

SWM Annual Conference 2015

Sustainability & the West Midlands Combined Authority

19 October 2015

@SWMtweet

#suswm2015



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Welcome and introduction

Peter Braithwaite, SWM

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Aims

1. Understand the new authority's priorities and the crucial role of a sustainability agenda in ensuring lasting and inclusive prosperity across the region.
2. Provide an opportunity to work together, to 'think big' and to make bold propositions for sustainable development in the West Midlands.
3. Provide an exclusive networking opportunity for individuals and organisations.

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WEST MIDLANDS
COMBINED AUTHORITY

GROWING THE UK ECONOMY
THROUGH A MIDLANDS ENGINE

BIRMINGHAM • **COVENTRY** • **DUDLEY** • **SANDWELL** • **SOLIHULL** • **WALSALL** • **WOLVERHAMPTON**

So what is this WMCA?

Jan Jennings

Communications manager, WMCA

jan.jennings@dudley.gov.uk

Monday 19 October 2015



WEST MIDLANDS
COMBINED AUTHORITY

Two propositions

- West Midlands Combined Authority
- West Midlands Devolution Deal



The economic context

1.7 MILLION
JOBS IN TOTAL
rising private sector employment
+43,000 JOBS
BETWEEN 2009-2013



1.3 MILLION JOBS
in the
PRIVATE SECTOR



£7 BILLION
EXPORTS

OVER
130,000
BUSINESSES



ONE OF THE TOP
PERFORMING AREAS

FOR FOREIGN AND DIRECT
INVESTMENT (FDI) IN THE UK



172 INWARD INVESTMENT
PROJECTS IN 2013/14 (74% RISE)

CREATING OVER
9,000 JOBS

THIRD LARGEST
EXPORTING REGION
— IN THE UK —

£6.5BN
OF GVA
FROM
MANUFACTURING



BILLION OF GROSS
VALUE ADDED (GVA)
contributed to the UK economy

% OF EMPLOYEES IN
MANUFACTURING
IS **50%**

HIGHER THAN
THE AVERAGE
FOR ENGLAND



FASTEST
GROWING
LEP AREAS AT
4% GVA GROWTH

HOME TO
4 MILLION PEOPLE
LIVING IN 1.7 MILLION HOMES



300,000 JOBS
IN HIGH VALUE
MANUFACTURING



WEST MIDLANDS
COMBINED AUTHORITY

Existing Combined Authorities



Greater Manchester April 2011

West Yorkshire April 2014



Sheffield City Region April 2014

Liverpool City Region April 2014



West Midlands – in progress



WEST MIDLANDS
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Aims

- Securing long term investment rather than short term budget allocations
- Tackling the long term challenges faced by all local authorities such as:
 - transportation
 - skills
 - support for businesses
 - housing needs
 - land constraints
- Influencing the delivery of national government programmes to address local need



Scale of ambition

3 LEPs – key benefits

- 4 million people
- £80bn GVA
- 12 local authorities
- 90% self-containment



Economy Plus

More than the sum of our parts...

- Facilitates the Midlands Engine
- Accelerate combined benefits
 - close £16bn productivity gap
- Drive public services reform
 - close £3.4bn public spending gap



WEST MIDLANDS
COMBINED AUTHORITY



West Midlands Devolution Deal

- An **early** opportunity to secure powers, freedoms and flexibilities from government
- Invited by government to negotiate as part of combined authority developments
- Competitive process – 38 Devolution Deals submitted to government



Broad areas under negotiation

Business
rates

Housing
delivery

Innovation

Transport
spending

Skill budgets

Visitor
economy

Land
constraints

Business
support

Public sector
reform



Timescales

West Midlands Combined Authority

- October 2015 - Conclude local negotiations
- Nov 2015 to Jan 2016 - government-led consultation
- April 2016 - Parliamentary approval

West Midlands Devolution Deal

- September - Start negotiations with government
- October - Successful devolution deals announced



Combined authorities are not

- ‘Super authorities’ delivering day to day services
- About transferring local powers up to combined authority level

In fact:

- All leaders will be involved in decision making at a combined authority level
- The council will remain the key element in local democracy with current governance/political structures remaining in place



A sound economic base

- We are home to more than four million people and more than 130,000 businesses
- We're one of the top performing areas for foreign and direct investment in the UK
- £80 billion of gross value added (GVA) contributed to the UK economy
- £7 billion of exports – making us the UK's third largest exporting region
- The percentage of employees in manufacturing is 50% higher than the average for England
- 300,000 of those jobs are in high value manufacturing



We are unashamedly ambitious for our region, its people and businesses. We are committed to partnerships, innovation and enterprise – our future.

The challenge for the West Midlands Combined Authority is to negotiate a deal that not only meets our ambitions but that will ignite our engine.



WEST MIDLANDS
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Local change within a wider sustainability context: Keynote address

Jonathon Porritt
Co-Founder of Forum for the Future

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West Midlands Combined Authority: Sector Opportunities

Martin Reeves, Coventry City Council

Sharon Palmer, RAWM

Sharon Palmer, Tarmac

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Refreshments

Generously sponsored by:



Shaping the agenda

What are the sustainable development strategic opportunities for the new body?

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Shaping the agenda

What does this mean for SWM?

Simon Slater
CEX

Sustainability West Midlands

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Can the WMCA deliver our Vision?

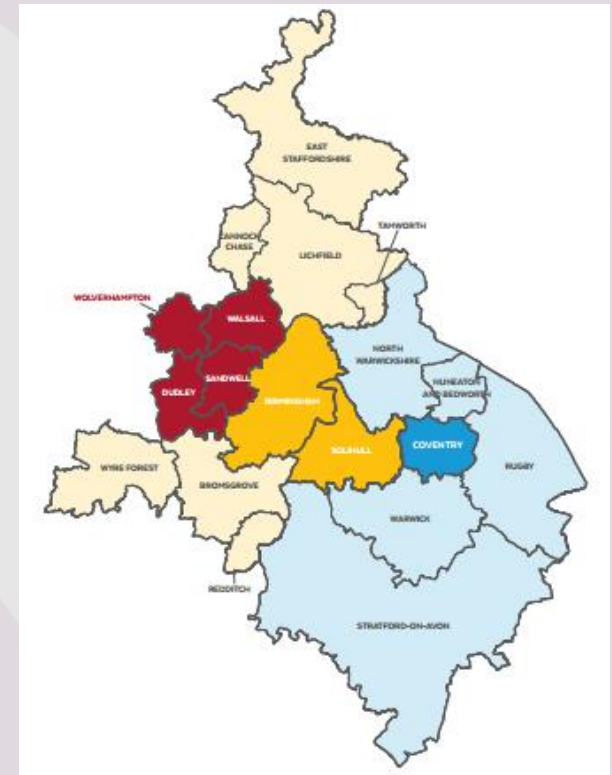
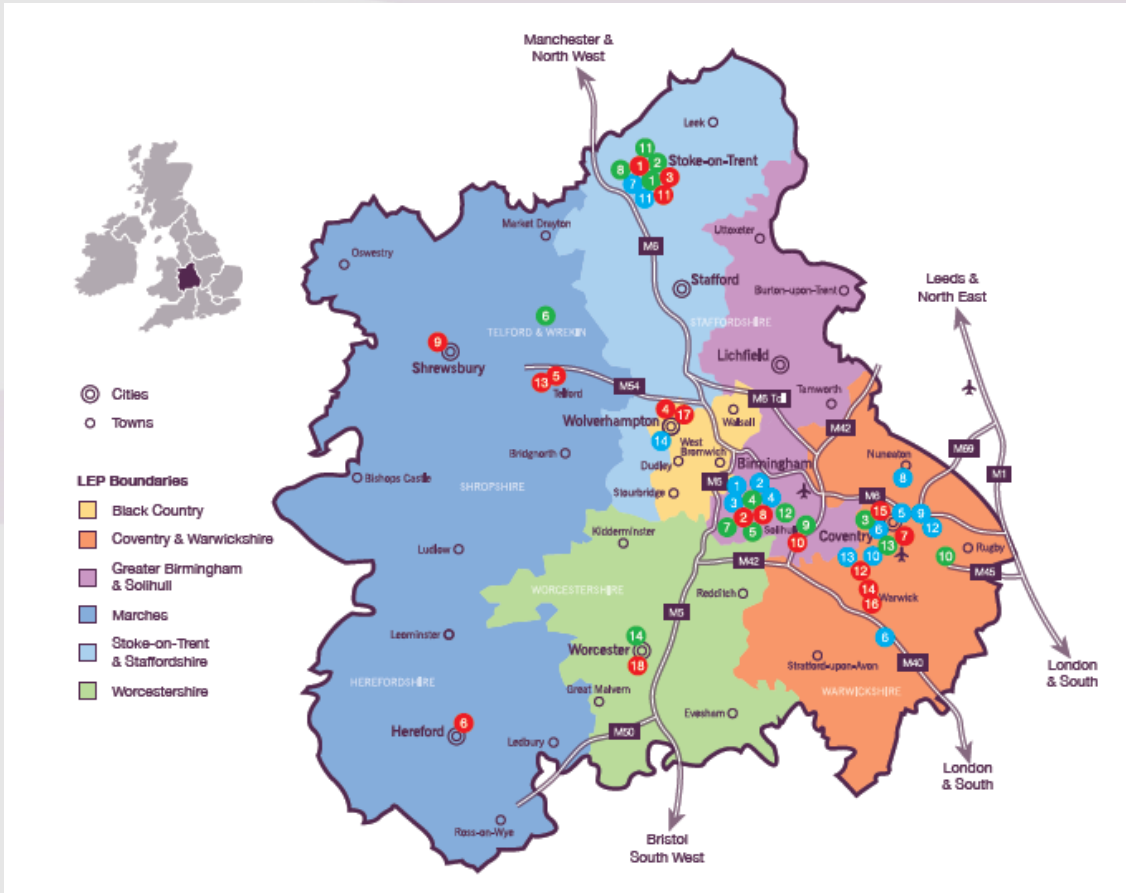


By 2020 businesses and communities are thriving in a West Midlands that is environmentally sustainable and socially just.

- Productivity up by 30%
- Carbon emissions down by 30%
- Health inequality gap reduced by 30%
- Known for green industrial revolution
- Leaders working together to make a difference

‘Low carbon vision’ begins to set out what was possible in 2010 in terms of energy, transport, construction, and future issues to reach 2020...just add next steps and leadership

The WMCA covers half our patch



How can the WMCA deliver sustainable development?



Key challenges for the WMCA

1. How can it help us face the future?
2. How can it deliver business, community and environmental goals?
3. How can it deliver cross-sector sustainability priorities?
4. How can it benefit surrounding areas and networks?

1. Can the WMCA help us face the future?

12 key future economic, social and environmental drivers to use by decision makers in the West Midlands



Birmingham to
Chester in 30 mins **M6MAGLEV**

MCHRONICAL

NOVEMBER 2020 £9.99

**Unlucky for some
13th tornado hits
region today!**

**Last disc blown off iconic
Selfridges building**

The much talked about Selfridges building in Birmingham has been featured on a Royal Mail stamp as part of its Architecture stamp set. Birmingham's Selfridges building has been a talking point from the day the designs were first published, to when the building was completed and it's still making headlines.

The building is now featured on a stamp as part of the Royal Mail's Modern Architecture stamp set. The stamp featuring the Selfridges building went on issue on Tuesday 29th June, in coincide with Architecture week.

An icon of 90's architecture, whether you love it or hate it, you certainly can't miss it, with it's 15,000 stainless anodised aluminium disks and jolly mould shape.

Selfridges general manager Loretta Fraser said: "The building was an important part of the skyline in the nearly thirty years since it opened. It is now a tourist attraction for the city as well as being important to those who travel through and shop here every day."

As soon as it was built it was being hailed as a modern icon - a symbol of Birmingham today. It perfectly illustrates how modern public buildings no longer have to be boxes."

**OIL REACHES \$500 A BARREL
ALLOWABLE ROAD USE CUT
TO 2 DAYS A WEEK**

World Cup at Ricoh
England manager Rooney
over the moon! England's best
chance of winning



WAYNE ROONEY
ON HIS WAY TO FAME

Football may be the staple diet for the majority of England's sports lovers - but Wayne Rooney's team served up a feast never to be forgotten.

Anyone with a single drop of sport in their blood will remember where they were when Rooney claimed the trophy for England after 99 minutes and 40 seconds of stomach-wrenching combat at the former Villa Stadium.

The football World Cup triumph of 2010 is regarded as English sport's finest moment.

Sir David Beckham's side, however, never needed to leave Wembley to lift the trophy, while Rooney took his men to a different hemisphere to claim victory.

MORE... SPORT PAGE 22

**Indians vote
Midlands
'hot stuff'**

**winning a top category
Indian energy awards**

Last night, the West Midlands won the 'top innovator' category at the prestigious annual Indian energy awards. This was in recognition of the role of the region over the last twenty years as the birthplace of the low carbon industrial revolution, that has helped power the world economy once again.

At this time through significant research and deployment partnerships with India utilities and manufacturers.

MORE... LETTERS PAGE 8

**'Penthouse
'granny flats'**
Yuppie flats revamped
into sheltered housing

Last Stoke-on-Trent waterside yuppie flats revamped into sheltered housing for extended families.

Built at the turn of the century, for the now rare young professional, this latest announcement signals the last in the region's conversion of its starter flats and yuppie flats from the Brown to be near services, and family growing as older members need 'younger members can't afford their own, has seen

12 Key Future Drivers for Birmingham and the West Midlands 2020-2060 (Society, Business, Environmental)

S1 Population Changes

S2 Changing workforce, skills and working practices on business

S3 Impact of lifestyles and environment on health

S4 Increased demand for more regional or local powers and governance

S5 Widening inequality and inclusion gap

B1 Knowledge economy and networked world

B2 Accelerated change from new technology opportunities for business

B3 Globalisation of markets and competition on business

B4 Increased stress on transport infrastructure for public services and business

E1 Pressure for climate change adaptation

E2 Emphasis on lower carbon energy supply, security and cost for public services, business, and communities

E3 Increased pressure on natural resources

2. Can the WMCA deliver business, community and environmental goals?

West Midlands Roadmap to a Sustainable Future in 2020

2010 Challenges

Business

- The West Midlands performs below the English average in productivity by £10-15 billion
- The long-term unemployed face difficulty in accessing work
- Concentration of manufacturing and motorways will make it more challenging to meet carbon emission reduction targets

Community

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- An estimated 13% households in the West Midlands live in 'fuel poverty'

Place

- On top of national targets, the West Midlands needs to reduce emissions by an additional 2 million tonnes of CO₂e due to economic geography and limited capacity for 'offshore' renewables
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- Transport accounts for 30% carbon dioxide emissions in the West Midlands and use of public transport is falling
- A legacy of intense land use has resulted in the degradation of valuable natural resources

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Jobs

Development & coordination of initiatives to stimulate low carbon jobs & skills

Procurement

Public sector sustainable procurement to stimulate innovation & save costs

Waste

Infrastructure for diverting commercial & industrial waste from landfill

Buildings

Retrofitting existing housing stock and buildings to improve energy efficiency

Transport

Improved low carbon transport choices - flexible working, cycling, walking

Energy

Decentralised energy networks focused on regeneration areas

Environment

Environmental infrastructure to enhance water supply, flood defences & green spaces

2020 Vision

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- The life expectancy gap has fallen to 6 years as a result of employment, less pollution and healthier lifestyles
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Leadership & perception change – civic and corporate leaders showing that work & lifestyle changes are desirable and realistic

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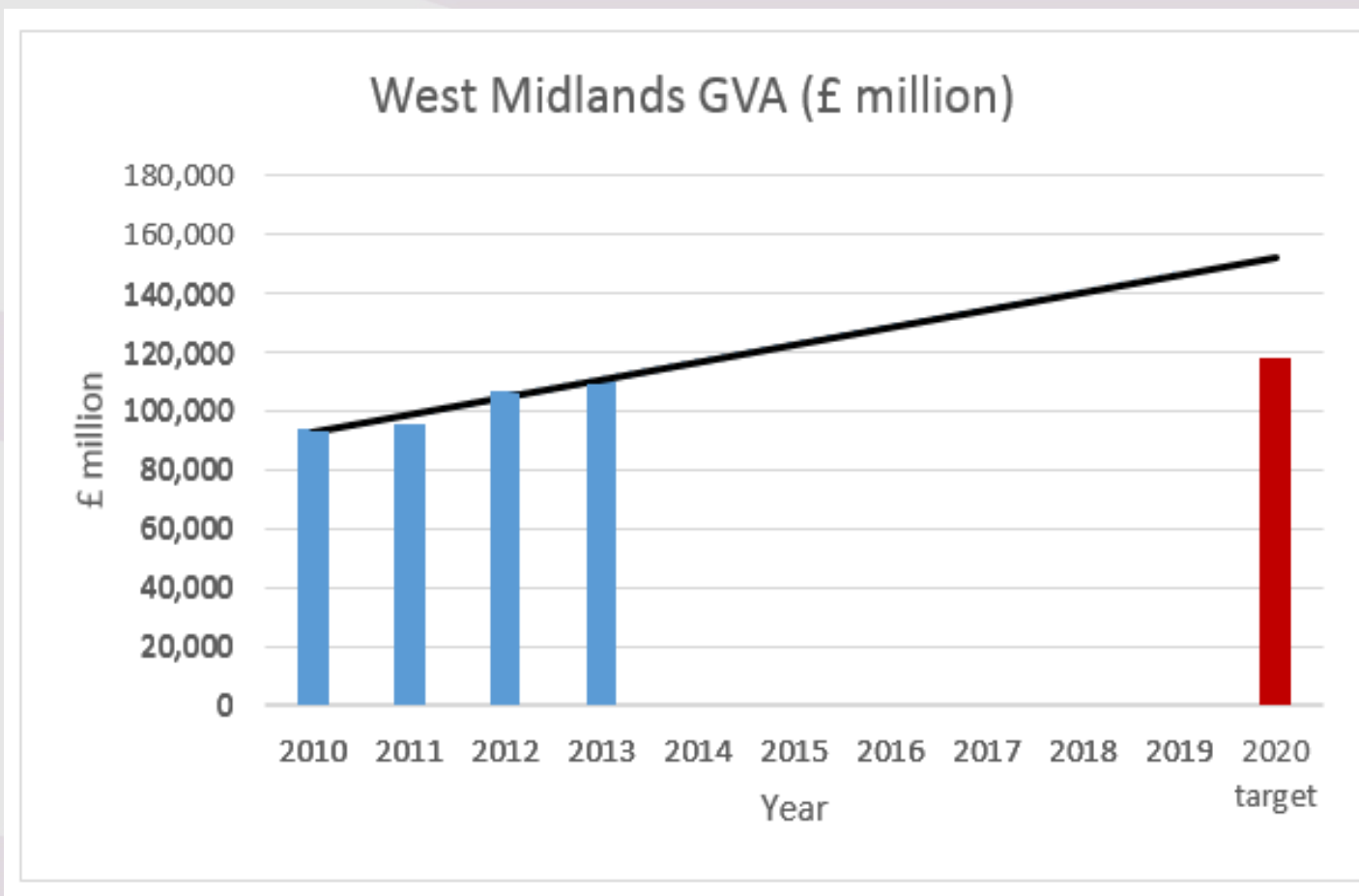
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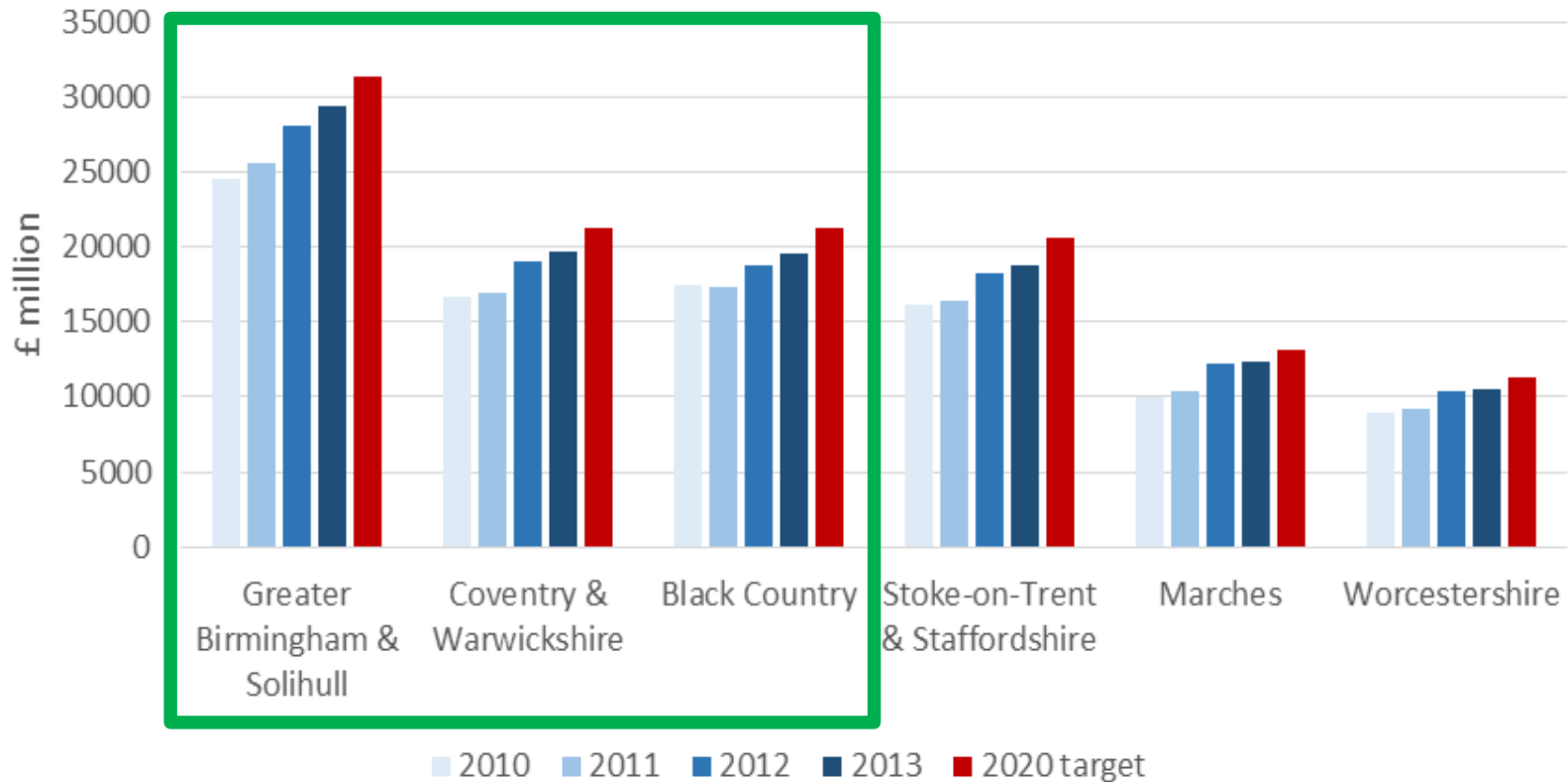
Progress on 2020 outcomes

Business - Economic Productivity



Economic Productivity across the WMCA: By LEP

GVA by LEPs (£ million)



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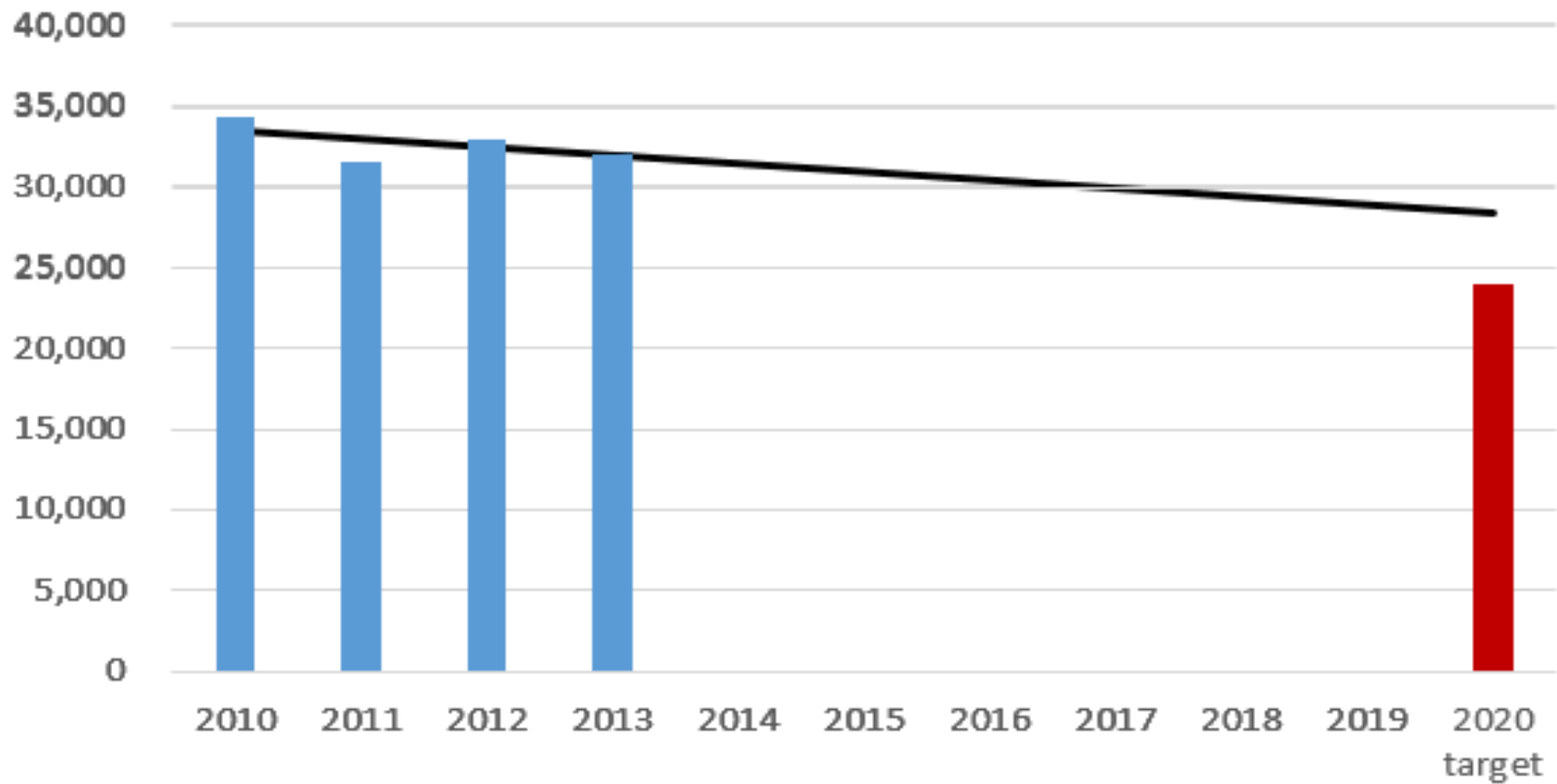
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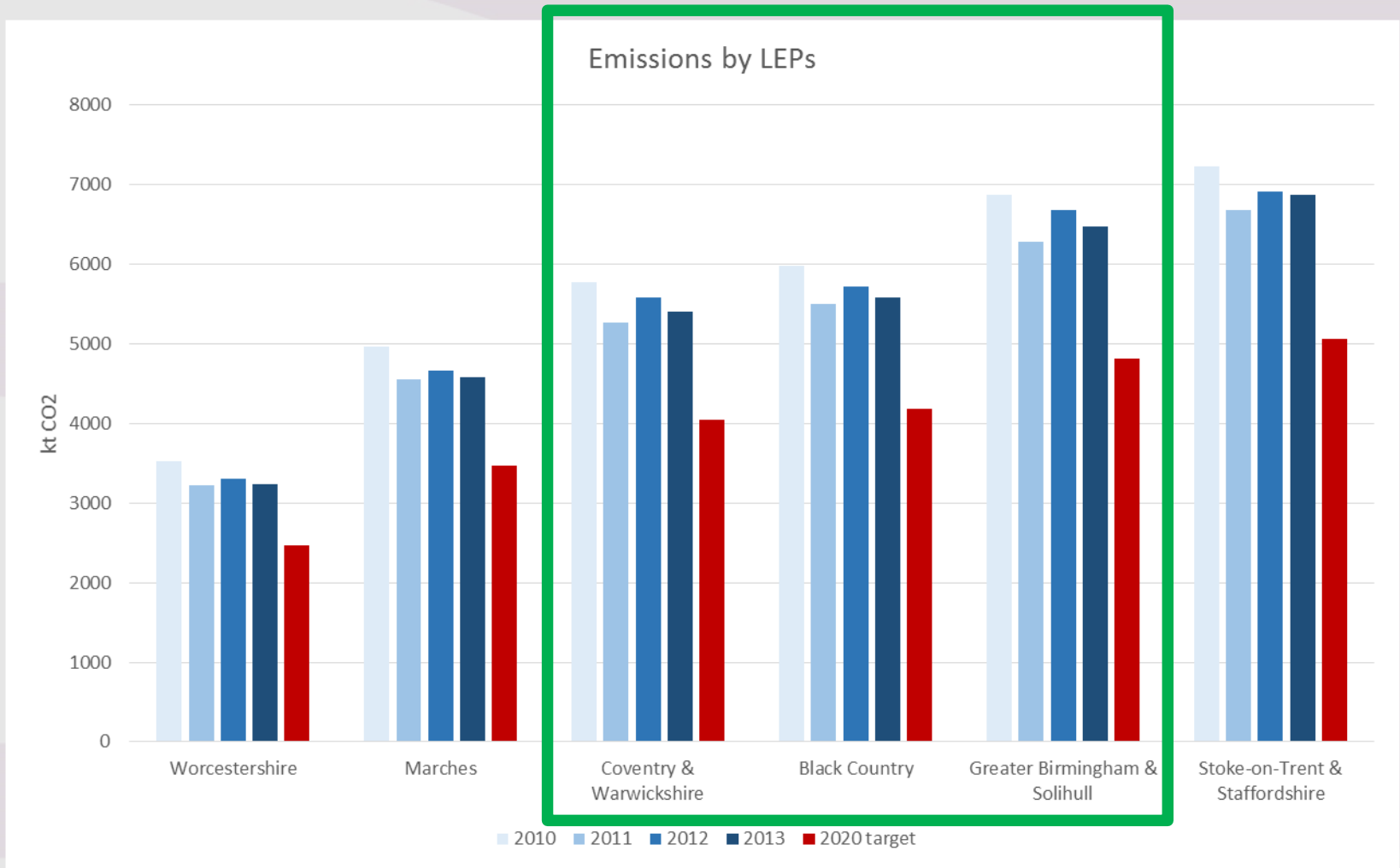
Progress on 2020 outcomes

Environment - Carbon Emissions

West Midlands Emissions (kt CO₂)



Carbon Emissions across the WMCA: By LEP



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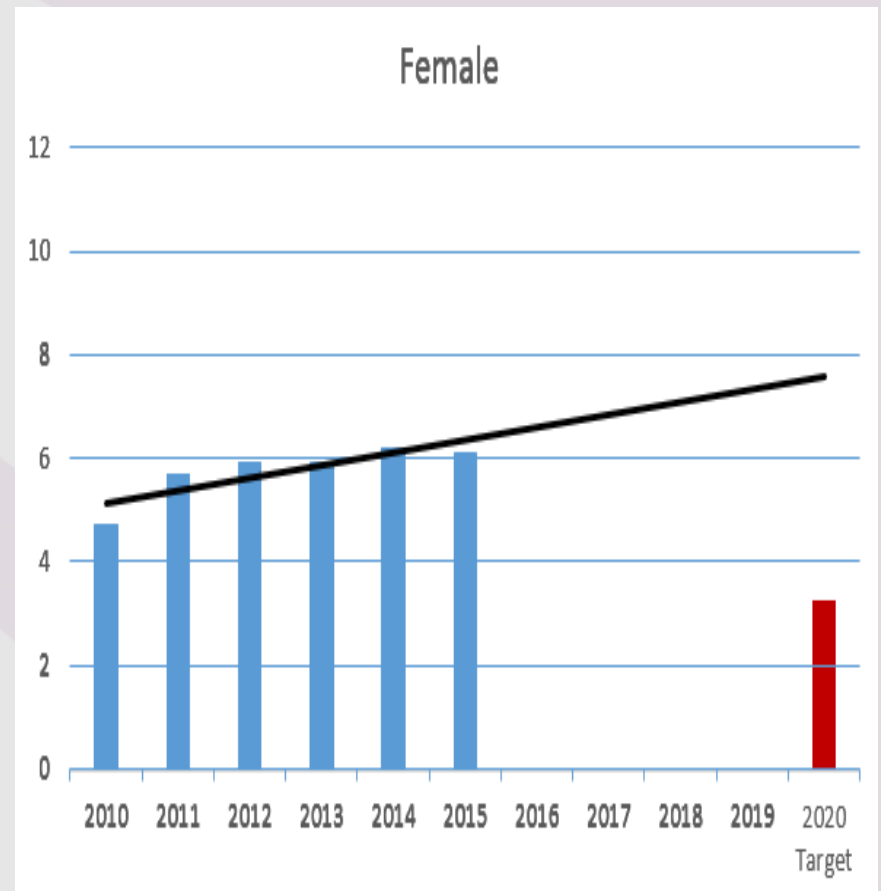
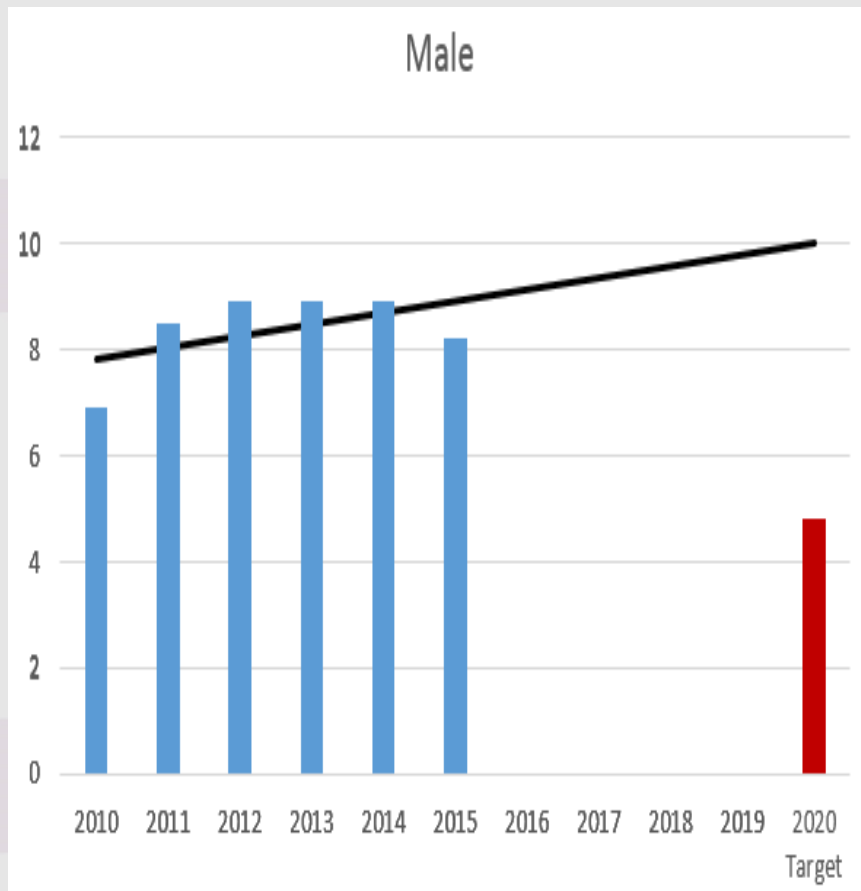
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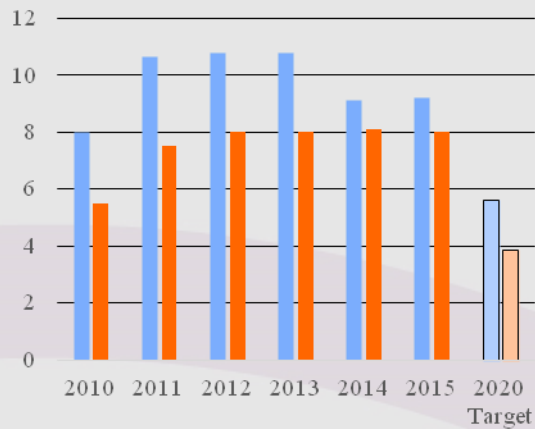
Life expectancy inequalities between the most & least deprived areas (Years)



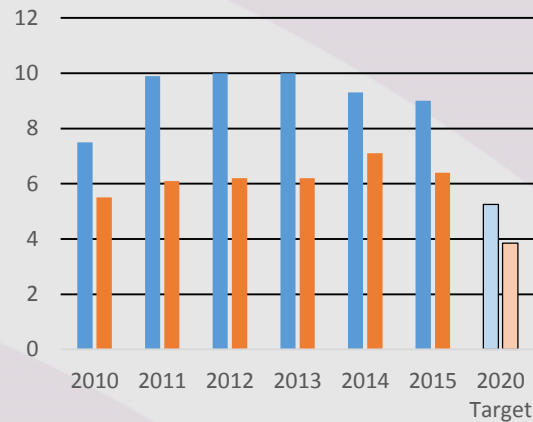
Health Inequality across the WMCA: Life expectancy inequalities between the most & least deprived areas by LEP

Male - ■ Female - ■

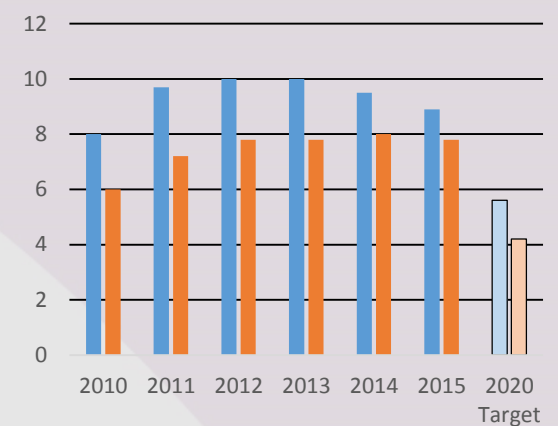
Greater Birmingham & Solihull (Years)



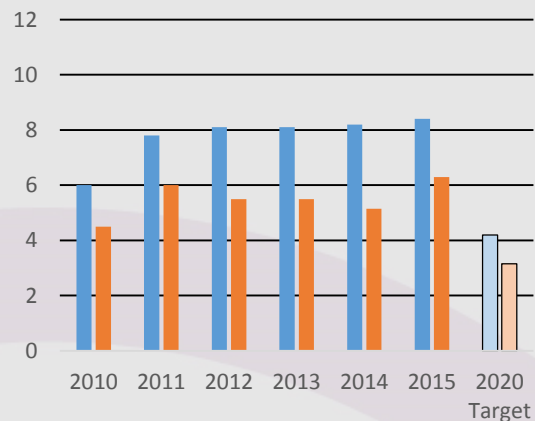
Black Country (Years)



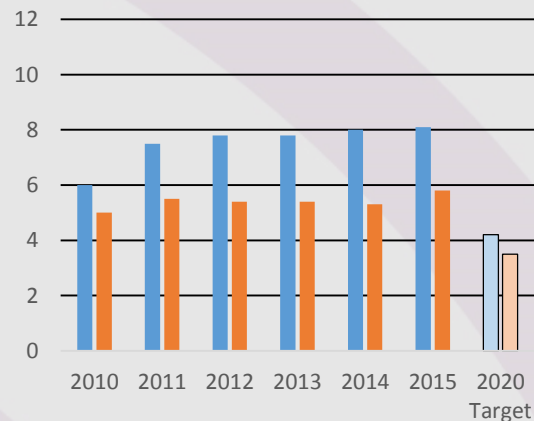
Coventry & Warwickshire (Years)



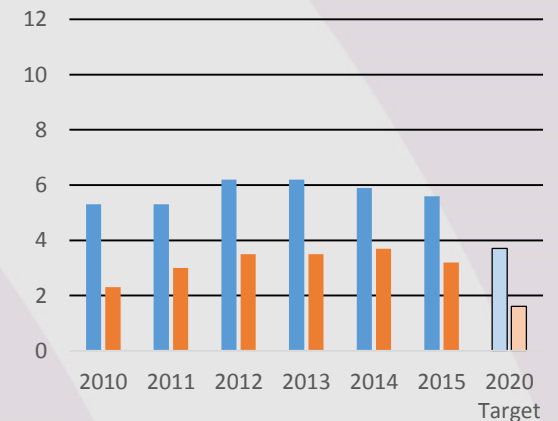
Stoke-on-Trent & Staffordshire (Years)



Worcestershire (Years)



Marches (Years)



3. Can the WMCA deliver cross-sector sustainability priorities?

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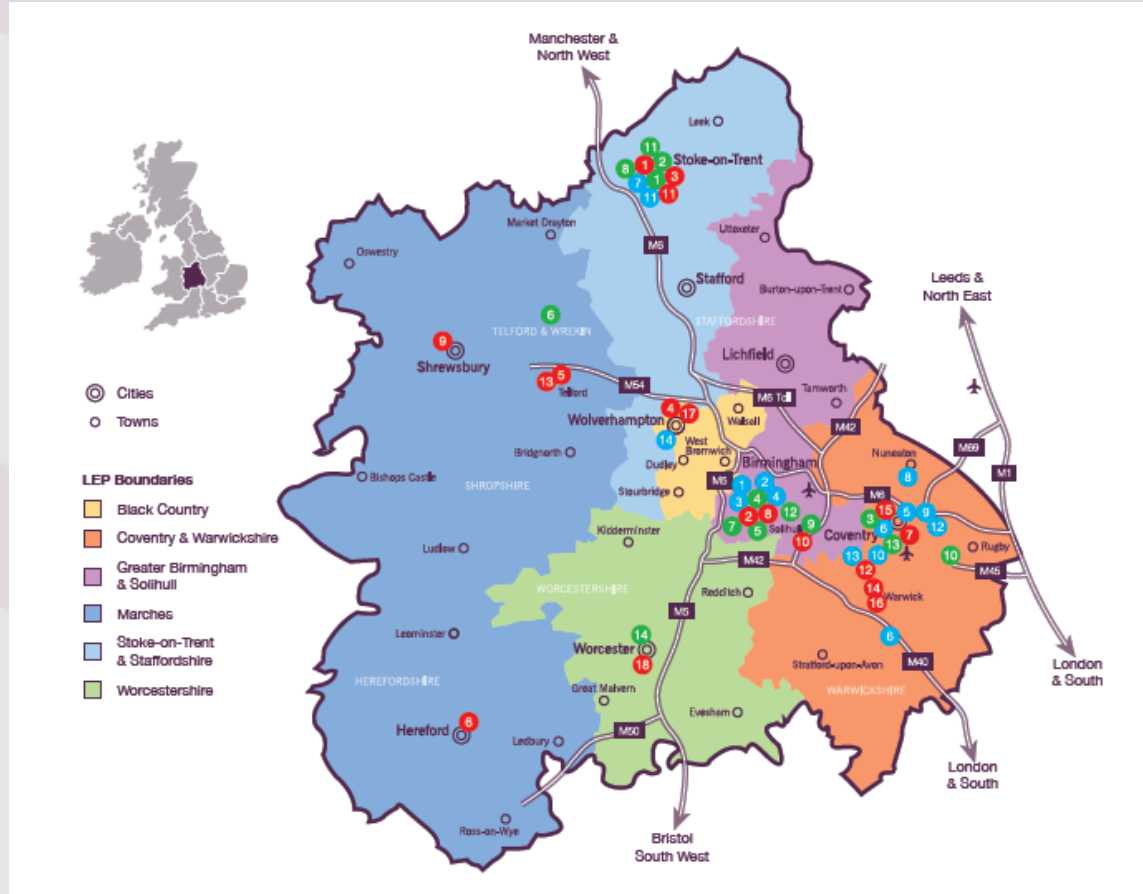
Leadership & perception change – civic and corporate leaders showing that work & lifestyle changes are desirable and realistic

Progress on priorities – 2015 scores all down on 2014

Perception survey of WM ‘excellent-good’ progress & joint working on....

Sustainability Priority Action	2015	Since 2010
Transport – flexible & active	51%	Up 2%
Environment – green infrastructure	49%	Up 5%
Buildings – new & retrofit	40%	Down -5%
Waste - commercial	39%	Down -2%
Energy – decentralised networks	38%	Up 7%
Leadership & perception change – promoting realistic & desirable future	38%	Up 2%
Procurement – innovation & cost saving	30%	Down -17%
Jobs – coordination & promotion of low carbon support	31%	Down -18%

4. Can the WMCA benefit surrounding areas and networks?



Successful places rapidly share ideas, skills, people and resources by networks

Our network of networks



“Progressive business, cities and civil society will spark change - SWM is in the middle of this triangle”

Jonathon Porritt 2013



Our successes this year...



Long term and cross-sector working by our members final deliver New Street Station

National profile from LEP guidance, benchmarking, cross-sector LEP proposals, sustainability reviews and futures work with members

Our networks promote over £280m of funding and help secure the largest share of DECC decentralised energy support in the UK

We continue to promote local good practice resulting in national awards for many of our members including Coventry & Midcounties Coop, NHS trusts

Training and communications to 1,000s and still growing at a rate of 50% per year

How can the WMCA deliver sustainable development?



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Shaping the agenda

What do we need to do now to make sure that sustainable development is a priority for the new authority?

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Shaping the agenda

Ask the panel:

Simon Slater, SWM

Peter Braithwaite, SWM

Jake Thrush, West Midlands ITA

Matthew Rhodes, Encraft

Brendan Connor

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Thank you

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Contact us

Tel: 0121 237 5890

Email: enquiries@swm.org.uk

Web: www.sustainabilitywestmidlands.org.uk

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