



Press Release

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Civil Engineering Contractors Association Midlands Foundations Group Welcomes New Chairs

The CECA Midlands Foundations Group, which supports organisations with their social sustainability journey, has appointed two new chairs.

Heidi Salmons, Winvic's current head of marketing, communications and social responsibility, has begun her two-year term as new Chair, following the footsteps of Sairah Hussain, Galliford Try.

Joanna Malin-Burke, social sustainability manager at Kier Transportation, has stepped up as Vice-Chair.

Both Heidi and Joanna are exceptionally passionate about promoting careers in civil engineering to future generations, as well as supporting SMEs to access the right tools and support to help them achieve meaningful social impact.

Heidi said: "It's a privilege to have the opportunity of working collaboratively with industry colleagues to progress our social value journey together as a sector by sharing best practice and ultimately delivering long-lasting and meaningful outcomes.

"It's inspiring to follow in the footsteps of Saira, who has set a commendable example, particularly around how we can ensure we recognise the resource restraints that some SME businesses have and, how as a group, we can support them. Diversity is crucial to the future success of our industry."

The Foundations Group is made up of member employees in social value roles. Members investigate industry-wide issues and bring innovative solutions as a benefit to their employers and the whole industry. Current aims are to provide members with the support, tools and resources they need to deliver social value impact, and to promote the civil engineering industry as a career of choice to future generations.

Joanna, added: "I joined the Foundations group in 2021 within a couple of weeks of starting my role as social value coordinator. As I progressed into my current role, the group was so supportive. Now, with my knowledge and understanding, I felt it was only right that I step up and give something back to the group and continue the great work already done before I joined.

The Group helped to generate over £30k of social value through the Tabor Living project in Birmingham, which provides support to those homeless or at risk of losing their home. They have also developed a social value toolkit and a free bespoke measuring tool, which is particularly helpful for SMEs that face barriers to accessing social value tools and resources.

On 19 September, the Group's inaugural Social Value Conference will take place. This will be free to attend for both CECA members and non-members.

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