS Assessor.

Issue Summary

Rev No	Status	Comment	Author	Checked	Date
R01	Draft Issue	Issued for client comment	TB	JC	23.07.26
R02	Final Issue	Issued for planning	TB	JC	27.08.26

Executive Summary

In response to the evolving landscape of corporate responsibility and societal expectations, Re:shape T Ltd ("the Applicant") have appointed Social Impact by Certified to produce a comprehensive Social Impact Report for Former Ashley House site, Ashley Road, Tottenham Hale, London Borough of Haringey, N17 9LZ ("the Site"). This strategic framework reflects a commitment to going beyond traditional business metrics, emphasising the projects dedication to creating positive social and environmental impact.

This report sets out a comprehensive, evidence-based approach to generating lasting positive impact within the Haringey community. Working in partnership with Hope in Haringey and 1000 Black Boys (with the potential for future collaboration with other partners) the scheme delivers social value across five themes - Community Engagement, Education and Skills, Employment and Volunteering, Health and Wellbeing, and Equity and Inclusion.

The vision for the development responds to the key topic areas and needs identified in the Haringey Local Plan and aligns with both MeasureUp, a wellbeing focused framework, and National TOMs, a widely adopted framework used across the public and private sector. Application of these frameworks results in a total predicted annual social value of **£5,925,119**.

The project has the potential to bring new jobs and additional local spend as well as the broader social, economic and environmental benefits to the local community.

Key project commitments and initiatives can be found in section 7 of this report, setting out the interventions that will be delivered during the operational phases of the development. For each commitment, indicative targets have been set with evidence requirements outlined and responsibilities established.

Generating social impact is an ongoing process. Engagement with CIP partners will continue and the report updated at each gateway in line with Re:shape's ESG framework, with predicted impacts refined against real data as the scheme progresses from planning commitment to live community asset.

Planet

Creating awareness around sustainability and climate change



Economy

Job opportunities where people live



Communities

Increased community integration



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

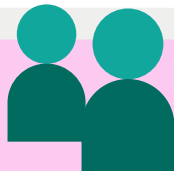
3,000+

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



2 FTE

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

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01 Introduction





Document Purpose

This report has been prepared by Social Impact by Certified on behalf of Re:shape T Ltd ("the Applicant") in support of application for planning permission submitted to the London Borough of Haringey. The application seeks planning permission for the development at Former Ashley House site, Ashley Road, Tottenham Hale, London Borough of Haringey, N17 9LZ ("the Site"):

"Full planning permission for a phased mixed-use development comprising: (i) enabling works and operations; (ii) residential development (Use Class C3) including affordable housing; (iii) shared living accommodation (Sui Generis), (iv) commercial and community floorspace (Use Classes E and F2); and (v) site-wide and/or phase-specific access, servicing, public realm, blue-badge parking, cycle parking, open space, hard and soft landscaping, utilities, plant and all other associated works."

The purpose of this Social Impact report is to establish a robust set of measures with the aim of maximising and evidencing the social value generated by the scheme. The assessment adopts the MeasureUp framework, with outcomes quantified using the Wellbeing Adjusted Life Years (WELLBYs) metric. Reference is also made to the National TOMs (Themes, Outcomes and Measures) framework as supporting guidance in identifying relevant social value commitments.

Re:shape have developed a comprehensive ESG Framework and Community Investment Programme that places the generation and measurement of social value at its core. Through detailed review and analysis of the current scheme design proposals, consultation with local stakeholders and the project design team, and early design information, a strong strategic foundation for the social value ambitions of this scheme have been established, ensuring that outcomes are clearly defined, consistently tracked, and meaningfully reported throughout the development lifecycle.



Figure 2: View of the proposal,
DLA Architecture



Project Overview

Social Impact by Certified have prepared this social impact report in support of Ashley House - a new build development in Tottenham including erection of two buildings for mixed use purposes, including one for C3 residential, and one for shared-living with ancillary residential facilities access, servicing, cycle storage, open space and landscaping. The proposal includes 522 shared-living studios (including 53 DDA Wheelchair Accessible Units studios - c.10.1%) and 87 Affordable homes.

The Site is rectangular in shape bordering Ashley Road on the east, Hale Road to the south and Down Lane park to the west/north west. The existing site has no existing buildings.

The site is located to the west of Ashley Road, south of the Rosa Luxemburg residential building, east of Down Lane Park and north of a number of residential properties along Hale Road. Berol House, a locally listed building, sits on the opposite side of Ashley Road and is currently vacant. The site is located approximately 200m northwest of Tottenham Hale underground and railway station. The surroundings comprise a mix of uses, including a range of recent developments providing ground and lower floor commercial units, with residential development.



Figure 3: View of the proposal, DLA Architecture

02 Social Value Purpose



What is social value?

Social value refers to the positive impact generated within a community through activities, operations, and relationships. It goes beyond traditional financial measures and considers the non-monetary contributions that businesses and other entities make to improve the well-being of individuals, communities, and the environment. Social value encompasses a wide range of factors that contribute to the overall betterment of society, and is associated with concepts such as Corporate Social Responsibility (CSR) and Environmental, Social, and Governance (ESG) practices. Benefits in relation to ESG strategies include:

Positive Impact on Communities



Organisations that engage in social value reporting often have a more significant and positive impact on the communities in which they operate. This includes supporting local initiatives, promoting diversity and inclusion, and contributing to community development.

Long Term Sustainability



Social value reporting encourages organisations to consider the long-term sustainability of their operations. By addressing social and environmental challenges, organisations are better positioned for longevity and resilience in a rapidly changing world.

Cost Savings



Implementing social value initiatives often leads to improved resource efficiency, reduced waste, and energy savings, which can result in cost savings. Reporting on these achievements can highlight the financial benefits of sustainability efforts.

Alignment with Global Goals



Reporting on social value initiatives can demonstrate an organisation's commitment to global sustainability goals, such as the United Nations Sustainable Development Goals (SDGs).

Competitive Advantage



Organisations that report on their social value initiatives can gain a competitive advantage by differentiating themselves in the market, attracting socially conscious investors.

Boosting Reputation



Demonstrating commitment to social and environmental responsibility through reporting can enhance an organisation's reputation and brand image. Positive reporting helps build trust and credibility with customers, investors, employees, and the general public.

Stakeholder Engagement & Trust



Social value reporting allows organisations to engage with their stakeholders, including customers, employees, suppliers, and communities. Transparent reporting fosters trust and builds stronger relationships with these stakeholders.

Risk Mitigation



Reporting on social and environmental issues can help identify and mitigate potential risks allowing for proactive measures to be taken.

The difficulties & importance of social value

Social value is becoming increasingly important in how built environment projects are planned, delivered and reported. While social impact can be difficult to measure because many outcomes are long-term, qualitative and shaped by local context, it is central to understanding the wider value a development creates for people, communities and place. For Re:shape, this aligns with a growing emphasis on ESG reporting and reflects the organisation's wider ethos of looking beyond building delivery alone, ensuring that social, environmental and economic outcomes are identified, evidenced and communicated throughout the project lifecycle.

The difficulties in measuring social value

Temporary / predictive challenges

Measuring social value often involves predicting future social impact, but social outcomes unfold over long time scales, which introduces uncertainty

Qualitative in nature

Difficulty to express the values within social sustainability as qualitative in nature. Hard to put a value to social cohesion, community wellbeing & personal experience.

Cultural & Local Context Matters

Social priorities vary by neighbourhood, borough, region and culture. A 'one size fits all' framework rarely works so must be tailored.

Traditional Construction

Traditional contracts prioritise cost, speed and risk minimisation however meaningful engagement requires time, building relationships and resources.

The wider importance of social value in the built environment

Required by policy and legislation

Increasingly required by policy, investors and clients - social value is now embedded in procurement law (Social Value Act 2012 & Procurement Act 2023). Developers and contractors are often required to demonstrate real, measured social impact for planning applications and tenders.

Built environment effects peoples lives

Construction shapes housing, access to services, wellbeing, safety and social cohesion.

Strengthens local economies

Local supply chains, apprenticeships and community investment boost long-term economic resilience, especially in deprived areas.

Success of a project

The success of a project is often shaped by how well the needs and perspectives of the people who will use the space are understood and reflected from the outset.