

The UK Clean Growth Strategy
The UK Industrial Strategy
West Midlands Devolution Deal

**Opportunities for the West Midlands Industrial
Strategies**

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1 Introduction

1.1 Aims of report

The purpose of this report is to identify the key sustainability opportunities for the West Midlands from the UK Clean Growth Strategy, UK Industrial Strategy, and the latest Devolution Deal for the West Midlands.

These three key strategies were all published in October and November 2017, and together form an important set of policy drivers. Especially as they will inform the new local industrial strategies expected to be produced by March 2019 by the West Midlands Combined Authority (WMCA) and the surrounding Local Enterprise Partnerships (LEPs) in the West Midlands region.

This report will inform local policy makers, our members and networks and our support programme for the WMCA and LEPs as we help them develop their new local industrial strategies.

1.2 Our policy experience

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, and the WMCA sustainability delivery partner. We are a not-for-profit company that works with our members in the business, public and voluntary sectors. Our Board is private sector led and has cross-sector representation; they are supported by our team of staff and associates.

In conducting this high-level sustainability review we have drawn on our following policy experience:

- Government independent regional sustainability champion for the West Midlands since 2002, now the only outside London.
- Running a range of annual good practice networks and events sharing solutions and reaching over 10,000 individuals within the business, public and voluntary sector.
- Futures and sustainability reviews for Government, business and public sector, and producing the UK's only annual independent regional sustainability roadmap progress report.
- Developed the UK's first low carbon regional economic development strategy with Advantage West Midlands in 2007.
- Produced the UK's first joint Local Enterprise Partnership (LEP) low carbon investment prospectus, and national benchmark of LEP sustainability good practice.
- Supported by the UK Government to promote UK expertise in low carbon economic policy and business opportunities in Europe, China, and Japan.
- Sustainability advisor and delivery partner for the West Midlands Combined Authority.

- Our review and response to the draft UK industrial strategy.
- The development of a potential local energy hub in the West Midlands for BEIS.

1.3 Our approach

We have conducted a high-level sustainability review of the UK Clean Growth Strategy, the UK Industrial Strategy, and the latest WMCA Devolution Deal against our West Midlands 2020 sustainability roadmap priorities.

The roadmap priorities are areas where our research and evidence shows that cross-sector and cross-boundary working within the West Midlands will add the most value in improving long-term economic, social and environmental outcomes.

Each area of the strategies has been reviewed against the potential positive contribute they could make to the seven roadmap priorities together with a summary comments

The detailed results are in Annex 1-3 and have informed this report.

2 Overview of Strategies

2.1 The UK Clean Growth Strategy

The [clean growth strategy](#) was launched in October 2017. The aim is to ‘grow national income while cutting greenhouse gas emissions’. It also the Government response required by the Climate Change Act to set out regular plans to meet the UK climate change targets. For further information on how the strategy was viewed by stakeholders, see the [comment](#) in our newsletter.

With the threat of climate change, movement towards clean energy is an ever-growing priority. However, this has been previously perceived as providing a risk to many jobs and large businesses. The clean growth strategy shows the UK’s ambitions to deliver a low carbon economy ensuring affordable energy is compatible with increased job productivity.

The UK has already made advancements within this area, since 1990 UK emissions have been cut by 42% whilst the economy has grown by two thirds. The UK contains world leaders in scientific based research, high value services & financial industries and a regulatory framework providing long term direction and support for innovation and manufacture.

The UK’s low carbon economy could grow by 11% between 2015 and 2030 which is four times faster than the rest of the economy, leading to between £60 billion to £170 billion of export sales of goods and services from the UK by 2030.

The strategy is structured around a range of policies and actions targeting the emissions reduction required under the Climate Act and the economic opportunities. These include:

- Accelerating clean growth by develop world leading Green Finance capabilities
- Improving business and industry efficiency – 25% of UK emissions
- Improving our homes – 13% of UK emissions
- Accelerating the shift to low carbon transport – 24% of UK emissions
- Delivering Clean, Smart, Flexible Power – 21% of UK Emission
- Enhancing the benefits and value of our natural resources – 15% of UK emissions
- Leading in the public sector – 2% of UK emissions
- Government leadership in driving clean growth

2.2 The UK Industrial Strategy

The [UK industrial strategy](#) was published in November 2017. SWM commented on [the draft consultation](#) earlier in the year.

The intention is to set a strategic framework to enable the UK Government and partners to work together to drive up productivity, spread the benefits of growth across the UK, and prepare for future opportunities and markets created by Brexit, global changes, and new technology.

The strategy is structured around a series of Grand Challenges to put the UK at the forefront of the industries of the future. These are:

- Growing the Artificial Intelligence and data driven economy
- Clean growth
- Future of mobility
- Ageing society

The delivery of the strategy is through 5 foundations or drivers of improved productivity:

- Ideas: the world's most innovative economy
- People: good jobs and greater earning power for all
- Infrastructure: a major upgrade to the UK's infrastructure
- Business environment: the best place to start and grow a business
- Places: prosperous communities across the UK

The strategy also states that this improvement in productivity must not only respond to the Grand Challenge of clean growth but also deliver an overall shift to a clean and low carbon mode of growth set out in the Clean Growth strategy.

The strategy also sets out the requirement for all Combined Authorities and LEPs to produce a local industrial strategy by March 2019, reflecting how they will deliver the relevant UK industrial strategy themes, including clean growth.

2.3 The WMCA Devolution Deal

The first [devolution deal](#) was published in November 2015 and we conducted a [high level sustainability review](#) on this to inform our [support programme](#) for the WMCA.

The second [devolution deal](#) was published in November 2017. This sets out a new range of funding, support, or formal recognition of existing local activity across a range of issues such as housing, transport, energy, skills, and finance.

This devolution deal includes the commitment to produce a new local industrial strategy.

2.4 Role of new local industrial strategies

The UK Industrial Strategy sets out the role and form of the new local industrial strategies.

Who?

- Developed locally and agreed with Government
- Places in England with a Mayoral Combined Authority will have a single strategy led by the mayor and supported by Local Enterprise Partnerships
- For parts of the country without a mayor, the development of the strategy will be led by the Local Enterprise Partnership
- Establish new ways of working between national and local leaders in both the public and private sectors, universities, colleges and other local institutions

What?

- Long-term, based on clear evidence, and aligned to the national Industrial Strategy – including the Clean Growth strategy
- An approach that is responsive to both local and global market conditions to provide greater long-term certainty.
- Identify local strengths and challenges, future opportunities and the action needed to boost productivity, earning power and competitiveness.
- Actions might include addressing skills issues, improving infrastructure, harnessing the potential of world-class science and innovation, supporting new high-value businesses, or identifying leading sectors to inform the development of deals.
- Guide use of local funding streams and any spending from national schemes

When?

- Government will agree the first Local Industrial Strategies by March 2019
- Government support for strategies will be based on prioritising areas with the potential to drive wider regional growth, focusing on clusters of expertise and centres of economic activity

In the West Midlands, this has several implications. For example:

- What will the boundary of the new WMCA local industrial strategy be – the constituent members and the 3 LEPs, or the non-constituent members which includes a total of 4 LEPs?

- How will the national reform of LEP structures, boundaries, and support impact the region – will Worcestershire, Marches, Staffordshire and Stoke have to produce separate local industrial strategies?
- Will we return to a former regional economic development strategy for the region with distinctive sub-regional delivery plans?

3 Key opportunities for the West Midlands Local Industrial Strategies

The West Midlands is a pioneer of clean and inclusive growth through the publication in 2007 of Connecting to Success, the UK's first low carbon regional economic development strategy. This was produced by the former Regional Development Agency and partners, and many of the strategic investments in low carbon manufacturing, skills, innovation, and development sites, are still bearing fruit 10 years later.

Since 2007 these types of economic activities have been championed by the former city region, and the current LEPs and WMCA. The first Mayoral hustings was on this topic and subsequently reflected in the winning Mayors manifesto.

SWM has been proud to play our part during this period. For example, our regular annual monitoring of the 2020 roadmap outcomes of productivity, carbon reduction, and health inequality for our local 6 LEPs and the WMCA has regular showcased good practice and partnerships across our members and networks.

Through the sustainability reviews of the three recent strategies based on our 2020 roadmap priorities we have identified a series of opportunities to consider when developing local industrial strategies.

UK Clean Growth Strategy, UK Industrial Strategy, WMCA Devolution Deal – Opportunities for West Midlands Local Industrial Strategies

Promotion of strengths

- Use recognition of West Midlands low carbon strengths around areas identified by SWM, WMCA and Government in transport, buildings and energy to attract investment from private and public sector investors.
- Use local community and private sector partners to develop annual Green Week to run local and international campaigns promoting local good practice.
- Integrate promoting 'clean and inclusive growth' stories within existing public sector economic development communications

Support existing partnerships

- Support existing Energy Capital partnership as it seeks to coordinate local partners to drive business support, innovation, and local regulation to stimulate new businesses and services.
- Using new BEIS and LEP funding to set up [local energy support hub](#) to help identify, develop, fund and manage a pipeline of local energy projects.
- Build on the work of the Science City Low Carbon Working Group and the Sustainable Housing Action Programme in driving innovation and sustainable construction standards for existing and new housing.
- Support existing West Midlands Natural Capital group and HS2 local environment group to interpret forthcoming national 25-year Environment Plan to produce a local version to integrate into local industrial strategies and infrastructure schemes.
- Build on previous work of the former Regional Waste Infrastructure Board in using open data to help the market identify existing waste streams to reuse and the work of the National Industrial Symbiosis Programme (waste exchange between businesses and supply chains).

Create and attract funding

- Using recognition and funding of West Midlands as global centre of expertise on electric cars, battery technology and driverless cars to attract more research funding, drive standards, demonstration sites and roll out of infrastructure and uptake of cars. Encourage local manufacturers such as JLR to move electric car / hybrid production into the region.
- The West Midlands has one of the highest concentrations of households in fuel poverty, strengths in sustainable construction, and experience in different business models for large scale retrofit. Use this to attract funding to develop a large scale programme for the region.
- Use the collective buying power of the WMCA and partners to help stimulate the local market in areas where there are local strengths and market opportunities such as sustainable construction, energy, and transport.
- Create a regional natural capital infrastructure fund to attract investment into key sites and help with deliver of the new Woodlands target.
- Bid for cycling and walking schemes as part of £1.7 billion cities travel fund
- Set up rolling 'invest to save' energy saving rolling fund for public and private buildings.

Improve delivery

- Use the creation of the new local industrial strategies as an opportunity to promote clean and inclusive growth in the region and improve the coordination and deliver of existing expertise and resources to deliver these plans.
- Use land use planning standards to support and reinforce market opportunities e.g. planning requirements for car charging points, cycle provision, energy efficiency etc.
- Integrate clean energy, natural capital, sustainable travel, construction, resource efficiency within procurement, planning policy, and business and skills support

4 Low Carbon Jobs and Skills

UK Clean Growth Strategy

Currently more than 430,00 jobs are in low carbon businesses and their supply chains with the UK's low carbon economy estimated to grow by 11% per year between 2015-2030, delivering between £60billion to £170billion of export sales of goods and services.

In 2015 the low carbon electricity sector generated over £12 billion in turnover and directly supported 47,000 jobs with more in the supply chain.

The government has declared £2.5 billion of investment to support low carbon innovation from 2015 to 2021. The National Productivity Investment Fund will provide a further £4.7 billion and £2 billion a year by 2020/21.

The government plans to support businesses to improve their energy productivity by 20% by 2030. This is supported by a plan to get businesses to measure and report on energy use which in turn will allow them to identify where they can cut their costs.

There will be a joint industrial decarbonisation and energy efficiency action plan for seven out of the most energy intensive sectors.

The Midlands is the leading region for design and manufacture of low carbon vehicles contributing £1.5 billion of the UK automotive R&D carried out.

UK Industrial Strategy

Good recognition of future drivers of uncertainty and future market risks and opportunities. Closely aligned with SWM [WM future drivers research](#).

Of the four grand challenges for future industry – 50% relate to West Midlands strengths of clean energy and mobility.

Many of measures proposed around funding and skills to support innovation will benefit West Midlands as they are focused on the grand challenges.

Existing and future funding challenges include – low carbon automotive, batteries, low carbon construction, energy and agriculture.

Important role of Science and Innovation Audits mentioned. In the West Midlands research shows 75% of opportunities are low carbon. Unfortunately this is not recognised on the map on p86 of strategy.

New fund to support local clustering and collaboration.

Many of measures proposed around funding and skills to support innovation will benefit West Midlands as they are focused on the grand challenges and foundation issues such as STEM subjects and engineering. However, no mention of ‘clean growth/sustainability literacy’ being built in across all subjects.

Many of proposed business support measures, such as local growth hubs, funding and good practice networks will support businesses developing or deploying low carbon and clean growth technologies and services.

Regional Trade Commissioners and regional plans created as part of national network.

Devolution Deal

Building on work of productivity commission. Establish of Skills Advisory Panel to inform post 16 training, provide analysis, and influence WMCA and Government funding to colleges & encourage strong offer on business placements and apprenticeships.

Government investment of £5m for 3-year construction training skills programme.

Potential opportunity to create career and training paths into clean growth areas and use natural environment improvement work as entry point for long-term unemployed.

Summary of opportunities

- Use recognition of West Midlands low carbon strengths around areas identified by SWM, WMCA and Government in transport, buildings and energy to attract investment from private and public sector investors.
- Integrate clean growth opportunities throughout the skills and business support system.

5 Procurement

UK Clean Growth Strategy

Procurement commitment for Government purchasing of low emissions cars by 2021.

UK Industrial Strategy

Commitment to use public sector procurement to drive innovation.

Sector Deal with Construction to include environmental improvements and whole life costing and procurement approaches. West Midlands strengths in this area.

Devolution Deal

Nothing mentioned, although WMCA has been developing procurement policies on social value.

Summary of opportunities

- Use the collective buying power of the WMCA and partners to help stimulate the local market in areas where there are local strengths and market opportunities such as sustainable construction, energy, and transport.
- Use land use planning standards to support and reinforce market opportunities e.g. planning requirements for car charging points, cycle provision, energy efficiency etc.

6 Waste

UK Clean Growth Strategy

Since 1990 emissions from the waste sector have decreased by 73% due to taxing waste to landfill, increased recycling and better waste infrastructure. While waste incineration and landfill gas helped to generate 14% of UKs renewable generation in 2015 powering a total of 2.3 million homes.

Analysis by WRAP suggests that a more resource efficient economy has the potential to create up to 205,000 jobs.

The strategy sets out a target of zero avoidable waste by 2050 within the extraction of resources. While there are plans for a new resource and waste strategy to be published making the UK a world leader in competitiveness, resource productivity and resource efficiency.

Focus on food waste with local authorities required to introduce separate collection of food waste, to help meet the target of no food waste entering landfill by 2030.

UK Industrial Strategy

Commitments to reduction in food waste, zero waste and doubling resource productivity by 2050.

Devolution Deal

No mention.

Summary of opportunities

- Build on previous work of the former Regional Waste Infrastructure Board in using open data to help the market identify existing waste streams to reuse.
- Build on previous work of the National Industrial Symbiosis Programme (waste exchange between businesses and supply chains)
- Integrated resource efficiency within procurement, planning policies, and business and skills support

7 Buildings

UK Clean Growth Strategy

There will be £3.6 billion of investment aimed at upgrading 10 million homes through energy company obligations funding, as part of this all fuel poor homes will be upgraded to energy performance certificate band C by 2030.

To make sure that all households are managing their energy usage all houses will be offered the opportunity to have a smart meter by the end of 2020.

There will be £184 million of public funds invested, including two new £10 million innovation programmes to develop new energy efficiency and heating technologies to enable lower cost low carbon homes.

For companies that rent their buildings the plan is that minimum standards will be raised for energy efficiency within rented commercial buildings.

UK Industrial Strategy

Commitment to use Infrastructure fund for schemes such as transport and housing to support productivity themes of UK industrial strategy – including clean growth and regional disparities. P143 shows importance of clean growth in power, buildings and cars.

Strong drive on housing investment and offsite construction.

Sector Deal with Construction to include environmental improvements and whole life costing and procurement approaches. West Midlands strengths in this area.

Devolution Deal

Potential to use housebuilding to drive up new environmental, economic, social standards, employment and support more sustainable development patterns and transport modes.

No reference to addressing state of existing housing stock.

Potential in use of extra finance powers and investment to drive clean growth and create 'invest to save funds' to help with rolling programmes of energy savings.

Summary of opportunities

- Build on work of the local Sustainable Housing Action Programme in driving sustainable construction standards for existing and new housing.
- The West Midlands has one of the highest concentrations of households in fuel poverty, strengths in sustainable construction, and experience in different business models for large scale retrofit. Use this to develop a large-scale programme for the region.
- Set up rolling 'invest to save' energy saving rolling fund for public and private buildings.
- Integrate sustainable construction within procurement, planning policies, and business and skills support

8 Transport

UK Clean Growth Strategy

Due to no new petrol or diesel cars to be sold in the UK by 2040 the clean growth strategy pledges £1billion to be invested in ultra-low emission vehicles (ULEV) through production facilities but also to help customers to overcome the upfront cost of an electric vehicle.

Funding towards low emission taxis and buses have been allocated with £50 million for the plug-in taxi programme, enabling taxi drivers to receive grants of up to £7500 off the purchase of a new ULEV vehicle, with a further £14 million to support ten local areas to deliver dedicated charging points for taxis.

A further £100 million for a national programme to retrofitting and producing low emission buses in England and Wales.

Investment of £1.2 billion has been promised to make cycling and walking a natural choice for shorter journeys.

UK Industrial Strategy

This increases the Clean Growth Strategy pledge of £80 million with an additional £15 million from highway England to improve recharging infrastructure, to a fund of £400m.

Mobility challenge fund includes recognition of West Midlands as UK centre of expertise on electric, batteries and driverless car technology. Although this is recognised on the UK Clean Growth Strategy map but not the UK Industrial Strategy.

Commitments to work to make Midlands Connect statutory body to improve local transport connections. No commitments on role of cycling and walking to improve productivity.

Sector Deal with Automotive to include support for electrification, battery research, self-drive vehicles testing, and supply chain development. West Midland centre of expertise in this.

£1.7 billion fund on travel within cities – over half to go to elected Mayors areas.

Devolution Deal

£250m for local transport priority funding including metro extension and support for local cycling ambitions.

Strong potential for supporting low carbon mobility through cycling, public transport and more flexible working and use of different modes.

If air quality objectives activities are also linked to reducing congestion and carbon emissions then these will be positive.

Support West M to become UK global centre for electric and driverless cars. Recognition of existing announcements around centre for autonomous vehicles, road testing, and battery research. Recognises West Midlands strengths identified in previous SWM West Midlands Low Carbon Prospectus and WMCA Science and Innovation Audit.

Summary of opportunities

- Using recognition and funding of West Midlands as global centre of expertise on electric cars, battery technology and driverless cars to attract more research funding, drive standards, demonstration sites and roll out of infrastructure and uptake of cars. Encourage local manufacturers such as JLR to move electric car / hybrid production into the region
- Bid for cycling and walking schemes as part of £1.7billion cities travel fund
- Integrate sustainable travel within procurement, planning policies, and business and skills support

9 Energy

UK Clean Growth Strategy

By 2050 an estimated £40 billion of savings could be made through the smart systems plan enabling energy to be used with increased flexibility within the grid and local users leading to reduced power costs for households and businesses. As a result, £265 million is to be invested in smart systems in reducing the cost of electricity storage and develop new ways of balancing the grid.

Improve routes to market for offshore wind are key with up to £557 million for further auctions planned for spring 2019. With £177 million pledged to further reduce the cost of renewables, including innovation of offshore wind turbine blade technologies and foundations.

The government plans to develop a total carbon price in the power sector which will give businesses clarity on the total price they will pay for each tonne of emissions. Also, to phase out unabated coal to produce electricity by 2025, this shall be achieved through either increased generation of renewable energy or through carbon capture use and storage.

The clean growth strategy refers to the possibility of future nuclear projects if Hinkley Point C is a success. With £460 million to be invested in nuclear to support work in areas including future nuclear fuels, new nuclear manufacturing techniques, recycling and reprocessing and advanced reactor design.

UK Industrial Strategy

Clean energy challenge includes support for West Midlands sector strengths in automotive, construction, manufacturing. Also, bio-economy (renewable materials waste streams), smart local energy systems, and natural capital.

Reference to commitments around programmes of energy efficiency for high energy users & private buildings.

Other potential sector deals and work on future regulation to help drive change. West Midlands work on Energy Innovation Zones could help here.

New local energy programme to support local energy projects and clusters.

Devolution Deal

Government provides £120k to support local energy strategy and role of Regional Energy Commission.

Develop and test a model of regional energy governance, innovation and regulation to drive local energy development.

Development of local energy efficiency scheme for businesses and residents.

Share of £1.12m funding across Midlands Engine to build WMCA capacity to take forward local energy projects.

SWM is part of the Energy Capital initiative that has developed this 'ask' as part of this Devolution Deal. Although this is not as much as we requested it is helpful that it recognises the existing role of the Regional Energy Commission and the planned activities that cover energy use across business, buildings and transport and how to stimulate innovation.

The Midlands Engine funding is currently planned to be split equally across the LEPs who will then choose whether to create shared local energy teams or hubs.

Summary of opportunities

- Support existing Energy Capital partnership as it seeks to coordinate local partners to drive business support, innovation, and local regulation to stimulate new businesses and services.
- Using new BEIS and LEP funding to set up [local energy support hub](#) to help identify, develop, fund and manage a pipeline of local energy projects.
- Integrate clean energy within procurement, planning policies, and business and skills support

10 Environment

UK Clean Growth Strategy

Agriculture has a key role within the clean growth strategy with the possibility of increased carbon storage through efficient crop fertilisation, precision farming technologies and smaller scale farms. This will be reflected in the new system of future agricultural support to focus on delivering better environmental outcomes including directly addressing climate change.

Forestry and wood processing provides 43,000 jobs contributing £2 billion to the economy. There is a commitment to plant up to 130,000 additional hectares of new woodland. With a new network of forests across England, the woodland would be planted on farmland with around 11 million trees planted. This increase from 10% to 12% on England's woodland cover would help emissions from natural resources fall by two fifths.

There is also £10 million capital grant scheme for peatland restoration and an investigation into reducing plant and tree disease which should help improve soil and carbon stocks.

UK Industrial Strategy

Example provided how the application of data grand challenge could help with reduced water and resource use in agriculture.

Commitment to include enhancement of natural capital and climate resilience and resource use within all infrastructure projects.

National policy on water resources and use of new Environment 25-year plan.

Sector Deal with Food and Drink Industry to include food waste and sustainable agriculture. West Midlands has good presence in this sector.

Devolution Deal

Potential to recognize and develop important contribution of natural environment as part of developing culture sector.

In addition, focus on improvement on physical and mental health has strong links to active travel and access to good quality natural environment.

Summary of opportunities

- Support existing West Midlands Natural Capital group and HS2 local environment group to interpret forthcoming national 25-year Environment Plan to produce a local version to integrate into local industrial strategies and infrastructure schemes.
- Create a regional natural capital infrastructure fund to attract investment into key sites and help with deliver of the new Woodlands target.

- Integrate natural capital issues within procurement, planning policies, and business and skills support

11 Leadership and Perception Change

UK Clean Growth Strategy

There is a commitment to run a national campaign showcasing good practice each year called 'Green Week'.

UK Industrial Strategy

Clean energy and shift to clean growth to be key part of new Local Industrial Strategies.

Encourage cross-regional partnerships such as Midlands Engine or local clusters linking and working together across the UK.

UK Shared Prosperity Fund to replace EU structure funds.

Devolution Deal

The requirement of the local industrial strategy set out in the UK industrial strategy requires the shift to a clean and inclusive growth.

The key strengths of the West Midlands in low carbon transport, buildings and energy help, as does the existing sustainability objectives built into the existing Single Economic Plan.

Summary of opportunities

- Use the new national 'Green Week' campaign to run local and international campaigns promoting West Midlands good practice.
- Use the creation of the new local industrial strategies as an opportunity to promote clean and inclusive growth in the region and improve the coordination and deliver of existing expertise and resources to deliver these plans.
- Integrate promoting 'clean and inclusive growth' stories within existing public sector economic development communications and use local community and private sector partners to develop annual Green Week campaign.

12 Next Steps

SWM is currently drawing on our [national benchmarking research](#) and these latest policy announcements to provide advice to Combined Authorities and LEPs on how to integrate

economic, social and environmental sustainability activities and outcomes within their strategies, structures and programmes.

Locally we are also working on several energy strategies for our local LEPs and the WMCA on how to develop local industrial strategies.

It is over 10 years since we helped to create the UK's first regional low carbon economic strategy. We are looking forward to building on the subsequent decade of experience of our members and networks to help the West Midlands realise the future opportunities of clean and inclusive growth.

To discuss any of these responses or recommendations further please contact Sustainability West Midlands at enquiries@swm.org.uk or contact Dr Simon Slater, Associate Director of Policy and Partnerships at s.slater@swm.org.uk

ANNEX 1: High level sustainability review of the UK Clean Growth Strategy

UK Clean Growth Strategy (Oct 2017)	West Midlands Roadmap to a Sustainable Future in 2020 - Sustainability Priorities Sub-regional, cross-sector and boundary activity that will deliver the most effective contribution to productivity, carbon reduction, and health inequality outcomes +, ++, +++ = <i>Indicative</i> potential positive contribution of the powers and activities of the UK Clean Growth Strategy to the WM Sustainability Priorities							Overall comment on potential contribution of the powers and activities of the UK Clean Growth Strategy to the WM Sustainability Priorities	
	Jobs - Development and coordination of initiatives to stimulate low carbon jobs and skills	Procurement - Public sector sustainable procurement to stimulate innovation and save costs	Waste - Infrastructure for diverting commercial and industrial waste from landfill	Buildings - Retrofitting existing housing stock and buildings to improve energy efficiency	Transport - Improved low carbon transport choices – flexible working, cycling, walking	Energy - Decentralised energy networks focused on regeneration areas. Impact of improved Energy Efficiency	Environment - Environmental infrastructure to enhance water supply, flood defences and green spaces	Leadership and perception change – civic and corporate leaders showing that work and lifestyle changes are desirable and realistic	
Improving Business and Industry Efficiency and Supporting Clean Growth		+		+		++		+	Not enough mentioned in this section about what exactly will be implemented and what effect this will have on the regions and combined authorities.
Improving Our Homes		++		+?		+			Main focus primarily on what individual houses should aim to achieve, however there is not enough clarity on how to achieve these targets.

UK Clean Growth Strategy (Oct 2017)	West Midlands Roadmap to a Sustainable Future in 2020 - Sustainability Priorities Sub-regional, cross-sector and boundary activity that will deliver the most effective contribution to productivity, carbon reduction, and health inequality outcomes +, ++, +++ = <i>Indicative</i> potential positive contribution of the powers and activities of the UK Clean Growth Strategy to the WM Sustainability Priorities								Overall comment on potential contribution of the powers and activities of the UK Clean Growth Strategy to the WM Sustainability Priorities
	Jobs - Development and coordination of initiatives to stimulate low carbon jobs and skills	Procurement - Public sector sustainable procurement to stimulate innovation and save costs	Waste - Infrastructure for diverting commercial and industrial waste from landfill	Buildings - Retrofitting existing housing stock and buildings to improve energy efficiency	Transport - Improved low carbon transport choices – flexible working, cycling, walking	Energy - Decentralised energy networks focused on regeneration areas. Impact of improved Energy Efficiency	Environment - Environmental infrastructure to enhance water supply, flood defences and green spaces	Leadership and perception change – civic and corporate leaders showing that work and lifestyle changes are desirable and realistic	
									Good focus on innovation within this area.
Accelerating the Shift to Low Carbon Transport	+	++			+++		+	+	Lots of pledges and information surrounding ULEVs and moving people towards cycling or walking instead of driving. Money also being invested in innovation for batteries for ULEV or hydrogen fuelled cars
Delivering Clean, Smart, Flexible Power	+	++		+		++	+	+	Lots of emphasis on getting rid of unabated coal and moving towards renewables and nuclear, with lots of investment to go into new technologies and increased batteries and energy efficiency.

UK Clean Growth Strategy (Oct 2017)	West Midlands Roadmap to a Sustainable Future in 2020 - Sustainability Priorities Sub-regional, cross-sector and boundary activity that will deliver the most effective contribution to productivity, carbon reduction, and health inequality outcomes +, ++, +++ = <i>Indicative</i> potential positive contribution of the powers and activities of the UK Clean Growth Strategy to the WM Sustainability Priorities							Overall comment on potential contribution of the powers and activities of the UK Clean Growth Strategy to the WM Sustainability Priorities	
	Jobs - Development and coordination of initiatives to stimulate low carbon jobs and skills	Procurement - Public sector sustainable procurement to stimulate innovation and save costs	Waste - Infrastructure for diverting commercial and industrial waste from landfill	Buildings - Retrofitting existing housing stock and buildings to improve energy efficiency	Transport - Improved low carbon transport choices – flexible working, cycling, walking	Energy - Decentralised energy networks focused on regeneration areas. Impact of improved Energy Efficiency	Environment - Environmental infrastructure to enhance water supply, flood defences and green spaces	Leadership and perception change – civic and corporate leaders showing that work and lifestyle changes are desirable and realistic	Focus on Carbon Capture and Storage possibilities in the future and its role.
Enhancing the Benefits and Value of Our Natural Resources	+		+				++	+	Funding pledged towards achieving 12% of woodland cover in England by 2060, with funding allocated towards planting 11 million trees. However no funding figure is given. Zero avoidable waste is mentioned throughout this section although no means of achieving this is provided.

UK Clean Growth Strategy (Oct 2017)	West Midlands Roadmap to a Sustainable Future in 2020 - Sustainability Priorities Sub-regional, cross-sector and boundary activity that will deliver the most effective contribution to productivity, carbon reduction, and health inequality outcomes +, ++, +++ = <i>Indicative</i> potential positive contribution of the powers and activities of the UK Clean Growth Strategy to the WM Sustainability Priorities							Overall comment on potential contribution of the powers and activities of the UK Clean Growth Strategy to the WM Sustainability Priorities
	Jobs - Development and coordination of initiatives to stimulate low carbon jobs and skills	Procurement - Public sector sustainable procurement to stimulate innovation and save costs	Waste - Infrastructure for diverting commercial and industrial waste from landfill	Buildings - Retrofitting existing housing stock and buildings to improve energy efficiency	Transport - Improved low carbon transport choices – flexible working, cycling, walking	Energy - Decentralised energy networks focused on regeneration areas. Impact of improved Energy Efficiency	Environment - Environmental infrastructure to enhance water supply, flood defences and green spaces	
Leading in the Public Sector			+		+		+	Content around public sector energy efficiency loan scheme being continued to at least 2025.

ANNEX 2: High level sustainability review of the UK Industrial Strategy

UK Industrial Strategy (Nov 2017)	West Midlands Roadmap to a Sustainable Future in 2020 - Sustainability Priorities Sub-regional, cross-sector and boundary activity that will deliver the most effective contribution to productivity, carbon reduction, and health inequality outcomes +, ++, +++ = <i>Indicative</i> potential positive contribution of the powers and activities of the UK Industrial Strategy to the WM Sustainability Priorities								Overall comment on potential contribution of the powers and activities of the UK Industrial Strategy to the WM Sustainability Priorities
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Grand Challenges – AI, Clean Growth, Mobility, Ageing Population	++	+	++	++	++	++	+	+++	Good recognition of future drivers of uncertainty and future market risks and opportunities. Closely aligned with WM future drivers research . Of the four grand challenges for future industry – two relate to WM strengths of clean energy and mobility.

<p>UK Industrial Strategy (Nov 2017)</p>	<p>West Midlands Roadmap to a Sustainable Future in 2020 - Sustainability Priorities Sub-regional, cross-sector and boundary activity that will deliver the most effective contribution to productivity, carbon reduction, and health inequality outcomes</p> <p>+, ++, +++ = <i>Indicative</i> potential positive contribution of the powers and activities of the UK Industrial Strategy to the WM Sustainability Priorities</p>							<p>Overall comment on potential contribution of the powers and activities of the UK Industrial Strategy to the WM Sustainability Priorities</p>	
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UK Industrial Strategy (Nov 2017)	West Midlands Roadmap to a Sustainable Future in 2020 - Sustainability Priorities Sub-regional, cross-sector and boundary activity that will deliver the most effective contribution to productivity, carbon reduction, and health inequality outcomes +, ++, +++ = <i>Indicative</i> potential positive contribution of the powers and activities of the UK Industrial Strategy to the WM Sustainability Priorities								Overall comment on potential contribution of the powers and activities of the UK Industrial Strategy to the WM Sustainability Priorities
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Ideas - Innovation	++	++	+	+++	++	++	+	?	Procurement commitment for Government purchasing of low emissions cars by 2021. Example provided how the application of data and AI grand challenge could help with reduced water and resource use in agriculture. Commitment to work in partnership with stakeholders to develop these areas further.

<p>UK Industrial Strategy (Nov 2017)</p>	<p>West Midlands Roadmap to a Sustainable Future in 2020 - Sustainability Priorities Sub-regional, cross-sector and boundary activity that will deliver the most effective contribution to productivity, carbon reduction, and health inequality outcomes</p> <p>+, ++, +++ = <i>Indicative</i> potential positive contribution of the powers and activities of the UK Industrial Strategy to the WM Sustainability Priorities</p>							<p>Overall comment on potential contribution of the powers and activities of the UK Industrial Strategy to the WM Sustainability Priorities</p>	
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People – Skills	+			+	+	+		?	Many of measures proposed around funding and skills to support innovation will benefit WM as they are focused on the grand challenges and foundation issues such as STEM subjects and engineering. However no mention of ‘clean growth/sustainability literacy’ being built in across all subjects.

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									Combined Authorities to have Skills Advisory Panels to influence post 16 provision in areas.
Infrastructure – transport, housing, energy, water, waste,	++	+++	+++	++	++	++	+++	+++	Commitment to use Infrastructure fund for schemes such as transport and housing to support productivity themes of UK industrial strategy – including clean growth and regional disparities. P143 shows importance of clean growth in power, buildings and cars. Commitment to include enhancement of natural capital and climate resilience and resource

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Business Environment - Support Systems & Sector Deals.	++	++	+	++	++	+	+	<p>Many of measures proposed business support measures, such as local growth hubs, funding and good practice networks will support businesses developing or deploying low carbon and clean growth technologies and services.</p> <p>Regional Trade Commissioners and regional plans created as part of national network.</p> <p>Sector Deal with Food and Drink Industry to include food waste and sustainable agriculture. WM has good presence in this sector.</p>
Jobs - Development and coordination of initiatives to stimulate low carbon jobs and skills	Procurement - Public sector sustainable procurement to stimulate innovation and save costs	Waste - Infrastructure for diverting commercial and industrial waste from landfill	Buildings - Retrofitting existing housing stock and buildings to improve energy efficiency	Transport - Improved low carbon transport choices – flexible working, cycling, walking	Energy - Decentralised energy networks focused on regeneration areas. Impact of improved Energy Efficiency	Environment - Environmental infrastructure to enhance water supply, flood defences and green spaces	Leadership and perception change – civic and corporate leaders showing that work and lifestyle changes are desirable and realistic	

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Places – Local Industrial Strategies	++	+	+	+	+	+	+	+	testing, and supply chain development. WM centre of expertise in this. Other potential sector deals and work on future regulation to help drive change. WM work on Energy Innovation Zones could help here. Local Industrial Strategy produced for each local area by March 2019. In the WM this will be one for the area covered by the Mayor and Combined Authority and the rest by LEPs. Local Industrial Strategies will be

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ANNEX 3: High level sustainability review of the West Midlands Combined Authority (WMCA) Devolution Deal

WMCA Devolution Deal (Nov 2017)	West Midlands Roadmap to a Sustainable Future in 2020 - Sustainability Priorities Sub-regional, cross-sector and boundary activity that will deliver the most effective contribution to productivity, carbon reduction, and health inequality outcomes +, ++, +++ = <i>Indicative</i> potential positive contribution of the powers and activities of the WMCA Devolution Deal to the WM Sustainability Priorities								Overall comment on potential contribution of the powers and activities of the WMCA Devolution Deal to the WM Sustainability Priorities
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Local Industrial Strategy The Mayor and the WMCA will produce a local industrial strategy for the West Midlands, based upon the Strategic Economic Plan, which will set out a programme for accelerated delivery on the aims of the national strategy	+++	+	+	+++	+++	+++	+	+++	The requirement of the local industrial strategy set out in the UK industrial strategy requires the shift to a clean and inclusive growth. The key strengths of the WM in low carbon transport, buildings and energy help, as does the existing sustainability objectives built into the existing Single Economic Plan.

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through maximising the advantages of the West Midlands, bringing together social and economic ambitions to achieve inclusive growth. The WMCA will continue to work closely with the non-constituent authorities to jointly deliver the Strategic Economic Plan.	Jobs - Development and coordination of initiatives to stimulate low carbon jobs and skills	Procurement - Public sector sustainable procurement to stimulate innovation and save costs	Waste - Infrastructure for diverting commercial and industrial waste from landfill	Buildings - Retrofitting existing housing stock and buildings to improve energy efficiency	Transport - Improved low carbon transport choices – flexible working, cycling, walking	Energy - Decentralised energy networks focused on regeneration areas. Impact of improved Energy Efficiency	Environment - Environmental infrastructure to enhance water supply, flood defences and green spaces	Leadership and perception change – civic and corporate leaders showing that work and lifestyle changes are desirable and realistic	

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Housing Building on work of Land commission. Government support of £6m to establish WMCA Housing Delivery Team. Integrated housing delivery programme linked to partners land, transport priorities, to inform future Housing deal.	+	++	+	+	++	++	+	++	Potential to use housebuilding to drive up new environmental, economic, social standards, employment and also support more sustainable development patterns and transport modes. No reference to addressing state of existing housing stock.
Skills and Employment Building on work of productivity commission. Establish of Skills Advisory Panel to inform post 16	++								Opportunity to create career and training paths into clean growth areas and use natural environment improvement work as entry point for long-term unemployed.

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<p>training, provide analysis, and influence WMCA and Government funding to colleges & encourage strong offer on business placements and apprenticeships.</p> <p>Government investment of £5m for 3 year construction training skills programme.</p> <p>Pilot on life-long learning and career upskilling.</p> <p>Employment Support Framework to help coordinate employment, skills and health</p>	<p>Jobs - Development and coordination of initiatives to stimulate low carbon jobs and skills</p>	<p>Procurement - Public sector sustainable procurement to stimulate innovation and save costs</p>	<p>Waste - Infrastructure for diverting commercial and industrial waste from landfill</p>	<p>Buildings - Retrofitting existing housing stock and buildings to improve energy efficiency</p>	<p>Transport - Improved low carbon transport choices – flexible working, cycling, walking</p>	<p>Energy - Decentralised energy networks focused on regeneration areas. Impact of improved Energy Efficiency</p>	<p>Environment - Environmental infrastructure to enhance water supply, flood defences and green spaces</p>	<p>Leadership and perception change – civic and corporate leaders showing that work and lifestyle changes are desirable and realistic</p>	

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services support to help residents back into work.									
Transport Government funding for £250m for local transport priorities & land transfer for key local tram corridors. Ministerial support for transport resilience forum and coordination and activities across agencies to help keep					+++				Strong potential for supporting low carbon mobility through cycling, public transport and more flexible working and use of different modes.

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transport moving during major construction schemes such as HS2 or during disruptions. Government will work with WMCA to identify new funding sources for high quality cycling infrastructure. Support development of Mobility as a Service concept.									
Air Quality Government will support the WMCA developing with local partners improved air quality monitoring along key routes					+++				If air quality objectives are also linked to reducing congestion and carbon emissions then these activities will be positive.

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and developing a region wide air quality improvement strategy									
Business Support Work with Government to develop local industrial strategy building on local strengths, contribution to national strategy and exploring role of supply chain and specialist business support.	+++	++							As above comments on local industrial strategy, potential to use clean growth and sectors WM has strength in to focus business support.

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Energy Government provides £120k to support local energy strategy and role of Regional Energy Commission. Develop and test a model of regional energy governance, innovation and regulation to drive local energy development. Development of local energy efficiency scheme for businesses and residents.	++			++	++	+++			SWM is part of the Energy Capital initiative that has developed this 'ask' as part of this Devolution Deal. Although this is not as much as we requested it is helpful that it recognises the existing role of the Regional Energy Commission and the planned activities that cover energy use across business, buildings and transport and how to stimulate innovation etc. The Midlands Engine funding is currently planned to be split equally across the LEPs who will

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Share of £1.12m funding across Midlands Engine to build WMCA capacity to take forward local energy projects.									then choose whether to create shared local energy teams or hubs.
Automotive Support WM to become UK global centre for electric and driverless cars. Recognition of existing announcements around centre for autonomous vehicles, road testing, and battery research.	+++				+++				Recognises WM strengths identified in previous SWM WM Low Carbon Prospectus and Science and Innovation Audit.

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Culture Recognition of cultural assets and supporting Birmingham Commonwealth Games bid.							+		Potential to recognize and develop important contribution of natural environment.
Digital Commitment to work together on a range of open data and digital support programmes, including the use of public estate to support new 'digital' businesses.			+	+	+	+	+		Use of digital data has potential to improve management and use of a range of assets and resources.

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Public Sector Reform Government support for a range of initiatives including £0.8m for Office of Data Analytics. Also initiatives in piloting work with other areas on Homelessness and Social worker recruitment and training. Building on work of Mental Health Commission and public health to work in partnership to run a range of activities such	+		+	+	++	+	++		See above comments on potential of digital data use. In addition focus on improvement on physical and mental health has strong links to active travel and access to good quality natural environment.

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as pilots to increase physical activity of children, promote mental health support in workplace and in the community. Retaining funds from sale of local surplus NHS estates and influencing national funding to address WMCA health and inequalities objective. Integration of strategic fire and police commissioner role.	Jobs - Development and coordination of initiatives to stimulate low carbon jobs and skills	Procurement - Public sector sustainable procurement to stimulate innovation and save costs	Waste - Infrastructure for diverting commercial and industrial waste from landfill	Buildings - Retrofitting existing housing stock and buildings to improve energy efficiency	Transport - Improved low carbon transport choices – flexible working, cycling, walking	Energy - Decentralised energy networks focused on regeneration areas. Impact of improved Energy Efficiency	Environment - Environmental infrastructure to enhance water supply, flood defences and green spaces	Leadership and perception change – civic and corporate leaders showing that work and lifestyle changes are desirable and realistic	
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Finance With other Mayors a share of a £12m capacity building fund. Extension on borrowing powers for WMCA to allow further investment in infrastructure. The Government will support the WMCA review of different local finance sources and measures for funding growth. Work with the Mayor to explore introducing new	+	+		+	+	+		+	Potential in use of extra finance powers and investment to drive clean growth and create 'invest to save funds' to help with rolling programmes of energy savings.

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