

Tractivity Case Study:

Midland Metro Alliance



Tractivity®



In summary...

The Midland Metro Alliance is committed to designing and delivering a number of Metro extensions across the West Midlands as part of their collective aim to transform public transport and regenerate the region.

“This is a huge project that has been supported by utilising Tractivity as a logical tool to manage and engage with stakeholders.”

Rose Rees

Head of Engagement & Skills,
Midland Metro Alliance

The requirements

1. Ability to manage several complex projects across the region.
2. To build long term relationships with key stakeholders and within communities affected by construction and future tram operation.
3. To ensure compliance with legislation and to provide confidence that affected parties would have been contacted and engaged with.

The results

- ✓ Over 2,500 stakeholder engagements made.
- ✓ Construction of the new tram extensions can be run as live projects in tandem without confusion or administrative burden.
- ✓ Full access using Tractivity for multiple alliances and authorities gives complete transparency of information.
- ✓ Awards won for Integration & Collaborative Working, Disruption Communications and Partnership of the Year.

The situation

The Midland Metro Alliance consists of the West Midlands Combined Authority, which owns West Midlands Metro; a consortium of design experts from Egis, Tony Gee and Pell Frischmann; and rail construction specialists Colas Rail – supported by Colas' sub-alliance partners Colas Ltd, Barhale, Bouygues UK and Auctus Management Group.

The Midland Metro Alliance, together with Transport for West Midlands (TfWM) and local authority partners, is committed to designing and delivering a number of Metro extensions across the West Midlands as part of our collective aim to transform public transport and regenerate the region.

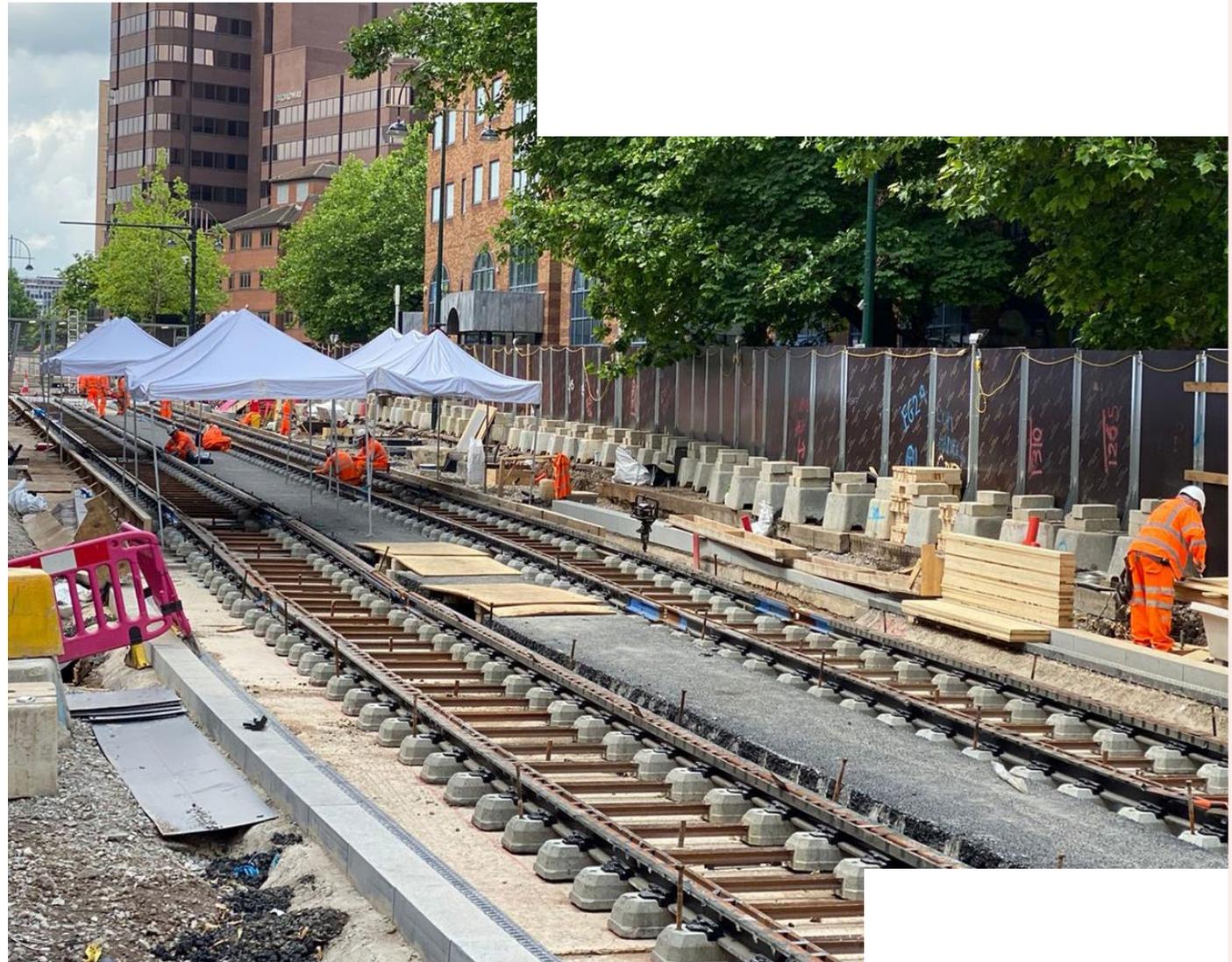


Image © Midland Metro Alliance



The task

The scale of the proposed development programme comprising several projects across the region meant MMA needed to build long term relationships with key stakeholders and within the communities affected by the construction and future tram operation. The team chose Tractivity for its key benefits in allowing activities and stakeholder engagement for each project to be implemented and documented before and during execution.

Urban construction on this scale is complex and for each individual project there as a wealth of work, involving consultations at every stage. For each route worked on, MMA had a range of mini-projects and chose Tractivity to ensure compliance with legislation and to provide the confidence that every affected stakeholder would have been contacted and engaged with.

The action taken

MMA started using Tractivity for all their stakeholder engagement and management in 2016. MMA were able to use the software right away to speak openly and honestly with stakeholders across the region. Tractivity's speed of set up and easy to use system allowed the alliance to log and address over 300 queries through events, face to face meetings, and other engagement activities within months of launch.

Tractivity also allows MMA to track who they have engaged with, to map out where stakeholders might be and to ensure that even slight changes, such as lane restrictions or localised engineering works are communicated well in advance.

With many different elements, including schemes crossing geographical areas managed by multiple councils, it helps that the team at the Midland Metro Alliance have one system to keep all information securely within to manage multiple projects at once.

The Results

Because Tractivity allows MMA to issue surveys that tie together every single piece of issued communication to an individual stakeholder, the MMA have been able to gather a bird's eye view of the changing perception and opinion of the project, illustrating value for money on liaison activities.

Similarly, because the project has been able to run across multiple councils and alliances using Tractivity's web based software, each person involved in the project has been able to contribute to the process of stakeholder engagement with no risk of missing key information or data.

The increase in tram availability and access to new destinations has already shown benefits such as more people using the West Midlands Metro in this area for day-to-day travel, supporting economic and population growth by linking jobs and people.

Without engaging with stakeholders, this project may not have been able to succeed.

- **Over 2,500 stakeholder engagements made**
- **This construction of the new tram extensions can be run as live projects in tandem without confusion or administrative burden**
- **Full access using Tractivity for multiple alliances and authorities gives complete transparency of information**
- **Awards won for Integration & Collaborative Working, Disruption Communications and Partnership of the Year**

Testimonial

“It is a huge project for us and the West Midlands region, and with it affecting multiple numbers of residents and businesses, it was key that before any work started that our stakeholder engagement was done in a way that was effective, comprehensive and allowed us to engage thoroughly.

Tractivity allowed us to lay the foundations for the projects before we started in earnest, and as we are now at a stage of implementation, we can see the benefits in fruition.

We have won awards such as Partnership Initiative of the Year 2018 at the British Construction Industry Awards, Integration & Collaborative Working Award 2019 at the Construction Excellence Awards – West Midlands and Team of The Year at the Global Light Rail Awards 2017 as well as specific accolades for our communication and engagement activities and having Tractivity as a stakeholder management tool has definitely contributed to this success.

Tractivity has been highly effective for us and we would not hesitate to recommend the system.”

Get in touch

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