

Over £85,000 raised for local homeless charity in Southall

Over £85,000 has been raised to date by Berkeley West Thames for its designated charity, Hope for Southall Street Homeless (HSSH) after the housebuilder gave its most recent donation for £20,000 at a Christmas celebration event on Monday (16 December).

The money has been raised through a number of initiatives held onsite and in the local community, helping HSSH continue to tackle homelessness in Southall.

The partnership has enabled the charity to recruit a full-time complex needs case worker who supports individuals to reconnect with family and provides access to health and employment services. The case worker also helps to raise awareness of the charity's shelter, which provides accommodation, meals and washing facilities to homeless people in Southall – particularly important in the cold winter months.

Navraj Singh from Hope for Southall Street Homeless said: *“Donations of this significance allow us to make a real difference and are vital for us to be able to continue our work in Southall. Homelessness is rising across London and the generosity of those who donate allows us to continue to support people to come off the street and take other steps towards a healthier, more sustainable future.”*

The most recent donation was given by Berkeley West Thames at a Christmas celebration which saw nearly 200 people from the local community come and join in the festivities at Southall Waterside, including Virendra Sharma MP. Some of the onsite team who are part of building the development spread the Christmas cheer at Southall station to kick things off. Four of the team from contractor JGL, who are part of a professional choir, collected donations at the station and then carried on carolling on their way to the celebration at Southall Waterside.

Mince pies and hot drinks were offered by Ealing Youth Engagement Programme and students from West London College. The perfect festive backdrop came from local school children who sang Christmas carols alongside a musical fun bus packed with games provided by Catalyst – one of the housing associations at Southall Waterside. Younger guests also had the chance to meet Santa in his brand new sleigh, which was built by students from West London College. To wrap up the festivities, a local bhangra dancing group taught some moves to the crowd before finishing with a bhangra dancing performance to some classic Christmas songs.

HSSH is running a winter clothing collection appeal throughout December and January and anyone can donate to the collection point at St Anselm's Church. Items required include: sleeping bags, blankets, warm jumpers and jackets, as well as underwear, socks, toothbrushes and toothpaste. Donations will be accepted daily between 10:30am to 3pm until 31 January.

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Julian Bell, Leader of Ealing Council commented: *“There are a number of reasons a person can become homeless and the council’s priority is to prevent people from becoming homeless in the first place.*

“We have trained staff to provide advice and a range of support services, including helping people into employment and training. It’s important that we help the homeless in our communities and we work closely with local charities such as HSSH that are invaluable in the ways they support those in need on their doorstep.”

Damian Leydon, Operations Director at Berkeley West Thames, said: *“We’re very proud of our partnership with Hope for Southall Street Homeless and are delighted to have raised over £85,000 to date. We want to encourage everyone to give what they can and look out for other chances to get involved and support the charity.”*

- ENDS -

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Notes to editors

Southall Waterside

Southall Waterside, Berkeley’s exciting new development in West London is one of the capital’s most ambitious regeneration projects. The 3,750-home scheme will bring a redundant gasworks site back into use for the whole community to benefit from. Southall Waterside is about more than just homes. It will be a thriving new neighbourhood on the Grand Union Canal – with a buzzing commercial district, two new parks and landscaped green spaces, and open up access to the adjacent 90-acre Minet Country Park for all to enjoy.

The first 304 homes to be delivered at Southall Waterside are all affordable and are being offered to existing Ealing residents under either affordable rent or shared ownership.

Every home at Southall Waterside will be within a five-minute cycle of a station, and the arrival of Crossrail will provide a direct service to Bond Street in 17 minutes and Canary Wharf in 30 minutes. A network of safe cycle paths and walkways will improve connections to the surrounding area and open up access to a 1km waterside trail along the Grand Union Canal.

About Berkeley Group

[Berkeley Group](#) builds homes and neighbourhoods in London, Birmingham and across the South of England. We create beautiful, successful places where communities thrive and where people of all ages and backgrounds enjoy a great quality of life.

We are a FTSE 100 company. In the last five years we built more than 19,500 homes of all types and tenures and made a £12bn contribution to the UK economy.

We take a holistic approach to placemaking that goes beyond the conventional role of a developer and puts the strength and wellbeing of the wider community at the heart of every plan. Every place

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that we create has a bespoke, locally inspired masterplan and every home we build is individually designed.

Our business strategy is called [Our Vision](#). It provides a framework by which we strive to become a world-class business. It pushes us to create better places, to strengthen local communities and to achieve the highest standards of environmental sustainability.

Through the [Berkeley Foundation](#) we fund impactful charitable programmes and partnerships, which make a profound difference to thousands of disadvantaged people every year.

Find out more at www.berkeleygroup.co.uk