

## Media Release

10<sup>th</sup> May 2016

### **Park Regis Birmingham partners with Sense as its charity of the year**

Park Regis Birmingham, the city's newest four-star hotel, has partnered with leading national charity Sense to raise funds to support people with deafblindness and sensory impairments.

The charity, which provides support services for children, young people and adults living with sight and hearing impairments, is currently building a £14 million resource centre in Selly Oak called TouchBase Pears. Designed to accommodate deafblind individuals, as well as the local community, it will offer a range of services to help people learn new skills, build confidence, develop communication skills and take part in community-based activities. The facility will also provide arts and wellbeing services, a family and children's area, and a nursery and cafe.

Park Regis has joined forces with the charity to help raise vital funds to support the ongoing development of TouchBase Pears. Through a programme of events over the next 12 months, both staff and guests of the hotel will be encouraged to get involved to raise awareness of deafblindness and help Sense achieve its £5 million fundraising target for the centre.

Robin Ford, General Manager at Park Regis Birmingham, said: "Sense is a charity whose roots started here in Birmingham back in 1965 with one of the first units for deafblind children. Now it is a leading charity delivering inspirational support for deafblind children and adults in Birmingham, across the country and around the world.

"The TouchBase Pears centre in Selly Oak is only a short distance away from Park Regis and as a new development in the city, it seemed fitting that we help a new local service realise its goals.

"We are also looking forward to working closely with the charity, and those it supports, to learn ways in which can provide a more inclusive experience for our deafblind guests.

"All of the staff at the hotel are incredibly excited about this partnership and we look forward to working with Sense throughout the next year."

Gillian Morbey, Chief Executive at Sense, said: "Sense welcomes the prestigious new Park Regis Hotel to Birmingham and we are delighted to be selected as the hotel's new charity partner for the forthcoming year. Their support will help us to raise funds to build TouchBase Pears, a major new centre for people with disabilities and the community.

“This exciting collaboration will benefit many people in Birmingham and we look forward to working with Park Regis on several fun and interesting events over the next 12 months.”

-ENDS-

To support Sense, visit [www.sense.org.uk](http://www.sense.org.uk)

To find out more about Park Regis Birmingham, visit [www.parkregisbirmingham.co.uk](http://www.parkregisbirmingham.co.uk)

**Notes to editors:**

Deafblindness is a combination of sight and hearing loss that affects a person’s ability to communicate, to access all kinds of information, and to get around.

Around 4,000 people of all ages in Birmingham - and 1,000 children in the West Midlands - have profound and complex disabilities. Sense provides services that enable them to enjoy more independent lives.

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**About StayWell Hospitality Group:** Based in Sydney Australia, StayWell Hospitality Group operates two high profile hotel brands – Park Regis and Leisure Inn. StayWell has a growing international hotel network now numbering over 35 properties across Australia, Singapore, Indonesia, India, United Kingdom, Saudi Arabia and the United Arab Emirates. The company is privately owned by three stakeholders – Simon Wan (CEO and Managing Director), Richard Doyle (Executive Director and Corporate Counsel), and Bal Sohal (Non-Executive Director). StayWell has a defined strategy to grow its portfolio within three years to a network of more than 100 hotels across Australia, South East Asia, India, China, Middle East and Europe.