



Call for bids – charity partnership 2021

Who we are

Watkin Jones is the leading developer, builder and third-party manager of new homes for rent across the UK and Ireland. Our placemaking expertise and unrivalled track record enable institutions like pension funds to make long-term investments in new high-quality and sustainable rental homes that welcome everyone and help to solve the critical housing shortage.

We're proud to offer the best homes for people at every point in their lives, from the first steps to independence in purpose-built student accommodation (PBSA), to a readymade community in co-living, then a place to make a forever home or take the steps to ownership in affordable housing and build to rent (BTR).

The institutional capital that drives our business is motivated by maintaining value over decades, which empowers us to develop truly sustainable and diverse places that thrive for decades into the future. We have a culture of delivering for our customers built over 230 years and use that knowledge alongside cutting edge insights from the over 22,000 residents of our specialist rental home management company, Fresh, to anticipate the future of living, offering the best lifestyle for residents while adding social value to support flourishing local communities.

What we are looking for, and trying to achieve



We have a long history of charitable and community work, and we now are looking for a real partnership that will help us do even more to create the future of living by delivering long-term social value for the people who live in and around the homes we build. Our partner will offer national reach alongside a focus on local impact for the communities we work in.

Our model means we are already focussed on building sustainable communities and delivering homes designed for the long term, but we are excited and committed to do even more. We recently published our [outline Environmental, Social and Governance \(ESG\) strategy, Future Foundations](#) and work with charity partners will be integral to our delivery of this.

Future Foundations is built around three pillars of:

- Future planet – providing urgently needed new rental homes while minimising our negative and maximising our positive environmental impact

- Future places – adding value around our places by supporting thriving communities
- Future people – creating a great place to work that nurtures diverse expertise

The organisation we partner with will demonstrate how their work will tangibly add value to our work within these pillars and help us create a better future of living for the communities we work in.

What we can offer to a partner

Dependent on any proposal put forward we will be able to offer:

- Partnership funding/giving over three years – to be agreed
- Volunteering from our staff – our people are committed to 5,000 volunteering hours per year by 2025, as well as residents in our Fresh properties
- Opportunities to influence our work as we create new homes, and engage with local communities around our sites and new homes

Our community and charity principles

Our work with charities follows three key principles, that it:

Helps us to deliver new homes and thriving communities – creating the future of living

Enhances our skills and values – offering chances for colleagues and stakeholders to engage

Delivers practical and measurable positive impact for communities – e.g. – building things, clearing wasteland or waterways, providing spaces for mental health engagement, offering employment or training opportunities.

The process

- We would welcome bids by midday on 30 November 2021. Please send no more than two sides of A4 to james.mclarin@watkinjones.com – this is also the address for any questions
- Watkin Jones' community and charity working group will then go through a shortlisting and validation process where we may ask bidding charities for further information as well as formally set out their proposal
- A shortlist will then be approved by our Executive team.
- The final shortlist will be voted on by our employees in early January, and charities will be given the opportunity to make their case.

When bidding please ensure you provide

- Your registered charity number and key contact details
- Your measurements of success
- How you will help us meet our charity principles and Future Foundations ambitions
 - Please note that work to improve the wellbeing of our residents through a better local environment is included within Future places
- Examples of how you have successfully partnered with other organisations
- Your reach across the UK (and Ireland if relevant)