

## Appendix E

### MMA Contribution to Social Value

The terms of the WMCA/TfWM contract with the MMA require the provision of social value commitments. These commitments have, since the contract was commenced in 2016, and will continue to provide significant benefit to Birmingham and to the West Midlands, in terms of employment and training opportunities. Examples are provided below:

1. Provide solutions to tackle the skills shortage in the construction industry including sector-based work academies, careers roadshows, and similar initiatives that help local people upskill and get their first real experiences in the light rail industry.
2. Community engagement with all sections of the community across the West Midlands, including stakeholders living near tram routes. Initiatives are carried out focusing on young people, and residents Not in Employment, Education and Training (NEET) to reduce barriers to employment. Over fifty NEETs across the region have been trained and over half have been employed on MMA projects.
3. Continue to work with ex-offenders, and those at risk of offending, to assist in finding them employment.
4. Five local people with learning difficulties employed on the Birmingham and Wolverhampton projects.
5. The design and development of a Trailblazer in Light Rail at Level 2 course with the Institute for Apprenticeships delivered at the Digbeth Campus of South & City College Twelve previously unemployed people (with no previous qualifications) over the last twelve months have completed this course. Apprenticeships to working in procurement, administration and document control within their offices are also offered.
6. Working with local Further Education Colleges, universities, local schools, youth organisations, Job Centre Plus and Councils offering work experience, apprenticeships, jobs, mentoring, career advice, mock interviews, site tours and apprenticeship assessment sessions.
7. Membership of Business in The Community, and through GBSLEP and Black Country Consortium, supporting their initiatives, working with St Basils, Princes Trust, Wesleyan Church, Uprising Leadership and several smaller organisations with charitable status to help encourage local people to consider training for careers in rail and construction.
8. To support the employment challenges with Covid-19, developing a “Connecting Futures” web site where people can access career information and advice which will launch in September 2020. This will be complemented by continuing with face-to-face engagement visiting schools to deliver assemblies and other information and guidance to promote employment opportunities in the sector.
9. Continue to support and attend Science, Technology, Engineering and Maths (STEM) events to attract young people to study and seek careers in these subjects.
10. Across the tram projects, 92% of the labour force is local to the West Midlands.