

One of our commitments when we started the alliance was to make a positive difference to local communities and through the **Engagement & Skills Team**, we are proud of the impact we have had. We have organised, contributed to and supported many local community groups, and career/educational events. We champion inclusion and diversity in training and recruitment and actively encourage young people to consider careers in construction and rail.

Skills Team Activity overview 2016 -2021:



Midland Metro Alliance Skills & Community Engagement across the region



Local Employment : 26 from Sector Based Work Academies, 25 x Apprentices, c.200 local temp operatives c.250 project based colleagues from partners
Designed and developed Trailblazer in Light Rail – now an approved Apprenticeship in Tramway Construction Operative



Education Establishments: working with over 200 schools & colleges: 10,000+ students engaged
Developed *Connecting Futures online* career web pages in 2020 (50 colleagues interviewed)
Additional resources created for teachers to access online during pandemic



Information, Advice & Guidance (IAG): engaged with 3000 unemployed residents in the region via job fairs, prisons etc incl. ex-offenders, care leavers, adults with learning difficulties and disabilities



Work Experience: hosted over 8000 work experience placement hours
Host regular site visits & IAG sessions to schools, colleges, Women in Rail, Young Rail Professions, Universities, Women in Construction, youth organisations and community groups



Community Activities: 8 x Steering Committees/employer boards, 220 x external event presentations. Awards won : ICE Education & Inspiration x 2, Construction Excellence for Developing People, Talent Match Employer of the Year, Aston University Employer of the Year, Uprising Stakeholder of the Year

National TOMs Framework

From our launch in 2016 we have embedded social value into our procurement and management processes but from January 2021 now feed into the **National TOMs Framework** which provides a minimum reporting standard for measuring social value.

Highlights of community engagement and skills activity include:

- MMA has raised just over £4000 for charities in 2020. Supporting Acorns Children's Charity and The Haven Women and Children's refuge by volunteering and donating new clothes and toiletries and a local Black Country charity raising funds for deprived families in the area

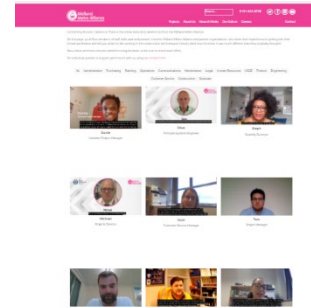


SKILLS & COMMUNITY ENGAGEMENT ACTIVITY



- April 2021, we developed a project to help residents of Birmingham social housing (four blocks of 50 year old flats) to improve a community garden to aid mental health and encourage residents to meet. Residents are a mix of elderly, refugees, migrants, ex-offenders and those with physical challenges and/or poor mental health issues.

- After five years of engaging weekly with students across the region we know how vital career advice is to young people so during the pandemic we created Midland Metro Alliance Academy “Connecting Futures” career pages offering a virtual job description of each role in construction [Connecting Futures – Midland Metro Alliance](#)



We have over 50 videos currently on the web site together with several videos showing site construction.

- Purchasing 100 scientific calculators in collaboration with Fixings Plus for George Salter School (40% Pupil Premium students - disadvantaged /low income families)

- Three local students from Thomas Telford UTC attended a pilot work experience placement in preparation for the new Design, Surveying and Planning for Construction T Levels from October 2020 – hybrid online and on site due to Covid-19 challenges. Taking four more T Level students wef September 2021.



- Hosted Macmillan virtual coffee morning in line with Covid-19 regulations

- Supported BCC Clean Air Zone at a two-day event in the Council House



- MMA graduates delivered and supported Thomas Telford University Technical College Employer Project - a construction skills module to teach students aged 14-18 years about construction of tramways in the urban environment. Over 70 students collaborated in teams to design a tram network in a city centre.

- 25 apprentices employed directly on MMA projects to date since launch, over 40 gaining experience through partners and hosting 22 graduates. We have retained 10 apprentices since 2019.
- MMA developed and led a Trailblazer Employer Group to design and implement an apprenticeship in Light Rail.
- Our Tramway Construction operative (TCO) L2 apprenticeship launched in 2019, aimed at local young NEETs including ex-offenders, following approval from IfA&TE with 12 candidates selected (50% from our successful Sector Based Work



SKILLS & COMMUNITY ENGAGEMENT ACTIVITY



Academies). This offers five disciplines in one training programme with no prior qualifications required.

- A new cohort of 7 xL2 Tramway Construction Operative apprentices started on WBHE September 2021 with a Business Administrator apprentice also joining the project. We have also offered two local students the opportunity to take L6 degree apprenticeships to become Chartered Surveyors through our Principal Contractor, Colas Rail.
- Supported West Midlands Education Awards 2019 by sponsoring the secondary school of the year – won by Washwood Heath Academy – inner city school we will work with to promote careers in construction and rail.

- Midland Metro Alliance and Sector Based Work Academies (SBWA) in Light Rail – Group information sessions and initial assessments were delivered to unemployed people. Successful candidates attended an intensive six week programme of practical learning with assessments throughout. 56 candidates started the programme with 50 completing the programme and attending interviews with MMA. 26 successfully gained employment on MMA projects.



- Organised and delivered six *Connecting Futures* roadshows showcasing career opportunities within rail, civils and construction sectors to schools, colleges and unemployed young people aged 18-29 across the West Midlands. This was coordinated with various colleges across the region and saw over 2000 attendees meet 40 employers who agreed to collaborate with the MMA Skills Team.



- Careers speed networking event at Wolverhampton Racecourse in 2019, part of the Black Country Business Festival for over 1000 school students.

- Working with Women into Construction on joint opportunities in 2019 to promote inclusion. Encouraging local unemployed women to consider careers in construction, hosting a number of presentations, information sessions both on site (on line during 2020) to redress the gender imbalance within our sector.



- In partnership with Women into Construction and Business in The Community the MMA visited several HM Prisons across the region 2017-2019 to showcase the construction industry's opportunities for employment on release.

SKILLS & COMMUNITY ENGAGEMENT ACTIVITY



- Delivered eight Business in The Community (BITC) *Community Conversations* across the region during 2020 and 2021. Community conversations network local businesses, charities and community organisation to support each other – never more important than in 2020 when fundraising opportunities were so limited



- Working with ENABLE, an organisation specialising in supporting people with learning difficulties and disabilities, we hired five employees with learning difficulties for suitable roles in site maintenance for the Wolverhampton site and were delighted that they had the confidence to transfer across to work on CSQ in Birmingham – a massive achievement for them
- Road Safety Week – Competition with local school(s) and opportunity to promote the **“Sharing the road with construction projects”** leaflet.

Recognition for MMA working within the community

- Won Stakeholder of the Year 2018 for supporting UpRising in Birmingham offering advice to unemployed young people on the programme and helping to increase their network of employers.
- Won Talent Match Black Country Employer of the Year 2018 for supporting them with employer networking, career advice and guidance, lobbying their local councillors at Parliament to extend their funding.
- Won Aston University Engineering Academy Employer Contribution of the Year 2018 for supporting them with work placements, career advice, increasing their employer networks
- Nominated Global Light Rail Awards 2018 and won ICE Award for Education 2018 for setting up Sector Based Work Academies in the region for unemployed people to access training relevant to rail and construction
- Won ICE 2020 Education & Inspiration Award for our Trailblazer Light Rail Apprenticeship - Tramway Construction Operative L2 Finalists in 2 categories at Education Awards 2019
- Won Constructing Excellence Award for Developing People 2019
- Finalists in 2 categories at Education Awards 2019

