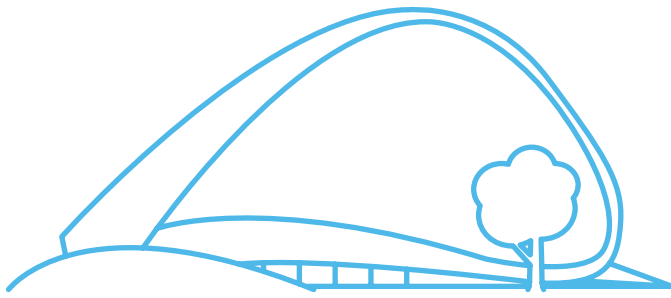


The Wall of Answered Prayer



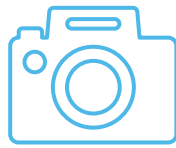
A new national landmark of hope



500,000

People

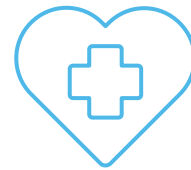
Travelling past the piece of public art every week



200,000

Visitors

To the landmark annually



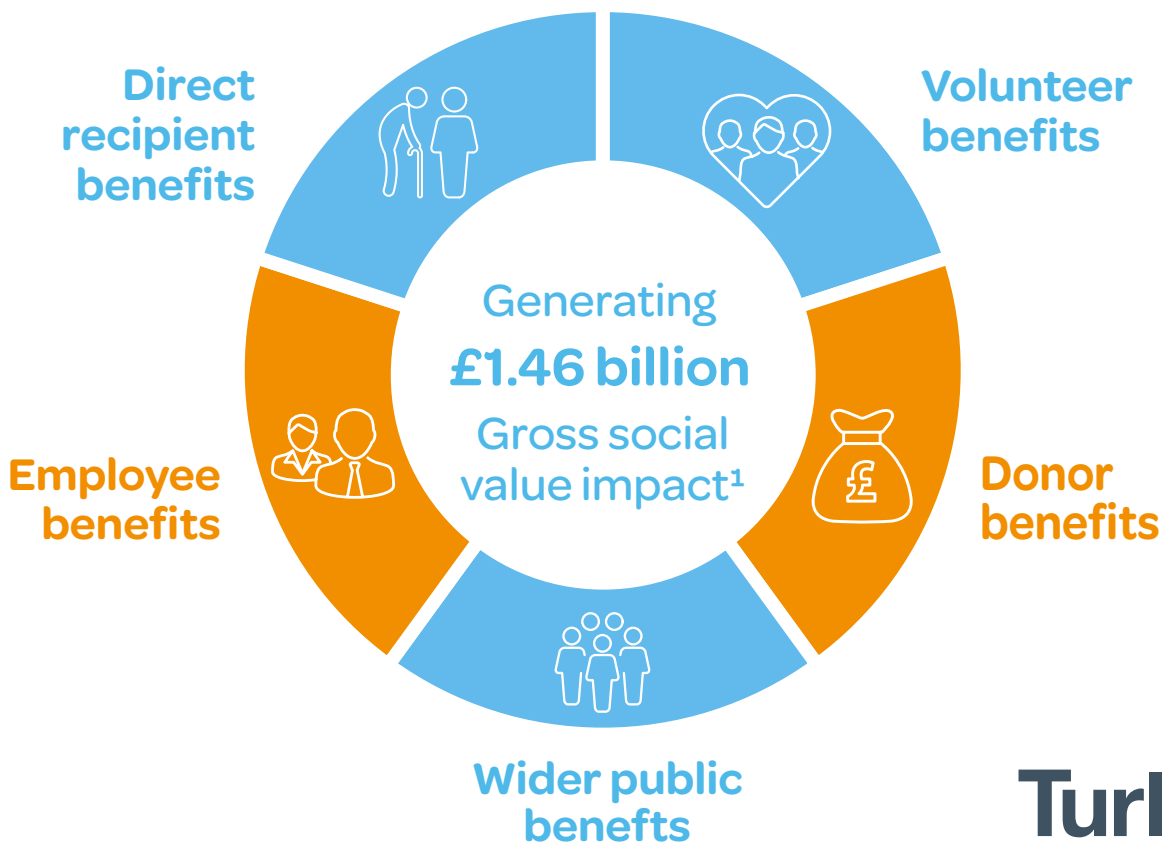
Green Exercise

Giving physical and mental health benefits



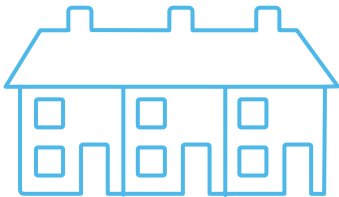
£430 million

Donations to charity



¹ Based on a multiplier of 3.4 : 1, estimated by ProBono Economics as the social value impact multiplier of charitable donations.

Case Study: impact of charitable donations



**Investment
in 100 social
homes**

During construction



£11.3 million
construction investment

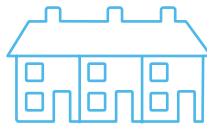


80
employment opportunities



£6.8 million
productivity boost²

Once occupied



New homes
for 240 people

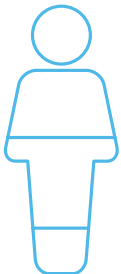


Retail and leisure
spending of £2.3 million
per annum



£150,000
in Council Tax for local
authorities

Operational Phase of the landmark



**20 gross direct
jobs**

Supported by the landmark's
operation

**Generating 25
net additional
jobs**

For West Midlands residents



£1.2 million
Economic output per annum



£9.3 million
Total visitor expenditure
Annually in the wider economy

Construction Phase of the landmark



**Significant
investment**

In the landmark's construction



Equivalent to:

60 gross direct jobs

Which will be full-time equivalent (FTE), supported
on average during construction

**Generating 40 direct
net additional jobs**

**Plus 20 indirect/induced
net additional jobs**



£6.1 million
Total economic
output during construction

² GVA (Gross Value Added) measure the value of output created (i.e. turnover) net of inputs used to produce a good or service (i.e. production of outputs). It provides a key measure of economic productivity. Put simply the GVA is the total of all revenue into businesses, which is used to fund wages, profits and taxes