# Wates launches £300,000 Community Chest to tackle Brent’s key social challenges



Wates Residential has launched a significant community support initiative in Brent through its new Community Chest fund, announcing £45,000 in grants awarded to seven grassroots organisations. This fund aims to bolster small, community-led groups addressing key local issues such as social isolation, youth services, mental health, and employment. Each organisation received funding tailored to the strength of their proposals and the anticipated impact of their projects.

The Community Chest forms part of Wates' broader social value framework connected to the Wembley Housing Zone regeneration programme. This ambitious scheme, delivered in partnership with Brent Council, is set to create 291 new homes, contributing to the area's development. Over the next two and a half years, Wates plans to distribute a total of £300,000 through the Community Chest. The funds are earmarked not only for grassroots projects but also for education, employment, and wider community support initiatives. The first round of funding alone is expected to benefit upwards of 1,100 individuals with projects that include multilingual health clinics, youth engagement sessions, creative training programmes for women, climate-related education, volunteer development opportunities, and efforts to reduce landfill waste by diverting 500kg from disposal.

The Community Chest specifically targets local groups such as registered charities, social enterprises, community interest companies, and not-for-profit organisations based in Brent. It prioritises projects aligned with Brent's strategic community goals: improving health and well-being, addressing cost of living pressures, promoting climate and environmental action, enhancing employment and education, engaging youth positively, reducing social isolation, and fostering sustainable community development. Applicants must submit their proposals via the ActionFunder platform, with support offered through monthly online drop-ins and personalised advice sessions. Projects funded must be completed by the end of 2025, with the next round of funding applications anticipated to open in the fourth quarter of 2025.

Paul Nicholls, Regional Managing Director for London at Wates Residential, emphasised the importance of this initiative. Speaking about the Community Chest, he said: “Supporting these organisations is about more than just funding. It’s about helping the groups that hold Brent’s communities together to continue their vital work.” Cllr Jake Rubin, Brent Council’s Cabinet Member for Climate Action and Community Power, underscored the fund's value to local grassroots efforts, adding: “The Wates Community Chest fund is helping to grow local solutions to local challenges, enabling these groups to make an even bigger impact. It’s inspiring to see real benefits being delivered beyond the bricks and mortar, building stronger, more connected communities across the borough.”

This initiative connects into a wider trend seen in other community chest programmes internationally, such as in East Clark County, Washington, where local Community Chest funds have awarded record sums to nonprofit organisations delivering emergency food assistance, support for families in crisis, and environmental programmes. These parallel efforts underline the growing recognition of community chests as impactful tools for channeling philanthropic support directly to grassroots groups that address immediate and diverse local needs.

Wates Residential’s approach of combining targeted financial assistance with broader social regeneration efforts — like the Wembley Housing Zone — reflects a progressive model of corporate social responsibility. It not only injects funds into vital community services but also fosters long-term social cohesion and resilience through strategic housing and infrastructure investments that benefit Brent residents holistically.

The Community Chest’s focus on measurable local impact and community-led projects sets a benchmark for social value programmes in urban regeneration, demonstrating how private sector initiatives can complement public sector goals in fostering inclusive and supportive neighbourhoods.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://ukpropertyforums.com/wates-community-chest-rewards-brent/), [[2]](https://www.wates.co.uk/news/residential/our-residential-business-awards-45000-to-brent-community-groups-through-new-community-chest/)
* Paragraph 2 – [[1]](https://ukpropertyforums.com/wates-community-chest-rewards-brent/), [[2]](https://www.wates.co.uk/news/residential/our-residential-business-awards-45000-to-brent-community-groups-through-new-community-chest/), [[3]](https://www.brent.gov.uk/neighbourhoods-and-communities/community-funding-and-support/community-chest-fund)
* Paragraph 3 – [[3]](https://www.brent.gov.uk/neighbourhoods-and-communities/community-funding-and-support/community-chest-fund)
* Paragraph 4 – [[1]](https://ukpropertyforums.com/wates-community-chest-rewards-brent/), [[2]](https://www.wates.co.uk/news/residential/our-residential-business-awards-45000-to-brent-community-groups-through-new-community-chest/)
* Paragraph 5 – [[1]](https://ukpropertyforums.com/wates-community-chest-rewards-brent/), [[2]](https://www.wates.co.uk/news/residential/our-residential-business-awards-45000-to-brent-community-groups-through-new-community-chest/)
* Paragraph 6 – [[4]](https://www.camaswashougalcommunitychest.org/c-w-community-chest-to-award-nearly-155k-in-grants-to-nonprofits/), [[5]](https://www.camaswashougalcommunitychest.org/2024-grant-awards/), [[6]](https://www.camaswashougalcommunitychest.org/2022-grant-awards/)
* Paragraph 7 – [[1]](https://ukpropertyforums.com/wates-community-chest-rewards-brent/), [[2]](https://www.wates.co.uk/news/residential/our-residential-business-awards-45000-to-brent-community-groups-through-new-community-chest/)

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## Bibliography

1. <https://ukpropertyforums.com/wates-community-chest-rewards-brent/> - Please view link - unable to able to access data
2. <https://www.wates.co.uk/news/residential/our-residential-business-awards-45000-to-brent-community-groups-through-new-community-chest/> - Wates Residential has launched the Community Chest, awarding £45,000 to seven local organisations in Brent. This initiative supports grassroots projects addressing local needs, including social isolation, youth services, mental health, and employment. Each organisation received tailored funding based on their proposals and expected impact. The Community Chest is part of Wates' broader social value initiatives in Brent, alongside the Wembley Housing Zone regeneration programme, which aims to create 291 new homes. Over the next 2.5 years, £300,000 will be distributed through the Community Chest, focusing on education, employment, and community support. The first funding round is expected to benefit over 1,100 people through projects such as multilingual health clinics, youth sessions, creative training for women, climate-focused education, and volunteer development. Applications for the next funding round are anticipated to open in Q4 2025, with details to be announced on Wates' website and social media channels. Submissions will be made through the ActionFunder platform. Paul Nicholls, Regional Managing Director for London, emphasised the importance of supporting grassroots organisations in Brent, stating that the Community Chest is about more than funding; it's about helping these groups continue their vital work in the community. Cllr Jake Rubin, Cabinet Member for Climate Action and Community Power, highlighted the role of the Community Chest in enabling local organisations to make a bigger impact and build stronger, more connected communities across the borough.
3. <https://www.brent.gov.uk/neighbourhoods-and-communities/community-funding-and-support/community-chest-fund> - The Community Chest Fund, funded by Wates Residential, supports grassroots organisations, charities, and community groups in Brent. It offers grants ranging from £1,000 to £10,000 for projects that align with eight key priorities, including promoting health and well-being, addressing cost of living challenges, climate and environmental action, improving employment, training, and education, engaging young people in positive activities, reducing social isolation, enhancing community spaces and development, and supporting sustainable community development. Eligible applicants include registered charities, social enterprises, community interest companies, not-for-profit businesses, and schools based in Brent. The fund does not support individuals, organisations not registered or delivering services in Brent, political aims, services promoting religious interests, or projects outside the borough. Successful projects must be completed by 31 December 2025. Applications are accepted through the ActionFunder platform, with support available via monthly online drop-ins and one-on-one chats with ActionFunder.
4. <https://www.camaswashougalcommunitychest.org/c-w-community-chest-to-award-nearly-155k-in-grants-to-nonprofits/> - The Camas-Washougal Community Chest, in partnership with the Camas-Washougal Rotary Foundation and the Camas Lions Foundation, announced a record-breaking $154,550 in grants to 39 nonprofit organisations in East Clark County, Washington. This marks the highest total and number of grants in the organisation's nearly eight-decade history. The grants will fund diverse services, including emergency food assistance, aid to families in crisis, safe temporary shelter for at-risk youth, a Safe Stay overnight car park program, and water quality monitoring in the Lacamas Creek watershed. The Community Chest credited its partners and donors, such as Georgia-Pacific Camas paper mill, city of Camas, city of Washougal, Camas School District, and Port of Camas-Washougal employees, for the record-breaking fundraising in 2025.
5. <https://www.camaswashougalcommunitychest.org/2024-grant-awards/> - The Camas-Washougal Community Chest, in partnership with the Camas-Washougal Rotary Foundation and the Camas Lions Foundation, announced the award of 34 grants totaling $134,000 to nonprofit organisations delivering programs and services exclusively to children and families in Camas and Washougal. The grants will fund diverse services, including emergency food assistance, aid to families in crisis, safe temporary shelter for at-risk youth, a Safe Stay overnight car park program, water quality monitoring in the Lacamas Creek watershed, and staffing and equipment for three litter cleanups at Cottonwood Beach. Since 1946, the Community Chest has been dedicated to helping local people in need, ensuring donations stay local and maximise their impact.
6. <https://www.camaswashougalcommunitychest.org/2022-grant-awards/> - The Camas-Washougal Community Chest, in partnership with the Camas-Washougal Rotary Foundation, announced 35 grants totaling $140,290 to nonprofit organisations helping people in Camas and Washougal. The grants support diverse services, including emergency food assistance, aid to families in crisis, safe temporary shelter for at-risk youth, a Safe Stay overnight car park program, water quality monitoring in the Lacamas Creek watershed, and staffing and equipment for three litter cleanups at Cottonwood Beach. The Community Chest relies on donations from individuals and businesses, ensuring that over 97% of donations go directly back into the community, with the remaining 2-3% covering typical service and supply costs.
7. <https://www.watesfoundation.org.uk/case-studies/> - The Wates Foundation supports various charitable initiatives through grants. For example, Dementia Support, established in 2014, received funding to progress its National Ambitions Program, aiming to transform dementia support across the UK. The grant enabled the replication of Sage House, a community hub providing a full range of dementia services, impacting over 2,000 people annually. Crawley Open House, serving those experiencing homelessness and severe hardship in Crawley and West Sussex since 1994, received a grant to support its Fundraising & Relationships Manager role. This role has been instrumental in building a supportive community, leading to over £2 million in fundraising since 2018 and supporting three construction projects to add accommodation and a new Resource Centre.