

Press Release

14 February 2012

LearnPlay Foundation generate over 200 apprenticeship schemes for West Bromwich

The Public in West Bromwich are delighted to announce the arrival of new tenants, LearnPlay Foundation to the building, generating over 200 apprenticeship opportunities for West Bromwich.

Established in 2007, LearnPlay Foundation use creative techniques to engage with disadvantaged young people. A visionary social enterprise, the organisation aim to make a difference to people's lives using games-based technologies, and provide employment and learning opportunities, accredited learning as well as work experience for youths in socially deprived areas.

With close to 200 apprentices currently based at The Public on one of LearnPlay Foundation's innovative and digital apprenticeship schemes, the organisation play a pivotal role in shaping the future of West Bromwich. The organisation, who have a passion to make learning engaging, fresh and exciting, have helped local young people develop valuable new skills and experiences within the creative industry.

Linda Saunders, Managing Director of The Public said,

“We're delighted that LearnPlay Foundation have relocated to West Bromwich and chosen The Public as an inspiring environment for their apprentices to learn. We are confident that LearnPlay will perform a key role in the regeneration of the area, complimenting our role in making a difference in the community.”

Ro Hands, Managing Director of LearnPlay Foundation said,

“LearnPlay Foundation is committed to working with people from socially deprived backgrounds. Being based in The Public has helped us form close bonds with the local community and provide clear pathways for young people to do creative and meaningful things that give them a real, tangible output.”

Councillor Ian Jones, Sandwell Council cabinet member for jobs and economy, said,

“Sandwell Council are really pleased to have helped with the relocation of LearnPlay to Sandwell. Companies like this providing work opportunities for young people are just what the borough needs.”

For more information about The Public visit www.thepublic.com or call 0121 533 7161.

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The Public is a versatile public space and community arts centre, designed by architects Will Alsop and Julian Flannery and funded by contributions from: Sandwell MBC, European Regional Development Fund, Advantage West Midlands, Arts Council England and New Deal For Communities.