

## NEWS FROM ENTA CIC 20 OCTOBER 2011

### SENSORY ROOM THE PERFECT START TO CSR PARTNERSHIP

Leading social enterprise Enta has teamed up with property advisory giant BNP Paribas Real Estate in an ideal partnership to boost the local community.

The joint venture kicked off this week (Tuesday) when a team of 15 BNP Paribas Real Estate employees visited Enta's training centre, in Mill Wharf, Birmingham to turn spare storage space into a sensory room.

The room was stripped, prepared and painted by Enta apprentices and BNP Paribas staff on the day and, ultimately, the room will be furnished with bubble lamps, soft cushions, mirrors and soft lighting to create a calming environment.

Enta is now appealing to other city businesses to dig deep and donate additional equipment for the room.

When complete, the sensory room will be used in a variety of ways, from a relaxing playroom for toddlers at Enta's Little Mill Nursery to a counselling centre for teenagers. It will also be available for other nurseries, children's centres and members of the public.

The project was part of BNP Paribas Real Estate's corporate social responsibility agenda, which will see them working alongside Enta – which has been providing training for Birmingham youngsters since 1977 – over the coming months.

Electrical contractors from Drewmark were also involved in ensuring a safe power supply into the room.

Little Mill Nursery manager Jean Hayes said: "Enta has been working in Birmingham for almost 35 years and our success has been largely built on forming strong partnerships, so it's great to continue that with BNP Paribas Real Estate and our sensory room.

"I'd like to say a big thank you to everyone at BNP Paribas Real Estate and Drewmark who helped create such a brilliant facility. It will be a real benefit to trainees and the public alike.

"All we need now are the final items of equipment, such as lava lamps, ~~and~~ cushions, soft seating, musical instruments, sensory apparatus – anything that will enhance our sensory room. ~~If and if any~~ other city businesses can help out, we'd love to hear from them."

Paul Rixon, head of BNP Paribas Real Estate's Birmingham office added: "Corporate social responsibility is something we take very seriously – not only are our Community Week projects held every year but we aim to build long-standing community partnerships out of them.

“It was exciting to be involved in such a positive and enjoyable project in our local area with a social enterprise such as Enta.”

Enta is an established social enterprise and training provider, which enables Birmingham teenagers to achieve qualifications and in many cases go on to jobs through an apprenticeship scheme.

At its Mill Wharf training centre, Enta also runs a range of other social enterprises. These include Little Mill Nursery, Top Lock Cafe, landscaping and construction services, conference rooms, as well as catering services – including a Halal Kitchen.

Enta also manages the popular Lakeside Children’s and Family Learning Centre, in Wyrley Birch.

If you are able to donate equipment for Enta’s sensory room, please [call Nursery Manager Jean Hayes on contact 0121 380 4800](#).

**ENDS**

**For more media information contact Dan Kendrick or Jaime Futers at Quicksilver PR on 01386 443300**

**Notes to Editor – Enta CIC**

Enta CIC is a not-for-personal-profit Community Interest Company that has been working across Birmingham since 1977 providing learning opportunities, training and guidance to help people prepare for paid employment. Enta also runs a range of social enterprises and the Lakeside Children’s and Family Learning Centre, Kingstanding.

