



West Midlands Sustainability Roadmap to 2030

Annual Monitoring Report 2026



Report information

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Project Manager and Report Author: Louis March-Smith

Quality assured by: Anna Bright

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About Sustainability West Midlands

[Sustainability West Midlands](#) (SWM) was established in 2002 as an independent, not-for-profit company and our purpose is to help the West Midlands become more sustainable, greener and fairer for all. Our vision is that the West Midlands is leading in contributing to the national target of Net Zero greenhouse gas emissions by 2050 whilst addressing health inequality and driving inclusive growth. We monitor the [West Midlands Sustainability 2030 Roadmap](#) which acts as a framework that all organisations based or operating in the region can use to help them make changes to their activities in the knowledge that they will contribute to wider regional, and national, ambition. SWM support our [members](#) and other local stakeholders in the public, private and third sectors to implement these changes by enabling them to demonstrate innovation and leadership and provide opportunities to collaborate and celebrate success.

Registered company No. 04390508

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1 Introduction

1.1 Purpose of this Report

The purpose of this report is to provide evidence to policy makers within the West Midlands with progress on the economic, social and environmental sustainability goals and priorities for the region, set out in the [West Midlands Sustainability Roadmap to 2030](#), launched at the end of 2019. This report outlines the progress on the targets that underpin the Roadmap, with the analysis of findings and graphical representation of the data, alongside the method for the data collection to enable replicability in the future.

The report also provides strategic context and recommendations for organisations reviewing or developing their strategies within the West Midlands and can help identify target areas for improvement and focus. SWM uses this work to help inform our priorities, sustainability reviews and strategies for our members and other stakeholders, developing cross-boundary programmes for funding.

1.2 Why is the Roadmap and Monitoring Important?

SWM developed the Roadmap to act as a framework to help organisations operating in the region to further their sustainability activities. SWM acts as a catalyst to help these organisations operate more sustainably and contribute to our vision, which is that *'The West Midlands is leading in contributing to the national target of Net Zero greenhouse gas emissions by 2050 whilst addressing health inequality and driving inclusive growth.'*

We do this by promoting:

- **Innovation:** Using new ideas, technologies, services, and processes to make positive changes quicker and more effectively.
- **Leadership:** Leading by example and promoting the ideas and perspectives of influencers and policymakers who can inspire and make a difference.
- **Collaboration:** Enabling the identification of partnerships and brokering connections between sectors to develop more powerful, sustainable solutions.
- **Celebrating success:** Sharing good practice and promoting the achievements of our members and stakeholders and enabling these to be scaled up and applied elsewhere.

Monitoring the success of our outreach and our role and, critically, the region's progress on sustainability would be almost impossible beyond anecdotal observation without setting relevant targets and annually analysing the data that underpin these. The Roadmap allows us to do this more effectively and enables us to determine those areas where progress is slower, and consequently where SWM should focus its priorities for the coming years.

Analysing these data since 2010 (or as far back in time as data collection started), from when our previous Roadmap to 2020 commenced, can allow us to predict the future trends of each metric, to ensure the targets are on track. The projections give clear indications about which targets need further action to reach the goal, and which are likely to be on track or to exceed the target set. The West Midlands' contribution to achieving these goals will play a part in acting as a region, and on a larger scale in a global partnership to make the changes necessary for 2030.

1.3 Background to the Roadmap and Monitoring

SWM has overseen a regional sustainability Roadmap since 2010. As far as we are aware we are the only region in the UK to have a clear vision, plan, action, and annual monitoring to help achieve a more sustainable future. This has been possible due to our independence, our evidence-based approach, and the support of a range of partners and volunteers.

At our [Annual Conference in December 2019](#), we launched this new ten-year Roadmap to 2030 replacing the previous one, and we have set a greater range of targets than were being monitored during the lifetime of the 2010-2020 Roadmap.

The new Roadmap to 2030 was developed after an intense literature review and stakeholder engagement programme undertaken over 2017-2019. We analysed relevant global, national and regional policies and strategies to understand their focus and targets and used these to inform our own. As part of the stakeholder engagement process, we consulted over 300 organisations through a series of events and 1-2-1 engagement. It is important to note that as new data become available the Roadmap targets may be updated (see section 1.4).

It should also be noted that due to the COVID-19 pandemic that began in March 2020, our baseline for monitoring the targets will be the year 2019. This is because 2020 has significant anomalies due to the impact of lockdown. For example, we know that transport emissions declined sharply, which had a significant effect on carbon emissions for this period. Also, due to the lockdown the number of journeys taken is likely to have significantly lowered, which will thereby impact progress against our 'Clean and Active Travel' Roadmap theme.

In 2025, to mark the halfway point of our Roadmap to 2030, we undertook an extensive review of the latest literature and policy, as well as engagement with sector experts, to ensure the targets set remain based on the most up to date picture. All current Roadmap targets were assessed to ensure they reflected the most up-to-date policy and were relevant to the region. This also resulted in the creation of several additional targets for themes that we were previously unable to monitor, and eight of our nine Roadmap themes now have targets. 'Adapting to Climate Change' is the only theme that we do not currently have a target for.

1.4 Structure of the Report

This report provides an analysis of each sustainability priority theme that makes up our Roadmap to 2030, along with the overarching vision statement. We have provided a summary of the data and progress that the region is making on each target broken down, where possible, into local authority and a subregional level.

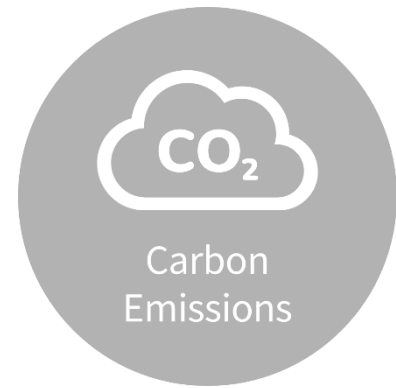
In previous reports, these subregions reflected the historical Local Enterprise Partnership (LEP) boundaries. However, in line with the UK Government's plans for devolution, LEPs have since been disbanded. As such, the subregions used in this report have been updated to align more closely with current governance structures, and broadly mirror the ceremonial counties of the West Midlands. To avoid confusion, the ceremonial county of the West Midlands will be referred to as the West Midlands Combined Authority (WMCA) region throughout this report. Additionally, data for the areas of Herefordshire, Shropshire and Telford & Wrekin have been combined to form a subregion known as The Marches.

A detailed breakdown of the local authorities included within each subregion is included in Annex 2, as well as a breakdown of the population for each subregion. The methodology used to obtain the data and measure targets is set out in Annex 3.

2 Carbon Emissions

2.1 2050 Vision Statement

By 2050, achieve Net Zero carbon emissions across the West Midlands.



2.2 Status

Sustain Current Action

2.3 Findings

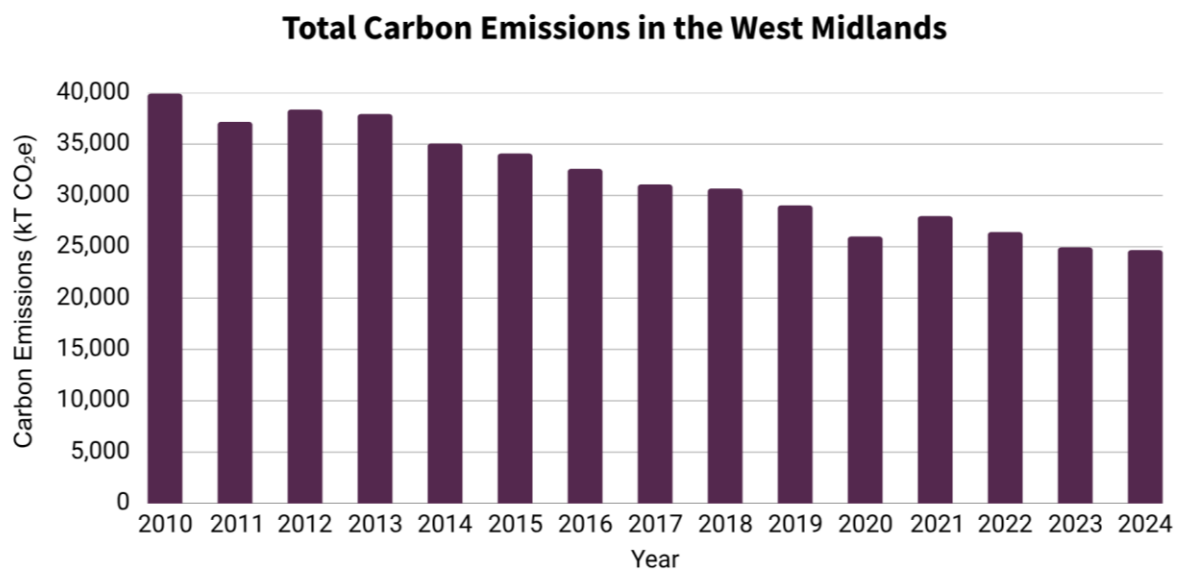


Figure 1 - Graph showing carbon emissions in the West Midlands for 2010-2024. Data measured in kT CO₂e. Data from DESNZ [local authority greenhouse gas emissions statistics](#).

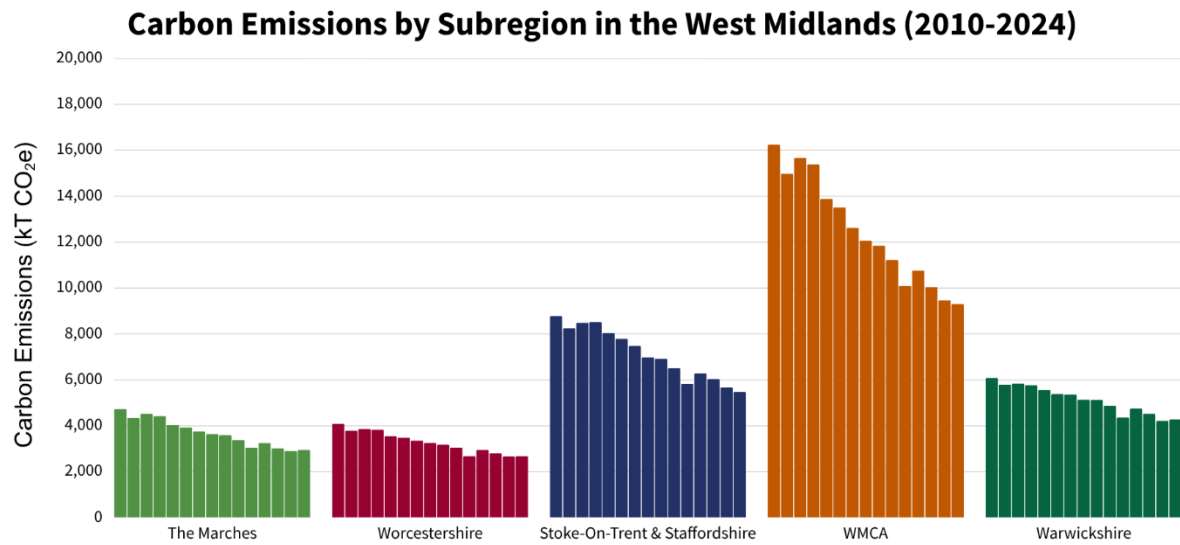


Figure 2 - Graph showing carbon emissions in the West Midlands for 2010-2024, broken down by subregion. Data measured in kT CO₂e. Data from DESNZ [local authority greenhouse gas emissions statistics](#).

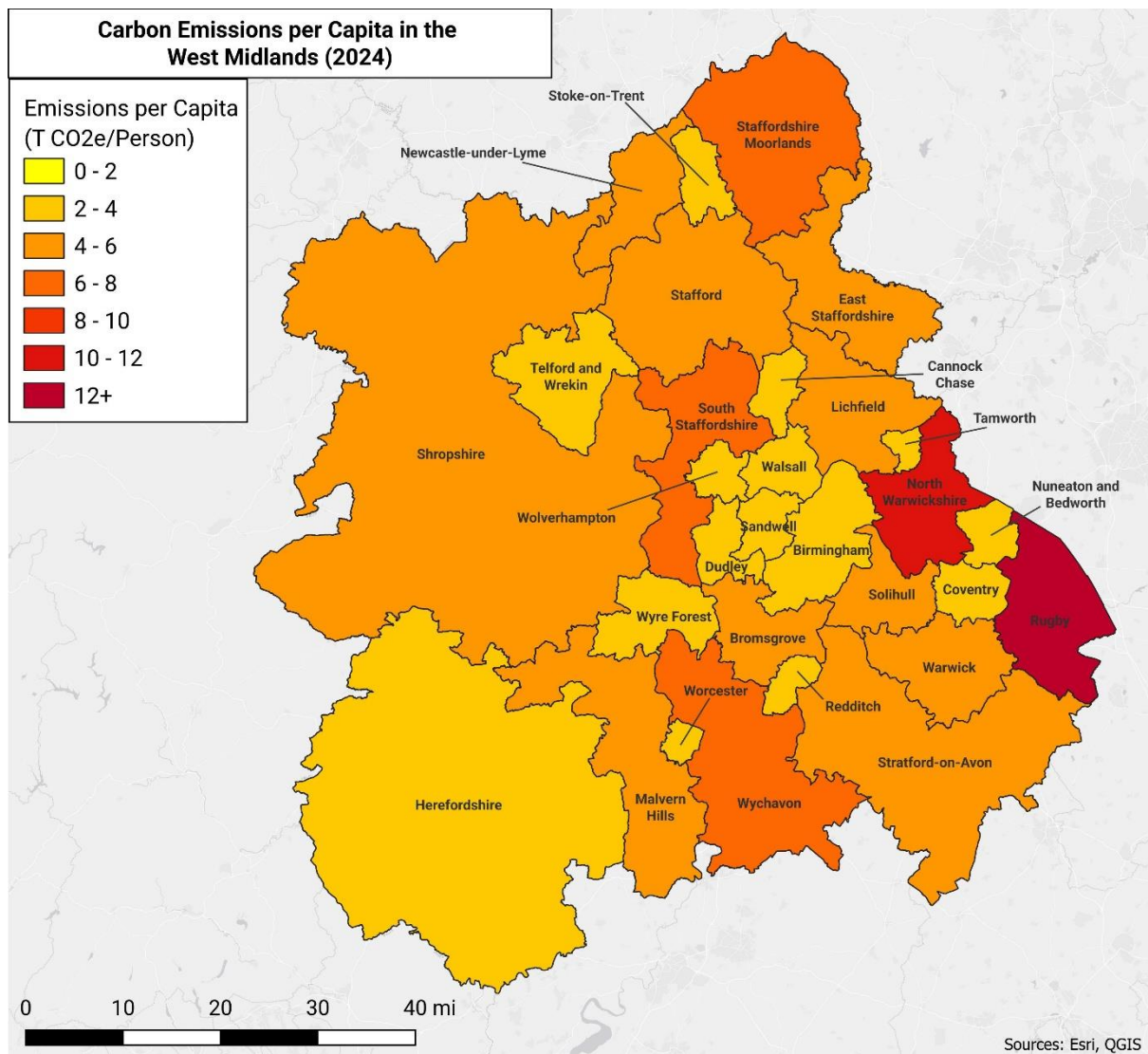


Figure 3 - Map showing carbon emissions for each local authority in the West Midlands for 2024. Data measured in T CO₂e per person. Data from DESNZ [local authority greenhouse gas emissions statistics](#).

Regional Comparison of Carbon Emissions in England (2010-2024)

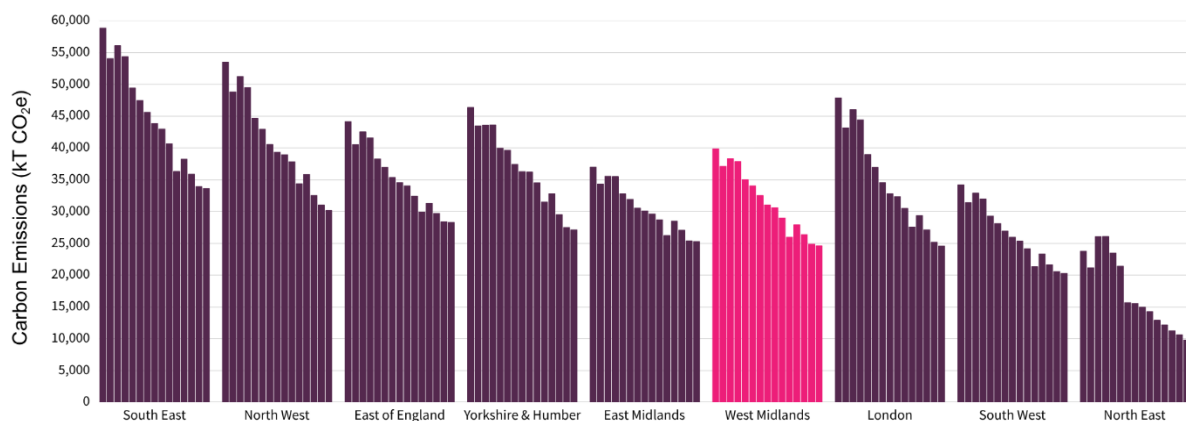


Figure 4 - Graph showing regional comparison of carbon emissions in England for 2010-2024. Data measured in kT CO₂e. West Midlands data is highlighted in pink. Data from DESNZ [local authority greenhouse gas emissions statistics](#).

2.4 Summary of Findings

- Total carbon emissions in the West Midlands decreased for a 3rd successive year in 2024, at a new record low for the 21st century (24,699 kT CO₂e).
- The reduction from 2023 to 2024 (1.0%) is smaller than the reduction from 2022 to 2023 (5.6%).
- All subregions in the West Midlands have seen significant decreases since 2010, although three (The Marches, Worcestershire and Warwickshire) saw small increases in carbon emissions in 2024.
- The WMCA remains the highest emitting subregion in the West Midlands.
- Rugby and North Warwickshire have the highest carbon emissions per capita (12.6 T CO₂e/person and 11.3 T CO₂e/person respectively).
- Tamworth has the lowest carbon emissions per capita (2.5 T CO₂e/person).
- The West Midlands is the fourth lowest emitting region in England.
- If the current rate of reduction is maintained, the West Midlands is estimated to reach Net Zero carbon emissions by 2045.

2.5 Recommendations

- In future reports, a more in-depth analysis of what policies and programmes are in place in different areas of the region may be helpful to investigate, to determine whether any of these are transferrable to areas where emissions are higher or declining at a slower rate.
- The establishment of a West Midlands target reflecting per capita emissions, i.e., emissions per head of population, could also be investigated for a 'truer' picture of which areas emit the greatest 'intensity' of carbon, and where interventions may be required.
- Currently, our West Midlands target is aligned with the government's 2050 Net Zero target. We recognise that other scientific analyses suggests that more rapid decarbonisation is required to prevent the worst effects of climate change. We will continue to assess these and any potential impact on local or national policy and, consequently, how this may affect our target.

3 Resource Efficiency

3.1 2030 Vision Statement

By 2030, achieve a household recycling rate of 55% across the West Midlands.



3.2 Status

More Action Needed

3.3 Findings

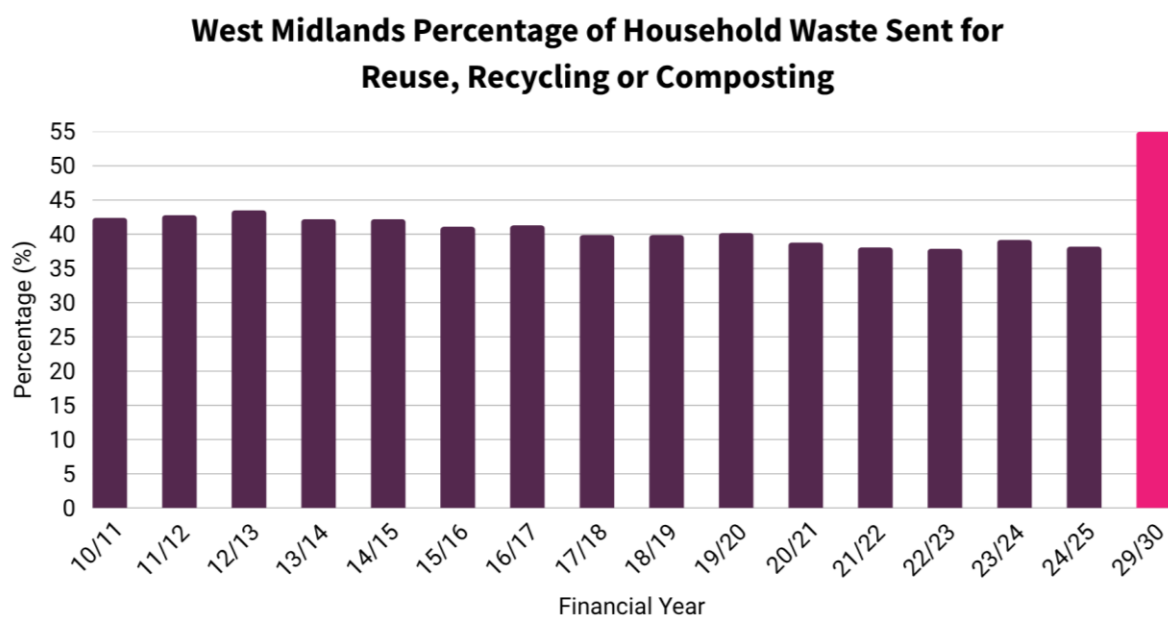


Figure 5 - Graph showing percentage of household waste sent for reuse, recycling, or composting within the West Midlands, 2010/11-2024/25. The West Midlands 2030 target of 55% is highlighted in pink. Data from DEFRA [local authority waste statistics](#).

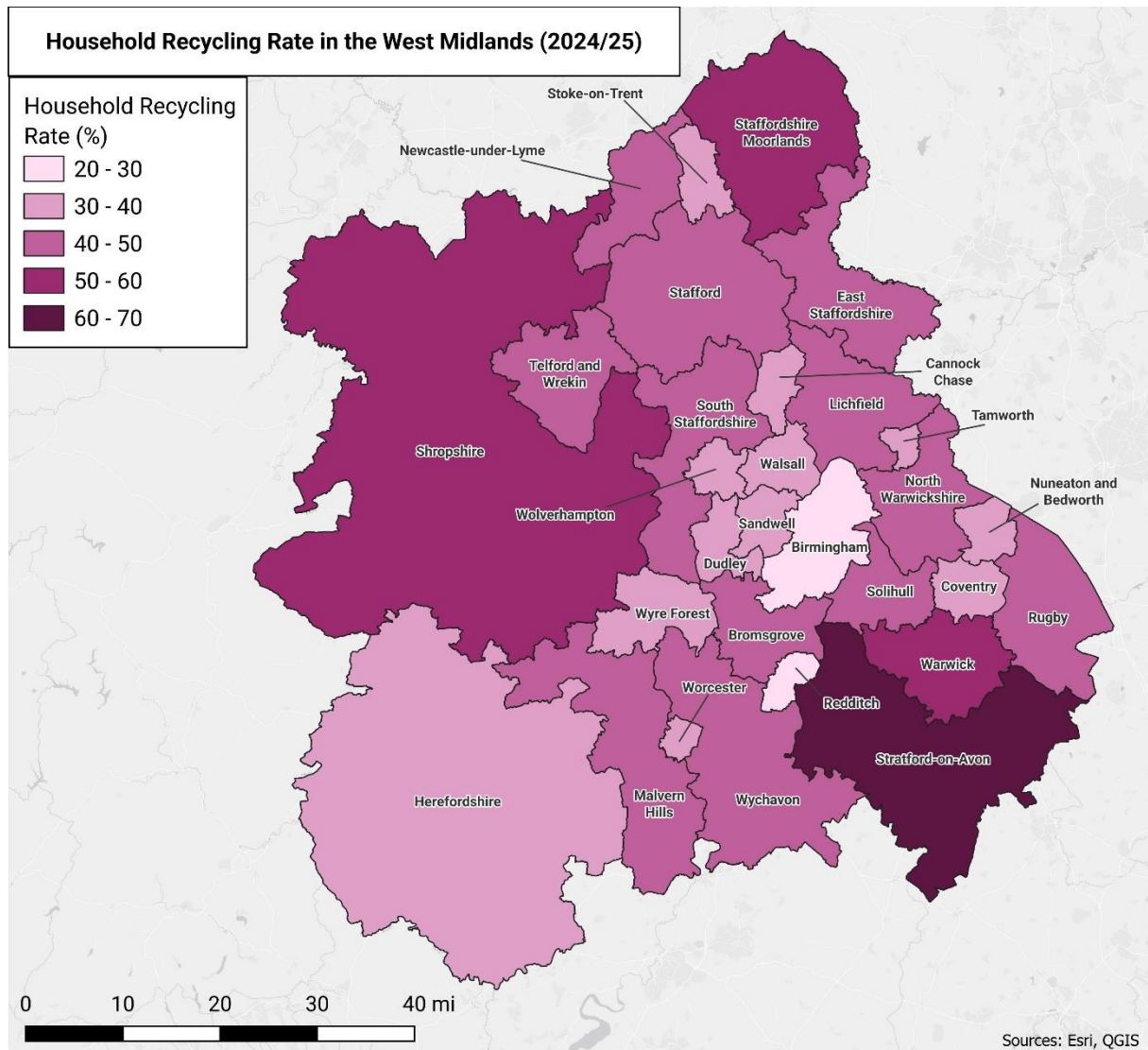


Figure 7 - Map showing percentage of household waste sent for reuse, recycling, or composting within the West Midlands, 2010/11-2024/25, broken down by local authority. Data from DEFRA [local authority waste statistics](#).

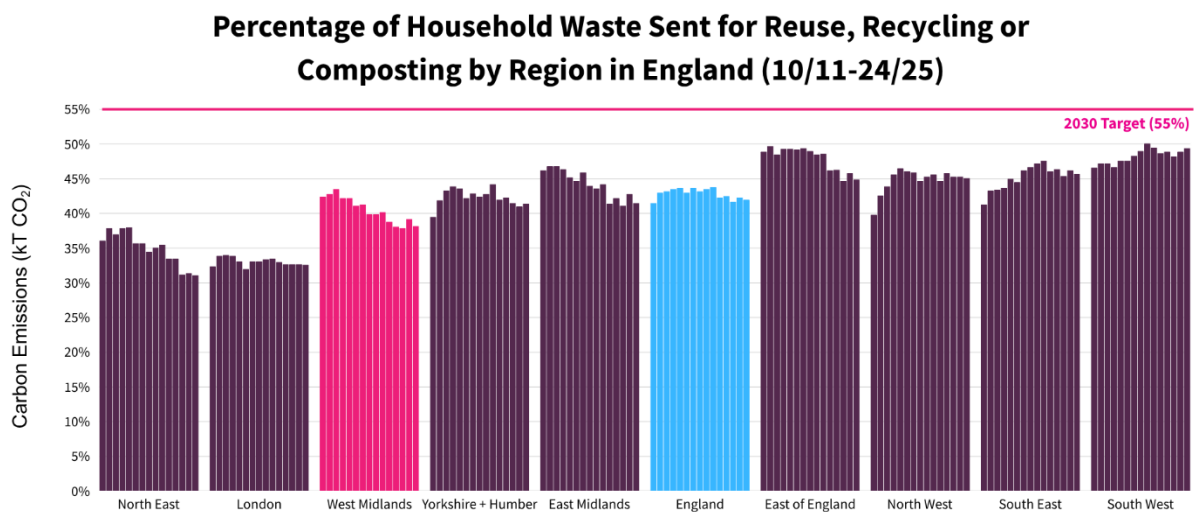


Figure 8 - Graph showing regional comparison for percentage of household waste sent for reuse, recycling or composting in England, 2010/11-2024/25. West Midlands data is highlighted in pink, and the England average is highlighted in blue.

highlighted in blue. The West Midlands 2030 target of 55% is shown by the pink horizontal line. Data from DEFRA [local authority waste statistics](#).

3.4 Summary of Findings

- Household recycling rates for 24/25 decreased in the West Midlands compared to the previous year, and now sit at 38.2%.
- There has been very little change annually over the last 15 years, with no signs of progress towards the 2030 target.
- All five subregions of the West Midlands experienced decreased household recycling rates in 24/25.
- Warwickshire has the highest recycling rate (49.5%) and the WMCA has the lowest (33.0%).
- Stratford-on-Avon recorded the highest household recycling rate in England for 2024/25, with 63.9%.
- Birmingham was the third lowest local authority in the country, at 20.3%.
- The West Midlands was the third worst performing compared to all English regions, and below the national average of 42%.

3.5 Recommendations

- Further analysis of which local authority areas are particularly contributing to the poor progress against this target would also be beneficial, alongside working with them to try and improve rates of reuse, recycling, and composting.
- Further analysis into different types of household waste, and how they are each individually reused, recycled, or composted would be beneficial. This would enable more tailored and improved recommendations for each household waste type.
- As of 31 March 2025, the Simpler Recycling changes to waste regulations have both widened the definition of household waste meaning that many more establishments are included, and increased the material streams that must be separated for recycling. Going forwards, the analysis of the 'Resource Efficiency' target will need to account for these legislative changes. Next year's report will include the first data since these changes have been introduced.

4 Clean & Active Travel: Walking and Cycling



4.1 2030 Vision Statement

By 2030, one third of all travel within the West Midlands will be made by walking or cycling.

4.2 Status

Sustain Current Action

4.3 Findings

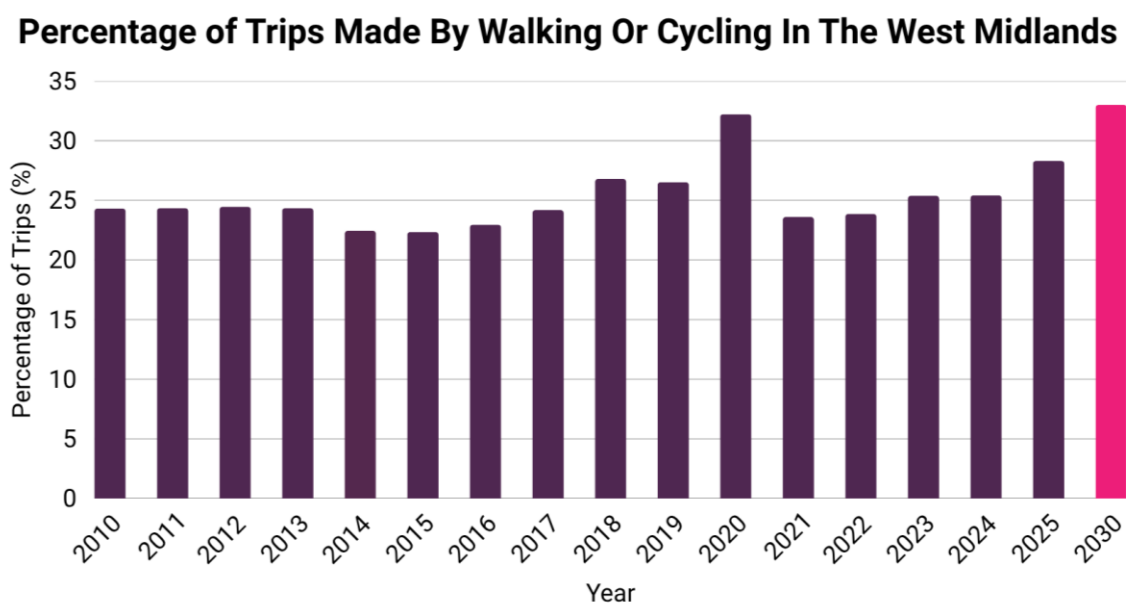


Figure 9 - Graph showing percentage of trips made by walking or cycling within the West Midlands, 2010-2025. The West Midlands target of 33.3% is highlighted in pink. Data from DfT [National Travel Survey](#).

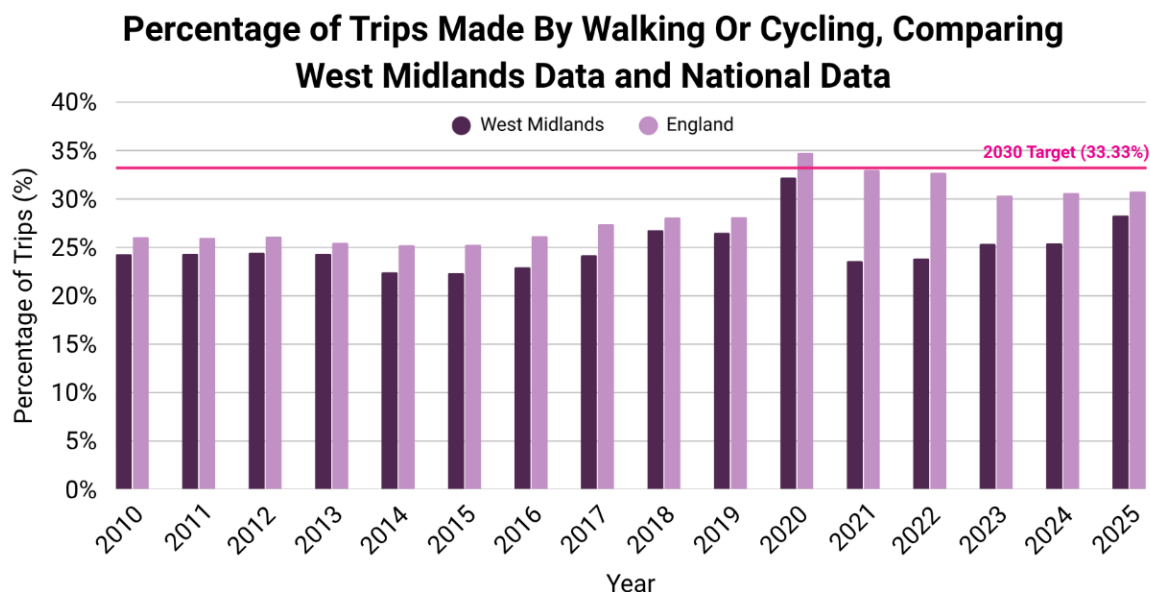


Figure 10 – Graph showing percentage of trips made by walking or cycling within the West Midlands, 2010-2025, compared to the national average. The West Midlands target of 33.3% is shown by the pink horizontal line. Data from DfT [National Travel Survey](#).

Percentage of Trips Made in the West Midlands by Mode of Transport

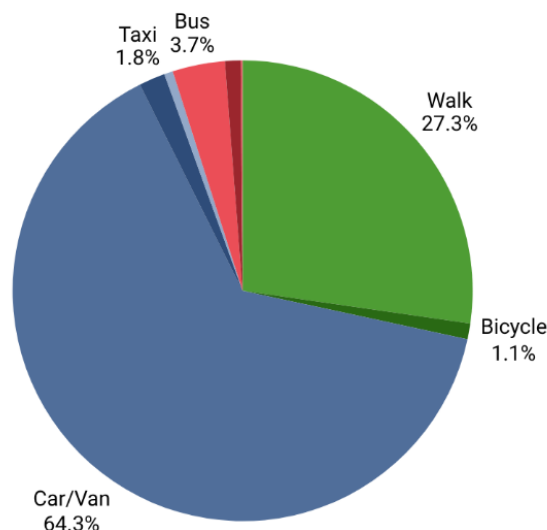


Figure 11 - Pie chart showing the percentage of trips made by each mode of transport within the West Midlands in 2025. Active transport modes are coloured green, private vehicles are coloured blue, and public transport is coloured red. Data from DfT [National Travel Survey](#).

4.4 Summary of Findings

- The percentage of trips made by walking or cycling in the West Midlands in 2025 was 28.4%.

- This is the highest percentage since the COVID-19 affected 2020, and represents a fifth consecutive year of improvement.
- At the current rate of improvement, the West Midlands is on track to meet the 2030 target.
- The percentage of trips made by walking or cycling in the West Midlands has been increasing at a greater rate than national data over the last five years, and the gap to the national average now sits just 2.3% below (the gap was 9.4% in 2021).
- Most active travel trips were made by walking, with just 1.1% from cycling.
- 64.3% of trips in the West Midlands were made in a car or van.
- Public transport accounts for just 5% of total trips made.

4.5 Recommendations

- In future reports, it would be valuable to analyse the walking and cycling levels further at a county level alongside the West Midlands' averages to indicate specific areas that need targeted actions, and to ascertain the difference in rural and urban trends. Data are not currently available due to an insufficient sample size collected. The Department for Transport suggest that assessing at a more granular level would only be viable if multiple years of data were combined.
- A target measuring all sustainable modes of transport more broadly could be useful in giving a larger scale comparison of environmental impact from transport. This could include public transport, e-scooters and e-bikes. The Department for Transport intends to separately analyse e-scooters and e-bikes as new modes of transport for future reports which would be beneficial for comparing additional sustainable transport types.
- Assessing the impact of access to green space on walking and cycling data would be useful on a local scale. This would provide understanding of what is needed to alter behaviour change and what factors increase walking and cycling percentages.

5 Clean & Active Travel: ULEV Sales



5.1 2030 Vision Statement

By 2030, 100% of new cars sold should be Ultra Low Emission Vehicles (ULEVs)

5.2 Status

Accelerate Progress

5.3 Findings

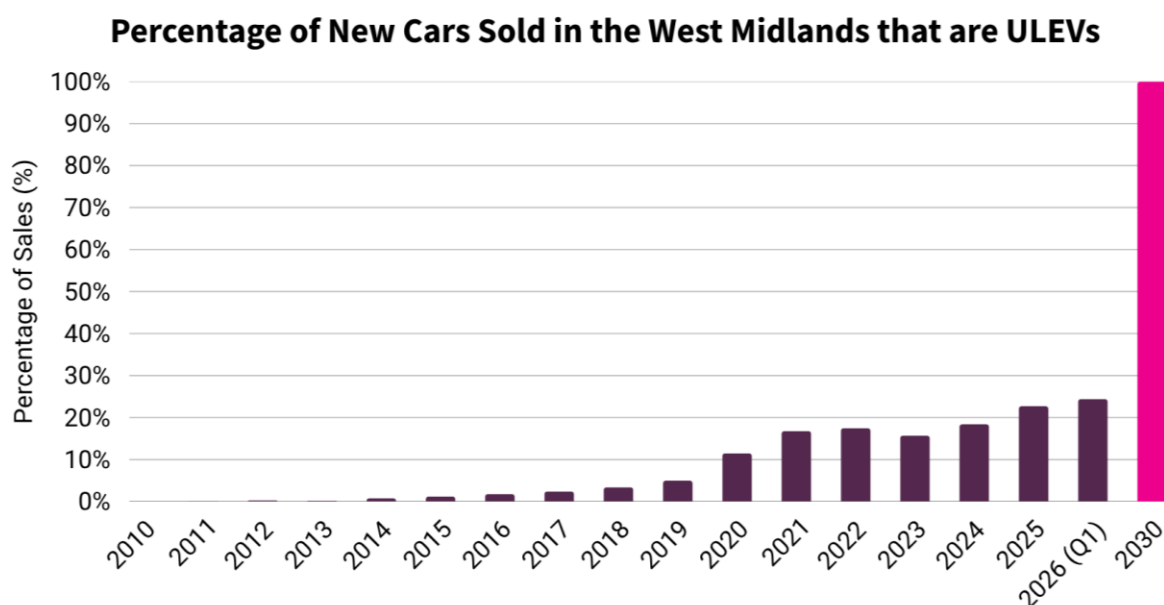


Figure 12 - Graph showing percentage of new cars sold that are ULEVs within the West Midlands, 2010-2025, as well as Q1 data for 2026. The West Midlands 2030 target of 100% is highlighted in pink. Data from DfT [vehicle licensing statistics](#).

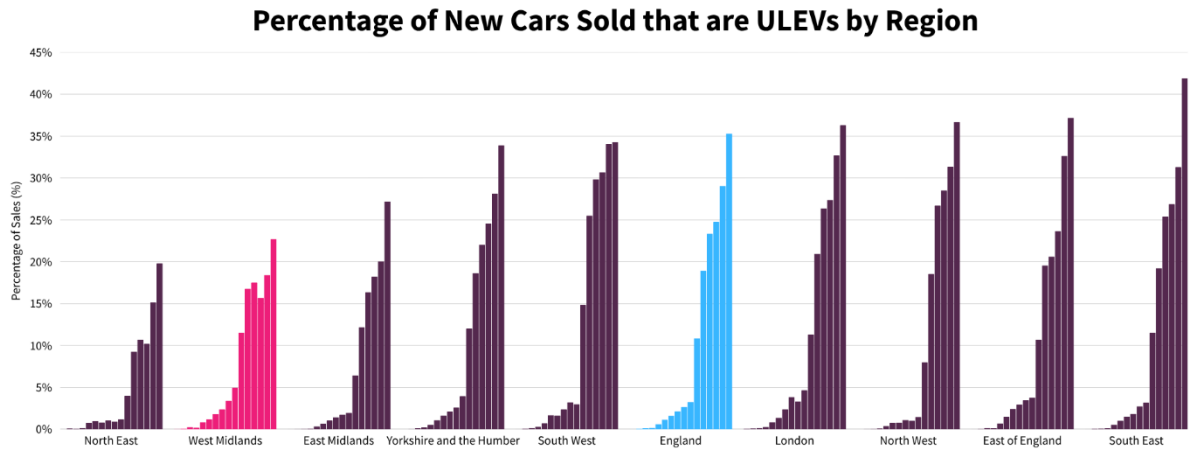


Figure 13 – Graph showing a regional comparison for percentage of new cars sold that are ULEVs in England, 2010-2025, as well as Q1 data for 2026. Data from DfT [vehicle licensing statistics](#).

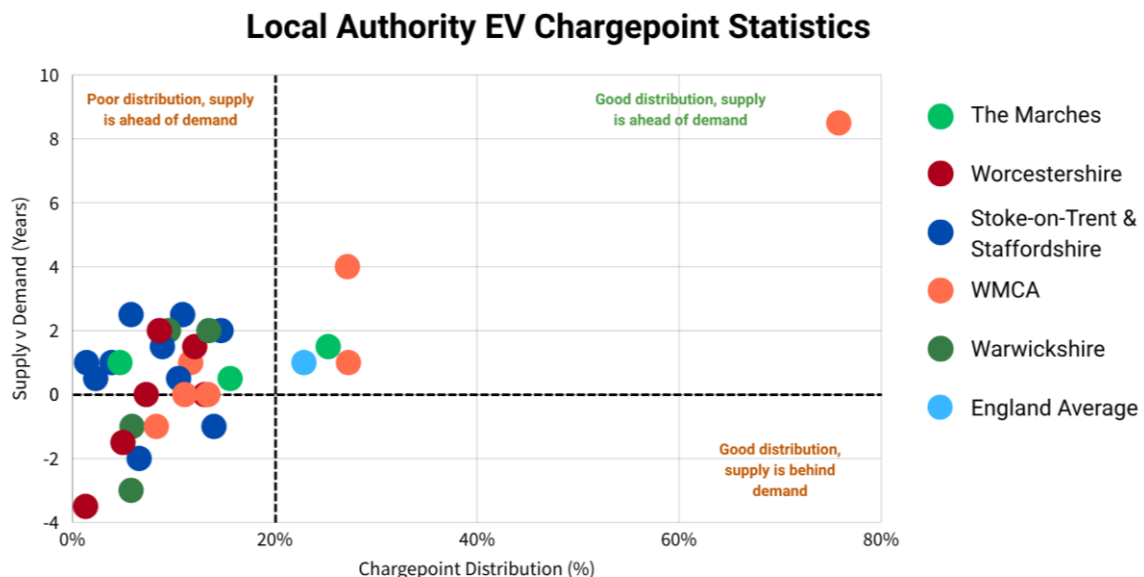


Figure 14 – Scatter plot showing the distribution of EV chargepoints and supply versus demand metrics for each local authority in the West Midlands. Each local authority is represented by a circle, coloured by the subregion it is located within. A light blue dot indicates the average for England. Data from Cenex [Public EV Infrastructure Metrics](#).

5.4 Summary of Findings

- 22.7% of new cars sold in the West Midlands in 2025 were ULEVs. This is a 4.3% increase from 2024.
- Provisional data for Q1 of 2026 shows a further increase, up to 24.4% of total sales.
- The West Midlands is the second lowest performing region in England for this metric, with the national average at 35.3%.
- The West Midlands is not currently on track to meet the current target of 100% of new cars sold being ULEVs by 2030, although this target may be reduced in upcoming years (see section 5.5).

- EV chargepoint distribution shows a small increase from the previous year, with 12.7% of households without driveways within a four minute walk of public chargepoints. This is below the national average of 22.9%.
- Coventry is significantly the best performing local authority for EV chargepoint infrastructure, with approximately 75% of households within a four minute walk of public chargepoints.

5.5 Recommendations

- It may be beneficial to ascertain whether the data representing ULEVs registered for the first time can be broken down into local authority level for further insight. This would be especially helpful to determine if the uptake of electric vehicles is slower in rural areas where perhaps infrastructure is limited, and range anxiety is still a greater concern than in urban areas.
- It is also important to note that there may be different reasons for ULEV cars not to be purchased by the public, especially due to their current cost. This is something which needs to be investigated and thought about further to accelerate progress of this target. There may need to be a way to make ULEV cars more accessible, to encourage more people to invest in them.
- There has been a significant amount of uncertainty around the Government's Zero Emission Vehicles (ZEV) Mandate in recent years, and a number of changes to policy. Currently, the ZEV Mandate dictates that 100% of new cars sold must be ZEV by 2035, and 0% of new cars sold must be petrol or diesel by 2030. This Mandate is currently undergoing a review, with the possibility of both targets being decreased. This could impact the West Midlands target for next year's report.

6 Clean Air & Water: Air Quality



6.1 2030 Vision Statement

By 2030, reduce the mortality rate from PM2.5 pollution exposure by 75% from 2019 levels across the West Midlands.

6.2 Status

More Action Needed

6.3 Findings

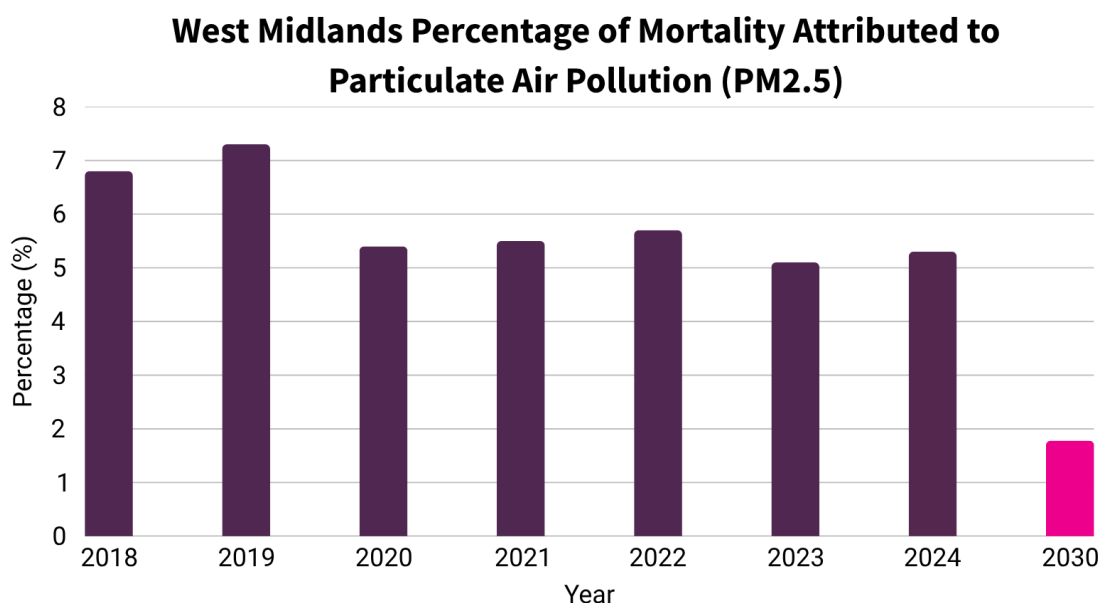


Figure 15 - Graph showing percentage of mortality attributed to particulate air pollution (PM2.5) in the West Midlands, 2018-2024. The West Midlands 2030 target of 1.8% is highlighted in pink – this represents a 75% reduction from 2019 levels. Data from DHSC [public health profiles](#).

Percentage of Mortality Attributed to Particulate Air Pollution (PM2.5) by Subregion (2018-2024)

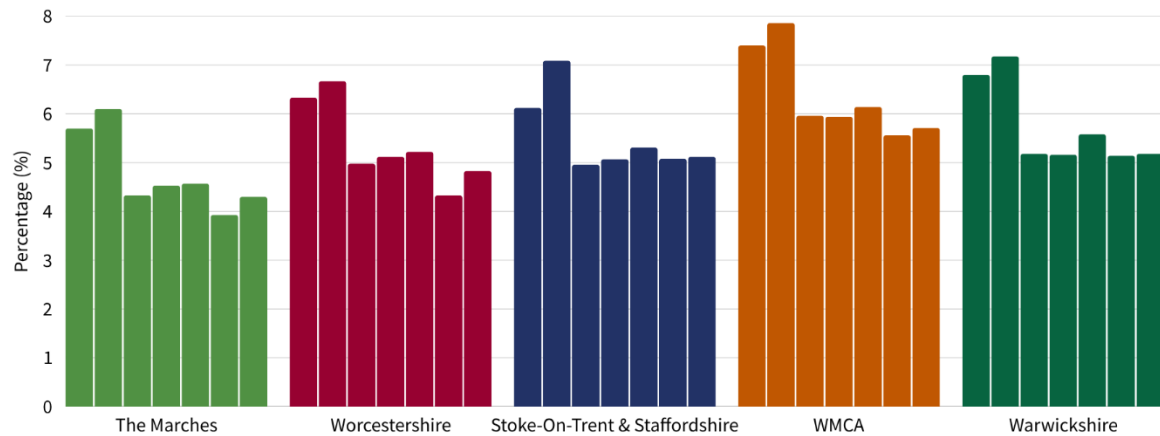


Figure 16 - Graph showing percentage of mortality attributed to particulate air pollution (PM2.5) for each subregion in the West Midlands, 2018-2024. Data from DHSC [public health profiles](#).

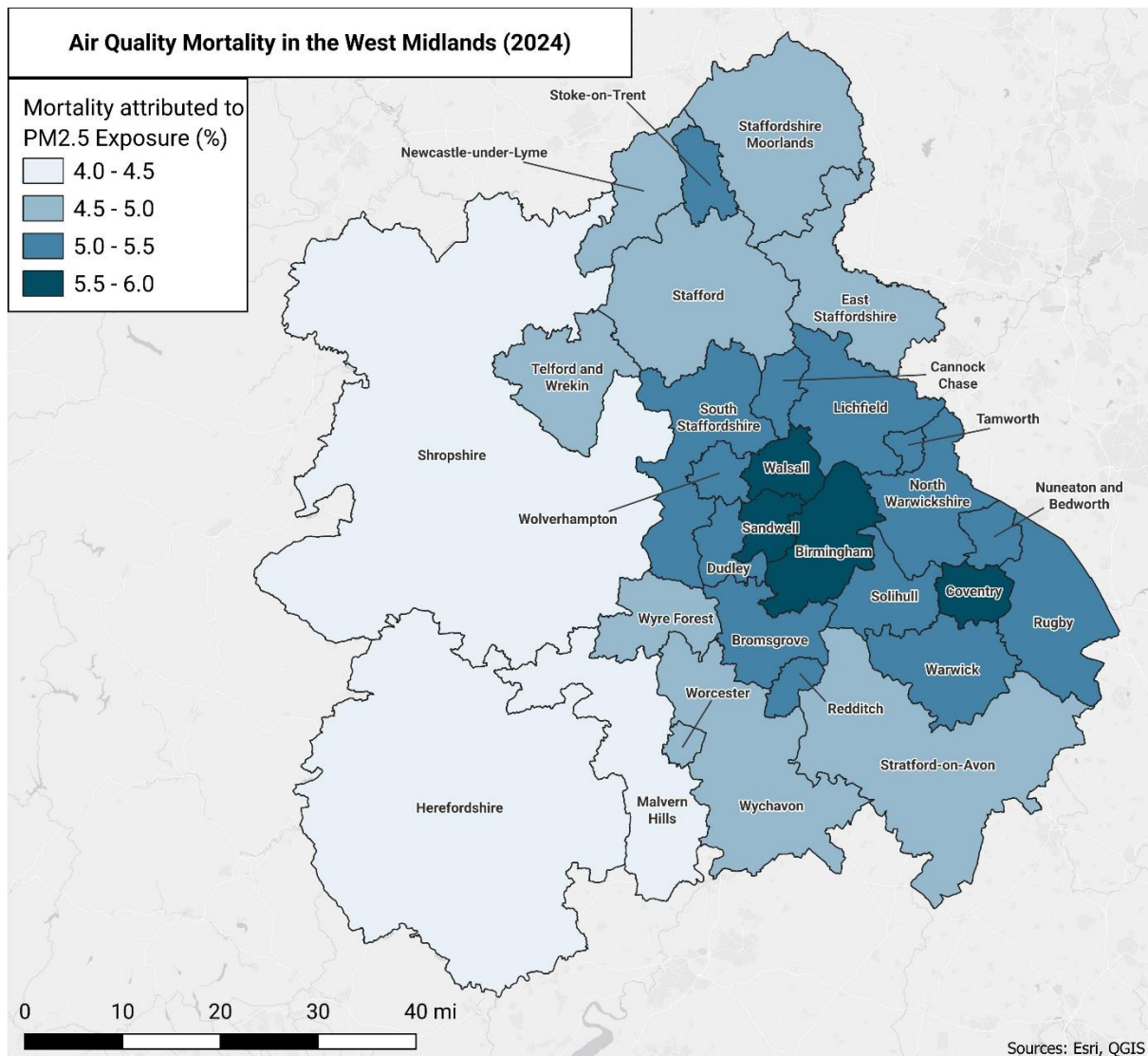


Figure 17 - Map showing percentage of mortality attributed to particulate air pollution (PM2.5) for each local authority in the West Midlands, 2024. Data from DHSC [public health profiles](#).

6.4 Summary of Findings

- The percentage of mortality attributed to PM2.5 pollution exposure in the West Midlands increased from 2023 to 5.3% in 2024.
- This is a 27.4% decrease from 2019 levels, although there has been little change over the previous five years.
- All five subregions of the West Midlands experienced small increases in the percentage of mortality attributed to PM2.5 pollution exposure in 2024.
- The WMCA has the highest percentage of mortality attributed to PM2.5 pollution exposure (5.7%) whilst The Marches has the lowest (4.3%).
- The local authorities with the highest rates of mortality attributed to PM2.5 are Birmingham, Sandwell and Walsall, whilst the lowest rates are in Shropshire, Herefordshire and the Malvern Hills.

6.5 Recommendations

- If the data are available, it may be useful to analyse air quality data in addition to mortality attributed to air quality. This could be useful to understand spatial variation over the entire region, particularly the difference between urban and rural settings, and identification of air pollution hotspots in the region. Work is currently being done to understand whether these data are available.
- If this data can be obtained, areas of high air pollution could be identified at a more granular level than local authority and targeted action could be recommended for those areas. Recent [research](#) has shown that air pollution measures such as Ultra Low Emissions Zones (ULEZ) can have an extreme impact on improving lung health and preventing mortality attributed to air quality.
- In future reports, it will be important to assess if the mortality rates attributed to air pollution fall in accordance with introduced air pollution measures and a shift towards lower emission vehicles in line with Government policy.

7 Clean Air & Water: Water Quality



7.1 2030 Vision Statement

By 2030, restore 75% of waterbodies within the West Midlands to at least good ecological status.

7.2 Status

More Action Needed

7.3 Findings

Ecological Status of Waterbodies in the West Midlands						
	Bad	Poor	Moderate	Good	High	Percentage Good or High
2019	18	116	227	11	0	2.96%
2022	16	125	219	12	0	3.23%
2025	19	130	210	13	0	3.49%

Figure 18 - Table showing the ecological status of all waterbodies in the West Midlands, 2019, 2022 & 2025. Data from Environment Agency [Catchment Data Explorer](#).

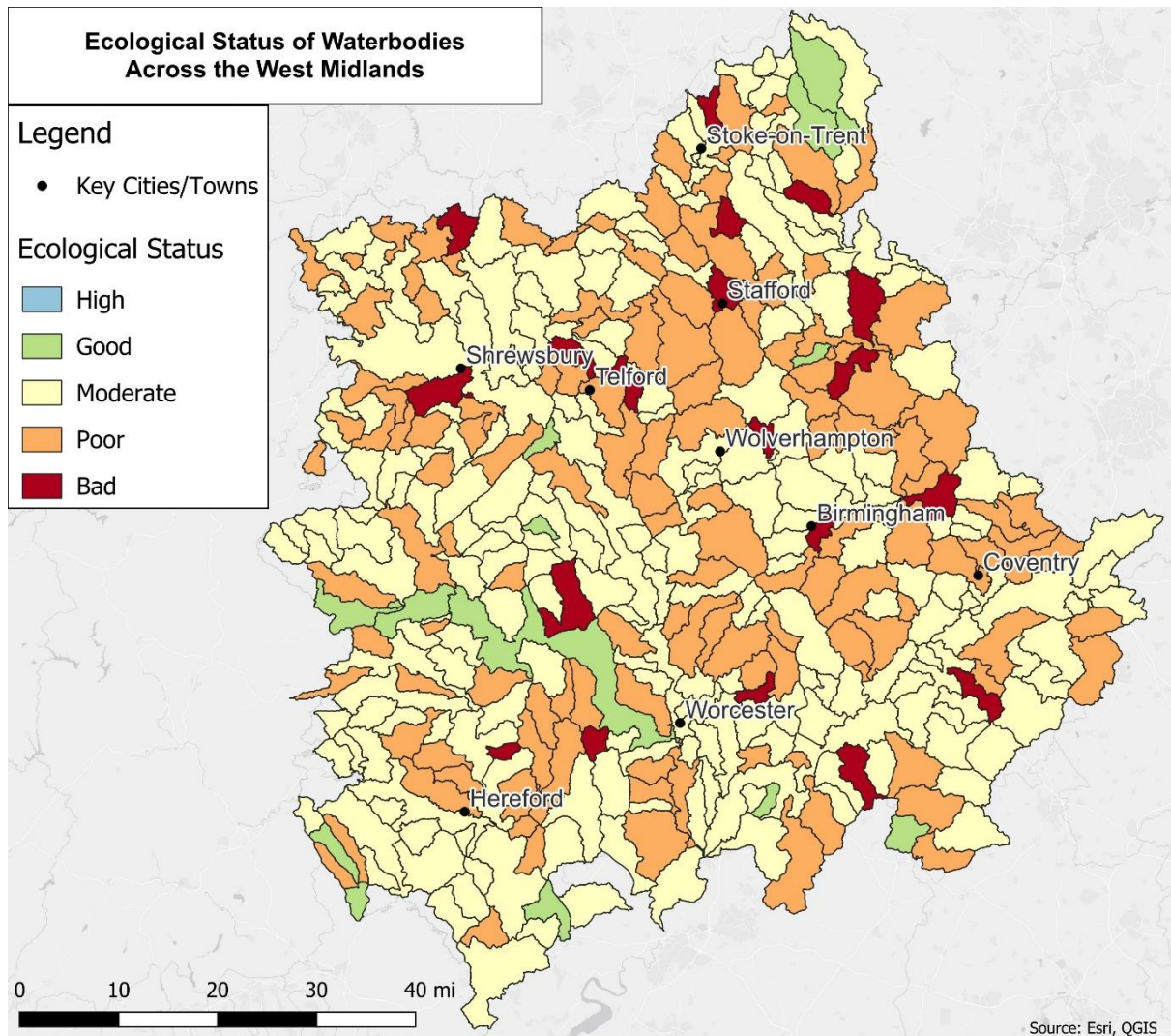


Figure 19 – Map showing the ecological status of all waterbodies in the West Midlands, 2025. Waterbodies are represented by their catchment area. Data from Environment Agency [Catchment Data Explorer](#).

7.4 Summary of Findings

- 2025 data show a small improvement to water quality since 2022, with 3.5% of waterbodies having good or high ecological status.
- This is still significantly below the 2030 target, and data on progress suggests that reaching the target is very unlikely.
- A change to the way the Environment Agency measures good ecological status means that all ecological factors must now be considered good before the overall status is confirmed as good. This means that there may have been progress to the overall quality of many waterbodies, even if they do not now count as good.
- 130 of the 372 waterbodies in the West Midlands are considered to have poor ecological status, and a further 19 have bad ecological status.

7.5 Recommendations

- Comparing levels of water quality across England may be beneficial to determine whether the insufficient status of water quality are mirrored in other regions.
- Each waterbody in England is covered by a River Basin Management Plan, which sets objectives for the ecological status for each waterbody. Analysis could be undertaken to understand whether certain River Basin Management Plans are having a greater impact on water quality than others, with successful initiatives expanded to other regions.
- The 2025 update was the final scheduled update to this dataset. Investigation must be undertaken to determine when the next update is likely to be, and if this target remains monitorable over the coming years.

8 Natural Environment

8.1 2030 Vision Statement

By 2030, at least 30% of land will be protected for nature across the West Midlands.



8.2 Status

More Action Needed

8.3 Findings

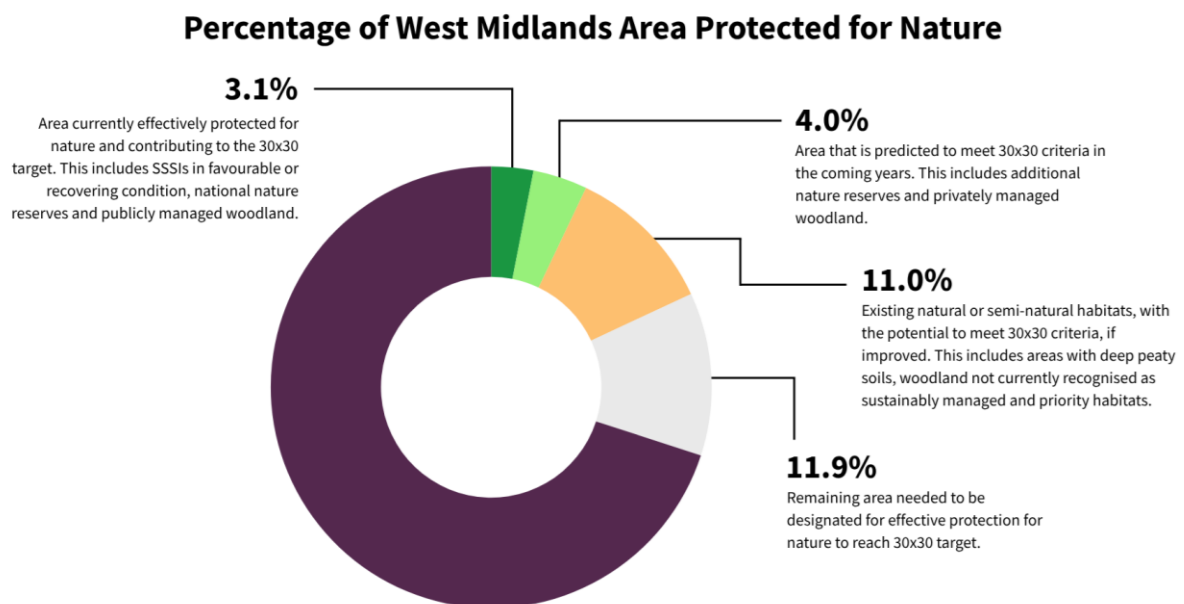


Figure 20 - Chart showing the percentage of land in the West Midlands that is protected for nature, 2026. Data from various sources (see methodology in Annex 3).

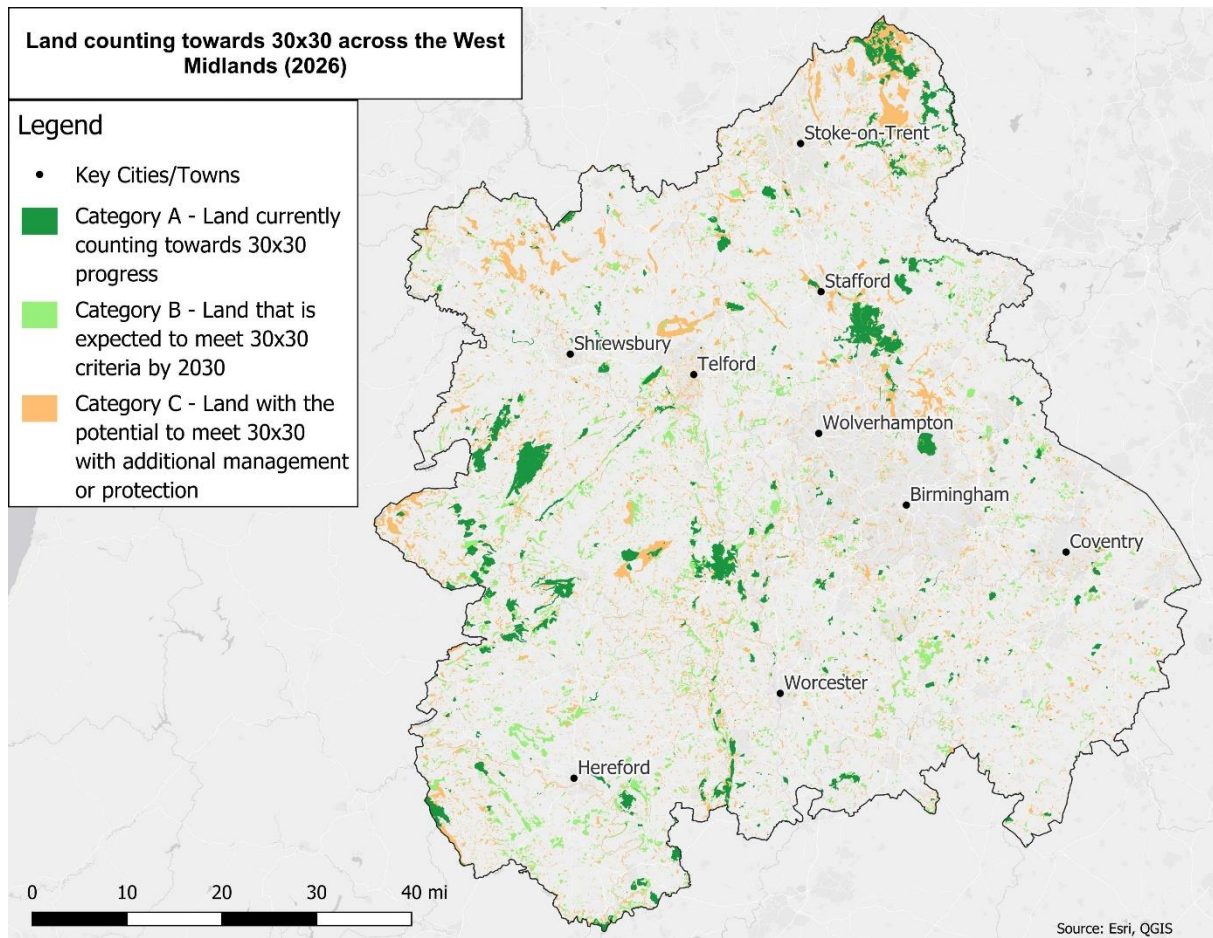


Figure 21 - Map showing all land counting towards 30x30 across the West Midlands, 2026. Data is broken down into three categories, defined by [DEFRA](#).

8.4 Summary of Findings

- A new methodology for measuring 30x30 progress has been released, with a number of additional land use types now considered to be protected for nature.
- This means that 3.1% of the West Midlands is currently contributing towards the target, with a further 4.0% on track to contribute by 2030.
- Using the previous methodology, only 2.3% of the West Midlands contributed towards the target.
- 11% of land in the West Midlands is currently designated for nature and has the potential to count towards the 30x30 target with additional management.
- Approximately 7% of England is considered protected for nature.

8.5 Recommendations

- We will continue to compare West Midlands data with national data in the coming years. This will give an indication as to how the region is performing compared to the rest of the country and may highlight potential actions that could help the West Midlands increase land protected for nature.

- In addition to categories A, B and C displayed in Figure 21, DEFRA have created a fourth Category D, which contains areas with strong ecological suitability for the creation of new habitat. Category D could not be included in the analysis for this year's data, but may be possible in future years.
- There may be local sites that are eligible to contribute towards the target but are not captured by the datasets used. Engagement with SWM members could provide insight into any additional sites that we could capture and include in our analysis.

9 Sustainable Growth

9.1 2030 Vision Statement

By 2030, sales in the Low Carbon Goods and Environmental Services (LCEGS) sector will reach £32 billion within the West Midlands.



9.2 Status

Accelerate Progress

9.3 Findings

Total Sales in the Low Carbon Environmental Goods and Services Sector

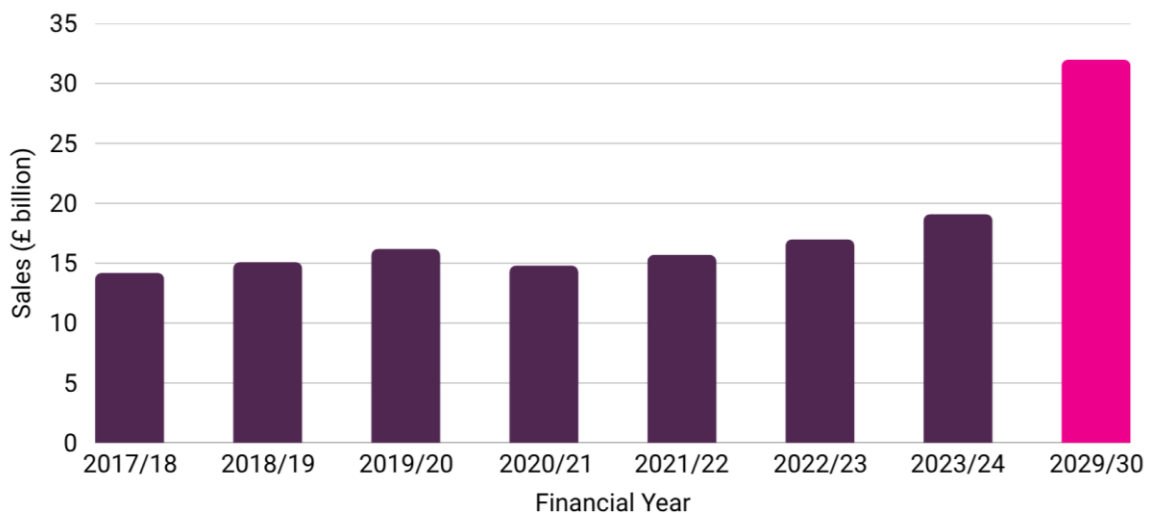


Figure 22 - Graph showing the total sales in the Low Carbon Environmental Goods and Services sector in the West Midlands, 2017-2024. The West Midlands 2030 target of £32 billion is highlighted in pink. Data from kMatrix.

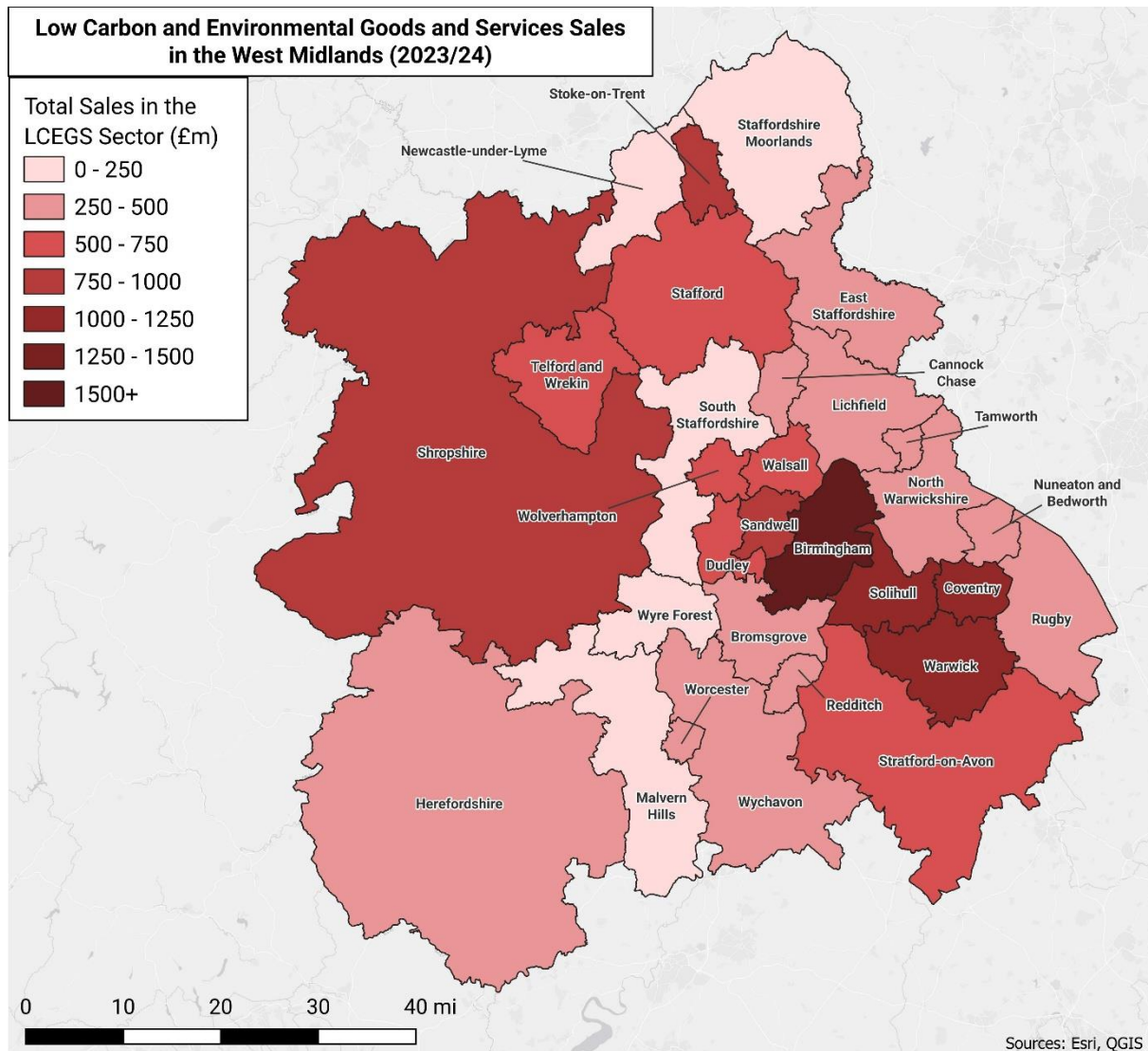


Figure 23 – Map showing the total sales in the Low Carbon Environmental Goods and Services Sector for each local authority in the West Midlands, 2017-2024. Data from kMatrix.

9.4 Summary of Findings

- No update has been possible for this year's report due to the lack of updated data.
- For the most recent year on record (2023/24) total sales in the West LCEGS sector were calculated to be £19.1 billion.
- Compared to 2022/23, sales in the sector have grown by £2.1 billion.
- Growth over the last three years has increased exponentially; 6% in 2021/22, 8.4% in 2022/23 and 12.2% in 2023/24.
- Birmingham is the local authority with the highest total sales in the LCEGS sector, with over £4,000m annually. This is more than triple the second highest local authority which is Coventry at £1,246m.
- Projections estimate that total sales in the West Midlands are likely to reach £27.3 billion by 2030. Whilst this is still below the level specified in the 2030 vision statement, consultants kMatrix project that the rate of growth will increase in the

coming years, and at the current rate achieving £32 billion in annual sales should be possible.

9.5 Recommendations

- As has been the case this year, there is no guarantee that updates to this dataset will be available annually as they were previously funded by Midlands Net Zero Hub and Midlands Engine (no longer in existence). Should another refresh of the study take place, it may be several years before the data for this target is updated again. As a result, further research should be carried out to ensure other datasets can be accessed to enable monitoring of this target.
- A detailed list of recommendations on how the LCEGS sector can be supported at a regional, subregional and local authority level can be viewed in the respective reports released in January 2025 which can be found [here](#).

10 Social Equity & Health: Health Inequality



10.1 2030 Vision Statement

By 2030, achieve a 40% decrease in male and female health inequality from 2019 levels across the West Midlands.

10.2 Status

More Action Needed

10.3 Findings

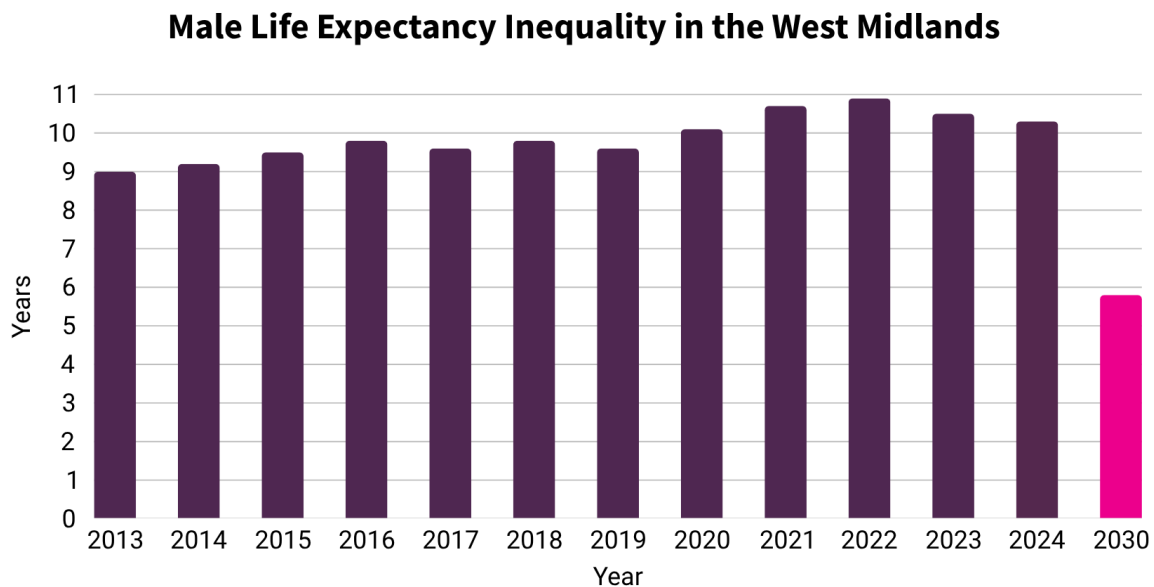


Figure 24 - Graph showing the average male life expectancy inequality across the West Midlands, 2013-2024. The West Midlands 2030 target of a 40% reduction from 2019 levels is highlighted in pink. Data from DHSC [local authority health profiles](#).

Female Life Expectancy Inequality in the West Midlands

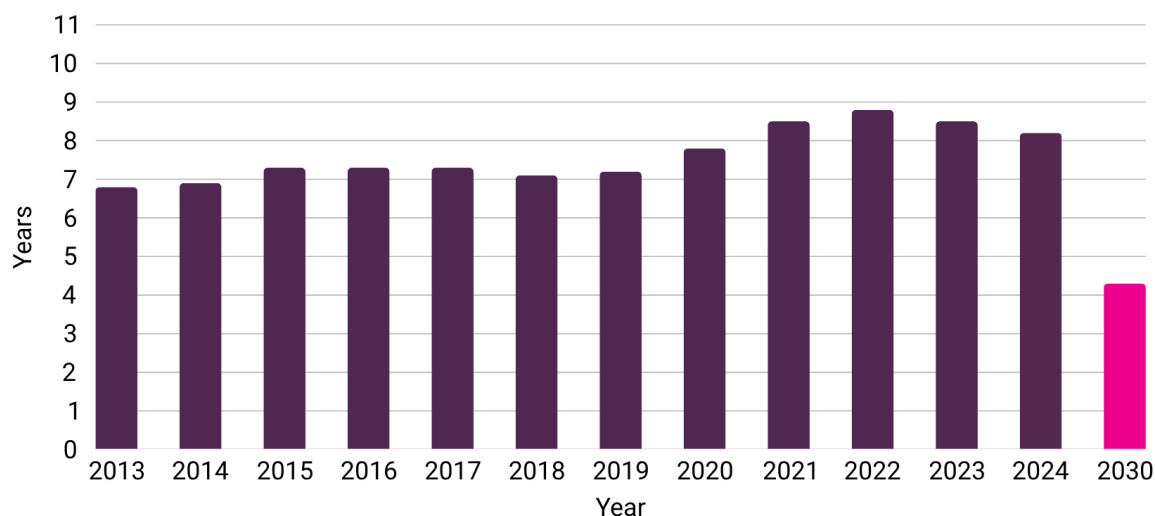


Figure 25 - Graph showing the average female life expectancy inequality across the West Midlands, 2013-2024. The West Midlands 2030 target of a 40% reduction from 2019 levels is highlighted in pink. Data from DHSC [local authority health profiles](#).

Male Life Expectancy Inequality Comparing Subregions in the West Midlands (2013-2024)

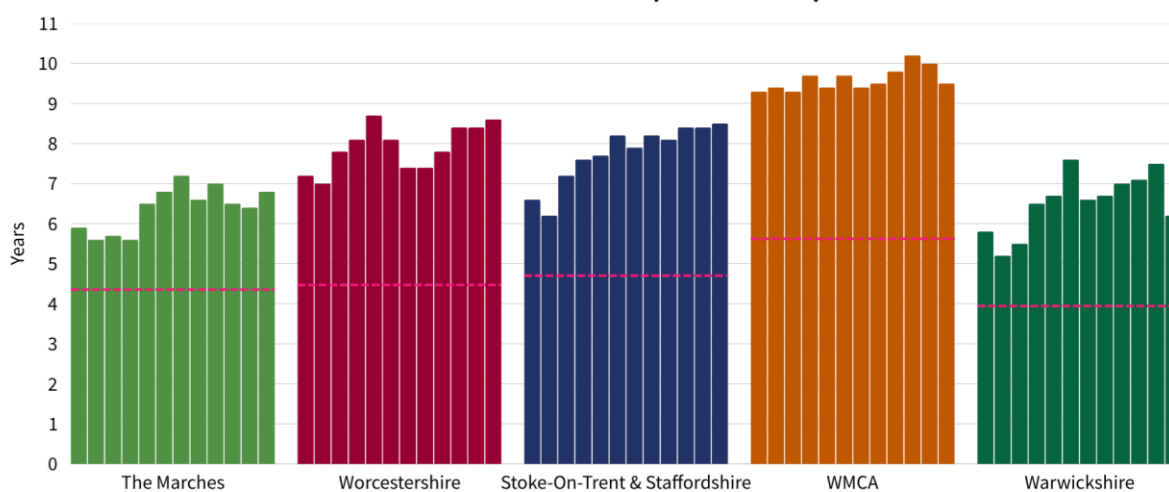


Figure 26 - Graph showing the average male life expectancy inequality across the West Midlands, 2013-2024, broken down by subregion. The West Midlands 2030 target of a 40% reduction from 2019 levels is shown by pink horizontal lines for each subregion. Data from DHSC [local authority health profiles](#).

Female Life Expectancy Inequality for Subregions in the West Midlands (2013-2024)

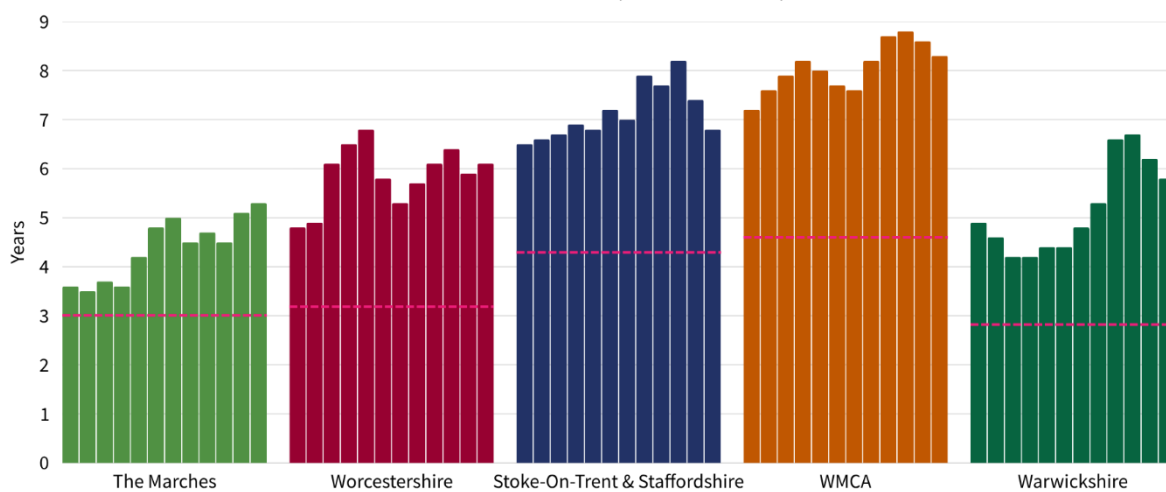


Figure 27 - Graph showing the average female life expectancy inequality across the West Midlands, 2013-2024, broken down by subregion. The West Midlands 2030 target of a 40% reduction from 2019 levels is shown by pink horizontal lines for each subregion. Data from DHSC [local authority health profiles](#).

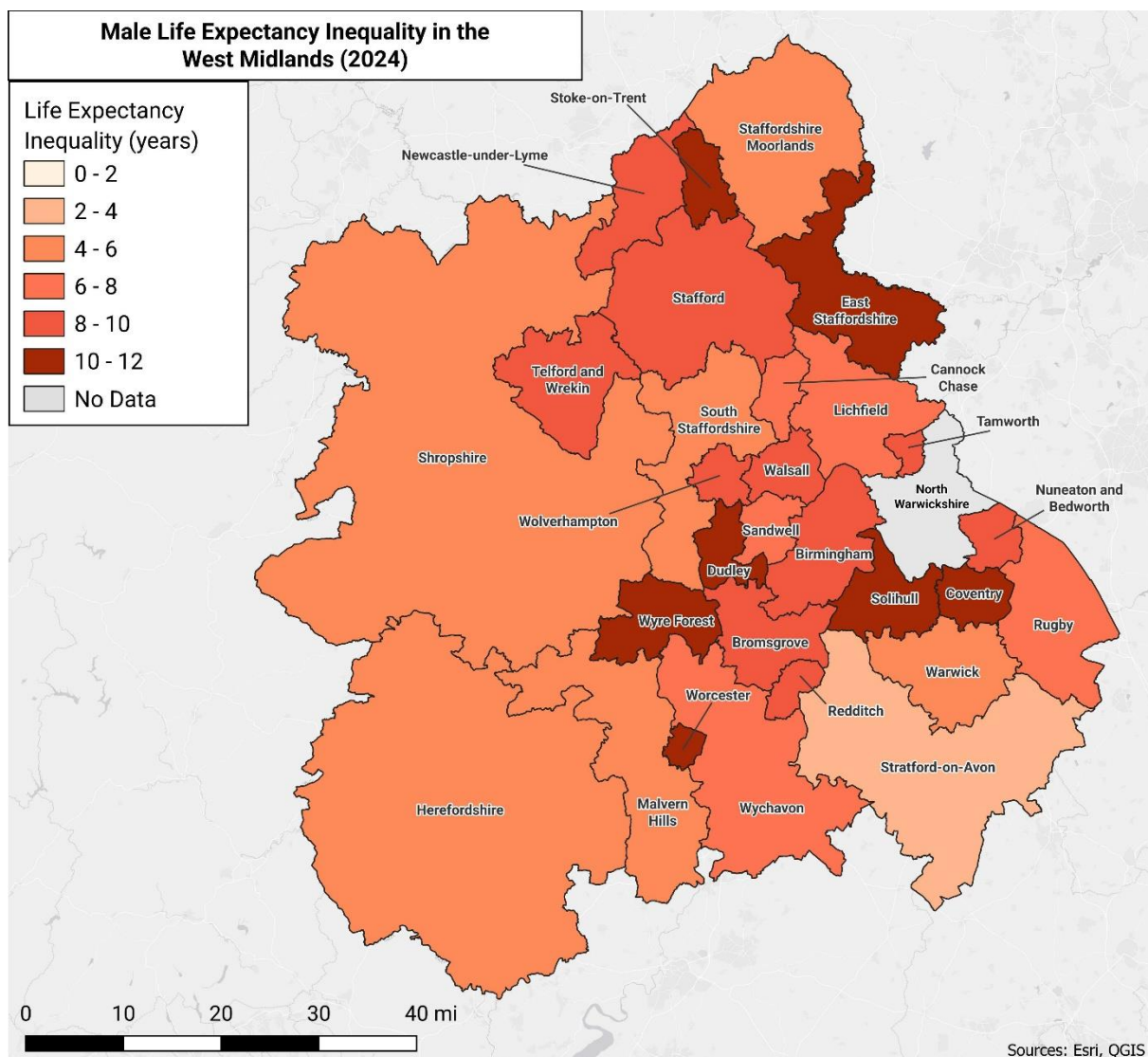


Figure 28 - Map showing the average male life expectancy inequality for each local authority in the West Midlands, 2024. Data from DHSC [local authority health profiles](#).

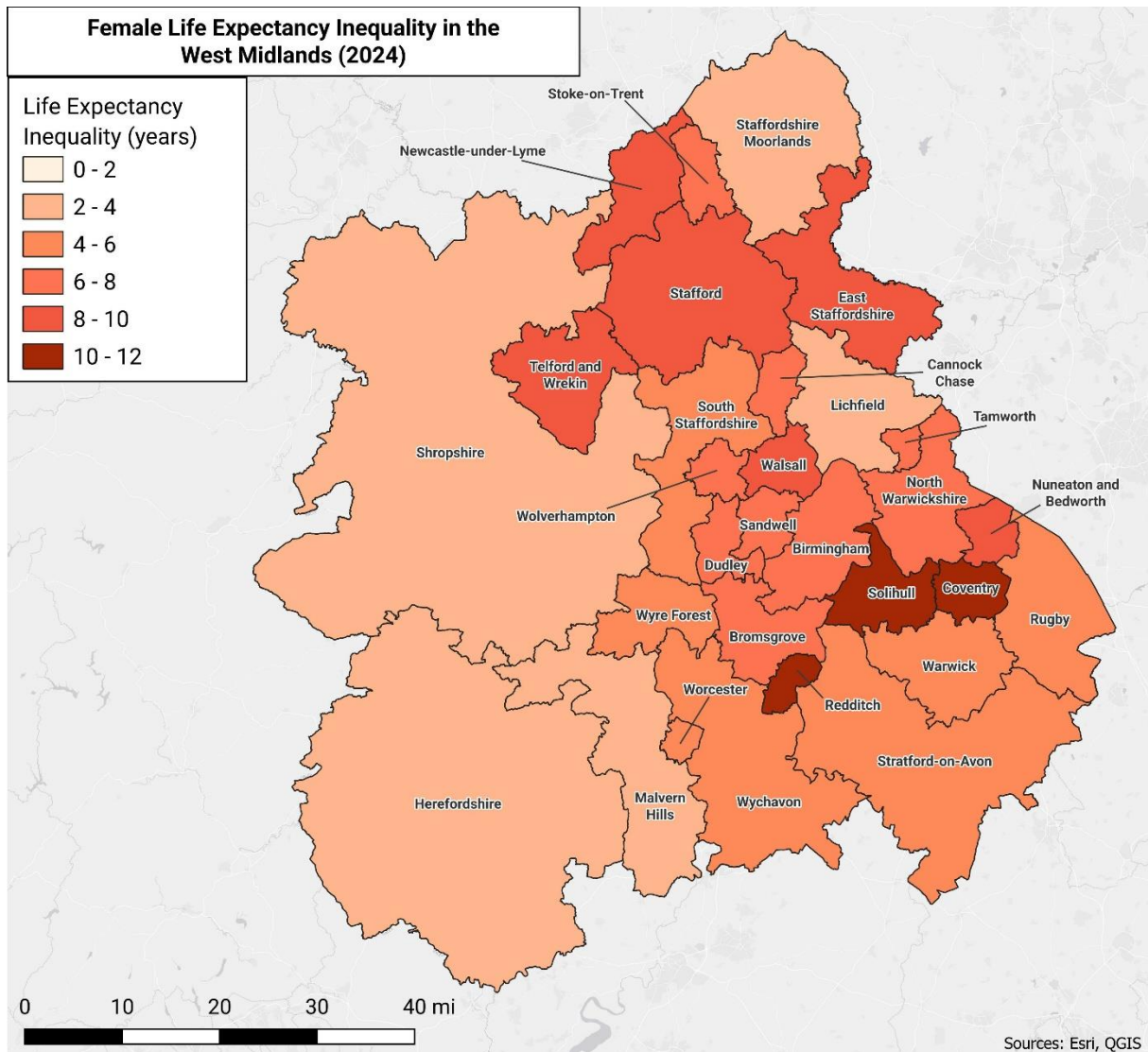


Figure 29 - Map showing the average female life expectancy inequality for each local authority in the West Midlands, 2024. Data from DHSC [local authority health profiles](#).

10.4 Summary of Findings

- The latest available data shows a decrease in life expectancy inequality for both males and females in 2024, meaning that the difference in life expectancy dependent upon where an individual lives is lesser.
- This is the second successive year where both data have decreased. This is the first time this has happened since we began measuring this data in 2013.
- Two subregions have experienced decreases in 2024 for male life expectancy inequality. These are the WMCA (-0.5 years) and Warwickshire (-1.3 years).
- For females, three subregions have seen decreases – Stoke on Trent and Staffordshire (-0.6 years); WMCA (-0.3 years); and Warwickshire (-0.4 years).
- Even if the same rate of reduction over the last two years continues, the region is not expected to meet either target by 2030.

10.5 Recommendations

- In future reports, it may be useful to include a graph comparing the West Midlands health inequality levels against other regions and the UK as a whole, to give insight into whether the West Midlands is the only region experiencing a lack of progress on this critical measure of inequality.
- Incorporating life expectancy data and plotting this alongside life expectancy inequality data may provide important context. This may highlight whether areas of high inequality are also areas experiencing the lowest life expectancy, as well as providing information on trends in life expectancy data.

11 Social Equity & Health: Fuel Poverty



11.1 2030 Vision Statement

By 2030, reduce the proportion of households in fuel poverty by 50% from 2019 levels across the West Midlands.

11.2 Status

Sustain Current Action

11.3 Findings

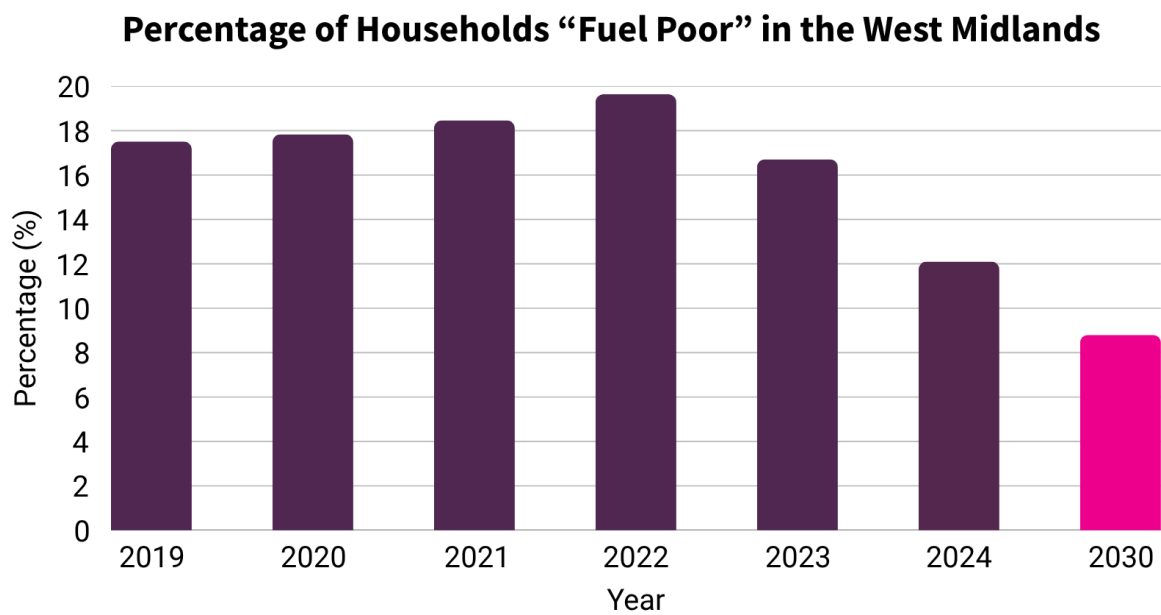


Figure 30 - Graph showing the percentage of households in fuel poverty within the West Midlands, 2019-2024. The West Midlands 2030 target of 8.8% is highlighted in pink. Data from DESNZ [fuel poverty statistics](#).

Percentage of Households “Fuel Poor” for Subregions in the West Midlands (2019-2024)

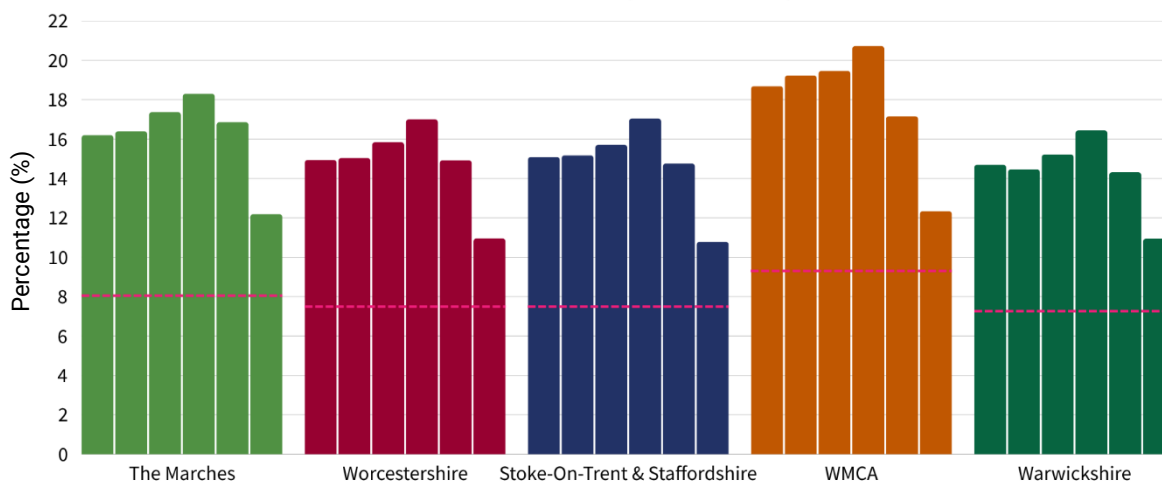


Figure 31 – Graph showing the percentage of households in fuel poverty within the West Midlands, 2019-2024, broken down by subregion. The West Midlands 2030 target of a 50% reduction from 2019 levels is shown by the pink horizontal line for each subregion. Data from DESNZ [fuel poverty statistics](#).

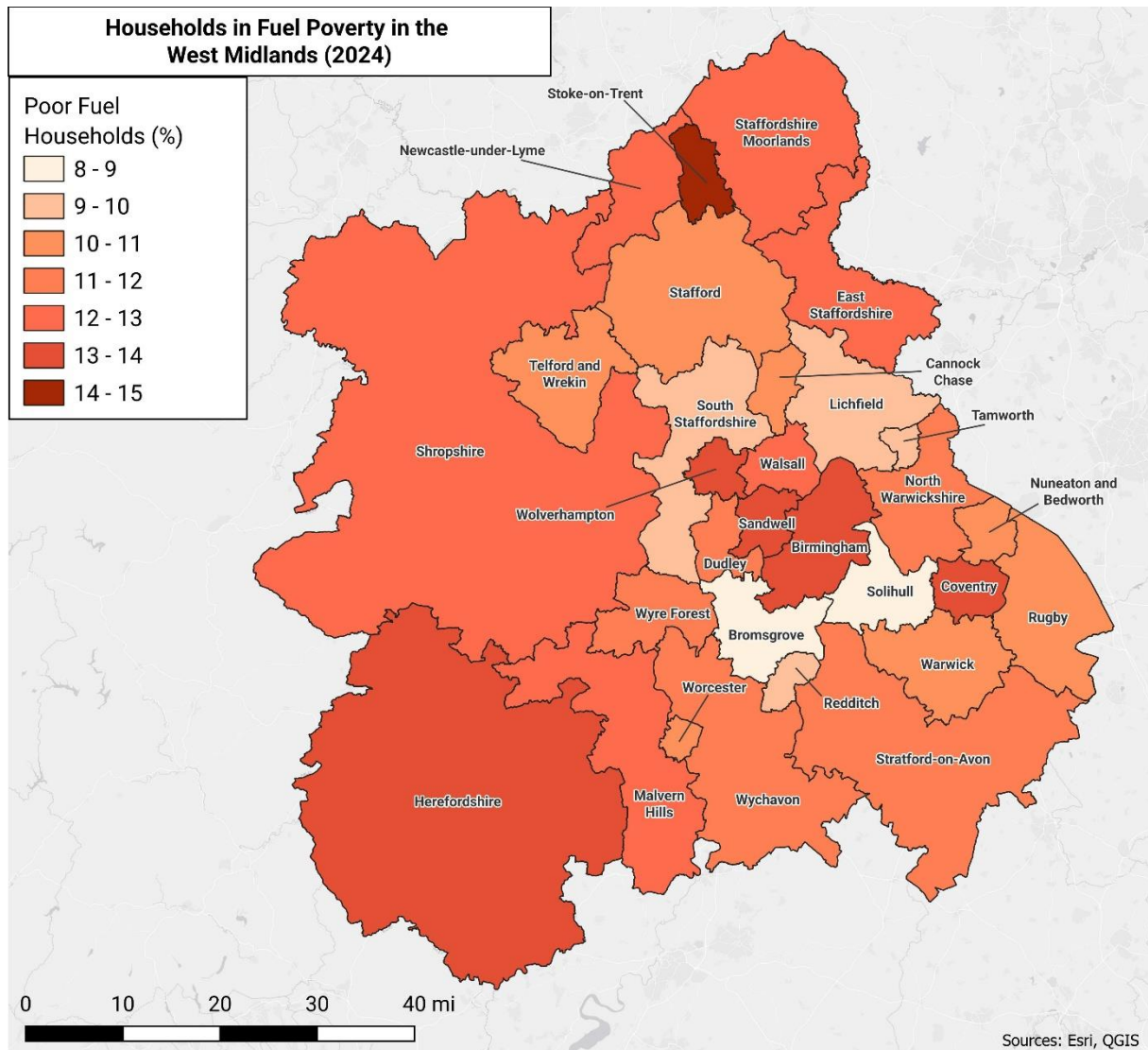


Figure 32 - Map showing the percentage of households in fuel poverty for each local authority within the West Midlands, 2024. Data from DESNZ [fuel poverty statistics](#).

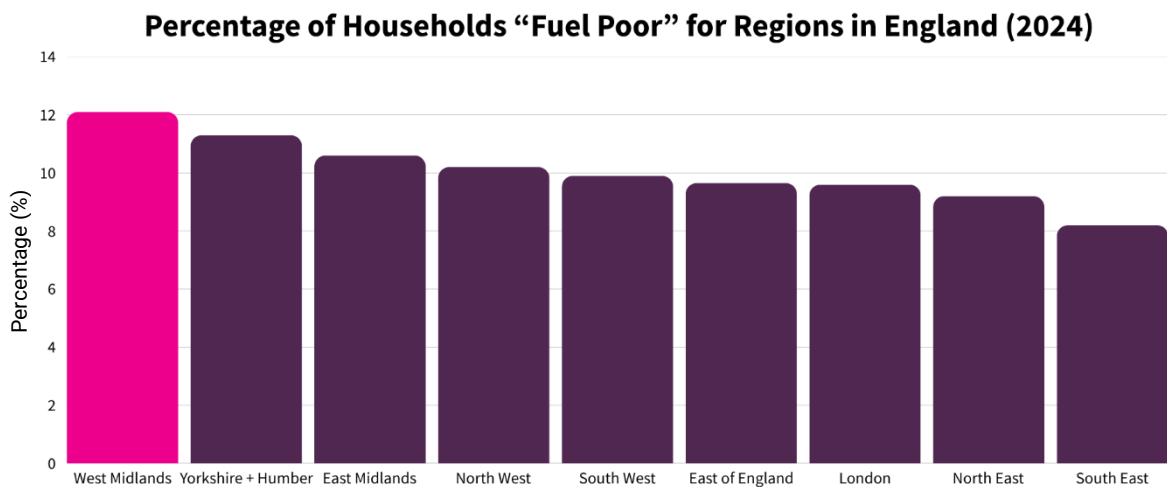


Figure 33 – Graph showing regional comparison of percentage of households in fuel poverty in England, 2024. West Midlands data is highlighted in pink. Data from DESNZ [fuel poverty statistics](#).

11.4 Summary of Findings

- The proportion of households in fuel poverty in the West Midlands saw a significant decrease in 2024 and is now at 12.1%.
- Since 2022, fuel poverty rates in the West Midlands have decreased by 38.4%.
- All subregions in the West Midlands have seen a decrease in fuel poverty rates in each of the last two years.
- Fuel poverty rates are similar between all subregions. The subregion with the highest rate (WMCA) is only 1.5% higher than that with the lowest (Stoke-on-Trent & Staffordshire).
- Stoke-on-Trent is the worst performing local authority in the country, with 14.8% of households living in fuel poverty.
- A further four West Midlands local authorities are within the top eight worst performing nationally (Birmingham, Sandwell, Wolverhampton, Coventry).
- Bromsgrove (8.8%) and Solihull (8.9%) are the best performing local authorities in the West Midlands.
- The West Midlands is the worst performing region in England. The national average is 9.9%.
- Regression analysis of the previous six years of data projects that by 2030, 9.9% of households will be living in fuel poverty. Whilst this is a significant reduction from 2019 levels, this would fall short of the 2030 target. However, if progress from the most recent two years is maintained, the 2030 target should be achievable.

11.5 Recommendations

- The region's efforts to decarbonise and retrofit homes to meet Net Zero targets could indirectly impact on fuel poverty levels. There is an opportunity to ensure that homes that are prioritised for measures are those that have historically suffered from fuel poverty. The impact of such measures should be monitored in these terms using this dataset, as well as analysing regional carbon emissions.
- Understanding the reasons for the significant decrease experienced since 2022 could be key to understanding the actions having the biggest influence on reducing fuel poverty. Any policies or schemes that were implemented during this time and are known to have been successful should be rolled out further.
- Exploration of the actions and measures taken by other regions in England could be beneficial to assess whether the West Midlands could take on board their actions and apply any new measures.

12 Sustainable Energy Use: Renewable Electricity Generation



12.1 2030 Vision Statement

By 2030, increase renewable electricity generation by 110% from 2019 levels across the West Midlands.

12.2 Status

Accelerate Progress

12.3 Findings

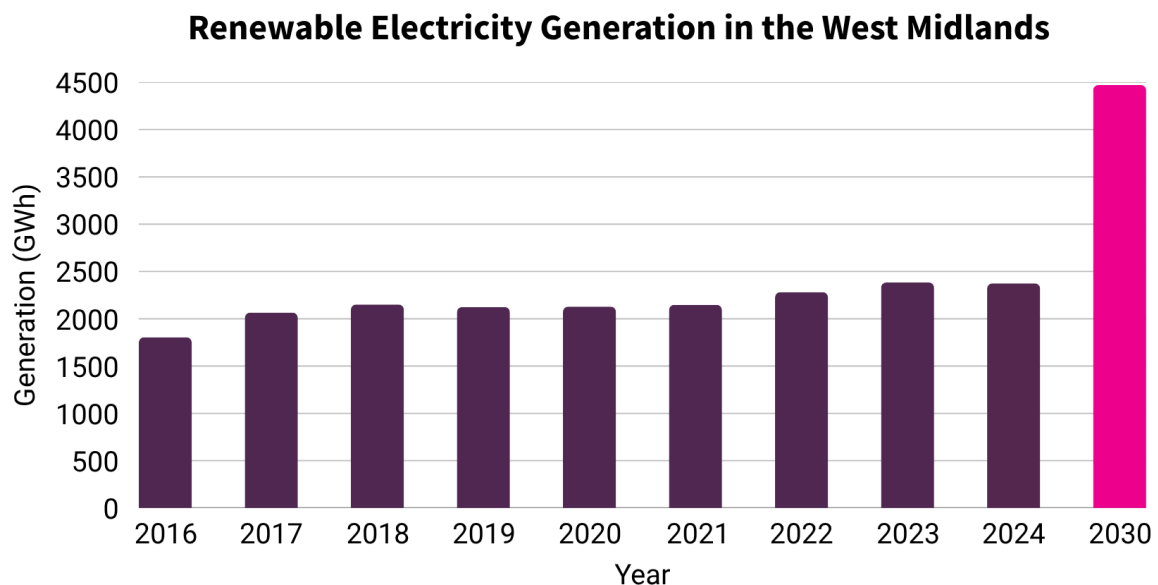


Figure 34 - Graph showing the total annual renewable electricity generation within the West Midlands, 2016-2024. The West Midlands target of a 110% increase from 2019 levels is highlighted in pink. Data from DESNZ [regional renewable statistics](#).

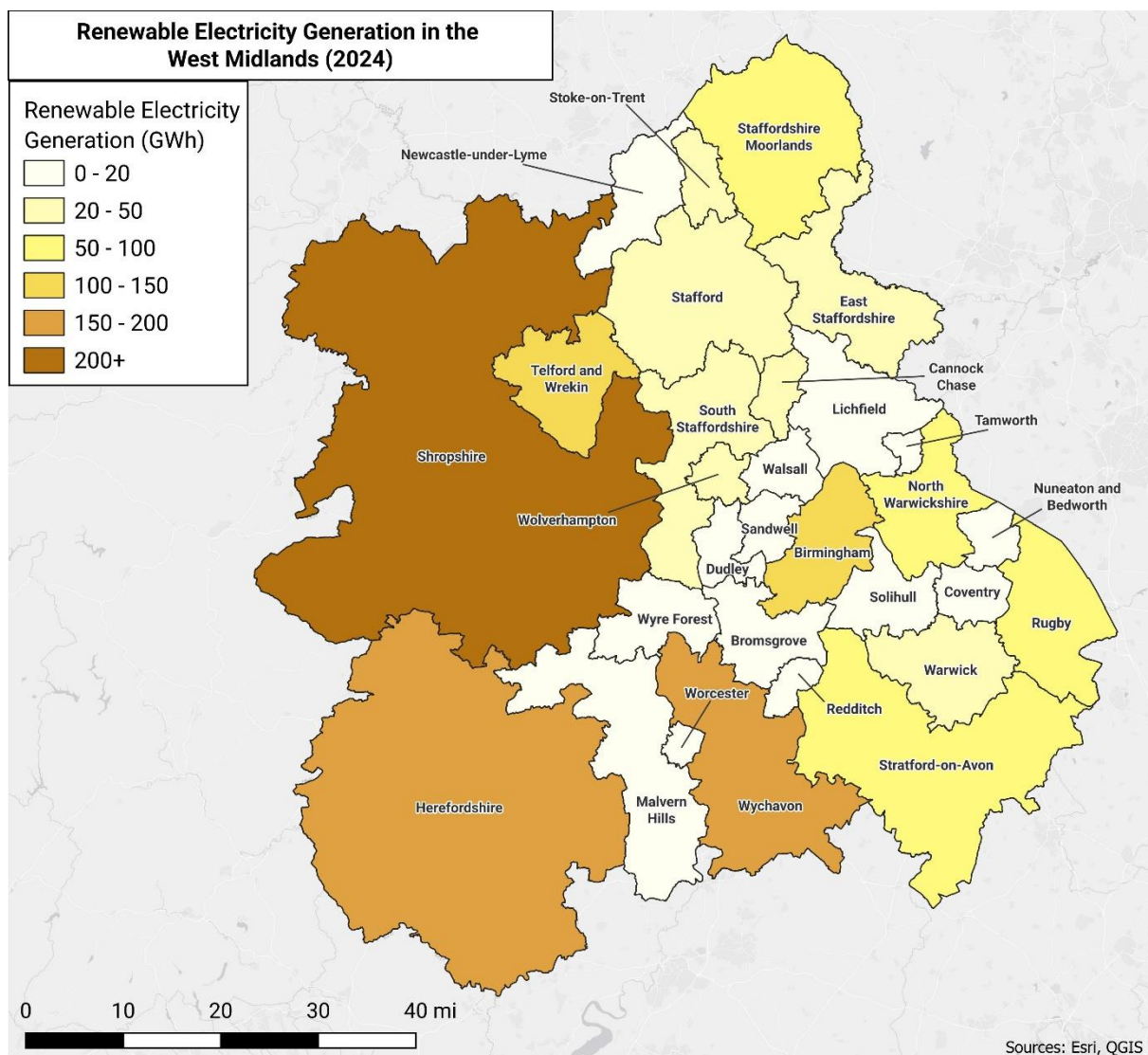


Figure 35 - Map showing the total annual renewable electricity generation for each local authority within the West Midlands, 2016-2024. Data from DESNZ [regional renewable statistics](#).

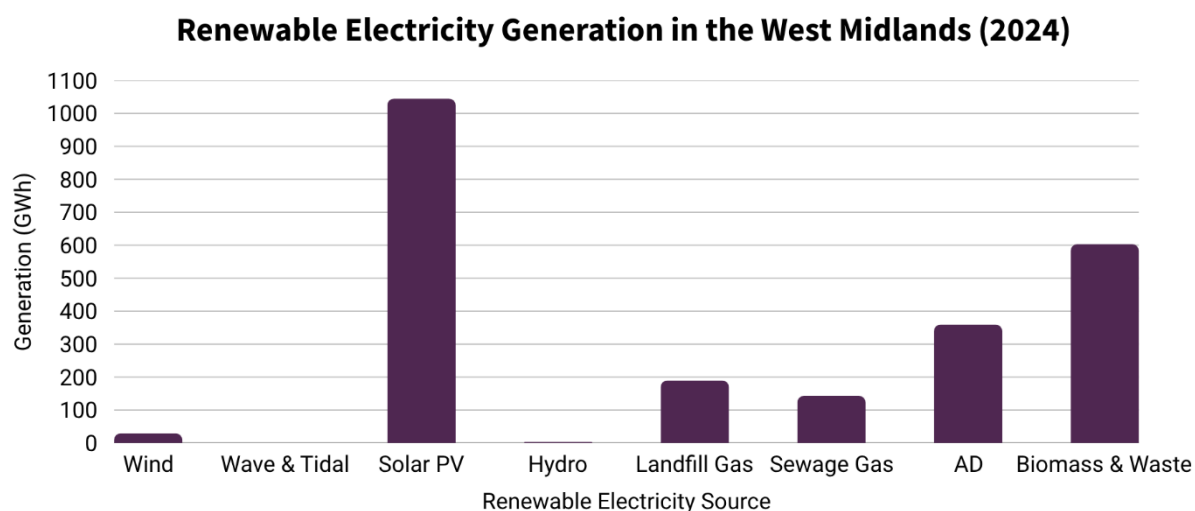


Figure 36 - Graph showing the total annual renewable electricity generation for each source of renewable electricity within the West Midlands in 2024. Data from DESNZ [regional renewable statistics](#).

12.4 Summary of Findings

- There has been a gradual increase in annual renewable electricity generation in the West Midlands since 2016.
- In 2024, the West Midlands generated 2,374 GWh of electricity from renewable sources.
- This was a small decrease from 2023 – the first decrease in six years.
- Shropshire generated the most renewable electricity in the West Midlands in 2024 – a total of 361 GWh, of which 227 GWh came from solar photovoltaics (PV) and 112 GWh from anaerobic digestion.
- The most prominent source of renewable electricity in the West Midlands is solar PV, which accounts for 44% of generation.

12.5 Recommendations

- Whilst increasing renewable electricity generation is positive, understanding the relationship between electricity generation and energy consumption is important. If energy usage grows faster than renewable electricity generation, the region may still need to rely heavily on imported power and non-renewable electricity, which could prevent the region reaching Net Zero carbon emissions by 2050.
- In addition to increasing renewable electricity generation, addressing the structural challenges of energy distribution and flexibility will be crucial to fully enable the region's transition to renewable energy. Support should be given to the efforts of the Smart Energy Systems Cluster and Energy Capital who are working to make these structural challenges less limiting.

13 Sustainable Energy Use: Heat Pump Installations



13.1 2030 Vision Statement

By 2030, 65,000 domestic heat pumps will be installed annually across the West Midlands.

13.2 Status

More Action Needed

13.3 Findings

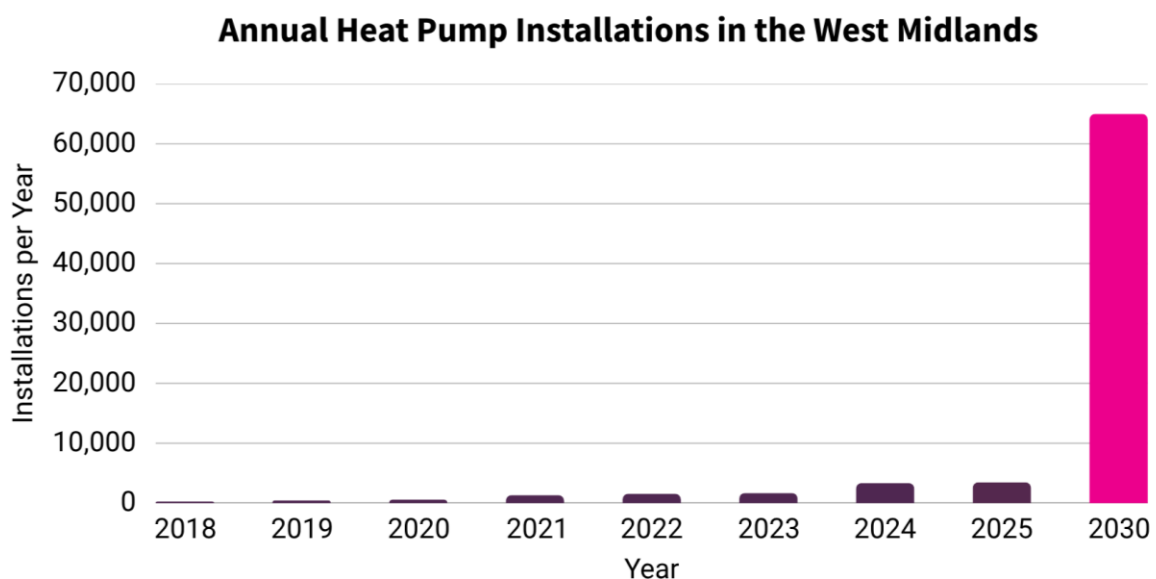


Figure 37 - Graph showing the annual heat pump installations in the West Midlands, 2018-2025. The West Midlands 2030 target of 65,000 a year is highlighted in pink. Data from DESNZ [heat pump deployment statistics](#).

13.4 Summary of Findings

- There were 3,484 heat pump installations in the West Midlands in 2025.
- This is a small increase from the year before, where there were 3,343 installations.
- At the current rate the region is expected to be significantly below the target by 2030.

13.5 Recommendations

- Due to the expected increase in demand for heat pumps in the coming years, assessing future progress in upcoming reports will be key to determining whether achieving the 2030 vision statement is possible.
- Whilst heat pumps are considered the most common form of low carbon heating, there are several other renewable heat sources that are likely to increase in demand in the coming years, such as solar thermal heating, heat networks and hydrogen boilers. If possible, finding datasets to monitor these devices in addition to heat pumps would be very valuable, and would provide a more accurate assessment of increases to renewable heat generation.

14 Adapting to Climate Change

14.1 Overview



As global temperatures continue to rise and climate impacts become more extreme, the need to adapt to a changing climate grows. This is why one of our Roadmap priorities is climate change adaptation and SWM is working with stakeholders [on various projects](#) that aim to accelerate action on adaptation across the West Midlands and beyond. However, to date we have yet to establish a suitable data-based target that reflects progress in this area.

The [Fourth Independent Assessment of UK Climate Risk \(CCRA4-IA\)](#) released by the Climate Change Committee (CCC) in May 2026 included several provisional targets to measure adaptation progress. These included:

- By 2050, the total number of residential properties impacted by flooding in the UK from all sources should remain no greater than today's level.
- By 2050, excess heat-related mortality should be no greater, and ideally lower, than today's annual average.
- By 2040, water supply should be resilient to a 1 in 500-year drought.

As of yet, a methodology to measure these targets on a West Midlands scale has not been established, although we will continue to engage with the CCC and other partners, and hope to do so in future years.

15 Progress Indicator

Summary of Progress		
Roadmap Priority	2030 Target	Progress
	Achieve Net Zero carbon emissions by 2050	Sustain Current Action
	Achieve a household recycling rate of 55%	More Action Needed
	One third of all travel will be made by walking or cycling	Sustain Current Action
	100% of new cars sold will be Ultra Low Emission Vehicles (ULEVs)	Accelerate Progress
	Reduce the mortality rate from PM2.5 pollution exposure by 75% from 2019 levels	More Action Needed
	Restore 75% of waterbodies to good ecological status	More Action Needed
	At least 30% of land will be protected for nature	More Action Needed
	Sales in the Low Carbon Goods and Environmental Services sector will reach £32 billion	Accelerate Progress
	Achieve a 40% decrease in male and female health inequality from 2019 levels	More Action Needed
	Reduce the proportion of households in fuel poverty by 50% from 2019 levels	Sustain Current Action
	Increase renewable electricity generation by 110% from 2019 levels	Accelerate Progress
	65,000 domestic heat pumps will be installed annually	More Action Needed
	No target at present	-

Annex 1: Regression Line Methodology

To calculate the projected figures for each metric to see if we are expecting to meet our 2030 Roadmap targets (or 2050 in the case of Net Zero emissions), a line of best fit was found for each dataset using Microsoft Excel. Using the graphical tools provided by Excel, a trendline could be added to the graph which shows how the different levels change over time.

This trendline has an equation in the form $y = mx + c$, also generated by Excel, where:

- y = the metrics on the y-axis of the graph
- x = the year, where the earliest year is converted to 1. For example, 2010=1, 2011=2, 2012=3...2030=21
- m = the gradient of the line
- c = a constant

Both m & c are automatically generated by Excel. As m , x and c are all known, y can be calculated. This has been done to see whether the set 2030 targets are likely to be met based on current trends.

Annex 2: Subregional Areas

Local Authority	Subregion
Birmingham	WMCA
Bromsgrove	Worcestershire
Cannock Chase	Stoke-On-Trent & Staffordshire
Coventry	WMCA
Dudley	WMCA
East Staffordshire	Stoke-On-Trent & Staffordshire
Herefordshire	The Marches
Lichfield	Stoke-On-Trent & Staffordshire
Malvern Hills	Worcestershire
Newcastle-under-Lyme	Stoke-On-Trent & Staffordshire
North Warwickshire	Warwickshire
Nuneaton and Bedworth	Warwickshire
Redditch	Worcestershire
Rugby	Warwickshire
Sandwell	WMCA
Shropshire	The Marches
Solihull	WMCA
South Staffordshire	Stoke-On-Trent & Staffordshire
Stafford	Stoke-On-Trent & Staffordshire
Staffordshire Moorlands	Stoke-On-Trent & Staffordshire
Stoke-on-Trent	Stoke-On-Trent & Staffordshire
Stratford-on-Avon	Warwickshire
Tamworth	Stoke-On-Trent & Staffordshire
Telford & Wrekin	The Marches
Walsall	WMCA
Warwick	Warwickshire
Wolverhampton	WMCA
Worcester	Worcestershire
Wychavon	Worcestershire
Wyre Forest	Worcestershire

Population of Subregions in the West Midlands						
	The Marches	Worcestershire	Stoke-on-Trent & Staffordshire	WMCA	Warwickshire	West Midlands
2024	719,454	621,360	1,177,578	3,036,605	632,207	6,187,204

Annex 3: Methodology

Carbon Emissions

Information on local carbon emissions is sourced from the UK local authority and regional carbon emissions national statistics, [published annually](#) by the Department of Energy Security and Net Zero (DESNZ). At the time this dataset was analysed, data from 2010-2024 were available for analysis and therefore utilised within this report. Data at the local authority level within the West Midlands were extracted, comparing the 'grand total' column across the time frame identified above.

This data **do not** include aviation, shipping or military transport, but **do** include road transport, land use and industry and domestic sources of energy. This allowed for analysis by collating the data at a local authority level and establishing a graph for comparison of West Midlands local authorities against the year, on the x-axis. A total average for the West Midlands was also defined using the collected data.

To identify whether the 2050 target could be met, a trendline was plotted to predict the value for 2050. The methodology behind this can be found in Annex 1. This methodology is utilised for many of the datasets analysed throughout the report.

Resource Efficiency

Local authority collected household waste figures from April 2000 to March 2025 [is available](#) from the Department for Environment, Food & Rural Affairs (Defra). The percentage of household waste sent for reuse, recycling or composting provided in the dataset was compared at both the local authority level and regional West Midlands level.

Clean & Active Travel: Walking and Cycling

Department for Transport (DfT) statistics show the number of trips made by each mode of transport from 2010 to 2025 as part of its [National Travel Survey](#). The data can be used to identify the total number of trips made by walking or cycling in the West Midlands, calculating a percentage of these against all trips. In 2020, the survey format transitioned from a previous face-to-face questionnaire to a telephone structure due to the COVID-19 pandemic. In 2021 and the first half of 2022, the survey format transitioned to a 'knock-to-nudge' methodology involving home visits followed by telephone interviews, which generated a higher number of responses than the 2020 methodology and produced numbers closer to pre-pandemic levels. Consequently, care should be taken when interpreting and comparing data collected from 2020-2022 to other years due to smaller sample sizes and alternative methodologies. A return to previous data collection methods from 2023 onwards has seen a return to pre-pandemic sample numbers.

Clean & Active Travel: ULEV Sales

The Ultra Low Emission Vehicles (ULEV) [dataset](#) for cars is collected from the DfT, where data specific to the West Midlands region are accessible. This is sent as a spreadsheet directly to SWM by the DfT Vehicle Statistics team, as it is not publicly available. The percentage of new cars sold that are ULEVs is calculated using both this spreadsheet, and

the DfT [dataset](#) for all vehicle sales. Data for EV chargepoints is provided by SWM Members [Cenex](#), taken from their [Public EV Infrastructure Metrics](#).

Clean Air & Water: Air Quality

The dataset used to assess this target was gathered from Department from Health and Social Care's [Fingertips Public Health Profiles](#) and is broken down into local authorities to show mortality as a result of PM2.5 pollution exposure from 2010-2024. Since 2021, this dataset has been calculated using a new methodology, which has since been backdated to include figures as far back as 2018, which means all data post-target is comparable. However, all data from 2010-2017 is no longer directly comparable with the current methodology and so has been excluded from this report. Details on the methodologies used for this metric are available on the [Fingertips](#) website. The West Midlands percentage data were collected, and subregional averages were calculated. A trendline was generated to predict the 2030 value (see Annex 1 for full calculations).

Clean Air & Water: Water Quality

The data used to measure this target were taken from the Environment Agency's [Catchment Data Explorer](#), which contains classifications for all waterbodies in England. These classifications include measurements for ecological status, chemical status and pollutants. To measure against the target, the overall status for each waterbody was obtained. All waterbodies that contain at least 50% of their catchment area within the West Midlands' boundary were analysed for this theme.

The Environment Agency is legally obliged to publish a full set of data for every waterbody in England every six years. The last full set was released in 2025, meaning the next official release is required to be no later than 2031. However, as was the case between the 2025 and 2019 releases, additional updates may be released before this date.

Natural Environment

The definition of 'land protected for nature' in relation to this target includes areas that are formally protected or effectively conserved for nature, such as designated nature reserves, national parks, Sites of Special Scientific Interest (SSSIs) and other areas managed for long term biodiversity conservation. These areas must also have a management plan, and the sites must be in favourable or recovering condition.

In April 2026, DEFRA released a [Methodology Note](#), detailing the land areas in England that count or have potential to count towards the 30by30 target. Geospatial data that met this criteria were analysed, with all sites outside of the West Midlands removed. The data was then separated into the different categories specified in the methodology, and the total area covered by these sites was calculated, divided by the total area of the West Midlands to calculate the percentage of land protected for nature.

Sustainable Growth

The sustainable growth target was new for 2021 and was derived via analysis into the Midlands' LCEGS sector, [published in April 2021](#). This study analysed the state of the sector in great depth and SWM was directly involved, leading on stakeholder engagement. Consultants kMatrix carried out the data analysis, and it was with their advice that SWM

could establish this new target which gives us a strong ambition to accelerate sales in the LCEGS sector by 2030. kMatrix provided us with a summary of their projections for 2030 on sales and their reasoning behind this. Last year, an update to this dataset was undertaken as part of the [Low Carbon Environmental Goods and Services Sector Refresh 2025](#). This has allowed us to monitor data for 2022/23 and 2023/24. No further updates to the data are currently available.

Social Equity & Health: Health Inequality

Data reflecting health inequality was extracted from [Local Authority Health Profiles](#) hosted by Department for Health and Social Care. The life expectancy gap between the most and least deprived areas was identified for both males and females within the West Midlands, broken into local authority areas and a regional average calculated.

Discrepancies were noticed in the data captured for previous years, and this has now been backdated and amended. It is therefore possible that data in previous years' reports will not match the data in this year's report.

Social Equity & Health: Fuel Poverty

The data for this Roadmap priority were gathered from '[fuel poverty sub regional statistics](#)' collated by DESNZ and the data are broken down into local authority areas. The graphs produced identify the percentage of households in fuel poverty within the West Midlands, and fuel poverty in each subregional area. A trendline was generated to predict the 2030 value (see Annex 1 for detailed methodology).

In 2021, the methodology used by DESNZ to measure this statistic was altered. Previously, fuel poverty in England was measured using the [Low Income High Costs \(LIHC\)](#) indicator. However, from 2021 onwards, the methodology switched to use the [Low Income Low Energy Efficiency \(LILEE\)](#) indicator. The data release in 2021 contained data for the year 2019, and as such this is the earliest year that will be analysed in this report to ensure all year's data are consistent with each other.

Sustainable Energy Use: Renewable Electricity Generation

Data to measure this target is obtained from the DESNZ [Regional Renewable Statistics: Generation](#) dataset. This dataset includes a total for all renewable electricity that is generated within the West Midlands region, as well as a breakdown of electricity generation by source. The following electricity sources are defined as renewable: wind, wave and tidal, solar PV, hydro, landfill gas, sewage gas, anaerobic digestion, biomass and waste.

Sustainable Energy Use: Heat Pump Installations

The dataset used to assess this target is taken from the DESNZ [Heat Pump Deployment Statistics](#). This dataset contains the number of hydronic heat pumps with a capacity of up to 45kW installed and includes all types of heat pumps including air and ground source heat pumps. The data are broken down regionally and quarterly, and the four quarters for each year have been combined to create annual figures for the West Midlands.