



Social Value Report

HADLEY PROPERTY GROUP



Introduction.

Introduction.

In January 2022, Hadley acquired IQL North for the intention of redeveloping the site to provide new homes and commercial and community spaces. The site had a former marketing suite and green land that had been hoarded up, and with a planning application not due to be submitted for another 24 months, Hadley saw this as an opportunity to revitalise the site and provide a meanwhile use that would engage and give back to the local community.

In June 2022, The Lighthouse and Gardens was established, in partnership with Heart to Heart Collective and Nomadic Gardens, as a community and health and well-being hub.

The Heart to Heart Collective are corporate well-being providers who brought their knowledge and expertise in the health and wellness field to create The LightHouse. Transformed from a former marketing suite, The LightHouse became a valuable venue for local practitioners, charities and social enterprises, regularly hosting community activities and events focused on health, well-being and empowerment. Much of the use of The LightHouse was provided to charities

and social enterprises for free to support the respective organisations and deliver social value to the community.

Nomadic Community Gardens is a social enterprise that seeks to transform underutilised urban spaces into community gardens and growing spaces, underpinned by an ethos of promoting social interaction and community building. Nomadic Community Gardens curated the garden on the Site, which acted as a versatile and empowering open-access resource to the community, offering food growing, children’s play areas, spaces to relax and an entertainment stage. To maximise the social value output for the community, free hire was provided to local groups that sought to make a positive social impact to the community.

Very few places in London have achieved the levels of community interaction and cohesion that The Lighthouse and Gardens has achieved. Having calculated the social value in financial terms, we estimate that The Lighthouse and Gardens delivered £xxx. This equates to £x of social value for every £x spent by Hadley Property Group.

The Lighthouse and Gardens project was conceived to utilise the dormant IQL North site in advance of development, and transform it into a community hub.



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In 2022, Hadley purchased the site with plans to redevelop it into a new community space. The planning process would take over 24 months, which therefore allowed for an opportunity to revitalise the space to engage with the local community and deliver activities that responded to local need.

Hadley sought to find providers to manage the space that would not only support community

engagement but also support Hadley’s objectives around providing skills, employment, community building, mentoring and health and wellbeing. The providers would be given the space at no cost and provided with start up funds to create the services envisioned.

Heart to Heart Collective and Nomadic Gardens were successful in their applications and catalysed the transformation of part of the site into a dynamic space for health, wellness, and communal growth. This is known as phase one of the meanwhile use and is within the first quarter of the development.

The Spaces at IQL North.



THE LIGHTHOUSE

Hadley collaborated with well-being providers Heart to Heart Collective to create The LightHouse, a health and wellbeing focused community hub, from a former marketing suite.

Now, it serves as a hub for local practitioners, charities, and social enterprises, hosting events focused on health, well-being, and empowerment. Much of its use is free for charities and social enterprises to support the community. It also hosts meetings for external organisations.

In the future, The LightHouse will continue to offer health and well-being services, along with community-focused food options and a hub for skills and employment, benefiting both new and current residents.



THE GARDENS

Hadley’s on-site Community Gardens converted unused urban space into publicly accessible community gardens and growing areas, with a focus on fostering social interaction and community development. The Gardens serve as a flexible and empowering resource for the community, offering opportunities for food cultivation, children’s play areas, relaxation spaces, and an entertainment stage.

To enhance the social impact on the community, local groups striving to make positive contributions are offered free use of the space, which is managed by a local resident and community member.

Defining Social Value.

Social value is the additional positive impact on people and communities that results from project programmes. It is usually achieved through a deliberate set of activities that respond to local needs and challenges, and which aim to deliver positive social and economic benefits for the area.

KPIs

INTENDED OUTCOME	OUTCOME	ACHIEVED
Providing free space for providers to support community engagement	Local charities and community groups to be priorities when accepting books in the space, at no cost to them	Yes.
Providing training and upskilling for local people	<ul style="list-style-type: none">• Providing first aid training• Growing own veg	Yes.
Provide volunteering opportunities	10 volunteers by June 2023	Yes.
Creating jobs for local people	2 people by June 2023	Yes.
Creating opportunities for those far from the job market	1 person by June 2023	Yes.
Deliver events to support community cohesion	1 events by June 2023	Yes.
Creating or improving existing public realm		Yes.
Supporting young people with skill development/ empowerment/ confidence	4 youth related events by June 2023	Yes.



Over the two years since The Lighthouse and Gardens opened, the activities delivered and their associated impact have evolved, Underpinned by strong connections to local stakeholders and enabled by a good working relationship between Hadley Property Group and the partnering organisations, the Lighthouse offer has been continually adapted to better meet the needs of local people. This has led to greater diversity of activities, greater impact and improved engagement.

To report back on this impact, Hadley Property Group has analysed the demographic and user profile data, and interviewed users and beneficiaries to understand what has actually been delivered to date and the impact it has had, whether positive or negative.

Based on these findings, 6 social value themes specific to The Lighthouse and Gardens have been identified. These captured the specific activities taking place onesie, but also respond to the local social and economic context, LLDC and London Borough of Newham policy priorities.

Key Social Value Themes.

1. Health and Wellbeing

Supporting individual and community wellbeing through providing space for practitioners to deliver free and low cost services that support physical and mental health.

2. Access to Public Space

Access to public space: the provision of a community garden that delivered a large amount of outdoor space for local residents.

3. Community Cohesion

Community cohesion: bringing together different communities through diverse activities and events that aim to combat loneliness and isolation whilst fostering new connections.

4. Business Resilience

Providing free or low cost space to local charities and business support to community and charitable organisation to support them in delivery of their services and growing their reach.

5. Employment and Skills

Employment and skills: delivering volunteering and skills and training opportunities to the local community that either transferred to jobs on site or to job opportunities in the wider market.

6. Confidence and Capacity Building

Confidence and capacity building: providing opportunities for leadership training and integration with different communities.

Impact achieved.



The social value number has been calculated utilising Social Value UKs framework which assigns a monetary social value proxy to different social value activities based on national benchmarks. Activities delivered at The Lighthouse and Gardens across all six of the impact themes have been used to calculate social value. However, The Lighthouse and Gardens has also delivered many more social impacts which, which have been considered as the social return on investment.

Hadley Property Group directly invested in The Lighthouse and Gardens by providing social value leases which provided the space to Heart to Heart Collective and Nomadic Gardens for free in exchange for delivering social value and

community activities to the local community. This also enabled the spaces to be sublet and activated with a social and community focus.

Hadley provided funding to the total of xxx, and the activities on site have delivered over xxx in social value.

Activation of the site also supported generating additional funds for Heart to Heart. The Lighthouse was rented out to practitioners who provided paid services for the local community, and when vacant, rented to the wider community to host community events and children parties. These additional funds raised were then reinvested into the scheme to deliver additional support and services.





Health and Well-being.

The Lighthouse and Gardens have become a cornerstone for enhancing individual and community well-being by offering spaces where local practitioners can provide free and low-cost health services. These services encompass a broad spectrum, including physical health classes, mental health workshops, and wellness programs, all aimed at improving the community's overall health.



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WHY IS HEALTH AND WELLBEING IMPORTANT IN THE LOCAL AREA?

Wellbeing is an important outcome that is directly related to an individual's quality of life. Get some census data information about the challenges to health and wellbeing in the area. After covid-19, there was general consensus that people, especially those with physical and mental health needs, were still isolating themselves and action

was needed to encourage them to integrate back into society.

Contributing to good individual and community wellbeing involves interventions which support healthy lives, brings communities together and helps individuals become more resilient.

Q.

WHAT WELLNESS ACTIVITIES HAVE BEEN DELIVERED AT IQL NORTH?

A diverse array of well-being practitioners has been drawn to The Lighthouse, attracted by its open and supportive environment. These practitioners offer a wide range of services, from mental health support to physical fitness classes, catering to the holistic needs of the community. To further engage the community and introduce them to the variety of available wellness activities, Heart2Heart supported and empowered providers to host events and advertised them to a wider audience so there could be more collective gain. These events, featuring taster sessions from various providers, have allowed community members to explore different wellness practices, encouraging them to adopt those that best meet their health and well-being goals.

Furthering its commitment to community wellness, Hadley Property Group has also provided financial support to several providers, enhancing their ability to deliver activities and extend their reach within the local community. This financial assistance, part of a broader initiative to fund health and well-being activities at IQL North, underscores the project's dedication to removing barriers to wellness. By subsidising the cost of these activities, The Lighthouse ensures that financial constraints do not hinder community participation in health and wellness programs.

Empowering Black Communities in Health Advocacy

CASE STUDY



“The space was a great foundation for us to keep holding community events. We held our first Black History Month event in 2022. Each event led to increased community participation, with people helping to set up, pack-down and even donating towards the events. It helped build community connections and let more people know what we do.” - Vine Connect.

Vine Connect, a CIC focused on engaging and empowering the Black communities within the London Legacy Development Corporation (LLDC) boroughs held a series of events at The Lighthouse. One event focused on Black health, distinguishing itself by addressing the unique health challenges and disparities faced by the community. A key moment of this event was a presentation by a Black GP who highlighted the critical differences in how physical health symptoms may present on Black skin compared to lighter skin tones. This discussion heightened awareness and advocacy when Black individuals seek medical attention, addressing a gap often found in general health resources.

The impact of this initiative was shared by the story of an attendee who, after struggling to diagnose a skin condition through conventional online resources, found clarity and direction from the information shared at the event. This newfound understanding empowered them to seek and receive a proper diagnosis from their GP, a testament to the importance of culturally sensitive health education and the power of community-based initiatives like those of Vine Connect in fostering a well-informed and proactive community.

Singing for Breathing - Harmonising Health and Community

CASE STUDY



“The value of The LightHouse is that it's a dedicated wellness space where people truly feel welcome. People come to us for a variety of reasons, so there's a pool of knowledge and experience that we can tap into to support others using the space” - Singing for Breathing.

Singing for Breathing provides an innovative approach to managing respiratory health issues like COPD, asthma, and heart conditions through singing. They merge the therapeutic benefits of singing with practical breathing techniques, providing a creative and engaging alternative to conventional respiratory therapies. By doing so, it not only aimed to improve physical health but also offered a welcoming space for social interaction, fostering a sense of community among those facing similar health challenges.

During covid, classes were run online and there was a reduction in participation. However, when provided with a physical space at The Lighthouse, participation quickly increased and it coaxed those who had previously been isolating, out of their homes. Singing for Breathing exemplifies how innovative, community-driven health initiatives can transform lives by incorporating elements of creativity, support, and holistic care, highlighting the critical role of such programs in enhancing the quality of life for individuals with chronic conditions.

Cycle Sisters Cycle 42 initiative.

CASE STUDY



Cycle42 is an initiative launched in partnership with Brompton Bike Hire, repurposing Wheels for Heroes bikes that were used by NHS staff during the pandemic. The initiative aims to create access for people with a low propensity to cycle, with each iteration allowing local people to trial a Brompton bike for free for a three-month period. In order to establish local residents who will benefit most from the programme and prioritise inclusivity and accessibility, we consult with local charities, ward members and community groups who have a built-in understanding of the area. This led us to a longstanding partnership with Cycle Sisters, collaborating with their Newham branch to run the initiative in Stratford.



“I have experienced a severe health crisis for 12 months, as part of my recovery I have been building up my stamina and strength through yoga and cardio through cycling, which has really helped my recovery”

“The Brompton bicycle has given me the freedom to commute seamlessly through public transport and cycling routes without worrying. It has been a huge mood booster and given me so much joy”

“As a woman from ethnic minority, cycling can be daunting as it is something that has not always been encouraged or accessible. Having access to a Brompton has allowed me to experience a whole new world, whilst giving me the opportunity to explore even further by using public transport halfway or one day”



Access to Public Space.

By transforming previously underutilised areas into a vibrant garden, The Lighthouse and Gardens has significantly increased the availability of outdoor public spaces for residents. These gardens not only enhance the urban landscape but also serve as communal areas for relaxation, recreation, and social interaction.



WHY IS ACCESS TO PUBLIC SPACE IMPORTANT??

In Stratford, the surrounding residences are high-rise apartments, and many residents primarily rely on their balconies for outdoor space. The community garden plays a vital role in providing a much-needed area for children to play, hosting community events, and fostering a sense of belonging and ownership among

local residents. This is particularly valuable given that the borough has fewer public gardens and allotments compared to neighbouring areas. The garden enhances the quality of life for the community by offering a shared space for relaxation, socialisation, and engagement.



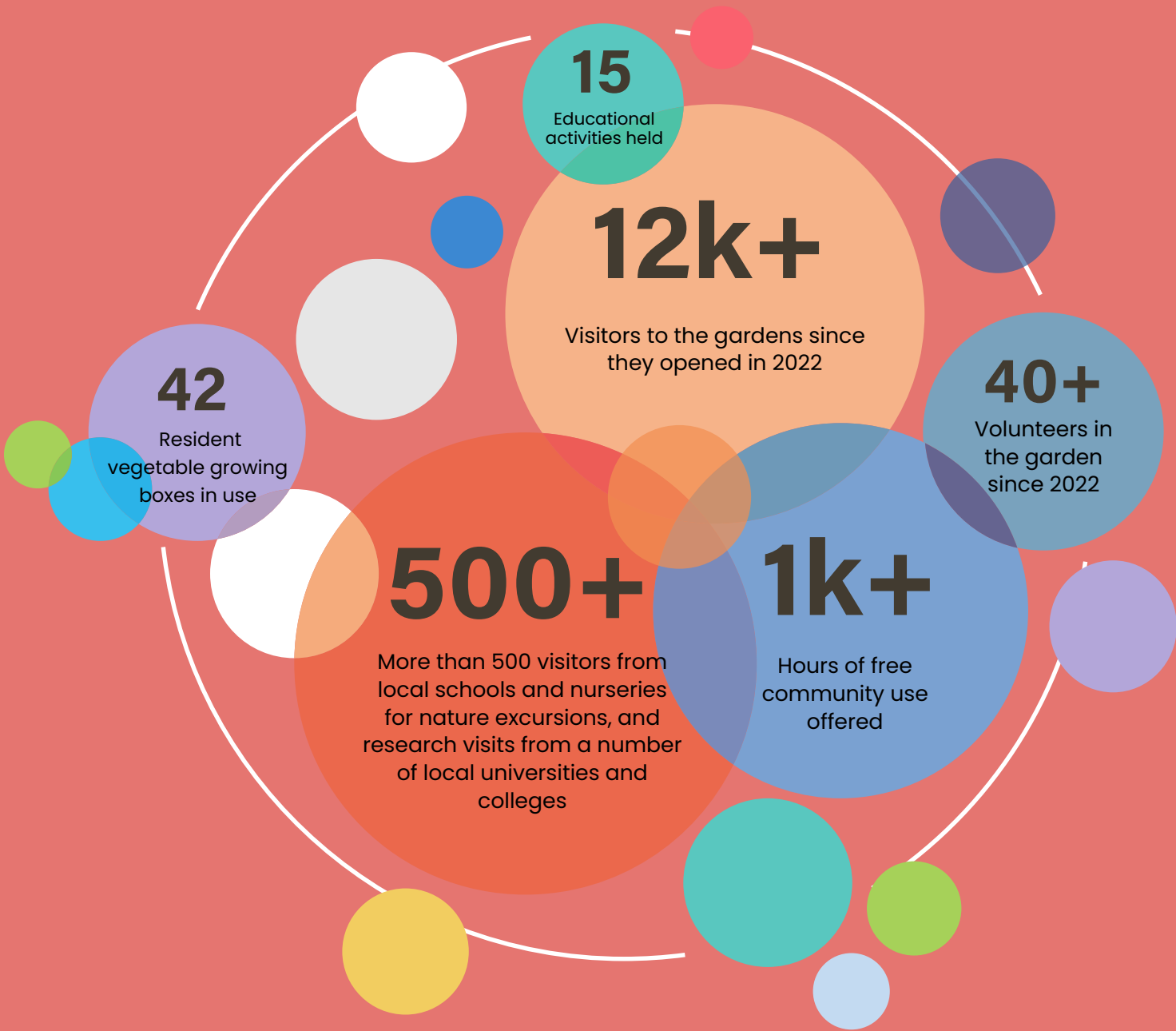
WHAT ACTIVITIES HAVE BEEN PROVIDED AT THE COMMUNITY GARDEN?

The Community Garden has blossomed into a vibrant hub of activity, offering a variety of spaces tailored to the diverse needs of the community. Recognising the importance of urban green spaces, the garden includes growing planters available for locals to grow their own vegetables. For younger visitors, the garden features play equipment, creating a safe and engaging space for children to enjoy the outdoors. Additionally, a book swap station invites community members to share and discover new reads, promoting literacy and a love for reading among all ages.

When Hadley first acquired the site, it became apparent that neighbouring residents had created their own makeshift path through the site to access the nearby bus stop. In designing the gardens, maintaining this path was a priority, not only to honour the existing community routes but also to enhance accessibility. The path was thoughtfully redeveloped to be wheelchair-friendly, ensuring that the gardens are inclusive and accessible to everyone in the community, further cementing The Lighthouse and Gardens as a cornerstone of community engagement and inclusivity.



What has the public space provided helped achieve?



New Opportunities

CASE STUDY – SHARON ALLEYNE



“A community has been born from the creation of the gardens. There are residents who never used to come out of their flats and now they know more of their neighbours and use it as a space to have someone to speak to about what they’re going through”. - Sharon Alleyne

After caring for her mother full-time for five years, Sharon found herself at a crossroads upon her passing. Seeking solace, she turned to the Gardens with a surplus of plants and desire to keep her mother’s love for plants alive. Sharon began volunteering tirelessly to maintain and nurture the garden space. This soon blossomed into something more permanent, with Sharon forming an allotment group for local residents without access to any growing space of their own and began growing vegetables alongside neighbouring residents.

In the heart of the city, where neighbours often remain strangers, the garden became a sanctuary, fostering connections and combating the isolation many felt. Sharon’s commitment to the space led her to volunteer seven days a week, and she is now a permanent and paid member of staff.

Inspired by her journey, Sharon is now writing her own book titled ‘The Journey,’ focusing on the transformative power of horticulture in her life. Her story stands as a testament to the impact of community gardening in fostering connection, healing, and growth.



Community Cohesion

The Lighthouse and Gardens has played a pivotal role in fostering community cohesion, connecting diverse groups through a wide range of activities and events. From cultural celebrations to community workshops, these initiatives have been instrumental in bridging divides and combating social isolation among residents.



WHY IS COMMUNITY COHESION IMPORTANT TO THE LOCAL AREA?

The population of Stratford is growing and changing, and demographic shifts can lead to fragmented communities where residents feel disconnected from one another. In the years since the Olympics, Stratford has undergone rapid shifts in its infrastructure and cityscape. Modern, high-rise living is modular in nature, making spaces for community mixing more important than ever. Building community cohesion is essential for creating inclusive,

supportive, and engaged neighbourhoods, bridging the gap between the preexisting community of Stratford and the ever-increasing resident population.

Feedback provided from users from the space highlighted that it helped reduce isolation, and build a sense of belonging and support amongst residents, which is crucial when developing new communities.



WHAT COMMUNITY COHESION HAS DELIVERED AT THE LIGHTHOUSE AND GARDENS?

The Lighthouse and Gardens hosts a range of community events and activities that help to break down barriers and bring diverse groups together, designed with a flexible and holistic approach. From its establishment, the garden has acted as an informal, inclusive space for locals to engage and forge connections, alongside serving as a venue for special gatherings and communal celebrations. The garden's spatial connection with The Lighthouse has facilitated the hosting of large-scale events and festivities, offering a unique venue for local people to come together.

At its core, The Lighthouse prioritises the well-being of all, placing accessibility at the forefront of its principles. By establishing a space that welcomes all demographics, whilst offering complimentary or discounted access for charitable organisations, social enterprises and local clubs, The Lighthouse and Gardens has continued to place community cohesion at the forefront.

Multigeneration Connections

CASE STUDY – CHOBHAM ACADEMY



QUOTE

Recognising the transformative power of music in bringing people together, Hadley contributed £3.5k towards the purchase of musical equipment at neighbouring Chobham Academy Primary School, laying the foundation for the school's music department.

Hadley later held a community engagement day, where Chobham Academy pupils took centre

stage in the garden and put on a show for an audience of parents, neighbouring residents, bridging community gaps and promoting unity through shared cultural experiences. The event not only showed the talents nurtured by the new music department but also facilitated meaningful interactions among attendees, strengthening community bonds.

Celebrating Diversity Through Hair.

CASE STUDY – NURTURE ACADEMY



“The space provides a location for young people to be creative with their hair but also an opportunity to build confidence and show them they can do far beyond what they have limited themselves to.” - Portia, Nurture Academy

Portia, a local hair stylist and hair teacher ran a number of events from The Lighthouse. One particular event focused on deepening the understanding and appreciation for Black hair, inviting participants of all races to engage in a journey of discovery and celebration. During the event, participants were encouraged to explore and express their personal connections to their hair through a creative drawing activity. Each individual drew a portrait of themselves, focusing on representing their hair, followed by sharing discussions about what they cherished about their hair. This powerful exercise prompted reflections on identity, beauty, and self-expression, highlighting the unique qualities and stories

behind Black hair. The event was designed with the intention of improving understanding and fostering a love for the intricacy and beauty of Black hair, promoting a broader appreciation and respect by all attendees.

The event stood as a testament to the power of community events in bridging cultural divides and building a more inclusive society. By inviting people from all backgrounds to learn about and celebrate Black hair, the event demonstrated that understanding and respect for cultural differences can be cultivated through shared experiences and open dialogue.



Business Resilience.

The Lighthouse and Gardens have supported local charities and businesses by providing free or low-cost spaces, coupled with confidence building, advice and support. This support has enabled these organisations to thrive, expand their services, and increase their impact within the community.



WHY IS BUSINESS RESILIENCE IMPORTANT TO THE LOCAL AREA?

Small groups and charities are the backbone of local economies, providing essential services, creating jobs, and much needed support. However, these entities particularly the small and micro organisations struggle with the

high costs of hiring space, limiting their ability to serve the community effectively. Local and independent businesses are vital to the local area, underpinning its character and the unique fabric of Stratford's diverse community.



HOW HAS THE LIGHTHOUSE AND GARDENS DELIVERED BUSINESS RESILIENCE?

As part of a commitment to delivering a broad scope of social value, The Lighthouse and Gardens has delivered business resilience by recognising the crucial role that local businesses, small groups and charities play in local economies. By providing affordable and accessible space for hire, local organisations can

focus on their core missions without the pressure of operational costs. In addition, The Lighthouse has supported the network of organisations in the local area, supporting them in forging connections with one another.

Drumming Up Business at The Lighthouse

CASE STUDY - DRUMWORKS



"It's been a great opportunity for young people to mingle with other young people from other schools. A lot of the young people turn up early for the session and it's great to have seen the friendships that have formed and how the different schools meet up and travel here together." - Drumworks

Drumworks, a community-led business that focuses on teaching young people drumming alongside invaluable teamwork skills. The organisation previously had no permanent space for their sessions or for storing their drums. This restricted the number of young people who could get involved and the last minute cancellations by the school, hindering the program's growth and stability.

Drumworks booked a regular slot in The Lighthouse and a dedicated space was constructed in The Lighthouse garden for the storage of drums.

This strategic move was transformative for the business, significantly increasing its visibility within the community and making it more accessible to a broader audience of young people. The new location at The Lighthouse, known for its central and easily reachable position, removed previous barriers to participation, allowing Drumworks to welcome more young individuals into their program.

Space to Grow

CASE STUDY - CONNECT AND THRIVE



"Since relocating our physical operations to the Lighthouse and Gardens, our network has flourished immensely. We have connected with over 200 community organisations. Our decision to be part of Hadley's Lighthouse and Gardens Community Hub underscores our unwavering commitment to community empowerment and building social capital for underserved communities in Stratford, East London and the growth boroughs, supporting women and girls and diverse SME leaders, complementing Hadley's mission."

Connect & Thrive, created by The Lighthouse team and Populo Living, was born out of conversations that took place at Populo Living's International Women's Day event. It was clear that there was demand for a space for local small businesses, social enterprises, CICs and charities to meet in a relaxed and informal way to connect, share

ideas and discuss their businesses, projects and potential partnerships. The networking events created a platform for talented people of Stratford and Newham to come together and support one another's ventures whilst forging connections - good for people and business.



Employment and Skills.

The Lighthouse and Gardens has offered numerous volunteering, skills, and training opportunities that have not only enhanced employability but have also led to job placements both on-site and in the broader market. These initiatives have empowered participants with valuable experience and skills, fostering career development and economic opportunity.



WHY IS DEVELOPING EMPLOYMENT AND SKILLS IMPORTANT TO THE LOCAL AREA?

Employment opportunities and skill development are key drivers of economic and social well-being in any community.

Where economic disparities can be pronounced, providing pathways to employment and skill-building can significantly impact residents' lives. Initiatives that offer training, volunteering opportunities, and job placements not only help individuals improve their livelihoods but also contribute to the overall economic vitality of the

community.

Census data shows that in Stratford, there is high levels of unemployment/low skilled work, which has only been exacerbated by the scale of change that is taking place in the area. In response to this, Hadley Property Group encouraged partners to focus on upskilling providers and volunteers at the site, and when new job opportunities were to open up, to be advertised to the local community first.



WHAT EMPLOYMENT AND SKILLS HAVE BEEN DELIVERED AT IQL NORTH?

Opportunities to build skills and provide employment have been sought through all activities at The Lighthouse and Gardens. Sharon and Helen Alleyne, local Mother and Daughter, are employed as full-time managers of the space, having started out as volunteers that developed a deep connection with the space over time. Their roles have allowed them to build new skills and knowledge, becoming trained in how to manage and run a community venue. In addition, all maintenance and upkeep of the space has been completed by Newham residents, supporting the

local economy. The Lighthouse has been offered at free or discounted rates to local groups and organisations that provide skills and training to east London residents, supporting the creation of employment pathways and personal and professional development.

Fair employment is paramount to the running of The Lighthouse and Gardens, partnering with London Living Wage accredited meanwhile operators and paying all staff a London Living Wage.



Forging Creative Pathways

CASE STUDY - X-CONVERSATIONS



The Lighthouse truly serves as a beacon for the community, offering a welcoming space where everyone feels at home. What makes it stand out even more are its stunning gardens, creating a place where you can easily lose yourself in a relaxing environment. The space is managed with trust at the core. It's truly a remarkable space that fosters a sense of peace and shared responsibility as a community.

X-Conversations is a Newham-based CIC that focuses on supporting ex-offenders, young people at risk of crime and marginalised communities by providing a range of programmes that promote social integration, employability skills and personal development.

They utilised the Lighthouse and Gardens to deliver

a paid 16-week work experience programme for local young people pursuing skills and careers in the creative media field. The programme included workshops on writing, interview techniques and technical and business skills, aiming to equip participants with the tools needed for successful careers.

Open-Access Maker Facilitation.

CASE STUDY - D-LAB



QUOTE

Located adjacent to The Lighthouse and Gardens, D-Lab London is a community maker space that offers educational programs and mentorship to encourage creativity and innovation. As an open-access maker facility, D-Lab helps to prepare the next generation of creative professionals for the future economy.

The Lighthouse proudly hosted a D-Lab maker course, 'From Dust to Dust - Design and Build.' The course featured indoor theory and design sessions at The Lighthouse, with the final build and delivery of a stunning Garden Sculpture in the Gardens. Led by a team of professional

architects, participants were taken on a journey of architectural design, exploring a live site, engaging in expert talks, and gaining hands-on experience with sustainable building materials. These skills are invaluable for aspiring designers and architects, with the added opportunity to independently design and construct a full-scale structure as a team.

The finished sculpture, crafted from compressed earth bricks, served as an invitation for garden visitors to plant seeds between the bricks. Over time, the structure will transform into a living, growing artwork as the bricks disintegrate and the plants take over.

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Capacity Building.

Through mentoring and diverse community integration programs, The Lighthouse and Gardens has provided invaluable opportunities for individuals to develop confidence and leadership skills. These programs have encouraged participants to take active roles in their communities, fostering a sense of empowerment and agency.



WHY IS CAPACITY BUILDING IMPORTANT IN THE LOCAL AREA?

Confidence and leadership are critical for individual empowerment and community engagement. In Stratford, where there is low engagement in community activities, fostering

these qualities can encourage residents to take an active role in community life, from participating in local governance to leading community projects.



WHAT CAPACITY BUILDING ACTIVITIES HAVE BEEN DELIVERED AT IQL NORTH?

Hadley Property Group has sought to support each organisation and individual that has come through the doors of the Lighthouse and Gardens. In The Lighthouse, Heart to Heart supported local SMEs and community groups

through tailored mentoring services, including business development advice, operational support and strategic planning, aimed at helping these organisations grow and achieve self-sufficiency.



Phase Two

Following the success of the The Lighthouse and Gardens, Hadley considered how else they might be able to utilise the site to deliver further social impact.

Similar to Heart to Heart and Nomadic Gardens, providers were given social value leases which set out how they must give back to the community in order to utilise the space rent free.

Secure and Sustained Employment

STRATFORD GATEWAY



“ I am in an open conditions prison and am released daily on a temporary license to attend the Hadley site and work for Elite Project Services. I have never worked within the rail and construction industry before, but I’m learning every day and really enjoying it. Elite have been amazing in accommodating me while I’m in prison. Seeing the business grow and watching local people or those recently released from prison completing courses and going to work for Elite makes it so much more worthwhile. Elite are true to their word and represent what they stand for to the fullest.” - Khianna, Member of Elite Training Team

In partnership with Elite Project Services (EPS), our meanwhile site is now home to a pop-up skills academy providing rail and construction courses for ex-offenders and those without immediate access to the job market, named Stratford Gateway. Founded by Martin Dunne in 2018, EPS creates employment pathways for those leaving the prison system, starting

with prison-based training programmes through to on-site practical training and post-training support to promote sustained employment.

Stratford Gateway is a London Living Wage accredited employer, ensuring fair wages and supporting employee well-being.

Local Destinations

EL CAFECITO



QUOTE

Just a stone’s throw away from its original location, El Cafecito will be setting up shop at The LightHouse and Gardens, continuing to serve those

who pass through Stratford City’s busy centre. Locally and independently owned, El Cafecito’s new location will become a destination, with seating and decoration to make it a pleasant space for residents and visitors to stay and relax.

Saunas for Social Good

STRATFORD COMMUNITY SAUNA



“We strive to be an affordable, inclusive and authentic community sauna. A space that benefits as many people in the community as possible, both through the health and wellbeing benefits of sauna and as a recreational and social space. Working with Hadley has given us the opportunity to try new things, such as invest in a wheelchair accessible sauna and offer more concessions offers through the social value lease.” – Charlie Duckworth, Director of Community Sauna CIC

Community Sauna Baths CIC, originally based in Hackney Wick, have now opened a second pop-up location at our IQL North site. IQL North’s Community Saunas hosts three authentic Finnish saunas, four ice baths and two cold water showers. Community Sauna Baths CIC aims to promote the mental and physical benefits of traditional sauna therapy alongside special

events such as sound baths, storytelling and grief sauna.

Alongside these amenities, we have agreed social value leases to ensure the availability of free or discounted sessions for local residents, community groups, key workers, and those not currently employed.

Sustainable Travel for All

GO STRATFORD



“Working with a Developer who has also achieved B-Corp certification is truly special for Brompton. We pride ourselves on working with partners who have aligned values on sustainability, but Hadley takes this to the next level with a genuine commitment to active travel. The IQL North site in Stratford is an exceptional example, with a best-in-class green, community-focused mobility hub.” – Julian Scriven, Managing Director of Brompton Bike Hire

Hadley’s first sustainable transport hub, Go Stratford, will provide accessible and affordable sustainable transport solutions to residents and visitors to the E20 and E15 area. Formed from a cross-sector partnership between Hadley, Brompton, Enterprise and Mobilleo, supported by the LLDC, the hub will operate from the meanwhile site ahead of the proposed redevelopment, serving as a test bed for a community-focused, sustainable

shared mobility offer in the completed development.

Go Stratford will include a Brompton hire dock, cargo bikes, Enterprise e-cars, a bike repair station and a complementary InPost parcel locker. The hub will be supported by a Mobility as a Service app, developed by Mobilleo, allowing for in-app ticket purchasing, journey planning, distribution of free mobility credits and carbon counting functionality.



**Bringing the Lighthouse and Gardens into
Community Ownership**

Sharon's Story

LOCAL RESIDENT AND GARDEN MANAGER

"My Mother was diagnosed with Brain Atrophy Disease, a form of Alzheimer's, causing the brain cells to die off at an accelerated rate. The typical life expectancy of this disease is four years maximum. With each stage of deterioration, different parts of the body became affected, requiring 24-hour care. In the last few months, social services came in for one-and-a-half hours a day to support me with my Mother's care. Not only was there emotional and psychological impact but immense stress as the countdown progressed. She exceeded the four years.

I was isolated from my family and friends, only leaving my Mother's side for an hour every two weeks to do some shopping, always rushing back. I found some solace in gardening, planting from seeds and cuttings. The Summer months were great. Feeling the sun for those short periods that she slept. It was a lonely, isolated period. People complain of being isolated during COVID. I was isolated for five years, without any social interaction beyond the short shopping trips with my daughter.

After her passing, my daughter tried to motivate me to come out of my isolation. She took me to the opening of The Lighthouse and Gardens. I offered the hundreds of plants and trees I'd grown. Like an anxious Mother, I checked on my plants as time went on and discovered they weren't being looked after. Nor were the hundreds of donated plants that needed planting out. Then, I met a volunteer called Vlada, and we discussed the energy in the space and that it needed healing. So, we set to replanting the gardens, adding new plants and spare soil to the surfaces, and encouraging wildflower growth. The heat had made everything look dry and arid, which we remedied with daily watering. Soon after, there was verdant growth of wildflowers, including the hundreds we planted ourselves. I found new friends, and together, we planted hundreds of vegetable plants from seeds.

I also met the two most genuine, spiritual ladies in the garden. I found my chats with them most uplifting. I recall after speaking to them, it was like a heavy weight was lifted. I realised I had felt like I was holding my breath for those five-plus years and had finally exhaled. Their frequent visits to the garden were welcomed. After reading their testimony for the holistic well-being of the Lighthouse and Gardens, I realised not only was I healing the site, but it was healing me.





Helen's Story

LOCAL RESIDENT AND LIGHTHOUSE MANAGER

I had recently moved to the area from another part of Newham. Walking around and getting to know my surroundings, I came across the Lighthouse and Gardens. I became involved quickly, feeling the true sense of community the garden gave me, much like the area I had moved from. I found it inspiring that Hadley Property Group had financed such a unique space for the whole community to use and enjoy.

This peaceful space is a vibrant oasis in Stratford's busy centre that brings people together. It's a place to get to know others, with activities for children and the opportunity to grow produce - a welcomed addition for me and many others who live in apartments without gardens.

In April 2024, Gabby and Su, previous Managers of the Lighthouse, offered me to take the position upon their departure. I was excited to take the opportunity, having established a relationship with the space as a vital community asset that connected me with many new people and rooted me in local life. I wanted to continue this positive work in my role.

Since becoming Manager, I've had a better work-life balance and can walk to the Lighthouse from my home, which is a fantastic bonus.

I believe The Lighthouse and Gardens has made a positive difference to many local residents and people further afield. I think it's great to be a part of the project and its ongoing journey.



Telling Their Stories

The Lighthouse and Gardens has built an incredible community since its opening in 2022, seeing diverse groups of users and local people visit and set roots in the space. We asked members of this community about their experience of the Lighthouse and Gardens, how it has supported their charity, organisation, family or personal self and what Hadley could do to improve it for the future. Here's what they had to say.

Sankofa

Sankofa teaches weekly Qigong classes at The Lighthouse, supporting people of all ages to extract the benefits of this ancient Chinese healing system. Qigong uses gentle body movements, breath and intention to build your life force energy, strengthen your organs, immunity, and much more.

“There is a depth to the space allowing people to feel The space allows people to feel vulnerable. It is a really safe space. People have mentioned the health and social communication benefits of coming regularly. It is fantastic to have such a multifunctional venue and see such a diverse range of people and events take place here.”

Assita

ASSITA IS A NEWHAM RESIDENT WHO USES THE LIGHTHOUSE AS AN EDUCATION SPACE FOR HER SON, WHO IS UNABLE TO ATTEND THE TRADITIONAL SCHOOLING SYSTEM. THE LIGHTHOUSE PROVIDES A QUIET ENVIRONMENT FOR HER SON TO RECEIVE 1:1 SCHOOLING.

"I've lived in Newham for 23 years. We didn't have a good experience of using venues in Newham as a whole. The legacy it's leaving with our family is that it supported us to stay local. My son is autistic and has hypermobility health needs, and I have health needs. I'd driven long distances to find appropriate venues. The Lighthouse has been tremendously helpful in that respect, providing stability and hope for my son. The legacy they're leaving is the fact that they brought us back into Newham."

Mandy

MANDY CHAIRS LOCAL CIC BEYOND IYANOLA, A COLLECTIVE OF PEOPLE WHO THROUGH A LOVE FOR THEIR HOME, SAINT LUCIA, SUPPORT PRESERVATION OF CULTURE AND POSITIVE SOCIAL DEVELOPMENT. BEYOND IYANOLA HAS UTILISED THE LIGHTHOUSE AND GARDENS FOR HOSTING THEIR CULTURAL SHOWCASE, CELEBRATING CARIBBEAN CULTURE, FOOD, ART AND PRODUCTS.

“There is a depth to the space allowing people to feel vulnerable. It’s a really safe space. People have mentioned the health and social communication benefits of coming regularly. It’s fantastic to have such a multifunctional venue and see such a diverse range of people and events take place here.”

Roman is a Newham resident who runs the East Village Chess Club in The Lighthouse. Established by a group of local people, the club provides a safe space for people to play chess and socialise. Roman says, “There is a depth to the space allowing people to feel vulnerable. It’s a really safe space. People have mentioned the health and social communication benefits of coming regularly. It’s fantastic to have such a multifunctional venue and see such a diverse range of people and events take place here.”





The Future of IQL North

Creating inclusive and mixed communities

Community driven development



MEANWHILE TO PERMANENT

CREATING A LASTING LEGACY

COMMUNITY DRIVEN DEVELOPMENT

CREATING INCLUSIVE AND MIXED COMMUNITIES



HIGH-QUALITY AND AFFORDABLE HOMES FOR NEWHAM

delivering high-quality and sustainable homes for Newham, including affordale homes



PUBLIC SQUARE FOR COMMUNITY GATHERINGS AND EVENTS

programmed to encourage community mixing and resident participation



NEW FOOD AND BEVERAGE OFFERINGS

complementing the existing local economy and providing new spaces to eat, drink and socialise



SUSTAINABLE TRANSPORT HUB

encouraging a shift in travel behaviour towards more sustainable and active ways of moving through the city

GREEN, BIODIVERSE PUBLIC REALM

supporting local ecology and creating green pockets and passages for relaxation, play and healthy living



EMPLOYMENT SPACE

providing local jobs for local people across a range of sectors and skills, focused on east London business and enterprise



A COMMUNITY HUB AND ALLOTMENTS

reproviding essential community space and support, continuing the legacy of the Lighthouse and Gardens



ACCESSIBLE AND WELCOMING DEVELOPMENT

welcoming local residents and visitors and providing permeable and accessible routes through the site

Conclusion.

The Lighthouse and Gardens has and continues to be a success and impactful. It has delivered on the targeted KPIs set at the beginning of the scheme and continues to demonstrate additional benefits from the feedback provided.

The impact of IQL North is felt positively by the local community and has been commended by partners including the LLDC and London Borough of Newham. Users of the space have expressed how vital the space has been to delivering services and providing connections. Whether it be wellbeing services, cultural events, or time spent reflecting in the garden, the provision has allowed people to come together and create a real sense of community.





Social Value Report

HADLEY PROPERTY GROUP
