



## **Background Information about the Chalkhill Community Centre**

### **Background**

Chalkhill Community Centre (CCC) grew out of a partnership between proactive community groups, core resident groups, Metropolitan, and Brent Council, which were all engaged in the major regeneration of the estate over many years prior to 2008. This included the replacement of 1,280 high rise concrete flats with new houses and low-rise apartment buildings, a supermarket and new open space. Improvements were made to around 500 additional homes, and to Chalkhill School.

CCC is housed in the Welford Centre, a fine architect-designed building constructed by John Laing Partnership. The freehold is held by the London Borough of Brent which leases the property back to Metropolitan to ensure its continued use as a community centre. Metropolitan has granted a sub-lease to CCC Ltd. for a term of 25 years from 2008.

The Centre is intrinsic to the economic and social regeneration of Chalkhill. This landmark, multi-use building is used by local people from the Chalkhill neighbourhood and the wider community of Wembley Park. It also houses a Primary Care medical centre with GP surgeries, an office for Metropolitan staff managing the Chalkhill estate, and 42 affordable shared ownership flats. The building is managed by Metropolitan and was completed in March 2009.

### **Introduction to the Chalkhill Community Centre (CCC)**

#### **Context for the Centre**

Chalkhill Community Centre Ltd is a registered charity (number 1125942) and company limited by guarantee (number **06011953** - incorporated November 28, 2006, amended September 5, 2008). It is a resident-led organisation responsive to the needs of the community.

## **Vision & Objectives – Our vision**

*“Provide a welcoming accessible sustainable centre that connects, engages & benefits the local community to improve their quality of life”*

### **Our Objectives**

- a) To relieve elderly people in need.
- b) To relieve disabled people in need.
- c) To promote community cohesion.
- d) To promote such other charitable purposes as may from time to time be determined.

The community centre includes:

- a large reception area and exhibition hall
- 2 main multi-purpose rooms suitable for large events and activities
- 4 multi-purpose rooms suitable for meetings, and small assemblies
- Staff office
- Changing rooms, lavatories and storage.

There is also a café and kitchen on the ground floor - the subject of a separate lease (which is not part of CCC).

The Centre is host to a wide range of programmes and projects focused on the local community, including:

- Activities for all ages: babies and toddlers, under 18s, over 50s
- Fitness: dance, exercise/fitness, gentle exercise, martial arts, sport
- Health: health and wellbeing
- Choir
- Faith/prayer meetings and churches
- Social groups
- Support and advice
- Women only activities.

## **Organisation & Management**

Chalkhill Community Centre Trustees meet monthly. The Board's primary role is to oversee and steer the development of the Centre. In particular:

- To drive the development and growth of Chalkhill Community Centre;
- To develop the overall strategy of Chalkhill Community Centre;
- To ensure funding obligations are met;
- To monitor the financial management of Chalkhill Community Centre;
- To monitor and review the development of Chalkhill Community Centre;
- To ensure that policies and procedures are in place and ensure compliance with them.
- To ensure appropriate management of staff, volunteers and contractors.

The Board of Trustees undertook a review recently with external consultant and engaged with local partners and stakeholders. A Business Plan has been put into place to assist CCC with the transition to a dynamic self-sustaining Centre which is the focal point of the local community with an income generating model of service provision.

The development focus of the new structure would be to attract external funding and identify potential partnership work opportunities with external not-for-profit and social enterprise partners where such collaboration will ultimately benefit the constituency served by the Chalkhill Community Centre.

## Present and Future

Following a recent review, the Board have agreed the following organisation structure to meet the Strategic Plan of Chalkhill Community Centre. This will involve three paid posts and a pool of volunteers.



Currently CCC is mostly a hire venue for the local area. CCC Business Plan 2019-2024 is based on a need for it to develop into a dynamic self-sustaining Centre which is the focal point of the local community providing key services that are needed and able to sustain themselves financially.

This will be achieved by engaging more of the local community and delivering a wider variety of activities and services that meet local need and are promoted more effectively across a range of medias.

The focus of the centre will be on:

- **Community Engagement** – more local people accessing the centre with more activities initiated by the centre that meet local needs and priorities.

- **Partnership Development and Income Generation** – building partnerships across Brent and beyond in order to develop new activities and services which specifically address the needs of local residents and creates new income opportunities for the community centre.
- **Marketing & Publicity** - Build a strong social media presence to increase engagement, developing the new website as a marketing tool to attract new hiring opportunities and income streams in the centre and broaden the community offer.
- **Enterprise Development** – Developing enterprise and entrepreneurship in the centre and Chalkhill and using the centre to develop activities to build on these skills in local people particularly young people and the volunteers it is currently engaging by offering training.
- **Social Impact** – developing ways for the centre to demonstrate its impact to partners and funders with robust monitoring to ensure the Centre development is informed by local residents.
- **Organizational capacity building** – building the skills and capacity of the Trustees to ensure that they are provide strong and robust governance.

## Future Priorities

In January 2020, the Board reviewed the Business Plan and have agreed the following Key priorities for the future:

- Use the community centre as a catalyst for community activity that promotes community spirit and cohesion, tackle isolation and exclusion.
- Ensure local people access use of the centre by maintaining affordable hire for local residents.
- Maximise income generating opportunities for the centre from
  - hire by partners: other organisations both commercial and charitable.
  - grant applications
  - Non-Partnership delivery of services
- Focus more activities on families, children and young people, older people and disabled people.
- Focus more on enterprise. employment and training
- Raise the profile of Chalkhill Community Centre across Brent through social media, publicity, partnership working and networking.
- Build partnerships with local, Brent wide and other organisations to deliver activities in the centre that meet local needs.