

Influencing sustainability policy and programmes

Alan Carr
Sustainability West Midlands
18 December 2017

Who is SWM?

We are the sustainability adviser for the leaders of the West Midlands.

- Government recognised ‘sustainability champion body’ for West Midlands.
- Our Board is private sector led and cross-sector representative.
- Created in 2002 as a not-for-profit company, that works with over 50 corporate members in the business, public and voluntary sectors.

Our role is to act as a catalyst for change through helping leadership in:

- **Strategy** – organisations preparing for the future e.g. sustainability reviews, monitoring.
- **Delivery** – sectors sharing and applying good practice e.g. learning networks, funding, technical advice.
- **Innovation** – cross sectors developing new solutions e.g. research on sustainability priorities for a better region.

81% of our customers rated us ‘excellent to good’ in the delivery of our mission (2011-16).

OUR VISION AND PRIORITIES

‘By 2020 businesses and communities are thriving in a West Midlands that is environmentally sustainable and socially just.’

Jobs

Procurement

Waste

Buildings

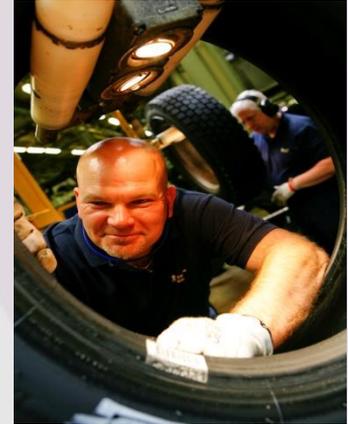
Transport

Energy

Environment



sustainability
west midlands





SOME OF OUR OTHER NETWORKS



West Midlands
**Public Sector
Sustainability & Energy**
Network



West Midlands
Climate Resilience
Network



West Midlands
Green Business Clubs
Network



West Midlands
Green Communities
Network



West Midlands
**Sustainability
& Public Health**
Network



West Midlands
NHS Sustainability
Network

SOME OF OUR RECENT WORK I



Department for
Business, Energy
& Industrial Strategy

National benchmark of LEP, city region and combined authority commitments on tackling climate change, low carbon economy and energy, with national event.



Staffordshire
County Council

Running a workshop with internal staff to re-establish the sustainability agenda and embed across the whole authority, in order to inform an action plan.

SEVERN

TRENT

Independent review of Severn Trent's report into Corporate Responsibility performance and a wider review of communications materials associated with CSR.

SOME OF OUR RECENT WORK II



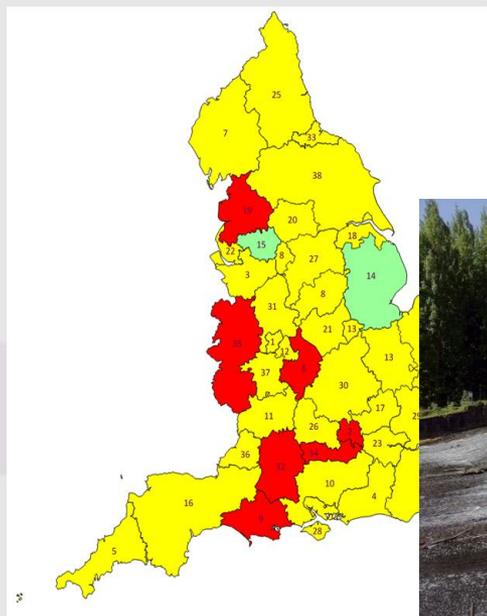
Refresh of the Trust's existing sustainability strategy and independent advice on next steps, as well as a workshop to engage key internal members of staff.



An audit report of UK climate-related innovation networks and clusters based on a significant amount of data interrogation to inform Climate-KIC's future focus.



A workshop bringing together internal staff to begin the development of a Strategic Community Engagement Plan that will help communities become more flood resilient.



The state of the WM

2020 VISION

BUSINESS

The West Midlands is a hub for low-carbon technology innovation and an international supplier, increasing productivity by 30%

COMMUNITY

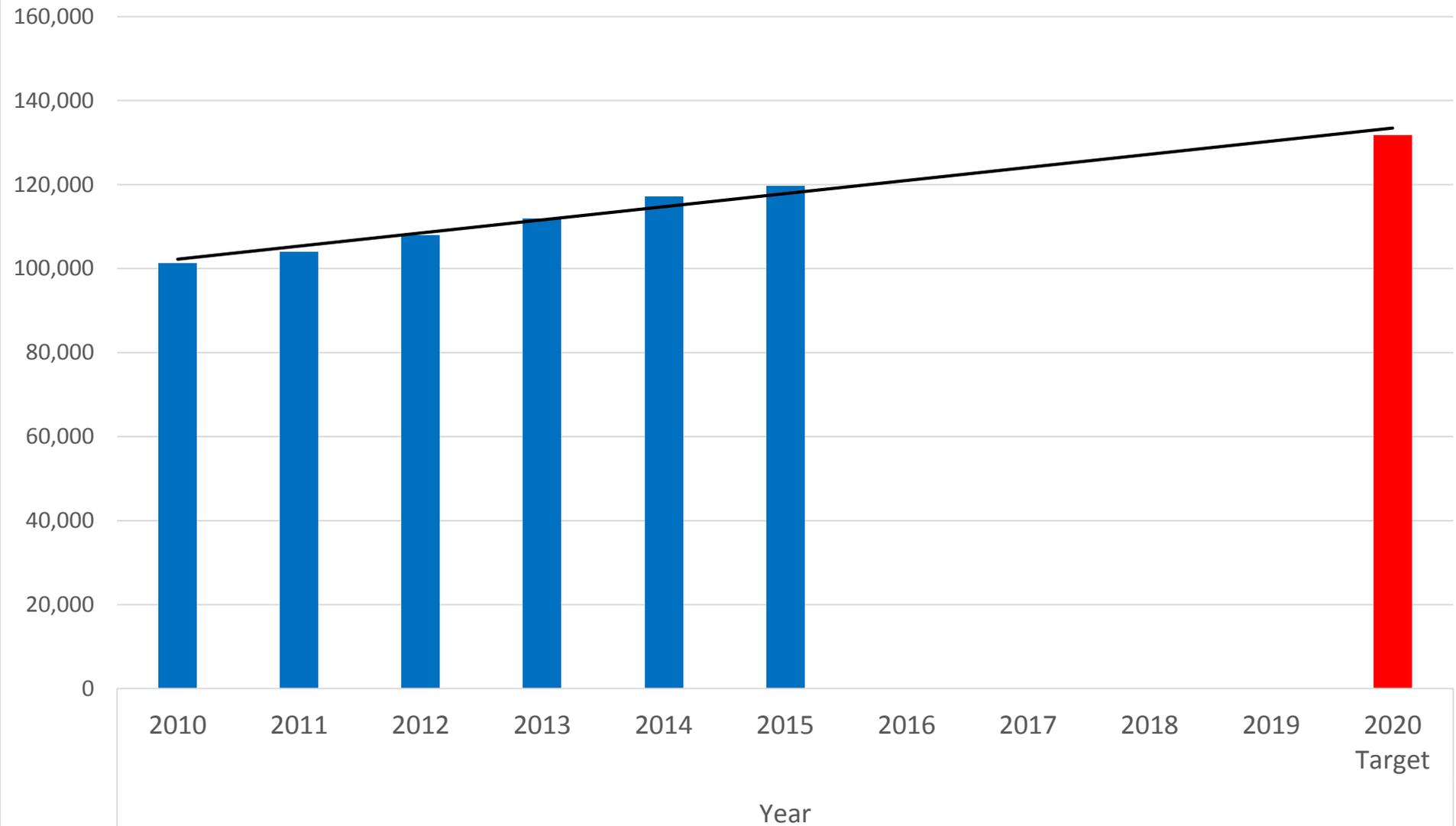
The life expectancy gap has fallen to 6 years as a result of employment, less pollution and healthier lifestyles

PLACE

Regional direct carbon emissions reduced by around 30% from energy efficiency action and 20% of electricity from renewable sources

2015 progress on 2020 Vision Business – Economic Productivity

West Midlands GVA £ million



2015 progress on 2020 Vision

Economic Productivity halfway analysis

West Midlands overall				
2010	2015	2015 expt.	Better than expected?	2020 Target
101,325	119,770	116,524	2.8% better	131,723
Black Country				
17,482	20,225	20,105	0.6% better	22,727
Coventry and Warwickshire				
18,185	22,774	20,913	8.9% better	23,641
Greater Birmingham and Solihull				
25,877	31,462	29,741	5.8% better	33,640
Marches				
11,762	13,525	13,527	On Target	15,291
Stoke-On-Trent & Staffordshire				
18,239	19,988	20,975	4.7% worse	23,711
Worcestershire				
9,780	11,796	11,247	4.9% better	12,714

2020 VISION

BUSINESS

The West Midlands is a hub for low-carbon technology innovation and an international supplier, increasing productivity by 30%

COMMUNITY

The life expectancy gap has fallen to 6 years as a result of employment, less pollution and healthier lifestyles

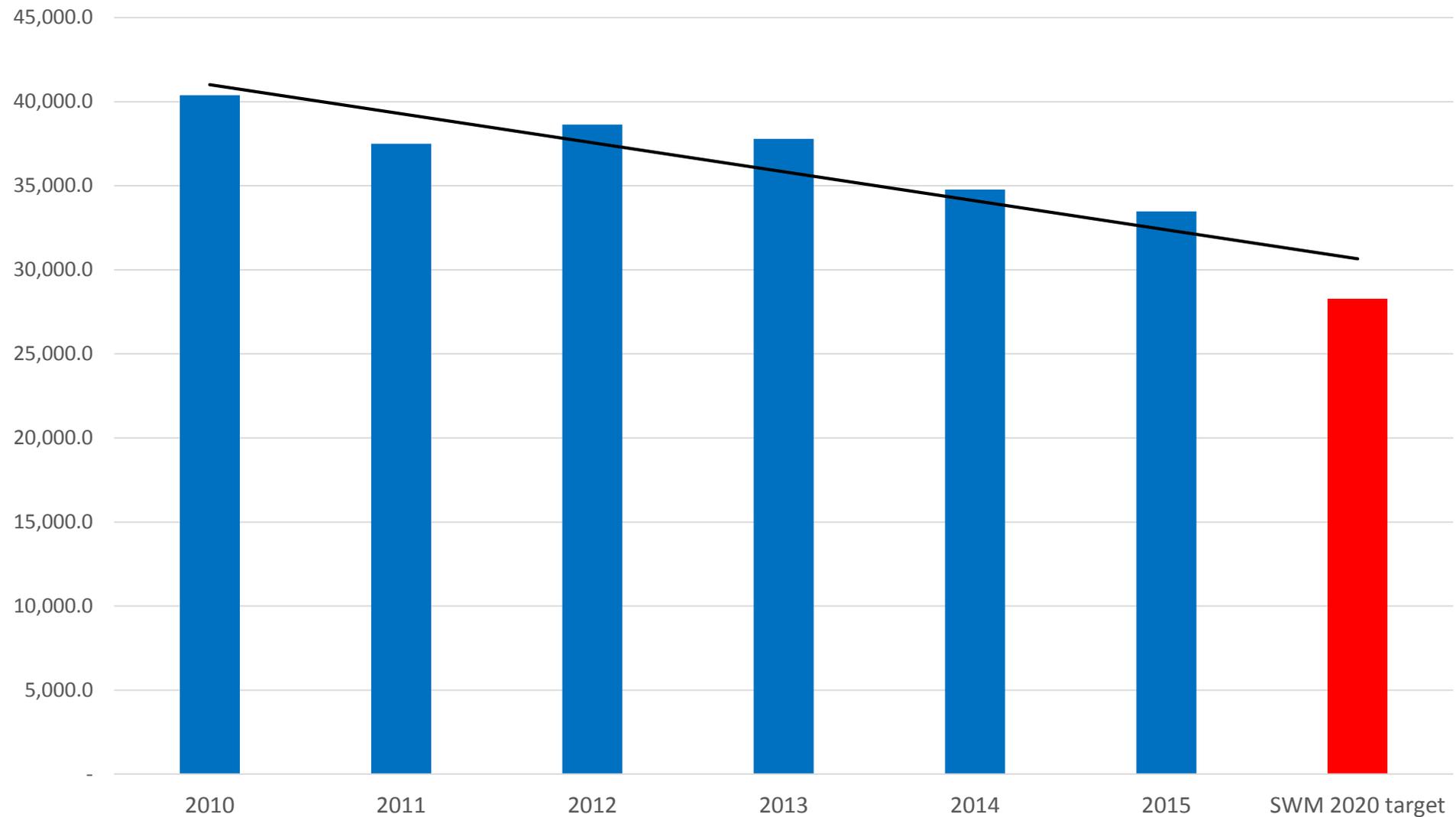
PLACE

Regional direct carbon emissions reduced by around 30% from energy efficiency action and 20% of electricity from renewable sources

2015 progress on 2020 Vision

Carbon Emissions

West Midlands Emissions (kt CO₂)



2015 progress on 2020 Vision

Carbon Emissions halfway analysis

West Midlands overall				
2010	2015	2015 expt.	Better than expected?	2020 Target
40,388.2	33,469.9	34,330.3	2.5% better	28,271.7
Black Country				
6,364.9	5,051.2	5,410.2	6.6% better	4,455.4
Coventry and Warwickshire				
8,160.2	7,034.4	6,936.2	1.4% worse	5,712.1
Greater Birmingham and Solihull				
7,534.0	5,948.5	6,403.9	7.1% better	5,273.8
Marches				
5,263.5	4,264.6	4,474.0	4.7% better	3,684.4
Stoke-On-Trent & Staffordshire				
8,803.3	7,639.6	7,482.8	2.1% worse	6,162.3
Worcestershire				
4,262.4	3,531.6	3,623.1	2.5% better	2,983.7

2020 VISION

BUSINESS

The West Midlands is a hub for low-carbon technology innovation and an international supplier, increasing productivity by 30%

COMMUNITY

The life expectancy gap has fallen to 6 years as a result of employment, less pollution and healthier lifestyles

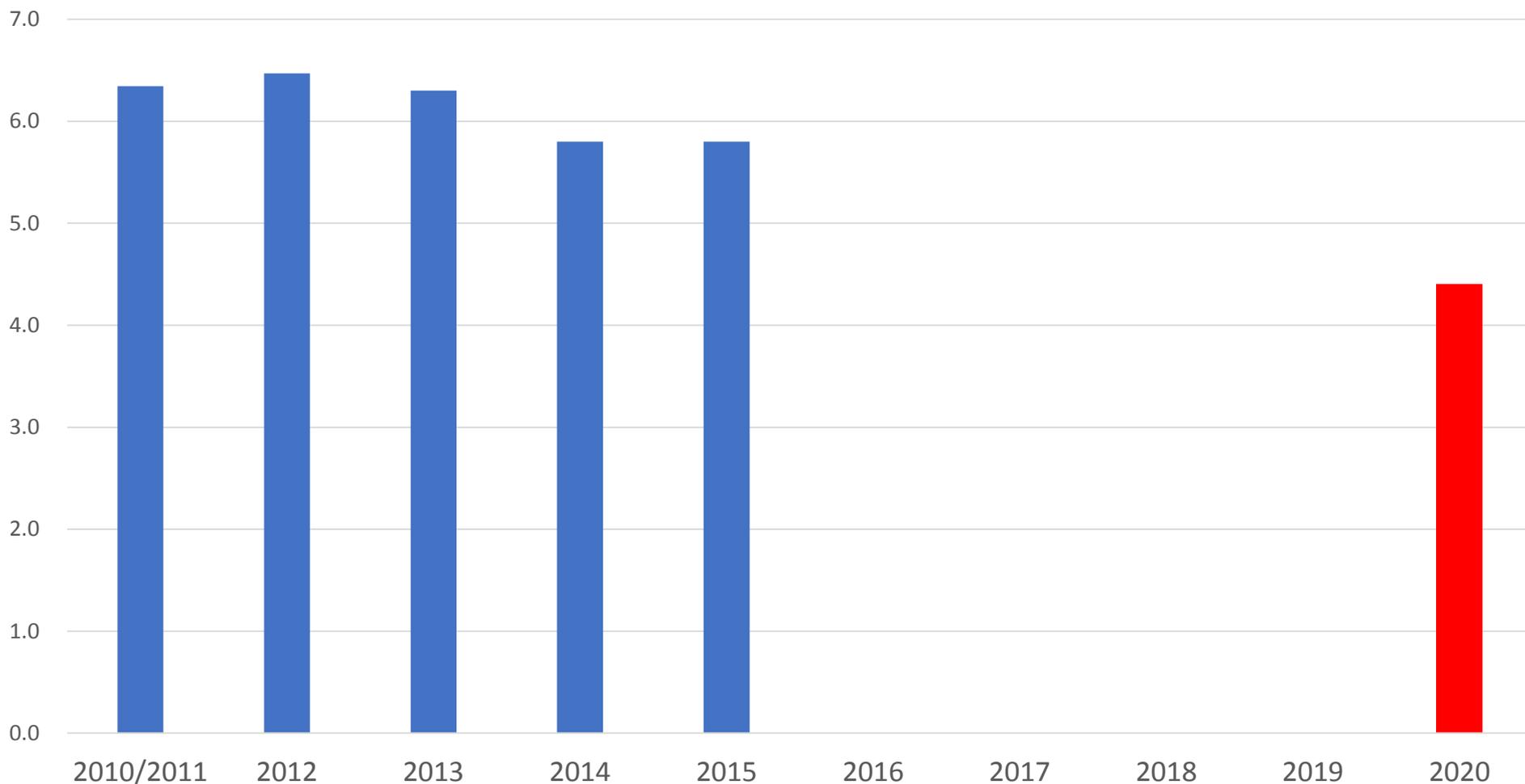
PLACE

Regional direct carbon emissions reduced by around 30% from energy efficiency action and 20% of electricity from renewable sources

2015 progress on 2020 Vision

Women's health inequality

Female
Life Expectancy Gap (Years) between best and worst areas



2015 progress on 2020 Vision

Women's health inequality halfway analysis

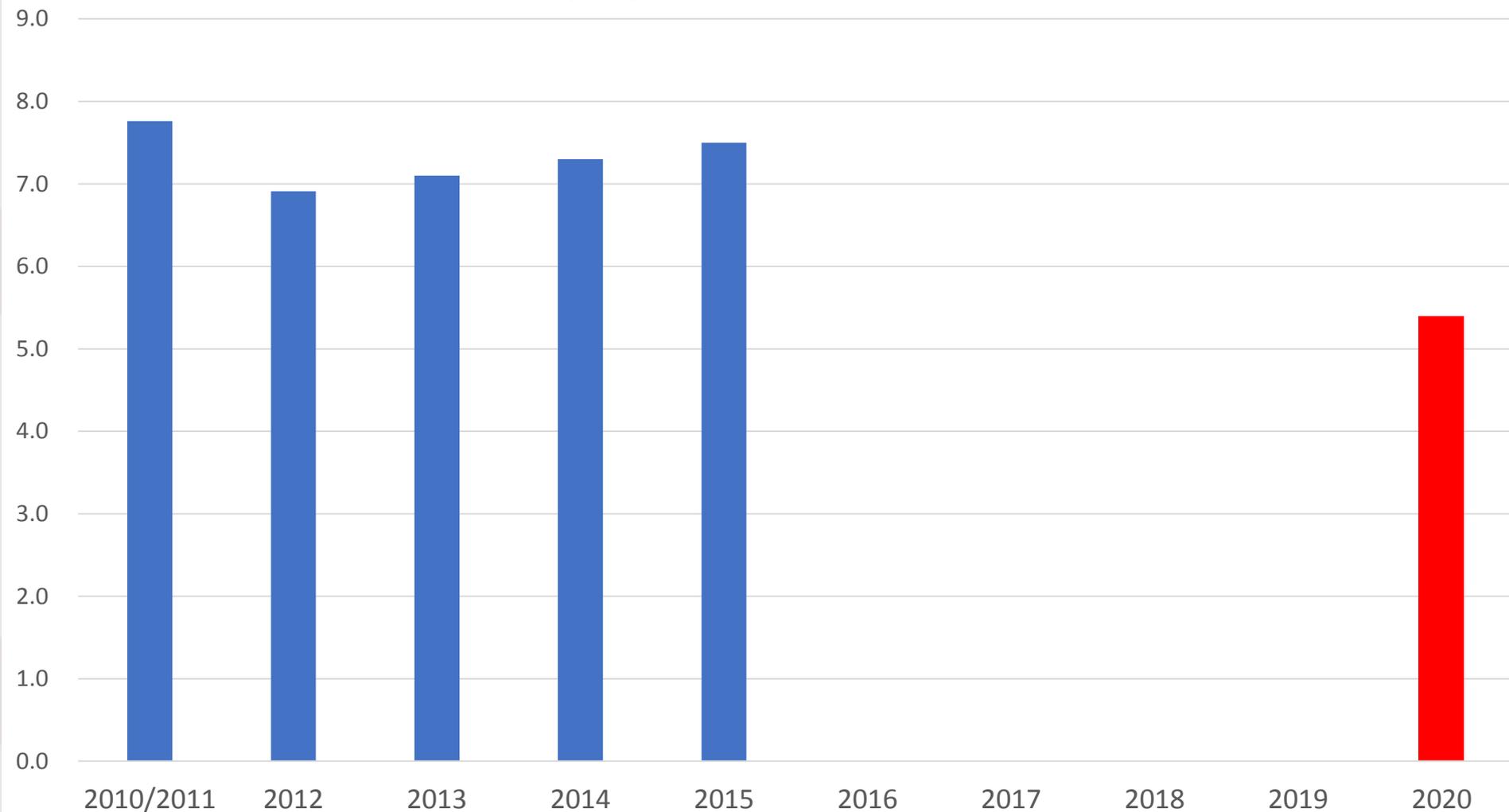
West Midlands – overall female inequality				
2010/11	2015	2015 expt.	Better than expected?	2020 Target
6.3	5.8	5.4	7.4% worse	4.4
Black Country				
6.2	6.9	5.3	30.2% worse	4.3
Coventry and Warwickshire				
6.9	5.0	5.9	15.3% better	4.9
Greater Birmingham and Solihull				
8.1	8.9	6.9	29% worse	5.7
Marches				
3.2	3.6	2.9	24.1% worse	2.6
Stoke-On-Trent & Staffordshire				
6.5	5.8	5.5	5.5% worse	4.5
Worcestershire				

2015 progress on 2020 Vision

Men's health inequality

Male

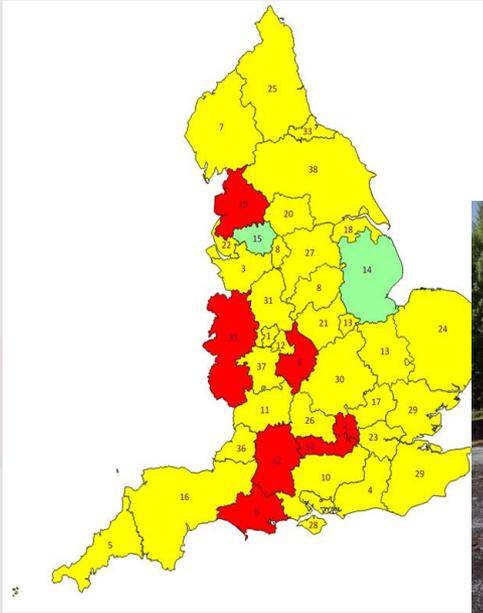
Life Expectancy Gap (Years) between best and worst areas



2015 progress on 2020 Vision

Men's health inequality halfway analysis

West Midlands – overall male inequality				
2010/11	2015	2015 expt.	Better than expected?	2020 Target
7.8	7.5	6.6	13.6% worse	5.4
Black Country				
10.0	8.7	8.5	2.4% worse	7.0
Coventry and Warwickshire				
7.7	6.4	6.6	3.0% better	5.4
Greater Birmingham and Solihull				
10.8	10.0	9.2	8.7% worse	7.6
Marches				
6.2	5.6	5.3	5.7% worse	4.3
Stoke-On-Trent & Staffordshire				
7.1	7.5	6.1	23.0% worse	5.0
Worcestershire				



Supporting the WMCA

- *“We are 18 local authorities and four Local Enterprise Partnerships (LEPs) working together to move powers from Whitehall to the West Midlands and its locally elected politicians, who know this region best.”*
- *“We work collaboratively on many projects to deliver our vision of a more prosperous West Midlands.”* Projects mostly focus on transport, public service reform, mental health, skills and housing.
- This growth and prosperity needs to be sustainable... which is where SWM comes in...



WEST MIDLANDS
COMBINED AUTHORITY

WMCA geography



“Leadership of the WMCA comes from the seven constituent local authority leaders and chief executives, plus the chairs and directors of the Local Enterprise Partnerships (LEPs). Non-constituent authorities also play a crucial role at board level, helping to inform policy and drive forward the combined authority agenda.”

Basically everywhere except half of Staffs and half of Worcs...

Started with the SEP...

Healthy life expectancy will raise to

62.3 years

63.9 years



61.5
Men

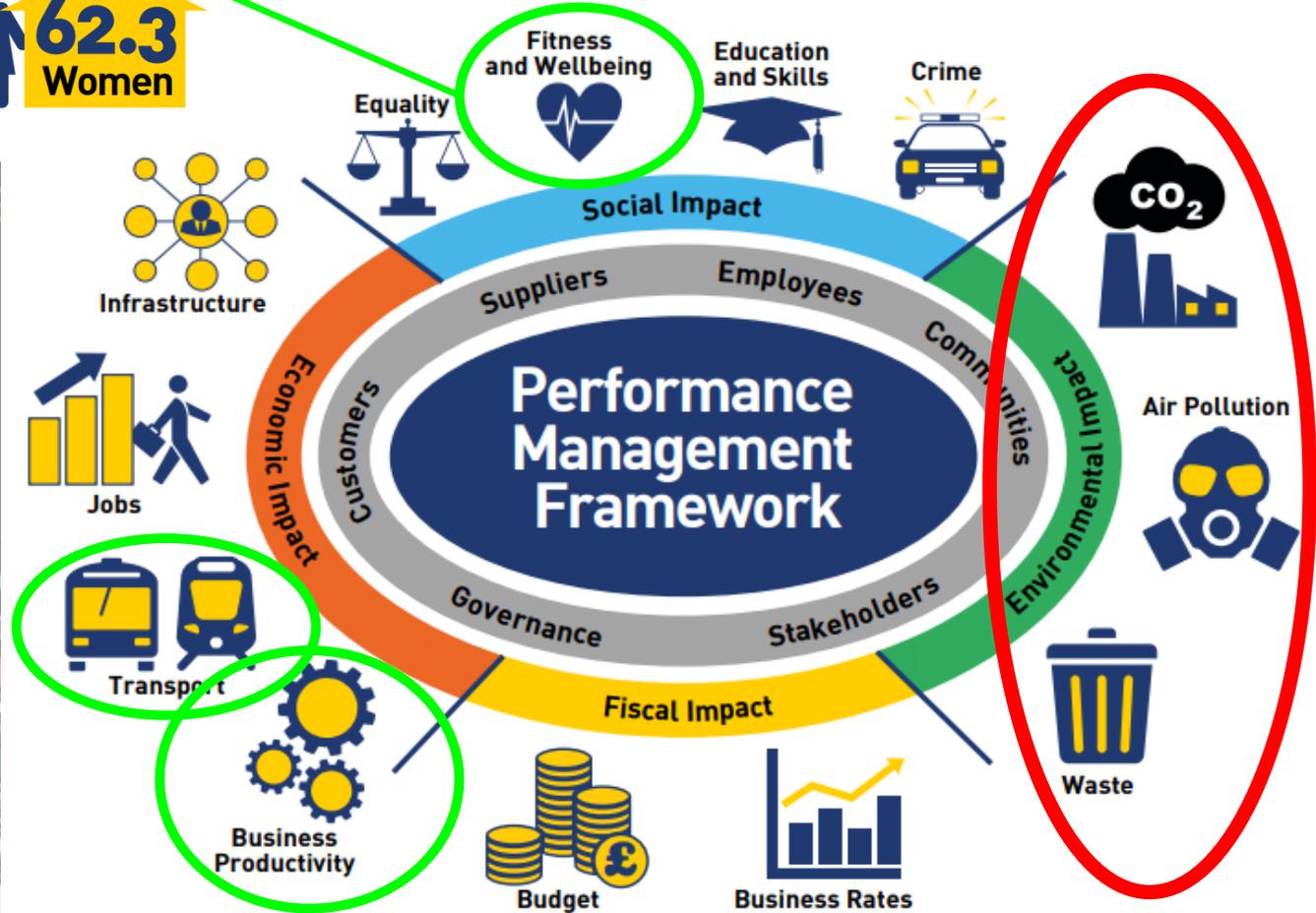


62.3
Women



MAKING OUR MARK
...THE WEST MIDLANDS, THE BEST REGION
IN THE UK TO DO BUSINESS

PERFORMANCE MANAGEMENT FRAMEWORK



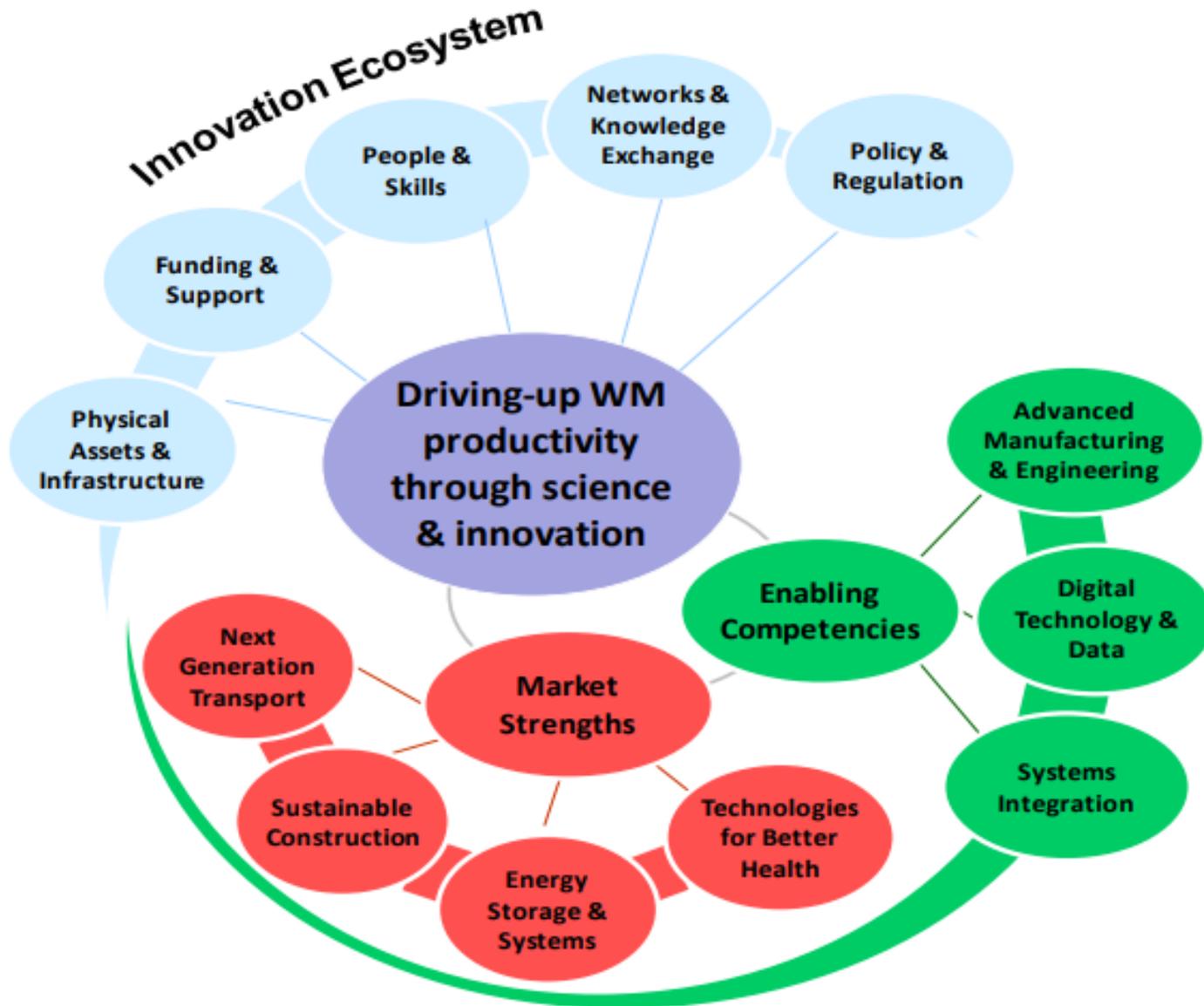
Activity we've delivered



- Sustainability performance management.
- Benchmarking of local authorities
- Low carbon and energy strategy analysis.
- First mayoral hustings at our 2016 Annual Conference.
- Benchmarking of WM against other CAs (metrics and strategy) on sustainability.
- Supported implementation of specific portfolio holder for the environment: Cllr. Harley, Dudley Council.
- Presented WMCA Environment Portfolio Priorities paper at WMCA Board, which was approved.
- Development of a Proposed WMCA Environment Portfolio Delivery Plan.
- Opportunity for newly elected mayor to showcase his sustainability priorities at our 2017 Annual Conference, as well as ten roundtable discussions to help drive forward activity...



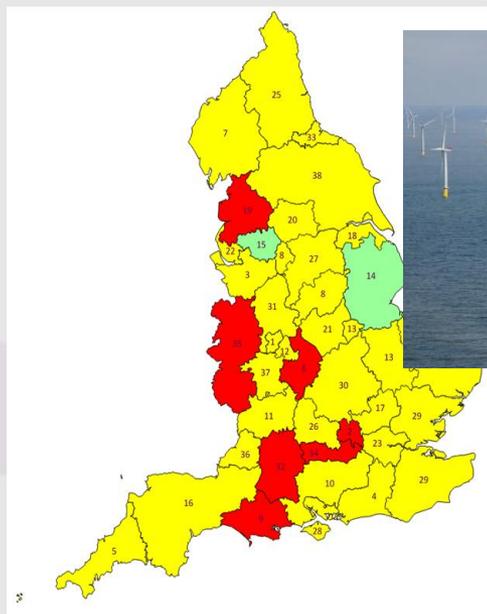
WM Science and Innovation Audit



WMCA Proposed Environment Portfolio Delivery Plan

Appendix 4: Proposed WMCA Environment Portfolio Delivery Plan

Workstream	WMCA added value	Existing or new activity
Brownfield	External – good practice network & attracting investment Innovation – develop approach to trial new technology and maximise return from investment	Recognise and promote work of Wolverhampton Centre of expertise and how to accelerate Brownfield re-development in region.
Green Business Support	Internal – build into procurement External – support existing good practice networks & attracting investment	Recognise SWM Green Business Clubs network and Science City Low Carbon network. Work closely with New Growth Company.
Green Building Support	Internal – build into construction and funding standards and key sites External – good practice network Innovation – develop approach to trial new technology and business models for energy efficiency and retrofit	Recognise Sustainable Housing Action Partnership and good practice network
Energy	Internal – build into procurement, key sites External – support existing good practice network & attracting investment Innovation – develop approach to trial new regulation and technology	Energy Capital partnership already recognised and reporting to SEP Board, and proposals built into future Devo deal. SWM sharing good practice via energy officers network
Waste - commercial	Internal – build into procurement, key sites External – good practice network & attracting investment Innovation – explore other areas to add value	Recognise role of Environment Agency, International Synergies, SWM green business clubs.



Fit for the Future II

Update to LEP benchmark

- **Fit for the Future II** – analysis and benchmark of LEPs on low carbon economy, energy, carbon reduction and climate resilience activity.
- Builds on first report published in January 2016, drawing on research undertaken in August 2015.
- New round of research and benchmark undertaken in August 2017, allowing for direct comparison and progress over two years.
- Each LEP interviewed and literature (SEPs, ESIF strategies, websites and annual reports) scrutinised.
- Report includes league tables, maps, recommendations and lots of analysis.
- Case studies demonstrating good practice identified.

LEPs: Strongest performers in 2017

Best performing LEP overall:



Best performing LEP on adaptation:



Best performing LEP on mitigation:



Best performing LEP on LC economy:



Highly commended:



Appears in the top five in each metric

LEPs: Changes between 2015 and 2017

Greatest overall improvement:



Greatest improvement: adaptation

The logo consists of the word 'Sheffield' in a large, green, sans-serif font, with a thin green horizontal line underneath it. Below 'Sheffield', the words 'City Region' are written in a bold, black, sans-serif font.

Greatest improvement: mitigation

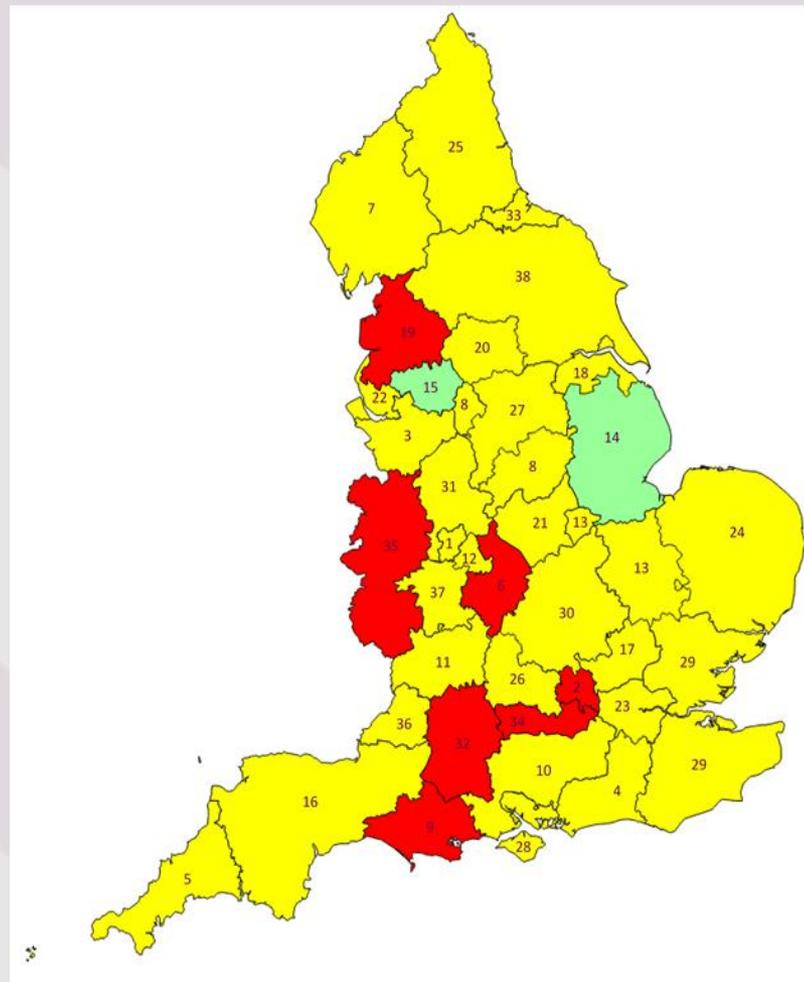


Greatest improvement: LC economy



LEPs: Key findings

- Overall performance is still very varied.
- Promoting the low carbon economy remains the strongest, compared to mitigation and adaptation, in terms of integration within LEPs leadership, strategy and delivery structures.
- The weakest is still climate adaptation.
- Funding levels do not necessarily correlate with LEP activity on this agenda.
- Northern LEPs are, by and large, still performing better than southern LEPs.



Recommendations for LEPs

- Embed climate change and low carbon activity across LEP priorities, rather than keeping it standalone.
- Work with key partners to generate results, such as universities, businesses local authorities and other LEPs.
- Recognise the breadth of activities encompassed by local energy.
- Consult the report commissioned by Liverpool City Region LEP, '*LEPs and local energy.*'
- Put pressure on national and local bodies if you need support; do not wait for them to approach you.
- Use the opportunity provided by BEIS to develop an energy strategy and an opportunity to strengthen your overall low carbon agenda.
- Establish a low carbon Board champion or working group.
- Improve reporting; publish an annual report!

Recommendations for bodies supporting LEPs

- Provide support to help encourage poorer performing LEPs on climate change and the low carbon economy to engage with better performing LEPs to benefit from peer support.
- Produce guidance for LEPs to help strengthen this agenda and ensure that energy strategies come with peer-to-peer and expert advice opportunities.
- All national bodies should work together to develop a mutually beneficial joint support package.
- Implement a mandatory mechanism so that LEPs must publish an annual report.
- Train assessors in the Department for Communities and Local Government (DCLG) to improve the quality of EU funding bids.
- Be transparent about future funding opportunities, especially post-Brexit.
- Produce guidance on current, relevant funding opportunities.

_BIRMINGHAM
_BRISTOL
_CARDIFF
_GLASGOW
_LEEDS
_LIVERPOOL
_MANCHESTER
_NEWCASTLE
_NOTTINGHAM
_SHEFFIELD



Core City Results

Best performing Core City overall:



Strong performance on LC economy:



Strong performance on mitigation:



Strong performance on adaptation:



Recommendations For Core Cities

- Senior level commitment
- Long term carbon reduction plans
- Adaptation plan
- Regular reporting against targets and publishing of results
- Guidance on planning and development
- Staff engagement and training
- Low carbon business support
- Support for local networks
- Community engagement



Recommendations

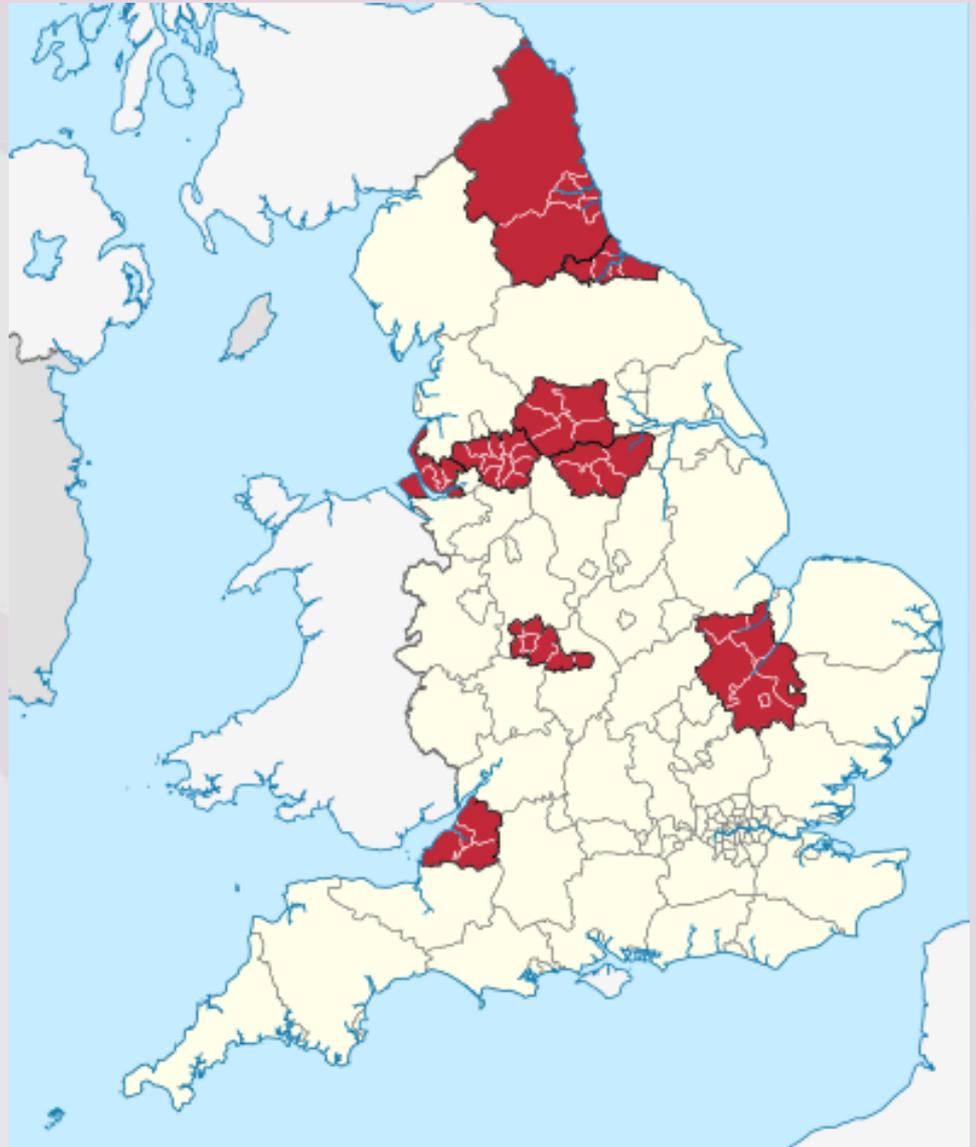
For support organisations

- Need for transparency around post-Brexit funding sources
- Policies should give long-term commitment to decarbonisation
- HNDU and HNIP have been very well received and delivered – same model should be used to support other low carbon measures
 - Well communicated and expectations were clearly established
 - Local support to local authority officers was available
 - Easy to contact the right individual at BEIS
 - Scheduled approach to rounds of funding was useful
 - Funding available for all stages of implementation from early feasibility to capital investment

Combined Authorities

Created 2011-2017

- Greater Manchester (Mayor)
- Liverpool City Region (Mayor)
- Tees Valley (Mayor)
- West Midlands (Mayor)
- West of England (Mayor)
- Cambridge & Peterborough (Mayor)
- North East
- West Yorkshire
- Sheffield City Region



Key Findings

COMBINED AUTHORITIES	Sustainability Criteria for Combined Authorities (%)					Overall Sustainability Score (Ranking of CA)
	Social Health inequality, fuel poverty, air quality	Environment Carbon emissions, green infrastructure, biodiversity, natural capital, climate resilience	Business, Low carbon economy, business support, buildings, resource efficiency	Energy Energy systems, renewables, district heating, energy efficiency	Transport Public transport, cycling/walking, low emission vehicles and infrastructure	
CAMBRIDGE & PETERBOROUGH	14	6	8	8	17	11 (9)
GREATER MANCHESTER	64	75	64	61	78	68 (1)
LIVERPOOL CITY REGION	44	42	44	58	60	49 (3)
NORTH EAST	19	7	23	41	50	28 (6)
SHEFFIELD CITY REGION	15	36	42	30	36	31 (5)
TEES VALLEY	11	25	39	33	19	27 (7)
WEST ENGLAND OF	11	8	19	14	19	14 (8)
WEST YORKSHIRE	39	45	33	36	52	41 (4)
WEST MIDLANDS	56	44	50	42	70	52 (2)

KEY	Poor evidence 0-15%	Some evidence 16-49%	Good practice & evidence 50-82%	Leading practice & evidence 83-100%

Overall sustainability performance poor

5 Have Carbon Reduction Targets

Similar Energy themes

- Electric transport
- Local grid & networks
- Building efficiency
- Business support
- Energy companies & partnerships

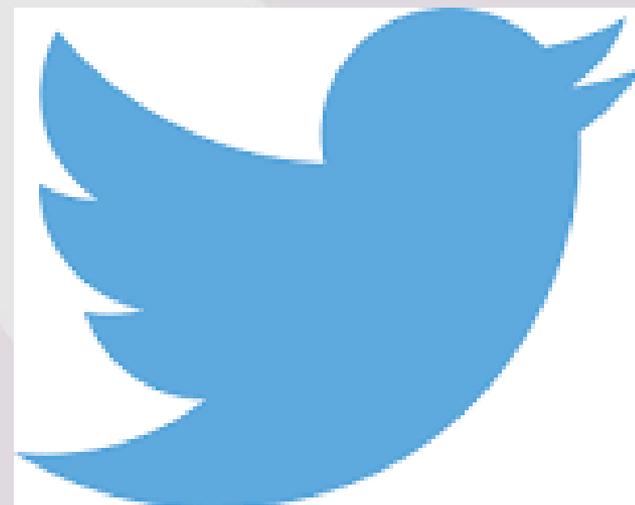
Recommendations For Combined Authorities

- **Having a Mayor appears to drive low carbon priorities** –building on strong local support of cities and LEAs e.g. Liverpool City Region
- **Clear vertical integration** – target supported by Mayor, Cabinet member, officer group and delivered across activities, then overall impact and progress measured e.g. Greater Manchester
- **Potential for improved coordination and pooling of resources for energy hub type initiatives** – especially if it will help attract investment e.g. West Midlands
- **Don't wait for a devolution deal for permission to speak to Central Government...**

- Sign up to our monthly Newsletter
- Become a SWM member
- Join a relevant network
- Our website for events and news
- Come along to our event on climate adaptation, 4 Jan
- Follow us on Twitter @SWMtweet



The screenshot shows the website's header with navigation links: HOME | ABOUT US | PRIORITIES | NEWS | EVENTS | RESOURCES | WORK WITH US. The main banner features a wind farm image with the text: "We have a vision for 2020. Businesses and communities are thriving in a West Midlands that is environmentally sustainable and socially just. Our members work together on priority actions to deliver this." Below the banner is the "Peter Braithwaite SWM Chair" and a "FIND OUT MORE >" button. The footer includes sections for "SWM Membership", "Our networks & projects" (listing West Midlands Public Sector Sustainability & Energy), and "What's new?" (featuring a tweet from @SWMtweet).



Alan Carr

Sustainability Adviser

Sustainability West Midlands

0121 237 5890

alan.carr@swm.org.uk

www.sustainabilitywestmidlands.org.uk

[@SWMtweet](https://twitter.com/SWMtweet)

