

# Wates Residential Community Chest Funding Guidance

February 2025

## **Introduction**

The Wates Group, a leading privately-owned construction, development, and property services company in the UK, is built on the belief that construction is more than just building - it is an opportunity to inspire positive change and empower the communities we serve. As a family-owned business, Wates combines personal commitment with the capability to deliver impactful, multi-million-pound projects. Through our work with public and private sector partners, particularly under Wates Residential, we are dedicated to creating more and better homes while prioritising the well-being and development of the communities at the heart of our projects.

In alignment with our purpose to “reimagining places for people to thrive,” Wates Residential is proud to introduce the **Community Chest Initiative** as part of our broader social value commitment. This initiative seeks to address the unique needs of the communities in which we operate, offering targeted funding to improve lives and create opportunities for individuals and community groups. By supporting a diverse range of projects, we aim to foster healthier, more resilient communities and leave a positive legacy that extends far beyond the completion of our developments.

The Community Chest will focus on initiatives aligned with eight key criteria and the Brent Borough Plan priorities, ensuring comprehensive support for community needs. Community groups can apply for up to £10,000 to deliver targeted projects that tackle pressing issues in the local communities. There must be an emphasis on one or more of our programme priorities. From promoting health and well-being, tackling cost-of-living challenges, and advancing climate and environmental action, to enhancing employment opportunities, reducing social isolation, and creating vibrant community spaces, the initiative addresses critical areas that matter most to local residents. By engaging young people in positive activities and supporting sustainable community development, the programme not only addresses immediate challenges but also lays the groundwork for long-term resilience and success.

Through the Community Chest, Wates Residential reaffirms its commitment to creating lasting value for the communities we serve. By fostering partnerships, addressing pressing social issues, and empowering individuals to thrive, this initiative underscores our vision of not only building homes but also building futures. Together, we can create stronger, healthier, and more inclusive communities, ensuring that our developments positively impact lives for generations to come.

## **The Community Chest Objective**

The objective of the Community Chest is to strengthen communities across the borough by fostering connections and relationships that bring people together. This grant seeks to fund projects that align with our key criteria, ensuring they address local priorities while placing collaboration and inclusivity at their core. Additionally, the initiative aims to support and empower local groups and grassroots organisations, particularly those with innovative project ideas that might not typically access funding, helping them to create meaningful and lasting impact within their communities.

### **1. Who can apply? - Essential Criteria**

Applications are accepted from **Brent** registered voluntary and community sector and schools only.

**These are typically the following organisations:**

- Registered charity or charitable incorporated organisation
- Charitable company or social enterprise
- Community Interest Company (CIC)

- Businesses (not-for-profit and without share capital)
- Schools

**We encourage established organisations to collaborate with smaller grassroots organisations.**

*(Grassroots organisation – are organisation that have been established within 12 months of the application submission date)*

Applicants must:

- Have a constitution, registration number or, in the case of structured groups of residents, an outline of the group's aims/guiding principles.
- Have a bank account held in the name of the organisation, or a nominated bank account which the funding can be paid into (at least two signatories).
- Have an appropriate level of insurance coverage for their project and activities.
- Have appropriate safeguarding policies and procedures for their project activities.
- Small charities, organisations, and social enterprises will have an annual income of less than £60,000.
- Medium charities, organisations, and social enterprises will have an annual income of less than £250,000.
- Demonstrate that 100% of the people benefiting from the project will be Brent residents.

**In addition, applicants need to:**

- Be over the age of 16 (applicants under 18 must have a responsible adult with a current DBS certificate whilst delivering their project. The adult will also be responsible for the use of the grant award and achieving the outcomes).
- Be a Brent registered organisation delivering their proposed project in the Brent.

**2. When to apply**

The application window will open from 27 February to 23 March 2025 (11:59pm).

You **will not** be able to submit your application after the closing date. Please ensure that you have given yourself enough time to gather all your relevant documents to submit your application, and factor in time for potential technical problems. **If your application is missing documentation that is required and not submitted on request, your application may be withdrawn.**

**3. Key information**

- Eligible organisations can receive a minimum of £1,000 or up to £10,000. The payable award must be used by 31 December 2025.
- We reserve the right of offering part-funding to some projects if the assessment panel feels it is in the best interest of the programme's aims.
- Successful applicants may not apply for further funding within a 12-month period.
- There is no limit to the number of times an unsuccessful applicant can apply to the fund. We encourage these applicants to seek feedback on why their application was unsuccessful in the first instance before reapplying.

#### 4. Grant Fund Criteria

The eligibility criteria for applying for the Community Chest fund is outlined in the 8 key priorities listed below. When applying you must meet a **minimum of one** of this set criteria to qualify for funding.

This criteria ensures that the funds are allocated to projects that align with the goals and objectives of the Community Chest programme.

**Promoting Health and Wellbeing:** Initiatives that enhance physical and mental health and support inclusive access to well-being programs.

**Addressing Cost-of-Living Challenges:** Projects providing financial support such as money management, debt awareness, financial resilience, energy saving, affordable warmth, or alleviating food poverty.

**Climate and Environmental Action:** Initiatives focused on sustainability, carbon neutrality, biodiversity, nature conservation, and community-led environmental improvements.

**Improving Employment, Training, and Education:** Projects that increase access to jobs, skills training, and educational opportunities for community members.

**Engaging Young People in Positive Activities:** Programmes that reduce anti-social behavior, youth crime, and foster safer communities through constructive engagement.

**Reducing Social Isolation:** Accessible activities for vulnerable groups, including older people, to encourage participation and build stronger community connections.

**Enhancing Community Spaces and Development:** Improving local spaces, supporting community centers, and driving estate regeneration to benefit local communities.

**Supporting Sustainable Community Development:** Long-term initiatives that promote resilience, inclusivity, and cohesive community engagement.

The application must also align with one of the five Brent Borough plan priorities:

1. **Prosperity and Stability in Brent**
  - Easing the Cost-of-Living Crisis
  - Safe, Secure and Decent Housing
  - Brent for Business
2. **A Cleaner, Greener Future**
  - A Cleaner Borough
  - A Climate-friendly Sustainable Borough
  - Keeping Brent on the Move
3. **Thriving Communities**
  - Enabling our Communities
  - A Safer Borough
  - A Representative Workforce
4. **The Best Start in Life**
  - Raised Aspirations, Achievement and Attainment
  - Young People are Seen and Heard
5. **A Healthier Brent**
  - Tackling Health Inequalities
  - Localised Services for Local Needs

## 5. What we can fund.

The purpose of Community Chest is to fund local projects that will benefit local residents and the environment.

Organisations that are based within The London Borough of Brent, reaching 100% of participants from within the borough, which meet the essential criteria (section 1) and has a project that aligns to a minimum of one of the grant fund criteria priorities (section 4).

We welcome applications from across the whole borough however an emphasis will be given to projects being delivered in the Wembley area, which consist of the following ward areas; Alperton, Northwick Park, Preston, Sudbury, Tokyngton, Wembley Central, Wembley Hill and Wembley Park.

## 6. What cannot we fund.

Goods or services that have already been bought, ordered, or contracted before we make a decision about your application. We cannot fund any retrospective works.

Day-to-day maintenance and minor repairs which should form part of a maintenance and management plan for the building.

Capital funding (covers any expenditure that improves fixed assets, and which can be capitalised on the applicant's balance sheet).

- Unless Infrastructure is to install/improve Wi-Fi connectivity for community use
- Works to increase the environmental sustainability of the building such as, upgrading lighting to LEDs or installing or retrofitting to more sustainable materials.
- Upgrading the existing building fabric to enhance its thermal performance.

Costs that are already paid for by other income including the applicant's own funds or any other funding.

General running costs or overheads, for example additional staffing, insurance etc.

Goods, works or services that have not been procured in accordance with established procurement best practice.

VAT that the applicant is unable to recover from HM Revenue and Customs.

For-Profit businesses

Political organisations or anything linked to a political party or organisations with primarily political objectives.

Individuals or personal endeavours, unless they are part of a recognised community group or initiative.

Religious activities that activities that are primarily religious in nature or that promote specific religious beliefs.

Projects outside the grant criteria (e.g., education, health, environment)

Projects with limited community impact

Projects not complying with regulations.

Projects outside the geographical scope. (Location that is identified as part of the fund)

## 7. What can we do to help?

ActionFunder can provide advice on the application process by contacting them through [hello@actionfunder.org](mailto:hello@actionfunder.org). They also host monthly online drop-in's to get advice on using the platform and on specific funds: [monthly community drop-in](#)

ActionFunder have a dedicated help platform with useful resources on writing an application. Registering is **FREE** for all nonprofit organisations.

An information session at the start of the grant will be hosted for all awardees.

ActionFunder have some guidance on how to create a great application, which can be accessed via this [link](#).

The link to the funding description and application criteria can be found here: <https://app.actionfunder.org/fund/577>

## 8. **How will your application be assessed?**

We will always receive more applications that we are able to fund, and therefore it is important that we have a clear and robust assessment process to look at applications fairly.

After undergoing initial due diligence and eligibility checks, applications are assessed by a group of assessors, inclusive of Brent staff and partners. Assessors will look at your application answers using the scoring criteria below.

Definition	Score	Further info
Insufficient	0	The answer is incomplete or insufficient in detail to make a complete assessment.
Weak	1	Attempts to answer the question, but not in enough detail or lacks key information.
Good	2	Generally, answers the question well and provides detail and evidence but perhaps lacking in some areas.
Very Good	3	Answers the question excellently, no information is missing and provides relevant supporting evidence.

Assessors will score each of the 6 evaluation criteria points, for each of your answers based on the above and your application will then receive an overall score and recommendation. The recommended applications will then be discussed in a panel comprising all assessors, who will discuss applications comparatively; as well as the content of the application form, we will also consider key considerations such as equalities, strategic objectives, and spread around the borough.

In all applications, we will always try and prioritise organisations who have an active commitment in involving their beneficiaries (residents) in the co-design and delivery of their projects.

## 9. **Evaluation criteria**

All applications will be scored and assessed against the following criteria:

- 1) Provides evidence of local need
- 2) The project clearly demonstrates how it meets one of the eight key criteria and aligns with one of the Brent Borough Plan priorities.
- 3) Provides evidence of seeking support, from:
  - community interest groups, e.g., young people, ethnic communities, etc, where relevant.
  - Community organisers where relevant or possible.
- 4) Provides evidence of partnership approach and evidence of community collaboration

where possible

- 5) Assessment of social impact and community benefit of the project through monitoring and evaluation
- 6) Provides evidence of the viability of the overall project.
- 7) Commitment to provide match-funding, for example.
  - Cash contribution through fundraising activities, crowdfunding, contribution from partner and/or
  - Social capital or in-kind contribution e.g., volunteer hours, expert input, use of a building.

