

PRESS RELEASE

22<sup>nd</sup> March 2007

### **Ed Miliband MP visits Novas' new Social Enterprises in Camden**

Novas Group was delighted to welcome Ed Miliband MP, Minister for the Third Sector, to their new social enterprises, Novas Recruitment and Novas Rough Sleepers, on Thursday 22 March.

Mr Miliband visited Novas' fashion initiative, Novas Rough Sleepers, and attended the launch of Novas Recruitment at 68 Parkway, before joining a reception at Novas Gallery (formerly Arlington Gallery).

Novas Recruitment is a new social enterprise, which opened in January 2007 and aims to integrate Novas' approaches to linking communities and businesses with inclusive employment opportunities.

Novas Rough Sleepers is a fashion and training initiative providing a high quality environment for creating, developing and selling fashion by contemporary and fresh new designers. Rough Sleepers provides an accessible window to the world of Novas and the socially excluded, and offers training and employment for people from disadvantaged groups.

All profits from Novas Recruitment and Rough Sleepers are reinvested into developing opportunities for excluded individuals and communities. The services also support Novas' work of developing innovative employment strategies that integrate our services into the wider community.

Mr Miliband unveiled a plaque launching Novas Recruitment and then gave a speech at the reception, saying,

'Novas is a powerful example of what social enterprise can achieve. They believe in people who can do extraordinary things and that every person has something to contribute. They never give up on people – and that is at the core of their philosophy.'

Michael Wake, Founder and Executive Director of Novas, said,

'Through innovative ways, Novas help people to build on their own talent. We try to create a quality environment where people can display their work, because we want to mainstream

social enterprise and the work that Novas is doing. Ultimately, we want to help socially excluded people without the charity label.'

Matthew Pike, CEO of the Scarman Trust, said,

'Novas provides a platform for the talent of excluded and disadvantaged people to flourish.'

Guests were also offered the opportunity to exclusively view the new Novas Gallery's debut exhibition, Streets Ahead, a group showcase of what has become known as 'Outsider Art'.

Novas Recruitment can be found at 68-70 Parkway, NW1 7AH and can be contacted on 020 7424 3000 or via email [recruitment@novas.org](mailto:recruitment@novas.org).

Novas Rough Sleepers can be found at 43 Chalk Farm Road, NW1 8AJ and can be contacted on 020 7485 4848.

Novas Gallery can be found at 73 Parkway, NW1 7PP and can be contacted on 020 7267 5641.

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**Press contact:**

Alexandra Pryce  
Marketing & Communications Manager  
020 7424 3060  
[alexandra.pryce@novas.org](mailto:alexandra.pryce@novas.org)

## NOTES TO EDITOR

Novas Group aims to change lives through arts, enterprise and community support.

The Group has developed a strong reputation for the delivery of quality housing and community-based services, and for new and innovative approaches to working with people who experience inequality, exclusion and discrimination.

More recently we are developing extensive work, learning, social enterprise and cultural services to support our core work and to match and stretch the diverse aspirations of the people we support.

Working across the country we respond to local need and also contribute to regional, national and European agendas by identifying and providing sustainable solutions.

As a group we develop innovative community empowerment strategies that integrate our services into the wider community. We are currently remodelling many of our large hostels to raise the living standards for people who are homeless, within buildings that will become a part of their local communities.

These projects will also offer learning, cultural and enterprise space for a wide range of individuals and communities who experience exclusion.

Increasingly we are developing tenancy support services in people's own homes, along with education outreach services, cultural development services in partnership with local arts facilities and communities, and developing our own enterprise and learning centres.