



WEST
MIDLANDS
INTERCHANGE

M6/JCT.12

WEST MIDLANDS INTERCHANGE

SOCIAL VALUE IMPACT REPORT 2022–2025



OXFORD



LOGISTICS
CAPITAL PARTNERS

A VISION FOR STRATEGIC GROWTH AND LOCAL LEGACY



West Midlands Interchange (WMI) is set to become one of the largest and most environmentally conscious logistics developments in the UK, with the potential to generate up to £1 billion in social value over the course of its 10-year construction phase and the first five years of management and occupation. This scale of opportunity brings with it a responsibility to create lasting benefit for the people and places around the development.

This first social value impact report not only sets out how that ambition is already being realised, but also provides an opportunity to reflect on project delivery to date, spanning major civils and infrastructure works through to the construction of development plots. Key milestones include confirming our first occupier, Carlsberg Britvic, in July 2025, with construction on their 222,000 sq. ft unit, as well as the release of the first £65,000 from our community fund to support local initiatives.

It is a proud moment for us to share that we have delivered more than £7 million in social value – a significant figure. This report highlights first-hand examples of how hundreds of students

have been supported, and how local businesses and community initiatives have been reinforced. This result is a testament to the hard work of our delivery partners and our commitment as a project to make long-lasting, positive impacts.

I hope this report provides a clear marker of the contribution WMI is making beyond the boundaries of the site. As we look ahead, our focus remains on building this momentum and leaving a positive legacy that South Staffordshire can be proud of.



James Markby,
Managing Partner at
Logistics Capital Partners



William Oddie,
Development Director at
Oxford Properties Group

The delivery of West Midlands Interchange represents a significant opportunity for South Staffordshire, not only in terms of infrastructure and investment, but also in the long-term benefits it can bring to local communities and businesses. It is encouraging to see the project already delivering more than £7 million in social value, demonstrating a strong focus on positive local impact.

The progress made so far reflects many of the opportunities within the Council's wider vision for economic growth: supporting local employment, encouraging inward investment, strengthening the local supply chain, and helping residents access new skills and opportunities closer to home.

We are pleased to see the project team taking a long-term approach to social value, with a focus on creating a legacy that supports local people and the future growth of our area. We look forward to seeing this partnership continue as the site transitions into its next phase.



Councillor Kath Perry MBE,
Leader of South Staffordshire
Council

CREATING IMPACT THAT LASTS

To ensure our social value investment reaches the places where the greatest impact can be achieved, we follow a three-step MAP process:



MAP IT. ALIGN IT. PROVE IT.
Better evidence. Better decisions. Better social outcomes.

Index of Multiple Deprivation (IMD)

We compare levels of deprivation across the project’s primary impact area – Staffordshire, South Staffordshire, and Wolverhampton – including the wards of:

- Penkridge South East
- Penkridge North East and Acton Trussell
- Huntington and Hatherton
- Brewood and Coven.

This analysis helps to compare local trends against the West Midlands regional average. By mapping these specific areas, we ensure our social value initiatives are targeted to the communities where our interventions can drive the most meaningful and equitable long-term improvements.

Reporting and validating data

We measure and report our social value impact using the National Social Value TOM (Themes, Outcomes, and Measures) System, which provides a recognised and consistent way of tracking impact across jobs, growth, and community investment.

To maintain full transparency, all our social value delivery is independently validated by the Social Value Portal (SVP).

THE TOM SYSTEM

A structured approach to delivering and measuring social value



HOW THE TOM SYSTEM WORKS

THEMES

Set the strategic priorities



OUTCOMES

Define the change we want to see



MEASURES

Track the activities and evidence



IMPACT

Report the difference made



THEMES

The big areas that matter



OUTCOMES

The positive changes we want to achieve



MEASURES

The metrics for the desired outcomes



JOBS

Creating quality employment and developing skills

- More local people in employment or better quality jobs
- People have improved skills and career prospects
- Increased access to apprenticeships and training

- Number of local people employed (full-time equivalent (FTE))
- Apprenticeship weeks delivered
- Training hours delivered
- People supported into work



GROWTH

Supporting local businesses and inclusive economic growth

- More opportunities for local businesses and social enterprises
- A stronger, more inclusive local economy
- Fair and ethical procurement practices

- £ value spent with local suppliers/ small- and medium-sized enterprises (SME)
- Number of SME/voluntary, community, and social enterprises (VCSE) contracts awarded
- % of spend with local suppliers



SOCIAL

Strengthening communities and improving wellbeing

- Healthier, safer and more resilient communities
- Reduced loneliness and isolation
- Increased community participation and inclusion

- Volunteering hours contributed by team
- People supported through programmes or services
- Community projects/initiatives supported



TURNING IMPACT INTO VALUE

Each measure can be given a financial proxy (where available) to show the monetary value of the social, economic, and environmental impact created.

This helps us understand, compare, and communicate the economic benefits of our social value delivery.

£7 MILLION INVESTED IN THE COMMUNITY BETWEEN 2022–2025



More than £7 million in social value has been delivered through WMI, benefitting Staffordshire, South Staffordshire, and Wolverhampton. **This value is distributed across three themes within the Social Value TOM System™.**



JOBS:

Promoting local skills
and employment

£2.4 million



GROWTH:

Supporting the growth of
responsible regional business

£4.9 million



SOCIAL:

Creating healthier, safer,
and more resilient communities

£12,000

Our efforts prioritise the education, training, and employability of local students. Specifically, our social value initiatives surpassed the initial **£820,000 social value target by nearly three times, delivering more than £2.4 million for the region.**

This target was established by the SVP in discussion with our lead contractor, Winvic. The SVP set baseline targets for each selected National TOM. The £820,000 target represents the combined baseline expectations from our civils and infrastructure and early warehouse construction phases, giving us a clear framework to measure our delivery against.

This impact has supported hundreds of students across various primary schools, secondary schools, colleges, and universities, all located within 10 miles of WMI.

Our long-term projections include the creation of up to 8,500 jobs. The volume of available roles scales in alignment with the construction and occupation phases of development. As more units become operational, we anticipate a steady increase in local employment opportunities, which will be tracked and reported as the project progresses.



The table below highlights the impact delivered across each of the three themes, between 2022 and 2025, for infrastructure works and the construction of plot 5030.



THEME	OUTCOME	IMPACT DELIVERED
Jobs Promoting local skills and employment Delivered: £2.4 million Committed: £820,000	More local people in employment	55 FTE roles for local people through the contract (NT1)
	More opportunities for disadvantaged people	More than 10 FTE employees hired from disadvantaged backgrounds – such as people with disabilities, individuals experiencing long-term unemployment and people not in education, employment, or training. (NT3a/NT4/NT4a/NT76/NT6)
	Improved skills, education, and early careers development	More than 690 hours of educational sessions to local schools, colleges, and universities (NT8) More than 500 weeks of apprenticeships/T-Levels provided (NT10) 86 weeks of training opportunities (BTEC, City & Guilds, NVQ, HNC – Level 2, 3, or 4+) (NT9)
	Improved skills for disadvantaged groups	44 hours of career support sessions provided to unemployed people through mentoring, mock interviews, CV advice, and careers guidance (NT11)
	Improved employability of young people	69 weeks of work experience opportunities (NT12/NT13)
Growth Supporting growth of responsible regional business Delivered: £4.9 million	More commercial opportunities for local micro, small and medium enterprises (MSME) and VCSEs	£4.81 million spent in the local supply chain (NT18) £2.8 million spent through contracts with local MSMEs (NT19) £59,000 spent with VCSEs (NT14)
Social Healthier, safer, and more resilient communities	Greater community impact	£4,513 donated to specific local community projects (NT28) 440 hours of volunteering to support local community projects (NT29)



JOBS: PROMOTING LOCAL SKILLS AND EMPLOYMENT

£2.4 million social value delivered – nearly **triple** our original **target** of **£820,000**

Our investment across Staffordshire, South Staffordshire, and Wolverhampton focuses heavily on education, practical training, and long-term employability. This targeted strategy responds to our 2025 Local Needs Analysis, which highlighted rising unemployment across Staffordshire (3.8%) and the West Midlands (4.4%), alongside an increase in local economic inactivity being driven by long-term health conditions. Regional data also show challenges for youth and care leavers, with 19% aged 22–23 classified as NEET (not in education, employment, or training). By understanding these pressures, we have tailored our delivery to support those who need it most.

To achieve this, we work through the dedicated WMI Jobs Brokerage and Employment and Skills Groups, collaborating closely with partners to ensure our efforts are cohesive and impactful. To date, this has resulted in direct on-site employment more than 55 FTE roles, alongside an additional 10 FTE positions dedicated to supporting individuals from disadvantaged backgrounds. This includes armed forces veterans, individuals who have experienced long-term unemployment, care-experienced individuals, and those registered as disabled.

EMPOWERING FUTURE TALENT

A significant portion of our £2.4 million investment has been directed towards the education and employability of hundreds of local students, spanning primary schools, secondary schools, colleges, and universities.

Delivery from 2022 to December 2025 across all project phases – based on the Social Value TOM System 2022 update.



More than 690 hours of educational sessions including at schools, colleges, and universities.



More than 500 weeks of apprenticeships/T-Levels improving skills for young people.



86 weeks of training opportunities (BTEC, City & Guilds, NVQ, HNC – Level 2, 3, or 4+).



44 hours of career support sessions supporting unemployed people back into the workforce.

Continuing professional development for educators

We provide ongoing continuing professional development opportunities for local teachers and careers leaders to help them bridge the gap between education and industry. Through a series of site tours, workshops, and Teacher Encounter events, we deliver up-to-date insights into modern engineering, planning, and sustainability roles. This continuous engagement equips educators with real-world examples that they can integrate directly into their science, geography, and careers curriculums.



"A brilliant insight into the industry; it gave me a lot of information I can share with staff, parents, and students."

Staffordshire University Academies



"Staffs Jobs and Careers have been a massive support to our careers provision, including supporting our Year 10 Personal Development Week. They have brokered a working relationship between us and Winvic, meaning our students have benefitted from hearing about opportunities within a growing sector. One of our students has also secured work experience with them!"

**Careers and Guidance Officer at
Cannock Chase High School**

Careers support at local schools

Our team has actively supported local schools to bridge the gap between education and the workplace. By facilitating mock interviews, hosting careers assemblies, attending careers fairs, and providing dedicated careers coaching, we have helped students from Year 8 through to sixth form explore pathways into the construction sector.

GROWING LOCAL TALENT

WMI is uniquely positioned to support complete career journeys. This development creates a legacy by guiding individuals from initial work experience and T-Level placements into formal apprenticeships and permanent employment.

Viktoriia joined Winvic as a T-Level student from Walsall College and gained hands-on experience with advanced surveying technologies during the civils and infrastructure phase. Her exceptional work at WMI launched her career; she has since transitioned into a permanent role as a Trainee Site Engineer, progressing across multiple infrastructure sites in the West Midlands while studying for her Level 4 HNC. Her hard work earned her the East Midlands Student of the Year Trophy at the Department for Education's National Apprenticeship and Skills Awards.

Living just 10 miles from the project, **Sam** joined the site team in 2023 as a Level 6 Apprentice Quantity Surveyor. Working on a Nationally Significant Infrastructure Project while studying for his Chartered Surveyor degree provides him with industry-leading, practical experience right on his doorstep.

The project continues to build its local talent pipeline at all entry levels. **Tyler**, a student from Staffordshire University Academy, joined the team for summer and autumn work experience, where he gained insight into the diverse career paths within civil engineering. Similarly, local individuals like Dan have successfully translated their initial work placements into full-time apprenticeships. Dan has completed his full T-Level placement onsite at WMI over the past two years and secured a civil engineering apprenticeship with Winvic, continuing to work across WMI and securing a long-term career footprint within the development.

In addition to education pathways, WMI drives targeted training initiatives in collaboration with our supply chain partners. Practical programmes, such as roller driver training, have helped local residents gain formal qualifications, enhance their employability skills, and secure successful employment outcomes across the development.



GROWTH: MORE OPPORTUNITIES FOR LOCAL MSMEs AND VCSEs



LOCAL SUPPLY CHAIN

We spent

£4.81 million

with local suppliers in our area...



MSMEs

...of this, we spent

£2.8 million

through contracts with micro-, small-, and medium-sized businesses...



VCSEs

...and

£59,000

was spent with voluntary, community, and social enterprise organisations

USING THE SOCIAL VALUE TOM SYSTEM,

THIS GENERATED **£4.9 million** OF SOCIAL VALUE IMPACT

This is the wider value created for people, places, and the local economy – beyond the money we spent.

WHAT THIS MEANS FOR OUR COMMUNITY



SUPPORTING LOCAL JOBS

Helping to create and sustain employment opportunities



STRENGTHENING LOCAL BUSINESSES

Helping smaller businesses grow and thrive in our area



BUILDING STRONGER COMMUNITIES

Supporting community and voluntary organisations that make a real difference



KEEPING MONEY IN THE LOCAL ECONOMY

Reinvesting in local businesses creates greater value for the community

VCSE:

An organisation that creates positive social or community impact, e.g. charities, community groups, and social enterprises that support local people.

MSME:

A business classified according to its size, based on factors such as employee numbers, turnover, or balance sheet value.

KEEPING INVESTMENT LOCAL

The true value of a project is measured by how much it gives back to the people living and working around it. By choosing to work with local suppliers, we have spent more than £7.6 million to keep investment within the regional economy – **which equates to delivering £4.9 million of social value.**

To ensure local businesses could easily access these supply chain opportunities, the project team actively engaged with the regional business community through “Find It In” networking events, advertising upcoming contract packages directly to local suppliers.

This proactive engagement has driven strong local supply chain results across a 30-mile radius:

- Civils and Infrastructure: 44 local companies, 24 of which are SMEs, and supported 3 VCSEs
- Plot 5030 construction: 19 local companies, 12 of which are SMEs, and supported 1 VCSE.

By giving MSMEs a platform to thrive and partnering with VCSEs, such as Hey Girls and the Canal & River Trust, every pound spent onsite delivers greater value for the wider region.

SUPPLIER SPOTLIGHT – NUNEATON SIGNS (VCSE)

Nuneaton Signs provided high-quality, durable site signage for the initial infrastructure and civils phase of WMI. As a registered social enterprise, their partnership with Winvic and WMI directly supports their mission to provide training and employment for people with disabilities, who currently make up more than 70% of their workforce.

“

By choosing to work with local suppliers, we have spent more than £7.6 million to keep investment within the regional economy – which equates to delivering **£4.9 million of social value.**





SOCIAL: WORKING FOR THE LOCAL COMMUNITY

To strengthen our support for the local community even further, both volunteering time and financial support have been directed to support various community projects and grassroots initiatives.

In addition to this, the **WMI Community Fund** was launched in 2024, with an initial £65,000 distributed to enhance public spaces, facilities, and local initiatives within a three-mile radius of the site.

This investment is helping to create lasting benefits beyond the development itself, laying the groundwork for the future public use of two 109-acre community parks being delivered at WMI and ensuring the region has vibrant green spaces to enjoy for years to come.

INVESTING IN PEOPLE AND PROJECTS

Our impact in numbers

Delivery from 2022 to December 2025 across all project phases – based on National TOM 2022 Update.



440 volunteering hours supporting local community initiatives



£4,513 donated to local community projects



£65,000 community fund to enhance public spaces, community facilities, and local initiatives



REAL STORIES OF LOCAL IMPACT

Getting hands-on at Greensforge Sailing Club

Work included painting, clearing gutters, general maintenance, and vegetation clearance ahead of the club's 'Discover Sailing' open day – helping prepare the site to welcome more people into outdoor sport and recreation.



“

“The WMI team have put in some hard graft, and we achieved a great deal. The club's exterior, especially, looks totally revamped. It was great to tick a lot of items off the 'to do' list.”

Ian Cooper, Principal of Greensforge Sailing Club

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“By investing in our club, WMI is investing in the future of our community. This grant is a huge boost to our girls' teams. It will help attract new players, improve team morale, and enhance our club's overall reputation.

“The funding has already played a role in forming our U10 girls' team and registering them in the league.”

Norman Mence, Chair of Penkridge Juniors FC



Community Fund Focus: PJFC Juniors

A successful £1,000 grant was awarded to Penkridge Juniors FC U10 girls' team, providing wet-weather football kits for the team to wear on game days.



Delivering impact through seasonal campaigns

The WMI team is committed to supporting local families throughout the year, coordinating numerous seasonal campaigns to provide targeted relief during high-pressure periods.

This year-round commitment includes spring initiatives, such as our Easter campaigns, alongside extensive festive outreach. The team supported a local toy appeal by volunteering time to wrap and prepare presents for children. Additionally, the team partnered with the Cannock & District Food Bank, donating essential food supplies and helping to assemble food hampers for people in need.

Specialist advice provided to upskill charity employees

A local charity focused on outdoor education received specialist support from our environmental experts, including guidance on the development of their new mindfulness garden and a tree walk for local nursery children.



“Working with West Midlands Interchange has helped us to develop our resources and upskill our team so we can continue to support our community. Their environmental specialists have provided expert advice and information to help us ensure the longevity of our new mindfulness garden and have been able to provide information and help to reinvigorate our tree walk, which visitors of all ages are already enjoying.”

Rachel Wells, Head Teacher and Charity Manager – The Kingswood Trust

Book donations to support careers learning

More than 90 books were donated across local schools and libraries to support early careers learning. This included delivering more than 70 copies of *When I Grow Up* to three local primary schools. The book follows the story of two children exploring different engineering roles as part of a school careers day competition. Commenting on the donation, Mrs Lloyd shared that the books will "promote a good discussion about what jobs the children would like to do in the future."

Community engagement

We keep residents and councillors regularly updated on project progress through our quarterly Community Liaison Group meetings. This ensures we can address any local questions directly and maintain strong relationships with our neighbours.

We also look for meaningful ways to celebrate the region's history with the community. During our site drainage works, a tunnel boring machine was used to drill beneath the Staffordshire and Worcestershire Canal. We collaborated with CECA Midlands to name the machine "Red Emma" in honour of Emma Sproson, a pioneering historical political figure from the Black Country.



LOOKING AHEAD WITH OUR DELIVERY PARTNERS: THE NEXT CHAPTER FOR WEST MIDLANDS INTERCHANGE

As we look ahead to future construction phases, we asked some of our key contract partners what they look forward to over the coming months and years.



CARLSBERG BRITVIC – FIRST CONFIRMED OCCUPIER AT WMI

“We are proud to be the first occupiers of the West Midlands Interchange and recognise the important role WMI seeks to play in helping deliver economic growth in the region and supporting the local area. WMI’s approach to sustainability and community is a strong match for our values as an organisation, and we look forward to opening our West Midlands Depot at the site, which will serve as a new and essential part of our wider logistics network.”

David Bodily, Property & Facilities Director at Carlsberg Britvic





“

WINVIC

“Working with the team to deliver more than £7 million in social value, across both the civils and infrastructure phase and the construction of the first unit, is a milestone we are incredibly proud of. With the length of time that Winvic has been on site at WMI, we have seen some real success stories come to life, including progressing placements to apprenticeship opportunities – exceeding apprenticeship targets – and integrating local MSMEs into our supply chain. As we continue our work on site, our focus remains on maintaining this momentum and ensuring that every hour spent on site contributes to leaving a positive legacy in and around South Staffordshire, Staffordshire and Wolverhampton.”

Emma Alderman, Senior Social Responsibility Manager at Winvic Construction

“

WMI JOBS BROKERAGE – STAFFORDSHIRE JOBS AND CAREERS

“Our partnership with West Midlands Interchange is a prime example of how major infrastructure projects can successfully integrate with local employment. By working closely with the project’s Social Value team, we have been able to bridge the gap between site requirements and the local talent pool. Looking ahead, we are excited to evolve this collaboration as we move into the occupier phase, ensuring that the long-term career opportunities created here are accessible to every part of our community, including those who face the greatest barriers to employment.”

Ellie Evans, Employment Broker at Staffordshire Jobs and Careers

LEARN MORE



Website: westmidlandsinterchange.co.uk



West Midlands Interchange - WMI



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