



The WuduMate range is the world's leading single appliance for ablution in prayer and multi faith rooms.

## Fort Dunlop In Birmingham

As a derelict storage warehouse, Fort Dunlop was approved for refurbishment in 2002. At one time it was the world's largest factory, where over 3,200 people worked in the Dunlop factory out of over 10,000 on the total site (including the current car park which is due for development)



*Urban Splash acquired the building and the 10 acres of land from English Partnerships in 1999 and started work on drawing up proposals in conjunction with Advantage West Midlands, the regional development agency (RDA) who funded the reclamation of the land.*

Urban Splash hold the building on a 999 year lease from Advantage West Midlands which is one of nine RDAs who say ***"Equality and Diversity is one of three underlying principles of 'Connecting to Success', being part of the West Midlands Economic Strategy with the aim of "pursuing equality and reaping the benefits of diversity".***



On completion, the new Fort Dunlop had the largest living grass roof in the United Kingdom which provides natural insulation and a wildlife reserve. The building was officially opened December 1 2006 and has a range of tenants on 7 of the 9 floors.

The top two floors of Fort Dunlop are under the control of Service Birmingham, which is Birmingham City Council's joint venture with Capita Business Services. Service Birmingham provides 'world-class information and communications' and use Capita's outsourcing skills to maximise this.

All these organisations have diversity and equality as a driver somewhere in their mission, but it is perhaps Birmingham City Council which feels it has the most direct connection to community building and social responsibility and contact was therefore initiated with various Diversity agencies in Birmingham.

It was decided to develop just a single prayer room to cater for about 1,000 people working on the floor, divided by a curtain to separate men from women as is customary. There are two rooms for ablutions though, one for males and one for females, each equipped with a number of WuduMates.

A Manager at Capita quoted, ***"Only half the floor is in use at the moment so the ablution facility is not fully utilised but feedback so far has been really positive. Based on the success of this project, Capita will be installing WuduMate in other buildings around the country."***

For a free copy of 'Diversity Matters' - Guide to Best Practice Faith Room Design, or for additional information on the WuduMate Classic please contact WuduMate