

REGIONAL AUDIENCE NEWS RELEASE

19 August 2021

LOCALS ENCOURAGED TO VOTE AS SHORTLIST OF NEW COLESHILL ROAD NAME IS RELEASED

Entries have been finalised for a new road being built in Coleshill, leading to the much anticipated new piece of public art, the Eternal Wall of Answered Prayer, and the Emerge Surf wave park, between M6 and M42. From over 200 names submitted for consideration, the five selected finalists are now being put to a public vote to help determine the final name for the road.

As part of a public competition run by Eternal Wall of Answered Prayer to help find a name for the road, the 200 entries submitted were reviewed by a judging panel consisting of Richard Gamble, CEO of Eternal wall of Answered Prayer, Steve Price, CEO of Emerge Surf, Andrew Edmiston, Managing Director of IM Group Ltd, and Jonathan Mountford, Tourism Director, North Warwickshire Tourism. The five finalists will now be offered to a public vote, then passed onto Road Naming Department for North Warwickshire committee to approve.

One of the judging panel, Richard Gamble, says, "The amount of entries to this competition really encouraged us that Eternal Wall of Answered Prayer can be, and will be, a crowd-created piece of public art. It was a hard job to whittle down over 200 suggestions to just five, but we're really excited to be so close to the big reveal for the road name!"

Names submitted varied from historical figures, and local heroes to names that spoke of hope and peace. The name chosen will lead to one of the newest national landmarks in the UK, standing at 169 feet and is expected to attract 300,000 visitors each year, contributing £9.3 million to the local economy.

The vote will open today with one of the five names will be released in the next five days on all of Eternal Wall of Answered Prayer social media platforms: [Facebook](#), [Instagram](#), [Twitter](#) and [LinkedIn](#).

Jonathan Mountford from North Warwickshire Tourism and member of the judging panel says, "This road will lead to an exciting new addition for local to north Warwickshire tourism and we're pleased that the local public will have such a key role in choosing its name. If you can, check out the shortlist and vote for your favourite - we can't wait to see the results."

The Eternal Wall of Answered Prayer was given the green light in 2020, after North Warwickshire Borough Council granted planning permission, and the Secretary of State ratified the decision. Building begins on the monumental structure in 2022, with the road being the first focus of construction starting in October 2021. The person who submitted the winning entry of the road name will be invited to join for the groundbreaking of the road in October.

Locals are able to vote via interacting with posts on Eternal Wall of Answered Prayer social media between now and 31st August. To vote please visit Eternal Wall:

Twitter: [@eternalwalluk](https://twitter.com/eternalwalluk)

Instagram: [@eternalwalluk](https://www.instagram.com/eternalwalluk)

Facebook: [@EternalWallUK](https://www.facebook.com/EternalWallUK)

LinkedIn: [@EternalWallUK](https://www.linkedin.com/company/EternalWallUK)

To view the announcement video view: <https://www.youtube.com/watch?v=hdzR0Kk9ow0>

Ends

For more information, an interview or photos, please contact Esther Jolliffe on e: esther@jerseyroad.co.uk or t: +44 (0)7772 610202.

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

Web: <https://www.eternalwall.org.uk>

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

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

To view the announcement video view: <https://www.youtube.com/watch?v=hdzR0Kk9ow0>

Notes to the Editor

About Eternal Wall of Answered Prayer

Eternal Wall of Answered Prayer will be a huge, thought-provoking piece of public art created to make hope visible by showing the reality of the power of prayer.

The arch structure will be constructed using one million bricks, each representing individual prayers that have been answered from across history and by current generations.

Built in the heart of the UK between the M6 and the M42 motorways near Birmingham, the structure hopes to create a nation of storytellers; to transform the culture of the UK, to become one where stories of the miraculous can become part of the nation's consciousness.

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. The project is a people-driven, community-focused project

that will seek to generate a gross social value of £1.4billion, including £430million in local charitable donations. The project will also be donating one millions bricks to fund local social housing.

To donate to the project, or to submit an answered prayer please visit: eternalwall.org

Economic Impact doc:

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