

PRESS RELEASE

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Trainees bring art to a Bournville building site

A group of trainees from Birmingham training agency Enta recently spend a rewarding and creative day decorating a series of hoardings around Bournville Village Trust's new housing development in South Birmingham, bringing positive messages and modern artwork to the local community in place of blank white hoardings.

Build began on BVT's new development of 167 social renting and owner occupied homes on the Lower Shenley estate, Green Meadow Road, in July 2008. Quality and the environment have been key considerations in the design of the dwellings as well as creating a place where families will enjoy spending their time.

Enta's Estate Improvement Officer John Jones explains how the training agency's involvement began, "I noticed artwork from local schools around the building site and wondered if there was an opportunity for Enta trainees to showcase their urban art work too. I contacted BVT who, after seeing samples of our work, were keen to partner with us and give our trainees the opportunity to decorate 3 hoardings in the first instance"

Trainees from Enta's Alternative Vocational Curriculum and Entry to Employment programmes discussed and planned the project themselves and decided on three key messages they wanted to share. These were "Learn to Earn", "Eat Healthy (Eat 5 veg and fruit a day!)", and "Respect (give respect, get respect)" all of which reflect the Enta ethos and some of the key points of Birmingham's 'Every Child Matters' agenda.

Rebecca Debenham responsible for Community Assistance for Youth at BVT says “The project set out to encourage young people not to vandalise the area and participate in art which promotes positive messages and we are glad to have been able to engage young people in this way. The reaction from the local community to the project has also been very positive!”

Dave Brown, Urban Art tutor says “We are keen for our trainees to develop creative skills as part of their social and personal development. We spent a great day in Bournville producing the artwork and we are all delighted with the positive feedback we’ve received”.

Bournville Village Trust has been serving communities since 1901.

For further information about Bournville Village Trust please contact Rebecca Debenham on 0121 415 6493 / rebeccadebenham@bvt.org.uk

For further information about Enta please contact Charlotte Light on 0121 200 1096 / charlottelight@entapeople.com

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Editors Notes

- 1) Enta has been working across Birmingham since 1977 providing training, information and guidance to help under targeted groups of people prepare for paid employment. Enta also runs a range of social enterprises.*
- 2) As a Community Interest Company (CIC) Enta is a not-for-profit organisation working in the community, for the benefit of the community. The work of Enta fulfils our vision of enabling all people to achieve their potential, no matter what barriers they have faced in education, employment or training.*
- 3) Enta has 3 bases in Birmingham City Centre (head office, main training academy and IT training centre) plus 2 bases in the community on the Wyrley Birch Estate, Kingstanding (Lakeside Children’s and Family Learning Centre and a Community Learning Centre).*

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