

# Equality and Inclusion Review



West Midlands  
Combined Authority

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# Purpose

The West Midlands Combined Authority (WMCA) is a governance structure for the West Midlands whose members work collaboratively on many projects to improve transport, economic development, regeneration, skills, employment and housing and to deliver public sector reform in an effort to close the productivity gap, grow the economy and achieve inclusive growth. Our aim is to deliver services that improve the quality of life for the people and the businesses of the region. Our overarching vision is: “A more prosperous and better connected West Midlands, which is fairer, greener and healthier”. This Equality and Inclusion Review identifies key WMCA activities, provisions, achievements, strategies and developments for greater equality, diversity, access and inclusion for 2020/21 (up till March 2021). It also outlines the positive outcomes these achievements have had on peoples’ lives in the region. The last section of the review offers detailed workforce and recruitment statistics, including gender and race pay gap information (March 2021 stats).



# Introduction

Our vision is for the West Midlands to be a global, internationally recognised, modern manufacturing economy and a place where everyone's life chances, health and well-being are improved. Integral to our vision is the commitment to equality of opportunity and inclusion for all. Equality and diversity are about creating a fairer society, where everyone can participate and have the opportunity to fulfil their potential. It is about treating people fairly and justly, whilst also recognising individual needs. We think it is fundamental that people are given equal opportunities so that they are able to achieve equal outcomes. Equalities and inclusion are key integrated elements of our activities. They are also integral in meeting our key priorities and objectives which are critical for our success. We have a significant impact across the West Midlands as a service procurer and deliverer as well as setting standards as an employer. Over the years we have implemented different actions and policies, engaged in a range of activities and initiated projects and schemes to bring about improvements in the quality of life for people in the West Midlands. This annual equality review document summarises how we have and how we are intending to carry on fulfilling this commitment. It is an integrated summary of the actions and impacts that we have made on equalities and inclusion issues over the past year.



# Transport

## Free Travel

Free travel passes are provided to 400,000 senior citizens of eligible age and 36,000 disabled passes were issued in the West Midlands as part of the English National Concessionary Travel Scheme. All permanent residents of the West Midlands who are of the age of entitlement or disabled people who meet the application criteria are entitled to a free pass. The travel pass entitles holders to free travel on bus, rail and tram services in the West Midlands and free national bus travel across certain times of the day.

Between April and June 2020, travel time restrictions on disabled passes were lifted in the West Midlands, enabling individuals to access the supermarket early opening hours for those who were more vulnerable to COVID. The time travel restrictions were also lifted between January and March 2021 to aid pass holders in their travel to and from vaccination centres.

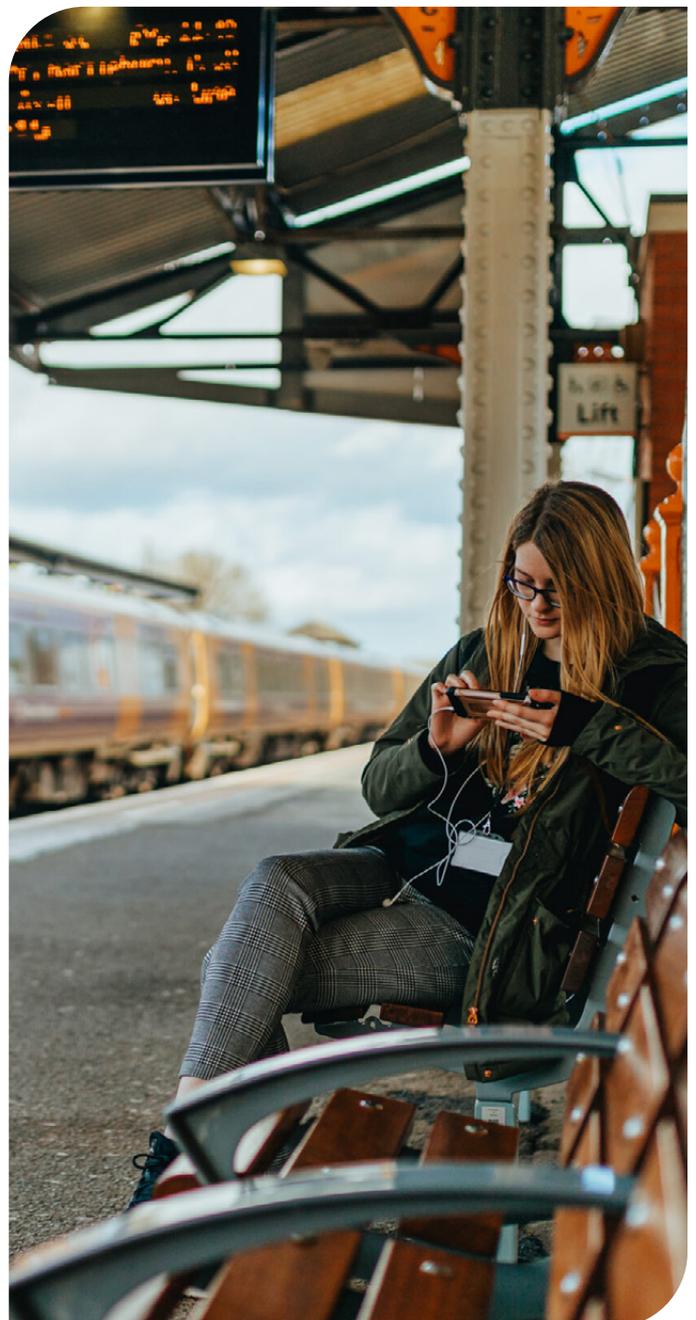
Children under 16 and those aged 16-18 in full time education who hold a disabled pass are also entitled to a free bus travel before 9.30 Monday to Friday.

Reduced fare travel is also provided to young people under 16 years old and 16-18 year olds in full time education or an apprenticeship and reside within the West Midlands. Around 34,000 16-18 photo cards were issued in 2020-21.

Swift Travel Actions April 2020 – March 2021:

- As a response to COVID-19 Bus fares and multi-modal nNetwork fares were frozen across the West Midlands.
- The online Swift Account for customers has been reviewed and updated to meet new accessibility legislation.
- Swift Go was launched across Bus and Tram in the West Midlands – Swift Go is a multi-modal capping product that

enables the customer to make as many journeys as they like and at the end of the day the customer is automatically charged for the journeys made. The current ticketing structure in the West Midlands can be complex, Swift Go simplifies this by charging the customer the cheapest fare available based on their travel behaviours. It also allows customers to travel more flexibly, not having to commit to longer validity ticket, which is beneficial to customers who have had changed commuting patterns due to COVID and for part-time workers.



# Demand responsive services

Transport for West Midlands (TfWM) commissions National Express Accessible Transport (NEAT) to operate the West Midlands Ring & Ride Service. The service covers the majority of the West Midlands area and provides an accessible door-to-door transport service for people who find it difficult or impossible to use conventional public transport. All Ring and Ride vehicles are fully accessible, and the drivers have received disability and equality awareness training and customer care training which enables them to give a greater level of customer care and assistance to passengers using the service.

The service has seen a significant reduction in passengers during the last 18 months as a direct result of the Covid-19 pandemic. This has been far greater than other public transport services due to the nature of the destinations being served and the more vulnerable client group. The service has been fully operational throughout the pandemic although at reduced hours. The service is gradually returning to normal based upon the revised passenger demand. During the height of the pandemic the drivers and vehicle normally utilised on the Ring & Rides service

were used to provide free transport for NHS staff to get to work whilst fixed route public transport was operating at a reduced level.

In the Meriden gap area, between Solihull and Coventry, Transport for West Midlands support a local community bus enabling residents in this area to access essential local services, connect with local buses or travel to Coventry shop mobility. The service operates 3 days each week and is currently free for all users. The service is operated by Community Transport (Coventry) all the vehicles are fully accessible and, like ring & ride, the drivers are fully trained to give a greater level of customer care for passengers.

Supported by TfWM, Walsall Community Transport provide a service for older residents in the north and east of the borough who are no longer able to use public transport. It is a door-to-door shopping bus, running 15 journeys weekly into their local town centre and supermarket. This service enables users to retain independence and dignity, reducing the burden upon social care provision; as well promoting social interaction between users. This social contact is further encouraged with the provision of additional trips out during the summer months and at Christmas time to other local shopping destinations.



# Safety and Security

## Background

The Safer Travel Partnership is responsible for delivering the West Midlands Police and Crime Commissioners 'Local Transport Policing Plan'. The key objectives of this plan for 2021/24 continue to be to reduce crime and improve passenger perception of personal safety. This is especially important from an equality and inclusion perspective as perceptions of safety are lower amongst a number of groups, e.g., women, young people, people from ethnic minority backgrounds and disabled people.

The West Midlands public transport network continues to be one of the safest in the UK.

## Achievements and activities

The Partnership has had a clear focus on tackling anti-social behaviour (ASB) in recent years and this has yielded good feedback. Surveys from the independent watchdog, "Transport Focus" show that passenger feeling of personal safety has increased by 17% and concerns with ASB is down 11%. Crime reduction on public transport has been achieved in the categories of criminal damage and cycle offences on bus and rail respectively.

## Services

The work of the "Safer Travel Partnership", a collaboration of Police, Transport for West Midlands and Bus and train Operators contributes to these figures through a mix of targeted high visibility Police patrols and responses to reports of anti-social behaviour (ASB).



## Safer Travel Police team

The Safer Travel Police Team is a group of Police Constables and Police Community Support Officers from West Midlands Police and British Transport Police who work on the bus, rail and Metro network and associated corridors of the West Midlands, focusing on crime reduction and community safety. This 'cross mode' policing team is the only team of its type in the country bringing together two police forces, working together on a daily basis, to make transport safer. Special Constables have also been recruited by both forces which has subsequently increased the Police team's numbers. All operations and visibility patrols are coordinated by the Safer Travel Tasking process and delivered by Police Inspector, Sergeants and dedicated Intelligence team.

## ASB (Anti-Social Behaviour) Team

Aided by a seconded member of staff from National Express the team have now managed thousands of cases since their inception in 2013. The Partnership also has a dedicated Anti-Social Behaviour (ASB) team dealing with reports of incidents from the public and operators, using a range of civil based interventions including warnings, acceptable behaviour contracts and leading ultimately through to criminal behaviour orders (CBOs) in a few instances to tackle inappropriate behaviour on the transport network. The team receive reports from the public through the 'See Something Say Something' campaign which allowed passengers to text the Partnership, via mobile phone,

details of any incident of concern that they might witness on the bus, rail, or Metro to a dedicated text number. This scheme has now been redesigned and rebranded with the introduction of a new dedicated number 81018 launched in the Spring of 2021 as 'See Say' and with a broader remit to include roads in general. Safer Travel receive approx. 100 messages a month on this dedicated text number.



Safer Travel has welcomed three new team members into brand new roles created to tackle antisocial behaviour on the public transport network.

Three Transport Safety Officers (TSOs) are the first of their kind in the UK to operate across all three modes of public transport. These officers have all achieved Community Safety Accreditation (CSAS) to use the 9 powers granted by the West Midlands Police Chief Constable.



In their first 6 months on patrol they have engaged with over 42000 passengers and staff and have issued 454 verbal warnings for anti-social behaviour. The team utilise a three E's approach to dealing with antisocial behaviour: engage, educate and enforce. Passengers behaving inappropriately will be engaged with by the officers and enforcement will be used if the behaviour continues, such as issuing a fixed penalty notice, directions to leave or surrendering alcohol.

Use of the 3 E's has also been the approach of the wider Safer Travel Policing team in relation to aspects of the Covid-19 pandemic and responsible use of public transport throughout this period. One such area was the wearing of face masks or lack of from members of the travelling public

## CCTV Control Room

There continues to be a high level of CCTV coverage across the whole public transport network. Well over 1500 cameras monitor bus, rail and Metro stations and bus stops across the West Midlands, with further cameras onboard buses, trams and trains. The state of art Safer Travel Command Centre provides monitoring of the digitally recorded images, on HD monitors, 24/7, 365 days a year.

## Achievements

- Upgraded state of art High Definition CCTV cameras installed at bus and train stations across the region
- The TfWM CCTV Control Centre received its annual external and independent audit in December 2020 retaining its accreditation against relevant British Standards confirming the service is well managed and operates effectively within all legal requirements.
- Retention of “Safer Tram Stop award” covering all 26 metro stations on the line.
- Following negotiation with Ministry of Housing, Communities and Local Government, 7 Bus Byelaws are to be made and will be enforceable by the end of December 2021.
- The Educational Officer has during the last 12 months has delivered inputs to 18598 students at 128 educational establishments across the whole of the West Midlands to reduce ASB on bus, train and tram and instil confidence to travel. The various sessions have included assemblies, Personal, Social and Health Education (PSHE) sessions, classroom lessons and full day mini school activities to encourage young people to travel safely and responsibly while using the public transport network and to follow the rules of our Passenger Code of Conduct. Many schools and colleges have incorporated the student contract version of the Passenger Code of Conduct into their new Year 7 student induction pack. At a higher age the Partnership continues to work successfully with Sandwell College promoting and encouraging responsibly behaved travel on Metro and buses serving the college. This level of interaction has been achieved during the Covid pandemic which has meant virtual assemblies and other ways of engaging.
- The highly regarded restorative justice project addressing anti-social and low-level criminal behaviour from young people on the network continues to work successfully across the Black Country including

Sandwell. 25 restorative justice sessions have been held since start of 2020 with no repeat offending on the public transport network following attendance to these sessions



## West Midlands Bus Alliance

We continue to work in partnership with bus operators and other stakeholders to improve the quality of all aspects of bus travel and to make travel easier for everyone. Features such as low floor buses, accessible well-lit passenger shelters, easy access kerbing, improved passenger information and audio and visual Real Time Information are helping to make bus travel more attractive for everybody with drivers trained in customer care and disability awareness. All operators in the West Midlands Bus Alliance have committed to ensuring that any new buses are fitted with on-board next stop announcements to assist blind and partially sighted passengers. Nearly 400 buses in the region are now fitted with the equipment with more to follow in the coming months.

During 2019 Transport for West Midlands, working with the leaders of the West Midlands Combined Authority, have developed and published a Vision for Bus in the region. The vision sets out 9 clear objectives for what we want from buses in the future. This includes a commitment to creating a safe, secure and accessible mode for all and tackling long held barriers and perceptions around the quality of the service. It states that we will ensure bus vehicle, at-stop and interchange safety and accessibility standards, so the bus network meets the needs of all customers at all times, regardless of any impaired mobility, ultimately transforming the perception of bus travel.

In response to the National Bus Strategy, published by the DfT in March 2021, TfWM have been working in partnership with local authorities and bus operators to develop, publish and submit a Bus Service Improvement Plan. This is an aspiration document building upon the Vision for Bus to set out how the region will deliver the proposals in the National Bus Strategy. This costed proposal includes a request for funding for a number of zero emission vehicles which will include an extra wheelchair space, audio visual announcements in addition to the other accessibility features.

## Metro

Metro is fully accessible with every tram designed to enable easy access. All new trams have improved access arrangements by the use of four double and two single doors each side of the tram. There is level access between the tram and the platform edge. Trams have bright colour contrasting doors and handrails, automatic opening and closing doors, priority seats for disabled people and two easily accessible spaces for wheelchair users. Trams are also equipped with “next stop” visual information screens and audio announcements, emergency intercom and Customer Service Representatives on board. All 28 stops across the Metro route have also been designed to be fully accessible, with level, ramped or lift access to all platforms. Real Time Information and audio announcements are provided at shelters, emergency intercom which includes Braille for the visually impaired at the end of shelters, seating in shelters and tactile paving along platform edges, stairs and crossing points.

# Real Time Information

Real Time Information displays continue to be maintained across key transport corridors. We continue to maintain, upgrade and replace (where necessary and funding permits) information systems in city centres (Birmingham, Wolverhampton, Coventry), at bus stations, transport interchanges (such as Stourbridge, Cradley Heath, West Bromwich and Walsall) and bus stops.

The electronic information displays provide details of the next buses to call at the stop or interchange including the service number, destination and, for all National Express West Midlands journeys, the actual time when the bus will arrive/depart. We will introduce actual arrival/departure time information for all other bus operators in the near future. This includes services operated by Diamond, Arriva and Stagecoach. For people with visual impairments we provide a key fob device used to activate an audio message providing the same information as displayed on the Real Time Information screens. We continue to work with suppliers to improve the service offered by the screens and the key fobs. We continue to trial alternate solutions to traditional key fobs, such as Bluetooth (for those customers who have an enabled smartphone) for real time information. For navigation & wayfinding within bus station and interchange buildings, in conjunction with one of our suppliers, we are testing the use of proximity sensors and investigating the use of the NaviLens solution.

Across Birmingham City Centre Interchange (BCCI) 60 bus stop totems are currently installed with RNIB React 3 capabilities. These totems incorporate both LED and static media panels with a new font designed for improved legibility across both print and digital media.

We are also in continuing partnership with bus operators, primarily National Express West Midlands who support on-board electronic display equipment on some routes. These displays provide corresponding audio messages

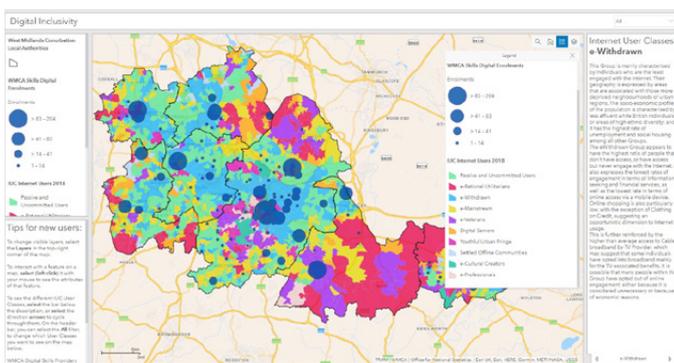


# Data Insight

## Digital Inclusivity mapping

Addressing digital exclusion and supporting digital literacy is a key priority for us as digital exclusion has major equality impact. The TfWM Data Insight team in the Policy, Strategy and Innovation department worked with the WMCA Policy and Programme Development department to undertake some research into digital exclusion in the region.

The West Midlands is the worst performing region in terms of digital exclusion. To understand the picture of ‘digital savviness’ in more detail at small geographies, the Data Insight team created a map that visualised the ‘Internet User Classifications’ which is a dataset created in 2018 by the Economic and Social Research Council’s Consumer Data Research Centre to classify household areas into user types indicating internet access, internet skills and use of the internet using datasets from two digital retailers and data from the British Population Survey. These classifications were overlaid with the locations of where there had been digital enrolments to the WMCA skills offer to understand where there were gaps and further engagement was needed.



## Accessibility to vaccination centres by priority groups

The TfWM Data Insight team worked with the University of Warwick on behalf of Emergency Planning in the WMCA to undertake some analysis into how accessible the coronavirus vaccination centres were to the priority groups outlined by the Joint Committee on Vaccination and Immunisation.

In December, the government announced the approval of a vaccine for the Covid-19 virus and the planned roll-out of this vaccine to vulnerable groups. These included those above the age of 60, those working in a primary care facility and those with underlying health conditions.

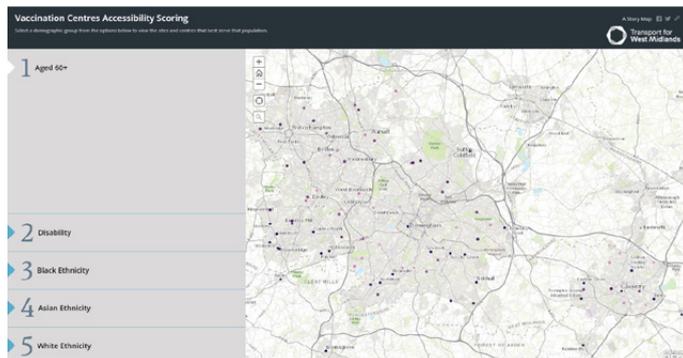
For TfWM, it was paramount that these vulnerable groups were able to travel to a vaccination site or centre safely by the most suitable travel option available to them, be that car, taxi, or public transport. There was also a requirement to ensure distribution vehicles were able to effectively transport the vaccine to the vaccination sites and centres. This led the Data Insight team, in collaboration with Integrated Transport Services, Emergency Planning, Network Resilience, the Regional Transport Coordination centre, and the University of Warwick to understand access to these sites to coordinate planning efforts to areas that had poor access.

What we did:

1. Mapped the vaccination sites (local - small capacity) and vaccination centres (central - large capacity) along with the road network and public transit interchanges that TfWM have jurisdiction over through the ‘Managed Access’ app.
2. Created 20-minute drive-time areas around the vaccination centres to assess drive-time accessibility at different times of the day.
3. Ran the vaccination sites and vaccination centres through the ‘University of Warwick - Transport Access Tool’ to determine how accessibility varied across population demographics and geographical areas.

4. Ran the vaccination sites and vaccination centres through TRACC to show public transport travel time areas around the vaccination sites and centres and validate the University of Warwick model outputs.
5. Presented the results to internal partners via a series of apps and analysis.

This piece of work enabled transport operators and coordinators to be more informed about their service provision in the context of the vaccination rollout to priority groups. The insight derived from this work has informed resilience planning by increasing awareness of planned disruption on routes where vaccination sites, vaccination centres and distribution centres were located and helped to ensure sufficient transport was made available on routes with poor access. It has also supported the RTCC in monitoring congestion in areas to ensure the vaccine and those being vaccinated could get to a vaccination site or centre without issue.



including desktop, table and mobile phone and recognises your location so that it can locate bus, train and tram stops near you and provide the next arrivals and departures from these stops or stations. We make every effort to work towards meeting web accessibility standards and use BrowseAloud on our websites. This support software adds speech, reading, and translation to websites facilitating access and participation for people with dyslexia, low literacy, English as a second language and those with visual impairments. All content images include descriptive attributes, while font sizes can be changed by selecting the preferred text size link in the top right-hand corner of all web pages.

- We have an 'on the move' Mobile application that will allow you to locate any bus, train or Metro near you and provide the next departures for that stop.
- The NetNav Mobile App is available for Android, iPhone and iPad. It allows you to plan your journey and change your plans en route, view your next departures, obtain scheduled times for bus, train and Metro, monitor your journey and keep a list of your favourite journeys. Search 'NetNav' in your App store.
- We work with bus operators to enable bus vehicles to be tracked as to their current location. This enables more passengers to access Real Time Information for stops without screens and allows them to make smarter choices about their travel before starting their trip. Over time the applications will show more and more real time data.
- SMS TextTime provides live bus timetable updates about local bus services and tells you when the next buses will arrive at a specific stop.
- You can also visit our Wolverhampton Travel Information Centre located in Wolverhampton Bus station which is fully accessible and equipped with induction loop facilities.

## Travel Information

Travel information is provided in a range of ways to ensure that it is accessible to a wider range of people, including disabled people. Information is provided through:

- The Transport for West Midlands website includes a journey planner to help plan any rail, bus or Metro journey. The website also includes interactive travel maps with all public transport options in a specific area. The website is accessible from all devices,

# Sustainable Travel

Transport for West Midlands help local residents, businesses and education establishments to make smarter travel choices to access jobs, education, leisure opportunities and local services.

## Supporting employment

**Workwise:** The Workwise service helps unemployed people return to work by providing discounted travel to a new job, enabling them to start and stay in work.

During Covid 19 pandemic restrictions, Workwise supported over 600 unemployed people to travel to a new job as well as signposting to other schemes supporting people to get to work during the pandemic. The current offer is a 50% discount on the first three months of travel when starting work or increasing hours to more than 16 per week.

Research demonstrates that 80% of Workwise customers are still in employment six months after receiving Workwise support and over 60% are still using sustainable travel for commuting journeys.

## Walking and Cycling

The Government's Cycling and Walking Investment Strategy (CWIS) was published in 2017 and acknowledges that walking is worth investing in and that it's of growing importance to our health, living standards and wellbeing. The strategy includes a target to increase the percentage of children aged 5 to 10 that usually walk to school from 49% in 2014 to 55% in 2025.

The Department for Transport has extended its grant for Living Streets' Walk to School Outreach project this year to support this CWIS target. The Walk to School programme sees walking rates jump by an average of 23 per cent and reduces congestion outside school gates by an average of 30%. The West Midlands hosts 3 Living Streets officers to deliver the programme with primary schools across the region. To complement this, the reach of the programme has been extended to

incorporate the Little Feet project. Little Feet works with early years settings to encourage more children to walk from a young age. The West Midlands also hosts the Walking Works package offering walking support to businesses and education sites.



Cycle Parking: Spaces are provided at rail stations, Metro stops and bus interchanges across the West Midlands area, allowing people to park their bikes before continuing with their journeys.

In 2020, cycle parking was delivered at Birmingham New Street, Moor Street and Coventry bus station as part of the City of Culture.

Inclusive cycle parking for adapted and larger bikes has been introduced at Birmingham New Street and Solihull rail stations. The larger Sheffield stands make parking more accessible than the standard Sheffield stands. Funding is being sought for community cycle parking initiatives. This will include the ability to apply for inclusive cycle parking in local communities.

Cycle Parking for Organisations launched on May 27th 2020 as a part of the Emergency Active Travel Fund, Tranche 1 Supporting Measures. The project allowed any organisation in the West Midlands to apply for free cycle parking using the charity Park That Bike.

Key facts:

- A total of 261 organisations successfully applied across all 7 Local Authorities
- Schools, charities, faith centres and businesses all applied for the scheme
- The scheme ended up being oversubscribed with some organisations added to a waiting list.
- 1350 new cycle parking spaces were added

Cycle Routes and Design: The West Midlands Cycle Design Guidance is a document containing best practice on design and construction of cycle routes for all types of pedal cycles and levels of ability. The Guidance was updated in 2021 to reflect the publication of LTN 1/20 by government.

The Local Cycling and Walking Infrastructure Plan (LCWIP) was reviewed and updated for 2021. This includes new phasing of the cycling routes and Core Walking Zones into

1,4,10 year delivery. There are now 20 Core Walking Zones in the plan (an increase from 7) to improve the scope of delivery for walking in the plan.

There has also been significant investment in cycling and walking with £23m from Transforming Cities Fund (TCF), and £16.9m from Active Travel Fund (ATF). This investment has allowed for delivery of routes identified in the LCWIP. The second tranche of ATF (£13.1m) was announced in November 2020 to deliver a programme of schemes including new cycling infrastructure, making some the current pop-up cycle lanes permanent, Places for People and a supporting measures package. Mobilisation for delivery of Tranche 2 is underway with consultation, design and baseline monitoring.

£2m of TCF allocation formed the Better Streets Community Fund, a community-focused grant scheme which allowed residents in the West Midlands to submit ideas to improve their local area for cycling and walking. A number of these projects have been delivered to date, including Walsall Rugby Club Cycling Activity Centre and Stevens Park Toucan Crossings (Dudley).

Inclusive Cycling. Two Wheels for All sessions in Wolverhampton and Coventry have been funded through the Better Streets Community Fund, however due to Covid-19 restrictions, events have not yet taken place.

Two inclusive cycling schemes are being delivered through the Active Travel Fund: Ride Ahead Together and Out on Your Loan.

Ride Ahead Together being delivered in partnership with Midland Mencap through their Park Ride programme, include Try Cycle events (pop up style), Cycle for Confidence sessions (block of 5 sessions to build confidence to use cycling infrastructure and roads) and Bike Buddies (one to one support). Several events have already taken place with 43 participants taking part in total.

Out on your Loan is a scheme delivered in partnership with Cycling Projects whereby people can have a long term loan of an adapted cycle. Additional cycle training and support are also offered. Data will be collected

on routes that the participants use and the barriers they encounter to using routes in the region. 20 adapted cycles are being made available with the application process recently closed and distribution finalised.

21 new cycle counters (camera sensors) are being installed as part of the monitoring network. The counters will provide usage data across routes and to key destinations in the region.

TfWM is working in partnership with Cycling UK to build a network of Community Cycle Clubs across the West Midlands. The clubs are volunteer led and are diverse, involving a mixture of weekly led rides and bike maintenance sessions for all abilities. As well as connecting people socially, the led rides are also introducing people to their local cycling routes and in turn inspiring others to join.

Equality monitoring of participation on all related cycling and walking events or training shows the participants are representative of the West Midlands Metropolitan area population in terms of gender, age, disability and ethnicity.

Some people with special needs or physical disabilities may be able to benefit from programmes in the region that use adapted bicycles and they are referred to the organisations that deliver these. Wheels for All is an initiative organised by Cycling Projects in various locations across the UK including the West Midlands (Coventry, Birmingham and Solihull).

Cycling for Everyone: The proposal for a Cycling legacy of the Birmingham 2022 Commonwealth Games (CWG), is Cycling for Everyone, an activation and behaviour change package which supports or complements the mission of the CWG and builds on the success of previous programmes such as Big Birmingham Bikes that distributed 7000 bikes and training to the most deprived communities in Birmingham. The package was recently awarded £2m by DfT for delivery in 2021-2022.

Station Travel Plans: West Midlands Trains have delivered 12 station travel plans (called Stations as Places prospectuses) across the West Midlands. Stations as places have

worked with partners to identify stations that require and would benefit from future improvements in terms of accessibility, customer experience, regeneration and serving the communities they are part of.

The railway stations included: Stourbridge, Smethwick stations, Kings Norton, Sandwell and Dudley, Selly Oak, University, Longbridge, Jewellery Quarter, Small Heath, Snow Hill, Wolverhampton and Tame Bridge Parkway. Bromsgrove station, although out of the TfWM area, is owned by TfWM and also has a prospectus.

Due to the covid pandemic, funding for the Stations as Places (Dft) has been reprioritised under the Emergency Recovery Management Agreement. Instead of delivering more prospectuses, the focus will return on delivery of the actions identified in the prospectus



## COVID-19 Response – Education

The Department for Transport published guidance in August 2020 to all Local Transport Authorities requesting that the scale of the transport requirements of students returning to school in September against a backdrop of reduced public transport capacity needed to be assessed. Following discussions with public transport operators, additional school and college transport capacity was procured and information prepared for the schools and colleges return. This included:

- Providing education sites with guidance and support and included the deployment of 5 travel planners embedded within the 7 West Midlands Local Authorities who fielded operational and travel planning issues.
- Communicating and engaging with key education sites to provide proactive solutions around identified hotspots or areas of concern highlighted by the data and research undertaken by the TDM programme.
- Targeting, by route, other public transport users to discourage travel at school/college start and finish times. Reducing residual and background transport demand.
- Working with Local Authorities, education sites and operators to promote consistent messages through existing forums.
- Informing parents and students of public transport arrangements and provided reassurance around safety, availability and cleanliness of services.
- Encouraging more walking and cycling for school trips where appropriate.

TfWM actively engaged with the nine universities across the region to understand what the demand on the network would be for the planned student departure travel window in December 2020. A toolkit was produced, and a lot of focused work took place to ensure the safe return of students back home. We continue to be one of the only Transport

Authorities in the UK currently engaging with universities.

### Achievements

- Daily briefings involving 30 TfWM teams and WMRE (West Midlands Rail Executive) and National Express over nine school days saw multiple issues raised and dealt with quickly.
- Operational issues were dealt with quickly and effectively. E.g. When temporary issues arose along the Snow Hill rail line, Solihull MBC was able to liaise with the rail operator and feedback any issues faced by students at Solihull College & University Centre. Reassurance of the temporary issue was shared to avoid losing patronage long-term.
- Bus stations were identified as ‘watch spots’ and operational solutions were quickly found for overcrowding, face covering compliance and queuing.
- Over 200 schools have been directly engaged in the September restart with 79 now logged on the Modeshift STARS platform for an active travel legacy.



## Supporting Young People

Transport for West Midlands want to ensure that all young people can access education and skills opportunities and we want to help secure a future generation of sustainable transport users.

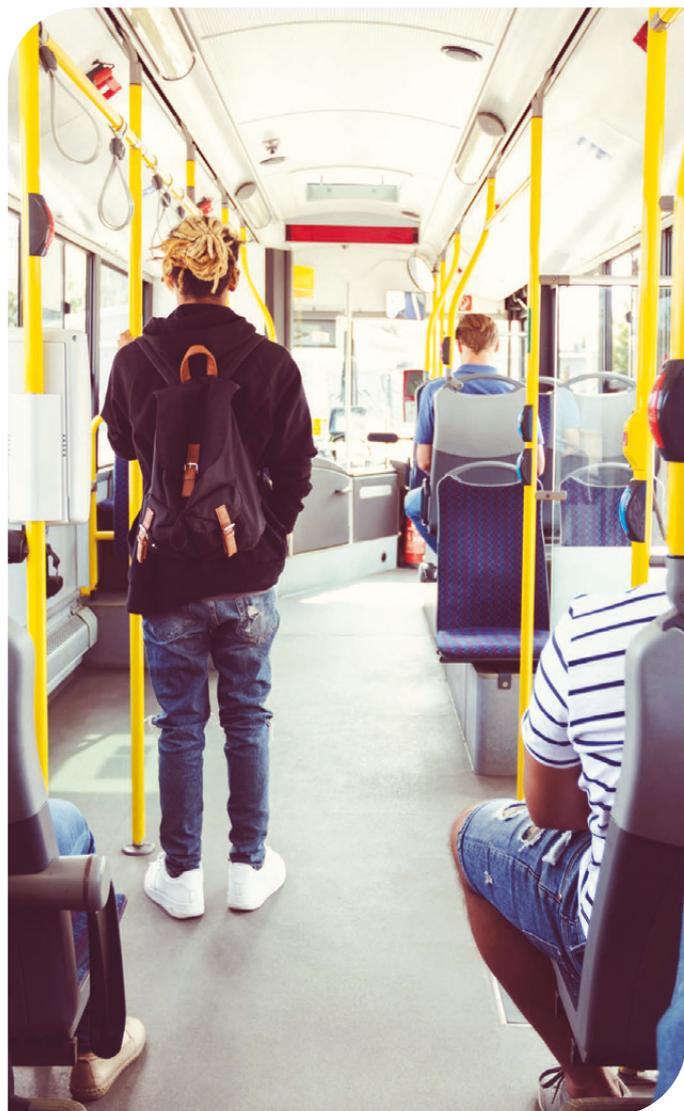
**Youth Forum:** TfWM Youth Forum has over 60 members aged between 12 to 24 years and are interested in all things transport related in the West Midlands. These young people are shaping the future of transport in the region and regularly advise us on new campaigns and ticket proposals. Launched in October 2013, the forum now has over 60 members who are involved in shaping the future of transport in the region and have the opportunity take part in unique transport experiences. Members have in recent times been engaged with via face-to-face but in 2020 this engagement moved online to virtual meetings and primarily social media and email due to the pandemic.

We want young people to be the future commuters of our public transport network and therefore it's vital that TfWM engages with them to help us shape our services and develop future travel infrastructure. We work closely with operators, large projects such as HS2 and key events organisers such as Commonwealth Games 2022 who are keen to work with us on hosting Youth Forum events and have helped us host these over the past couple of years.

All young people in the West Midlands are welcome to join us and we regularly advertise events and joining our membership through schools, colleges and universities as well as through training providers and local young people organisations.

## Achievements

Transport for West Midlands and University of Birmingham have recently worked together to run a joint project in which students presented their group proposals to meet a range of transport challenges. In total 5 groups of students from a range of courses came together to develop solutions to questions including "Living in a Covid-19 world: How should Birmingham respond to the impacts of the pandemic upon public transport?". Each group developed an app, webpage and video as part of their solutions and included ideas on how road space could be re-allocated and what the future transport policy should look like. TfWM employees from Policy, Innovation and Travel Demand teams ran drop-in sessions with students over the course of the 10-day project to help support them with their ideas and provide expertise. Each group presented their final proposals with the winning group being awarded with a tour of the LEVC Factory in Coventry.



## Education engagement

The Travel Choices team work with education sites (schools, colleges & universities) in areas of travel disruption, supporting young people with journey planning skills to help them travel around more easily, safely and cheaply. The team are passionate about helping young people travel around the region safely, cheaply and easily by public transport and active travel. Some of these young people will be the new commuters of the future working in our local cities, travelling and coping with congestion on the West Midlands network.

The team support young people to change the time they travel (re-time), to travel via different types of public transport or cycle or walk (re-mode) or to take an alternative route (re-route) for journeys whilst encouraging them to get around the region more independently, confidently and easily.

We do this by working with young people:

- Running “drop in” journey planning sessions for pupils
- Attending careers events and work experience workshops
- Supporting our CLASS PASS ticket – a cheap way of groups travelling around on the public transport network (we offer help with risk assessments, journey planning the trips and booking large groups on to buses, trams and trains)
- Free down-loadable Transport for West Midlands journey planning resources for transition stages – the team can offer to deliver these resources to some schools and colleges depending on location and need.

## Travel Training

Many individuals, including school children, children with special educational needs, older people and individuals with learning, mobility, sensory or mental health difficulties may require support, mentoring or training in order to safely use public transport. The popular travel training guide is aimed at groups

wishing to set up a travel training programme. The guide includes resources for teachers, support workers, carers and travel trainers or other people that have an interest in improving a person’s independence. The manual has helped schools and organisations across the West Midlands to set up travel training schemes.

## Access all areas

We have developed free resources to be used in schools to deliver role play, activities, games and travel training as well as a free interactive website. That also includes ‘Access all Areas’, a free DVD resource. Link to “Young People” tab on the website



## Emergency Active Travel Fund Supporting Measures

A range of regional supporting measures were delivered through the Emergency Active Travel Fund, to activate walking and cycling infrastructure, embed behavioural change and offer economies of scale to Local Authorities.

Measures included the Love to Ride Platform where 254 organisations and 3,000 individuals have logged over 2 million miles cycled, avoiding 362,821 lbs of CO<sub>2</sub>. Organisations received free cycle parking through the Park that Bike scheme. There have been 2,800 users of the Black Country 'Love Exploring' walking app in country parks, developed by Active Black Country with Walsall MBC and West Midlands Active Travel Fund. 235+ people took part in Midland Mencap Parkride and 20 people were socially prescribed in a Black Country pilot.

A road safety communications campaign was launched focusing on raising awareness of the space needed to be given by drivers when passing a cyclist or pedestrian. By working in partnership with the road safety officers from each Local Authority a regional campaign linked to the overarching 'Roll & Stroll' was created. A variation of the Roll and Stroll branding was applied with a message aligned to the close pass ethos for drivers to 'Be Aware and Share'. The campaign ran from 24th August to 15th September 2020.

In November 2020, the Department for Transport confirmed £13 million for the WMCA to deliver tranche two of the Active Travel Fund (ATF). This included £1.252 million for the regional package of 'supporting measures' to help activate the new infrastructure.

## Achievements

Travel Planners engaged with a total of 53 businesses and universities representing in excess of 90,000 employees and students reached by the programme. Of these businesses and universities, 42 referrals have been made to Cycling UK and British Cycling for further support. More businesses are now being engaged as part of Tranche two.

A total of 103 organisations registered for the Cycle September campaign in September 2020, which equated to 961 individual participants and 141,204 miles cycled were logged.

A total of 261 organisations have taken up the Park That Bike stands offer. 574 types of parking have been requested in total.

A 4-week Social Prescribing cycling and walking trial led to 20 patients being prescribed physical activity through the programme.

# Accessibility Resources

We have developed and distributed a number of accessibility resources that can help improve disabled people's travel experience.

Our Assistance Cards are aimed to help people when using public transport. They are designed as small cards which you can tear off and place into your bus ticket and/or concessionary pass holder. The cards were revised in 2015 in conjunction with key local disability groups.

Tickets Please Pads is a note pad aimed at helping people with communication and speech difficulties buy tickets on buses or for train journeys. The pad contains 50 tear-off slips, each of which states that the bearer may have a speech or hearing impairment. The user completes the slip with the required ticket information and hands it to the person selling the ticket. The pad can also be used to request travel information.

People who are blind or partially sighted can sometimes have problems distinguishing an approaching bus from a van or a car. To help, a Bus Hailer has been designed that enables the user to show the bus service number that they want to catch whilst at the stop. The bus driver can spot the Bus Hailer from a distance and it informs him that the person is waiting to catch the bus.

The Getting Around Access Guide is an annual guide to accessible public transport in the Transport for West Midlands area aimed at making people's journey easier. It is especially helpful for people with disabilities, since it contains useful information on accessibility in train and bus stations. It also raises awareness of ways to acquire relevant travel information and services such as Ring and Ride. Comments received from community engagement is fed into the annual update of the guide.

Communication pocket Guide: The Communication Pocket Guide is a laminated resource which includes key messages to assist people with different disabilities when using public transport. It could be especially useful for people with hearing difficulties,

people with autism, people with learning difficulties or people with speech difficulties. Messages can be written and wiped clean to aid communication with the driver or other passengers. The messages included within the pocket guide have been put together following consultation with the end users themselves and address key communication blockages for disabled people

The pocket guide has been very well received by a number of stakeholders, including disabled people, councils, special needs schools and disability organisations in the West Midlands Metropolitan area.

Please offer me a seat: We want everyone to have a safe and comfortable journey on the bus, train and tram. The 'Please offer me a seat' badge or/and card lets other passengers know that disabled customers have a very good reason to sit down. The badge/card doesn't guarantee disabled customers a seat but will hopefully help by alerting other passengers – this is especially important for hidden disabilities.

# Accessible Communications Policy

We have got an accessible Communications Policy which helps ensure that public documents, passenger information and publicity material is made available in a range of formats to suit the specific needs of customers. Alternative formats may include written language translations, the Language Line telephone service, large print, audio CD or DVD, Braille or PDF. Even though some of the documents are provided in alternative formats from the outset, others are provided in alternative formats upon request.

## Language Line

The Language Line Interpreting Service is being used to ensure that people whose first language is not English are still able to access our services and are not socially excluded. Customers using Travel Centres, reception, ticket offices or bus stations are able to use Language Line for assistance with timetables, public transport routes and ticket sales. Moreover, Language Line is used for mobility clinics/assessments.

## Community Engagement

We are committed to engaging with, consulting and involving people from equality groups in the development of our priorities, policies and practices and have developed a comprehensive community engagement approach to ensure that people's voices are heard and fed back to the organisation. A range of groups across all protected characteristics have been consulted and any feedback received is consistently fed back to relevant managers. Outcomes of the community engagement process are also used to inform our Equality Impact Assessment process and future action planning to ensure that our policies, actions and strategies reflect

people's aspirations and needs.

The Communications Team and the Equalities Team work together to ensure that any consultation is as inclusive as possible.

## Equality Impact Assessments

Equality Impact Assessments (EqIAs) can help us ensure that no groups are disadvantaged on equality grounds. They also indicate what we can do to promote equality of opportunity for the different protected characteristics. Our approach to EqIAs involves an initial screening which helps decide if a full impact assessment is needed. If the initial screening demonstrates that there is potential for an equality impact, then a full EqIA is conducted.

The assessments assess impact in relation to race, disability, gender, age, religion/belief and sexual orientation. Socio-economic background and health inequalities are also factored into individual impact assessments. The information gathered as part of these impact assessments informs equality action plans and is fed into future business planning and priorities. A number of Equality Impact Assessments were conducted in 2020/21 including an organisation wide impact assessment on the impact of the Coronavirus that helped inform action plans.

# Equality Training

Ensuring that all employees are conversant with equalities is of utmost importance and equality training forms an integral part of training and development. The following have been developed and delivered:

- Equality Packs have been distributed to all staff members raising awareness of key equality issues. As part of the induction process, staff receive an Equality Pack which outlines our expectations and approaches to equalities.
- Mandatory e-learning training was delivered in 2020 and was completed by all employees raising equality awareness across the organization. All new starters are also required to complete the e-learning at induction level.
- Face to face customer facing disability and equality awareness training is delivered on a regular basis.
- Regular themed events are organized, raising awareness of the wider inclusion agenda as well as themes covering individual protected characteristics whilst also exploring the impact of intersectionality.
- Unconscious bias training now forms part of the Management Fundamentals training programme, which is mandatory for all managers. Moreover, unconscious bias and microaggressions training has been offered to all staff.
- Mental health awareness training has been delivered to all managers and personal resilience training has been offered to all staff



# WMCA Inclusive Communities Portfolio

Equalities, diversity and inclusion need to be at the heart of all the WMCA does if we are to realise our vision of a 'more prosperous and better-connected West Midlands that is fairer, greener and healthier.' The Inclusive Communities Portfolio helps to make this happen. It works across the WMCA to challenge and enable the organisation to plan, decide and deliver in a more inclusive way.



## Young Combined Authority

Around one third of people living in the West Midlands are aged under 25 years. The Young Combined Authority (YCA) was launched in 2019 to make sure these voices are heard in regional decision making. It brings together a diverse group of young people, aged 16 to 25, to help guide and challenge the WMCA as it makes decisions about the future.

During the 2020/21 year, the YCA has enabled young people to influence 7 board reports and inform the region's priorities for recovery from the coronavirus pandemic. The YCA have also published their own Vision report for the future and presented a letter to the WMCA Board calling for more action in response to Black Lives Matter. This activity has all helped to strengthen WMCA policy development by improving our understanding of what young people care about and need.

The YCA have also coproduced changes to how the project works to make it more impactful and inclusive. This resulted in the launch of a YCA Community, which gives young people a flexible way to have their say through online surveys and events. The ambition is to widen outreach and help the YCA project to be as representative and accessible as possible.

## Inclusive Leadership

A core part of the Inclusive Communities Portfolio programme is to support initiatives that champion equalities, diversity and inclusion. This ranges from facilitating events and amplifying diversity campaigns to supporting networks, such as the West Midlands Faith Strategic Partnership which the WMCA launched in December 2020.

In September 2020, the WMCA Board endorsed the proposal for the Portfolio to oversee a new phase of Leadership Commission activity, that will focus on taking tangible action to improve leadership and workplace diversity.

The Leadership Commission has since designed two projects which launched in March 2021. The first is to partner with businesses to trial ways to improve inclusion in the workplace, while the other will equip people from underrepresented backgrounds with the knowledge and confidence to apply for board level positions. Both projects aim to tackle the current 'diversity gap' in the region's leadership and will start to deliver findings and results during the 2021/22 year.



## Coordinating activity across the WMCA

The Inclusive Communities Portfolio has also supported and overseen cross-organisational work to tackle inequalities and promote inclusion and citizen voice. This activity has arguably become more important during the 2020/21 year as the coronavirus (Covid-19) pandemic disproportionately impacted some communities and highlighted or deepened existing inequality.

In June 2020, the Portfolio supported the 'West Midlands Citizens Panel' project that facilitated a board of people representing the diverse makeup of the region to learn about the impact of Covid-19 on communities and make recommendations about what recovery plans should focus on. The Citizens Panel played an important part in informing the region's approach to community recovery by ensuring that it addressed people's key concerns.

The Portfolio also led the WMCA's work to undertake the RACE Equality Code assessment in early 2021. Following an external review of current measures to advance race equality in the organisation and the development of an action plan, the WMCA was named the first organisation in the UK to be awarded the RACE Equality Code kitemark.

Throughout the year, the Inclusive Communities Portfolio has also championed a series of Equality Impact Assessments across the WMCA's key delivery areas and the development of activities to promote equalities and inclusion within its work and workforce. The findings and initiatives created by this work will feed into the overarching WMCA Equalities Scheme which will be published during 2021/22.



# Thrive at Work

In late 2018, the WMCA launched Thrive at Work – a wellbeing commitment for the workplace which also includes an accreditation award. The Thrive at Work commitment programme is endorsed by Health Education England and has itself been accredited by Innovate Awarding.

Thrive at Work began as a government supported pilot trial amongst SMEs across the WMCA footprint to establish whether a fiscal incentive would make a difference to the wellbeing offer employers make to their workforce and to understand the barriers SMEs face in implementing a wellbeing programme. Officially launched in November 2018 at Birmingham City Football Club, the pilot trial was oversubscribed, however 152 SMEs were successful in their application to take part in research that ran until the end of 2019. The final report is due to be presented to HM Treasury in autumn and subsequently published for wider circulation.

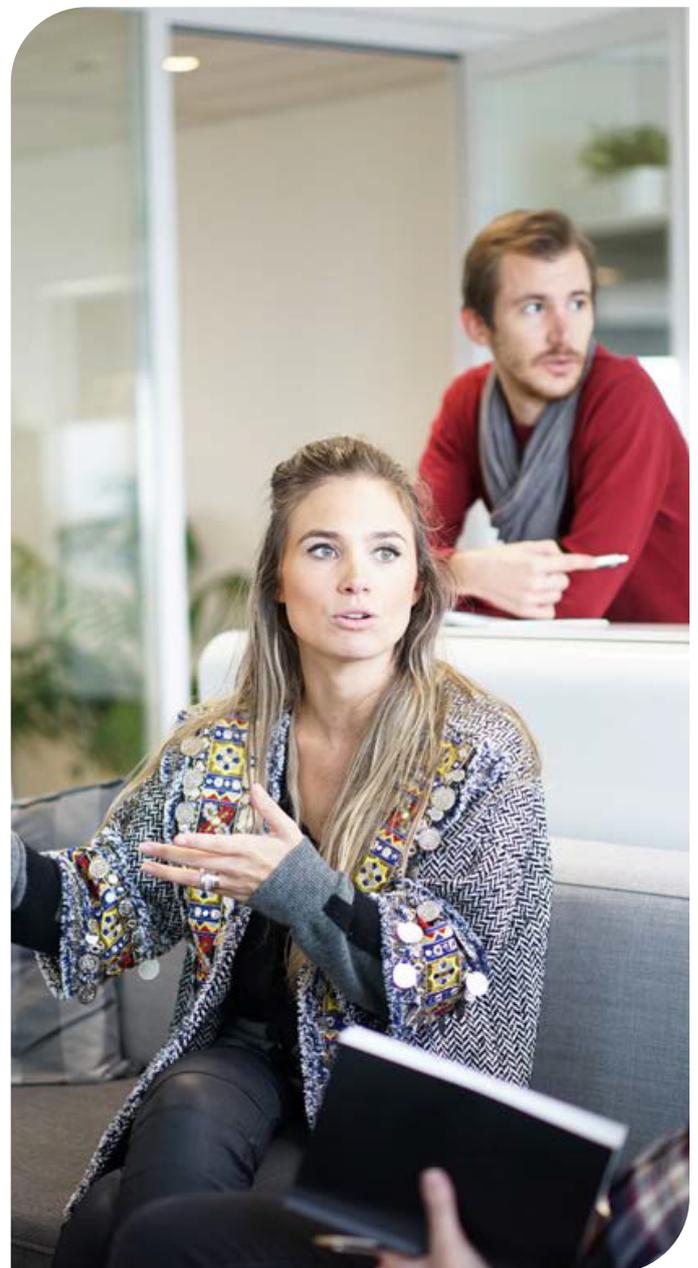
The programme has since gained funding from the Midlands Engine to extend reach across a wider footprint, including the East Midlands. This collaboration – the Mental Health and Productivity Pilot – is led by Coventry University with the University of Warwick and the national mental health charity Mind, amongst others, to deliver innovations in workforce wellbeing.

Take up for both the pilot trial and wider programme has exceeded expectation and at present there are over 400 organisations participating in Thrive at Work who between them employ approximately 250,000 people. This means we are well on our way to growing happier, healthier workplaces across the region. Approximately three-quarters of the participants are SMEs with between 10 and 250 employees and there are larger organisations such as Local Authorities and NHS Trusts recognising the benefits and joining the programme. One participating organisation has 20,500 employees.

Thrive at Work was designed with the philosophy that one size does not fit all and the range of organisations on the programme

proves that the design brief has been met. Evidence from the SMEs on the pilot trial suggests that some are already seeing changes to their workforce – staff sickness absence has reduced, staff retention has increased, and the general opinion is that Thrive at Work is having a positive impact.

The programme continues to reflect and develop, with a ‘Thrive at Home’ resource introduced in rapid response to Covid-19 and a new Foundation Level launched in early 2021. The Foundation Level has proved to be a successful steppingstone, with more than 10 organisations already accredited in recognition of their groundwork. There are now over 20 organisations fully accredited at Bronze Level, with as many again fast approaching Bronze and a number of organisations actively pursuing the Silver Level accreditation.



# Thrive into Work

The Thrive into Work randomised control trial was successfully delivered in Birmingham, Sandwell, Wolverhampton and Dudley with a total of 3682 participants. It was the largest trial of its kind in the world and tested whether the IPS (Individual Placement and Support) model is more successful at supporting people with health conditions into good quality and sustainable employment than existing models. The trial and non-trial service came to an end in October 2020 with 601 participants in treatment moving into employment, a job conversion rate of 30%. The most common health conditions described by trial participants were related to depression, anxiety and musculoskeletal health and physical pain. The most popular industries for job starters were Health and Social Work, Education and Wholesale and Retail. A full government evaluation of the trial has been undertaken with a report expected to be published in Spring 2022.

In November 2020, Thrive into Work received further funding from the Department of Work and Pensions and NHS England to continue delivery in the Black Country with existing service providers. Funding was also received for an expansion into Birmingham, Solihull and Coventry, and will include a specialist team providing support for individuals who are also at risk of homelessness, at risk of offending, or living with a neurodevelopmental condition or learning disability. Building on the momentum generated through the trial and ongoing service, Thrive into Work has grown into an impactful programme which continues to work closely with primary care practitioners and community health and non-health organisations to support individuals with a range of health conditions into work.

Evidence shows that paid employment can create positive health outcomes and the personalised and comprehensive model of support which IPS offers helps individuals find and retain employment which works for them. The most common barriers to employment identified by service users were related to confidence, a lack of employment experience, mobility and transport. Employment specialists

have helped people overcome these through support with job searching, interview skills, benefits counselling and employer engagement. The majority of service users are choosing to work for over 16 hours a week, with an average weekly wage of £488 across the trial. Despite the impact of COVID-19 on the economy, service users continued to achieve employment outcomes with 1:1 coaching. Throughout the pandemic this has also been adapted to include wider wellbeing support for those on the service who require it.



# Include Me West Midlands and Physical Activity

## Active and Resilient Communities

Our focus has been on addressing wider determinants that are causing the health inequalities and inequalities in those people are active. Despite lockdown, the WMCA's work active and resilient communities has had a positive impact.

This is funded partly by the WMCA and £569,000 Sport England solicited, and £419,000 West Midlands Active Travel funding (WMATF) sourced.

## Active & Resilient Communities encouraging people powered health

With the highest physical inactivity levels, the WMCA secured Sport England £150k for Black Country Consortium's (BCC) "Black Country Moving" programme employing community connectors getting people active in 8 of the most deprived areas e.g. Castle and Priory Princes End, Darlaston South and Ettingshall,

As many people living in some of most deprived areas have limited green space access, the WMCA has been piloting work to create new active spaces with communities near the canal in Foleshill, Gospel Oak Road Parklet & Willenhall Park with local authorities and communities working together to unblock, design sites by March 2022.

Working with the NHS, Local Authorities, BCC & The Active Wellbeing Society sourced £125k WMATF for people powered health through social prescribing walking and cycling in e.g. Swanshurst and Iridium Medical Practices and Walsall Housing Group targeting BAME and vulnerable groups most impacted by Covid. 74% of people who have taken part

have said that this has helped improve their wellbeing.

Working with Sustrans, Local Authorities and communities in some of the most deprived communities to encourage more people to get active along our cycling routes such as Binley and A4123.

B2022 the catalyst to working together to get more people active.

With the Department for Digital, Culture, Media and Sport, Sport England and Birmingham City Council, we developed both the Legacy vision, mission and pillars, the Physical Activity and Wellbeing Legacy framework and Commonwealth Active Communities (CAC) Prospectus which are aimed at reducing inequalities in those who are active. Sport England is providing £3m to local areas for Commonwealth Active Communities.

The exemplar region in getting more disabled people active

Include Me WM (IMWM) is unblocking issues preventing disabled citizens getting active involving Sport England, citizens and organisations committed to delivering more inclusive and accessible sport

91 organisations have committed this change including 5 Local Authorities & Albion Foundation. Coventry City Council has IMWM as one of its Corporate Equality priorities. Birmingham City Council has IMWM as one of its "Active City" priorities.

55% of these organisations have increased training and over 620 staff have accessed free training via Sport England grant. 58% are being inclusive in marketing and communications with new IMWM Citizen Champions influencing more change.

The West Midlands is now a national pilot for inclusive community clubs with Pat Benson Boxing, Wolverhampton Wrestling and Birmingham Tigers FC.

Over 500 disabled people have accessed cycling through WM "Ride Ahead Together" which was delivered by Midland Mencap in

local parks e.g. Walsall Arboretum, Sandwell and Woodgate This was funded by the West Midlands Active Travel scheme.

## Corporate Social Responsibility (CSR)

Our CSR Strategy demonstrates our commitment to economic regeneration and growth, environmental responsibility, workforce diversity and wellbeing and sustainable development. The strategy is also intended to provide further organisational clarity to our staff in order to improve levels of engagement. A formal WMCA employer supported volunteering scheme was launched in September 2017. We offer all employees three days off per year to volunteer in a charity or charitable cause of their choice. During the first and second waves of the pandemic we encouraged staff to take up relevant volunteering opportunities and temporarily removed the cap on the number of days allowed for volunteering.





## This is Me

This is me is an award-winning mental health initiative that was developed by Barclays, adopted by The Lord Mayor's Appeal and launched in the West Midlands by the WMCA in January 2019.

This is Me supports organisations to change attitudes and build inclusive workplace cultures by encouraging employees to share their experience of mental health challenges. WMCA has modelled this internally by supporting our employees to share their own stories and experiences of mental health.

In addition to supporting organisations with storytelling, This is Me West Midlands also helps to break down stigma through:

- The Green Ribbon Campaign – encouraging staff to wear the Green Ribbon as a sign of support to colleagues who may be struggling
- Free Samaritans Wellbeing in the Workplace E-learning – equipping staff with the skills to manage their own mental health as well as support others, before they reach crisis point.

The campaign is now in its fifth year and has garnered the backing of workplaces across the UK, where over 700 organisations are registered nationally, with almost 100 being West Midlands based. We are especially pleased to welcome the Organising Committee of the Birmingham 2022 Commonwealth Games as one of the most recent signatories to the This is Me West Midlands campaign. The campaign is supported by Mind, the Samaritans, City Mental Health Alliance and Business Healthy.

# Our Workforce

We are committed to equality and valuing diversity within our workforce. Our goal is to ensure that these commitments, reinforced by our values, are embedded in our day-to-day working practices with all our employees.

We demonstrate our commitment by:

- Promoting equality of opportunity and diversity within our workforce
- Aiming to build a workforce which reflects our customer base, within the diverse communities in which we work, with the aim of having parity of representation across the workforce
- treating our employees fairly and with respect
- promoting an environment free from discrimination, bullying and harassment, and tackling behaviour which breaches this
- recognising and valuing the differences and individual contribution that people make
- providing support and encouragement to staff to develop their careers and increase their contributions to the organisation through the enhancement of their skills and abilities
- building in legislative requirements and best practice to all our employee policies and procedures, and supporting these with appropriate training and guidance

Recent equality and inclusion initiatives and successes include:

- In June 2020 the WMCA was re-awarded the Leaders in Diversity accreditation for our ongoing commitment to equality, diversity and inclusion. The Leaders in Diversity accreditation is awarded by the National Centre for Diversity to organisations that are considered to be making a significant commitment to embed diversity and inclusion within their business. It takes into account all aspects of their work, commitment to inclusion, the way employees treat each other, and the fair provision of services.
- In 2020 we were also recognised as one of the Top 50 Inclusive Companies to work for in the U.K. WMCA were listed as 25th.
- In 2021 we were listed 7th on the National Centre for Diversity's Top 100 Most Inclusive Workplaces Index, as part of their FREDIE Awards. The FREDIE Awards recognise the top 100 organisations taking part in Leaders in Diversity, who showcase their commitment to FREDIE: Fairness, Respect, Equality, Diversity, Inclusion and Engagement.
- In April 2021, WMCA were named as one of The Times Top 50 Employers for Women
- In 2020 we were awarded the status of Disability Confident Leader which recognises the work we do to make sure we are an inclusive employer, particularly for our disabled employees.
- In 2021 we obtained the Armed Forces Covenant Employer Recognition Scheme Gold Award, following our work towards being an Armed Forces friendly employer which includes initiatives such as advertising our job vacancies on Career Transition Partnership and Forces Families Jobs as well as having a guaranteed interview scheme for Veterans, Reservists and Cadet Adult Volunteers who meet the minimum job role criteria.

- Positive action statements are included in our adverts and we encourage positive action in recruitment where there is under-representation. We have amended our advertising templates to strongly highlight our commitment to equality whilst also encouraging under-represented groups to apply for roles and we have also included statements to highlight our position on flexible working. We have also reviewed job titles and role profiles to identify biases in the way they are worded and to ensure they are inclusive.
- We use qualifications under the apprenticeship levy to encourage people to apply, which we anticipate will have a positive impact on a number of groups, including mothers who had taken a career break due to caring responsibilities and may need some encouragement and support to get back to work. Our 'Building our Future Workforce' Strategy is designed to provide underrepresented groups with a range of skills and opportunities. Since the scheme was launched, the proportion of employees who are apprentices has increased to 6.2%, well above the target for the public sector (2.3%) and exceeding best practice benchmarks (5%). All posts under a certain salary scale are advertised as apprenticeships and we target under-represented groups (care leavers, NEETs etc.) in our recruitment to work experience and entry level jobs/apprenticeships.
- A key element of our approach is to build a coaching and mentoring culture. All staff have access to an external regional coaching and mentoring pool managed by West Midlands employers. Coaching is also an integral element of our management fundamentals programme. We have also introduced internal mentoring and reverse mentoring schemes for women and minority ethnic staff. A number of mentoring relationships have been established (many of which are live) and the programme is regularly re-advertised. There are currently 50 mentees benefiting from the scheme.
- We launched a "leadership apprenticeship" programme for minority ethnic women

employees which supports their development and leadership aspirations. From September 2021, 4 women will complete an MBA and work on high profile projects with senior leaders

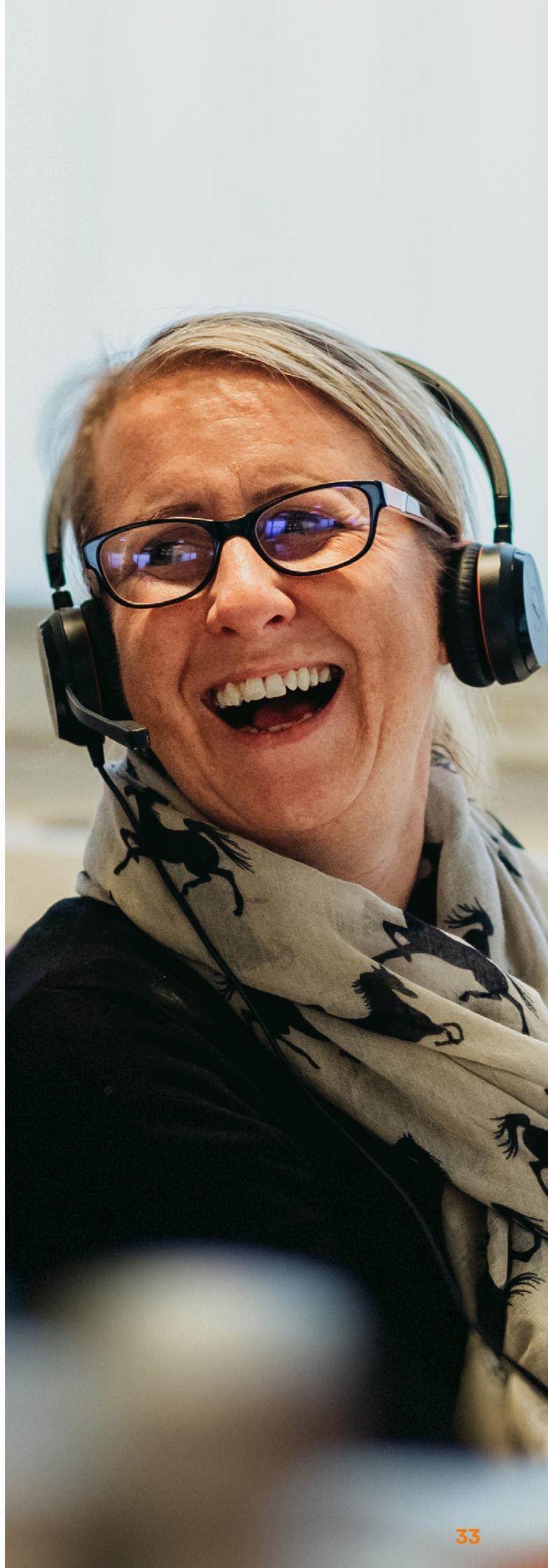
- As part of our commitment to being an inclusive employer, we offer a guaranteed interview for Disabled applicants as well as Veterans, Reservists and Cadet Volunteers who meet the minimum job role criteria

Recent wellbeing initiatives include:

- We actively promote the health and wellbeing of our people and have a well-established programme of health and wellbeing activities promoting physical and mental health and wellbeing.
- Examples of current wellbeing provisions and benefits include our Employee Assistance Programme, Occupational Health provision, enhanced annual leave, work-life balance policies and practices and discounted gym memberships
- We advocate of flexible working arrangements as demonstrated by the Flexible Working Hours Scheme which seeks, as far as is practicable, to balance the needs of the individual with the needs of the organisation and wellbeing of the wider team.
- In 2020, we introduced our Wellbeing Strategy, which was shaped by the principles outlined in the Thrive at Work framework as well as key themes identified by staff engagement. It has a number of key focus areas: mental wellness; musculoskeletal; staying connected; healthy lifestyles and work-life balance
- Mental Health Buddies are trained to offer initial and confidential mental health support and signposting to appropriate help.
- Webinars and bite-size learning sessions are delivered on a regular basis covering a range of topics, with a strong focus on personal resilience; work-life balance; mindfulness, adapting to change, sleep and other topics linked with positive mental

wellbeing.

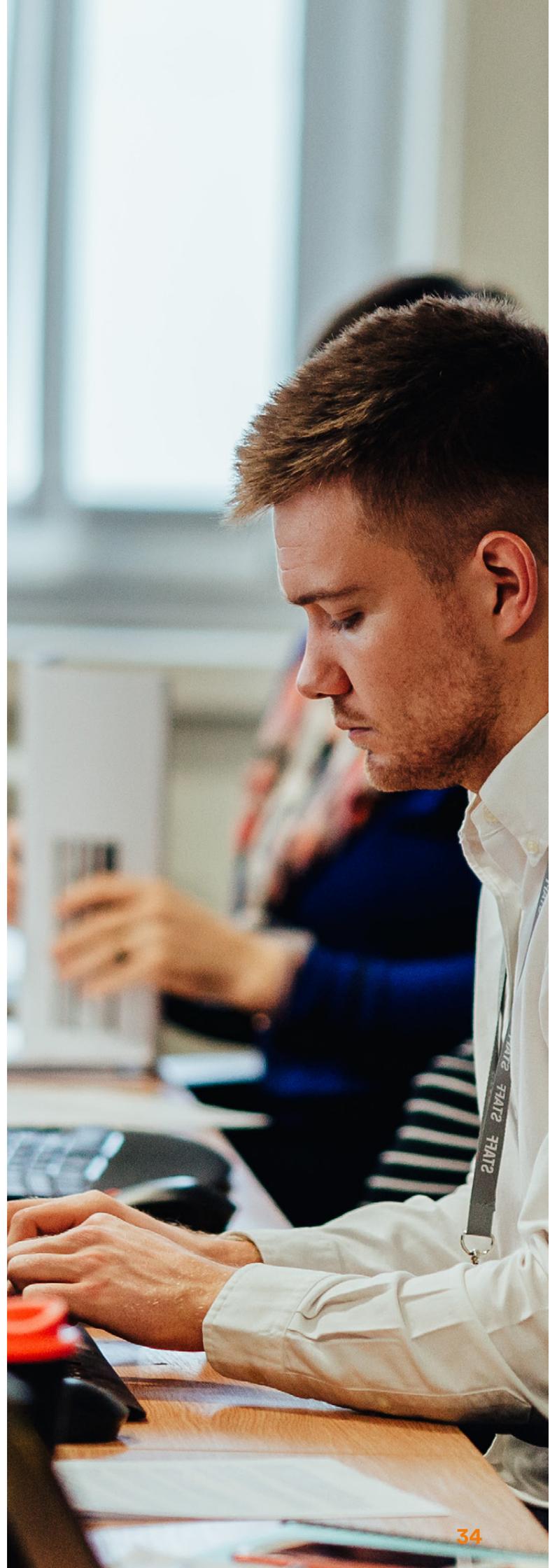
- A number of resources were developed in 2020/21 to support all different elements of wellbeing, with a particular focus on mental health and wellbeing.
  - A. Anxiety, loss and wellbeing when WFH
  - B. Stress and poor mental health for managers guide
  - C. 121 guidance wellbeing conversations
  - D. Stress and resilience toolkit for staff and managers
- Wellbeing has been embedded within 1-2-1s, IPMs and management fundamentals. Sessions such as “what makes a resilient manager”, “giving and receiving feedback” and “valuing our differences” help facilitate positive and fruitful conversations with staff



# Development

In March 2019 a new Learning and Development policy and three year strategy was approved by the Senior Leadership Team. As a result of this the core focus for the Organisational Development and Engagement team has been a blended approach to learning and development and creating a learning culture where learning is understood in its broadest sense. The following changes have been initiated and developed to make our strategy come to life:

- Development of new ways of engaging staff in development in the virtual world in our BAU development activities and the creation of new interventions to support home workers
- A continued focus on getting the basics right – including a bespoke management development programme and a new corporate induction.
- the creation of a coaching and mentoring culture including an internal coaching and mentoring programme and access to external expertise
- leadership development.
- A refreshed individual performance management framework which aims to provide a clear, articulated approach to managing performance, which has included a wealth of engagement and learning activities focus on change and supporting the outcomes of corporate reviews with learning interventions





# Procurement

Our procurement process involves the following:

- Asking contractors a range of equality related questions at the pre-qualification stage about their policies and practices, the answers of which will be taken into account in the selection process.
- Including equality criteria when contract compliance indicators are drafted.
- Ensuring that the contractor is aware that they are responsible for meeting the Equality Act duties in their employment and delivery of services.
- Using our Social Value Policy to embed a consistent and collaborative approach to social value.

In 2020, WMCA developed and implemented a Modern Slavery Policy which outlines the responsibilities of the procurement team when it comes to considering modern slavery risks across the WMCA supply chain. The WMCA Electronic Tendering System was updated to build into our Pre-Qualification questionnaire a section on the Modern Slavery Act 2015.

Key Social Value Policy priorities include:

- **Growth, Skills and Employment:** We will promote growth and development where we operate and ensure that our communities (including marginalized groups) develop new skills and gain meaningful employment. We will also encourage employers in the region to invest into new jobs and skills for everyone.

- **Promoting Local Businesses:** We are committed to ensuring local businesses are not only provided with the skills to compete but are also offered the opportunity to work within our supply chain.
- **Creating Healthier, Stronger Communities:** We will promote the use of the voluntary and social enterprise sector within our supply chain and help build local knowledge and resilience.
- **Protecting and Improving our Environment:** We will work hard with local businesses and communities to ensure the places where people live are cleaner and greener and we will continue to promote sustainable procurement that protects the long-term future of our planet for our children.
- **Social Innovation:** We will promote innovation amongst our suppliers and look to show case best practice where it works.
- **Planning and Development:** We will support and enable Constituent and Non-Constituent Authorities where they require assistance in the consideration of social value within the early stages of project planning and development.

# Employment and Recruitment Statistics:

We are legally obliged to analyse our workforce and recruitment activities. This allows us to understand if there are any pockets of underrepresentation within the organisation and determine where positive action can be taken. The analysis consists of evaluating the employment and recruitment statistics regarding race, disability, gender and age. In addition to this, we collate workforce data relating to sexual orientation and religion/belief. Approximately 60% of our workforce have declared their religion/belief whilst 40% of our employees have declared their sexual orientation.

The figures shared within this review relate to the 2020/21 financial year. Recruitment figures cover the period of April 2020 to March 2021 whilst the workforce figures are representative of our March 2021 establishment.

Senior levels are defined as salaries over £43,000 p.a. for the purposes of this analysis (Level 4 is £43,000 - £52,000 and Level 5 is any salary over £52,000).



# Summary

Analysis of our employment and recruitment statistics shows that WMCA has a broadly representative workforce, this is also applicable to our recruitment process, with a broadly representative range of applicants.

- 49.5% of our employees are female. The representation of women at the two highest salary level positions (43k+) is lower. The gender split by directorate shows that “all directorates” are over-represented by female employees (at all salary levels) while there is under-representation in TfWM (especially at higher salary levels).
- There has been a marked increase in representation of minority ethnic employees compared to previous years. 27.6% of our employees are from a minority ethnic background in comparison to 25.1% in 2018/19. These figures are higher than the national average of 19.5% (as per 2011 Census) but lower than the 34% average across the WMCA area.
- 12.6% of our workforce have informed us that they have a disability, almost double the percentage in 2018/19.
- 7.2% of our workforce are under the age of 25
- 42.8% of applications received in 2020/21 were from women. The percentage of successful women applicants was similar to the percentage of women applicants. The percentage of women applicants at the highest salary level is significantly lower than the percentage of women applicants overall at 26.1%. However, women were more likely to be shortlisted and successful in securing a job at higher salary levels.
- Female candidates were more likely to apply for lower salary roles with a steady decline in female applicants from the lowest to the highest salary level. Female candidates were more likely to be successful across all levels with the exception of the highest salary level where female candidates were less likely to be successful than male candidates.
- We received a high volume of applications from ethnic minority applicants. Minority ethnic applicants were less likely to be successful in securing positions across lower salary levels but this was not the case for higher salary level roles.
- Promotion data shows that White British males were significantly more likely to be promoted in 2020/21. Leavers’ data does not show any disparities for any of the protected characteristics.
- The WMCA’s median gender pay gap is 11.2%. The WMCA mean pay gap is 8.72%. This is a decrease in the figures for 2018/19.
- As part of WMCA signing The Race Code, we have committed to also publicising our race pay gap. The WMCA’s median race pay gap is 5.7% and the mean race pay gap is 6%, as this is our first-year recording this, there is currently no comparison data.

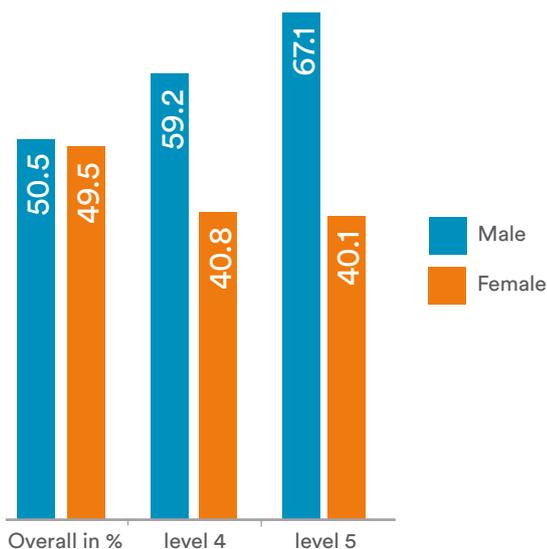
# Workforce Profile:

## Gender

49.5% (317) of our workforce are women (March 20 figures), same as in 2019/20

The representation of women at senior (Level 4) positions is slightly lower with 40.8% (42) of employees paid between £43,000 and £52,000 p.a. being women. Representation of women at Level 5 positions is similar as at Level 4, with 40.1% (55) of employees paid over £52,000 p.a. being women. Last year's figures were lower – 38.8% (38) of employees at level 4 and 38.2% (39) of employees at Level 5 were women

### Workforce - Gender

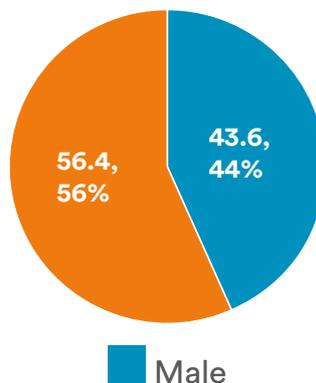


Graph 1: Workforce Profile – Gender

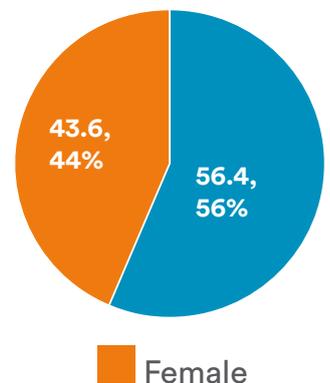
The following graphs show the gender split by directorate which shows that “All directorates” are over-represented by female employees and TfWM is under represented.

The overall figures were very similar in 2019/20.

### “All directorates” in %



### TfWM in %



Graph 2: Workforce Profile – Gender Split by Directorate

At more senior salary levels women are under-represented in TfWM same as in 2019/20 though representation has improved in 2020/21 for salary level 4 (34% in 2020/21 compared to 27.5% in 2019/20). Representation of women at Salary Level 5 in TfWM is low at 23.2%. 47.2% of employees in “all directorates” at Level 4 and 51.9% at Level 5 were female in 2020/21 which compares to 46.6% (Level 4) and 47.5% (Level 5) in 2019/20.

### Gender by directorate and salary level (Female Employees)



Graph 3: Workforce Profile – Gender Split by Directorate and Salary Level

# Ethnicity

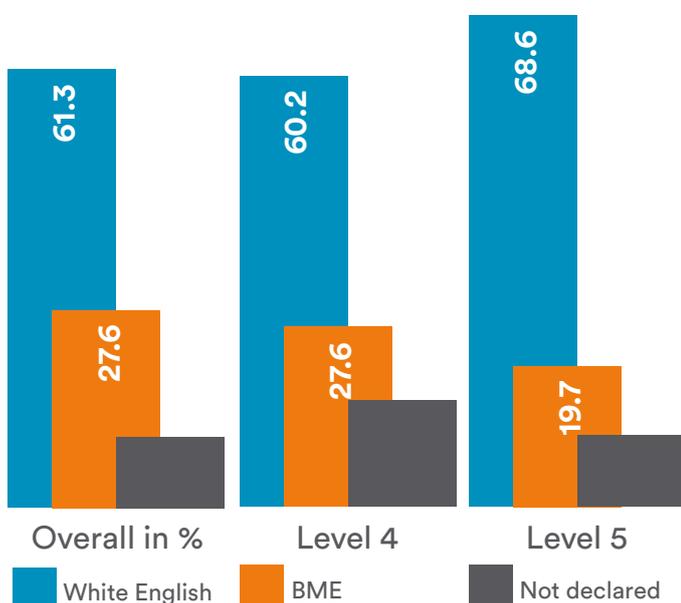
27.6% (177) of our workforce is from minority ethnic backgrounds, which is higher than the national average but lower than the West Midlands Metropolitan area average. This compares to 28.7% (164) in 2019/20.

A further breakdown of staff by ethnicity categories is presented below (top 8 groupings based on percentage of staff):

White British	61.3%
Not declared or Prefer not to Say	11.1%
Indian	8.1%
Caribbean	5%
White Other	3.2%
Pakistani	3.2%
African	1.4%
White and Black	1.1%

The representation of minority ethnic employees at salary level 4 positions is lower, with 25.2% (26) of employees paid between £43,000 and £52,000 p.a. being from minority ethnic backgrounds. The representation of minority ethnic employees at the highest salary Level is lower (more so TfWM). In 2019/20 27.6% (27) of employees at Salary Level 4 and 18.6% (14) of employees at Salary Level 5 were from minority ethnic backgrounds

## Workforce - Ethnicity

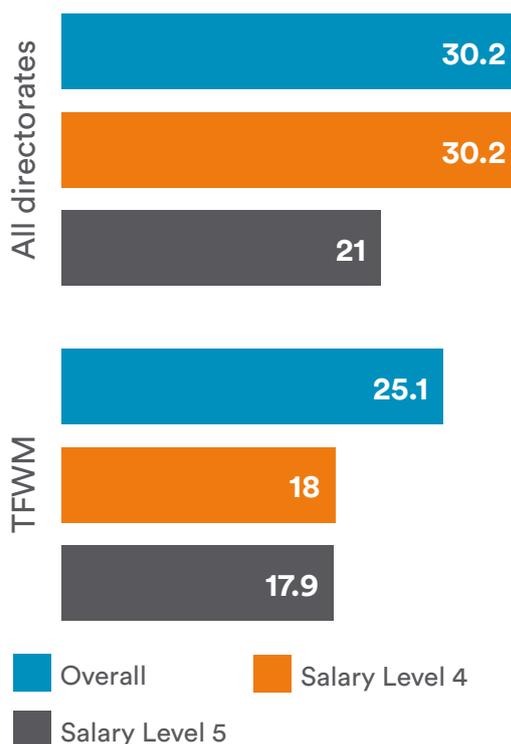


Graph 4: Workforce Profile – Ethnicity

The following graphs show the ethnicity split by directorate which shows that “All directorates” have a higher percentage of ethnic minority employees (30.2% versus 24.9% in TfWM). Both “all directorates” and TfWM are not as well represented at the highest Salary Levels (more so TfWM). The differences were starker in 2018/19 across all salary levels

The following graphs show the ethnicity split by directorate which shows that “All directorates” have a higher percentage of ethnic minority employees (33.1% versus 25.1% in TfWM). Across the board representation at the highest Salary Level is lower (more so TfWM).

## Workforce by Ethnicity and Salary Level

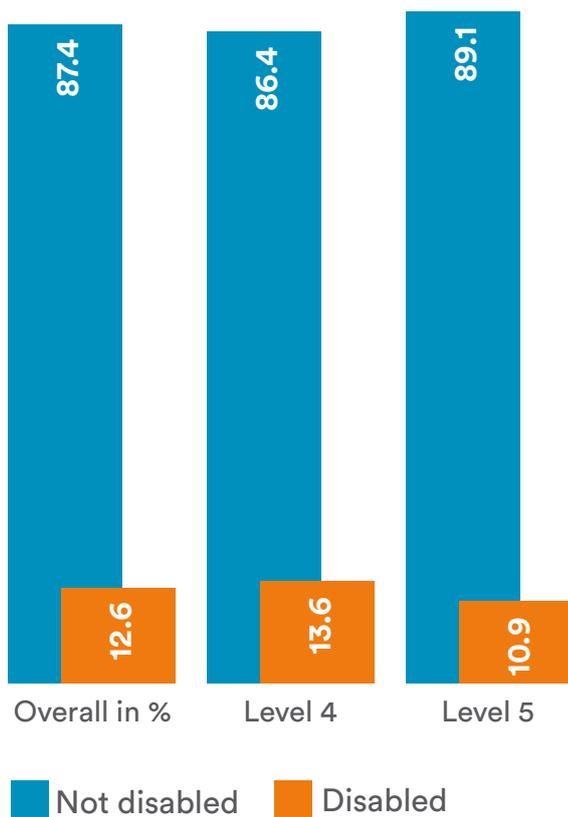


Graph 5: Workforce Profile – Ethnicity by Directorate and Salary Level

# Disability

12.6% (81) of our workforce have declared that they have a disability. This is similar to 2019/20 when 13.5% (77) of employees had declared that they had a disability. The representation of disabled people is slightly higher at lower salary levels but the differences are not stark. Patterns of representation are similar across directorates.

## Workforce - Disability



Graph 6: Workforce profile –Disability

# Age

Workforce representation by age is provided in the following table. The figures are similar across both directorates:

% by Age		
	2020/21	2019/20
16-25	7.2	9.3
26-30	13.4	10.1
31-35	13.1	14.2
36-40	17	18.9
41-50	28.2	26.2
51-65	19.3	20.5
66+	0.8	0.9
No age given	0.9	0

Table 1: Workforce representation by age

Representation of different age groups at senior levels is as follows:

% Age	Level 4	Level 5
16-25	1	0
26-30	10.7	1.5
31-35	12.6	7.3
36-40	25.2	18.2
41-50	32	44.5
51-65	17.5	27.7
66+	0	0
No age given	1	0.7

Table 2: Workforce representation by age and salary

The 16-25 and 26-30 age groups are not as well represented in Level 4 and 5 positions, but this is most likely linked to the seniority of the posts. However, there has been a steady increase in the representation of younger age groups in the WMCA through schemes such as “Building our future workforce”. This year’s fall in the 16-25 category may be linked to an increase in the 26-30 category.

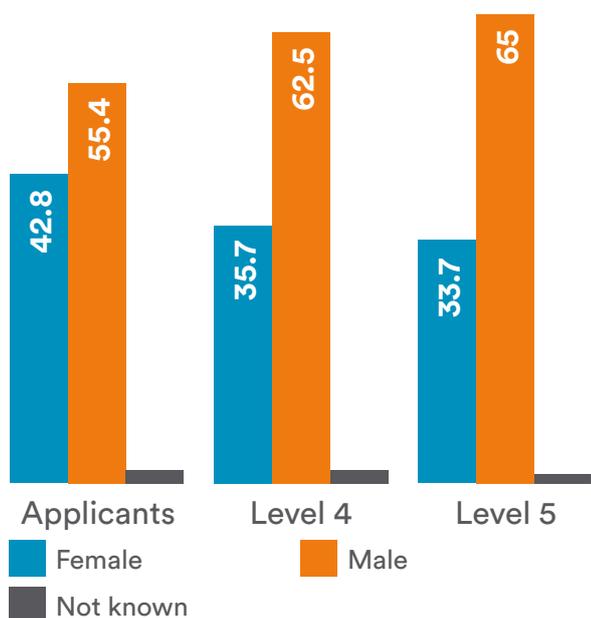
# Recruitment

There were 122 successful candidates in 2020/21. A total of 3855 applications were received.

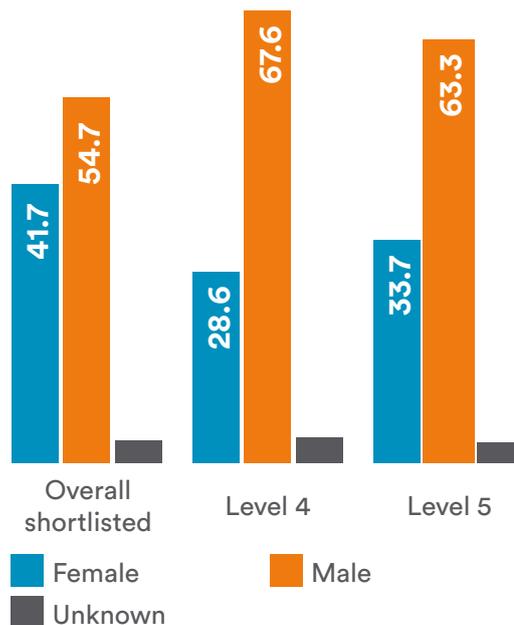
## Gender

42.8% (1650) of applications received were from women. The percentage of shortlisted women applicants is 369 (45.6%) and the percentage of successful women applicants is 41.8% (51) which is similar to the percentage of female applicants. The percentage of women applicants in 2019/20 was similar at 45.1% (2116) though the percentage of successful women applicants was higher at 53.1% (77).

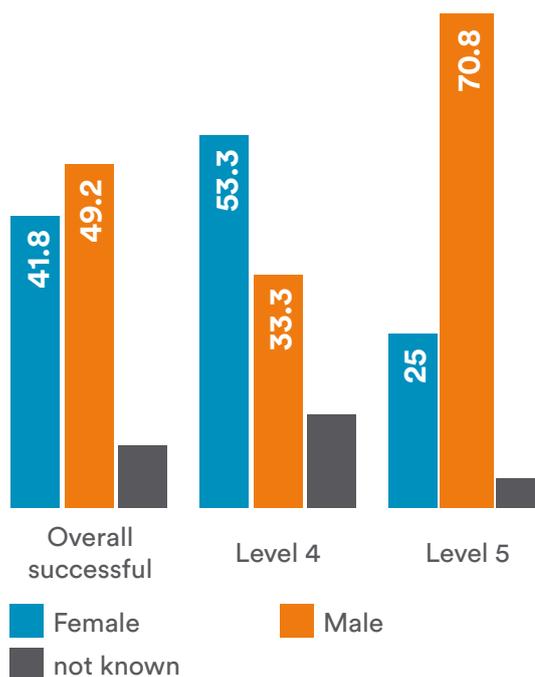
The percentage of women applicants at salary Level 4 is lower than the percentage of women applicants overall at 35.7% (198). The percentage of shortlisted and successful women applicants at Level 4 is 28.6% (30) and 53.3% (8) respectively. The percentage of women applicants in Level 5 is also lower than the percentage of women applicants overall at 33.7% (128) The percentage of shortlisted and successful women applicants at Level 5 is 33.3% (20) and 25% (6) respectively. The percentage of successful female candidates in 2019/20 were lower for level 4 but higher for level 5 at 42.9%.



Graph 7: Recruitment – Applicants by Gender and Salary Level



Graph 8: Recruitment – Shortlisted by Gender and Salary Level



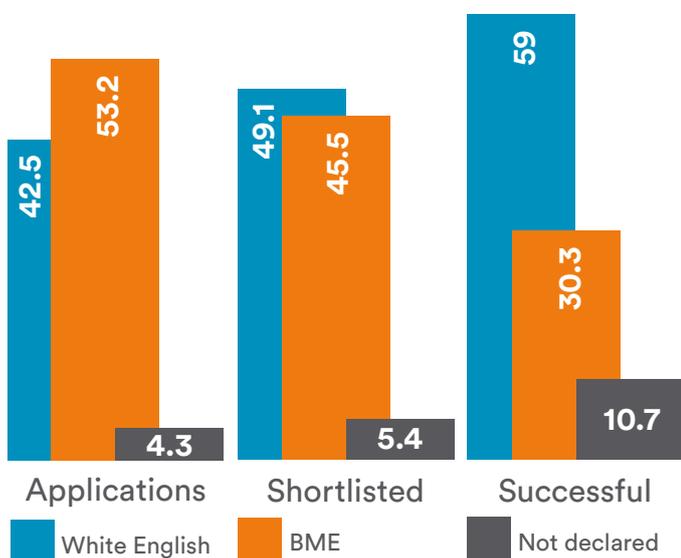
Graph 9: Recruitment – Successful by Gender and Salary Level

Similar to 19/20, in 20/21 female candidates were more likely to apply for lower salary roles with a steady decline in female applicants from the lowest to the highest salary level. Female candidates were more likely to be successful across all levels with the exception of the highest salary level where female candidates were less likely to be successful than male candidates.

# Ethnicity

53.2% (2051) of the applications received in 2020/21 were from people from minority ethnic backgrounds which compares to 51.3% (2405) in 2019/20. This figure is higher than the West Midlands average. The percentage of shortlisted and successful minority ethnic applicants is 45.5% (228) and 30.3% (37) which is significantly lower than the percentage of minority ethnic applicants. The percentages of successful applicants from ethnic minority backgrounds was similar in 2019/20 at 29.7% (43)

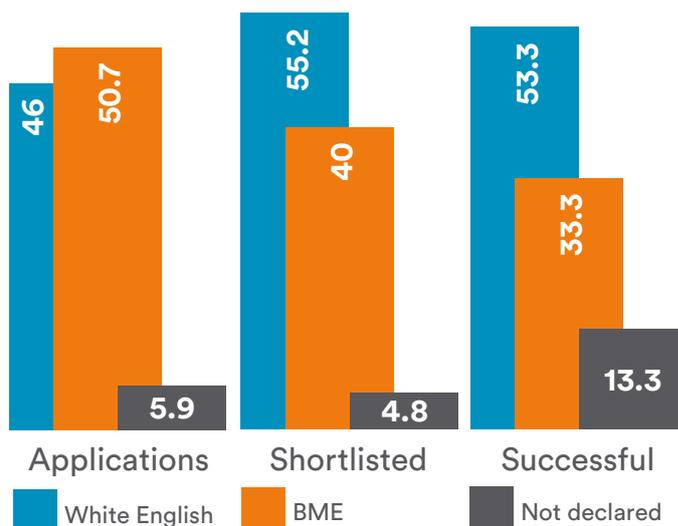
## Recruitment - Ethnicity



Graph 10: Recruitment by Ethnicity

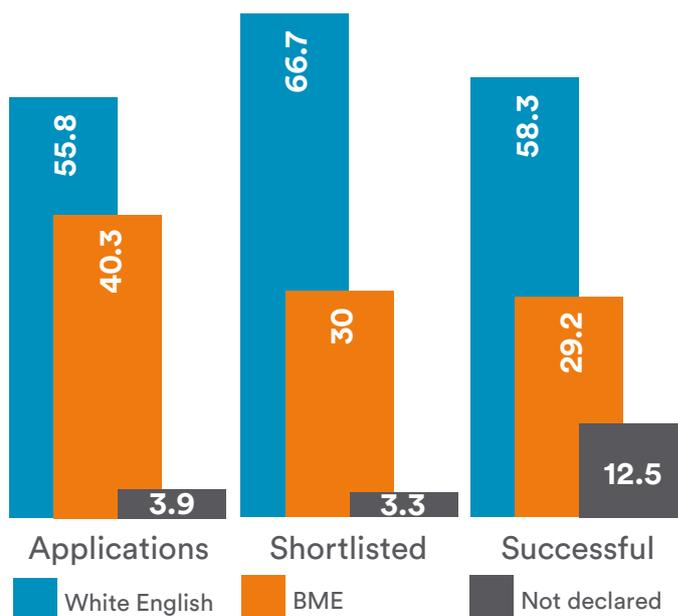
The percentage of minority ethnic applicants at senior Level 5 positions is slightly lower than the percentage of minority ethnic applicants at 40.3% (153). The gap between senior level positions and lower paid positions was even starker in 19/20 with much fewer minority ethnic applicants for both Level 4 and level 5 positions. The percentage of shortlisted and successful minority ethnic candidates for level 5 positions is lower than the percentage of applicants for these positions as shown in graphs 11 and 12 (30% shortlisted and 29.2% successful). Generally, across higher salary levels shortlisted minority ethnic candidates were equally or more likely to be appointed than White British candidates, but they were much less likely to be appointed at lower salary levels.

## Recruitment - Ethnicity Salary Level 4



Graph 11: Recruitment by Ethnicity – Salary Level 4

## Recruitment - Ethnicity Salary Level 5



Graph 12 Recruitment by Ethnicity – Salary Level 5

## Disability

5.2% (200) of the applications received in 2020/21 were from people who have declared that they have a disability which compares to 3.9% (183) in 2019/20. The percentage of shortlisted and successful disabled candidates is 5.6% (28) and 2.5% (3). The figures were lower in 2019/20. The percentage of applicants and shortlisted applicants were similar for Level 4 and 5 positions but there were no successful appointments at these levels. The percentage of applicants and shortlisted applicants were similar for Level 4 and 5 positions but there were no successful appointments at these levels.

## Age

Recruitment in relation to age is shown below.

Age 2020/21 in %	Applicants	Shortlisted	Successful
16-24	19.6	6.6	11.5
25-29	22.7	19.4	16.4
30-39	27.4	33.5	27.9
40-49	17.4	25.5	27.9
50-64	12.6	11.6	8.2
65+	0.3	2.8	0.8
No age given	0.1	0.6	7.4

Table 3: Recruitment by age

## Promotion

There were 29 promotions in 2019/20 compared to 11 promotions in 2019/20.

## Gender

31% of promotions in 2020/21 were women. This compares to 36.4% (4) female promotion in 2019/20.

## Ethnicity

13.8% of employees promoted were from an ethnic minority background which compares to 0% (3) in 2019/20.

## Disability

3.5% disabled employees were promoted in 2020/21 compared to 0% in 2019/20.

## Age

Promotion by age group can be seen in the following table:

% by Age	2020/21
16-25	3.4
26-30	27.6
31-35	24.1
36-40	10.3
41-50	27.6
51-65	6.9
66+	0
No age given	0

# Leavers and Turnover

There were 62 leavers in 2020/21 compared to 68 leavers in 2019/20. The vast majority of leavers were due to voluntary resignation (67.7%), though 13% was due to end of contract and 8.1% due to redundancy.

## Gender

48.4% of people who left employment in 2020/21 were women compared to 44.9% (31) of people in 2019/20

## Ethnicity

30.6% of people who left employment were from minority ethnic backgrounds compared to 36.2% (16) in 2019/20

## Disability

12.9% of people who left employment declared that they have a disability.

## Age

Age	% by age group 2018/19
16-25	9.7
26-30	12.9
31-35	14.5
36-40	29
41-50	17.7
51-65	12.9
66+	1.6
No age given	0

Table 5: Leavers by age



# Mean and Median Pay Gaps

From April 2018 organisations are legally required to report their median and mean gender pay gap. The ‘mean’ gender pay gap shows the difference in mean pay between female and male employees (that is the average of the total of all employees’ pay) while the ‘median’ pay gap shows the difference in median pay (that is putting all male/female employees in a line and identifying the pay of the person in the middle).

The WMCA’s median gender pay gap (March 2021) is 11.2 and the mean gender pay gap is 8.72. This compares to 8.5 (for median) and 6.91 (for mean) in 2020.

The WMCA’s median race pay gap is 5.7 and the mean race pay gap is 6

## Quartile Pay Bands (gender)

The Gender Pay Gap Information Regulations 2016 also requires employers to report on the number of full-time men and women in each of four pay bands, where pay band A represents the lowest salaries, and pay band D represents the highest salaries.

In March 2021, men made up 52.6% of the WMCA full-time workforce while women made up 47.4% of the workforce. The WMCA’s Quartile Pay Bands are shown below:

%	Band A (lowest quartile)	Band B (lower middle quartile)	Band C (upper middle quartile)	Band D (upper quartile)	Total % of full-time employees
Male	43	44	59.8	63	52.6
Female	57	56	40.2	37	47.4

The table shows that men are over-represented in Bands C and D (in relation to the overall percentage of full-time male employees) while women are over-represented in Bands A and B.

## Quartile Pay Bands (race)

In March 2021, White British employees made up 60.2% of the WMCA full-time workforce while minority ethnic employees made up 28.6% of the workforce. The WMCA’s Quartile Pay Bands are shown below:

%	Band A (lowest quartile)	Band B (lower middle quartile)	Band C (upper middle quartile)	Band D (upper quartile)	Total % of full-time employees
White British	60.8	55.1	55.8	69.2	60.2
Minority ethnic staff	29.1	35.4	30.6	19.2	28.6

The table shows that minority ethnic staff are under-represented in the highest pay band



**West Midlands  
Combined Authority**