



# NEWS RELEASE

EMBARGOED UNTIL 00:01, 8 November 2020

## **ETERNAL WALL ANNOUNCE PLANS TO DONATE ONE MILLION BRICKS FOR SOCIAL HOUSING ACROSS THE COUNTRY**

A new national landmark which aims to profile a million answered prayers today announced that as part of the project's charitable focus, it plans to donate one million bricks to social housing projects. The new landmark, which was recently granted planning permission is to be built on a site near Coleshill on the outskirts of Birmingham, and will invest in both local and national social housing partnering with Cornerstone Partnership and Keystone Foundation, and Hope into Action.

*Eternal Wall of Answered Prayer*, which will eclipse the size of the Angel of the North, will stand at 169 feet and is expected to attract 300,000 visitors each year, contributing £9.3 million to the local economy. The iconic 'eternal' arch structure will be constructed using one million bricks with each representing individual prayers that have been answered for people across the country.

Once constructed, all profits raised from the ongoing operation of *Eternal Wall of Answered Prayer* will fund a million bricks to be donated to social housing - a brick for each answered prayer. Organisers behind the project will link with the two social housing partners, as well as council housing charities, and international social housing initiatives to provide enough finance to build 100 houses.

Richard Gamble, CEO of *Eternal Wall of Answered Prayer* commented, "It was my 11 year old daughter who suggested to me that we should ensure that the Eternal Wall had a significant social impact. This project is the practical outworking of what we stand for as a charity, we have been clear since the start that the project needed to sow back into the great work that charitable organisations are doing across the country."

It is anticipated that *Eternal Wall of Answered Prayer* will create 60 new jobs during its two year construction phase from 2021, thereafter providing 20 full-time positions for employees to work for the charity in the visitor centre, café, bookstore and a 24 hour on-site chaplaincy support service. It is also estimated that the project will generate an additional gross social value of £1.4 billion, including £430 million in charitable donations.

Gamble continues, "Social housing is at a crisis point in the UK and it is our hope that we can play a small part in supporting those most in need. Our hope would be that *Eternal Wall of Answered Prayer* creates opportunity to support those charities who are working to help those most in need. In the first generation of Eternal Wall's lifetime, we expect to generate five times the value of the build for charities."

Ed Walker, the founder and Executive Director of Hope into Action, one of the social housing partners says, "For years we have worked with the homeless, females fleeing domestic violence, those in recovery from addiction, former prostitutes, refugees, asylum seekers, and those in modern slavery to help them find a roof over their head. Finding that accommodation is a challenge but working with organisations like *Eternal Wall of Answered Prayer* who have already gained such a high profile, provides more awareness and more funding to help those who are often forgotten."

Gavin Mullaley, Director of Cornerstone Partnership and Keystone Foundation commented, "Keystone Foundation and Cornerstone Partnership collaborate to supply social housing and additional support services for the most vulnerable of families. We are working to provide a stable place to call home and to break the cycle of poverty and homelessness. Our mission is not just to provide people a place to sleep but give families a home. We believe this lasting impact will empower generations to come. We are thrilled to jointly be a part of delivering the mission of *Eternal Wall of Answered Prayer's* social housing project and see the lives of families changed."

Construction on the *Eternal Wall of Answered Prayer* is expected to begin in Spring 2021 with completion in Autumn 2022.

*Eternal Wall of Answered Prayer* is looking to gather one million answers to prayer. Share yours by going to [www.eternalwall.org.uk/testimony](http://www.eternalwall.org.uk/testimony)

## **Ends**

For more information, interviews or comment please contact Gareth Russell at Jersey Road PR.e: [gareth@jerseyroad.co.uk](mailto:gareth@jerseyroad.co.uk) or t: 07967468008.

For more information about **Eternal Wall of Answered Prayer** please visit:

**Web:** <https://www.eternalwall.org.uk/the-vision/social-housing>

**Twitter:** <https://twitter.com/eternalwalluk>

**Facebook:** <https://www.facebook.com/EternalWallUK/>

**Economic Impact doc:** <https://www.dropbox.com/s/r8r21c9h8py3jjs/The%20Wall%20of%20Answered%20Prayer%20-%20Economic%20infographic%20-%20A4.pdf?dl=0>

## NOTES TO EDITOR

### About Eternal Wall of Answered Prayer

*Eternal Wall of Answered Prayer* is a project to build a Christian landmark in a prominent location in the heart of the UK between the M6 and the M42 motorways near Birmingham. This piece of public art will be made of one million bricks, each one representing an answered prayer shared by an individual from our nation, over history and by the current generation. It will be a national landmark declaring 'Jesus is alive, He listens, He answers'.

The vision of this project is to create a nation of storytellers; to transform the culture of the country, to become one where stories of the miraculous can become part of the nation's consciousness; and that Christians are emboldened to share their personal answered prayer stories. There are three elements to this vision being realised.

We wish to...

...preserve the Christian heritage of the nation

...ignite a faith for prayer on a national level

...proclaim Jesus to the country.

The structure will tower 51.5m into the skyline and will be seen by over 500k journeys per week, with expected visitor numbers of 300k per annum.

### About Richard Gamble

Richard is the visionary behind the colossal project to build *Eternal Wall of Answered Prayer*. Having the idea in 2004, he felt the go ahead to launch in 2015, and for the past five years Richard has shared the incredible concept all around the UK, rallying people behind the belief that one individual's answered prayer can be another person's hope.

After becoming a Christian in 1990 Richard studied at bible college and then worked for British Gas before leaving the big corporate world to make his mark in entrepreneurship, co-founding both a software business and a marketing consultancy. With a keen love of football, he became CEO of Sports Chaplaincy UK, and was former chaplain of Leicester City Football Club (before they were famous and won the Premiership!) Richard lives in Leicestershire and is married with three children.

### About Hope in Action

Hope into Action enables churches to give the homeless a home. We believe everyone has the right to a home and churches have the power to meet the tragedy of homelessness in their community. Across the country we have 82 homes in partnership with 68 church partners in 23 towns and cities in

England. We have a further 16 homes to open shortly. We currently house over 210 tenants every night and our 5 year vision is to be partnering with 200 churches and housing over 500 tenants, with every tenant being mentored by someone from the local church. We welcome people of all faiths and none, all ethnicities and sexualities.

### **About Cornerstone Partnership and Keystone Foundation**

At Cornerstone Partnership, we believe that values are more than just words. Our 5 core values encapsulate who we are and what we stand for as an organisation. They play a key role in underpinning our culture and guiding us forward in our mission to help more people and change more lives. Our mission is to protect a share of the housing market, so that those who need it most have a place to call home.