

# Case Study

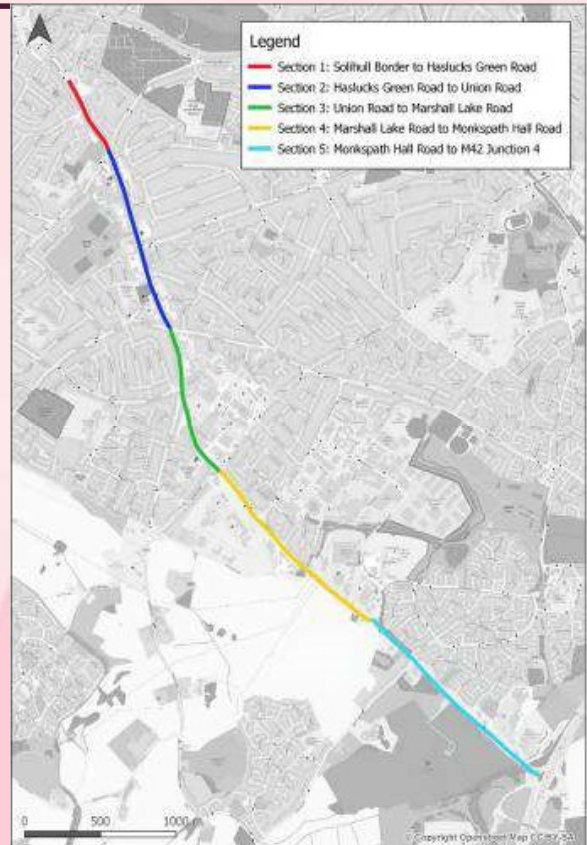
## A34 Stratford Road Corridor Improvements

### Project Description

The A34 corridor between the Solihull/Birmingham border is located next to Robin Hood Island and the M42 and is predominantly a dual carriageway, with two lanes of traffic going in both directions. The corridor is an A-road which aims to provide major transport links between Solihull and Birmingham, and part of the West Midlands' Key Route Network. The objective of the network is to provide a safer, more efficient and well managed and maintained road network across the region.

In 2020 Solihull Council tasked WSP with improving the corridor in the hopes of addressing a number of key issues including safety for corridor users, improving journey reliability, improving the efficiency of the highway network, improving conditions for pedestrians and supporting sustainable growth in the area.

The following case studies details the Social Value delivered in Solihull during the work undertaken by WSP on the A34 Stratford Road corridor. Significantly, WSP were able to achieve 103.55% of their initial target, equating to over £75,000 of Social & Local Economic Value, despite issues imposed by government regulations introduced during Covid-19.



### Outcomes Achieved

**Local school and college visits:** Due to Covid-19 the options available to WSP to deliver assistance to local schools and colleges were limited significantly, however WSP were still able to work collaboratively with Atkins and Solihull Council to deliver online practice interviews to both Alderbrook School & Sixth Form and Solihull Sixth Form College. Staff hosted multiple virtual practice interviews and CV reviews for year 13 students, developing their employability skills essential for all students whether they choose higher education or work after their current studies. In addition to this, 11 WSP staff members were able to aid in writing a number of career profiles and provide 15 hours of recorded career talks to students with the aim of creating pathways to engineering and similar related careers available at WSP. In total these efforts led to the creation of almost £5,000 worth of local Social Value.

Cabinet member for Children's Services & Skills, Councillor Ken Meeson said "The Council is delighted to offer its continued support for business engaging with education. It is vital that we support the young people of Solihull in an effort to build their confidence and gain hands on experience as they look to the future." More information can be found about this Social Value delivery at: <https://www.solihullsfcc.ac.uk/news/practice-employment-interviews/>

**Commitment to Staff Wellbeing and Mental Health:** Across the course of the project, WSP were able to provide a number of resources aimed at improving staff wellbeing and mental health to their staff. This included Stress Awareness Training, online personal health and wellbeing assessments and team health sessions, composed of stretching sessions and physical activity. In total, these actions lead to the creation of £3,226 of Social Value.

**Local Employment:** AWSP's delivery team for the A34 Stratford Road corridor improvements contained 5 person who lived locally within the Solihull borough, including the project manager and apprentice/undergraduate engineer. This allowed for the creation of local and consistent employment for Solihull residents, producing over £67,000 worth of Social and Local Economic value and encouraging sustainable economic growth.