



**BIRMINGHAM 2022 COMMONWEALTH GAMES**

# **OUR LEGACY**

**SUMMER 2022**

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# DIVE IN

There is a diver standing on the 10-metre platform  
She will turn her back on the crowd but face up  
To the challenge. Where so many would have ran  
From the ladders she climbed without blinking  
She could be called Birmingham. Ready to jump  
In at the deep end, and we know you're not meant  
To make a splash, but we'll bend the rules this time.

Residents from 180 different countries and I can't tell  
You that they always get the credit that they deserve  
But I can tell you that they should. Can tell you that  
we have never claimed to be perfect, but we step up,  
Always ready sometimes rough, we may not be well sanded  
But from Sandwell to Coventry we are taking it on.

Short notice at the start, pandemic in the prep,  
But ever more determined with each and every step  
This is by the West Midlands, for everyone  
Putting passion and pride back where it belongs  
Where Black Sabbath's songs and Shakespeare's pen  
Set stages ablaze, and we're burning again

We will do more than just generating income  
We will tell a generation to come in, to travel  
Two hands on the basketball for more than two steps,  
Two feet kicking at the back of the swimmer,  
Maybe one foot, maybe none, we will make waves

We took the baton late but we're moving now,  
And Birmingham is not known for bragging  
More play it down than say it loud, but don't  
Think that because we do not sing our own  
praises that you shouldn't. We are flying

Maybe the sports have brought us here,  
But we are certainly not just here for sports,  
Can you hear the talk? The rumblings coming like  
Trains slowing at New Street, cars flowing on new streets,  
Paths forged for a new journey. Come with us  
No seriously, wherever you are we are not far  
In the heart of this land, this land where

There is a man in a wheelchair, pumping through the  
Finish line, and the crowd are roaring, just experienced  
What awe is and this is awesome. There is a man  
Who cannot stand, but has always stood for something  
For hard work and dedication, for transcending expectation  
And taking limitations for the joke they have always been.  
On this day, where are you? Are you here, did you see?  
Is the story you will tell to your children, or your friends about  
how you were here in this place how you are part of this movement.



**CASEY BAILEY**

Birmingham Poet  
Laureate 2020-2022

# PATHS FORGED FOR A NEW JOURNEY

Home to people from over 180 countries, Birmingham and the West Midlands are known as a driving force of innovation and ideas. And we brought this same industry and creativity to deliver the Birmingham 2022 Commonwealth Games in step with Birmingham's motto: Forward.

During Games-time the investments made in world-class facilities like Sandwell Aquatics Centre and Alexander Stadium will shine a light on the power of Birmingham 2022 to accelerate change, bring forward investment, and play a part in levelling up.

After the Games, the memories of sporting achievements will be joined by images of children learning to swim, young people representing a local athletics club, and communities coming together to get active. In Perry Barr much needed regeneration is radiating out from Alexander Stadium, with new houses and a refurbished train station being catalysed by the Games.

As well as buildings, infrastructure, and economy the Games is helping to forge a new image of Birmingham and the West Midlands, displaying the best of this great city, region and nation to the rest of the world. A place recognised as inclusive, youthful, and distinctive; a place where people come first; and where the investment in the Games is only the start. The issues that are important to our young people have visibly helped to shape this Games. From venues to volunteering, and sustainability to social value young people's voices have urged us to tackle inequalities of all kinds, to advance inclusion and sustainability, and to see the benefits reaching people like them.



A shortened timescale and global pandemic have also shaped Games delivery. Unfazed, pragmatic and always determined, Birmingham 2022 has taken it on. The journey may not have been a smooth one but, on time and on budget, our region is ready to welcome the world.

There are hallmarks that make Birmingham 2022 unique, unafraid to do things differently, and striving for new benchmarks in creativity, inclusivity, and sustainability. Birmingham's legacy will not only travel on to future global events, but will also travel in the confidence, skills and optimism of the generation that is thousands of young people who have worked, volunteered, or felt part of this Games.

From Cannock to Coventry, there is immense pride that this is the first major multi sports event to be open to the public in almost three years. It is apt that in the historic year of Her Majesty's Platinum Jubilee we will warmly welcome athletes, spectators, and visitors to the 'friendly Games' in the 'friendly city', from across the UK, Commonwealth and the world. The roars and cheers that will reverberate from Games venues will showcase people and a region passionate about sport and being active, but also about purpose and possibility, and keen to build an enhanced reputation as a world-class host of major sporting and cultural events.

Hosting this event has always been about more than sport and tickets. This is Birmingham 2022, created in the West Midlands. Be in no doubt, we are taking it on.

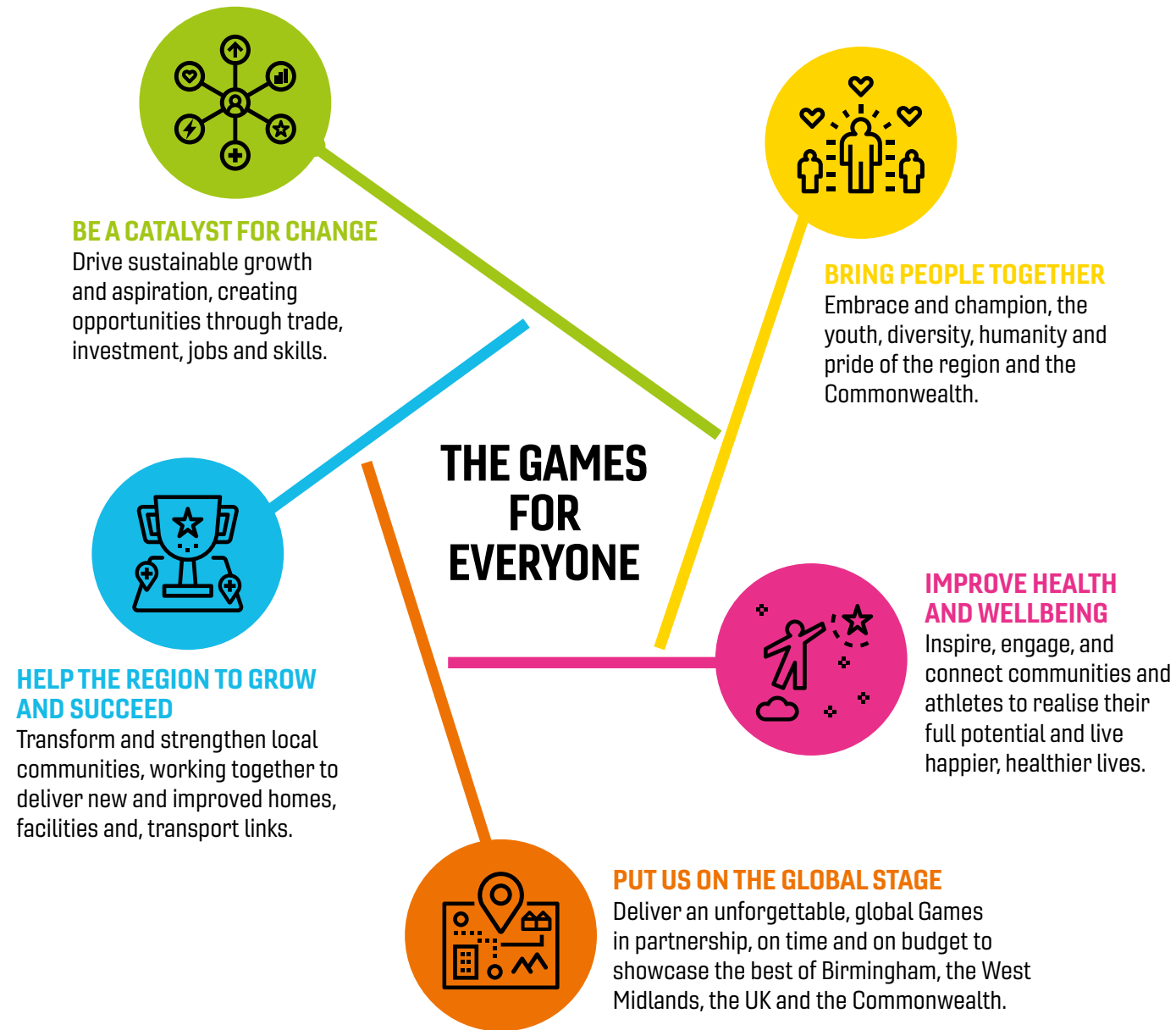




# SPREADING LEGACY BENEFITS

The Birmingham 2022 Commonwealth Games has the power to bring people together, improve health and wellbeing, act as a catalyst for change, help the region to grow and succeed, and put us on the global stage. These are the five pillars of our mission and in our legacy programmes we have worked hard to make sure everyone has had access to the opportunities and benefits that the Games will provide.

In building and delivering our legacy programme we have drawn upon the Commonwealth Games Federation's (CGF) vision to use sport to create peaceful, sustainable, and prosperous communities across the Commonwealth. Our work embodies the CGF's values of Humanity, Equality, and Destiny.



## REGIONAL INVESTMENT

The Games has brought significant investment to Birmingham, the West Midlands, and beyond. It has built confidence to bring forward and accelerate planned investment and regeneration. The significant core public investment of £778 million has created a positive economic, social, and environmental impact for ongoing investments in Perry Barr including the £30 million refurbishment of the train station, wider transport improvements and the creation of up to 5,000 new homes. Investing in the region for the Games has also unlocked additional funding from a range of public and third sector bodies, enabling a specific, tailored set of legacy programmes to be established to maximise the opportunity of hosting the Games. The impact of the legacy programmes will be measured and reported through the Games-wide evaluation.

The programmes set out in this document have been delivered by a strong partnership of organisations who have worked to maximise the opportunity and investment presented by hosting the Games. The partners driving the legacy programmes include local, national, and international organisations:

- Commonwealth Games Federation (CGF).
- Commonwealth Games England (CGE).
- The Birmingham Organising Committee for the 2022 Commonwealth Games (the Organising Committee 'OC').
- Department for Digital, Culture, Media, and Sport (DCMS).
- Birmingham City Council (BCC).
- The West Midlands Combined Authority (WMCA), Transport for West Midlands (TfWM), and the West Midlands Growth Company (WMGC).
- Sandwell Metropolitan Borough Council (Sandwell Council).

## LEVELLING UP

The Games is a gateway to turn setback into strength, generating possibility and opportunity. From the start, Games partners made a firm commitment to inclusive growth and delivering benefits for local people. It is vital we ensure that the benefits of the Games flow to local people, communities and businesses more equally - in step with levelling up ambitions and pandemic recovery.



Birmingham was the fastest growing city in the UK in 2019, and although the pandemic may have interrupted this trajectory, hosting the Games can help to put the region back on track economically. With £350 million of goods and services to procure, and 40,000 jobs and volunteering opportunities to recruit for, this is a vital time to unlock the local benefits. We are using the opportunity to revitalise our economy and seeing levelling up in action as we enjoy the momentum of new investment and opportunities in the West Midlands region – 75% of the OC's supply chain spend has been with West Midlands suppliers.





## ADVANCING EQUITY AND INCLUSION

We also want the Games to be an opportunity to advance equity and equality, both on and off the field of play. To deliver that, we are engaging people and groups that reflect the diversity of the region. By listening and understanding their lived experiences we have tried to remove barriers in their way. People have told us that the Games must be about more than sport and tickets if it is going to have a long-term positive impact. What we have heard has shaped this Games and is driving fairer practice.

In the legacy programme you will see this playing out in the number of volunteers from the region, through our Social Value Charter which is using our supply chain to maximise the opportunities reaching local people, in the curatorial lines that shaped the Birmingham 2022 Festival programme, successful SME suppliers that came through our black and ethnic minority procurement bootcamp and the Commonwealth Games first relaxed Festival Site catering to neurodiverse people.

The Games has also provided a platform for big conversations on issues that affect us all, enabling us to 'take it on' using the Games as a platform to embrace issues and spark conversations about change. The power of sport provides a chance to reflect on common values and constructive conversations, and this has directly shaped our work, helping us reach communities who feel physical activity may not be for them in Sport England's 'Commonwealth Active Communities'. We are also providing one thousand young people who face significant barriers with 30-hour social action assignments through our Gen22 programme.

We are hosting seven free neighbourhood Festival Sites to bring the Games to local communities. Through the Birmingham 2022 Festival we are broaching topics such as empire, colonialism, migration and settlement through creativity and projects like SAMPAD's photographic exhibition 'From City of Empire to City of Diversity: A Visual Journey'. It illustrated the range of experiences of those who came to live in Birmingham and how connections to the British Empire have shaped Birmingham's past, present, and future.

## RIISING TO THE CHALLENGE

This Games is striving for new benchmarks for inclusivity and sustainability, lifting limitations, and resetting expectations for future Commonwealth Games and other major events. Birmingham 2022 is set to be the most sustainable Commonwealth Games yet, reducing our carbon footprint wherever possible and offsetting what we can't reduce.

Birmingham 2022 is also the first Commonwealth Games to be delivered in a shortened timescale and during a global pandemic. When the Games was awarded to Commonwealth Games England and Birmingham on 17 December 2017, organisers embraced the challenge of delivering to a shorter timescale, after original host Durban did not proceed, enabling Birmingham to set a new bar for delivering a global multi-sports event in record time and amid a global crisis. We are on time and on budget, and have created a multi-faceted Birmingham blueprint on the ways we have changed the delivery approach to take forward to future Commonwealth Games.



## HISTORY AND CELEBRATION

2022 is a significant year for our nation as we honoured the immense achievements of Her Majesty the Queen as she celebrated her Platinum Jubilee. The Games will help to shine the light on the brilliance of our nation and the warm and friendly welcome that Birmingham and the West Midlands will provide to athletes and visitors from around the UK, the Commonwealth, and the globe.

The Platinum Jubilee, the Games and the Birmingham 2022 Festival are not the only moments of celebration for the UK in 2022. Across the nation we will also have come together to celebrate renewed hope and optimism with: UNBOXED: Creativity in the UK, Coventry UK City of Culture, the 75th anniversary of the Edinburgh Festivals, and the Centenary of the BBC, all highlighting our luminescent cultural heritage, creativity, and shared histories.

## MAKING THE MOMENT LAST

This Legacy publication, our second, is a showcase of our impact so far, and a signpost to legacy activities that will go on beyond the Games, throughout 2022 and into the future. Immediately after the Games, DCMS will be publishing a short 'Snapshot Report' that highlights key data about the Birmingham 2022 Games. The Games is also being independently evaluated and this evaluation will continue post-Games culminating in a final, one year on report. The evaluation will assess both the economic impact of the investment and for the first time in a major sporting event evaluation will include a social return on investment to assess the value of the wider social impact of the Games

Beyond Birmingham 2022 we are determined to make sure legacy doesn't stop when the Games does. That's why the United By 2022 Legacy Charity was set up with the aim of maintaining the social and economic momentum started by the Games and keeping the best of our work going long after the end of the Games for the region.



## EMERGING LEGACY IMPACTS

Inclusivity shines brightly throughout our legacy programme, helping to tackle inequalities and inequity and providing a way to get communities involved from the bottom up. Driven by significant public investment the impact of our work across the legacy programme is beginning to show. This commitment to inclusivity and the challenges of the pandemic have led us to work differently. We have made choices that have raised the bar for future Games organisers.



# EMERGING LEGACY IMPACTS

WE ARE MOST PROUD OF, AND MANY OF WHICH BREAK NEW GROUND FOR SOCIAL IMPACT

**£6.5M** National investment in Games sports to reach new participants/audiences

First major multi-sport event to have more women's than men's medal events

Up to 5000 free tickets to ensure every child in care in Birmingham can attend the Games

**OVER 7000** People trained for Games roles in catering, cleaning and waste

Sandwell Aquatic Centre has one of the only fully accessible competition pools in the world

**BIGGEST** Integrated para sports programme of any Commonwealth Games

Public transport is included for ticket holders and volunteers, making sustainable choices easier

**6 MONTHS**  
6-month long Birmingham 2022 Festival showcasing the regions cultural strength and including many free to access events

The Queen's Baton Relay travelled without a team, reducing carbon footprint

Aiming to deliver an audited, accredited carbon neutral event

**14,000** Volunteers in a single integrated programme covering all delivery partners

30,000 hours of social action assignments for young people, who face barriers, aged 16-24

**SEVEN** Seven free neighbourhood Festival Sites including a relaxed site for people with disabilities and neurodiverse conditions

12 Hometown Heroes celebrate the people who continually support grassroots sport in our region

**£24M** Business and Tourism programme will deliver impact for the region until 2027

Inclusive, accessible medals with an adjustable ribbon. To suit all body shapes and sizes

Safe space for LGBTQIA+ athletes, supporters, and workforce at Pride House

**2022** Home Nation Batonbearers, people from across England making a positive impact

**Accessibility Advisory Forum** ensures Games wide Equity, Dignity and Functionality

Regional ticket ballot for local people and 1 million tickets prices at £22 or less

A **Social Value Charter** to ensure inclusivity and human rights are central to Games delivery

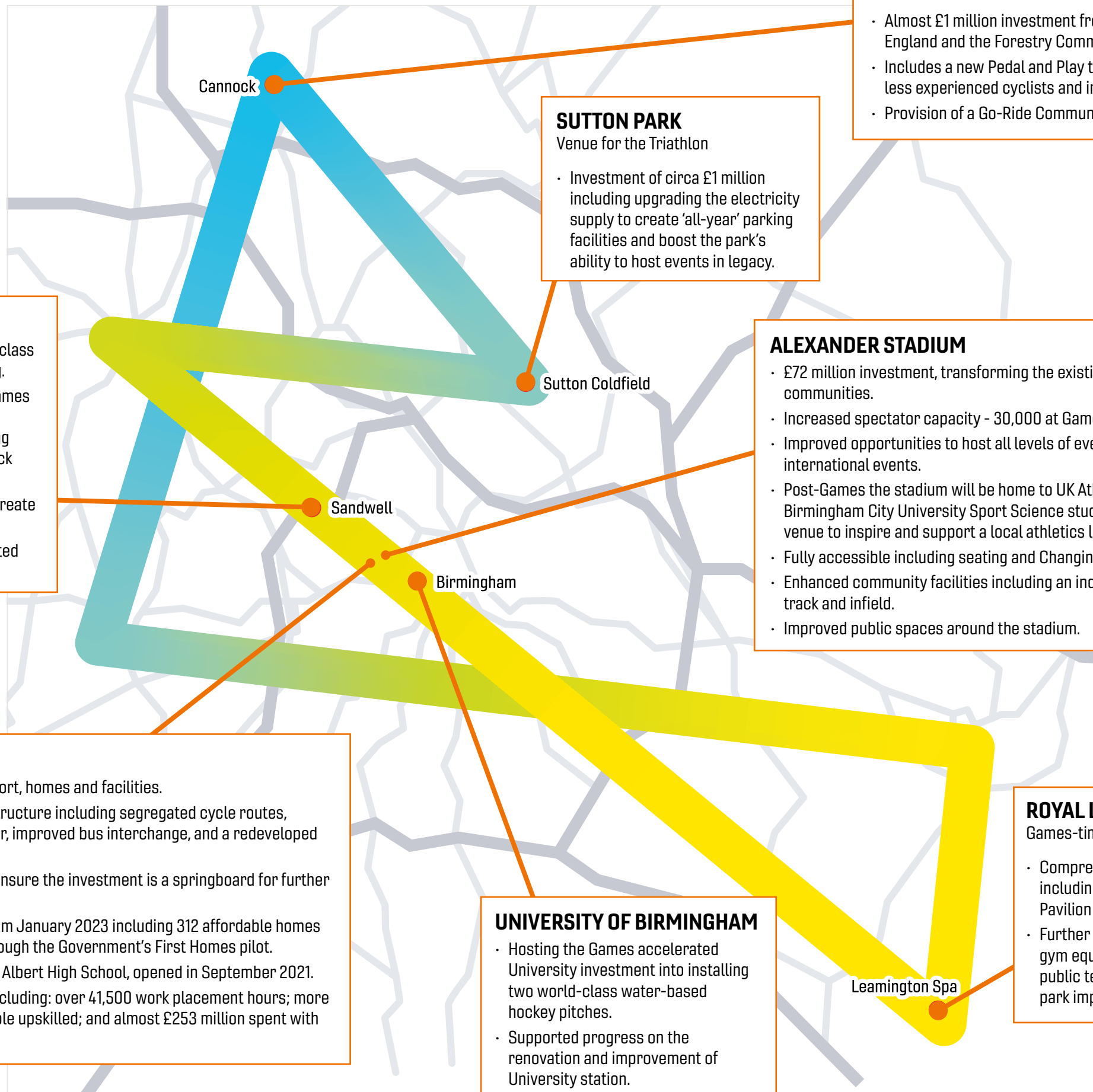
So far more than £40 million of Social Value delivered.  
**The predicted total is around... £200M**

**40,000** new jobs and volunteering opportunities

**BIG** A Big Inclusive Games (BIG) creates a new A-Z of access and inclusion standards

# INVESTMENT INTO GAMES VENUES AND INFRASTRUCTURE

Birmingham 2022 has accelerated positive change in the West Midlands, helping to amplify planned infrastructure improvements and accelerating levelling up plans for both city and region. Significant public investment of £778 million has not only helped create a physical legacy but acted as a catalyst for additional and accelerated investment benefitting local people and communities for many years to come.



## SANDWELL AQUATIC CENTRE

- £73 million investment creating a brand new, world-class facility for elite and community swimming and diving.
- Early consultation with local people to meet post-Games community requirements, including women's only swimming sessions, a women's only gym, and tackling lower levels of swimming attainment across the Black Country and West Midlands.
- When the facility opens to the public in 2023 it will create new jobs in the local community.
- Capacity to train the next generation of young, talented divers in England.

## PERRY BARR

- Public sector investment of £700 million spanning transport, homes and facilities.
- Acceleration of planned investment into transport infrastructure including segregated cycle routes, improved pedestrian facilities, Sprint priority bus corridor, improved bus interchange, and a redeveloped rail station.
- A Masterplan 'Perry Barr 2040: A Vision for Legacy' will ensure the investment is a springboard for further benefits for the area and the city.
- Up to 5,000 new homes will be built. 968 will be ready from January 2023 including 312 affordable homes with planning consent and up to 99 affordable homes through the Government's First Homes pilot.
- New 1,200 place secondary school and sixth form, Prince Albert High School, opened in September 2021.
- Regeneration has created Social Return on Investment including: over 41,500 work placement hours; more than 900 jobs, including apprenticeships; over 1,630 people upskilled; and almost £253 million spent with local businesses.

Cannock

## SUTTON PARK

Venue for the Triathlon

- Investment of circa £1 million including upgrading the electricity supply to create 'all-year' parking facilities and boost the park's ability to host events in legacy.

Sutton Coldfield

## ALEXANDER STADIUM

- £72 million investment, transforming the existing stadium for the Games and communities.
- Increased spectator capacity - 30,000 at Games-time, 17,500 post-Games.
- Improved opportunities to host all levels of events from community to major international events.
- Post-Games the stadium will be home to UK Athletics, one thousand Birmingham City University Sport Science students, and will be a community venue to inspire and support a local athletics legacy.
- Fully accessible including seating and Changing Places facilities.
- Enhanced community facilities including an indoor gym, new floodlit warm up track and infield.
- Improved public spaces around the stadium.

Sandwell

Birmingham

Leamington Spa

## ROYAL LEAMINGTON SPA

Games-time home of lawn bowls

- Comprehensive refurbishment, including floodlighting to Lawn Bowls Pavilion and Clubhouse at Victoria Park.
- Further park upgrades include: outdoor gym equipment installed, resurfaced public tennis courts, footpath and car park improvements.

## UNIVERSITY OF BIRMINGHAM

- Hosting the Games accelerated University investment into installing two world-class water-based hockey pitches.
- Supported progress on the renovation and improvement of University station.

## CANNOCK CHASE

The mountain biking event venue for the Games

- Almost £1 million investment from partners including Sport England and the Forestry Commission to upgrade facilities.
- Includes a new Pedal and Play trail for children, a new blue trail for less experienced cyclists and improvements to existing red trails.
- Provision of a Go-Ride Community Coach.

<https://bit.ly/3wkYu0P>



“This innovative yet bespoke mini squash court really is a thing of beauty. This is a wonderful legacy of the Birmingham 2022 Commonwealth Games, and our children and the community will enjoy it for many years to come.”

Dr Cheron Byfield, Founder, King Solomon International Business School.



## TRANSPORT DEVELOPMENTS

- £30 million has been invested to redevelop Perry Barr station. Rail station upgrades have also taken place at University, Leamington Spa, and Coventry rail stations.
- West Midlands Metro Westside extension in Birmingham City Centre.
- Addition of new ‘Sprint’ bus routes, quicker journey times and improved reliability, to key venues, Alexander Stadium, and the NEC.
- A Regional Transport Coordination Centre, the first of its kind to bring together real time information across all modes of transport in one place, providing to provide permanent regional coordination, greater resilience, and incident management to reduce congestion.
- Road improvement schemes and cycling improvements in and around the city centre and at key venues.

## SECURITY

- State of the art Multi Agency Command Centre delivered by West Midlands Police. A vital resource for all four police forces in the region and will be used for all large-scale events in the region post-Games.
- City Centre enhancements to CCTV and vehicle number plate recognition systems creating safer public spaces in Birmingham, and safer roads across the region.

## COMMUNITY SPORTS FACILITIES

- £8.5 million Sport England Places and Spaces Fund enabling grassroots clubs and community organisations across England to get up to £10,000 of match funding to improve their local sport facilities. £3.5 million allocated to the West Midlands.
- £500k Sport England and Birmingham City Council investment into Holford Drive Community Sports Hub, including a floodlit mixed-use games area (MUGA) meaning the facility can be used year-round by people in Perry Barr.
- £500k England and Wales Cricket Board (ECB) investment into Edgbaston’s Foundation Ground enabling first class cricket to take place both there and at Edgbaston Stadium.
- £250k Sport England and more than £560k Birmingham City Council investment into Wyndley Leisure Centre to upgrade to an International Hockey Federation standard pitch and for improvements to the existing running track and throws cage.
- £200k ECB investment into Moseley Cricket Club to improve the playing surface and create hybrid pitches.
- Funded by England Squash a revolutionary outdoor squash court has been installed at King Solomon International Business School in Aston.

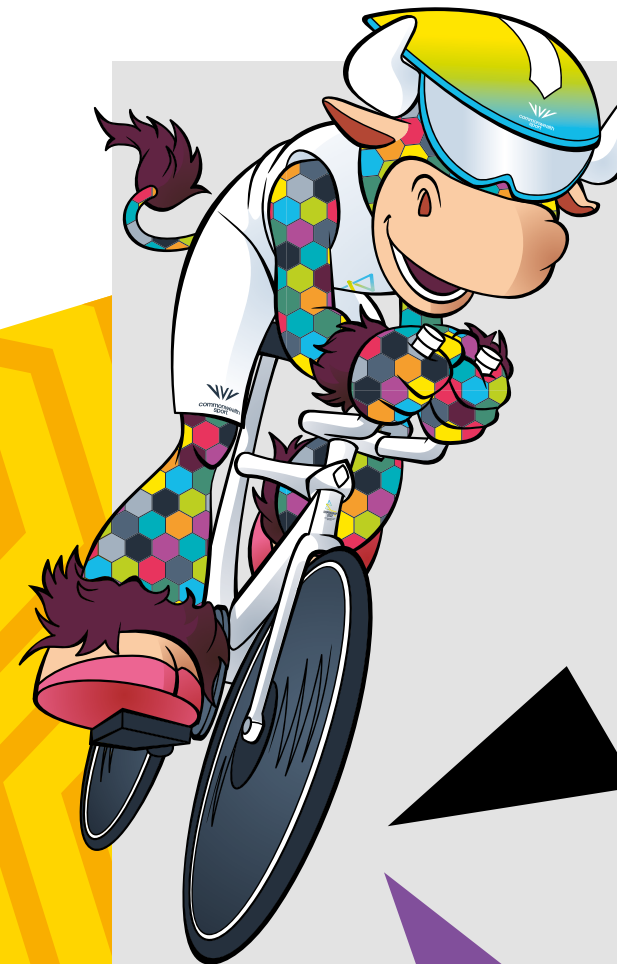
## CASE STUDY

### PERRY’S TRAIL AND PEDAL AND PLAY

More than £900k of investment into Cannock Chase from partners including Sport England, British Cycling, Forestry England, and Cannock Chase District Council will deliver the Games’ Mountain Biking events and leave a positive legacy. The facility will be used by local people and visitors providing ‘novice to expert’ off-road and traffic free cycling provision.

The new ‘blue’ intermediate cycling trail, ‘Perry’s Trail’ will create opportunities to collaborate closely with local schools, community groups and cycling groups/clubs and provide a safe and enjoyable off-road route. It will welcome visitors from across the UK, delivering additional tourism benefits to the area.

More technical features have been added to the popular red graded (difficult) cycling trails, as well as creating a play trail called ‘Pedal and Play.’ Designed in partnership with Sport England and British Cycling, ‘Pedal and Play’ is relatively flat and wide suitable for beginner/novice cyclists. It will help children gain skills and confidence in off-road cycling and experience the physical and mental health benefits of being active outdoors.





# BRING THE POWER YOUTH ENGAGEMENT PROGRAMME

Birmingham is Europe's youngest city with almost 40% of the population being under 25. Bring The Power is a celebration of young people, enabling their voices to be heard, helping them to develop the tools to make a positive difference, and be ready to tackle life's challenges, laying foundations to become the next generation of changemakers.

Birmingham 2022's Bring the Power Youth Programme aims to reach at least 1 million children and young people aged 5-25 across Birmingham and the West Midlands, creating a pathway for them to get closer to the Games and helping to boost their confidence and resilience through the celebration of sport and culture.

There is nothing more powerful than a flash of inspiration  
A strike of lightning that shines through your community  
Let inspiration brew like a storm  
And watch the sparks fly  
Be brave in our ability to amaze  
Your potential is golden  
Never be afraid to **become your great**  
**BRING THE POWER**

## LEGACY OBJECTIVES

Reach 1 million West Midlands children and engage schools across England to involve and excite young people about the Games

Create pathways for children and young people furthest away from the Games to deliver social legacy and inclusivity

Widen knowledge, improve access to sport and exercise, boost confidence and resilience in young people, helping them acquire new skills

Give young people a voice, help them make a positive difference, and be ready to tackle life's challenges

## WHAT WE ARE DELIVERING

Bring the Power is collaborating with schools, community youth organisations, partner organisations and youth professionals with activities organised across three programme strands introducing young people to the Games through three themes:

### Schools Engagement & Learning Activities

Primary, secondary and tertiary education: children, young people and teachers.

### Community Youth Participation Activities

Grass roots outside of education: children, young people and youth professionals.

### Youth Voice Advocacy Activities

Amplifying children and young people's voices across the programme including Social Action opportunities.

### THEME

# 1

## JOURNEY TO THE GAMES

Children and young people to learn about, celebrate and feel part of the journey to Birmingham 2022.

### THEME

# 2

## FINDING COMMON GROUND

Children and young people to learn from, connect with and celebrate similarities and differences between them and other children and young people in their community and around the Commonwealth.

### THEME

# 3

## WE CAN CHANGE OUR WORLD

Empower and support children and young people to take action to make their community and society a happier and healthier place to live.

Delivery is across a wide range of activities and programmes. Some highlights are set out below:

### National Reach Across England

Funded by Department for Digital, Culture, Media and Sport (DCMS) and the Organising Committee (OC), in collaboration with the Department for Education, the National part of the youth programme 'Bring the Power School Festival' was launched in May 2022. It was launched in Newham, London, close to where the Games' track cycling events will take place, and at the heart of legacy from the London 2012 Olympic Games. In collaboration with the Children and Young People's Services team at Newham Council, 200 local primary school pupils and their teachers enjoyed an interactive assembly, led by Perry the Mascot, a range of workshops and an opportunity to interview two incredible female athletes: Zoe Smith from Team England, and Chloe Whyllie from Team Jamaica. The event was supported by the Minister for Sport, Tourism, Heritage and Civil Society and the Minister for Children and Families.

All schools can get involved and create their own festival day supported by a range of exciting downloadable resource packs filled with engaging activities, ideas, and the opportunity to win prizes to help them bring their Festivals to life.

Schools and youth groups were encouraged to join in with the 'Good Luck challenge' competition, creating Good Luck artwork or letters to welcome athletes. A selection will be rewarded with prizes and be displayed in the Games' athlete villages. Letters will feature within athlete welcome packs providing a warm and personal welcome to our visitors.

### Shaping Bring The Power

Bring the Power has been shaped by our Headteacher Advisory Group. Brought together by the Games, a dedicated group of 15 senior leaders from Birmingham Primary, Secondary and Special schools have met twice every term and have had the opportunity to co-design, check and challenge the development of the programme, ensuring there is a lasting impact for schools in the city beyond the event. The advisory group plan to keep meeting post-Games with a focus on pupil wellbeing.

This group were vital to the success of our Headteacher conference produced in collaboration with Sport Birmingham, which attracted 110 Headteachers and senior leaders from schools across the city. Comprised of 35 young people aged 14-18 the Birmingham City Council (BCC) Youth City Board have joined us to form our Bring the Power Youth Voice Panel. With the support of their dedicated youth workers, these young people have shaped and advised across the programme. This group was consulted for input on key Games moments including: the launch of the Queen's Baton Relay at Buckingham Palace; the Young Volunteers Process; and the Baton Bearer Nominations Panel.

To support their ability to build new networks and develop new leadership skills, the group have been on two residential trips to Liverpool and London. The focus of the Liverpool visit centred around the forthcoming World Gymnastics Championships and saw our Youth Voice Panel share their knowledge and experience of working with Birmingham 2022. In London they teamed up with Hackney based youth organisation Rise 365, to support their community food bank initiative and learn from their young people. In July our Youth Voice Panel will run a Hearts and Minds event for young people and the three groups will come together to watch the dress rehearsal of the Birmingham 2022 Opening Ceremony.





## Youth Engagement

Bring the Power is also working with youth engagement organisations to provide a range of in-person physical activity workshops and engagement projects. This will see more than 500 workshops delivered in schools and youth club settings across the West Midlands, engaging approximately 30,000 children and young people.

Working closely with BCC and Birmingham Youth Service, four youth centres have been chosen as hubs to enable young people to feel part of Birmingham 2022. The Lighthouse (Aston), The Factory (Longbridge), The Concord (Sparkbrook) and the Clifton Road (Sutton Coldfield) will be the heartbeat of activity and provision for young people in the community in the build-up to the Games. The four hubs will provide a series of 6-week programmes where the young people will be able to engage and participate in activities including:

- A city-wide basketball skills challenge.
- Music of the Commonwealth Album Creation Project.
- Youth violence reduction programme, reclaiming a local park and supporting young people at risk of criminal exploitation.

## Celebrating Local Children and Young People

In Birmingham and the West Midlands, Bring the Power is using the excitement of the Games to inspire learning, celebrate the Games, and amplify young voices in a number of ways:

- The Common Ground Grant scheme for secondary schools in Birmingham will create a space for young people to explore what Common Ground means to them, by reflecting and sharing what it means to be part of the Commonwealth in 2022. The grant scheme, funded by BCC, will create a lasting Games legacy by fostering cultural collaboration, facilitating conversation, and promoting student leadership opportunities.
- With a grant of £1,000, each school is producing a creative response which may include short films, shared food, conversation, photography, song, dance, visual art, spoken word and installations culminating in a Youth Summit in July at the University of Birmingham. Awards have been made to 27 schools so far and support for teachers is provided by BRAP, a charity transforming the way we think and do equality, and the IKON Gallery.
- Commonwealth Connections is a school twinning project creating connections between young people on shared Commonwealth Values, through sport and art. The programme has reached 120 schools, and aims to reach 12,000 young people.
- The British Council, Birmingham Education Partnership and Youth Sport Trust have come together to connect 60 schools in the West Midlands with 60 schools in ten Commonwealth countries: Nigeria, Ghana, Uganda, Zambia, Kenya, Pakistan, India, Sri Lanka, Jamaica, and Trinidad & Tobago.



- One school participating is Oscott Manor School, a community special school for young people aged 11-19 with a diagnosis of autism. They are twinned with a school in Kenya and have spent time teaching each other their favourite songs.
- Funded by Commonwealth Sport Foundation, delivered by Youth Sport Trust and in partnership with Team England an inter-school project, Birmingham Connect, promotes social integration through the power of sport. Young people (aged 12-14) from 20 Birmingham secondary schools have been paired with each other (matches made because of differences in ethnic diversity, disability, and disadvantage). Pairing schools has encouraged meaningful social mixing to improve attitudes and perceptions held of people from different backgrounds; building a sense of belonging and mutual trust; making sure participants, teachers and families have fun trying out new sports and artforms together.
- Our inspirational Mascot, Perry, was imagined and designed by a school child following a national competition. Perry is visiting approximately 250 primary schools across the West Midlands delivering special educational assemblies. Schools and youth groups will meet and hear from athletes. We know that their stories can have a lasting impact on children and young people for years to come.

### LEAD LEGACY DELIVERY PARTNERS AND FUNDERS

Birmingham City Council      The Organising Committee  
The British Council      Commonwealth Sport Foundation  
Department for Digital, Media, Culture and Sport

### WIDER LEGACY DELIVERY PARTNERS AND FUNDERS

Birmingham Children's Trust      Department for Education  
Youth Sport Trust      Sport England      Team England

## BRING THE POWER MISSION ALIGNMENT



BRING PEOPLE TOGETHER



IMPROVE HEALTH AND WELL-BEING



HELP THE REGION TO GROW AND SUCCEED



BE A CATALYST FOR CHANGE



PUT US ON THE GLOBAL STAGE



# GEN22 YOUTH SOCIAL ACTION PROGRAMME

When we first spoke to young people about the Games and the opportunities it could offer them, for example in volunteering, they told us about the barriers they faced, and how they might discount themselves meaning they were unlikely to apply or take part.

With Birmingham being the youngest city in Europe, coupled with the economic impact of the pandemic disproportionately affecting young people, we wanted to do more. More to mitigate the serious risk that lack of confidence and unemployment could

have on the life chances of young people in the region. Risk that could be mitigated by harnessing, shaping, and tailoring the volunteering opportunities presented by the Games to provide employment and skills boosting opportunities.

And so Gen22 was born. A free to access programme creating opportunities for one thousand young people (16-24) from the West Midlands to gain employability boosting opportunities through the Birmingham 2022 Commonwealth Games.

## LEGACY OBJECTIVES

Flexible volunteering opportunities for those facing barriers to engaging with the main Games-time volunteering programme

Provide 1000 young people (16-24) with 30 hour Social Action assignments

Increase employability by developing soft skills, providing experience and a written reference

Increase aspirations of participants and support into onwards destinations such as training, education, and jobs

## WHAT WE ARE DELIVERING

Gen22 is for young people in the West Midlands who might otherwise struggle to access Games related opportunities. Barriers could include lack of confidence, being a young carer or young parent, or having a criminal record. It was specifically designed to be inclusive and to offer help. The young people taking part need to live in the West Midlands, although they don't need to have a fixed address. And to ensure it meets their needs, the programme has been co-designed with a group of 12 young people from across the West Midlands who face a range of barriers and who have formed the Gen22 consultation group.

Initially, the programme aims to boost long-term employment prospects through meaningful 30-hour social action assignments, giving the young people access to purposeful opportunities and networks and raising their aspirations. The 30 hours are spread over a period flexible to the needs of each participant, spanning at least one month, and some of the time can involve training to undertake the role. Taking part also provides opportunities to meet new people, try new things, and have fun. It is aimed at young people that would not normally look

for or take part in this kind of opportunity. Everyone taking part receives access to on-programme support; mentoring; subsidised travel; wrap around employability advice and assistance; and guaranteed, individually tailored references. The Duke of Edinburgh Award scheme has also committed to fund and automatically register up to 1,000 volunteers on its programme to help improve their chances of moving forward to their next step in education or employment.

Gen22 has been made possible due to the generosity of our funders: the National Lottery Community Fund, Sport England, the West Midlands Police and Crime Commissioner, and the Greater Birmingham and Solihull Local Enterprise Partnership (GBSLEP). The different tranches of funding mean that we will be able to fund Gen22 until 2023 with delivery stretching across the West Midlands, from Walsall and the wider Black Country to Birmingham and Coventry.

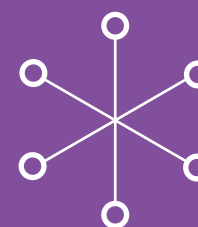
# GEN22



Each of the Flagship Providers has a sector focus and will support a minimum of 100 young people across the whole of the West Midlands to access the programme.

Funded by **National Lottery Community Fund**

- ▶ Groundwork (Sustainability)
- ▶ Canals & Rivers Trust (Mental Wellbeing)
- ▶ Positive Youth Foundation (Creative)
- ▶ Streetgames (Physical Activity)



We've also selected 13 Other Providers, who bring together expertise in a range of specialist areas.

Funded by **The West Midlands Police & Crime Commissioner, Sport England and GBSLEP**

These partners have been selected to ensure we're finding the young people who need our support the most, ranging from those with refugee backgrounds, to those at risk of falling into the criminal justice system.

## IDEAS MADE REAL

**Ideas Made Real** is a unique opportunity for young people (16-24) to turn their social action ideas into reality.

Funded by **National Lottery Community Fund**

All 47 applications were invited to our Power Plan weekend in May where participants were able to gain new skills and confidence before pitching their ideas, 'Dragons' Den' style. We picked 22 projects and provided the grants to make them real!

## CAREER

- ▶ Network of peer and professional contacts
- ▶ On programme support
- ▶ Guaranteed reference
- ▶ Mentoring
- ▶ Chance to develop new skills and confidence

## BENEFITS

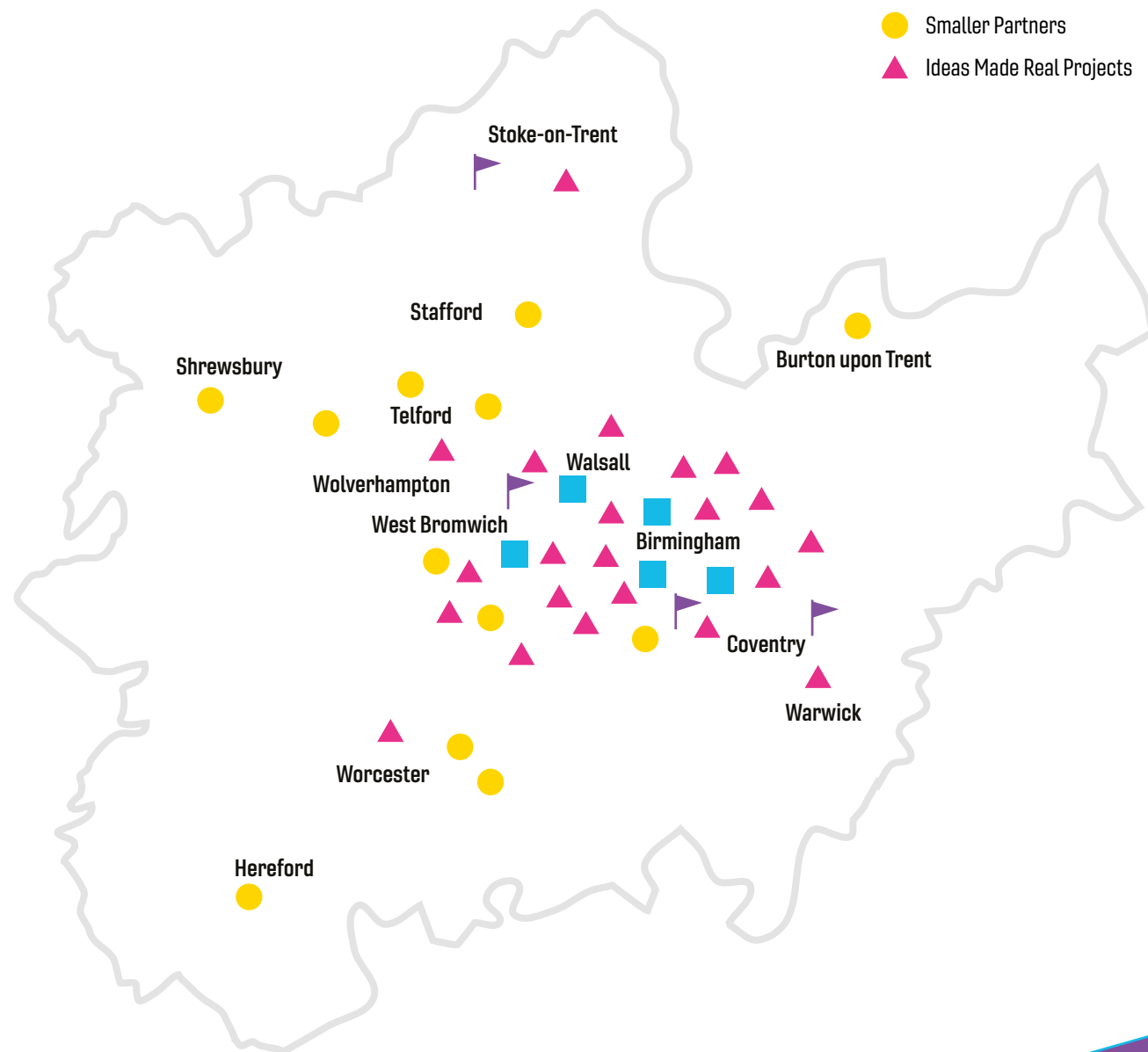
## PERSONAL

- ▶ A pair of tickets to a Birmingham 2022 event
- ▶ Gen22 kit including t-shirts, lanyards and more
- ▶ Special Gen22 events including a graduation ceremony and athlete Q&As
- ▶ Entry to the Bronze Duke of Edinburgh Award

# REGION WIDE IMPACT OF GEN22 PROJECTS

## KEY

-  Flagship Providers
-  PCC Funded Organisations
-  Smaller Partners
-  Ideas Made Real Projects



## CASE STUDY

### MENTAL HEALTH MATTERS, KALLIANE

- Project: Delivering mental health support sessions for young people.
- Kalliane heard about Ideas Made Real through initial involvement in an existing Gen22 project run by Centre Spot. Kalliane designed her Ideas Made Real pitch having conducted youth consultation around mental health and the support needed. This is a project designed by young people for young people.
- Project focus on engaging young women to prevent isolation, building communities and improving mental health and wellbeing.

## CASE STUDY

### NCS (NATIONAL CITIZEN SERVICE)

- National Citizen Service (NCS) have worked with 216 young people to complete their Gen22 assignments, undertaking social action projects particularly relevant to their lived experiences. The NCS put particular focus on working with young people with special educational needs or disabilities, who made up 43% of participants on the pilot.
- One of the groups was inspired to act after online research revealed that Dudley town centre had the highest levels of pollution in the West Midlands. The group raised money to plant trees on Dudley College Campus.

## CASE STUDY

### SPORTS KEY

- Visited by the Duke of Cambridge, Sports Key is supporting young people to complete sports coaching qualifications as part of their Gen22 assignments. They will then be able to either coach at existing sports sessions in the community or set up new activities in Birmingham.
- Ten young people have engaged in volunteering through social action in community sport context.
- Volunteers are registered onto Level 1 NGB qualifications.

## CASE STUDY

### POSITIVE YOUTH FOUNDATION

- Positive Youth Foundation is supporting Gen22 participants to undertake creative assignments within Coventry. All assignments will be designed by the young people, and they will be encouraged to include a Commonwealth theme.
- In one project young people chose to take part in a spray-painting workshop, to then create a street art mural at Woodside Youth Group.
- It is creating
  - safe spaces for young people to express themselves through a medium that works for them.
  - engagement through cultural and creative participation.
- *“I was super impressed with the depth of thought the group of young people presented, the will of them in wanting to empower their communities as well as their understanding of the benefits the Games bring to the region and the enthusiasm to help solidify the legacy of hosting such a large sporting event.”*

Clark McCallum, Senior Youth Engagement Officer





**300** COMPLETED SOCIAL ACTION ASSIGNMENTS AS OF JUNE 2022

**OVER 1000** PARTICIPANTS



ASSIGNMENTS

**SUPPORTING RECENTLY ARRIVED REFUGEES**

In partnership, National Citizen Service (NCS) and Gen22 supported a group of young people from Walsall, all of whom were Not in Education, Employment, or Training (NEET) and faced barriers to employment or accessing further training. They wanted to design and participate in a project that would have a positive impact on people in their own community.

The group used recent news and publications about refugees from Afghanistan being relocated in the area, and not having any possessions apart from what they arrived with. The group felt that they could use their talents and skills to collect items they could then give to the young people who had arrived. They went on to design and collect items to fill 100 bespoke shoeboxes, matched to young people's ages and interests. They delivered and shared the boxes in their local community.

This project helped the group to learn about teamwork, coordination, project management, communication, building new relationships, financial skills and research, as well as supporting their local community.



**Over 250 young people referred to DofE Bronze Award**



Up to 30,000 hours of community support

**759** CURRENTLY REGISTERED

**89%** of young people faced one of more barrier (excluding gender)

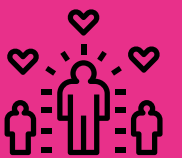
**LEAD LEGACY DELIVERY PARTNERS AND FUNDERS**

The Organising Committee    National Lottery Community Fund  
Sport England    The West Midlands Police and Crime Commissioner

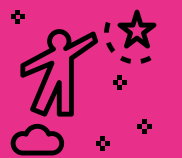
**WIDER LEGACY DELIVERY PARTNERS AND FUNDERS**

Greater Birmingham and Solihull Local Enterprise Partnership  
Department for Digital, Media, Culture and Sport

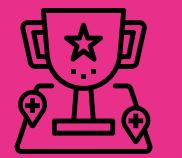
**GEN22 MISSION ALIGNMENT**



BRING PEOPLE TOGETHER



IMPROVE HEALTH AND WELL-BEING



HELP THE REGION TO GROW AND SUCCEED



BE A CATALYST FOR CHANGE

"We are delighted to be supporting Gen22's important work and look forward to seeing the lasting impact National Lottery funding will have through upskilling talented young people. Thanks to National Lottery players, the Birmingham 2022 Commonwealth Games will create a lasting legacy by generating volunteering and employment opportunities, that will support communities to prosper and thrive and build back stronger from the pandemic."

Blondel Cluff CBE,  
Chair of The National Lottery Community Fund



# VOLUNTEERING

Volunteering will be centre stage this summer with Birmingham 2022's 'Commonwealth Collective' playing a vital role in helping to deliver the biggest multi-sport event in the UK since the London 2012 Olympic Games. The 14,000 volunteers will be the beating heart of the Games. At every venue, village, and visitor interaction it will be volunteers who will shape people's experience of the Games, who will provide the first hellos and final goodbyes to more than one million spectators and thousands of athletes and officials. Volunteers have the power to make the difference between a good and a great Games.



## LET THE GAMES BEGIN

In total 22,000 people attended the VSC between September and December 2021 for an inclusive 90-minute experience including: an exhibition about the Games, a cinema room, and a 30-minute interview. The VSC team were supported by approximately 500 volunteers who had the skills and experience to help deliver the end-to-end experience. The VSC also offered nine paid roles to local people coming through the Commonwealth Jobs and Skill Academy and provided work placements for a group of students from Hive College in Perry Common, Birmingham a specialist college supporting students aged 19-25 with special education needs and disabilities into employment and volunteering roles to improve their independence skills.



**250,000**  
hours of training provided to the volunteer workforce

## LEGACY OBJECTIVES

Deliver the most inclusive Commonwealth Games volunteering programme ever

Have a volunteering cohort who are representative of Birmingham and the West Midlands

Games volunteering opportunities as an avenue to support skills, training and employment objectives

Create an inclusive blueprint for large scale volunteering programmes that could be considered by future Games

## WHAT WE ARE DELIVERING

This is the first Commonwealth Games to deliver one united volunteering programme across the Games landscape with our Host Delivery Partners.

From the application process through to interview, selection, orientation, and uniform Birmingham 2022's volunteering programme has had legacy, innovation and inclusion entwined in everything it has done. Volunteering provides a rich mix of experiences including new friendships, lifelong memories, and community pride. Gathering and deploying a large group of volunteers is also an excellent chance to accelerate employability and skills opportunities for local people. Games-time volunteering could create paths to additional training, career enhancing opportunities both in voluntary work and paid employment.



**ONE MILLION HOURS OF VOLUNTEER TIME**

## VOLUNTEER RECRUITMENT

Shared far and wide, recruitment for the Commonwealth Collective kicked off in June 2021, encouraging people to apply, including community organisations, grassroots sports clubs, and faith organisations. Approximately a quarter of the 41,380 completed volunteering applications were from ethnically diverse communities, around one quarter of applications were from people under the age of 30. Every applicant from within the region was offered an interview to the Volunteer Selection Centre (VSC).

For those with different accessibility needs, adjustments were made. One example being the extension of the application deadline for a group of recently arrived Afghan refugees who wanted to apply but did not have the required identity documents in time for the original deadline. The Commonwealth Jobs and Skills Academy promoted the volunteering opportunities to those furthest from employment and used their Stand-Out programme to offer support with applications (see [page 53](#)).

## THE COLLECTIVE

The majority of the Commonwealth Collective are from local communities in the West Midlands, providing 'hometown' knowledge and pride, and reflecting successful targeted outreach and recruitment efforts. Volunteers will represent every community and will range from 14-84 years old. For the first time the volunteer opportunity has been extended to 14 and 15-year-olds and in doing so inspiring a new generation of local volunteers through this Games.

Over 14,000 people have been recruited to the Collective and they will cover 300 different roles including: drivers, first aiders, meet and greeters, venue preppers, kit carriers, courtside assistants and everything in between to support Games delivery. Volunteers are also supporting the Games opening and closing ceremonies and in other roles including costume making for the ceremonies.



## VIRTUAL ORIENTATION

Prepping for the Games during a global pandemic has provided numerous challenges, but also a chance to do things differently, creating a blueprint to take forward to future Commonwealth Games. For the first time volunteers were brought together as one, alongside OC staff, for a global Orientation Training show. Presented by the BBC's Karthi Gnanasegaram and Colin Jackson CBE, the show included the launch of the Games uniform, information about the difference volunteers can make at Games-time, important next steps on the journey to Birmingham 2022 and some special guests in the form of Sir Chris Hoy, and Ellie Simmonds OBE.





Students from the city worked with Birmingham 2022 to shape the volunteer and workforce uniform design, featuring patterns from iconic buildings in Birmingham



## BEYOND BIRMINGHAM THE VOLUNTEERS COLLECTIVE

For the members of the Collective the Games will have provided an unforgettable experience of volunteering, one which we hope they will want to continue. But there is also a wider volunteering appetite in the region that needs channelling to maximise its potential. Beyond the 14,000 members of the Collective, we've seen evidence of interest in volunteering - from the pool of 27,000 applicants who were not ultimately selected.

As a legacy for the region and to extend the impact and longevity of the Commonwealth Collective after the Games, a dedicated volunteering legacy platform has been created in consultation with leading third sector and community organisations. A West Midlands wide volunteer portal, the 'Volunteers Collective' will provide a digital matching service linking volunteers and curated volunteering opportunities in the region. This was made possible by funding from the Department for Digital, Culture, Media, and Sport.

The 'Volunteers Collective' will be the first volunteer service dedicated to the West Midlands and will be run by United By 2022 Legacy Charity. The platform will work with regional organisations from local charities to youth sports clubs to connect the West Midlands' prospective volunteers with areas of genuine need. It will also act as an open door for new entrants to volunteering from young people who weren't old enough to be part of the Commonwealth Collective in 2022, and for people who were inspired by the people they saw working during Games-time. It is an asset for the region, and a doorway for anyone who wants to help make the region a better place.

### LEAD LEGACY DELIVERY PARTNERS AND FUNDERS

The Organising Committee  
Department for Digital, Media, Culture and Sport

### WIDER LEGACY DELIVERY PARTNERS AND FUNDERS

West Midlands Combined Authority

## VOLUNTEERING MISSION ALIGNMENT



BRING PEOPLE  
TOGETHER



IMPROVE HEALTH  
AND WELL-BEING



HELP THE REGION TO  
GROW AND SUCCEED



BE A CATALYST  
FOR CHANGE



PUT US ON THE  
GLOBAL STAGE



# PHYSICAL ACTIVITY AND WELLBEING

Prioritising our health and being active has never been more important, regardless of our age or background. We're committed to using the power and positivity of the Games to increase opportunities to be more active, to support those who think physical activity is not for them, encourage healthy behaviour change, and support the development of active communities over the long term.

The pandemic has exacerbated deep-rooted inequalities and barriers, making it less likely for some groups to prioritise their mental health and physical wellbeing. In Birmingham and the West Midlands, these inequalities are acute.

We know that the Games alone can't and won't solve all of this, but it can boost investment across Birmingham and the West Midlands, help us to engage people who face multiple barriers and look to approach these challenges in new ways.

**"The thing that drives me is the inclusivity of sport and helping others become part of something. So, when I compete at Birmingham I will be 'bringing it home' for the ones that feel like they don't belong. Before I got into weightlifting, I was the same, but now I feel part of something special".**

Emily Campbell, the first ever British female Olympic medal-winning weightlifter

## LEGACY OBJECTIVES

Improve access and opportunities to get active

Target support to those most in need

Encourage walking, cycling and develop facilities for community use

Support people and communities to look after their mental health

## WHAT WE ARE DELIVERING

Addressing inequalities in physical activity and wellbeing is a priority across the Games partnership, and we have worked together to maximise our impact, with a total investment of over £38 million<sup>2</sup>.



## INVESTMENT INTO PHYSICAL ACTIVITY & WELLBEING LEGACY

### LOCAL

Sport for All Hubs and Community Games

Active Streets

City of Nature

Birmingham BMX Club

Investments into local facilities:

- Holford Drive
- Edgbaston Foundation Ground
- Moseley Cricket Club
- Wyndley Leisure Centre

### REGIONAL

Small Grants Programme

Investments into Games venues:

- Sandwell Aquatics Centre
- Cannock Chase
- Alexander Stadium

Mental Health training for construction workers

Commonwealth Active Communities

Cycling for Everyone

Volunteering/Gen22

Mental health training for construction workers

Games time public wellbeing campaign

Nation Governing Body (NGB) Sports Participation Programme

School Games

Places and Spaces Fund for community/grassroots organisations

### NATIONAL

■ COMMUNITIES ■ YOUTH ■ FACILITIES ■ MENTAL WELLBEING

<sup>2</sup> £35 million from Sport England, £2 million from Transport for West Midlands (TfWM) and Department for Transport and £1 million from Birmingham City Council (BCC). The BCC elements of the Physical Activity and Wellbeing legacy offer are outlined on [page 40](#).



## SCHOOL GAMES

In 2022, the School Games will become the Commonwealth School Games, exciting a new generation of children, and celebrating being active and the opportunity to try new sports. The School Games will also support emerging young talent through the National finals, which will be held in Loughborough in September. Sport England has invested over £4 million into the Youth Sport Trust, Active Partnerships, and School Games Organisers to link the existing School Games programmes to Birmingham 2022.



## CASE STUDY

### SCHOOL GAMES – EMERGING IMPACT: YOUTH LEADERSHIP AND WORKING TOGETHER

Yorkshire Sport Foundation is using its School Games investment to run two ambassador programmes for 65 pupils in year 10. They have been given training and support to conduct youth voice work with a group of year 7 students. An inspiring and impactful away day was held in March 2022 for both cohorts that included archery and kayaking sessions and some more traditional classroom-based activity. The year 10 group prepared a session which gathered views from the year 7 pupils on what they felt the barriers to physical activity were for them personally. They will work together to use this feedback to develop more Birmingham 2022 themed School Games opportunities for year 7 pupils in the summer term.

*"Thanks so much for all the hard work that went into the day. The students really enjoyed themselves. The boys who attended got back to school, put their ambassador t-shirts on and helped at the Y7 Table Tennis Club. They are now planning an interform competition!! This is what it's all about. Thanks for the opportunity. They look forward to the 10th of June."*

Young Leader, School Games

## CASE STUDY

### PLACES AND SPACES FUND - MOSELEY ASHFIELD CRICKET CLUB

Moseley Ashfield Cricket Club raised £12,185 from 71 supporters in 35 days, boosted by a £4,000 pledge from the Places and Spaces Fund. The club intends to undertake much needed refurbishments and become part of the Games' legacy by continuing to provide core community facilities and a place to help people get and stay active. They will use the Games as an opportunity to introduce dedicated girls' teams in the junior section and to host a women's Softball festival.

## PLACES AND SPACES

Sport England's Places and Spaces fund will improve community sport and physical activity facilities, building a long-term, community-focussed legacy. Crowdfunder and Sport England have teamed up to make £8.5 million of match funding available to create, enhance, or redevelop sports facilities for the benefit of the community as part of the Games' legacy. Community sport and physical activity clubs are awarded up to £10,000 from the fund and are encouraged to source additional funding from their own crowdfunding efforts.

## COMMONWEALTH ACTIVE COMMUNITIES

We're delivering four Commonwealth Active Communities (CACs) across the West Midlands focussed on people who need the most support to get more physically active. Funded through more than £3 million from Sport England, these CACs will work with local communities based in Coventry, Solihull, Birmingham, and the Black Country. Each community has unique needs and has developed a tailored plan for how they will engage local people with the greatest levels of inactivity and health inequality.

- Coventry is focussing on addressing loneliness and isolation via work in streets, parks and health and social care settings.
- Solihull is tackling mental health issues using physical activity and sport to bring people together, combining several of its services in a new way.
- The Black Country is delivering four local programmes, recruiting local 'community connectors' who will work to encourage local communities to take up physical activity, programmes of prescribing physical activity, and festivals featuring sport and physical activity.
- Birmingham is building on its existing Birmingham and Solihull Local Delivery Pilot - to maximise opportunities for activity in outdoor spaces and around canals, prescribe physical activity, and focus on activities that will support young people to get more active.

## CASE STUDY

### BLACK COUNTRY COMMONWEALTH ACTIVE COMMUNITY - ACTIVE BLACK COUNTRY

In the Black Country the CAC is helping people to take their first steps to being more physically active. Active Black Country is leading the programme across Walsall, Wolverhampton, Sandwell and Dudley and working with Creative Health, a Community Interest Company, and Integrated Plus, a social prescribing service. The programme is already tackling isolation and loneliness for migrants living in Dudley and partners are working together with the group to support them to be more active, improve their employment prospects, help them to access services and integrate into the local community. Initial activities have included a 'walk and draw' activity, cookery, and exercise classes. People taking part report improvements to both their physical and mental health.





## CHAMPIONING ACTIVE TRAVEL CYCLING FOR EVERYONE

We're delivering an exciting cycling legacy by using the Games to tackle known barriers that stop people from cycling. Supported by £2 million from the Department for Transport, Transport for West Midlands' Cycling for Everyone programme targets those least likely to cycle. The programme is offering skills training, free or subsidised pedal cycles and community cycling hubs to connect riders to other people who cycle; supporting and inspiring communities to enjoy cycling to travel and stay active. Alongside building confidence, capability and skills, the programme encourages people to take up cycling as a healthy, environmentally friendly, and affordable mode of transport. Cycling for Everyone will also contribute to the region's Net-Zero Carbon Targets and Health of the Region Challenges.

**"We're delighted to be partnering with SportsAid to deliver this fantastic project at Birmingham 2022. To be able to give young athletes the experience of a multi sports event, as big as a home Commonwealth Games, will hopefully be invaluable to their future success. I'm sure we'll discover some new stars along the way and help to inspire the next generation of sporting talent."**

Paul Blanchard - Chief Executive Officer,  
Commonwealth Games England



## WORKING WITH SPORTS TO DRIVE PARTICIPATION

The Games offer a powerful opportunity for individual sports to widen participation. Sport England is investing £6.5 million in the 21 National Governing Bodies of sport that are taking part at Birmingham 2022 through a Participation, Digital and Innovation Fund. As well as tackling inequalities, the programme will support those sports to focus on increasing digital skills to engage new and diverse audiences. For example:

- England Boxing will be appointing 10 new apprentices from under-represented audiences to extend the reach of the sport into communities across England.
- Swim England will be focussing on the Black Country and Birmingham to tackle issues of water safety amongst 7-11 year olds, supporting the next wave of swim instructors, lifeguards and community champions from within the community.
- England Basketball will be investing into the development of 3x3 participation opportunities building on the sport's debut at the Games and using the momentum of its inspiring #projectswish initiative to engage communities.

## TEAM ENGLAND FUTURES

Alongside investment into grassroots community sport, the Team England Futures Programme will support over 1,000 non-competing Team England young athletes (including 130 para-athletes, athletes and support staff from diverse/underrepresented backgrounds) who will be given an immersive, major games experience. Funded by Commonwealth Games England, Sport England, and SportsAid the programme will better prepare them for delivering medal winning performances as either Team England, Team GB or Paralympics GB debutants at future Games. Providing unique experiences and insights into a multi-sport environment the programme has a specific focus on creating a diverse Team England, that is more representative of the country.

## MENTAL WELLBEING

Covid-19 has posed challenges for us all, especially for our mental health and wellbeing. We are using the positivity of the Games to support people and communities to look after their mental health. Across all Birmingham 2022 legacy activities there is a focus on providing this support, be it through sport, culture, or community activity. During the Games, and under the umbrella of the United By Birmingham 2022 programme, the Department for Health and Social Care (DHSC) is planning to run a public mental wellbeing campaign, using the power of physical activity to encourage people to think about and to look after their mental health. They will work with local and regional organisations, to get clear messages out to individuals and communities about the importance of looking after your mental health and the roles that physical activity can play.

Across the Games' workforce, we are ensuring that the right mental health support is in place. Tailored training is being offered to the 14,000 Commonwealth Collective volunteers and workforce managers to support both their mental health needs and that of members of the public during the Games. Post-Games, the training will be integrated into existing offers that are organised and hosted by national health partners - a meaningful and lasting Games legacy. Given the specific mental health challenges often faced by the construction sector, DHSC has also commissioned a mental health awareness training programme for existing contractors and workforce managers directly involved in the construction of the Games venues.

### LEAD LEGACY DELIVERY PARTNERS AND FUNDERS

|  |                                       |
|--|---------------------------------------|
| Birmingham City Council                          | Transport for West Midlands           |
| Department for Transport                         | Department for Health and Social Care |
| Department for Digital, Media, Culture and Sport | Sport England                         |

### WIDER LEGACY DELIVERY PARTNERS AND FUNDERS

|  |                              |                   |
|--|------------------------------|-------------------|
| Sport Birmingham                               | Active Black Country         | Think Active      |
| Active Herefordshire & Worcestershire          | Energize Shropshire          |                   |
| Telford & Wrekin Council                       | The Active Wellbeing Society |                   |
| Together Active Staffordshire & Stoke on Trent | Solihull Borough Council     |                   |
| Coventry City Council                          | Team England                 | Youth Sport Trust |

## BRING THE POWER MISSION ALIGNMENT



BRING PEOPLE  
TOGETHER



IMPROVE HEALTH  
AND WELL-BEING



HELP THE REGION TO  
GROW AND SUCCEED



BE A CATALYST  
FOR CHANGE



# COMMUNITY COHESION, INCLUSION AND PRIDE

The home of heavy metal, Spaghetti Junction, Shakespeare, the Balti and Peaky Blinders, Birmingham and the West Midlands are the very definition of diverse, welcoming, and inclusive. With athletes from 72 nations and territories competing here this summer it's only right that equality, diversity and inclusion are at the heart of the Games. This region is the beating heart of England and the United Kingdom, and the Games and Birmingham 2022 Festival offer a unique chance to bring people together, through culture, volunteering, jobs and sport. Across the region's many distinct communities, villages and towns the Games has provided a chance to accelerate, amplify and strengthen community cohesion, inclusion and regional pride.

In addition to celebrating the things that bind us together, the Games is also an opportunity to talk about our differences and diversity of thought. Inclusivity has been central to how we have delivered the Games and a catalyst to build pride, advocacy and engagement across the city and region's communities. Hosting has given us the chance to share and listen to the stories and experiences of all voices. By listening and making changes we want to create a more equal city and region with fewer inequalities and stronger, more vibrant communities.

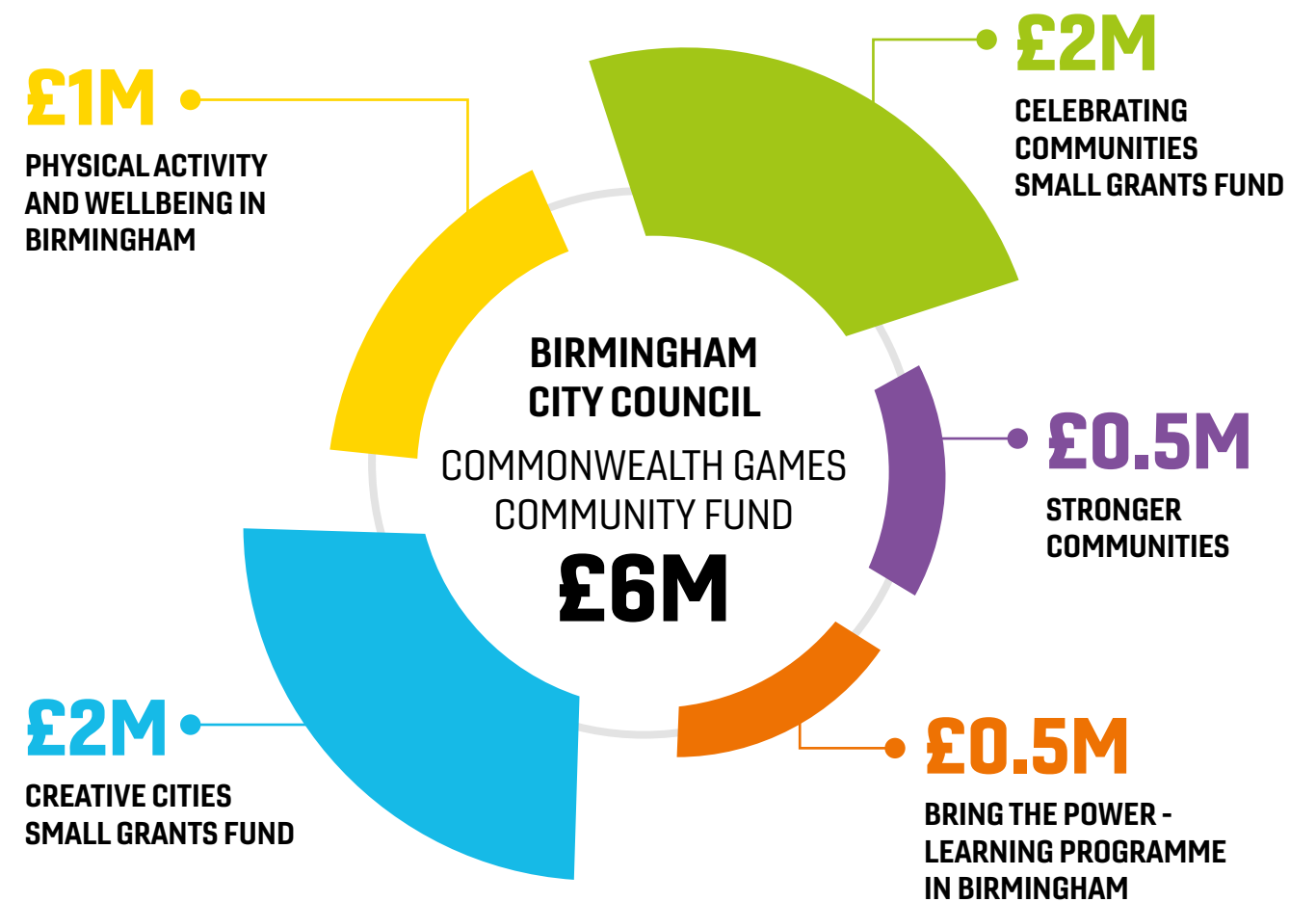
For our city and region, we are proud to welcome visitors from around the Commonwealth to our home, creating safe, welcoming spaces like Pride House to provide an inclusive environment for LGBTQI+ supporters, athletes, staff, volunteers and visitors.

From the start we knew that if we are to sustain the benefits of hosting the Games our activities needed to reach out to include not just the people who already see the potential benefits of the Games, but also proactively engage the people who could benefit the most. Across our programmes, from community engagement, volunteering and jobs through procurement, physical activity and culture we have done our utmost to ensure that the potential benefits of the Games reach out to the many local neighbours that we don't know and who did not think that the Games was something for them to be involved in.

We are on a journey, a revival where passion and progression have no limits, and where we can boldly create a fairer, more inclusive, more prosperous and thriving city and region together. For everyone.

## WHAT WE ARE DELIVERING

As a proud host city, Birmingham City Council created the £6 million Commonwealth Games Community Fund. The aim was to help local communities to be able to access, be connected to and be part of the Games. The fund is the opportunity for the city's people to be able to celebrate the Games their way and do things that they feel are important in each of the city's 69 wards. The Fund covers several areas.



## LEGACY OBJECTIVES

Celebrate diversity, co-creation and all community voices. And build strong relationships between different diverse communities

Give local people and organisations the skills to improve lives and community prospects beyond the Games

Enable local people to participate in the Games in ways that tackle inequality and build cohesion, inclusion and civic pride

Reach into every area of the city, removing barriers for the people and places who could benefit the most

## A BOLD CITY

Whether the topic is street art, industry, food flavours, culture, or sport, Birmingham is **bold**. The city's motto has been 'Forward' since 1839, it is a place that accepts everyone and where there is a desire to improve, grow bigger, and do better.

The Games can help us to enhance engagement and participation, sustain local groups and community organisations, and build on the interest in volunteering and community action that has become more prominent over the past 18 months. The investments we've made through the £6 million Community Fund in providing support to community groups are improving the city experience and spreading a message that we all have vital contributions to make.

## STRONGER COMMUNITIES

The Stronger Communities programme is delivering targeted interventions across the city. Through five projects Stronger Communities focuses on the shared stories and experiences of Birmingham's diverse communities.

To support on the delivery of Commonwealth Games activities and support the wider work around equalities and cohesion in the city, a Community Stakeholder Panel has been created. The Panel is made up of residents from across the city's 10 constituencies and provides a forum for residents to actively engage and be involved on these projects.



### GETTING COMMUNITIES TALKING

Supporting the delivery of activities for women, particularly migrant, refugee and asylum-seeking women from across Birmingham who are struggling to integrate and be fully engaged in their local communities, helping with language skills as well as tackling loneliness and isolation.



### INSPIRING FUTURE LEADERS

Working with First Class Legacy to deliver leadership training, career progression and mentoring, interview techniques and meetings with positive role models to a cohort of young people from an ethnically diverse backgrounds.



### WE MADE BIRMINGHAM

A creative a digital record of stories of heritage, migration, and community activism in Birmingham, collected and curated by local communities. The project will also train 10 community journalists.



### BIRMINGHAM PEACE GARDEN

Supporting work to help renew the Peace Garden attached to the remains of St Thomas Church as a place of remembrance and peace for all the city's communities.



### HERITAGE TRAILS

An interconnected network of 20 miles of heritage trails across the city will navigate the way through Birmingham's history.

## CELEBRATING COMMUNITIES FUND

The Celebrating Communities fund was set up to allow each of the city's 69 wards to apply for funding encouraging people and communities to come together and celebrate the Games their own way. As well as helping people to feel involved and celebrate the occasion, the intention was to spark some longer-lasting initiatives. One of the themes was 'Get Active', and a high number of bids from local groups were submitted around sport and physical activity initiatives that will take place across the city this summer. The other two themes were 'Ready Steady Fun' and 'Celebrating Culture.'

Over 400 applications from community groups and local organisations across the city were received, with local communities making their own decisions about which projects they wanted to see funded. To ensure the best outcomes, training and support workshops have been delivered by Locality and Birmingham Community Matters, to help community groups develop viable proposals and complete the application process. This capacity building training has provided groups with core skills and confidence that will assist them when applying for funding applications in the future, helping to support them to become more sustainable.

### EXAMPLE CELEBRATING COMMUNITIES PROJECTS

**£1000**

#### ASHANTI NETBALL CLUB, NORTH EDGBASTON

Use: equipment and facility hire for their team. They also auditioned for the opening and closing ceremonies.

**£4,047**

#### FRIENDS OF PERRY HALL PARK

Use: enhance the attractiveness of the local park to increase visitors and help them to be active. This will be done by adding carved benches, picnic benches, increased signposting and planters that are all Commonwealth Games themed.

**£10,000**

#### COURT FARM PRIMARY SCHOOL, ERDINGTON

Use: creation of a Multi-Use Games Area and playground improvements to help children get and stay active.

**£9,122**

#### ARTS IN THE YARD, SHELDON

Use: 'Sheldon's 2022', an intergenerational project bringing isolated residents together to decorate Sheldon library. It will celebrate the Games through the creation of 2022 unique and individually made felt flowers. By joining in, people will connect with others in their community and be able to engage with and benefit from the Games.

**£3,349**

#### STAGE 2 YOUTH THEATRE GROUP, KINGS HEATH AND BRANDWOOD

Use: produce two new commissions looking at our local identity and what community means. Stage 2 will offer two free workshops to anyone aged 7-21, regardless of experience. Through fun drama games and exercises participants will get to know other young people, and explore 'what community means to me?'

**£2,150**

#### SIKH NARI MANCH UK, NORTH SIDE WELCOME CENTRE, STOCKLAND GREEN

Use: to provide a series of sessions that will raise awareness of the Commonwealth Games to embrace diversity and unity between the different countries and communities.



## PHYSICAL ACTIVITY AND WELLBEING LEGACY IN BIRMINGHAM

Improvements in health and wellbeing can help the people of Birmingham to achieve their potential and aspirations at every age and in every community, which is much needed as health inequalities in Birmingham remain stark and have been made worse by the pandemic. The Games has helped to create a physical health and wellbeing legacy<sup>3</sup> by focussing on removing barriers to physical activity, encouraging improvements to mental health and wellbeing, and supporting the least active to join in. Supporting active lifestyles, encouraging healthy eating, and exploring initiatives to support wellbeing are essential to the future success of our city and region.

Birmingham is working in partnership with Sport England to deliver its Commonwealth Active Communities programme. In Birmingham this will run in five wards in the city where the highest levels of inactivity overlap with the highest levels of deprivation. Activations are being co-designed with communities to make sure that they are tailored to the needs of people in those communities.

### Getting Birmingham Active

- Eight 'Community Games' are being delivered across Birmingham between May and September 2022, in partnership with Sport Birmingham and Inspire Activity. Each Community Games is created alongside local sports and activity groups, and provides a fun, free to access day out as well as connecting local people to the opportunities for sport and physical activity that are available to them locally.
- A 'Club Together' programme has provided much needed support to local sports clubs, and third sector and voluntary organisations in the city that already deliver sport and physical activity, particularly in areas of need.
- The Active Wellbeing Society (TAWS) will deliver around 70 'Active Streets' events across Birmingham during the Commonwealth Games period. For a period, cars will be removed from the community and replaced with activities, engagement and neighbourly gatherings. 70 young people from priority areas across the city will be recruited and paid the Real Living Wage to support with the delivery of training, community consultations, and Active Streets events.



### City of Nature

Inspired by the Games, Birmingham City Council are supporting the development of the Birmingham City of Nature Alliance as part of the city's flagship 25-year City of Nature strategy. This will help to ensure Birmingham's residents have access to quality green space. A pilot in 2022–2023 will first focus on five parks in the Bordesley and Highgate Wards, rolling out to five more 'red' wards in the city – Gravelly Hill, Castle Vale, Balsall Heath West, Pype Hayes, and Nechells towards the end of 2023. This will help to create a longer-term, coordinated plan of action to support parks and green spaces across Birmingham and achieve environmental justice for the city's people.



## COMMUNITY COHESION MISSION ALIGNMENT



BRING PEOPLE TOGETHER



IMPROVE HEALTH AND WELL-BEING



HELP THE REGION TO GROW AND SUCCEED



BE A CATALYST FOR CHANGE



PUT US ON THE GLOBAL STAGE

**LEAD LEGACY DELIVERY PARTNER AND FUNDER**

Birmingham City Council

<sup>3</sup> For more detail on Physical Activity and Wellbeing legacy please see [pages 30-35](#).



# THE QUEEN'S BATON RELAY

The traditional 'curtain raiser' to the Commonwealth Games since 1958 in Cardiff, the Queen's Baton Relay (QBR) is an opportunity to showcase the continued relevance and value of the modern Commonwealth. It celebrates its legacy and achievements including its championing of sustainable development and promotion of equal rights for all regardless of race, colour, creed or political belief. The Baton contains a message from Her Majesty the Queen, inviting athletes from across the Commonwealth to come together at the Games and this is read aloud at the Opening Ceremony before declaring the Games open.

The Birmingham 2022 Baton was specially designed and created in the West Midlands in a unique collaboration that fused science, technology, engineering and art using accessible metals: copper, aluminium and brass. A mechanised chamber beneath the brass leaf plaque holds the message from The Queen and a platinum strand pays tribute to Her Majesty's Platinum Jubilee.

The QBR began its journey at Buckingham Palace on 7th October 2021, but the global impact of the covid pandemic has required adaption to fit international restrictions. It is the first QBR where the Baton has travelled without a continuous team accompanying it.

**1** EPIC JOURNEY ACROSS THE COMMONWEALTH

**294** DAYS

COVERING APPROXIMATELY  
**87K** MILES

**2022**  
BATONBEARERS IN ENGLAND


RELAY IN ENGLAND WILL VISIT 180 CITIES, TOWNS AND VILLAGES OVER 29 DAYS

**72** NATIONS AND TERRITORIES

**VISITING**

- EUROPE
- AFRICA
- ASIA
- OCEANIA
- SOUTH AMERICA
- THE CARIBBEAN
- NORTH AMERICA
- AND THE UK

**MORE THAN 7500** INTERNATIONAL BATONBEARERS

 CONTAINS A 360 DEGREE CAMERA, LED LIGHTING, A HEARTRATE SENSOR AND ABILITY TO RECORD ATMOSPHERIC CONDITIONS

"Receiving the Queen's Baton from Her Majesty The Queen was a moment I'll keep with me for the rest of my life. It's so exciting to think that this Baton will now travel across the Commonwealth, where other inspirational individuals will become Batonbearers in their own communities."

Kadeena Cox, OBE  
Para Sport Athlete





Nations and territories have worked together, passing the Baton onwards in a journey that has ignited hope, solidarity, debate and collaboration, connecting communities, embracing unique cultures and sharing inspirational stories.

Each Commonwealth Games Association (CGA), working remotely with the Birmingham 2022 programme management and content creation teams, hosted a busy schedule of events and activities with the Baton. They told untold stories of communities, showcasing landmarks, and highlighting projects that address at least one of the 17 United Nations Sustainable Development Goals. For example, in India 15-year-old Batonbearer and innovator Vinisha Umashankar demonstrated her invention, a solar powered mobile, ironing cart benefitting her community and the planet. Traditional ironing carts relied on charcoal for energy, which has been linked to air pollution, deforestation, climate change, as well as some serious illnesses. In Fiji the Baton visited a Nature-Based Solutions Seawall in Namatakula Village and made stops at coral planting and cyclone-proof housing to highlight sustainability in Lautoka and Koroipta village.

## QBR CONTENT CREATORS

The QBR aims to ignite hope and collaboration between the communities across the Commonwealth, helping to educate young people about other cultures and the shared similarities. In every nation and territory, the Baton is engaging with change-maker Batonbearers in local communities - young people whose personal stories embody the 'Let's take it on!' call to action shining a spotlight on social issues.

To tell these stories we recruited a group of seven Content Creators, aged 18-25, to lead the content generation of the Baton's journey and support engagement with CGAs in each of the 72 Nations and Territories.

All of the content creators have received vocational training and developed their skills in photojournalism, generating social media content, editing, designing, proofing and project management as they guided the CGAs from Games Headquarters in Birmingham.



**"It felt so special to be part of something so big, yet so intimate; it's amazing that there's thousands of other people around the Commonwealth who have been able to share this journey with me."**

Simone Callender,  
Batonbearer in London



**"It was a wonderful opportunity to meet and socialise as well as share skills in sports and world views with the best athletes from around the globe. As a female athlete, it was an eye opener for me, especially on matters like poverty, gender-based violence, climate change and world peace."**

Faith Ogallo,  
Batonbearer in Kenya

## CGF EQUIP INTERNSHIP

The Organising Committee has partnered with the Commonwealth Games Federation to support 12 young people, each representing a different Commonwealth nation, to join us in Birmingham for Games-time.

One of the young people is Kythrina from Malawi. Kythrina has already contributed to B2022, having played a role in the success of the QBR visit to Malawi in November 2021. She and her peers will see the Games 'behind the scenes' gaining invaluable insight and experience that we hope empower them as they move forward in their careers. Kythrina said 'This opportunity will give me a platform that will enable me to acquire skills and knowledge which will make me more resourceful and reliable in the Malawi Commonwealth Games Association and other events to come'.



## BUSINESS

The QBR is a tremendous way to strengthen Commonwealth trade links, demonstrate that the UK is open for business, and to have important international conversations about Birmingham, the West Midlands and the UK. Targeted trade missions alongside the QBR have been undertaken in the key markets of India, Malaysia, Singapore, Australia and Canada, strengthening relationships with overseas markets and championing Birmingham and the West Midlands as prime destinations for trade, investment and tourism. The Baton also visited Dubai Expo 2022, the first time the Baton has ever travelled outside of the Commonwealth, with the aim of promoting trade, investment and tourism opportunities within the West Midlands and developing strategic relationships with the world's best and most ambitious organisations. More about the QBR and our Business and Tourism programme is on [pages 56-59](#).



# CREATIVE AND CULTURAL PARTICIPATION

2022 is an extraordinary time for Birmingham and the West Midlands. Buzzing from the impact of Coventry UK City of Culture the arrival of the Games is an opportunity to set stages ablaze, celebrate this place that we call home, and to reach out to the world with our creativity.

We know when sport and culture come together, it makes for a powerful combination. From unforgettable ceremonies to street-side carnivals, artistic explorations of our rich and diverse heritage to celebratory local community events, the power of culture in the context of sporting moments is unquestionable and unbeatable.

Our cultural work is being led by artists who know that great audience experiences are created by the magic that happens when you combine creative exploration, self-expression, community participation, youth, diversity, and inclusion. Heritage is a golden thread running through our programmes, reflecting on both our similarities and differences, unafraid to tackle emotive and complex subjects and determined to provide a safe space to explore and express all opinions and views.

This is the Games for Everyone and this is our time. The creative and cultural opportunities that are part of the Games are open to all, with almost all events free to access and a focus on showcasing the diverse communities that make Birmingham and the West Midlands a brilliant place to be. It is time to let the incredible talent, creativity and artistic riches of our region shine through - proudly made in the West Midlands, in collaboration with the Commonwealth, and everyone is invited.



## LEGACY OBJECTIVES

Deliver a six-month cultural festival to show the creativity of Birmingham and the West Midlands

Enhance the profile of the region and maximise the social, economic and cultural benefits of the Games

Bring people together and new audiences to create a more diverse, representative audience in the region

Positive disruption of the region's cultural sector, increasing skills and ongoing cultural strategy development

## WHAT WE ARE DELIVERING

We are delivering legacy across the cultural programme - in ceremonies, the Birmingham 2022 Festival (Festival), the Queen's Baton Relay (QBR), Victoria Square and Smithfield Festival Sites, and Neighbourhood Festival Sites. The Games is putting Birmingham and the West Midlands on the global stage and is a catalyst for cultural change that is driving recovery in our economy and building capacity, confidence, opportunity, and reputation in the region's cultural sector.

A wide range of people will be able to be and feel part of the Games in an inclusive, representative, and collaborative way.

## CREATING AND CURATING BIRMINGHAM 2022 FESTIVAL

The Festival had a clear vision from the word go. To present an ambitious arts festival that will positively disrupt the region's cultural sector and inspire lasting change. Collaborative work by artists and communities will connect people, time, and place. It is the biggest celebration of creativity ever held in the region and over six months will entertain, engage and embrace at least 2.5 million people, putting Birmingham and the West Midlands in a new creative light.





## USING CULTURE TO ENABLE CONVERSATION, CHANGE AND CONNECTION

Cultural engagement can provide a platform for conversations to tackle complex issues and topics through art, creativity, music and more. Highlights from the Festival include a Birmingham inspired album (a sonic love letter to the city), an immersive 5G experience on the city's tram network, photography, exhibitions in unexpected places, a city centre forest of magical proportions, tap-dancing, and much more ([www.birmingham2022.com/festival](http://www.birmingham2022.com/festival)).

Other highlights include:

### SANDWELL VALLEY

In 'People, Place and Sport', artist Jaskirt Boora explores the role of gender and ethnicity in sport through photographic portraits and recorded conversations. It is a celebration of local communities and grassroots sport in the West Midlands and will be on display in leisure centres across the region and outdoors at Sandwell Valley Country Park until August.

### SOHO HOUSE

At Soho House and in collaboration with Birmingham Museums Trust 'Blood and Fire: Our Journey through Vanley Burke's History' focuses on one of the UK's leading artists of the Commonwealth generation and his journey to illustrate a wider, connected history of Black British experiences using the communities of Birmingham as a lens.

### BIRMINGHAM

Fierce will present the 'Healing Gardens of Bab', transforming several locations in Birmingham city centre with unique installations, art and events for everybody. The 'Healing Gardens of Bab' are a paradise that uplift alternative expressions of gender, sexuality and family, a space to reflect on the erasure of LGBTQIA+ sexual and gender identities enforced by British Empire and to celebrate the many sexual identities that are not translatable into English. Opportunities for engagement include costume workshops, performance opportunities, talks and discussions, crafting and more.

### VICTORIA SQUARE

In September, giant fabricated trees and thousands of plants will take over Birmingham's Victoria Square in celebration of the cross-pollination which has shaped UK culture. 'PoliNations' will see a festival of free events including spoken word, music, and drag take place under the trees' canopy, culminating in the Ballistic Seed Party - a day exploding with colour and creativity.



### CREATIVE CITY

As well as being a unique moment to celebrate Birmingham's distinct identity and personality, the cultural aspects of the Games can also help to strengthen community resilience and cohesion. The Creative City Grant Programme, generously supported with £2 million by Birmingham City Council, has enabled 107 community groups, right across the city, to co-create artworks and bring the Festival to more people across the city. It is the first time that community arts and culture has been integrated into a Games cultural programme.

Example projects include a large-scale mural created by the residents of Druids Heath working with the award-winning Birmingham artist Mohammed Ali and Muslim teenagers from Small Heath who will gather stories from their family histories to create a theatre show. Elsewhere GLUE Collective in Shenley will get families and young people working with artists to build a sensory pop-up installation which will tour to community gardens in Northfield and Handsworth; and the 100th Birmingham Scout Group, First Bournville Scouts, will create mosaics and glass art to celebrate their 110th birthday.

In Erdington, the Midlands Greek and Cypriot Association have been inspired to celebrate the culture of two Commonwealth countries, Malta and Cyprus, with an evening of music, poetry and art. And in Cannon Hill Park, Eastern European residents and members of Birmingham's Czech and Slovak Club UK performed an ancient Slavonic tradition known as the Drowning of Winter, welcoming Spring through music, dance, and crafts.

This significant investment will see communities increase their skills, confidence, and capacity to co-create cultural opportunities for their communities.

### REDEFINING COLLABORATION AND PARTICIPATION CRITICAL MASS

Critical Mass is a £1.33 million project that aims to redefine genuine inclusion in mega events. It brings together up to 250 young people aged 16 to 30 from across the West Midlands, with and without disabilities. Starting with 'Wondrous Stories' and carrying forward to other events including Birmingham International Dance Festival, Festival Sites, and the Games' Opening Ceremony, Critical Mass participants are proving that nothing is beyond our capacity if we do it together.

Generously funded by Spirit of 2012, Critical Mass builds on the strong foundation which dance already has in the West Midlands and has given hundreds of young people the chance to dance on the world's stage.

From inception to execution the project has focussed on representing diversity and embedding inclusive practice into the DNA of the project design. Around a third of participants identify as D/deaf or disabled. Participation has been transformational for these young people creating lasting friendships and newfound creative skills.

**"When I first attended Critical Mass I was a little anxious as I tend to be shy with new people. However, the welcome I received, from the receptionist to the Team Leaders, was amazing and as the weeks progressed, I made some new friends. What really struck me from the get-go was the diversity of the group, which demonstrates that dance is not just for slim able-bodied people. Music and dance are for everyone!**

**I have learnt new dance styles and have enjoyed creating new choreographed pieces with friends. We have laughed a lot as we gradually got to know each other, and especially at the Winter Celebration Party. The Commonwealth Games enables the 72 Nations and Territories of the Commonwealth to come together and celebrate difference through sport. I believe Critical Mass really embraces this ethos through dance and creativity...we're inclusive irrespective of race, gender, disability, and sexual orientation."**

Angel, Critical Mass Participant





## CULTURE FOR EVERYONE

Almost ten years to the day since London 2012's Opening Ceremony, the Games present a unique opportunity to bring people together and create a global advert for Birmingham. Showcasing rich and diverse stories from the city and region, Birmingham 2022's Ceremonies will provide a platform for the voices, cultures and talent of the West Midlands presented on an international stage through the lens of innovative broadcast, cutting-edge technology, and spectacular creative production.

British creativity will again take centre stage - showing over 1 billion people worldwide our incredible talent of leading directors, writers and set designers, and the dedication of the 1,200 volunteers who will take part. An open call for volunteers has enabled people from the city and region to get involved. And to measure the impact Birmingham 2022 Festival have contracted Culture Central as a legacy partner to support their theory of change ambitions, with a road map of legacy activations to maximise the longer-term impact of in excess of £12 million of investment from our funders and partners.

Outside of the ceremonies and sporting venues, Festival Sites will provide free to enter zones and spaces to enjoy the best of the Games, even if you don't have a ticket to watch the sporting action. Festival Sites will take place in Birmingham City Centre in Victoria Square and at Smithfield. In a Commonwealth Games first there will also be seven 'Neighbourhood Festival Sites' in Birmingham's suburbs. In addition, there will be Festival sites at the Olympic Park in London and in nine locations across the West Midlands, enabling even more people to get involved and enjoy the Games.



All sites will be fully accessible and will combine sport, culture, and food and drink, as audiences enjoy key Games' moments on the big screen, alongside a programme of live performances from artists and community groups. The Neighbourhood Sites will be in Castle Vale, Sparkhill, Edgbaston, Yardley, Handsworth, and Ward End, locations in which communities would typically face barriers to inclusion in cultural and sporting activity. In another Commonwealth Games first there will be a relaxed Festival Site in Selly Oak at Sense Touchbase Pears. This relaxed site will cater for neurodiverse people and those with complex disabilities and will provide specially adapted programming, including quiet spaces and activities in order to be as inclusive as possible for those with sensory needs.

To support skills development and legacy potential, we are supporting six Neighbourhood Producers to programme these sites. The six producers will be supported by a training and development programme - EmPOWer - to ensure they have the tools to develop local projects in the future. All six producers live within 20 minutes of their Festival Site location and are passionate community connectors.

### LEAD LEGACY DELIVERY PARTNERS AND FUNDERS

The Organising Committee      Birmingham City Council  
 Arts Council England      National Lottery Heritage Fund      Spirit of 2012

### WIDER LEGACY DELIVERY PARTNERS AND FUNDERS

British Council      Paul Hamlyn Foundation      Esmée Fairbairn Foundation  
 National Lottery Community Fund      Birmingham Education Partnership  
 The High Commission of Canada in the UK      Canada Council for the Arts  
 Department for Digital, Culture, Media and Sport      Arts Connect  
 Create Central      Creative New Zealand      UK/Australia Season 2021/2022

## CREATIVE AND CULTURAL MISSION ALIGNMENT



BRING PEOPLE TOGETHER



IMPROVE HEALTH AND WELL-BEING



HELP THE REGION TO GROW AND SUCCEED



BE A CATALYST FOR CHANGE



PUT US ON THE GLOBAL STAGE



# JOBS AND SKILLS

Our legacy has always been focussed on people, and with 40,000 new jobs and volunteering opportunities, we have built in innovative and dedicated ways to ensure that local people, and especially those facing barriers, were first in the queue to benefit from the region hosting Birmingham 2022.

From the start we wanted to connect local people to the thousands of Games related opportunities, and for those without the skills or qualifications to take part, we set out to train them in advance for the jobs that we knew were coming in 2022. Young people, those with barriers, the unemployed, and people with disabilities were a particular focus.

## WHAT WE ARE DELIVERING

The Games is a standout opportunity for people in Birmingham and the West Midlands to work on a global multi-sports event. Local people are playing important roles in our Organising Committee (OC), the Games volunteer programme, and Games-time related jobs roles. For the Games-time roles alone we have established a jobs platform with 21 suppliers and run a comprehensive marketing campaign including paid adverts with 11 community media outlets and a leaflet drop to 300,000 people living in Birmingham. Each opportunity comes with training and could improve employability skills to take forward to future jobs or volunteering roles. In total we will provide our workforce with over 250,000 hours of training, led by National Careers Services (NCS) and Department of Work Pensions (DWP). NCS and DWP hosted job fairs and sessions for local people and signposted attendees to further training, education, and guidance. The OC also supported the InspireOne programme, aiming to inspire jobseekers through a series of one hour once a month workshops with speakers from the OC workforce sharing their own career journeys.



### LEGACY OBJECTIVES

- Provide 6000 local people with training to help them access key Games roles in construction, logistics, security, catering, cleaning and waste
- Promote access to volunteering as a way to develop skills and experience for future job roles
- Help local people in priority groups access Games jobs and volunteering opportunities
- Support 1500 local people to gain higher level skills training including in areas like event services and broadcasting

## COMMONWEALTH JOBS AND SKILLS ACADEMY

To help us connect local people with Games related opportunities we created a unique Jobs and Skills Academy (The Academy). The Academy is an umbrella for all employment and training programmes linked to the Games and provides a way in for people to access support on offer and connect to opportunities created by the Games. For the region, it helps to strengthen the talent pool, improving skills, and providing employability boosting opportunities in an inclusive way.

Led by West Midlands Combined Authority (WMCA), the Academy joins up partners including the OC, DWP and Birmingham City Council to identify people who could benefit and ensure that training is linked employers needs for Games delivery.

## FIND YOUR FUTURE AND STAND-OUT

The £5.2 million 'Find your Future' programme, part funded by the European Social Fund (ESF) and the 'Stand Out' programme, funded by National Lottery Community Fund were designed to offer personalised support to people to be able to access Games-related employment, training, and volunteering opportunities. Individuals are provided with individual support to help with: identifying employment or volunteering opportunities, accessing training, CV writing, and interview techniques.

Find your Future will provide support up to 3,500 people and will run until December 2023, supporting local people before, during and after the Games.

Stand Out has so far helped 473 young people aged 18 - 30 who were unemployed or at risk of unemployment to learn new skills, secure employment and be able to access Games-times roles, including volunteering.

## OBJECTIVES

6,000 local people to be provided with training to help them gain Games-related jobs.

1500 Local people to undertake higher level qualifications.

## PROGRESS (up to April 2022)

7570 People trained so far.

771 People have completed high level skills training in topics including team leading, sports management and events management.

7450 of these trained in Games-related occupations.

## CASE STUDY

### JOURNEY FROM JSA TO ORGANISING COMMITTEE

Kuldeep, from Sandwell, was put in contact with a job coach by the Academy. Through the scheme she applied for one of nine paid roles in the Games' Volunteer Selection Centre (VSC). Recruitment was facilitated by the Academy and Kuldeep applied for a role in Uniform Management.

**"The entire experience has been brilliant. Not only have I met some inspiring people through the role, but my confidence and belief in my skills has skyrocketed. Gaining this role not only helped me financially but gave me the confidence to re-enter the workplace after quite a long gap. My job coach gave me the confidence to take the plunge and apply for the job and I'm so glad that I did."**

Kuldeep

Kuldeep learned new skills through her interactions with hundreds of potential volunteers, helping them with their own journeys. As a result of her hard work and determination she was given responsibility for training new uniform volunteers and overseeing up to eight volunteers in a supervisory role.

The experience gave her the opportunity and confidence to explore different career options and Kuldeep successfully applied for a full-time job working in the OC. The Academy support was the trigger for her becoming a Uniforms Operations Assistant, a role which involves ensuring the entire OC workforce are kitted out in Games uniform.

## BUILDING REGIONAL WORKFORCE TALENT

With £5 million support from the WMCA's Adult Education Budget the Academy is supporting thousands of local people to take up free training opportunities to help them access the large numbers of opportunities arising from the Games.

The Academy worked with the Games' major contractors to ensure that candidates had the right qualifications. Training was provided free of charge to those meeting eligibility criteria with all training places directly linked to Games-time job roles in security, stewarding, logistics, catering, cleaning, and waste. The training could be a first step in a future career, in advancing within a sector/industry, or in starting a business and will help strengthen the region's longer-term workforce capacity.

Additional opportunities were provided for local people to access and obtain higher level qualifications needed to access higher paid roles, support career progression, and enhance their ability to find new roles once the Games has finished. A range of courses were offered in Event management, Digital marketing, Hospitality, Health, Lifestyle and Science, Sports coaching and Team Leading.

## PROMOTE AND WIDEN ACCESS TO VOLUNTEERING

The Academy also helped to promote wider access to volunteering. We wanted to encourage first time volunteers and people from the local region to engage, support, and benefit from the Games. Hand in hand with the OC, the Academy developed a volunteering pathway to promote access to volunteering and a recruitment process with inclusive features designed to lower barriers for people to take part.

Across the West Midlands, the Academy drew together local authorities, local further education colleges, universities, Youth Hubs, Local Authorities, adult community learning, and community networks to promote the Games volunteering opportunities. Community engagement and personalised support was provided to people to help with the application process as well as to prepare people for future volunteering opportunities. The Academy directly helped 165 young people and 20 care leavers make applications.

## CASE STUDY

### CHANGING PERCEPTIONS IN SECURITY

Jodie Smith, aged 24 from Birmingham undertook training through the Academy, completing a Level 2 Door Supervisors SIA Course and subsequently obtaining a permanent job at security company GMS Group to work at the Games and beyond. Prior to the Academy training Jodie had not worked in security.

**"Since doing the training, my life has changed in so many ways, particularly my confidence, I've always worked alongside management and because of my age I've never pushed myself to take the next step. When I took part in the training I had so much personal feedback from my tutors who were all positive and actually encouraged me to take that next step to management. Hearing this just gave me the boost I needed to show myself that I can do it and I can continue to grow."**

Jodie Smith, Academy participant

### FUTURE GAMES AND EVENT MAKERS

Apprenticeships have been a major part of the OC's commitment to providing opportunities for long-term employment, tackling inequalities, and increasing diversity within the workforce. As well as several entry-level roles, Birmingham 2022 has provided 26 apprenticeships for young people. Alongside the skills and experience gained from the role they are all working towards a Level 3 apprenticeship in Business Administration. The roles are varied, and each apprentice has used the Games to develop a wide range of skills providing them with solid foundations to help them become the region's next group of major event professionals.

**"Take advantage of any opportunities. Push yourself outside of your comfort zone as by doing this it really makes a big difference in both your skills and confidence."**

Serena Harper, OC apprentice, Catering, Cleaning and Waste Team

**"It makes me believe that I can have a fulfilling career. This is the first piece of the jigsaw in terms of my career opportunity and as a disabled person this apprenticeship is providing me with the skills and the self-belief that I can do this."**

Kashmire Hawker  
OC apprentice, Culture and Ceremonies Team

### POST-GAMES SUPPORT

Learning from previous major events cautioned us that volunteers and workforce felt that jobs and skills support dropped off a cliff immediately after the Games, at exactly the point when they needed help with finding their next role. Our onward employability support will continue for more than a year after the Games.

For OC workforce and volunteers, we are working with OpenLearn, encouraging people to use the free learning resources to support their own personal development and future next steps after the Games.



### LEAD LEGACY DELIVERY PARTNERS AND FUNDERS

|                                 |                                  |
|---------------------------------|----------------------------------|
| The Organising Committee        | West Midlands Combined Authority |
| National Lottery Community Fund | Department for Work and Pensions |
| European Social Fund            | Commonwealth Sports Foundation   |

### WIDER LEGACY DELIVERY PARTNERS AND FUNDERS

|                         |  |
|-------------------------|--|
| Birmingham City Council | Department for Digital, Culture, Media and Sport |
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## JOBS AND SKILLS MISSION ALIGNMENT



IMPROVE HEALTH AND WELL-BEING



HELP THE REGION TO GROW AND SUCCEED



BE A CATALYST FOR CHANGE



PUT US ON THE GLOBAL STAGE



# BUSINESS AND TOURISM

2022 is an opportunity like no other for Birmingham and the West Midlands to maximise the global profile that comes with hosting Birmingham 2022 to promote the city and the region. Fully integrated with the Games, the £24 million Business and Tourism Programme (BATP) is making the most of the moment to boost the region's reputation as a world-class destination for tourism, trade, and investment, showing that the UK is open for business. Hosting the Games is a positive force, leaving a lasting imprint on jobs, skills, education, and culture and embedding positive perceptions of the West Midlands.

Underscored by the strapline of 'One Region, Many Worlds', the programme reflects the breadth and diversity of the region's unique places and people and has a single vision of achieving a sustained economic legacy for the West Midlands. The programme has already done much to target domestic and overseas visitors, investors, businesses, and event organisers, and will run until late 2023, with the intended benefits reaching beyond the Games to 2027. It will cement the region, and wider UK, as a globally sought-after location to visit, invest, and live in.

There is a focus on specific nations and territories across the Commonwealth which match the assets and aspirations of this region. Our trade and investment activities are closely aligned with the West Midlands' and the UK's priorities for growth in sectors including future mobility, low carbon, data-driven healthcare, creative technologies, modern business services, sports economy, and e-commerce. Leisure and business tourism activity will target a range of audiences and organisations.

## WHAT WE ARE DELIVERING

The government has invested £21.3 million in the BATP, with the West Midlands Combined Authority (WMCA) providing match funding of £2.6 million. A range of private sector sponsors have also invested in the BATP, giving them a unique opportunity to shape economic development in the region through local and national led initiatives. Sponsorship delivery will run beyond the Games, integrating sponsors into the local business community, driving best practice in sectors, and boosting jobs and skills opportunities. Birmingham 2022 provides sponsors an opportunity to engage communities, develop business relationships, and share in celebration long beyond the closing ceremony.

### LEGACY OBJECTIVES

Promote Birmingham, the West Midlands, and the wider UK to the world

Broker new relationships, attract domestic and overseas investment and create export opportunities

Attract additional visitors to Birmingham and the West Midlands and increase their spend when they arrive here

Use the profile created by the Games to attract more major sporting and cultural events and conferences

Use the Games as a powerful tool in levelling up, creating jobs and a resilient and diverse economy

Aside from the immediate international engagement opportunities the benefits from BATP will continue up until 2027 and aims to:

- Generate £712 million of investment (including £377 million in the West Midlands).
- Secure £7 million of new export deals (including £5 million in the West Midlands).
- Attract 39,000 new visitors (27,000 to the UK and 12,000 to the West Midlands).
- Create 1,000 new jobs, with up to 600 of these based in the West Midlands.
- Shift perceptions about the West Midlands.


## THERE ARE SEVEN STRANDS OF WORK WHICH WILL DELIVER LEGACY OUTCOMES

- 1




**INWARD INVESTMENT**

- Aims to capitalise on the international profile of the Games to strengthen trade relations with key markets.
  - Position the West Midlands and wider UK as one of the world's most attractive locations for foreign direct investment.
  - Strategic target sectors include tech and digital; data driven healthcare; future mobility; and business, professional and financial services.
- 2




**CAPITAL INVESTMENT**

- Harness the international profile generated by the Games to position the West Midlands as a pioneering region anchored in a robust long-term strategic economic development plan.
  - Position the region as home to the UK's most transformational regeneration schemes, ready for investment.
- 3




**LEISURE TOURISM**

- Harness the global spotlight of the Games to transform the West Midlands from an undiscovered gem to a must-visit, global destination.
  - Celebrate the West Midlands' cultural and tourism offers, attracting visitors from around the world and supercharging the region's recovery.
- 4



**SPORTS CONFERENCES**

- Build on the West Midlands' and UK's profile as a international destination for hallmark events, reaping the benefits of the global profile provided by the Games to attract 11 major conferences to the region by 2027.
  - In tandem, the programme will support the promotion of the region as a world class sports tourism destination.
- 5




**EXPORTS**

- Deliver an international campaign through the Queen's Baton Relay, the DIT Trade Programme, and UK House to drive UK exports and promote the West Midlands to a Commonwealth Business Audience.
  - Connect UK businesses to overseas buyers across sectors including Sports, Creative and Technology, Data Driven Healthcare, Food and Drink, Future Mobility and Education.
- 6



**UK HOUSE**

- UK House will be the focal point of both the export and investment programmes, offering an additional platform for the Government to deliver a series of high-level sector events, which will connect UK companies to international opportunities.
  - Showcase UK capability and innovation and drive investment, anchored around an investment conference on the opening day of the Games.
- 7



**PROFILE & REPUTATION**

- Visibility, perception change and lead generation are promoted through 30 media and 14 multi-channel marketing campaigns and a branding toolkit. Also supported by influential marketing and communication activity and events.
  - The BATP will promote the West Midlands and wider UK opportunity with 'always on' mass awareness and targeted engagement activity.

## A MAJOR EVENTS LOCATION

Hosting the Games has enabled BATA to accelerate a 10-year Major Sporting Events Plan, furthering the ambition of the region to host innovative events. While Birmingham and the West Midlands already have a great track record in hosting international sporting events, providing solid foundations to secure the Commonwealth Games, through BATA that aspiration has grown. BATA will showcase venues to promote the city as a leading sports event host, attract further major sporting events and promote the region as a place where events deliver positive social, economic, and environmental impacts for people and businesses.

BATA is already delivering against its ambitions to bring new major events to the West Midlands. Facilitated by BATA, the inaugural Commonwealth Esports Championships and Commonwealth Esports Forum will be staged at the International Convention Centre (ICC) in Birmingham this August. The Championships will feature Esports competitors from across the Commonwealth, as well as exciting demonstrations showcasing Active Esports and the powerful technologies that support it. BATA will position this innovative event to engage new and diverse audiences, showcase the digital and gaming credentials of the West Midlands, and enable the Commonwealth Sport Movement to further explore the impact and potential of Esports.

The BATA has also driven the establishment of the first British Kabaddi League. Kabaddi is one of the fastest growing sports in the world and the second most popular sport in South Asia after cricket. Building on this popularity, the League aims to engage and empower the five million people of British Asian heritage in the UK, as well as promoting physical activity and wellbeing amongst ethnically diverse communities.

The BATA supported the West Midlands Tourism Awards in March 2022. Organisations from across the region's accommodation, arts, food and drink, visitor attraction, and heritage sectors were honoured with awards in categories including Experience of the Year, New Tourism Business, and Accessible and Inclusive Tourism, following an unpredictable two years due to the Covid-19 pandemic.

The Games has already enhanced the region's profile and BATA has secured the move of the Visitor Attraction Conference from the QE2 Centre in London to Birmingham in October 2022. The World Trampoline and Tumbling Championships and the World Blind Games will be held in Birmingham in 2023, and in 2026 the region will host the International Working Group World Conference on Women and Sport, the world's largest gathering of experts on gender equity in sport and physical activity.

## CEMENTING INTERNATIONAL RELATIONS

The journey undertaken by the Queen's Baton Relay is a traditional prelude to the Games. BATA has used the Baton as an important international focus for targeted trade missions in key markets, including meetings and seminars with investors, civic leaders, and the travel industry in India, Malaysia, Singapore, Australia, and Canada, strengthening relationships with overseas markets and championing Birmingham and the West Midlands as prime destinations for trade, investment and tourism.

The Baton also visited Dubai Expo 2022, the first time it has ever travelled outside of the Commonwealth, with the aim of promoting trade, investment and tourism opportunities within the West Midlands and developing strategic relationships with the world's best and most ambitious organisations to join in creating an enduring legacy for Birmingham and the region.

## GETTING GAMES READY

2.5 million people are expected to engage with the Birmingham 2022 Festival, while 1.4 million ticketed spectators and 6,500 visiting athletes and officials will experience the Games, presenting a significant opportunity to local businesses. To prepare tourism businesses across the West Midlands to deliver an unrivalled visitor experience at every touch point, BATA has developed a free training programme, 'Getting Games Ready'. 7,000 places have been made available for visitor-facing employees from tourism businesses across the region, along with a legion of local people with appropriate skills and knowledge, preparing them to create positive experiences for visitors, opening the door to positive reviews, repeat business and increased sales.

## SHOWCASING BUSINESS OPPORTUNITIES AT UK HOUSE

Running alongside the Games, UK House will be the focal point of both the export and investment programmes, offering an additional platform to showcase the West Midlands' and wider UK business landscape through high-level business Sector Summits, bringing together influential private sector, academics and civic leaders from across the world. Key focus sectors include food and drink, education, data driven healthcare, sports economy, creative and digital technology, future mobility, low carbon and tourism. Each sector day will include networking receptions, international delegation hosting and allow UK and West Midlands companies to share the stage with high profile investors and dignitaries to discuss key challenges and opportunities for collaboration.

## ACCELERATING BILATERAL TRADE

BATA also seeks to offer exporters and foreign investors practical, free support. The West Midlands Global Growth Programme is a unique incentive package to provide support to companies wishing to enter UK markets via the West Midlands and helping West Midlands businesses export worldwide.

Successful international applicants are offered a range of services including market entry support, business consultancy and working space within the Innovation Birmingham Campus - the region's leading digital tech campus, part of Bruntwood Sci-Tech. Companies already benefitting from the Global growth Programme include Indian-owned waste management company The Disposal Company and digital transformation company Medible, headquartered in Chile.

Additionally, 25 West Midlands SMEs will be given targeted help to accelerate exports, receiving fully funded, export-focussed business development consultancy for five months. The attention generated by the Games is a powerful enticement for businesses, events, sports fans and tourists, and BATA will build on this uplift in investment and visitor numbers to deliver a lasting economic legacy, not only for Birmingham and the West Midlands, but for the entire UK.

## BUSINESS AND TOURISM MISSION ALIGNMENT



HELP THE REGION TO GROW AND SUCCEED



PUT US ON THE GLOBAL STAGE

### LEAD LEGACY DELIVERY PARTNER AND FUNDER

Department for Digital, Culture, Media and Sport  
West Midlands Combined Authority  
The West Midlands Growth Company  
Department for International Trade  
Visit Britain

### WIDER LEGACY DELIVERY PARTNERS AND FUNDERS

The Organising Committee  
The Commonwealth Games Federation  
The Commonwealth Games Federation Partnerships  
The GREAT Britain Campaign  
Regional Stakeholders

# SOCIAL VALUE

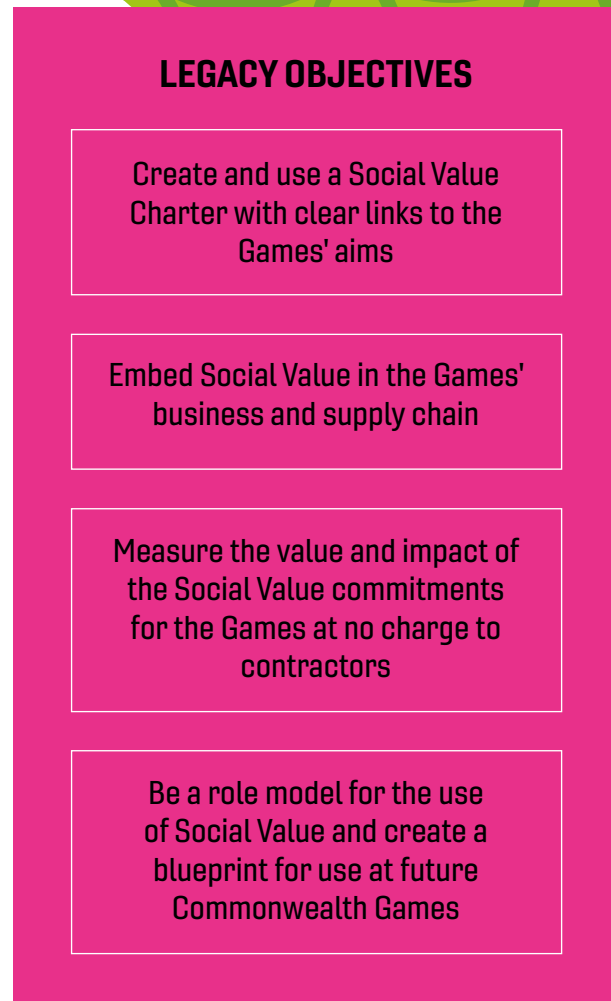
Social Value is an umbrella term for the wider economic, social, and environmental impacts of an organisation's conscious actions to ensure that they have a positive effect on individuals, communities and society in general.

Birmingham 2022's Social Value Charter sets out the values which are important to us as in delivering the Games. They are aligned to the Commonwealth Sports Movement's goals of: Humanity, Equality, and Destiny.

## WHAT WE ARE DELIVERING


Birmingham 2022 is the first Commonwealth Games to measure its Social Return on Investment impact with the Organising Committee (OC) funding the investment and no fees passed on to contractors, suppliers and sponsors. The aim was to create a Social Value legacy for the region, the UK and internationally. We've stretched the boundaries of what has been achieved previously and challenged our staff, our sponsors, suppliers and contractors to embed Social Value into their own operations. Birmingham 2022 has:

- Developed a measurement system aligned to the UK National Social Value Taskforce and the National TOMs framework (Themes, Outcomes and Measures). TOMs are a framework for delivering excellence in measuring and reporting Social Value.
- Developed and implemented our own Social Value Charter.
- Embedded Social Value into our procurement where it has had a minimum of 10% contract weightings for all procured contracts.




## FIRST GAMES SOCIAL VALUE CHARTER


The Social Value Charter focuses on the following five key areas:




**SUSTAINABILITY**  
Sustainability is an on-going process to ensure environmental, economic and social aspects are considered in all key decisions. By balancing these aspects, we can aspire to meet the needs of our Games without compromising the needs of future generations.




**HUMAN RIGHTS**  
In our delivery of the Games, we want to ensure that we always have the UN Guiding Principles on Business and Human Rights in mind, and we respect, support and promote those rights and freedoms guaranteed to all individuals under law.



**INCLUSIVITY**  
We want the Games to be accessible to all and to promote a culture that reflects the diversity of the local communities.



**LOCAL BENEFIT**  
We want to use the Games to contribute to the local economy, improve our local communities, and provide opportunities for our local people.



**HEALTH AND WELLBEING**  
We want to maximise the opportunities presented by the Games to improve levels of physical activity and the wellbeing of communities.

## SOCIAL VALUE AND PROCUREMENT

The OC's Social Value experts have worked closely with the procurement team to make sure that completed contracts are uploaded to an independent body - the Social Value Portal (SVP) - and then monitored to ensure that the commitments are being delivered. As a minimum we asked suppliers to adhere to our Social Value Charter. All procurements above £50k had a minimum of 10% weighting allocated to Social Value and the supplier was required to produce specific Social Value commitments, which were scored in accordance with the evaluation criteria.

To ensure Social Value is delivered, commitments need to be recorded and then mapped against the TOMS. We have reviewed and mapped the commitments from any contract worth over £200k along with any new contracts that have been awarded since January 1st 2022. The Games now has over 70 contracts where the Social Value commitments are captured, allowing us to measure impact.

## OUTCOMES AND EMERGING IMPACT

The commitments our contractors and supply chain have made are being delivered and then need to be evidenced and verified by SVP. Only the delivered value that has been verified can be claimed. The first verification was carried out at the end of March 2022, showing over £40 million of Social Value has been officially delivered with around £200 million expected by the end of the Games.

## THE BIRMINGHAM BLUEPRINT AN EXEMPLAR FOR THE USE OF SOCIAL VALUE

The work that Birmingham 2022 has done on Social Value is just the start. We are proud to be the first Commonwealth Games to incorporate, measure and evidence the Social Value impacts and benefits of hosting the Games. Part of our legacy is the creation of a Social Value blueprint that the Commonwealth Games Federation can take forward, firstly to Victoria 2026, but then offers CGF, the organisers of other large global events, government organisations, and large capital projects a model that could be replicated and further developed to deliver increased Social Value to other host cities and regions.



# SUPPLIER CASE STUDIES

Contractual commitments and words don't truly show the Birmingham 2022 Social Value legacy. To do that here are some highlights.



## CASE STUDY

### SUNSET AND VINE – HOST BROADCAST TRAINING INITIATIVE

The Games' Host Broadcaster, Sunset and Vine is delivering Social Value through its award-winning Host Broadcast Training Initiative (HBTI) and has offered 200 work experience placements on outside broadcasts and studio productions in the run up to and during the Games, delivering £482k in Social Value. Delivered in partnership with Birmingham City University, Create Central, the West Midlands Combined Authority, and Solihull College, the HBTI aims to train participants in current industry skills gaps specifically targeting underrepresented groups.

In addition to real-world experience, trainees will benefit from skills training across a variety of disciplines including live TV, broadcasting and production. Work experience placements will culminate in the opportunity to work within the Host Broadcast team in a professional (paid) capacity during the Games, an unparalleled opportunity to gain the skills needed to kickstart a career in sports or event broadcasting. Game time roles will include Content Creators, Production Co-ordinators, Media Managers, Camera Operators, Edit Assistants, Loggers, Live Gallery PAs, Assistant Floor Managers and Technical roles with Sunset and Vine's Outside Broadcast suppliers.



## CASE STUDY

### SUNBELT – WEAPONS DOWN, GLOVES UP (WDGU)

As part of their £237k Social Value commitments, construction tools supplier Sunbelt used the Games as an incentive to develop a 12-week training course aimed at young people who currently have few opportunities or may have been in trouble. The course builds on experience Sunbelt have of delivering similar courses in the Liverpool area and is launching in the West Midlands this summer. The full programme includes:

- The first six weeks are spent in the gym being coached and mentored by the WDGU team.
- This is followed by time spent in the classroom where participants learn the core skills enabling them to become a civil engineering labourer.
- Support is provided to transition into available employment opportunities with the companies involved in the programme.

WDGU are working with Wolverhampton College and South and City College on the classroom training as well as the West Midlands Combined Authority, CE Careers, and DT Hughes Building Contractors.

## CASE STUDY

### GOWLING WLG – BLACK SOCIAL ENTREPRENEURS FUTURES PROGRAMME

As part of their Social Value Commitments Official Legal Advisers, Gowling WLG were keen to create a lasting legacy in the form of a new limb to their community engagement – supporting social enterprises. The first offering, with more to follow, saw the firm providing mentors to support the Black Social Entrepreneurs Futures programme, a School for Social Entrepreneurs programme, aimed particularly at black social entrepreneurs who had been more adversely affected by the pandemic. In the 12 months between December 2020 and December 2021, participants on the programme have significantly increased the:

- Number of people they employ - from 24 to 40, a 108% increase.
- Support they get from volunteers - from 68 to 108, a 56% increase.
- Number of people who benefit from their services - from 11,546 to 17,789, a 54% increase
- Income generated to sustain their organisations - from £2352k to £539k, a 53% increase.

Converted in economic terms this is worth at least £1.4 million to the region's economy, equating to a Social Return of £22 for every £1 invested.

**"The Black Pounds Project wouldn't be where it is today if it wasn't for the support this programme gave me and allowing me to take time out and refocus my energy on the things that matter."**

CJ Webley, Founder/CEO, Black Pounds Project

## SOCIAL VALUE MISSION ALIGNMENT



IMPROVE HEALTH  
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GROW AND SUCCEED



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FOR CHANGE

### LEAD LEGACY DELIVERY PARTNER AND FUNDER

The Organising Committee



# SUSTAINABILITY

Sustainability is about making a fairer, greener, healthier society now and for the future, for everyone. Throughout our delivery, our strategy and ambitions have been aligned with the Commonwealth Games Federation's (CGF) themes of Humanity, Equality and Destiny.

In our delivery we have taken bold steps to make Birmingham 2022 the most sustainable Commonwealth Games yet. Aiming to be environmentally friendly and delivered in a socially responsible way. Throughout, we have asked our partners, sponsors, suppliers, and workforce to stretch their commitments and push boundaries to 'better' best practice which we have shared to enable further progress to be made at future events.

And whilst delivering a sustainable Games has been our focus, the work on sustainability does not end when the Games stop. We have been working with key partners including the West Midlands Combined Authority (WMCA) on creating an environmental sustainability legacy. This includes driving long-term behaviour change through providing carbon literacy training and encouraging active travel.

## WHAT WE ARE DELIVERING

Birmingham 2022's ambition on the wider sustainability agenda has been clear from the start and early on we set out our approach in the Birmingham 2022 Sustainability Pledge<sup>4</sup>, and in our own Social Value Charter. The Sustainability Pledge is a seven-pillar strategy that covers the full spectrum of issues where we can use the Games to maximise our influence to address wider key social-economic and environmental considerations. It sets out our bold ambition to be the first Commonwealth Games to create a carbon-neutral legacy. The Games is a once in a generation opportunity to accelerate behaviour change, helping the region level up to a greener, healthier future of inclusive growth, socially responsible supply chains and begin to adapt our environment for a zero-carbon future.

<sup>4</sup> <https://bit.ly/3vdbzK7>

## LEGACY OBJECTIVES

Deliver a truly sustainable Games and support steps towards long-term sustainable behaviour change

First Commonwealth Games to create a carbon neutral legacy and set sustainability benchmarks for future Games

Deliver strategic accessibility objectives, define new standards, and set levels for accessibility using the BIG Standard

Maximise influence to address key socio-economic issues including ED&I, Social Value, Accessibility and Human Rights





## ENVIRONMENTAL SUSTAINABILITY

Our work on environmental sustainability has focussed on the three 'Cs': Carbon and Air Quality; Conservation; and Circular Economy.

### Carbon and Air Quality

We're taking a number of steps to reduce the impact of the Games and nudge behaviour change for the long term. The main way we are doing this is by measuring the carbon footprint of the Games and by focussing on reducing our footprint where possible. Our carbon footprint will be independently audited after the Games.

On transport we have a low emission fleet, including hybrid, fully electric, and hydrogen vehicles. We are giving all spectators and volunteers public transport included with their tickets and promoting low emission active travel including Cycling for Everyone, see [page 34](#).

In venues we have taken a 'grid power first' approach, reducing reliance on generators and where there is no grid supply using green technology: hydrotreated vegetable oil fuel for generators, battery storage and solar power.

Made possible by funding from the Department of Business, Energy and Industrial Strategy to further education and encourage behaviour change we have developed a carbon literacy course in partnership with the Carbon Literacy Project. This free online training will help people understand the climate emergency and feel empowered to drive positive change. Initially for Birmingham 2022 volunteers, the training will be extended to local people in the WMCA area and community groups, to build on our legacy. A sports sector focussed course will also be developed, helping to inform sports clubs and events organisers and build knowledge across the region.

### Conservation

We have used Birmingham 2022 to encourage conservation and have worked with several groups to champion conservation initiatives including:

- United By Birmingham 2022 partner the Canals and Rivers Trust have worked with us to clear 22 miles of canals from rubbish and plastic. The clean-up will continue up to and including Games-time and sculptures will be commissioned from the plastic that has been collected.
- At Sandwell Aquatic Centre a new park, green spaces, a training pitch, and a children's play areas are being created. There is a focus on biodiversity by making sure that planting includes a broad range of plant and tree species.
- As part of the Gen22 programme, Groundwork West Midlands will be delivering inspiring environmental projects with 100 young people in communities across the West Midlands including in Stoke and Newcastle-Under-Lyme, Cannock, Sandwell, and Coventry. The assignments run until September 2022.

### Circular Economy

Throughout Games delivery our approach has been to apply Circular economy principles - designing waste out of the system and keeping products and materials in use. Our aim is to achieve zero waste to landfill through principles of reduce, reuse, and recycle. We have used the sustainable event management standard ISO20121 to shape and deliver our approach. The Games were certified by a third party in accordance with the ISO 20121 standard in March 2022.

In practice this has meant reusing and repurposing existing venues where possible (95% of venues already existed prior to the Games); adopting a 'hire' rather than 'buy' model wherever possible for event equipment; and designing an asset dissolution strategy that will benefit communities in legacy. By working with charitable partners and local communities we will redistribute surplus items and seek to maximise local benefit created.

A key part of our approach has been to embed sustainability upfront in our procurement process and working with our suppliers and partners to drive circular solutions. Examples include:

- Creating generic non B2022 branded signs that can be reused at future Commonwealth events and/or creating signs from single materials that can be more easily recycled.
- Using leftover uniform material to make bibs for schools.
- Working with Severn Trent to provide 39 free 'Water Refill Bars' at venues to refill reusable water bottles, driving single use plastic use down.

## CASE STUDY

### COMMONWEALTH FOREST – CREATING A CARBON NEUTRAL LEGACY

The principal way we will balance out any carbon emissions we can't reduce will be through the planting of 2,022 acres of new forest across the Midlands region in partnership with our Nature and Carbon Neutral Partner, Severn Trent. The forest not only enables the residual emissions of the Games to be rebalanced as the trees mature over time, but it will also offer multiple additional benefits such as mitigating the effects of climate change in the region, reducing flood risk, and supporting physical and mental wellbeing by providing green spaces for more people to enjoy.

The tree planting for the forest is already underway and will be completed over the next three years. It will be certified in accordance with the industry recognised UK Woodland Carbon Code. This will continue to deliver carbon-offsetting benefits over decades to come. If the forest does not fully offset our footprint, we will purchase additional certified carbon credits from the voluntary carbon market. These will align to best practice standards and will support projects in Commonwealth countries.

In addition to the main forest Severn Trent have planted 72 tennis-court sized 'Tiny Forests' across the West Midlands which have been added to the WMCA Virtual Forest. Each 'Tiny Forest' represents a competing nation or territory and is named after its national flower or animal and features native UK grown broadleaf species. They will increase resilience across the region against the threat of biodiversity and nature loss and are also about creating spaces for communities to be able to enjoy nature, particularly in urban communities. Schools and communities have also participated in planting many of the Tiny Forests and will continue to be involved and engaged as they develop.





## THE WIDER SUSTAINABILITY AGENDA

### Accessibility

Birmingham 2022 is the first Commonwealth Games to have a dedicated accessibility function.

Post games, the function will be publishing 'The BIG Standard'. Documenting the what's, why's and how's of accessibility planning across the Games, this will be a tool that future Games and others across the region and beyond can use for guidance.

The Games also set up an Accessibility Advisory Forum which has run since January 2020. Our members have helped inform planning, give feedback and opinion for a selection of Games projects to ensure that our planning is truly representative and ensure we deliver equity, dignity, and functionality throughout the Games.

Birmingham 2022 is a member of Include Me West Midlands and holds Silver Deaf-friendly Standard certification with an ambition to achieve Gold certification before Games-time. The Games is also a Disability Confident employer, with an accessible application and recruitment process.

Birmingham 2022 will deliver the largest fully integrated para-sport programme of any Commonwealth Games and as part of our accessible ticketing offering, it is the first Commonwealth Games to offer online accessible ticketing options for wheelchair users.

### Equality, Diversity and Inclusion

Equality, diversity, and inclusion have always been at the centre of these Games, embedded into all OC and key partner's activities as well as into each strand of legacy work, with emphasis on how we can reach the people who might not ordinarily take part. This is the first Commonwealth Games to include the role of Head of Inclusion and Engagement and we have proactively designed barrier free ways to access the Games and surrounding events.

Inside the OC, this is the first Commonwealth Games to recruit a central team to deliver an equality, diversity and inclusion programme and the OC workforce has established a thriving support system for all diversity strands: the EmbRace Network; 'Women at Work' Network; Armed Forces Family Working Group; and the Inclusive Staff network. It's the first OC to train over 50 mental health first aiders, giving capacity in the run up to the Games. The workforce was given the opportunity to join a mentoring programme, where 70 pairs were matched based on their development needs, leaving a future legacy when they move on to future employment.

During Games-time, Pride House will provide a safe space for LGBTQ+ supporters, athletes, organisations, and staff at the Games and will work to promote LGBTQ+ participation in sport and physical activity. We've also organised specific events to help women and girls access sport and we have worked with partners like West Midlands Police, to reclaim parks as safe spaces for children and young people to play and be active.

Together, we've celebrated important cultural and religious events including Vaisakhi, Windrush Day, Commonwealth Day and International Women's Day. The OC's Community Engagement team have been on the ground with local communities across 1-3 mile radius of Games' venues to generate excitement, encourage participation in sport, and keep communities informed of events and opportunities. Since July 2021 they have delivered nearly 50 roadshow events reaching about 150,000 people and attended 60 community drop-in sessions. The team have delivered five online EDI forums and two Faith Forums for community leaders and groups.

We heard from community voices that they would welcome support from the Games to sustain and to recognise the large festivals in Birmingham and the West Midlands that have a long standing and established reach into diverse communities. In response, the OC set up the Large Festival Fund and working together we seek to amplify the ambitions of the Games, celebrate diversity, connect, inform and inspire local people to feel that the Games are something they can be part of.

This collaboration drives additional benefits by providing an engagement platform for skills development, training, and jobs. It provides intergenerational engagement opportunities and includes significant youth representation. Five Festivals have been successful and awarded funding: Nowka Bais, Simmerdown, Big Johns Birmingham Mela, Birmingham and Sandwell Mela, and Jamaica 0121. A further four will receive tailored support: Sandwell & Westside Jazz Festival, B10 Street Festival, Boldmere Community Festival, and Northfield Community Partnership.

### Human Rights

We have used the UN Guiding Principles on Business and Human Rights in our delivery, and we respect, protect, and promote those rights and freedoms guaranteed to all individuals under law. Birmingham 2022's strategy on Human Rights was published in 2021 and draws on the momentum of the Commonwealth Games Federation (CGF) Human Rights Strategy which seeks to embed Human Rights across the Commonwealth Sport Movement and builds on commitments made at the Gold Coast 2018 Commonwealth Games.

The Birmingham 2022 strategy is about realising and living the values of this Games as 'A Games for Everyone' and the wider movement's core values of Humanity, Equality and Destiny. The work done for this Games also sets a blueprint for the future - to Victoria 2026 and beyond.

Key features of the Birmingham legacy that we hope that other host cities will adopt include:

- The audit of the Organising Committee's supply chain, including in factories to ensure compliance.
- Additional training provided on anti-slavery, ethical trading, safeguarding, freedom of speech and human trafficking laws to our suppliers.
- The creation and publication of an Ethical Trading Policy.
- Birmingham 2022 is the first Commonwealth Games to employ both an Ethical Trading Manager and a dedicated Safeguarding lead.

Our core objectives on Human Rights were to:

- Ensure athletes are safe, are not discriminated against, and can freely express opinions.
- Ensure supply chains of goods and services are free from labour exploitation.
- Go beyond compliance for Human Rights through programmes and activities that promote the protection and enjoyment of Human Rights.
- Demonstrate openness to grievance and seek remedy for negative impacts the OC has caused, contributed to, or is directly linked with.
- Capture and share lessons on Human Rights implementation for future games.
- Have a positive Human Rights legacy.

#### LEAD LEGACY DELIVERY PARTNERS AND FUNDERS

The Organising Committee  
West Midlands Combined Authority

#### WIDER LEGACY DELIVERY PARTNERS AND FUNDERS

Department for Business, Energy and Industrial Strategy  
Department for Environment, Food and Rural Affairs

## SUSTAINABILITY MISSION ALIGNMENT



IMPROVE HEALTH AND WELL-BEING



HELP THE REGION TO GROW AND SUCCEED



BE A CATALYST FOR CHANGE



PUT US ON THE GLOBAL STAGE



# UNITED BY BIRMINGHAM 2022

The West Midlands is a community of communities, and we wanted to recognise the people and projects that share our vision and mission as we work towards the largest event of this kind ever to be staged in the region. The United By Birmingham 2022 programme recognises projects that are delivered by grass-roots and not for profit organisations that are having a positive impact on the communities that they serve across a diverse range of subjects. These include but are not limited to those that aim to improve skills, offer training, provide volunteering resource, benefit the environment, encourage participation in sport, or deliver youth engagement activities. Some brief highlights include:

## COMMONWEALTH TRIBUTE TO LIFE – NHS BLOOD AND TRANSPLANT

The Commonwealth Tribute to Life Project draws upon the historical ties and established relationships of Commonwealth nations in order to address the global challenge of organ donation and transplantation. The opportunity of the Games is a unique chance to showcase organ and tissue donation and transplantation as a way to save and transform lives to people locally, nationally and internationally. The project creates a framework, through a Memorandum of Understanding, for the sharing of knowledge and expertise on ethical organ donation and transplantation, whilst also promoting connectivity and collaboration between nations.

To date, 42 of the 54 Commonwealth member nations have committed to this shared initiative, representing 98.6% of all Commonwealth citizens. We believe that this humanitarian project will save thousands of lives through the development of organ donation and transplantation programmes worldwide, whilst also helping to protect the vulnerable against illegal transplantation.

## ALL ROADS LEAD TO ALEXANDER – CAULDWELL CHILDREN

Caudwell Children is a charity that transforms the lives of disabled children by acting as a safety net for families unable to get the help they need. For more than 20 years they have made it their mission to help create a world where all disabled children and their families have choice, opportunity, dignity and understanding.

All Roads Lead to Alexander is a long-term project that represents the breadth of diversity that the Commonwealth has to offer. Through music and art workshops, the project will produce a series of performances from local community groups across four local community venues – a project taking place during the Commonwealth Games. Participants will help to shape the performance ahead of the Commonwealth Games and deliver its lasting legacy beyond 2022.



## COMMUNITY GAMES – COMMUNITY GAMES CIC

The purpose of the Community Games is to inspire health and happiness through physical activity by connecting local people with local sports clubs and providers at free to attend events. This local group support all age groups and abilities and promote every Commonwealth Games sport within communities.

At a grassroots level, Community Games connects people to activity and removes many of the barriers people face, including perhaps the most significant obstacle of all, a lack of initial confidence. Confidence is built by introducing people to activities in a safe and neutral space and in a fun and inspiring way.

Community Games will be running 11 Community sports across Birmingham events between April and October to celebrate the Commonwealth Games and get local communities involved.

## RISE TOGETHER

The Rise Together program brings a network of teachers together to teach them and train them around social issues that impact young women across Birmingham and the wider UK.

The 'Teach the Teacher' sessions include training on Self Esteem, Healthy Relationships, Domestic Violence, CSE, Forced Marriage and Body Image. The teachers then deliver the programme within schools for cohorts of up to 25 girls between 11-18 years old. Once the girls graduate from the program, they can become young ambassadors of Rising Girl and support more young women across Birmingham, within schools, and in leading charities such as Barnardos.

Rise Together programme helps girls aged 11-18 in disadvantaged areas of the UK to rise. Many of the girls the programme works with have limited choices that can lead to forced marriage, honour-based violence, exploitation, and a lack of self-esteem, prohibiting them from achieving their dreams.





## HOMETOWN HEROES

We also wanted to shine the spotlight on local volunteers who go the extra mile to develop sport, encourage participation, and promote physical and mental wellbeing in their communities. Our Hometown Heroes are coaches, managers, and grafters who work tirelessly behind the scenes to keep grassroots sport alive and make a real difference in the West Midlands.

### HASEEBAH ABDULLAH

Haseebah Abdullah is the first hijab-wearing boxing coach in England and incredible ambassador for women's sport. A respected boxing coach she helped to change official dress code rules to allow women to wear a headscarf and full-length clothing when training or competing.



### DAVE HEELEY OBE

Dave Heeley OBE, is a charity runner from West Bromwich and is passionate about running and adventure in spite of losing his sight at a young age. He raised over £3 million for various charities as well as inspiring hundreds of people to take up running and fitness and supporting them on their own fitness journeys.



### SALMA BI

Salma Bi BEM founded the first all Asian women's cricket team and tackles cultural resistance to playing sport. She has encouraged over 1,000 local girls to get involved in grassroots sports. As well as being a senior cricket coach and umpire she is a full-time haemodialysis nurse at a Birmingham hospital.





# AMBITION BEYOND THE GAMES

How will history look back on Birmingham 2022? We know there will be stellar moments of sport and creativity in stadia across Birmingham and the West Midlands. And that the audiences will have been inspired by the city's artistry and talent across the many events of the Birmingham 2022 Festival. The Birmingham 2022 Snapshot Report, due to be published following the Games, will capture these key highlights and moments.

For the live audiences and television viewers, the 11 days of sporting competition will hopefully make compelling, and uplifting viewing. But those audiences won't necessarily see how the Games has influenced the city, how the region's economy has been improved, how communities have come together, and how the Games has impacted on the lives of local people.

From the start we have been planning how the impact of the Games can go far beyond what happens on the athletics track, in the swimming pool, or on the pitches. How as a region a successful Games can improve the social and economic picture, accelerating levelling up and generating future opportunities beyond the Games. Across the delivery of the event, from the infrastructure and legacy programmes, to how we have engaged our supply chain, we have challenged ourselves to include those with the most barriers, creating pathways for them to join in.

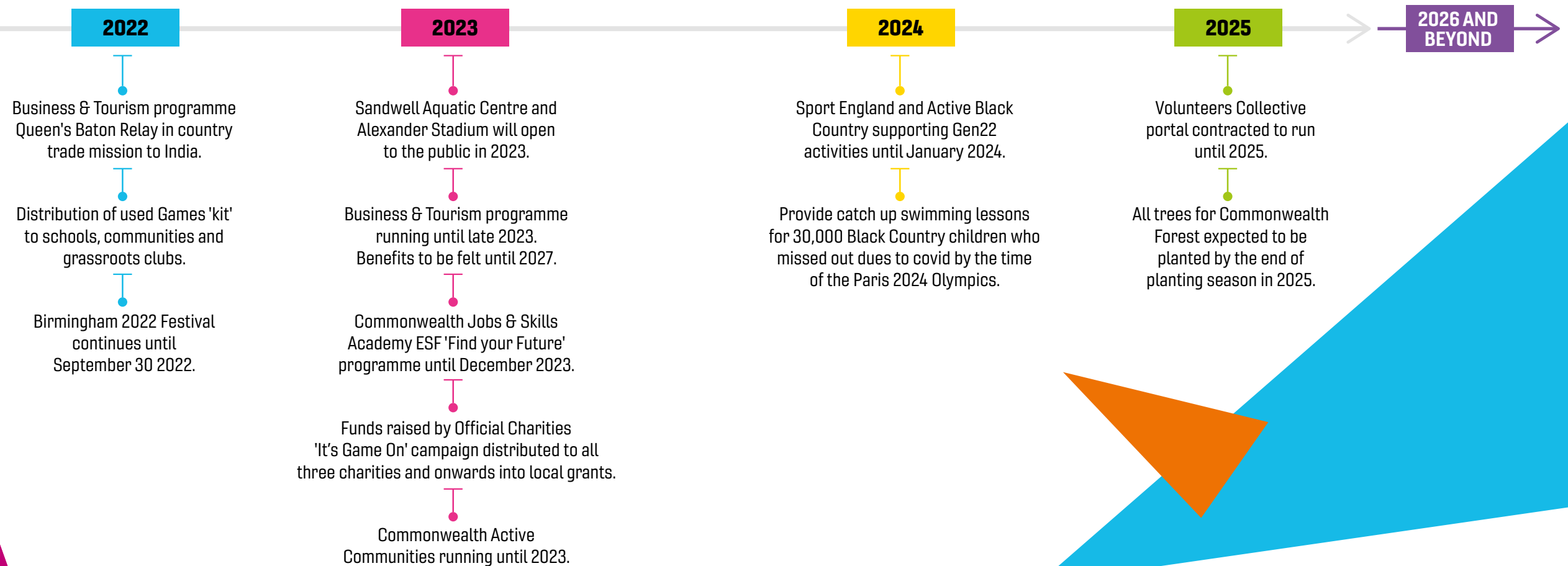
From the most underserved communities to those who don't have qualifications, or who have additional needs or other barriers, we have worked hard to create new opportunities. Opportunities in the form of jobs, learning new skills, volunteering, performing at our ceremonies, and meeting new friends. Across the breadth of the legacy programmes, we set out to ensure local people would feel the benefits both now and in the future.



## ASSEMBLING A VOLUNTEER COLLECTIVE

Finding local people who have been moved by the idea of the Games, deciding they want to be a part of it either through volunteering or paid employment has been an important part of our legacy work. We don't want to lose them when the Games ends. We have learned the lessons from previous events and will be offering volunteers a digital volunteering platform, which will make the most of this wave of civic pride and is also for the many people who continue to come forward, moved by the Games to offer their time. For the 40,000 Games workforce there is also continuing access to the Commonwealth Jobs and Skills Academy until the end of 2023, which can help workforce and volunteers take their next steps beyond the Games experience.

## A HOST OF LEGACY ACTIVITIES ARE ALREADY CONFIRMED TO CONTINUE BEYOND THE GAMES





The Games has brought more than the people of our region together. Over four years, this coalition of organisations has forged a successful model of local partnership, shrugging off old divisions, establishing new ways of working and finding new confidence in our shared ambitions for the future of the city, our region, and nation.

Having a common purpose driven by the Games has also sparked new connections between the public, private, and third sector. Through the Social Value Charter we have brokered valuable and enduring partnerships between the private and third sector, and believe that this special chemistry will be a key ingredient in the success of our city and region beyond 2022.

Birmingham 2022 has started a movement here, one that started with sport, but will leave a far-reaching legacy. One that reaches far beyond stadiums and venues and into the fabric of our region; into businesses, homes and making a difference to the lives of ordinary people.

To what extent has the Birmingham 2022 Commonwealth Games delivered the 'Games for Everyone' and created a positive impact and legacy for Birmingham, the West Midlands and the UK?



#### BRING PEOPLE TOGETHER

To what extent has the Games brought local people together, strengthening community cohesion, inclusion, and creative and cultural participation, including for priority groups?



#### IMPROVE HEALTH AND WELLBEING

To what extent has the Games supported a reduction in physical inactivity and improved mental wellbeing, particularly within targeted communities?



#### HELP THE REGION TO GROW AND SUCCEED

To what extent has the Games created social and economic impacts for Birmingham, the West Midlands and the UK particularly in terms of employment, skills, gross value added, trade, investment, and tourism?



#### BE A CATALYST FOR CHANGE

To what extent has the Games regenerated the region, with particular focus on Perry Barr, and created the systems to support long-term sustainability and accessibility improvements?



#### PUT US ON THE GLOBAL STAGE

To what extent has the Games contributed to a stronger global brand and positive image of Birmingham, the West Midlands, and the UK?

<sup>5</sup> <https://bit.ly/3wUsQaJ>

## GAMES-WIDE EVALUATION

The economic legacy will inevitably be used in years to come as an indicator to the success of Birmingham 2022. But this event is breaking new ground by also measuring and reporting the social and environmental impact of the Games.

An independent evaluation will assess the economic, social, and environmental impact at the local, regional, and national level. A pre-Games report was published in November 2021, setting out the framework and baseline for the evaluation<sup>5</sup>. The evaluation will continue post-Games, culminating in a final one year on report. The evaluation will consider what we have achieved against the five legacy mission pillars, focussed on the following headline research questions:

## UNITED BY 2022 – OFFICIAL GAMES LEGACY CHARITY

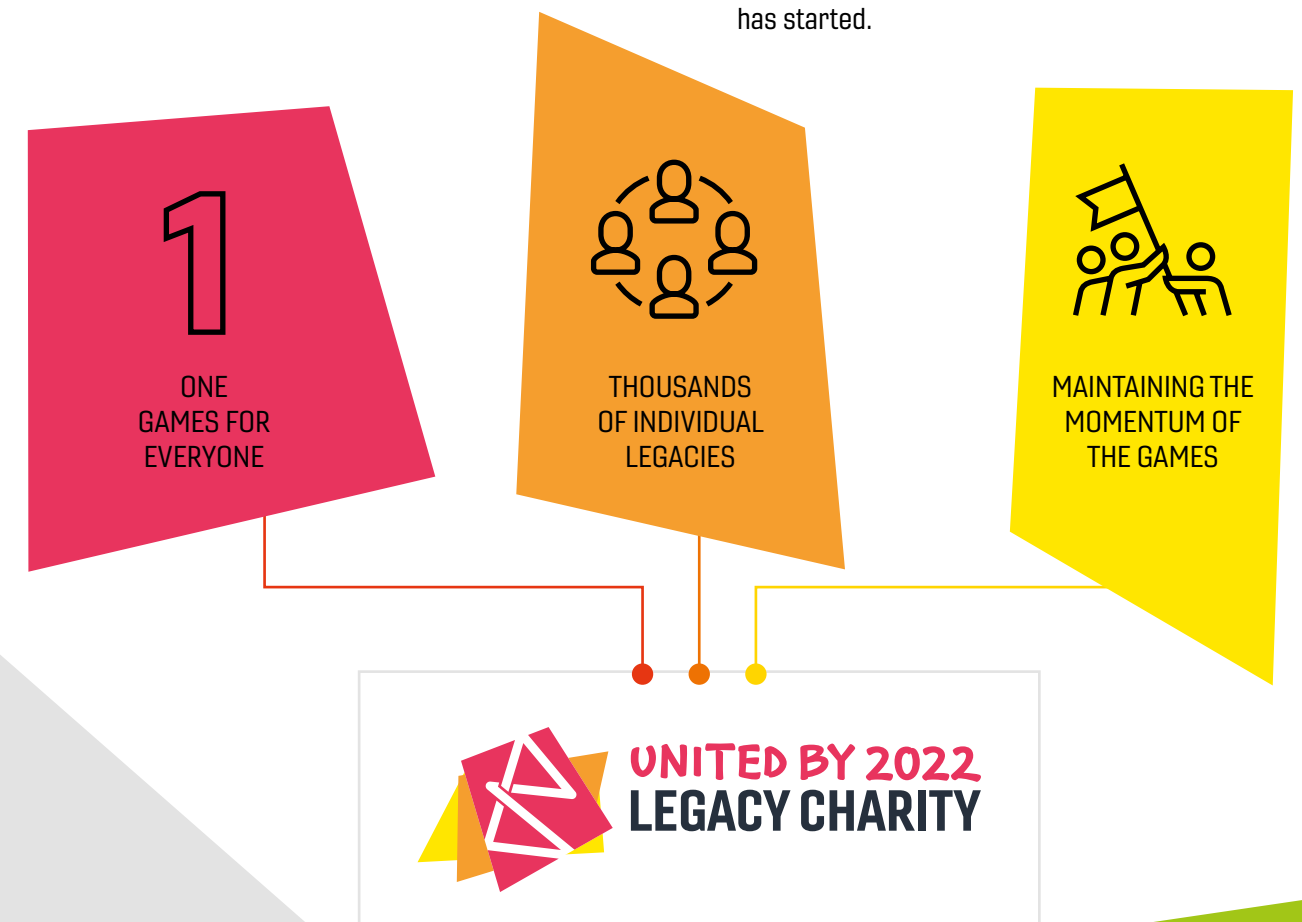
Mirroring the London 2012 Olympic Games' creation of a legacy funder, Spirit of 2012, we have established a legacy charity: United By 2022. Big events like the Commonwealth Games are powerful moments in time and United By 2022 has been established so that legacy doesn't stop when Birmingham 2022 is over.

United By 2022 has an ambition to carry on legacy projects that we've started, to continue to generate interest and investment in this region, and to grant funds to other charities and community organisations. To do that the charity is building a community fund that will continue investing in Games legacy projects, will empower people to solve challenges on their doorstep, champion fairness and inclusivity, and ensure communities fully benefit from the Games' venues and assets. The Official Games Charities partnership with Sport Relief and Commonwealth Sport Foundation will also provide a new source of local funding and capacity building.

United By 2022 has identified four values arising out of the Games to use in its work and engagement with local people:

- Bring everyone in – to participate, especially people with barriers to building lasting relationships.
- Bold leadership – which fosters an environment where people feel valued and included.
- Be the active glue – which connects people to opportunities and investment across the region and beyond.
- (The) Brum way – doing things differently, being flexible, challenging ourselves to be inclusive, making space for innovation, and promoting creativity.

United By 2022 aims to be additive and not competitive with other organisations in the region. The charity will have access to a cache of unique Games assets, networks, and the new community fund that can continue the good stuff that the Games has started.





## A FINAL WORD

"When we set out on our journey to deliver Birmingham 2022, we commissioned a questionnaire to ask the people of Birmingham and the West Midlands about their views of the city and the Games and used this to develop Birmingham 2022's brand.

We heard what we instinctively already knew that this is a region that does not just tolerate multiculturalism, but celebrates it. This was the starting point for our "Games for Everyone" vision. It was never about clever branding, but instead an absolute commitment that every day, in every way possible, that we would use these Games to reach as many people as possible. And in doing so ensure that the unique benefits of hosting the Games would be spread out – as far, as wide, and as deep into our communities as we could possibly make them.

And with Birmingham as the anchor city of the 2022 Games, it was important to the people that live across the wider region that they too could feel the benefits and impacts from the Games. It was essential that the sports and cultural programmes were seen and felt across the West Midlands - across the Black Country, into Coventry and Warwickshire and as far north as Cannock.

We also wanted the Games to engender a spirit of partnership across all the different parts of our region, on a scale and in a way that the West Midlands hasn't previously been known for.

And finally, we needed this to be a Games that brought people together, from individuals getting to know their immediate neighbours to encouraging different communities to come together be it in relation to community sport, culture, or other activities. Birmingham 2022 has given us new opportunities to make connections, forge new friendships and working relationships, connections that I know will long outlast the 12 days of the Games themselves.

These were our ambitions, to ensure that the Games leaves an indelible mark on our region, a legacy of people celebrating our communities, and our region. The evaluation report will tell us how well we have done, but we have set in motion the wheels for a strong legacy. Many of the programmes we have started here will keep going for some time after the Games and the achievements in the foregoing pages are not the end of the story. For the people who take part, we are hearing everyday how the Games is changing their outlook, how it is opening unexpected opportunities and more than anything, this is what makes me hopeful that there is so much more legacy yet to come.



### John Crabtree OBE

Chairman of Birmingham 2022  
and Lord Lieutenant,  
West Midlands

Making all of this happen has involved an extraordinary amount of teamwork and collaboration and we've had such challenging global events to deal with over the past few years. I am extremely proud of the excellent Birmingham 2022 team, my colleagues on the Legacy and Benefits Committee and the teams of our legacy partners. They have shown ingenuity, resilience, and passion, keeping us on time, and on budget, but also in going further to develop programmes that will make a long-term difference to the lives of local people. This is what I really wanted from the Birmingham 2022 Commonwealth Games. It has lit a spark of optimism and renewal in our region, one which together we must keep nurturing – relentlessly."





**BIRMINGHAM**  
**2022**  
commonwealth  
games