



Welcome to the SWM Annual Conference 2025

Future-Proofing the Midlands: Climate Adaptation & Business Resilience

03 July 2025

Conference Aston, Aston University



Welcome

Anna Bright
Chief Executive, SWM

Our Annual Conference is supported by:



Keeping house...

- ❖ Refreshments
- ❖ Toilets
- ❖ WiFi: _Conference WIFI (see posters for details)
- ❖ Fire precautions – Test done, anything else is real!
- ❖ First-aid
- ❖ Photographs and videos will be taken throughout the day – let us know if you'd rather not be included
- ❖ Inclusivity – 'Faith and Quiet' room on 1st floor
- ❖ #SWMConference25

Our aims today:

- ✓ Explore the policy levers to build adaptive capacity and implement action for adaptation.
- ✓ Understand what your organisation can do to become more resilient to climate change impacts.
- ✓ Provide an engaging networking opportunity for 130+ cross-sector sustainability professionals to share knowledge and best practice supporting SWM's Roadmap to 2030.



Agenda

Time	Agenda
09:15	Welcome Anna Bright, Chief Executive and Andrew Pollard, Chair, SWM
	In conversation with: Emma Howard-Boyd CBE
	SWM's work on climate change adaptation Alan Carr, Senior Sustainability Adviser and Morgan Roberts, Project Manager, SWM
	Panel 1: Climate change adaptation policy and progress Chair: Helen Adams, Senior Lecturer in Disaster Risk Reduction and Climate Change Adaptation, Kings College London
11:00	Refreshments, networking and exhibition
11:30	Member Focus Clare Chapman, Membership Manager, SWM
	Panel 2: Business Resilience – climate, supply chain, materials, and innovation Chair: Dr Beck Collins, Senior Sustainability Adviser, SWM
	Roundtable Discussion: Making climate change relevant to your teams
13:15	Lunch, networking and exhibition
14:00	Optional tour of Conference Aston



Welcome

Andrew Pollard
Chair, SWM

In conversation with

Emma Howard-Boyd CBE



SWM's work on climate change adaptation

Alan Carr

Senior Sustainability Adviser

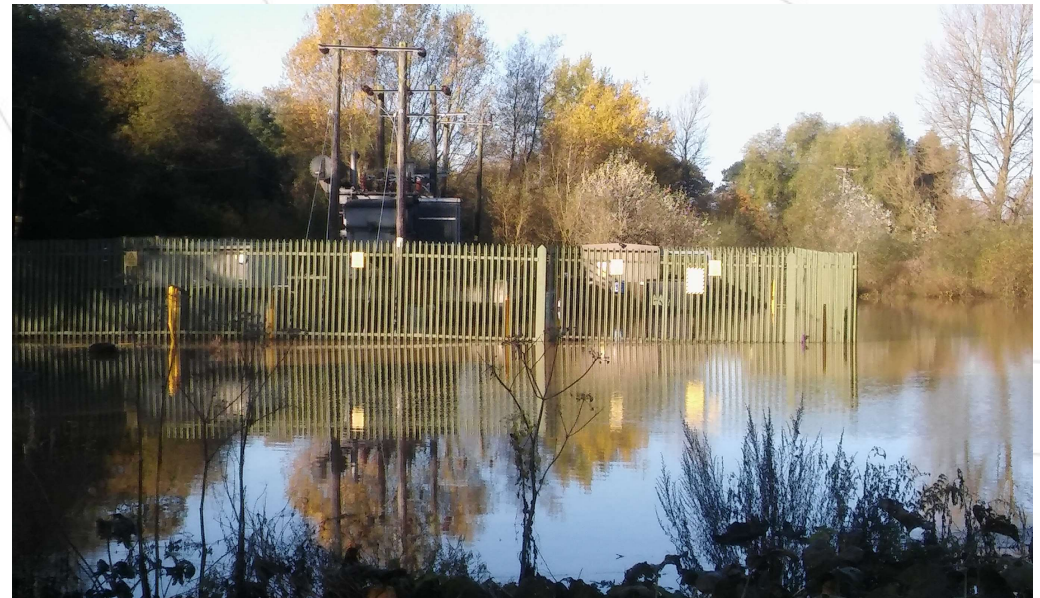
Morgan Roberts

Project Manager



What we can do to help

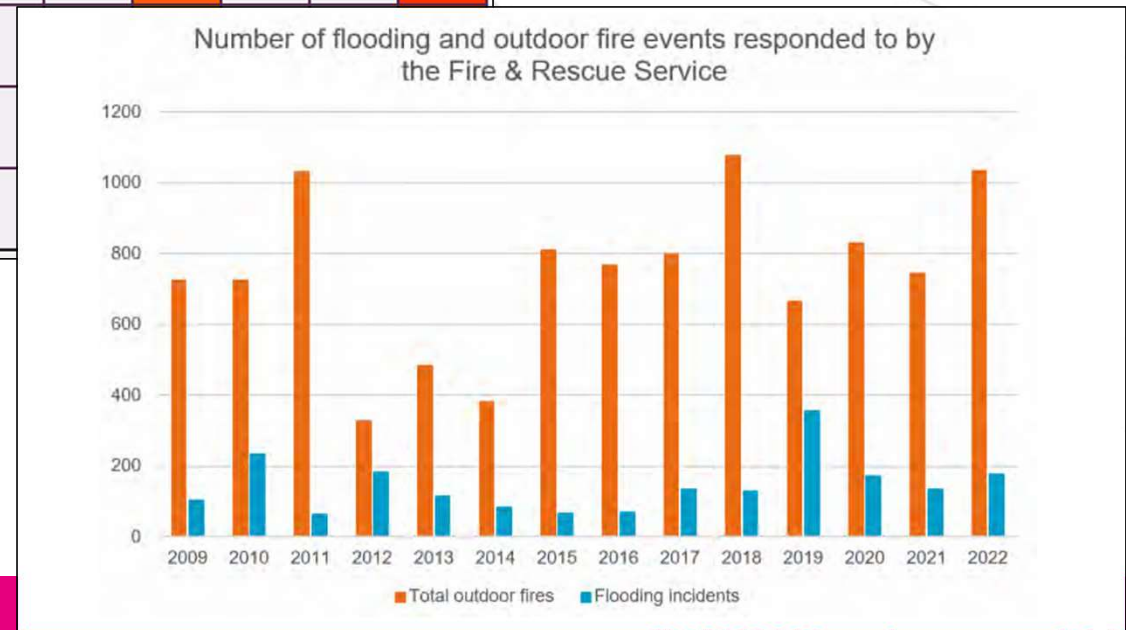
- Map climate vulnerabilities
- Produce a risk and opportunity assessment for your organisation/ area
- Build adaptive capacity
- Upskill, train and engage stakeholders
- Co-develop an organisation/place-based plan
- Provide advice and guidance



Risk assessment and impact analysis

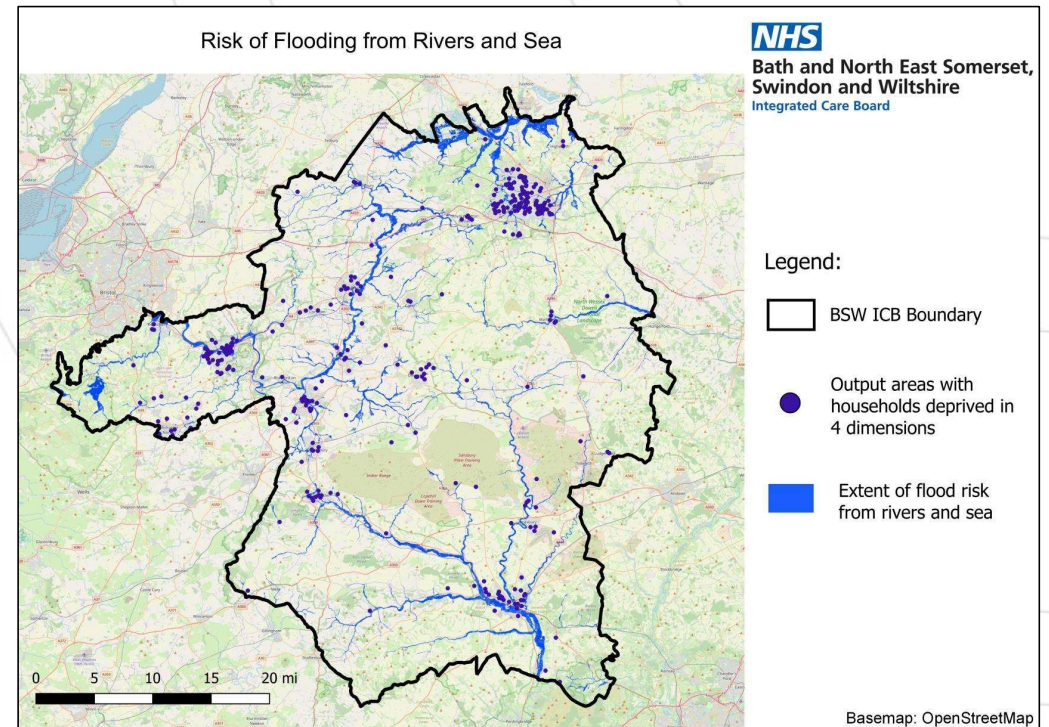
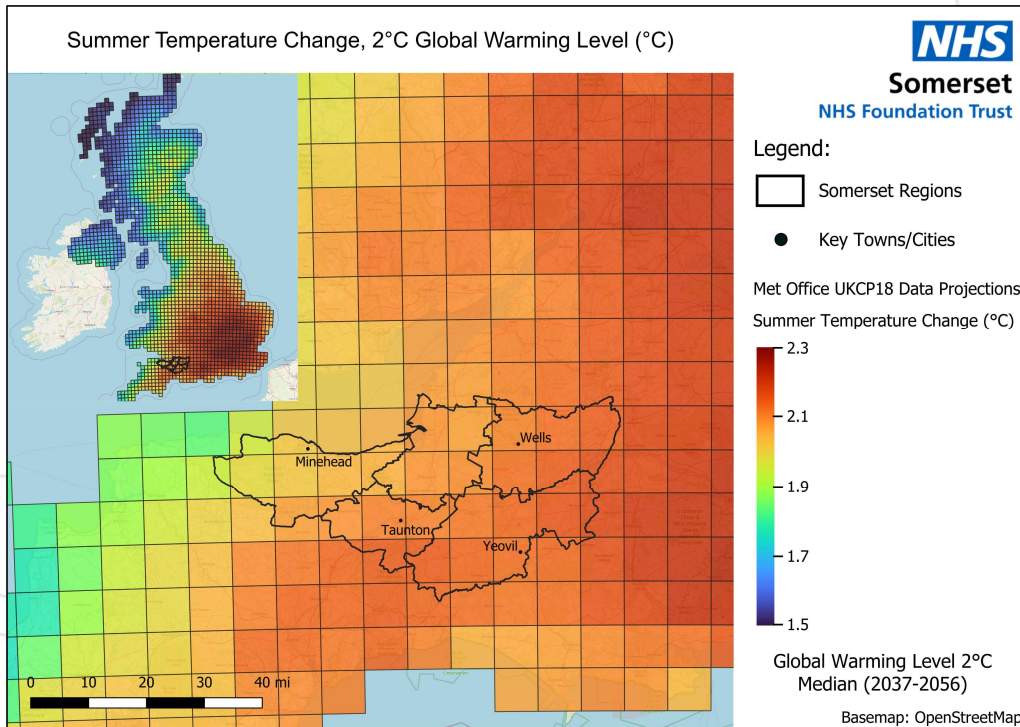
Risk Receptor	Climate Change Factors	Nature of Impact	Likelihood	Impact	Risk	Likelihood	Impact	Risk	Likelihood	Impact	Risk
Nature											
Key habitats	Rising temperatures	Longer growing season meaning increased growth of wild habitats, leading to greater management requirements and an enhanced threat of abandonment.	4	2	8	5	2	10	5	3	15
Key habitats	Warmer winters	Fewer frost events may mean the winter chill requirements of certain species may not be met. Reduced bud, flower and fruit production will affect food resources for wildlife.	3	3	9	4	4	16	5	4	20
Key habitats	Drier summers	Drought resulting in increased mortality and die back of certain species. Drought stress increases trees susceptibility to pests and diseases.	2	3	6						
Key habitats	Wetter winters	Flooding and waterlogging of soils damaging soil structure and damaging or killing woody species.	2	3	6						
Key habitats	Extreme	High winds could cause loss of mature and									16

Infrastructure				
RISK	11	Infrastructure networks (water, energy, transport, ICT)	Cascading failure of the infrastructure network; failure of one system leading to multiple failures in others as a result of more extreme weather	More action needed
RISK	12	Infrastructure networks and services	More frequent and extensive river, surface water and groundwater flooding causing damage and disruption to various infrastructure services	More action needed
RISK	13	Infrastructure networks and services	Coastal flooding and erosion leading to damage and disruption to various infrastructure services	More action needed
RISK	14	Digital infrastructure, telecoms and ICT	Greater incidence of high and low temperature extremes, high winds and lightning as a result of climatic changes, disrupting telecommunications	Further investigation
RISK	15	Transport	Greater incidence of high and low temperature extremes, high winds and lightning as a result of climatic changes,	More action needed



#SWMConference25

Climate projections and vulnerability mapping



Stakeholder engagement



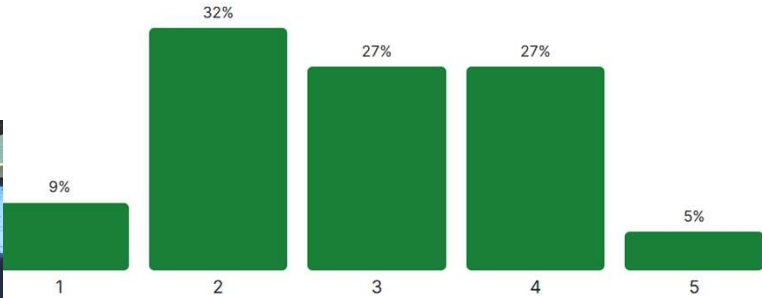
Training

★ How would you rate your current understanding of climate change adaptation and how it relates to your role? 1 being no knowledge, 5 being expert.

Share

Rating Poll 22 votes 22 participants

Score: 2.9

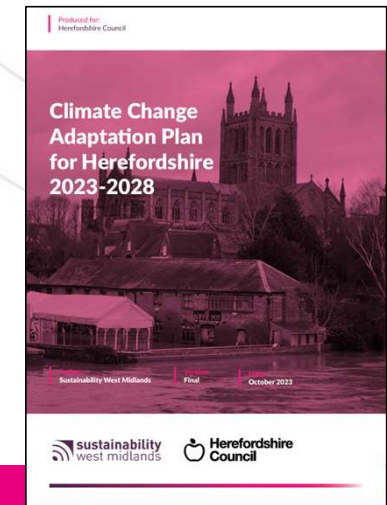
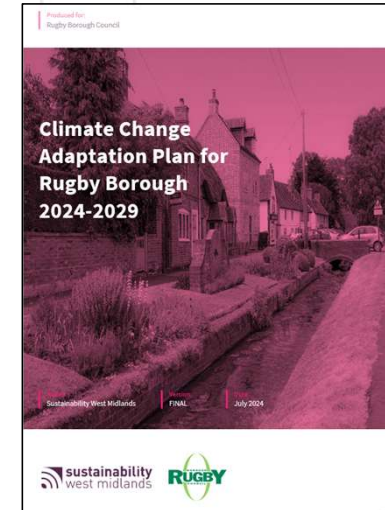
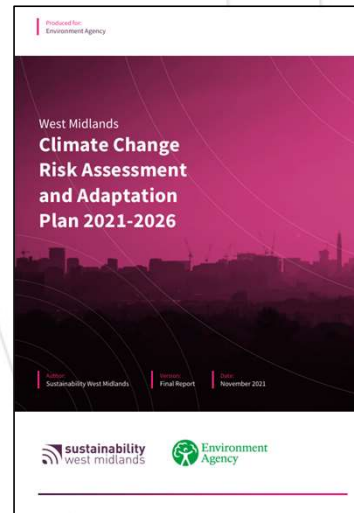
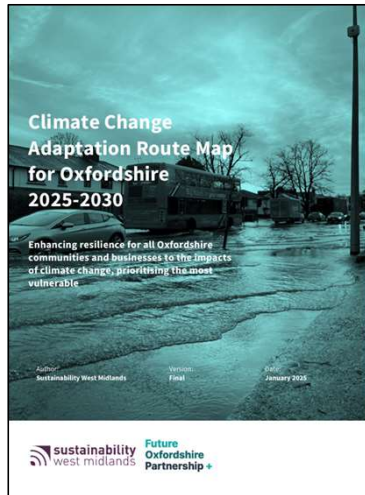
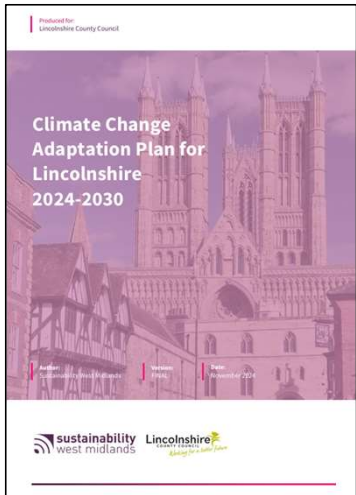


NHS Empowering Leaders Training – Climate Resilience



Speakers:
Morgan Roberts
Ellie Murtagh

Adaptation planning



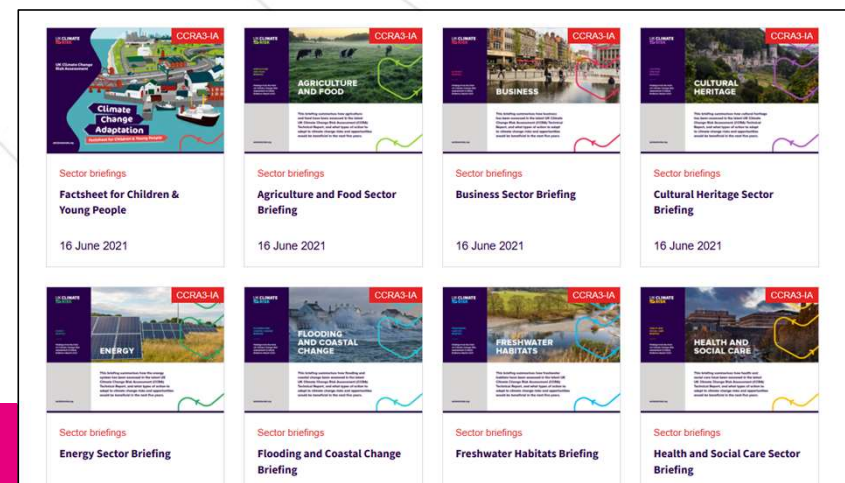
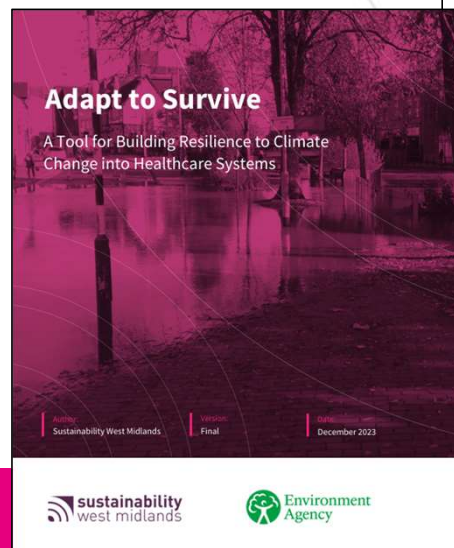
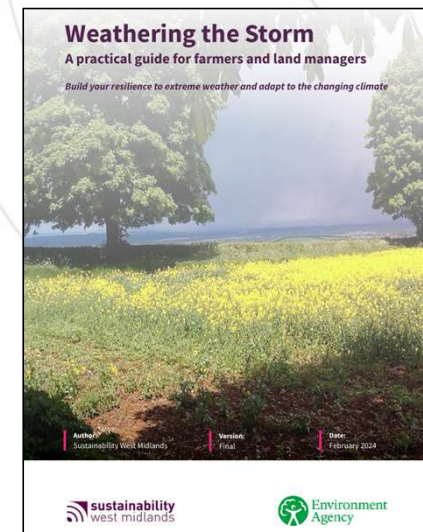
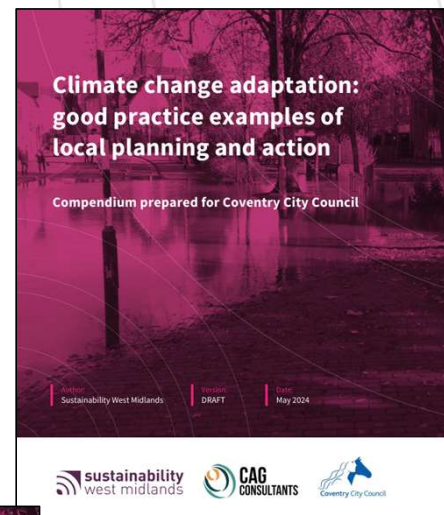
Adaptation planning

No.	Action	Further information and justification	Relevant Local Stakeholders	Potential Funders	Timescales	Resource Intensity	Priority
57.	Update this action plan annually and set up a monitoring framework.	This will ensure actions are kept relevant and are being delivered with success measures identified. One of the first actions that the MHNL Partnership should undertake is the development of a monitoring system that goes alongside this Plan to track progress. Adding core indicators for adaptation into the MHNL Management Plan would be a significant way to track and drive progress in this area.	MHNLP	-	Ongoing	L/M	VH-I
58.	Develop an approach to capturing data that can help to monitor the impact severe weather events have on the county.	This will help determine the impact of these weather events on people, services and from a financial point of view, allowing for better planning. A central bank of data sources would be beneficial to allow quantification of weather-related impacts and, over time, climate change impacts. Alternatively, it may be that the councils that sit within the MHNL boundary already have databases like this, therefore working more closely to feed into these and to access this information will reduce unnecessary duplication of effort. This action will need a strategic lead and coordination, and the LAs and/or the MHNLP may be best suited for this.	MHNLP, WCC, HC	-	Short-term, ongoing	L/M	VH
59.	Set up effective impact monitoring on the natural and historic environment to build the business case for adaptation activities.	The MHNL Partnership have an important role to play in ensuring the impacts on the natural environment, farming and forestry are represented when addressing climate change. Where properties have not been damaged by an extreme weather event, but natural habitats and the historic environment have been, impact monitoring will be important for justifying and appraising adaptation and recovery works. This is a particular feature seen within areas with minimal properties such as in the MHNL. Work should be done to bring together teams and organisations who work with the natural and historic environment to better understand and measure the impacts that these incidents are having.	MHNLP, EA, LAs, HE	-	Short-term, ongoing	L/M	H

List of projects since start of 2022

- Bath & North East Somerset, Swindon and Wiltshire Hospitals Group Adaptation Plan
- Coventry Climate Adaptation Plan (led by CAG)
- Gloucestershire Climate Adaptation Plan (led by Atkins)
- Herefordshire Climate Adaptation Plan
- Lincolnshire Climate Adaptation Plan
- Malvern Hills National Landscape Climate Adaptation Plan
- Maximising Adaptation to Climate Change (MACC) Hub (numerous partners)
- Oxfordshire Climate Adaptation Route Map
- Rugby Climate Adaptation Plan
- Somerset ICS Climate Adaptation Plan
- Two programmes of training for NHS Trusts in the north of England (with Verture)
- West Midlands Climate Change Adaptation Programme
- West Midlands Combined Authority adaptation planning and development project (supported by Accelar)
- West Midlands Combined Authority Adaptation Reporting Power submission (led by Atkins)
- West Midlands Combined Authority: economic impacts of climate change (led by Paul Watkiss Associates)

Tools, resources, guidance advice





MACC Hub

Together for Transformative Action

Introducing the MACC Hub

Unlocking transformative change for a well-adapted UK

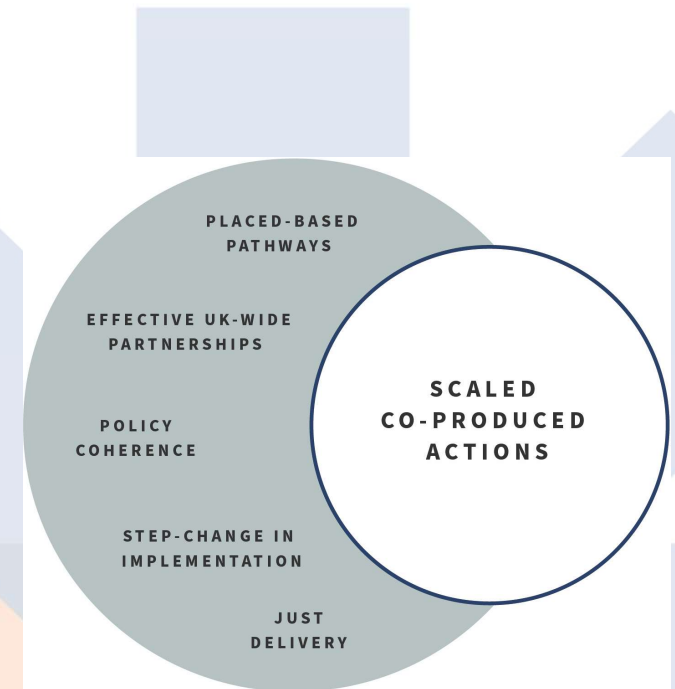
1. Assess barriers to **awareness and engagement** with adaptation by diverse publics
2. Explore the efficacy of Welsh and Scottish approaches to **wellbeing and future generations** for adaptation
3. Increase understanding of **system complexity**
4. Identify and address aspects of **policy, legislation and regulation** that hold back the adaptation vision
5. Enhance the accessibility and understanding of **climate model results for decision-makers**



Community members using the Connswater Community Greenway

Outcomes & legacy

- Bring together the UK adaptation community
- Draw out & share “what works” on adaptation
- Support the NAP process and diverse actors
- Accelerate adaptation action
- Drive a well-adapted UK that centres vulnerability



Flexible Fund



- Up to 10–12 projects
- Up to £55K each
- Up to 12 months delivery period
- Lead applicant must be from UK academic institution
- But institution **must** work with local community group or body working with local communities

Projects should be:

- Grounded in meaningful community engagement
- Focused on implementing or scaling adaptation actions
- Centred on vulnerable groups most at risk from climate change
- **Join the associated workshop on 8 July to find out more**

Thank you

Contact us:

[Alan Carr - alan.carr@swm.org.uk](mailto:alan.carr@swm.org.uk)

[Morgan Roberts - morgan.roberts@swm.org.uk](mailto:morgan.roberts@swm.org.uk)



Panel 1: Climate change adaptation policy & progress



Chaired by Helen Adams, Senior Lecturer in Disaster Risk Reduction & Climate Change Adaptation, Kings College London



Bethany Haskins-Vaheesan

Project Manager (Climate Adaptation)
West Midlands Combined Authority



Dan Clayton

Sustainability Manager
Lincolnshire County Council



Paul Fisher

Consultant in Health Protection
UKHSA

Refreshments, networking and exhibitions

11:00 – 11:30



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www.swm.org.uk

Welcome back!

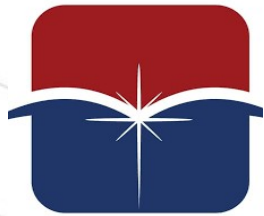


Member Focus

Clare Chapman
Membership Manager, SWM

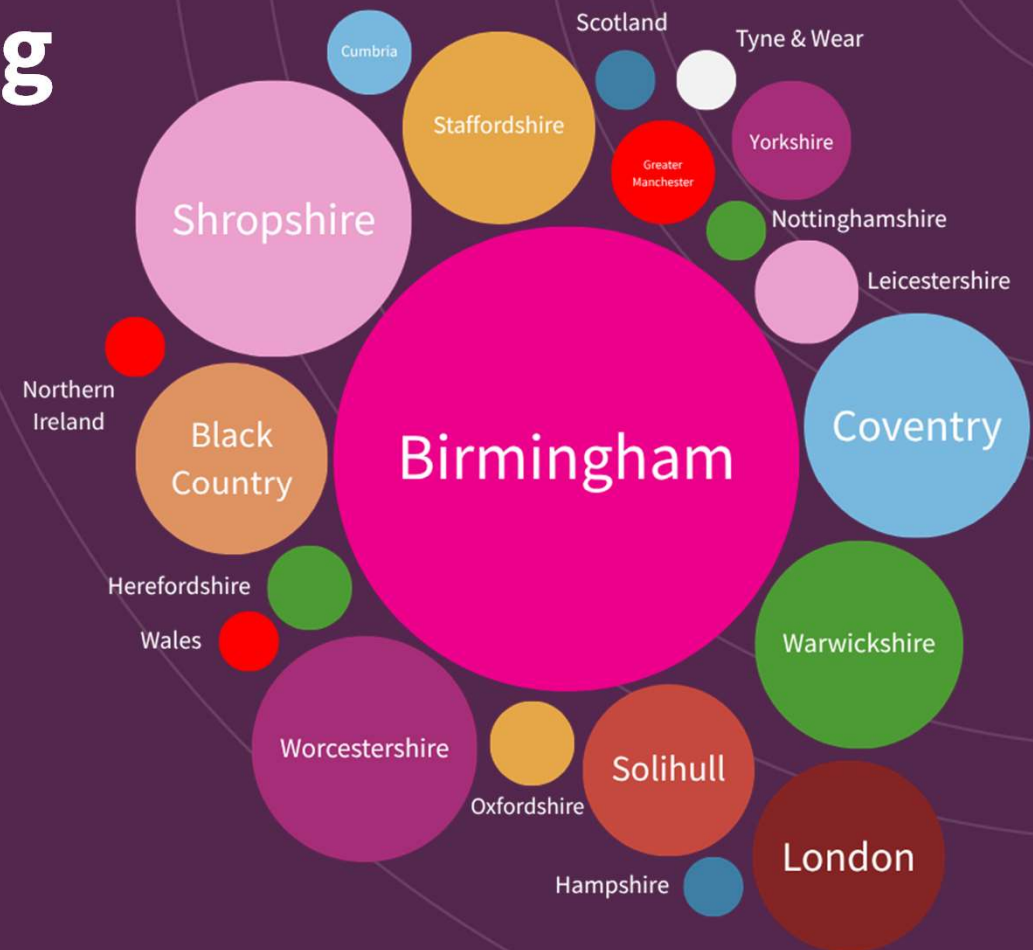


Welcome to our New Members



Members are growing

Our cross-sector membership covers a wide range of regions - we have members across the UK.



Membership Report: Executive Summary



This report is a synthesis of key stakeholders' responses to four questions asked at the annual **Members Mingle** as well as the wider stakeholder group.

Publish date: July 2025

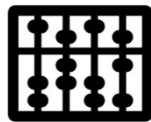
Key Findings



We have shared organisational objectives



There are barriers to progress



Evaluation and Metrics



Importance of Networks

Recommendations from Members

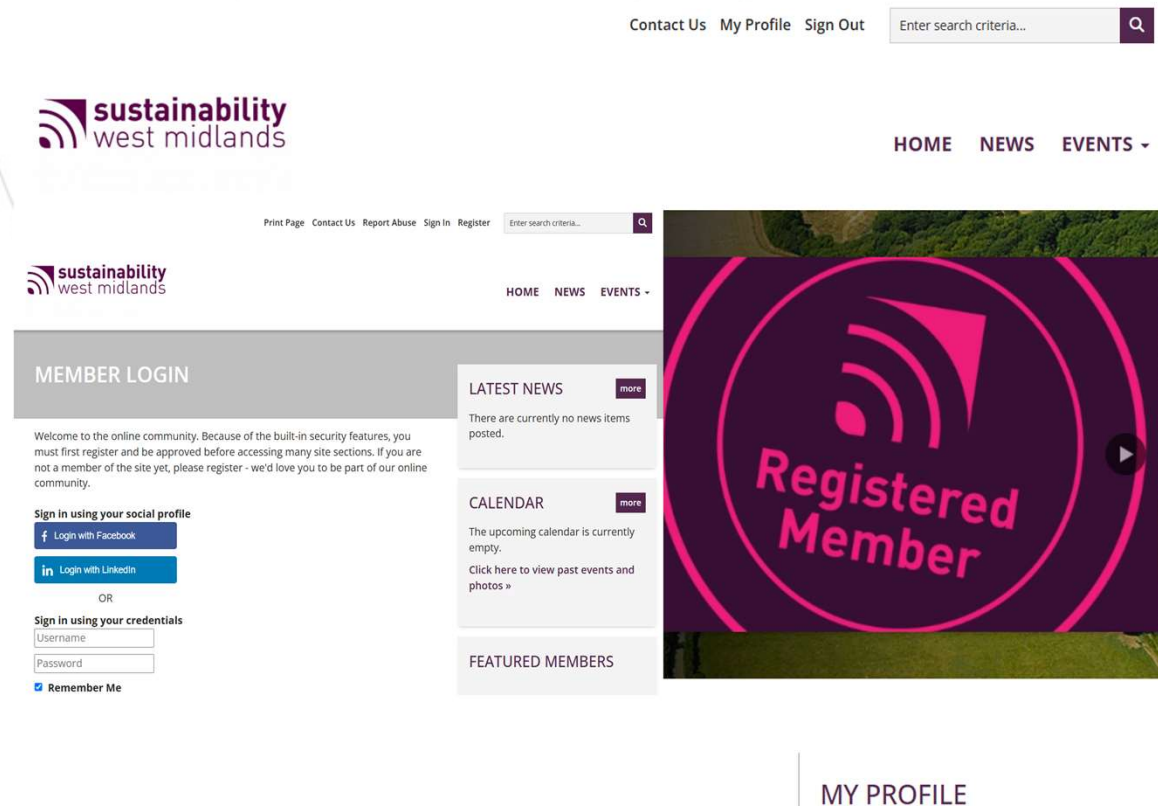
- Facilitate collaborative networks
- Develop practical resources
- Advocate for policy stability
- Focus on funding



New Member Only Portal – Sept 2025

Member login to access:

- Hold member drop-in meetings
- Surface questions on sustainability
- Sector specific groups for networking
- Member to member messaging
- Distribute sector and thematic specific tools and guidance for example, on Circular Economy
- Engage with members to shape policy discussion and consultation
- Continued focus on funding



The screenshot displays the 'MEMBER LOGIN' page of the Sustainability West Midlands website. At the top, there is a navigation bar with links for 'Contact Us', 'My Profile', and 'Sign Out', alongside a search bar. The main header features the 'sustainability west midlands' logo and a secondary navigation menu with 'HOME', 'NEWS', and 'EVENTS'. The central content area is titled 'MEMBER LOGIN' and includes a welcome message, social login options for Facebook and LinkedIn, and a traditional username/password login form with a 'Remember Me' checkbox. To the right, there are sections for 'LATEST NEWS', 'CALENDAR', and 'FEATURED MEMBERS'. A large, semi-transparent circular graphic with a Wi-Fi symbol and the text 'Registered Member' is overlaid on the right side of the page. A 'MY PROFILE' link is visible in the bottom right corner.

Registered Member Logo upgrade

- Instant verification of membership of SWM using a sigalmark
- Simple phone camera check
- Builds trust in the membership community
- Simplifies supplier vetting process

REGISTERED MEMBER



sustainability
west midlands



Verifying your membership with a sigalmark certificate

REGISTERED MEMBER
 **sustainability**
west midlands



 **sustainability**
west midlands

 **Blockchain Advisors**
Bringing Ideas To Life

This registration mark
confirms that

**Blockchain
Advisors
Ltd**

is a registered member
of SWM

sigalmark™ Verification number
0xEF6911C63E81a6CB59be0148f45A
a7801182226a/35/24772477

Powered by sigalmark™

[View on blockchain explorer](#)

SWM - Impactful Events

Closing the Skills Gap in the Low Carbon Economy

"hosted by SWM was a timely platform to explore the green skills agenda in the Midlands...As a testament of the reach of this activity many people made contact during and after the event who were interested in developing solutions"

*James Tallentire, Delivery Manger,
West Midlands Combined Authority*

9

SWM Exclusive
Events since the
Members Mingle



West Midlands
Combined Authority



West Midlands
Combined Authority



ARUP

... The Clean Tech ...
Business Group Ltd



HORIBA



Slide 36

CC1 Add in other partners of note, ie Unity Trust - any others?
Clare Chapman, 2025-06-27T12:28:51.007

Membership connects you to opportunities

Marketing

- 2,000+ Newsletter Subscribers
- 4,750+ LinkedIn Followers
- 12,000+ Monthly LinkedIn Impressions



Supporting Member

**THE CROWN
ESTATE**

A black silhouette of a crown with a cross on top and decorative elements on the sides.

Becoming a **Supporting Member** will enable SWM to continue to **convene, collaborate and catalyse action** through our membership across the region.

The Value of SWM Membership

"25% of our recent applicants have come from you; either through the SWM website, newsletter or LinkedIn. "

Climate ED

Monthly
Newsletter

LinkedIn
posts

Member
Offers

Case
Studies

News

Maximise your Membership

1. Save the date for the Members Mingle

03 December 2025

1. Submit press releases, case studies and events by 20th of each month to be included in our network communications

2. Display your SWM Registered Logo

Panel 2: Business Resilience – climate, supply chain, materials, & innovation



Chaired by Dr Beck Collins, Senior Sustainability Adviser, SWM



Matt Smith

River Severn Partnership Advanced
Wireless Innovation Region
Shropshire Council



Mike Everard

CEO - Founder
Pure Wave Form



Rachel Lombardi

Chief Executive
International Synergies

Roundtable Discussion

Making climate change relevant to your teams



Departments/themes

Table 1: Human Resources	Table 5: Procurement	Table 9: Site operations	Table 13: Customer services/Sales
Table 2: Finance	Table 6: Information Technology	Table 10: Marketing and Comms	
Table 3: Site Operations	Table 7: Human Resources	Table 11: Procurement	Table 14: Waste Management
Table 4: Marketing and Comms	Table 8: Finance	Table 12: Information Technology	

Discuss in your table as your 'role':

How may climate change impact your department's responsibilities?



10 minutes



100 words or less

Come up with two actions your department lead could deliver to increase resilience



10 minutes

Thank you



#SWMConference25

- Thanks to you all
- Please complete the feedback survey for a chance to **win two tickets** for the conference next year
- Look out for the slides and blogs
- Enjoy lunch, networking, and engaging with our exhibitors
- Conference Aston tour at 14:00!

Lunch, networking and exhibitions

13:15 – 14:00



14:00 – Tour of Conference Aston

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www.swm.org.uk

Thank you for attending our Annual Conference!

Please fill in our evaluation via this QR code:



www.swm.org.uk

