

Embargoed until 00:01, Thursday 18 May 2023

Local community to be asked for their votes as Brent Cross Town launches its £50K Community Fund

Brent Cross Town, the 180-acre, £8Bn new park town in north London, today opens its Community Fund for the fifth consecutive year. To mark this fifth anniversary, the grant fund for the first time will ask members of the local community for their votes on which initiatives they would like to see supported.

A total of £50,000 will be available to applicants, £10,000 of which will be a special, fifth anniversary pot of funding that the local community can allocate to their favourite projects and initiatives as part of ‘people’s project’ awards.

The Fund is looking to further increase its reach across the community this year. It will focus on supporting groups that offer activities that provide grassroots climate education / promote a carbon net zero community; support improved local health and wellness; and those that promote an inclusive and socially connected community. Due to the ongoing cost of living crisis, the Fund is also keen to hear from projects that support communities in tackling cost of living pressures.

Local organisations and initiatives based in and around Cricklewood, Childs Hill, Golders Green, and West Hendon will be able to apply for grants of anywhere between £500 and £5,000. Applications to the fund open today, **Thursday 18th May** and close on Monday 19th June 2023. Opportunities for the local community to vote on ‘people’s project’ awards will then open in early July.

Those eligible to apply for the grant include:

- Informal and formal community groups
- Local charities and local branches of national charities
- Schools and educational organisations
- Not-for-profit organisations
- Residents’ associations
- Social enterprises

All information on how to apply for a grant from the £40,000 Brent Cross Town Community Fund and how to get involved in voting to allocate the additional £10,000 funding for this year’s ‘people’s project’ awards can be found at: brentcrosstown.co.uk/community-fund

Since its inception in 2019, The Brent Cross Town Community Fund has supported 42 small charities, community organisations and entrepreneurial individuals working to make a positive impact in the local area and has awarded £130,000 to local projects. Now a well-established source of local funding, it is estimated that over 14,400 people in the local community have directly benefited from the fund’s investment.

Morwenna Hall, Partner at Related Argent, commented: *“To celebrate Brent Cross Town’s Community Fund in its fifth year, we are introducing new ‘people’s project’ awards, which recognise the ongoing support of the growing community in around Brent Cross Town. As part of our continued collaboration with the local community, I’d like to encourage people to cast their votes and help us support more fantastic local groups and initiatives that are working hard to bring inclusive, fun and engaging activities to area, fostering a resilient and active community.”*

Councillor Barry Rawlings, Leader of Barnet Labour Group, said: *“I’m delighted to see the return of the Brent Cross Town Community Fund which has supported a huge number of local projects and initiatives over the last five years. With an increased value of £50k, and applications encouraged that focus on health, wellbeing and community togetherness, I am pleased to see the fund continue to champion projects which will enhance the lives of people living in the local area - I encourage community groups and local people to put forward their ideas and look forward to seeing what comes next.”*

Ends

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Related Argent

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NOTES TO EDITORS

About Brent Cross Town

Brent Cross Town is the neighbourhood at the heart of the Brent Cross Cricklewood regeneration programme. It is a joint venture between Related Argent and Barnet Council to develop a large-scale mixed-use development including new homes, retail and office space, as well as improved schools and greenspaces in the area. Early work started on site in early 2020 and construction is also underway on the new Brent Cross West station which will be completed in autumn 2023. Building on the strengths of this diverse part of the city, Brent Cross Town will draw inspiration from the best of London’s long-established neighbourhoods with all their complexity and character.

At its heart, will be a focus on sport, play, health and well-being. The new neighbourhood will provide 6,700 homes, state-of-the-art workspace for over 25,000 people, and pedestrian friendly streets and squares with local shops and restaurants that will complement the offer at Brent Cross Shopping Centre. The community will be supported by first-class public transport infrastructure, a new and improved network of walking and cycle routes and a series of new parks and other amenities. www.brentcrosstown.co.uk @brentcrosstown

Related Argent is making four significant pledges for Brent Cross Town:

- To create the place in London to participate in sport and play: with indoor facilities and 50 acres of parks, Brent Cross Town will provide the best of both traditional and emerging sports, working with leading sports organisations, governing bodies and hero ambassadors to help drive female participation and champion diversity and inclusion.
- To make a new North London town where all can flourish. Brent Cross Town will launch a Flourishing Index which will pioneer the measurement of how individuals and communities flourish in a town centre. Partnering with Manchester University and Buro Happold, this approach represents a landmark moment in designing a development for mental health and wellbeing and demonstrates that Brent Cross Town is at the forefront of people-centred design.
- To be a net zero carbon town by 2030 at the latest. This will be achieved by driving down the embodied carbon in buildings and infrastructure, the carbon used in energy supply and offsetting the remainder. Partnering with Vattenfall, Brent Cross Town will deliver reliable and affordable zero carbon heating to homes, shops and businesses.
- To strengthen existing connections, both locally and into Central London; connecting businesses, customers, friends and family. Brent Cross Town is in an enviable location – 12 minutes to Central London, immediate access to the M1 and 5 major airports within one hour. Locally, new pedestrian and cycle routes will integrate Brent Cross Town with its surrounding communities.

About ActionFunder

ActionFunder is an award-winning platform that's transforming corporate giving. Leveraging the tech behind dating sites, the platform match-makes businesses with non-profits and tracks the impact. The result? ESG ambitions realised in gritty local action. Backed by a team with over a decade's experience in delivering community campaigns, fast.