

# **West Midlands Roadmap to a Sustainable Future in 2020**

**Annual Monitoring Report 2018**

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### **Report information**

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### **About Sustainability West Midlands**

We are the sustainability adviser for the leaders of the West Midlands. We are also the regional sustainability champion body for the West Midlands, designated by government. We are a not-for-profit company that works with our members in the business, public and voluntary sectors. Our Board is well led and has cross-sector representation; they are supported by our team of staff and associates.

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

Our role is to act as a catalyst for change through our advice to leaders, to develop practical solutions with our members and share success through our communications.

[www.sustainabilitywestmidlands.org.uk](http://www.sustainabilitywestmidlands.org.uk)  
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## 1 Introduction

The purpose of this report is to provide evidence to policy makers within the West Midlands on progress on the economic, social and environmental sustainability goals and priorities for the region set out in the West Midlands Roadmap to a Sustainable Future in 2020.

It will also provide useful strategic context for organisations reviewing or developing their strategies within the West Midlands.

SWM uses this work to help inform our sustainability reviews for our members, developing cross-LEP programmes for funding and the sustainability support programme for the West Midlands Combined Authority.

### 1.1 Why is the Roadmap and Monitoring Important?

Our vision is that *by 2020 businesses and communities are thriving in a West Midlands that is environmentally sustainable and socially just.*

To deliver our mission, we have developed a set of sustainability priority actions for the West Midlands based on collaborative research worth around £1 million. Our **roadmap** identifies the current challenges facing the West Midlands, as well as the priority actions needed to make change happen. Through cross-sector working across local authority boundaries, we look to create a region with more low carbon jobs, reduced levels of carbon and improved life expectancy.

Since 2010 we have been 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 independent nature, our evidence-based approach and the support of a range of partners and volunteers.

The roadmap and monitoring are important to help provide certainty and focus for local joint action and demonstrates commitment and credibility for inward investors. We are often requested to provide an independent voice and view on sustainability progress and opportunities within the West Midlands to national and international audiences.

### 1.2 Background to the Roadmap and Monitoring

The timeline below provides the context for this report by setting out the development of the roadmap, annual monitoring and links to key documents.

**West Midlands Roadmap to a Sustainable Future in 2020 – timeline of development and monitoring:**

**2018**

Monitoring of the West Midlands Combined authority performance against sustainability metrics and strategies, compared to other combined authorities.

Eighth Annual Conference reporting on the annual progress on the 2020 Roadmap goals.

**2017**

Fit for the Future II report was published by SWM. The second in the series of reports reviewing commitments to tackling climate change and embracing the low carbon economy across all 39 LEPs.

Seventh Annual Conference reporting on the annual progress on the 2020 Roadmap goals.

**2016**

Fit for the Future report published by SWM detailing first national review of all 39 LEPs' commitments to tackling climate change and embracing the low carbon economy, based on information from key strategies.

Research on progress of the three economic, social, environmental 2020 Roadmap goals and broken down by LEP. Roadmap monitoring report incorporating annual monitoring results on the goals and sustainability priorities published (this report).

Sixth Annual Conference reporting on the annual progress on the 2020 Roadmap goals.

**2015**

Research on progress of the three economic, social, environmental 2020 Roadmap goals and broken down by LEP. Roadmap monitoring report incorporating annual monitoring results on sustainability priorities published.

Research with Foresight for Cities produced key future issues for the West Midlands beyond 2020.

Fifth Annual Conference reporting on the annual progress on the 2020 Roadmap goals. Report on perception of progress on Roadmap 2020 sustainability priorities and good practice examples on each priority.

**2014**

Research on progress of the three 2020 Roadmap goals and broken down by Local Enterprise Partnership (LEP).

Fourth Annual Conference reporting for the first time on annual progress to the 2020 Roadmap goals. Report on perception of progress to Roadmap 2020 sustainability priorities and good practice examples.

**2013**

Third Annual Conference reporting on perception of progress on 2020 Roadmap sustainability priorities and good practice examples on each priority. Reconfirmation of Roadmap and sustainability priorities by guest speaker Jonathon Porritt and our stakeholders.

**2012**

Research on progress on the 2020 Roadmap testing local leaders' understanding and support.

Second Annual Conference reporting on perception of progress on 2020 Roadmap sustainability priorities and good practice examples on each priority.

**2011**

Vision, challenges and sustainability priorities research combined to form '2020 Roadmap.'

SWM annual customer survey incorporates questions on 2020 Roadmap sustainability priorities for first time.

First Annual Conference reporting on perception of progress on 2020 Roadmap sustainability priorities and workshops and good practice examples on each priority.

**2010**

Key sustainability low carbon challenges for the West Midlands published.

West Midlands sustainability priorities to deliver the Low Carbon Vision 2020 published.

2009

A low carbon vision for the West Midlands in 2020 published. Reflects the evidence base of the UK's first low carbon regional economic strategy 'Connecting to Success' published previously.

### 1.3 Structure of the Report

This report first looks at the progress of the three sustainability goals set out in the Roadmap, then the perception of progress on the eight sustainability priorities.

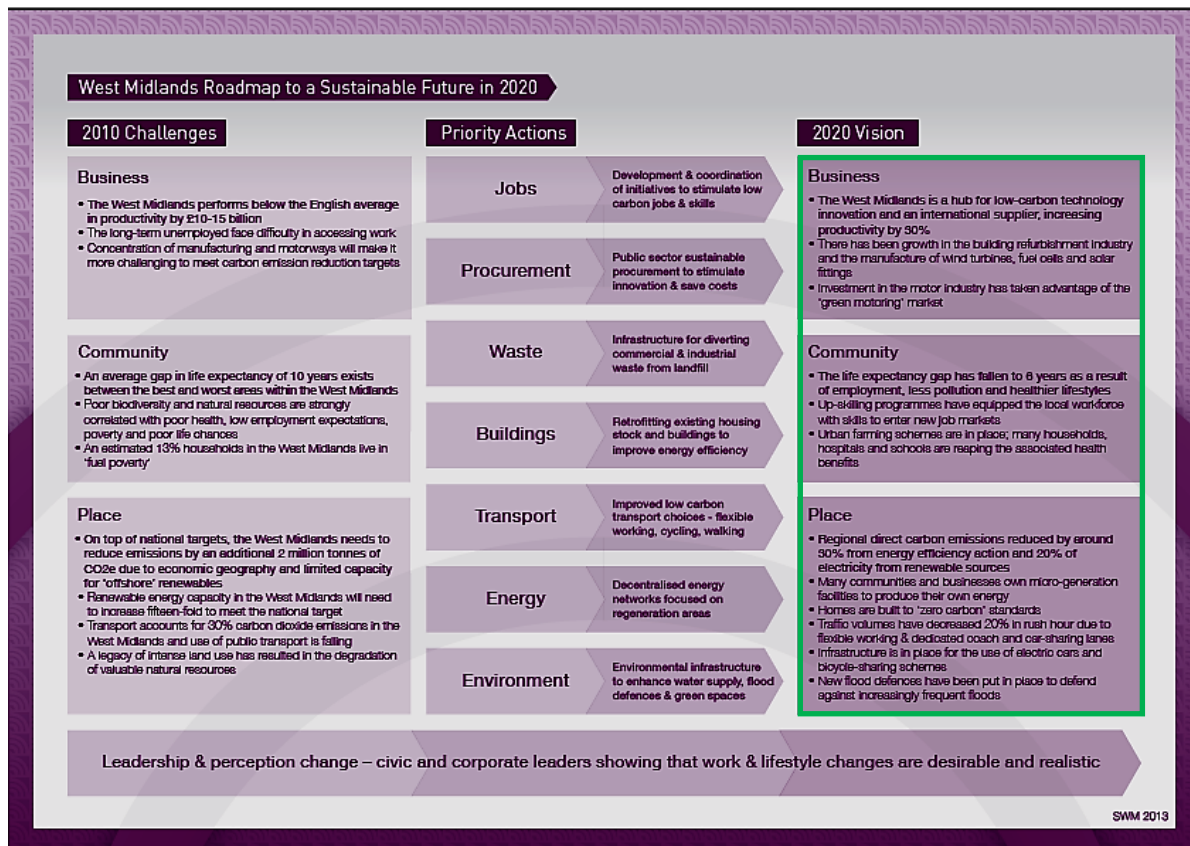


Figure 1: The three Roadmap goals – business, community and place

## 2 Business: Economic Productivity

### 2.1 2020 Vision Statement

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

The Sustainability West Midlands Roadmap to a Sustainable Future in 2020 outlines that the economic target for the region involves a 30% increase in economic productivity using 2010 as a baseline.

### 2.2 Methodology

The indicator GVA (Gross Value Added) was used to assess economic productivity; it refers to a measure in economics of the value of goods and services produced in an area or sector of the economy. Although not without its critics on the type of economic growth it

measures, it is a recognised indicator used by Government and useful when considered along with other social and environmental measures.

Using the Office for National Statistics website,<sup>1</sup> the appropriate data was collected to illustrate economic productivity across the region. This involved the latest available GVA data which covered the years 2010-2016 for local authority areas within the West Midlands. Local authorities were then grouped by LEP boundary for each LEP (e.g. Wolverhampton, Dudley, Walsall and Sandwell data were merged and an average given if appropriate, to provide data for the Black Country LEP). Where LEP boundaries overlapped the nearest authority (unitary or county council) boundary was used to avoid double counting. The Office for National Statistics website<sup>2</sup> was also used to collect data on population in the West Midlands, this data was then used to calculate the per capita change for the years recorded. It is important to note that data for previous years are updated along with figures for the most recent year, which may lead to a change in the conclusions drawn in previous reports.

### 2.3 Findings

Figure 2 indicates the economic productivity of the West Midlands as a whole, with the projected vision for 2020. With the region’s productivity growing from £101,007 million (£18,147.58 per capita) to £128,424 million (£22,101.01 per capita) from 2010-2016, it is indicative that the region is on target for its 30% increase in productivity by 2020. This is also highlighted by the trend line, which shows that at the current trajectory, GVA targets will not only be met but will be surpassed.

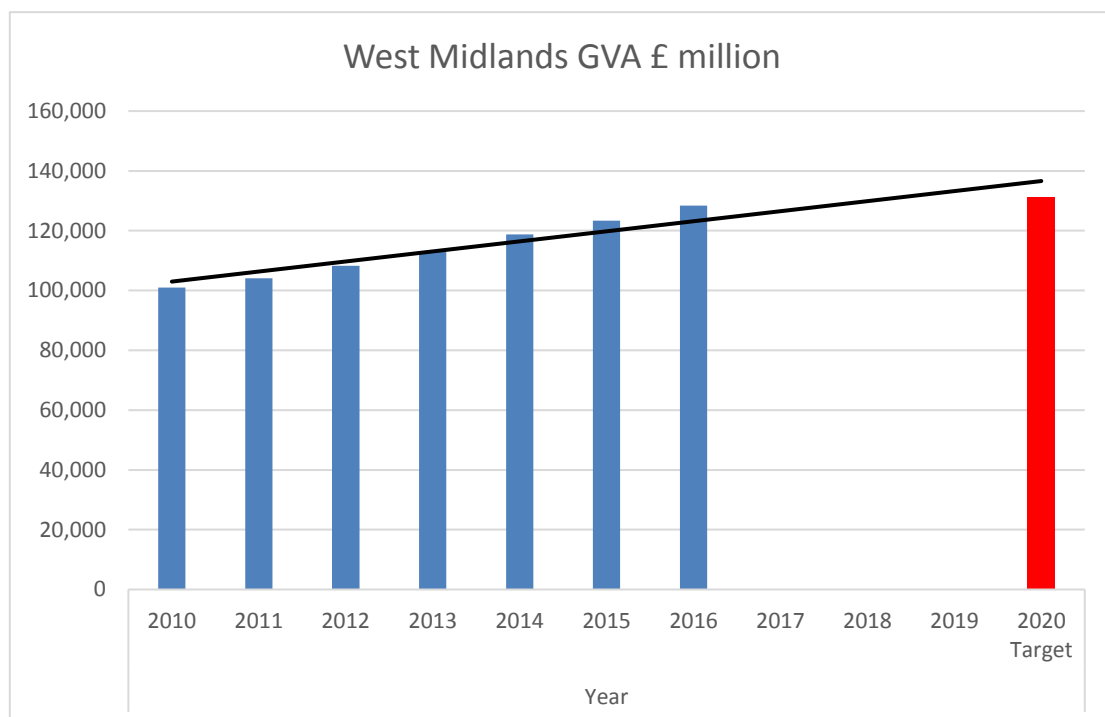


Figure 2: Economic Productivity of West Midlands GVA (£million)

<sup>1</sup> <https://www.ons.gov.uk/economy/grossvalueaddedgva/datasets/regionalgrossvalueaddedincomeapproach>

<sup>2</sup> <https://bit.ly/2AAgA36>

This trend is also identifiable within each LEP, where the GVA for each is steadily increasing towards the 2020 vision of a 30% increase in productivity. Of the six LEPs, Greater Birmingham and Solihull contributes the most by far to the West Midlands region, rising from £25,804 million in 2010 to £33,356 million in 2016. Housing the city of Birmingham and the industry within, this is perhaps unsurprising. However, whilst it is fast approaching and close to achieving its 2020 target, this accomplishment has already been achieved by two of the smaller LEP areas, Worcestershire (by £379 million) and Coventry and Warwickshire (substantially by £1,949 million) already.

Despite two LEPs being on target to achieve their current 2020 target, the area with the smallest contribution to the GVA of the West Midlands is Worcestershire, contributing £9,713 million in 2010 and £13,006 million in 2016, which can be attributed to its widely rural nature. Whilst its contribution may be small, it is important to note that this LEP, like all others in the West Midlands region, continues to steadily increase. The rural nature of the area arguably limits industry in that economic zone, which may have impacted on the 2020 target set making it a more achievable goal.

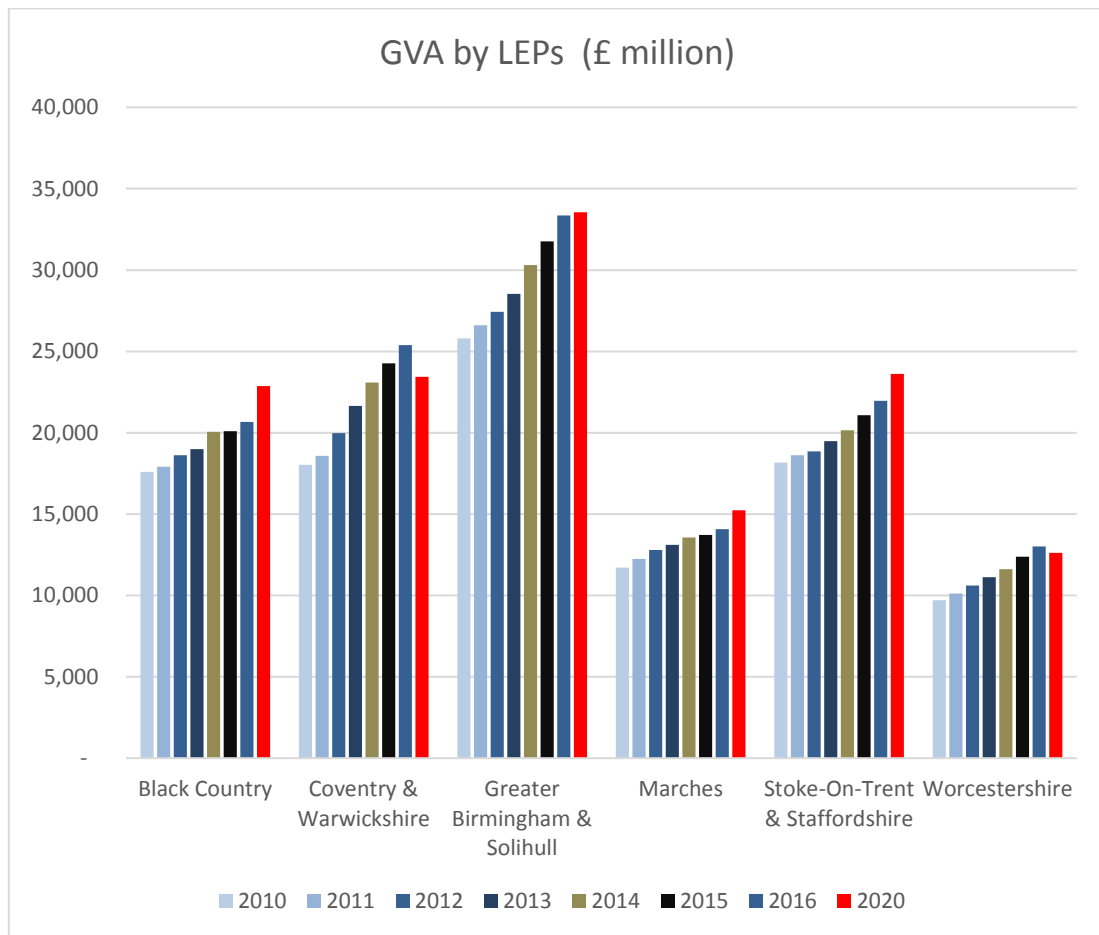


Figure 3: Economic Productivity of GVA by LEPs (£million)



It is also important to consider the % increase in growth between 2010 and 2016 which can be summarised in the table below:

Local Enterprise Partnership	% growth in GVA between 2010 and 2016 % growth in GVA between 2015 and 2016
Coventry & Warwickshire	40.8% (15.6%)
Worcestershire	33.9% (13.3%)
Marches	20.1% (5.1%)
Greater Birmingham & Solihull	29.2% (7.6%)
Stoke-on-Trent & Staffordshire	20.8% (10.9%)
Black Country	17.5% (1.8%)

Table 1: Growth in GVA 2010 - 2016 (%)

The figures demonstrate that GVA has increased proportionally the most in Coventry & Warwickshire, followed by Greater Birmingham & Solihull and Worcestershire LEP areas.

## 2.4 Future research

Feedback on this research has indicated that the next annual monitoring report could include comparisons on performance with other meaningful criteria such as the UK average or similar size or type of regions. It would also be beneficial to consider the GVA contribution from low carbon goods and services within each region although these organisations can be hard to identify.

## 2.5 Summary

**Economic productivity is on track for a 30% increase by 2020 across the region.**

## 3 Place: Carbon Emissions

### 3.1 2020 Vision Statement

*“Regional direct carbon emissions reduced by around 30% from energy efficiency action and 20% of electricity generated from renewable sources.”*

The Roadmap outlines that the environment target for the region involves a 30% decrease in direct carbon dioxide (CO<sub>2</sub>) or equivalent (CO<sub>2</sub>e) emissions using 2010 as a baseline. This is to be achieved through energy efficient actions and a 20% increase of renewable electricity generation within the region against a 2010 baseline.

### 3.2 Methodology

The periods studied for this report were the years 2010-2016. The choice of this period was influenced by the availability of data. The latest data was obtained from the UK Government website, which hosts the ‘UK Local Authority and Regional Carbon Dioxide National Statistics’<sup>3</sup> dataset. Data for the 30 strategic local authority areas was extracted in order to paint a picture of the emissions situation in the West Midlands and per capita data, also

<sup>3</sup> <https://www.gov.uk/government/statistics/uk-local-authority-and-regional-carbon-dioxide-emissions-national-statistics-2005-2016>

provided by this dataset, was also analysed to show how carbon emissions have changed with population changes.

The data include a range of emissions allocated to local authority boundaries by the national inventory. Therefore, it **does** include transport, land use, industry and domestic sources, but **not** aviation, shipping, or military transport from the inventory. Also, it does not include 'embedded' carbon associated with goods and services produced for the UK or produced within the UK but used and disposed outside the country. However, these existing figures provide a useful starting point for understanding our local challenges and trends.

Local authority data was then grouped by LEP boundary for each LEP and an average given. Where LEP boundaries overlapped the nearest authority (unitary or county council) boundary was used to avoid double counting.

### 3.3 Findings

Figure 4 illustrates the release of emissions across the West Midlands from 2010-2016. It indicates a general drop in emissions levels across the West Midlands, from 39,749.4 kilo tonnes (kt) of CO<sub>2</sub> emissions in 2010 (7.1 tonnes per capita), to 32,236.7 kilo tonnes (5.5 tonnes per capita) in 2016. The analysis of the data shows that the general trend, although decreasing, is not in line with the 2020 vision for a 30% decrease in emissions and more would need to be done to reduce rates in the future. However, the decrease in per capita emissions is a promising trend, showing that despite a population increase, emissions are still decreasing in the West Midlands.

The introduction of the Clean Air Zone in Birmingham city centre in 2019-20, as well as the development of Local Industrial Strategies and implementation of local energy strategies with support from BEIS may lead to improved management of CO<sub>2</sub> emissions across the West Midlands.

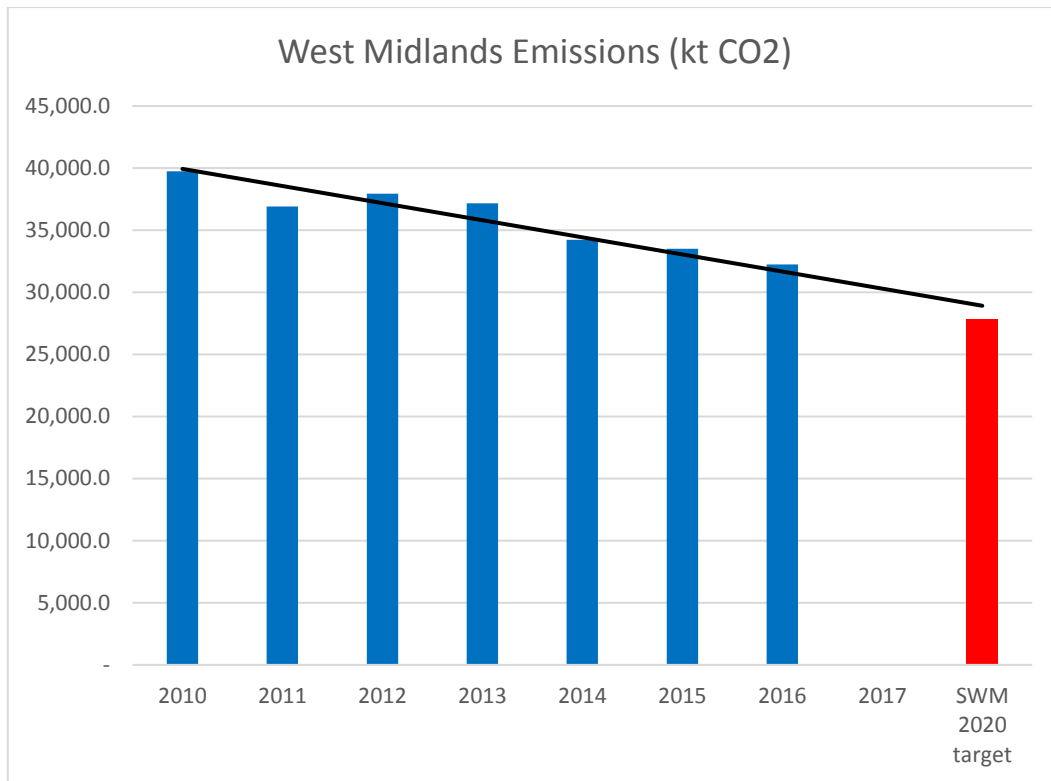


Figure 4: West Midlands Emissions (kilo tonnes of CO<sub>2</sub>)

Figure 5 (below) illustrates that Stoke-on-Trent and Staffordshire contributed the most emissions in the West Midlands in 2016 emitting 7,371 kilo tonnes, the same as in 2015 where they were also the number one contributor of CO<sub>2</sub>, emitting 7,640 kilo tonnes. Despite housing the city of Birmingham and the industry within, Greater Birmingham & Solihull LEP in comparison contributed only 5,788.5 kilo tonnes of CO<sub>2</sub> in 2016. This can be better understood when considering initiatives implemented by Birmingham City Council which have attempted to alleviate greenhouse gas emissions in the transport and private sectors. Other areas in the region have emitted significantly less, such as Worcestershire which, comparatively, emitted 3,396.9 kilo tonnes in 2016, the least in the region and consistently emitting the least. Regarding this, it is important to take note of the industry and contributors from each area which dictates its total contribution to the West Midlands emissions. This can be attributed to the nature of the industrial activity which is housed here. North Staffordshire, for example, is home to the Potteries industry, which will naturally increase its emissions.

It is important to note however, that though fluctuations are present within each LEP, with increases observed in 2010 and 2012 across the board, the then Department of Energy and Climate Change (DECC) has attributed this trend to the increased use of gas for heating, as 2012 was relatively colder than 2011. Initially the state of the local economy may have contributed, although there have been significant improvements in energy efficiency within the manufacturing sector in recent years.

In 2015 and 2016 a decrease in emissions was recorded across all LEPs within the region, however the significance of the decrease varies across the LEP areas. In Greater Birmingham & Solihull and Stoke-on-Trent & Staffordshire decrease of 282.6 kt and 278.8 kt are seen respectively, but Coventry & Warwickshire and Worcestershire decreased by a lesser amount; 74.7 kt and 120.9 kt respectively.

With regards to the target of a 30% carbon reduction by 2020, the West Midlands must continue to work hard as a region to reach this goal. In part this is because the region has many motorways, power stations and industries. To date, considerable progress has been made, though the region may miss the target if the focus on carbon emissions is not increased. Therefore, additional national, regional and local initiatives will need to be implemented on top of existing ones to reach this goal.

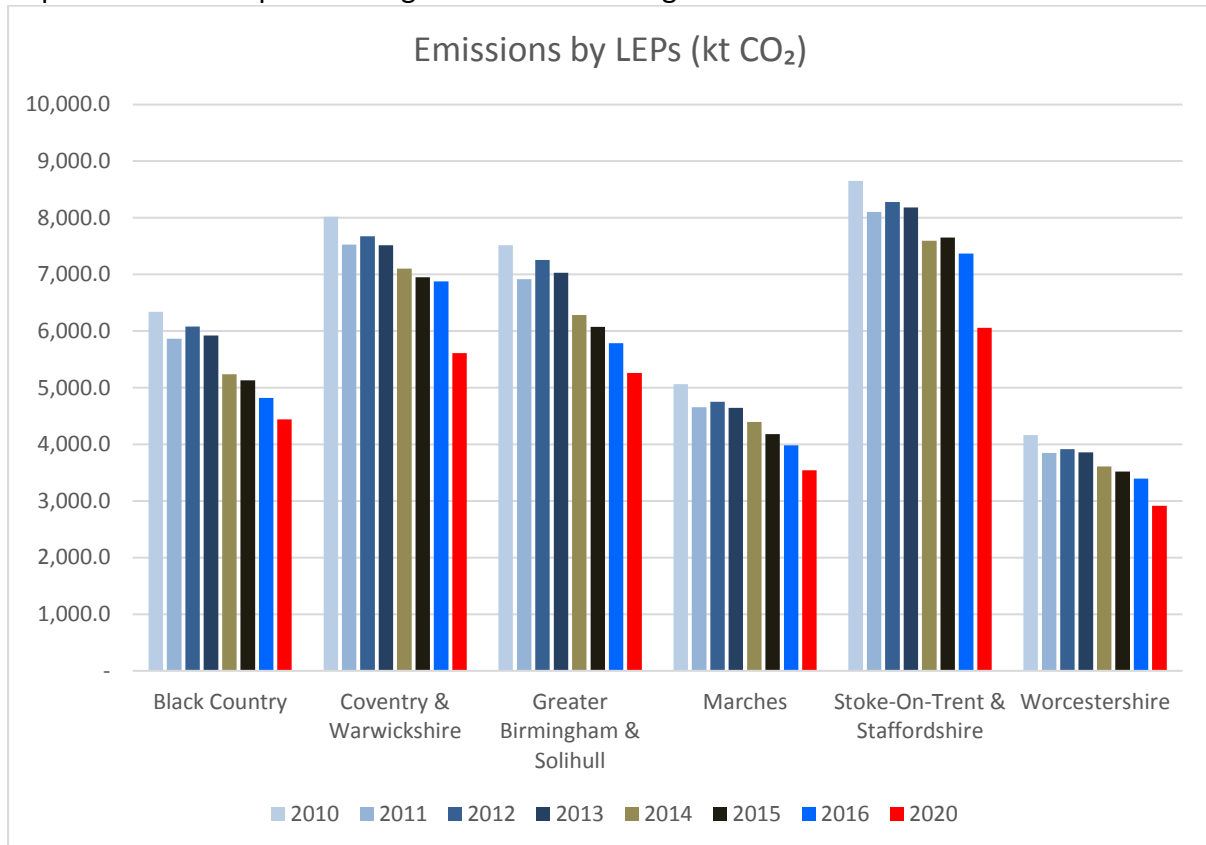


Figure 5: West Midlands Emissions by LEP

### 3.4 Future research

Feedback on this research has indicated that the next annual monitoring report should include comparisons on performance with other meaningful criteria such as the UK average or similar size or type of regions.

A breakdown by emissions source would be helpful at the LEP level to illustrate the variation within the region. Research on the progress on the renewable energy generation target would also be helpful.

### 3.5 Summary

**A general decrease in emissions has been observed from 2010 across the West Midlands.**

**Whilst initiatives have already been put in place and are having an effect, this momentum needs to be maintained and improved to reach the reduction goal set out in the 2020 vision.**

## **4 Community: Health Inequality**

### **4.1 2020 Vision Statement**

*“The life expectancy gap has fallen from 10 to 5 years for men and 3 years for women as a result of employment, less pollution and healthier lifestyles.”*

The Roadmap outlines that the social target for the region involves an improvement in health inequalities using 2010 as a baseline. Inequality in life expectancy is an important and revealing measure; it is a culmination of, and is influenced by, several factors linking to personal relationships, access to resources, education, employment and income and quality of the environment.

The focus of health inequalities is not on the absolute but relative life expectancy between the best and worst performing areas. There will always be people that live longer than others, however a more sustainable and socially just society would expect this gap to be reducing over time.

### **4.2 Methodology**

Using the Public Health profiles on the Public Health England website<sup>4</sup>, a profile of the West Midlands and each local authority within the region was selected. Each appropriate year (2010-2016) and the information regarding life expectancy inequalities between the most and least deprived areas within each local authority was selected from each profile.

Local authorities were then grouped by LEP boundary for each LEP (e.g. Wolverhampton, Dudley, Walsall and Sandwell data were merged and an average given if appropriate, in order to give data for the Black Country LEP). Where LEP boundaries overlapped the nearest authority (unitary or county council) boundary was used to avoid double counting.

### **4.3 Findings**

In order to measure health inequalities across the region, the difference between life expectancy in both males and females in the most and least deprived areas in each LEP has been recorded then summarised as a regional total. The results for males are illustrated in Figures 6 and 7.

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<sup>4</sup> <http://fingertips.phe.org.uk/>

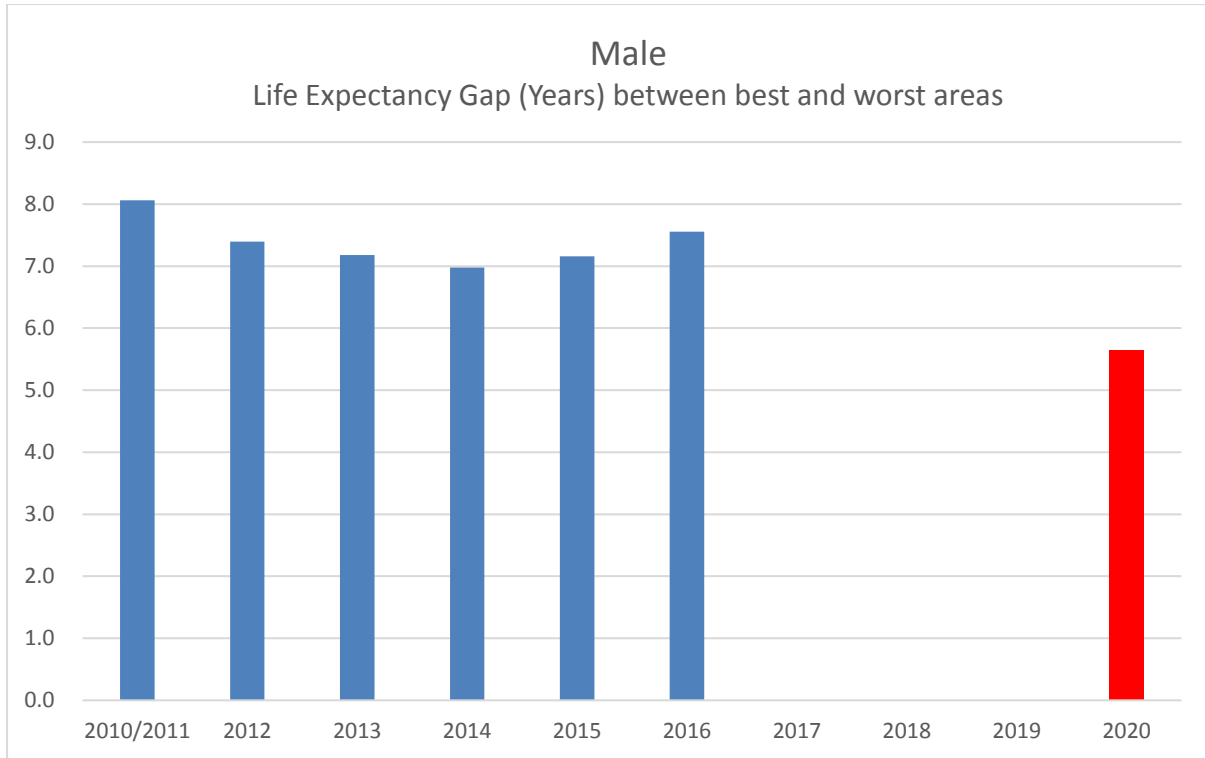


Figure 6: Male Life Expectancy Inequalities across the West Midlands (years)

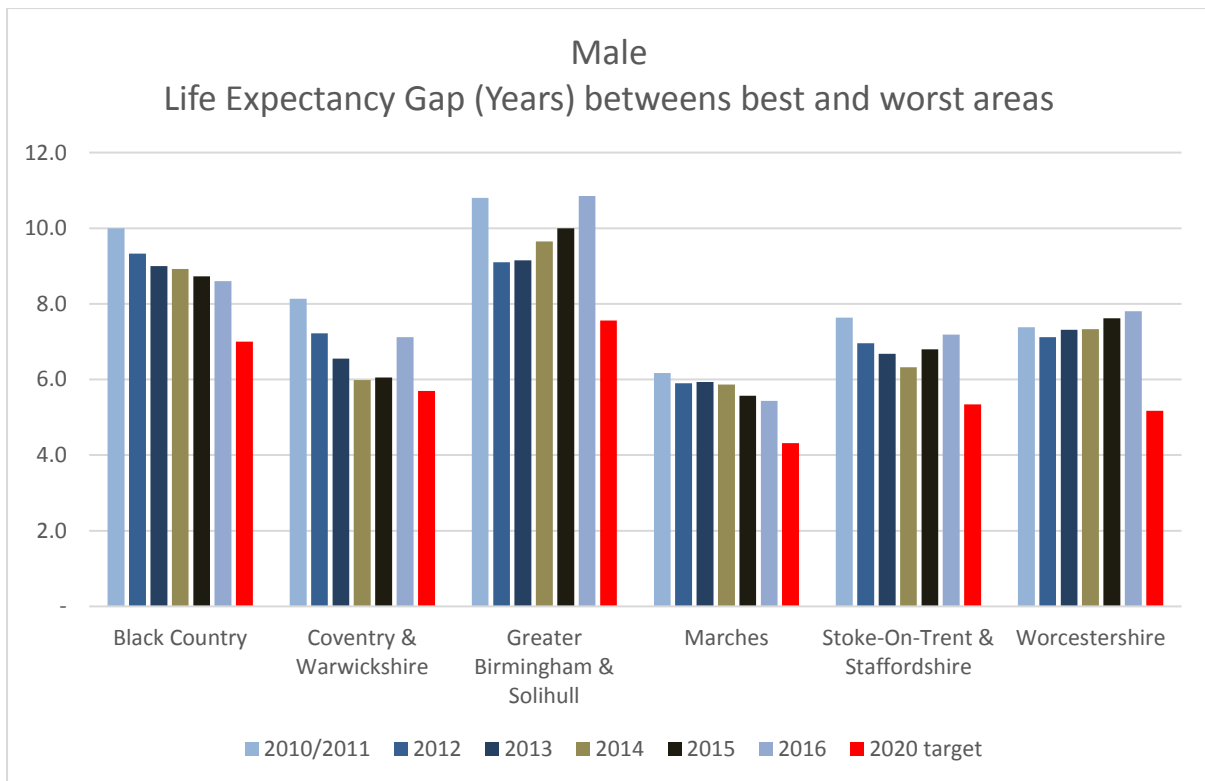


Figure 7: Male Life Expectancy Inequalities across the West Midlands LEPs (years)

The target for 2020 sets out that life expectancy inequality should fall for men and women. Figure 6 and 7 show that this is not the case for men. Up until 2014, the life expectancy gap was, on average, slightly shrinking for men. However, as figure 6 shows, this trend appears to have halted and is now in reverse. The slight increase in 2015 could be justified as a natural fluctuation in the data, however, the 2016 results follow this trend and show a

significant increase. Furthermore, looking at figure 7, while the life expectancy in the Black Country and The Marches LEPs is in a continuous, gradual decline, the other four LEPs are showing either a gradual or a significant increase. The most notable case would be that of Greater Birmingham & Solihull which has shown an increasing trend since 2012 and the latest data now demonstrate that the life expectancy gap has increased since initial monitoring in 2010/11. This same case is true for Worcestershire as the data demonstrates an increase in the gap from 7.4 years in 2010/11 to 7.8 in 2017. The conclusion that can be drawn from this data is that most, if not all, of the LEPs will fail to reach their 2020 target.

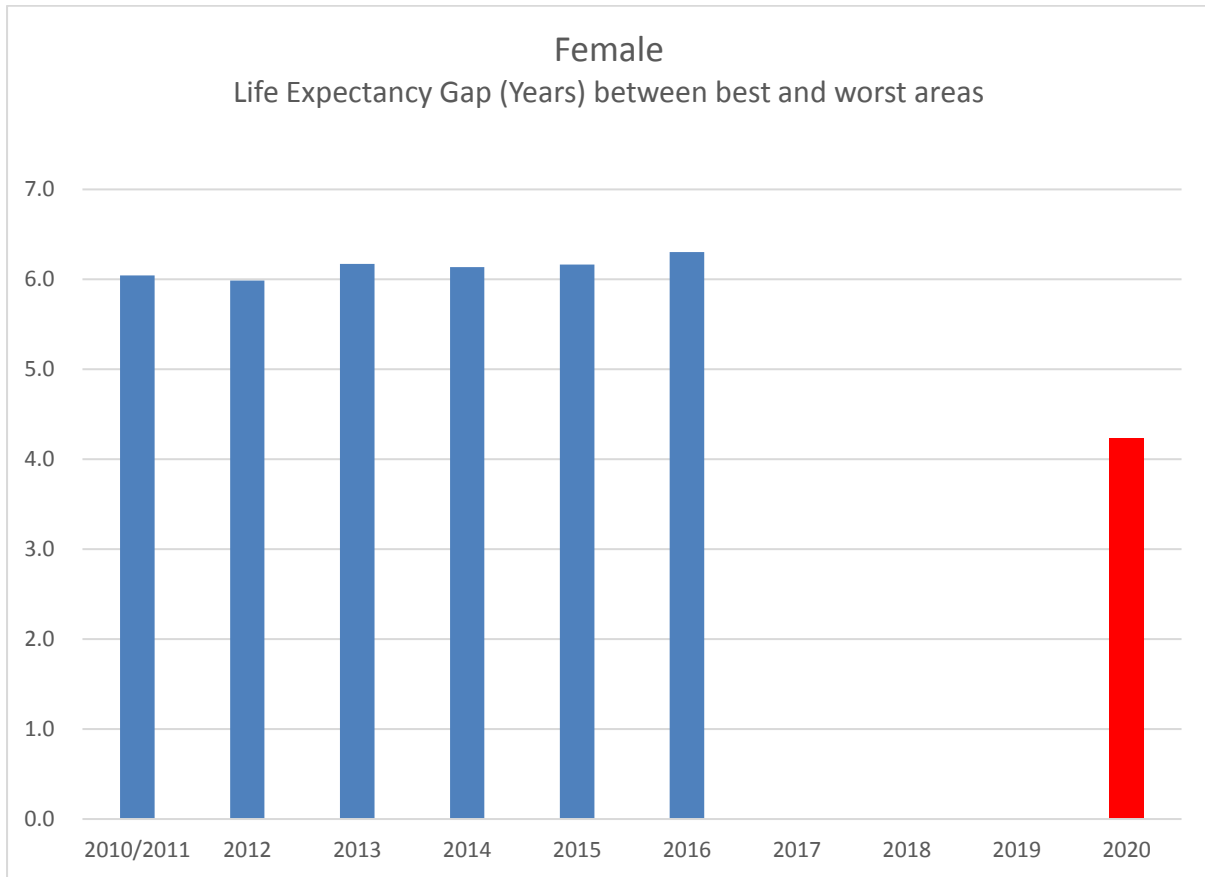


Figure 8: Female Life Expectancy Inequalities across the West Midlands (years)

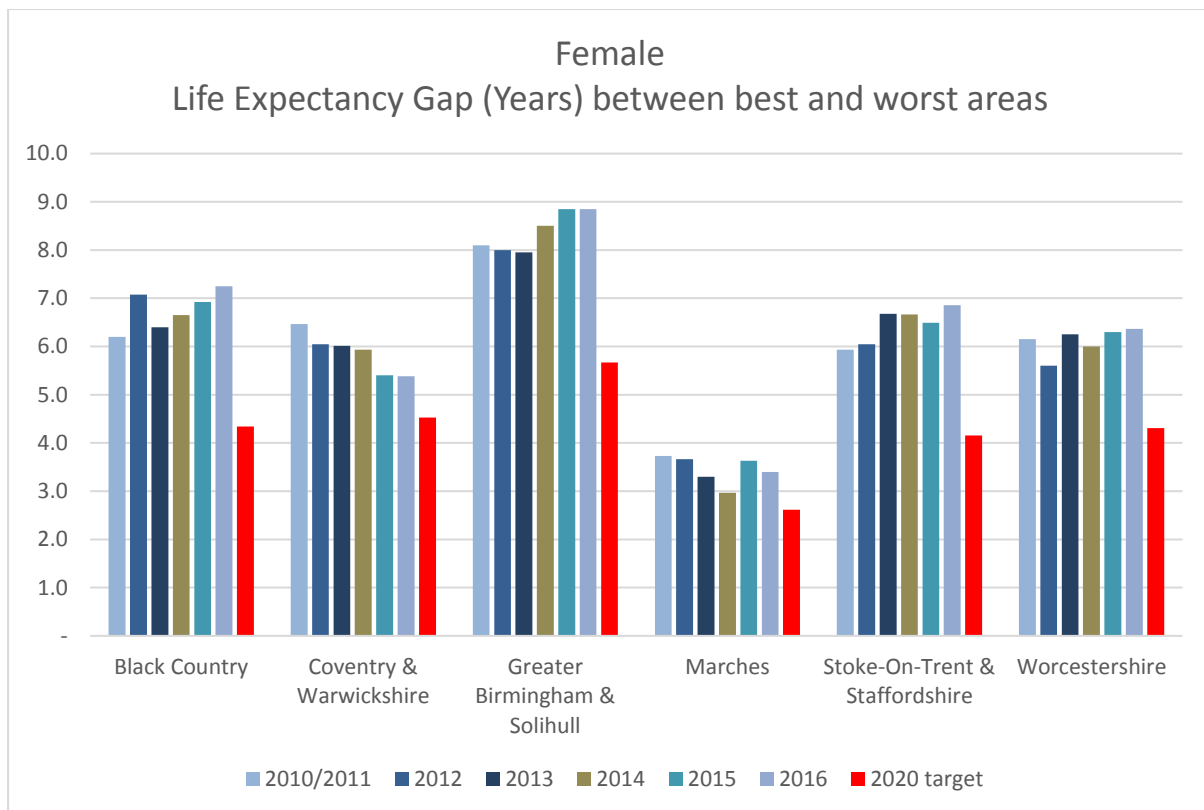


Figure 9: Female Life Expectancy Inequalities across the West Midlands LEPs (years)

Figures 8 and 9 (above) show the changing nature of life expectancy for females in the West Midlands and, at a closer level, each of the LEPs within the region.

Figure 8 shows a similar situation for females as figure 6 does for males, however there is a clear difference. While the data in figure 6 indicated that some initial progress was being made in tackling inequality in life expectancy in males, figure 8 shows that there has been no real positive change in this area for females. In fact, the only change in the data since 2010/11 has been an increase. The image displayed by figure 8 paints a stark reality where health inequality between the wealthiest and poorest areas has and continues to increase.

Figure 8 shows that, overall, health inequality across the region has increased by 0.1 years, which does not appear overwhelmingly alarming. However, when looking at figure 9, in five of the six LEPs, life expectancy has either stayed at the same point as the previous year or has experienced a significant increase. Perhaps even more startling, four of the six LEPs are now in a worse position for inequalities in female life expectancy than they were in 2010/11. The possible explanation for this is that the gap was already at a smaller rate and this would make it more difficult to reduce further, however this does not explain why the gap would increase. This indicates that with this parameter, the West Midlands is failing at achieving the 2020 vision and the issue needs to be addressed urgently.

#### 4.4 Summary

**The West Midlands is extremely unlikely to reach the 2020 vision of life expectancy inequalities being reduced for both men and women. Inequalities in the region are on the rise for both sexes, instead of declining. Therefore, action needs to be taken immediately to reverse this trend.**



## 5 Comparison with other areas

Due to the success of the first sustainability benchmarking technical report of nine combined authorities last year, SWM repeated the exercise this year and updated using the feedback we received following the initial report. The report compares the West Midlands Combined Authority (WMCA) with the eight other combined authorities across the country on various indicators: carbon emissions, health inequality, economic productivity, air quality, renewable electricity generation, amount of waste recycled, sites in positive conservation management, access to woodland and fuel poverty. To increase the effectiveness of data collection, the decision was made to include interview responses from representatives of each CA which chose to do so.

The WMCA only covers three of the six LEPs that make up the West Midlands monitored in this report and the other combined authorities often only cover one LEP in their part of the country.

Metric	Latest figure in specified year	Ranking out of 9 CAs	Rate of change since specified year	Ranking out of 9 CAs
<b>Total carbon emissions</b>	21,696 ktCO <sub>2</sub> (2015)	9	-18.3% (2010)	5
<b>Per capita carbon emissions</b>	5.3 ktCO <sub>2</sub> (2015)	4	-20.4% (2010)	6
<b>Air quality</b>	25 days breached (2017)	7	-13 days breached (2010)	4
<b>Renewable electricity generation</b>	43,700 MWh (2016)	8	+39.4% (2014)	4
<b>Waste Recycled –Household</b>	41.4% (2016)	6	-0.1% (2010)	7
<b>Waste Recycled – Non-household</b>	32.9% (2016)	5	-3.5% (2014)	8
<b>Sites in positive conservation management</b>	40.3% (2016)	8	+4.3% (2010)	8
<b>Access to woodland</b>	19.1% (2016)	7	+1.9% (2009)	8
<b>Health inequality (males)</b>	8.4 years (2015)	5	-0.7 years (2010)	6
<b>Health inequality (females)</b>	7.2 years (2015)	5	+0.5 years (2010)	7
<b>Fuel poverty</b>	12.4% (2015)	7	-0.6% (2011)	2=
<b>Total economic productivity</b>	£79,414m (2016)	1	+29.3% (2010)	1
<b>Per capita economic productivity</b>	£22,721 (2016)	4	+23.0% (2010)	1

Figure 10: A modified extract of summary table reflecting trends in progress of sustainability metrics across nine Combined Authorities

By comparing the WMCA to the eight other combined authorities across England we can see how we are performing in comparison.

**Carbon emissions:** The WMCA has made better than average progress at reducing its overall and per capita emissions in the years 2010 to 2016 but remains the CA region that emits more carbon than any other due to its size.

**Health inequality:** Health inequality is slightly lower in the WMCA than in other CA areas but remains high overall. The gap between male and female health inequality is lower in the WMCA than in some other CA areas. However, the WMCA ranks joint fourth overall for health inequality amongst other CA areas.

**Economic productivity:** The West Midlands is performing well in economic productivity compared to other CA areas, especially in absolute terms and is also performing better than average when analysing average performance per head.

## 6 Conclusions

Since 2010 we have been the only region in the UK to have a clear roadmap: a vision, plan, action and annual monitoring for a more sustainable future. This has been possible due to our independent nature, our evidence-based approach and the support of a range of partners and volunteers. The certainty created by the roadmap and monitoring during these challenging last eight years has paid off and allows us to demonstrate where progress needs to be made and enables us to disseminate this to our range of stakeholders.

And this report has indeed demonstrated that there is still considerable progress that needs to be made within the West Midlands to ensure we meet our 2020 targets. Progress has been good on our economic goal, steady against our environmental goal but poor against our social goal. We would expect a more productive and efficient economy to share these benefits more evenly to communities and therefore see a reduction in health inequality as people accessed work, green spaces, healthy life styles and lower pollution. This is not currently occurring and therefore should be made more of a priority by policy makers.

As we head rapidly towards 2020, SWM will be engaging with its members and stakeholders in the coming year to help us reform our targets and our roadmap so that it remains fit for purpose, becomes more ambitious and more visible post-2020. We need to do more to hold national and local policy makers to scrutiny so that we can ensure that we have the mechanisms in place to make our regional contribution to the urgent action required, as highlighted by the IPCC's recent report<sup>5</sup> amongst others. In the meantime, we need to use what is left of 2018 and 2019 to continue to work with the WMCA and other partners to address the current concerns outlined to date.

**-END-**

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<sup>5</sup> <https://bit.ly/2qgup0A>