

**United By 2022**  
**Interim Evaluation Report**  
**July 2024**

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## **Foreword**

We often hear from people that 2022 felt like a year of hope for our region, that we felt uplifted and excited about what could come. United By 2022 Charity was born out of that feeling, with its mission to reach communities that often feel overlooked, to sustain the pipeline of new opportunities and rekindle civic pride.

Two years on from that golden summer and United by 2022 is going strong. This report is a snapshot in time of what we have achieved from April 2023 – May 2024, and I am proud to bring you the highlights which include stories of the people and places across the West Midlands which have enjoyed a fresh batch of opportunities and proud moments, thanks to the Games underspend funding.

Since April last year, volunteers have contributed over 20,000 hours to events in our region. We have engaged with local community groups across the West Midlands, hosting training sessions to over 300 attendees. We've piloted an innovative skilled volunteering platform to connect private sector employees with community groups in need of practical support. 82 inclusive dance sessions have taken place across 12 locations in the West Midlands. Our youth programmes have engaged over 3,500 young people, building confidence and providing new opportunities to young people, always aiming to reach those in marginalised circumstances.

These are just some of the numbers from this Interim Evaluation Report, but if you read the whole thing, the feelgood factor really does increase.

And it doesn't stop there – we've got a lot more already planned for the coming year. We'll be publishing an evaluation report in Spring 2025 which will wrap up the full impact of our work in the region from April 2023 – December 2024.

Reaching overlooked communities and underserved groups is our mission, but to achieve the deep impact detailed in the report, it takes 500+ community partners collaborating and pulling in the same direction. And if the Games taught us one thing, we can dream big, and we can deliver incredible things, together.

**Nicola Turner MBE**

CEO, United By 2022 Charity

## **Introduction**

The below is an interim evaluation report outlining the work of United By 2022 and its partners.

The report is presented according to the following structure. The first section outlines the programme of work currently in delivery by United By 2022, as well as the context under which it has been funded. The second outlines the outcomes and impacts that United By 2022 are seeking to achieve in the programme, as well as the evaluative methodologies used to assess and evidence progress towards these aims. The final section outlines, in more detail, each of the five programmes and the specific work they are undertaking, before presenting the output and baseline data which has been collected as part of the projects thus far. The data included as part of this report therefore only shows part of what United By 2022 has delivered to date. This report includes data up to May 24th 2024.

## **Programme Overview**

### **United By 2022**

Born out of the Birmingham 2022 Commonwealth Games, United By 2022 was created to continue the Legacy of a groundbreaking Games. The Games brought people together, worked to improve health and wellbeing, and acted as a catalyst for change.

United By 2022 fiercely champion the West Midlands, driving inclusive growth and social value by uniting local businesses with local communities to offer opportunities and to keep that 2022 feeling of pride alive.

### **Legacy Enhancement Fund**

The Commonwealth Games Legacy Enhancement Fund (CWGLEF), made possible by the underspend from the Games, aims to extend the positive outcomes and create a lasting legacy for the communities involved. This fund represents an opportunity to invest in projects that will drive social change, improve well-being, and foster inclusivity for years to come. The CWGLEF is the principal funder of United By 2022's Trailblazer programmes.

### **Trailblazer Programmes**

United By 2022 is delivering the continuation of five legacy programmes that have already proven their effectiveness in making a difference to local people and communities. The five programmes are as follows:

**Volunteers Collective:** Launched in June 2023, the Volunteers Collective is a database of volunteers from across the West Midlands. Continuing the legacy of volunteering and community engagement from the Birmingham 2022 Commonwealth Games, the Volunteers Collective connects organisations hosting events throughout the West Midlands with local volunteers who are proud of their region and give the fabulous ‘Brummie’ welcome that the Birmingham 2022 Games became known for.

**Gen22:** Gen22 is a free to access project that creates opportunities for young people (aged 16 – 24) from the West Midlands to gain employability boosting skills and make a positive difference in their community through social action initiatives. Inspired by the Birmingham 2022 Commonwealth Games, Gen22 is for young people who might otherwise struggle to access opportunities. Barriers could include: a lack of confidence, poor mental health, having received free school meals, or having a family member or friend who is or has been in prison. For the current iteration of Gen22, there is a strong focus on enabling participation from young people with special educational needs, disabilities and access requirements.

**Bring the Power:** Bring the Power is a youth engagement programme focusing on supporting young people and education professionals within Birmingham and the West Midlands. The programme aims to widen knowledge, improve access to sport, boost confidence and resilience in young people, and help them to acquire new skills. With a revised focus on Women and Girls in Sport, SEND opportunities, and Youth Voice as overarching pillars, Bring the Power seeks to address the imbalance of female representation within the sports sector and access to opportunities for young people with disabilities across the digital, arts and sport sectors.

**Critical Mass:** Originally part of the Birmingham 2022 Festival, Critical Mass is a high-profile dance and movement project that engages hundreds of participants aged 16-30 years old from the West Midlands who are representative of the diversity of the region. The programme brings together young people with disabilities, and without, to encourage them to move more and perform as a united dance group.

**Social Value:** The Social Value project focuses on encouraging and supporting organisations across the West Midlands to make social value a part of the way they do business every day. Through engagement with the private sector, the project aims to support businesses to: develop social value strategies; measure the social value they are generating; connect them with local communities they otherwise wouldn’t come across, and help them grow their impact and share their stories. The project aims to bring together the private and third sectors, securing investment for grassroots sport, arts, and community organisations and projects, and delivering more Social Value to the region.

## **Evaluation Overview**

### **Scope of the evaluation**

In March of 2023, FRY Creative were commissioned to conduct a situation and needs analysis, leading to the creation of an organisational theory of change (TOC), on behalf of United By 2022 (UB22). This theory of change led to the development of an evaluation framework, which outlined the indicators necessary to evidence the intended outcomes presented in the ToC, relating to the five Trailblazer programmes. Following completion of both of these scopes of work, FRY Creative pitched to deliver a full evaluation of United By 2022's Trailblazer programmes, and were subsequently awarded the work in November 2023. The below overview outlines the methods through which the above three scopes of work were designed and delivered. The final section on the delivery of data collection within the Trailblazer programmes outlines plans which are currently ongoing.

### **Evidence of Need, Theory of Change and Evaluation Framework Development**

As detailed above, FRY Creative began designing United By 2022's theory of change in March 2023. In order to complete a first draft, a thorough literature review was undertaken using strategic documentation provided by UB22. These documents were thematically analysed and then consolidated into an initial draft of the theory of change (TOC). This draft TOC was then used by UB22, along with a research guide, to conduct interviews with identified stakeholders. The results formed the basis of FRY Creative's situation and needs analysis. The discussion guide was developed by FRY Creative and training was provided to UB22 on how to undertake interviews. Twenty-eight key individuals and organisations were identified and interviewed by the UB22 team. Discussions were structured around the following areas:

- Regional needs and strengths
- Organisational needs and strengths
- Reflections on the the first draft of the UB22 theory of change

Data analysis was undertaken by FRY Creative. Video and voice-recorded interviews<sup>1</sup> were transcribed using Otter.ai. Qualitative data analysis software, QDA Miner Lite, was used to code all interviews using a standardised coding framework. Insights from the interviews were used to develop the evidence of need maps, which have not been presented here to preserve the anonymity of stakeholders.

The UB22 theory of change was developed via the above situation and needs analysis, using key informant interviews with stakeholders identified by UB22, to determine the needs across Birmingham and the West Midlands. It sought to build the theory of change on the ambition of United By 2022, in conjunction with the needs of the sectors they aimed to support.

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<sup>1</sup> One interview was not recorded therefore written notes were provided to FRY Creative.

The resulting theory of change can be viewed below in figure one. It highlights four key priority areas, which feed up into eight principal short-term outcomes.

The four priority areas for United By 2022 are as follows:

**Be a Catalyst:** build on the positive feeling and revitalised image of the region to increase opportunities for overlooked communities

**Be Inclusive:** improve representation and access across sports, arts and culture sectors and break down the barriers to taking part

**Be Influential:** advocate for unheard communities and volunteers and connect businesses and local charities

**Be Relevant:** understand and respond to the contextual barriers that prevent people from engaging

These priority areas will lead to the delivery of eight short-term outcomes, which should be measurable by the completion of the Trailblazer projects in December of 2024.

**Wellbeing** - 'Individuals feel an increased sense of wellbeing through engaging as audiences and participants, as well as through delivering projects as staff.'

**Skills** - 'Organisations and individuals will be better skilled and more confident to deliver work and to seek new work.'

**Resource** - 'Organisations and individuals will have more resources and capacity as a result of financial and/or development investment.'

**Networks** - 'Organisations and individuals will be better networked, particularly across sectors which currently operate in silo.'

**Exchange** - 'Learnings, evaluations and processes are open sourced, shared and adopted by other organisations.'

**Representation** - 'Organisations and individuals who have traditionally been excluded on the grounds of age, class, ethnicity, gender, sexuality or disability will be better platformed, funded and empowered.'

**Co-creation** - 'Co-creation is more frequently used in community projects, driving better inclusion, access and ownership.'

**Access** - 'Processes (from application to participation to evaluation) are fully accessible on both programme and project levels. Best practice is acted upon, shared and iterated.'

If these eight short-term outcomes are successfully achieved, then United By 2022 will have contributed towards the following medium and long-term outcomes, and finally the ultimate impact of the programme.

**Medium-term Outcome**

'Diverse-led organisations across Birmingham and the West Midlands are better resourced and actively engage with other organisations to share, learn, adapt and improve their support to their target communities.'

**Long-term Outcome**

'Across Birmingham and the West Midlands barriers to engagement (including the impact of Covid-19 and the cost of living crisis) are alleviated for young people, ethnic minorities, disabled people, LGBTQ+, and economically deprived communities so they can actively participate in sports, arts & culture, volunteering and/or employment opportunities.'

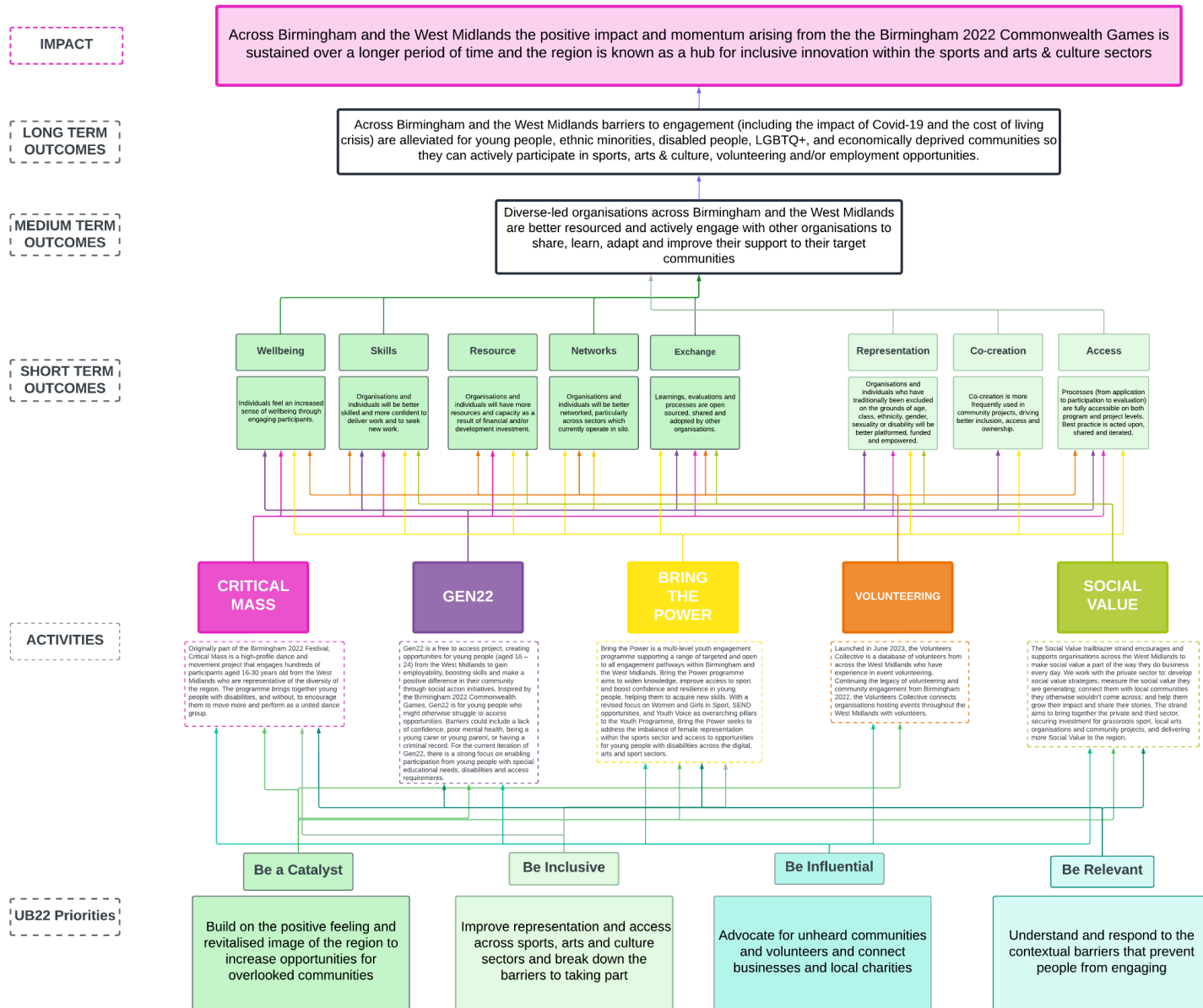
**Programme Impact**

'To continue to galvanise civic engagement through volunteers, charities and community organisations. We upskill and support charities and community groups so they become more resilient, and we will unite them with local businesses. By 2032, our work will contribute to the West Midlands becoming a national beacon of inclusive growth, where barriers are broken down and opportunities are accessible to a wider range of people.'

As part of the development of the evaluation framework, indicators for the eight short-term outcomes were developed. These were developed in consultation with the internal United By 2022 teams during the programme design phase, prior to the start of the programmes. As such, the final first draft of the evaluation framework maps the eight outcomes onto the five Trailblazer programmes, outlining which Trailblazer strand contributes to which outcome. This was then further developed on successful award of the evaluation delivery, where FRY Creative spent a significant amount of time designing the data collection methods and processes with internal staff teams. This is outlined in the following section, and forms the methodology used to collect the data presented as part of this interim report. It also outlines the methodology that will continue to be used throughout the course of the delivery of the Trailblazer programmes, to their completion in December 2024.



**Figure 1. United By 2022: Theory of Change** ([Full Document Link](#))



## **Evaluation Methodology**

The following section outlines the design of data collection methods and strategy to measure the effectiveness of United By 2022 in achieving the eight short-term outcomes outlined above, via its five Trailblazer programmes.

### **Stakeholder Groups**

This evaluation is principally concerned with evaluating on a programme level how the Trailblazer programmes come together, to collectively achieve the eight outcomes of the organisation. As such, there is a need to aggregate data across the programmes in order to identify their collective impact. We must identify common types of engagement across the strands, as well as common aims and intentions with each of these engagement groups.

In order to achieve this, FRY has spent considerable time with each of the Trailblazer teams to thoroughly understand their delivery plans. This enabled the evaluation team to categorise everyone engaging across all Trailblazer programmes into six groups. These six groups define the type of engagement taking place, and therefore the type of stakeholder engaged. As such, throughout the report, sessions (defined as any instance of UB22 or its suppliers delivering engagement with any stakeholder group) and stakeholders will be discussed according to the following categorisation. The six engagement categories utilised in this evaluation are as follows:

#### **Participants**

These are individuals attending, engaging and benefitting from the three youth projects delivered as part of the Trailblazer programme - Bring the Power, Critical Mass and Gen22. Participants engage in provision or engagement which is seeking to benefit them according to the eight outcome areas identified. Participants are split into long-term participants and short-term participants according to how they are engaging. Long-term means an individual person will intentionally attend multiple sessions of a Trailblazer programme. Short-term participants may only have one point of interaction with a Trailblazer programme. Participants are all under 30 years of age, with each Trailblazer defining different target age groups, as noted throughout.

#### **Training Attendees**

These are individuals attending training provision delivered by United By 2022 and/or its delivery partners that is specifically intended to benefit the individual's professional skills, capacity or knowledge according to the eight outcome areas identified. In short, these are people attending sessions to learn something, and then go and apply it in a different context.

### **Network or Consultancy Attendees**

These are individuals who are engaged to advise on the design or delivery of a Trailblazer programme. They are often brought in for consultancy engagement, to inform the direction of a project. They may be young people, industry professionals or sector representatives.

### **Volunteers**

These are individuals who volunteer their time for the benefit of United By 2022 outcomes. This strand relates to two groups: individuals registered with the United By 2022 Volunteers Collective, via their online portal, and individuals from corporate organisations who volunteer their time to work on bespoke projects with members of the United By 2022 Family, as part of the Social Value Trailblazer strand.

### **Engaged Organisations**

This engagement group is the only which seeks to understand impact at an organisational level. It is principally related to organisations who benefit from the support of volunteers provided by United By 2022. These are organisations who utilise the volunteer portal to access the Volunteers Collective, or organisations who benefit from working with skilled corporate volunteers, provided by the Social Value Trailblazer strand.

### **Delivery Staff**

This engagement group aims to track individuals who are working on behalf of organisations to deliver United By 2022 contracts. These could be organisations who deliver provision for participants, those who facilitate network and advisory services, or those providing training.

## **Data Collection Strands**

### **Quantitative data**

Quantitative data collection is conducted via two methods: Activity Reporting and Individual Impact Surveys. Activity reporting records output data about the engagement taking place, such as the number of participants taking part, or the location of the sessions which have been delivered. It is the mechanism United By 2022 and its partners use to monitor and track the engagement they are delivering. Individual Impact Surveys are a series of online and paper surveys to be completed by the people benefitting from and delivering sessions across the six groups identified above.

### **Activity Reporting**

A series of activity reporting templates have been developed and provided to both United By 2022 and their relevant delivery suppliers. These activity reporting templates are intended as a central space where a record of all delivery sessions can be documented. Activity reporting templates are separated according to the six engagement groups outlined above. They propose recording delivery on a session by session basis, collecting information such as the

content of the session, the number of participants in attendance or the postcode at which the session took place.

### **Booking Forms**

In order to understand basic information about attendance and engagement, 'training' engagement activities have also utilised booking forms. These collect basic information about who attended the session, such as the organisation they represent and their postcode.

### **Individual Impact Surveys**

These are a series of quantitative and qualitative surveys which are to be completed by people benefitting from and delivering sessions across the six groups identified above. Survey templates were designed according to these six groups. Templates were then used to create a set of bespoke surveys per Trailblazer strand. This ensures that the questions asked on each survey were relevant to the outcomes to which the programme related, but also the stakeholder group being engaged. For example, training participants on Critical Mass worked towards quite different outcomes to their counterparts in Gen22. As such, whilst both groups have completed surveys based on the training template, the questions they have been asked will differ.

All individual impact surveys contain a mixture of demographic and outcome based questions. Some surveys contain questions related to the processes used to deliver the programme. In the majority of instances individuals will fill out one survey per method of engagement they've completed. However, in some instances, where a more in depth understanding is required, individuals will complete both a baseline and an endpoint survey. This is most commonly the case for long-term participants. Where a baseline and an endpoint survey is required, we have collected some personal information in order to link the form responses.

These surveys have been disseminated by United By 2022 and their delivery partners both online and in-person.

All data used as part of this report was submitted and collected prior to the 24th May 2024. As such data presented shows a snapshot of provision delivered up to and including this point. Provision delivered between the 24th May and the date of publication has not been incorporated into this report.

### **Qualitative Data**

Due to the diverse nature of both the activity across Trailblazer strands, as well as the stakeholders engaging with them, there is no uniform qualitative data collection that sits across the programme. Rather, over the course of evaluation design, FRY Creative have spent time with each of the Trailblazer teams to understand how qualitative data collection will best fit in the contexts of their programme.

The result is 13 bespoke qualitative methods spread across Trailblazer strands. These methods are specific to groups of individuals engaging with elements of a programme. In some instances these methods take a deep focus on one individual or group, in some cases these methods sample a group of individuals from the broader population.

## **Programme Output Summary**

The following section highlights the top level engagement and output figures across all five of the Trailblazer strands.

### **Sessions**

Sessions are the instances in which individuals engage with a piece of Trailblazer activity. One session is any discrete instance of UB22 & suppliers delivering engagement with any stakeholder group. This could be one Critical Mass rehearsal, one meeting between a skilled volunteer and the organisation they are supporting as part of the Social Value strand or one workshop delivered in a school as part of Bring the Power.

- So far there have been **461 engagement sessions**, delivered with individuals across programmes and stakeholder groups. Of this:
  - **403 sessions** have been **engagements** with young people
  - **28 sessions** have been on **training and upskilling**
  - **30 sessions** have been on **consultancy** with community members and industry professionals

### **Participation**

Participants are people attending, engaging and benefitting from the three youth projects delivered as part of the Trailblazer programme. long-term participants are those engaging with a series of sessions over a period of time - for example the young people participating in a Gen22 social action project. Short-term participants are those with one instance of engagement with the programme - pupils in schools taking part in a Bring the Power session.

- So far engagement has been with **352 young people as long-term participants**. Through engaging in multiple sessions this equates to **3,924 long-term participant engagements**
- The only instance of short-term participation so far has been delivered by Bring the Power via engagement delivered in schools, where **3,162 one time, short-term participants have been engaged**

### **Training**

These are people attending provision delivered by United By 2022 that is specifically intended to benefit their professional skills, capacity or knowledge according to the eight outcome areas identified. For example: Sense training delivered to Gen22 participation suppliers or general upskilling workshops delivered by the Social Value team, with partners. Multiple training engagements can be completed by one individual.

- So far there have been a total of **513 training engagements**

## **Trailblazer Summaries**

As detailed in the methodology section, each of the Trailblazer programmes provide unique and bespoke interventions and engagement with their respective stakeholder groups. Their activities are broad and wide-ranging, but, when brought together, we can see their collective impact in achieving the eight outcome areas identified in the UB22 Theory of Change. The following sections aim to give an overview of each of the Trailblazer strands. Each section will outline the overall intentions of the programme, as well as the specific elements which make up each Trailblazer strand. Following this outline, we will highlight the outcomes that each Trailblazer strand is contributing to. We will detail the ongoing and future qualitative data collection plans for each stand. Finally, we will summarise any data collected as part of the programmes to date.

## **Volunteering**

### **Project Overview & Activities**

Launched in June 2023, the Volunteers Collective is a database of volunteers from across the West Midlands who have experience in event volunteering. Continuing the legacy of volunteering and community engagement from Birmingham 2022, the Volunteers Collective connects organisations hosting events throughout the West Midlands with volunteers.

The Volunteers Collective has worked alongside several sports and cultural organisations to support their events which vary in terms of size and scale, from community-led events, to large-scale arts and culture festivals, to major sporting championships. The Volunteers Collective offers a tiered service to cater to organisations' specific volunteering needs. In addition, the Collective provides training for volunteers through its online portal to encourage upskilling and boost confidence.

### **Outcomes**

The Volunteering Programme contributes to five of the Trailblazer programme-wide outcomes:

Wellbeing  
**Skills**  
**Resource**

**Networks**  
**Exchange**  
Representation

Co-Creation  
**Access**

The outcomes can be read in full on the [theory of change](#) or in the opening methodology section of this report.

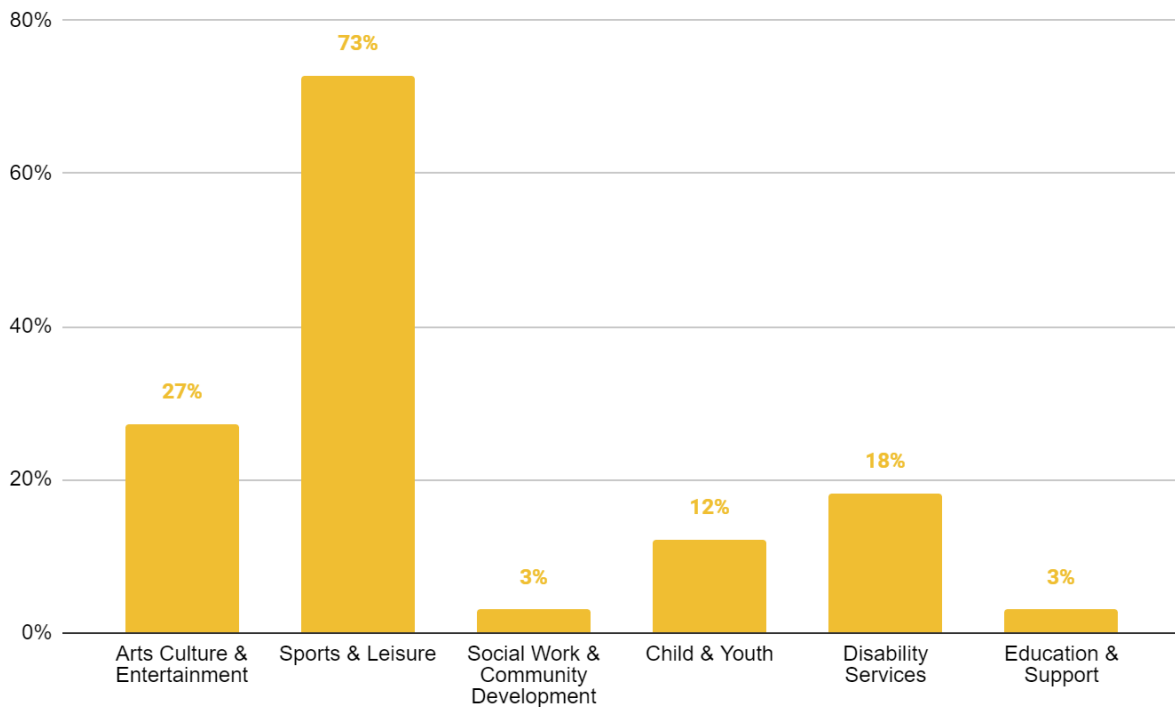
### **Outputs Data**

The Volunteers Collective have supported a total of 33 events across the West Midlands between June 2023 and May 2024. As shown in the below figure, the majority of these events (73%) included some element of 'Sports & Leisure' - these include Swim England West Midlands' 'Winter Championships'; the World Trampoline Championships; and SportAccord 2024. A smaller number of events, but the second most popular, have had some focus on 'Arts, Culture & Entertainment'. These include Birmingham Festival 23; the Community Games hosted by Canals & River Trust; and EID in King's Heath hosted by Soul City Arts.



**Figure 2 | Volunteering Events | Type of Event**

(n=33)



The 33 events supported by the Volunteers Collective were hosted by a broad range of organisations, delivering events across the region. In total, 17 organisations have utilised the platform to access volunteers, one of these organisations being United By 2022 themselves, who have utilised the Collective for events across Social Value and Bring the Power Trailblazer strands.

Across the 33 events outlined above, a total of 1,519 expressions of interest were submitted by volunteers. These applications were for a total of 695 volunteering spaces that covered 20,089 hours worth of volunteering. On average 61% of applications were converted into successful volunteering positions, through the platform.

Events varied in scale and size. The below figure highlights this range:

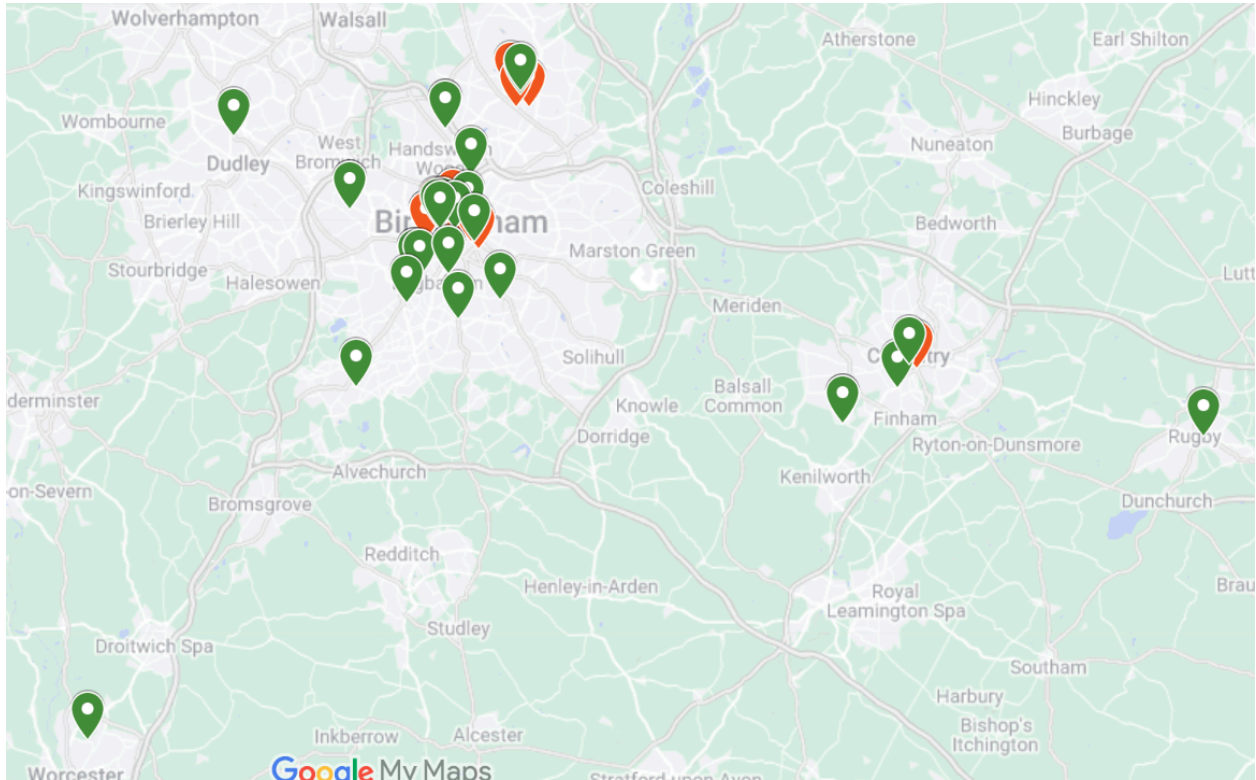
- Some event opportunities required a very small number of volunteers, some required a much larger number. The event with the lowest number of volunteers needed, only required 1 volunteer. The event which required the highest number of volunteers needed 170 people.
- Applications for event opportunities varied similarly - the event with the highest number of applications received 444, the event with the lowest number of applications, received 5.
- On average events received 47 applications for an average 22 required volunteers.<sup>2</sup>

<sup>2</sup> The average in this context is the mean value of the dataset.

- The majority of events (75%) required less than 20 volunteers, with only 4 events requiring more than 50 volunteering positions to be filled.

**Figure 3 | Volunteer Engagement** ([Full Map](#))

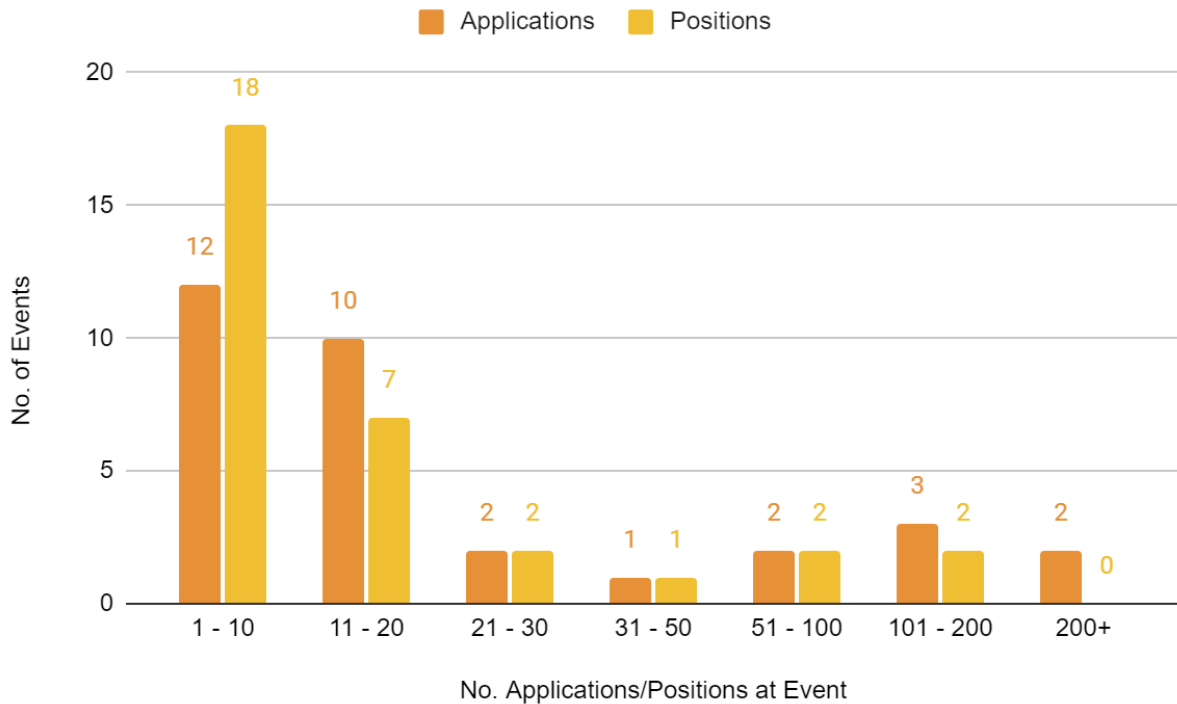
Events, **Event Organisers**



**Figure 4 | Volunteer Engagement - Applications vs Positions**

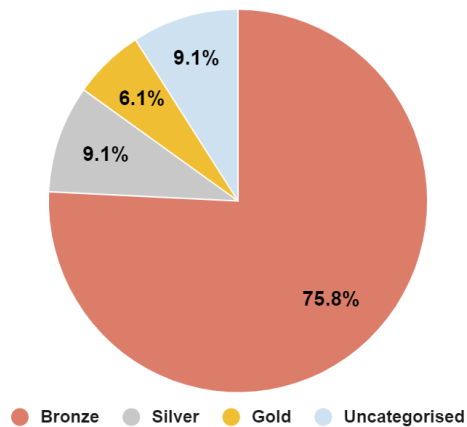
	Applications	Positions
<b>MIN</b> (event with the lowest number of applications/positions)	5	1
<b>LQ</b>	9	5
<b>MEAN</b>	47	22
<b>MED</b> (event with the middle number of applications/positions)	14	9
<b>UQ</b>	30	19
<b>MAX</b> (event with the highest number of applications/positions)	444	170

**Figure 5 | Volunteering Events | No. Events vs level of applications/positions**  
(n=33)



As detailed, the Volunteers Collective offers various tiers of support to events depending on how much engagement UB22 is commissioned to deliver with the volunteers as part of the event. As shown, the majority (75.8%) of the events were Bronze level of engagement, with 9.1% at Silver and 6.1% at Gold tier. 9.1% of events were not categorised in order of tier.

**Figure 6 | Volunteering Events | Tier of UB22 Engagement**  
(n=33)



Bronze, Silver, and Gold events refer to the level of engagement and support provided by UB22 to event organisers:

- Bronze Events - UB22 can publicise the volunteer requirements of an event on the Volunteers Collective platform, which will promote the opportunity to over 2,000 registered volunteers. UB22 will provide details of those volunteers who express an interest in the opportunity to the event organiser who will then liaise with those volunteers and select the volunteers required for the event. This also includes e-learning / onboarding of new volunteers.
- Silver Events - Additional to the above, UB22 will shortlist and select the volunteers in line with the requirements of the event, provide further information to the volunteers including any required training, and work with the event provider to communicate details to volunteers. Volunteers Collective kit is also available for volunteers to wear if event providers wish.
- Gold Events - UB22 will provide full volunteer management for an event, from initial scoping of volunteer roles, through promotion, shortlist, selection, training, shift allocation and all associated communication with the event organisers and the volunteers. UB22 will also provide on-site management of the volunteers throughout the event.

### **Volunteering Demographics: Registered vs >1 Expression of Interest Submitted**

There are currently a total of 2,163 volunteers registered through the portal, of which 806 volunteers have submitted at least one expression of interest to volunteer at an event. This equates to 37% of volunteers who are registered on the portal having expressed an interest for at least one event on the portal.

The demographic profile broken down in the figures below compares the sample of all volunteers who are registered on the portal, to those who have expressed interest for at least one opportunity. As shown through the diagrams, the general sample of volunteers who have expressed an interest in at least one event, is generally representative of the group who are registered on the portal. This would suggest that, of those registered on the portal, no demographic is more or less likely to apply for opportunities. The only slight discrepancy to this finding is in gender, where those who identify as female are more likely (5% discrepancy) to express an interest than those identifying as other genders.

After events, volunteers were offered the opportunity to provide feedback about their experience. The survey has received a total of 80 responses, relating to only four volunteering opportunities published on the portal. As such, results cannot be taken as inclusive as evidence of the broader volunteering experience.

97.4% of the volunteers who took part in events said that they would consider volunteering at a future event with the organisation that delivered their event. 97.4% said that they were sufficiently prepared to carry out everything that was asked of them in their volunteer roles. Just over two thirds of volunteers received one hour of training prior to the events they took part in, with one third of

volunteers receiving 2-3 hours worth of training prior to their events. One volunteer identified receiving 4-6 hours of training prior.

Generally, volunteers responded positively to their overall experience, with between 95% - 97% of volunteers rating their experience (of volunteering, using the portal, and communicating with event organisers) either good or excellent.

Via the post event survey volunteers also offered outcome based feedback from their experiences. This was related to their individual experiences of each volunteering event they engaged with. As seen in the figure below, agreement was strong against all outcome questions. This was most pertinent in 'I enjoyed my volunteering experience', where 100% of volunteers were in agreement with the statement. The second strongest outcome question (98.7% agreement) was that via volunteering opportunities, volunteers were 'able to interact with others from different backgrounds to my own'. The lowest scoring outcome (65.4% agreement) was 'as a result of engaging with this volunteering I have access to opportunities I did not have previously'.

Finally, a generic survey was dispersed to the whole of the Volunteers Collective database to understand their experience of the portal thus far. This went to volunteers who both had, and had not expressed interest in opportunities, as well as those who had expressed interest and been successful, and those who had expressed interest and not been successful. Agreement levels on experience of the portal varied from 56.4% - 70.9%, as shown in the table below. The most positive experience was of registration for the volunteering portal, the least positive about the timeliness of communication with the Volunteers Collective team.

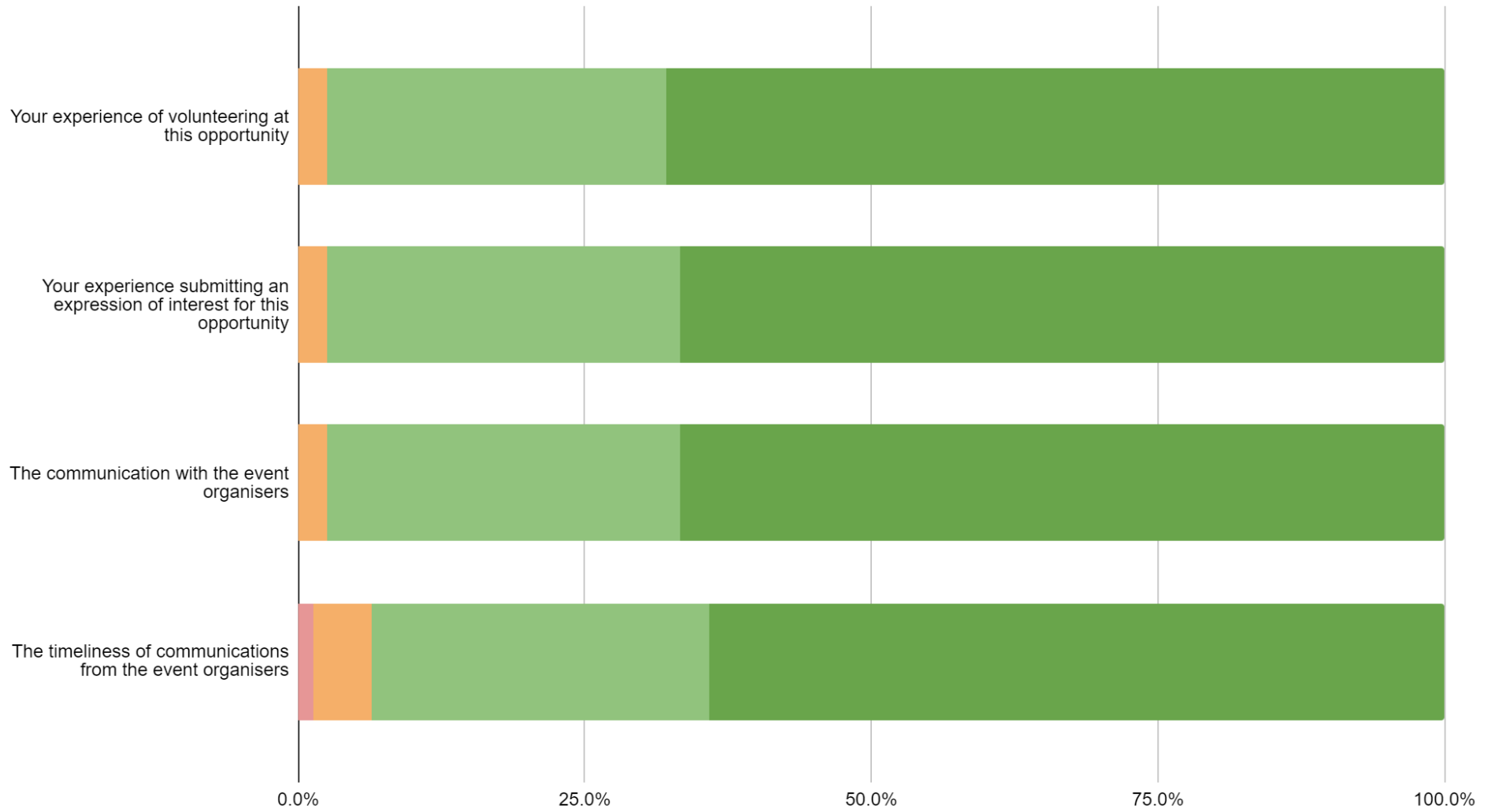
**Figure 7 | Volunteers | Volunteers Collective Survey**

<b>Statement (n=450)</b>	<b>% Agreement</b>
Your experience of using the Volunteers Collective portal	66.7%
The registration process for the Volunteers Collective portal	70.9%
The communication with the Volunteers Collective team	68.0%
The timeliness of communications from the Volunteers Collective team	56.4%
The quality and diversity of opportunities that are posted on the portal	63.6%
The ease of submitting expressions of interest for opportunities	66.0%
Your overall experience when volunteering at events shared through the portal	66.0%

**Figure 8 | Volunteers | Post Event Survey**

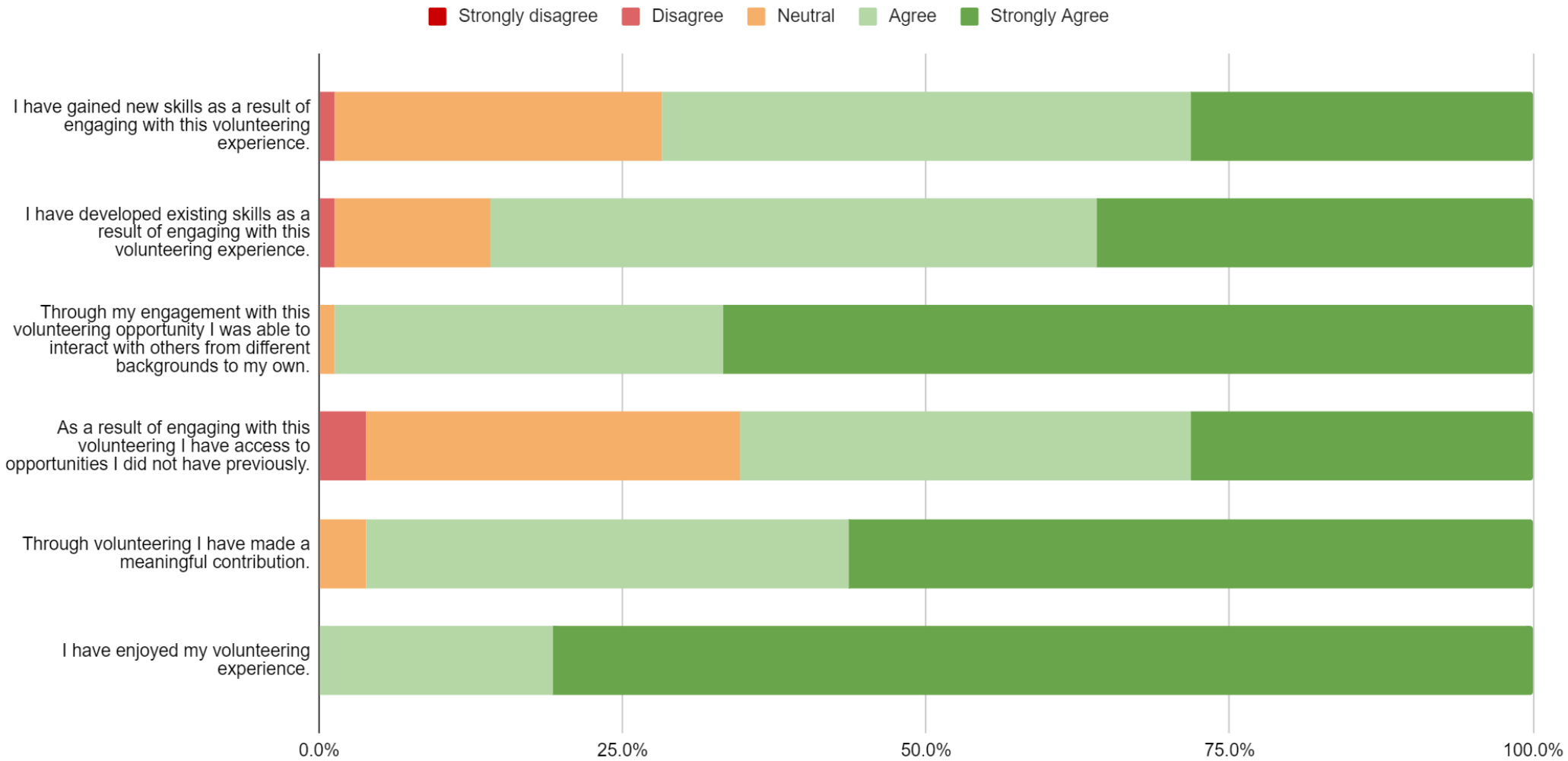
(n=78)

Very Poor   Poor   Average   Good   Excellent



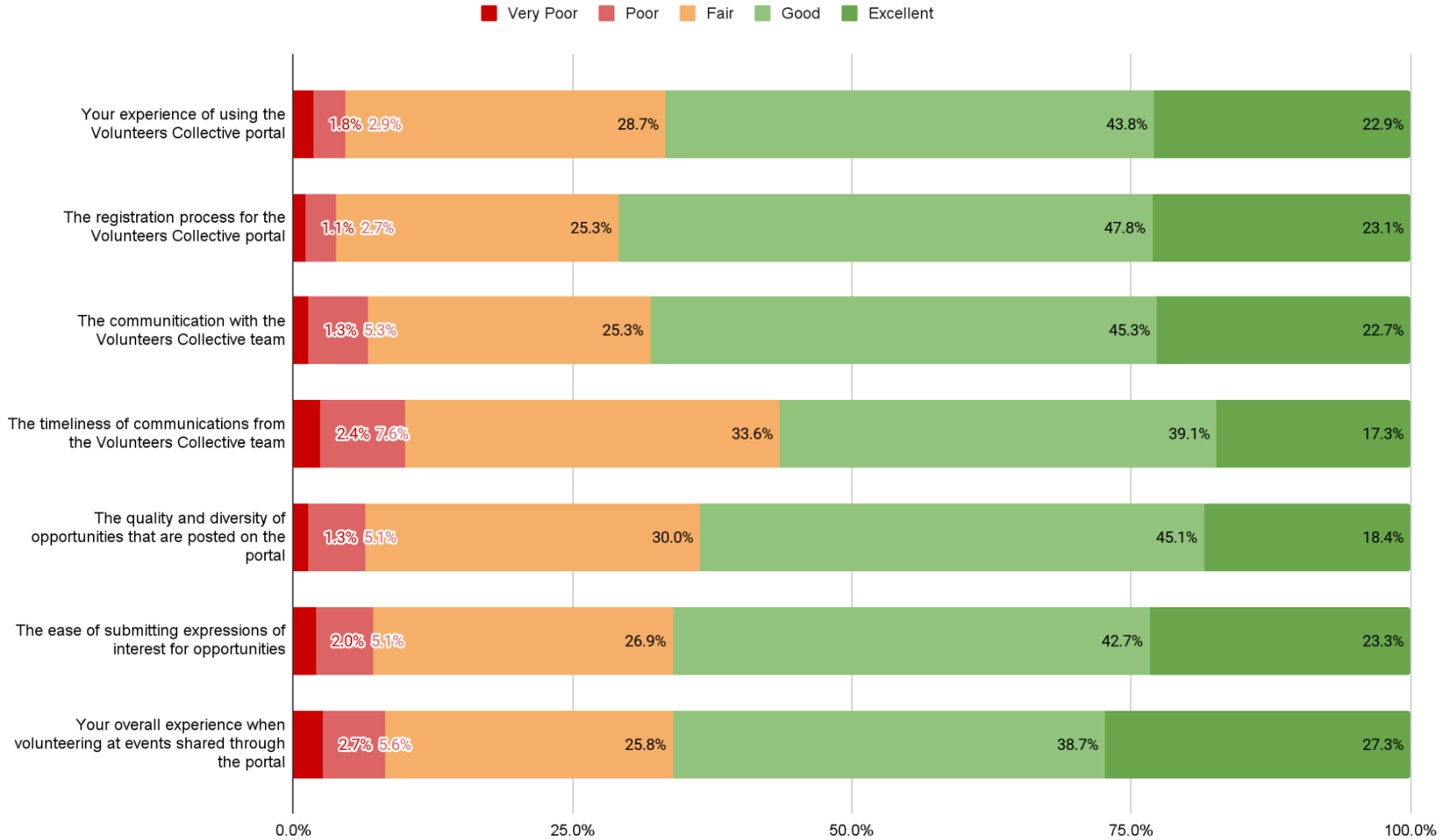
**Figure 9 | Volunteers | Post Event Survey**

(n=78)



**Figure 10 | Volunteers | Volunteers Collective Survey**

(n=450)

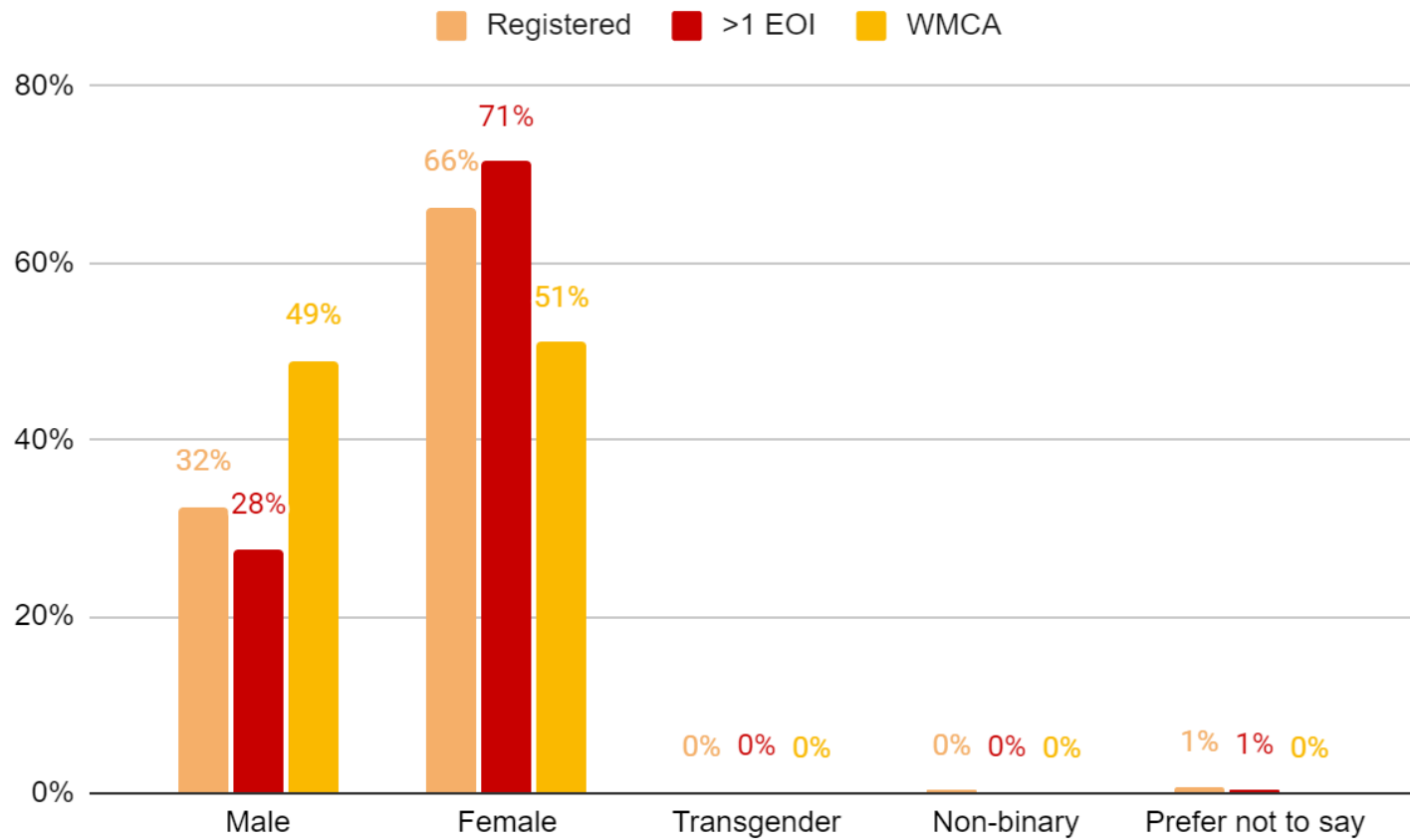




## Volunteers Collective Demographics

Figure 11 | Volunteers | Gender

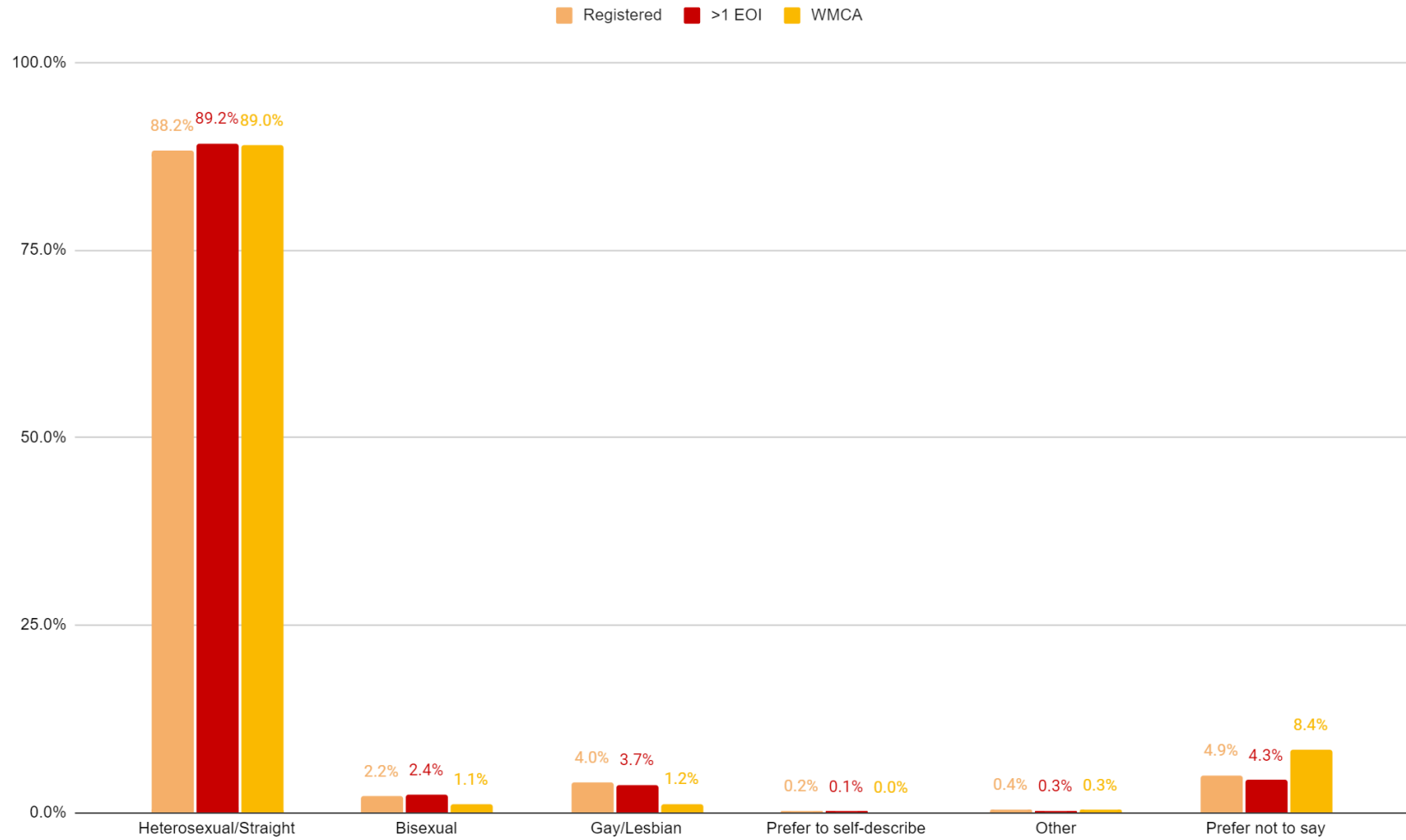
(n=2,132; n=795)<sup>3</sup>



<sup>3</sup> West Midlands State of the Region 2023-2024, WMCA, 02 April 2024 [[Accessed 23/07/2024](#)]  
0.25% of the population identified as Transgender or Non-Binary.

### Figure 12 | Volunteers | Sexuality

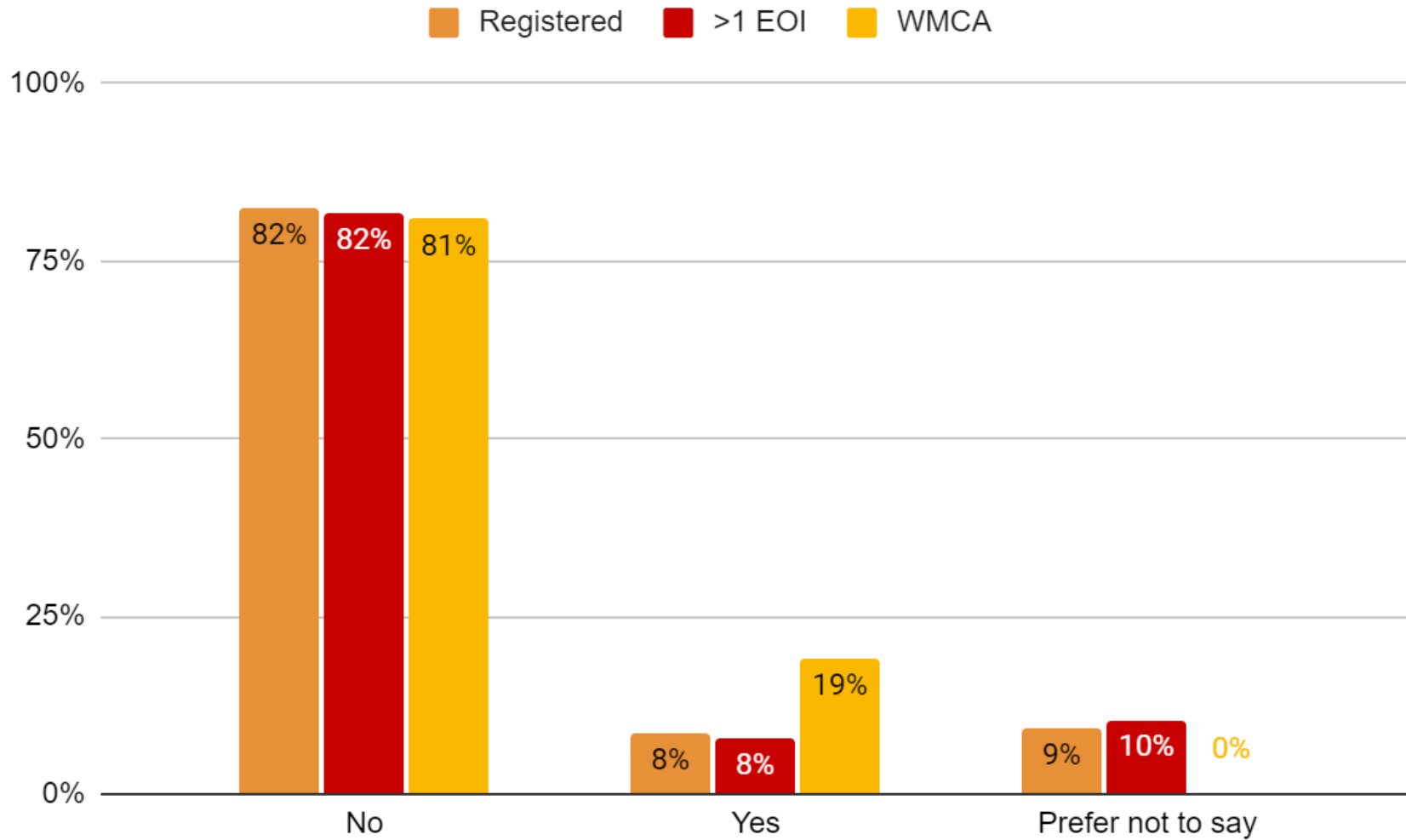
(n=2,048; n=760)<sup>4</sup>



<sup>4</sup> 2021 Census Data, Office of National Statistics, 02 April 2024 [\[Accessed 23/07/2024\]](#)

**Figure 13 | Volunteers | Do you identify as having a disability?**

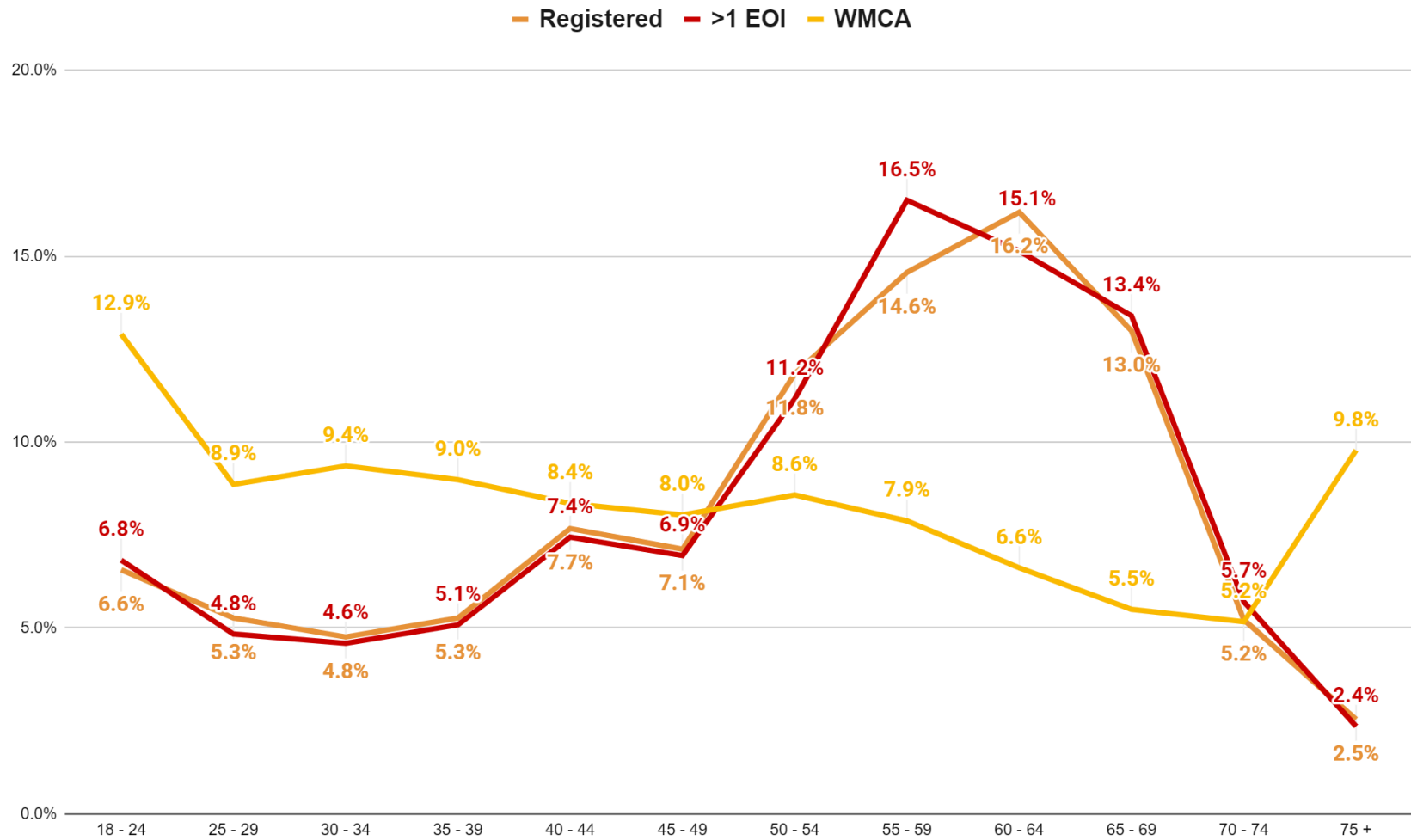
(n=2,074; n=772)<sup>5</sup>



<sup>5</sup> West Midlands State of the Region 2023-2024, 19.1% of participants identified as disabled, no PNTS data was listed.

**Figure 14 | Volunteers | Age**

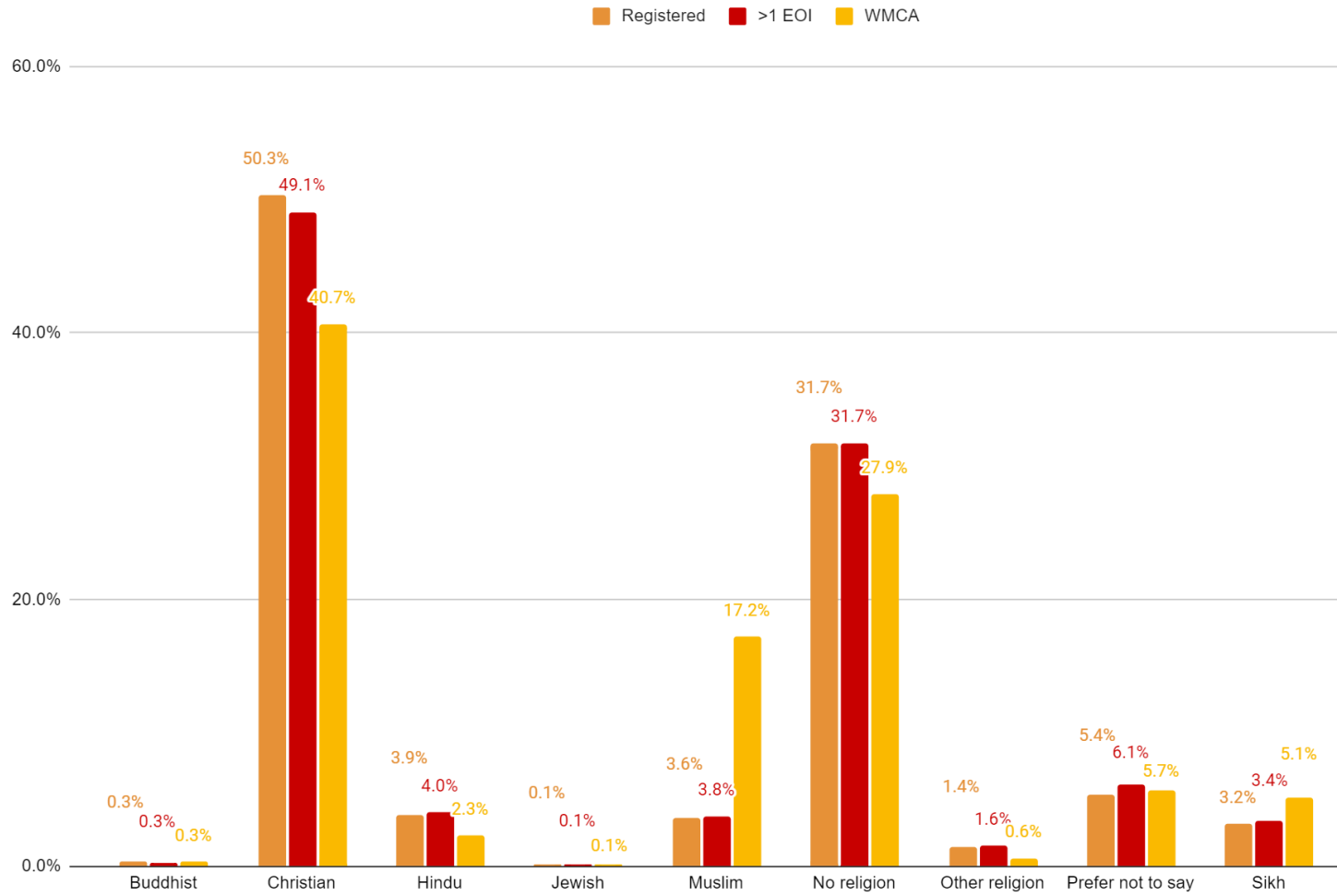
(n=2,139; n=776)<sup>6</sup>



<sup>6</sup> 2021 Census Data, Office of National Statistics, 02 April 2024 [\[Accessed 23/07/2024\]](#)

**Figure 15 | Volunteers | Religion**

(n=2,074; n=772)<sup>7</sup>



<sup>7</sup> 2021 Census Data, Office of National Statistics, 02 April 2024 [Accessed 23/07/2024]

**Figure 16 | Which of the following best describes your ethnicity?**

<b>Which of the following best describes your ethnicity?<sup>8</sup></b>	<b>Registered</b>	<b>&gt;1 EOI</b>	<b>WMCA</b>
Asian/Asian British-Indian	8.4%	9.4%	7.8%
Asian/Asian British-Pakistani	2.0%	2.4%	9.6%
Asian/Asian British-Bangladeshi	0.5%	0.6%	2.5%
Asian/Asian British-Chinese	0.3%	0.8%	0.8%
Any other Asian/Asian British background	0.9%	0.9%	2.3%
Black/Black British-Caribbean	5.7%	6.8%	2.8%
Black/Black British-African	1.8%	1.7%	4.3%
Any other Black/Black British background	0.5%	0.4%	1.0%
Mixed/Multiple Ethnic groups-White and Black African	0.2%	0.3%	0.3%
Mixed/Multiple Ethnic groups-White and Black Caribbean	0.6%	0.6%	2.1%
Mixed/Multiple Ethnic groups-White and Asian	0.4%	0.4%	1.0%
Any other Mixed/Multiple Ethnic group background	0.4%	0.5%	0.8%
White-British, English, Northern Irish, Scottish, Welsh	69.6%	68.9%	55.9%
White-Irish	1.2%	1.2%	1.1%
White-Gypsy or Irish Traveller	0.0%	0.0%	0.1%
White-Roma	0.0%	0.0%	0.1%
Any other White background	2.2%	2.6%	4.3%
Any other ethnic group	0.7%	0.5%	2.5%
Any other ethnic group: Arab	0.0%	0.0%	1.0%
Prefer not to say	4.7%	1.9%	0.0%

<sup>8</sup> 2021 Census Data, Office of National Statistics, 02 April 2024 [\[Accessed 23/07/2024\]](#)

## **Gen22**

### **Project Overview & Activities**

Gen22 is a free to access project that creates opportunities for young people (aged 16 – 24) from the West Midlands to gain employability boosting skills and make a positive difference in their community through social action initiatives. Inspired by the Birmingham 2022 Commonwealth Games, Gen22 is for young people who might otherwise struggle to access opportunities. Barriers could include: a lack of confidence, poor mental health, having received free school meals and having a family member or friend who is or has been in prison. For the current iteration of Gen22, there is a strong focus on enabling participation from young people with special educational needs, disabilities and access requirements.

Participants are assigned to one of 14 funded organisations (12 grassroots and 2 flagships) to support them in completing a meaningful 30-hour social action assignment. These assignments are connected to the theme of “Creative, Cultural & Digital” and/or “Physical Activity & Wellbeing”. Through their Gen22 projects, participants can:

- Earn accredited or in-house qualifications and awards
- Volunteer to lead activity sessions for other young people at events
- Participate in skills-based residential programmes
- Learn from professionals across various industries.

Two flagship delivery partners, Birmingham City Football Club Foundation and Powered By Can, are also responsible for supporting and guiding grassroots organisations. This support may include training and upskilling, sharing best practice, and providing strategic support.

Gen22 is made up of two principal activity strands: Gen22 and Ideas Made Real. These are both outlined below:

### **Gen22**

This activity strand includes the 14 delivery providers outlined above. To achieve the objective of supporting young people who face barriers in the Gen22 programme, there is an Accessibility Pot. This fund supports the 14 delivery organisations through capacity building and providing access to additional training opportunities. The fund is designed to address the unique challenges and requirements faced by young people with SEND, ensuring they have equal access to employment services, facilities, and opportunities.

To achieve this, United By 2022 has partnered with Sense, The National Deafblind and Rubella Association, who support individuals who are deafblind or living with other complex disabilities. Sense have developed a three-tier package that enhances learning opportunities for participants and provides the delivery partners with personalised support to embed inclusive practice within their organisation. Engagement with workstrand is outlined as training provision throughout this report.

Gen22 participants have access to the Skills360 online learning platform, which has a range of training and development opportunities. They can enrol in 16 Employability Skills courses and earn badges by completing modules on leadership, CV writing, and safeguarding. There is also collaboration with the Ministry of Defence, who offer team building challenges for participants to develop their communication and problem-solving skills.

### **Ideas Made Real**

Ideas Made Real offers young people (16-24) the opportunity to turn their social action projects and community ideas into reality. Each successful young person receives an award of up to £8,000 and support from United By 2022's youth programme to bring their project to life. Whether it's supporting refugees, creating mental health initiatives, or improving their surroundings, Ideas Made Real is designed by young people, for young people.

Successful applicants are partnered with a supporting organisation, who assist with the planning and delivery of their project. This year, United By 2022 are supporting 14 projects focused on the theme of 'Home and Community', aiming to improve public spaces, getting more girls involved in sport, and organising workshops to develop creative skills.

### **Outcomes**

Gen22 contributes impact to all eight of the Trailblazer programme-wide outcomes:

**Wellbeing**  
**Skills**  
**Resource**

**Networks**  
**Exchange**  
**Representation**

**Co-Creation**  
**Access**

The outcomes can be read in full on the [theory of change](#) or in the opening methodology section of this report.

### **Gen22 Output Data**

There are a total of 14 Gen22 providers, who operate in 6 local authorities across the region. All providers engage in co-creation work as part of their program engagement. The majority (92.9%) offer activities related to sport, movement, or exercise. Half of the providers (50%) offer cultural or art



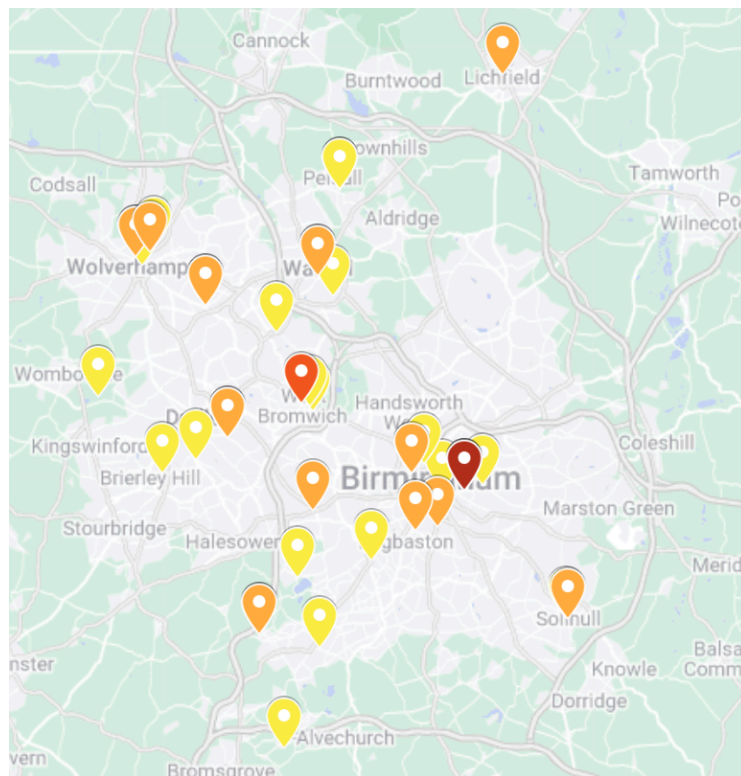
activities, and 42.9% deliver both types. So far, sessions have been delivered in 28 locations across the West Midlands region, including some digital sessions.

**Figure 17 | Gen22 Delivery Providers by Local Authority**

<b>Birmingham City Council</b>	6	42.9%
<b>City of Wolverhampton Council</b>	3	21.4%
<b>Staffordshire County Council / Lichfield District Council</b>	1	7.1%
<b>Sandwell Metropolitan Borough Council</b>	2	14.3%
<b>Solihull Metropolitan Borough Council</b>	1	7.1%
<b>Walsall Metropolitan Borough Council</b>	1	7.1%
<b>TOTAL</b>	<b>14</b>	<b>100%</b>

**Figure 18 | Gen22 Delivery Providers ([Full Map](#))**

Flagship Providers, Grassroots Providers, Session Locations



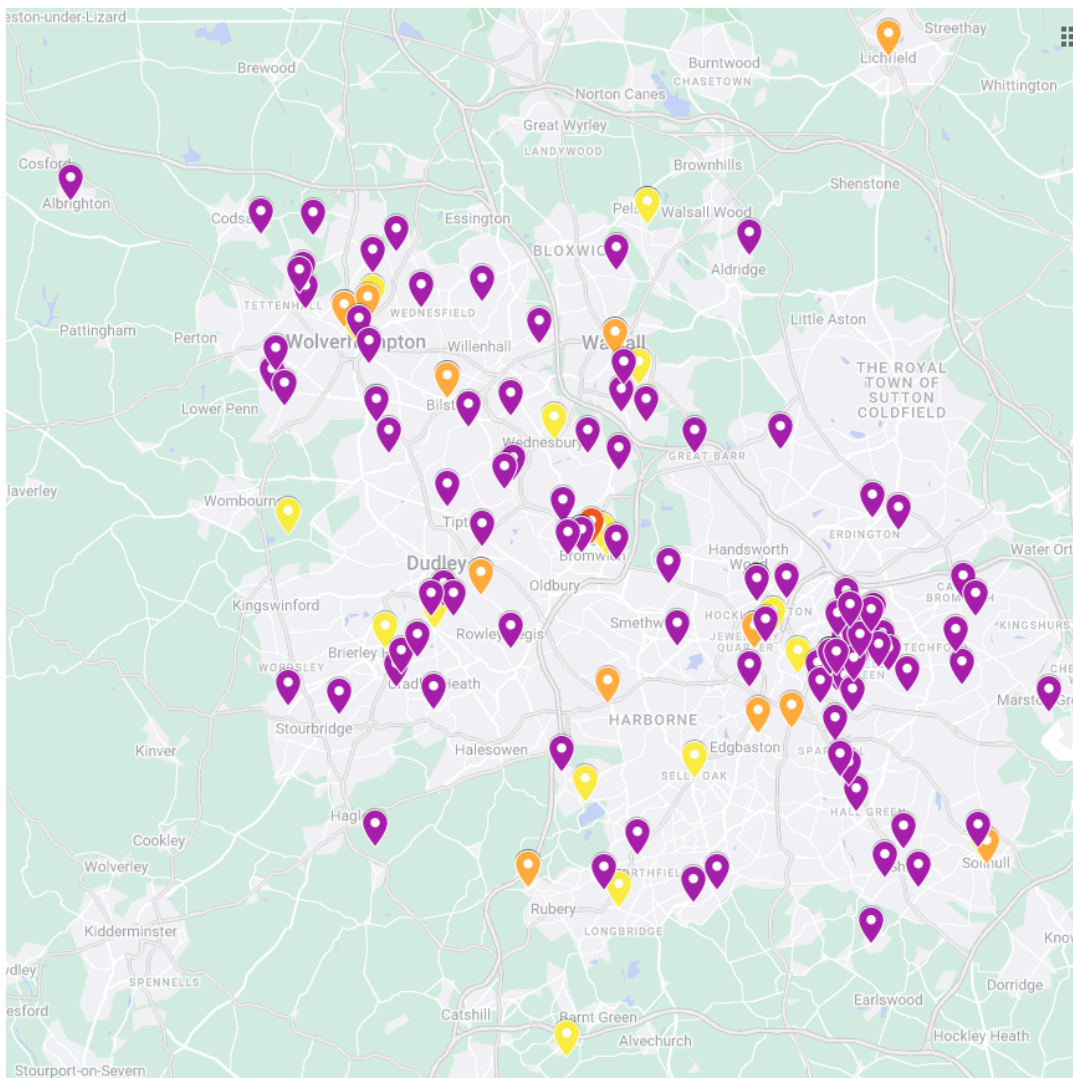
Across all providers, a total of 112 sessions have been recorded with 133 unique long-term participants engaging for a total of 3,636 hours (through 1,169 participant engagements). This averages at approximately three hours per engagement.

So far, 11 of the 14 organisations have attended training facilitated by SENSE. They have developed a three-tier package that enhances learning opportunities for participants and provides the delivery partners with personalised support to embed inclusive practice within their organisation. These initial sessions were the first tier of Sense Training, delivered via two sessions, one in Birmingham and one in Solihull. The sessions had a total of 25 attendees.

Of the 133 long-term participants reported by Gen22 delivery organisations, 113 young people have completed a baseline survey. This represents those who have engaged with the project prior to the 24th May 2024.

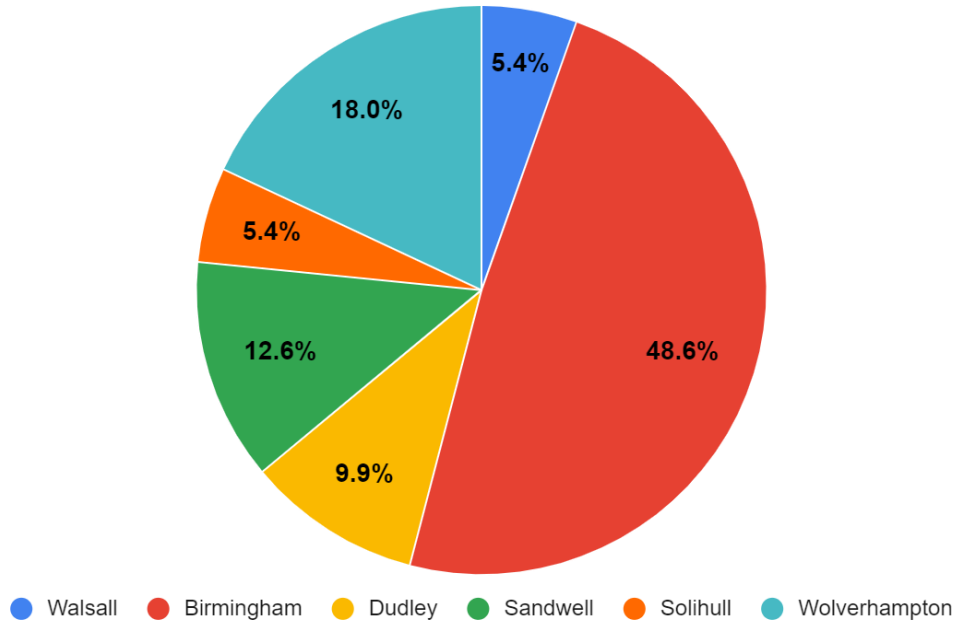
**Figure 19 | Gen22 Delivery Providers (Full Map)**

Flagship Providers, Grassroots Providers, Session Locations, Participant Postcodes

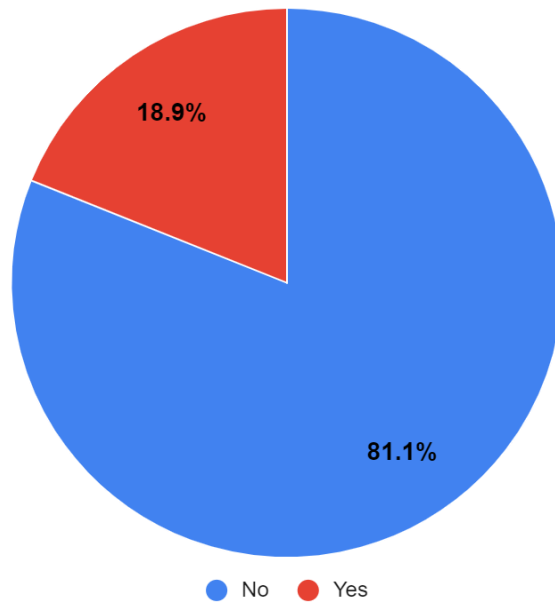


## Gen22 Participant Demographics

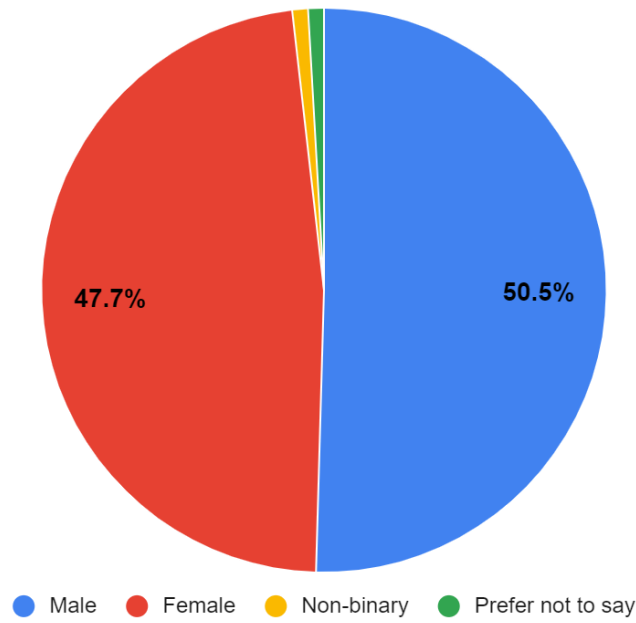
**Figure 20 | Gen22 Participants | Local Authority**  
(n=111)



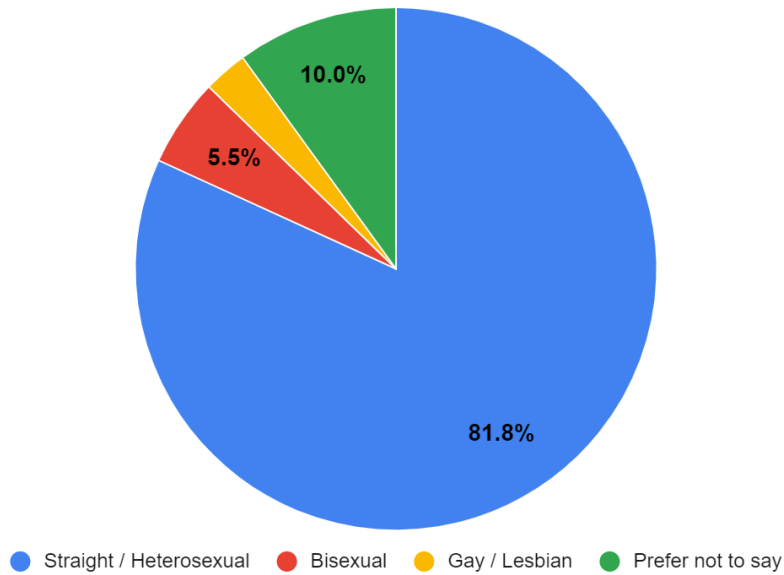
**Figure 22 | Gen22 Participants | Do you have a disability or long-term health condition?**  
(n=111)



**Figure 23 | Gen22 Participants | Which of the following best describes your gender?**  
(n=111)



**Figure 24 | Gen22 Participants | Which of the following best describes your sexual orientation?**  
(n=110)

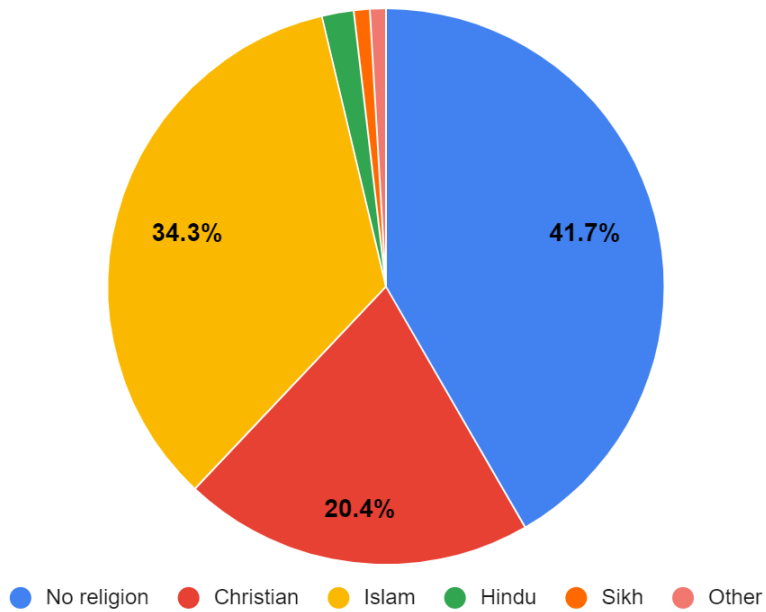


**Figure 125 | Gen22 Participants | Which of the following best describes your ethnicity?**  
(n=107)

<b>Which of the following best describes your ethnicity?</b>	<b>Count</b>	<b>Percentage</b>
Asian or Asian British – Indian	0	0.0%
Asian or Asian British - Pakistani	19	17.8%
Asian or Asian British - Bangladeshi	6	5.6%
Asian or Asian British - Chinese	0	0.0%
Any other Asian background	0	0.0%
Black, Black British, Caribbean or African - Caribbean	9	8.4%
Black, Black British, Caribbean or African - African	10	9.3%
Any other Black, Black British, Caribbean or African	0	0.0%
Mixed or multiple ethnic groups - White and Black Caribbean	3	2.8%
Mixed or multiple ethnic groups - White and Black African	2	1.9%
Mixed or multiple ethnic groups - White and Asian	1	0.9%
Any other Mixed or multiple ethnic background	1	0.9%
White - English, Welsh, Scottish, Northern Irish, or British	44	41.1%
White - Irish	1	0.9%
White - Gypsy or Irish Traveller	0	0.0%
White - Roma	0	0.0%
Any other White background	4	3.7%
Other ethnic group - Arab	2	1.9%
Any other ethnic group	0	0.0%
Prefer not to say	5	4.7%
<b>TOTAL</b>	<b>107</b>	<b>100.0%</b>

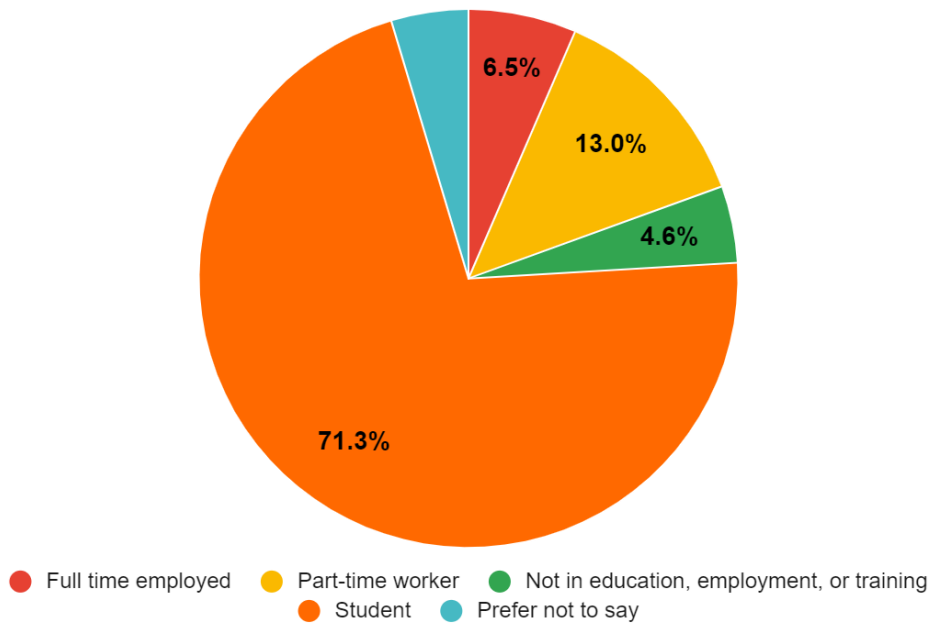
**Figure 26 | Gen22 Participants | What is your religion?**

(n=108)



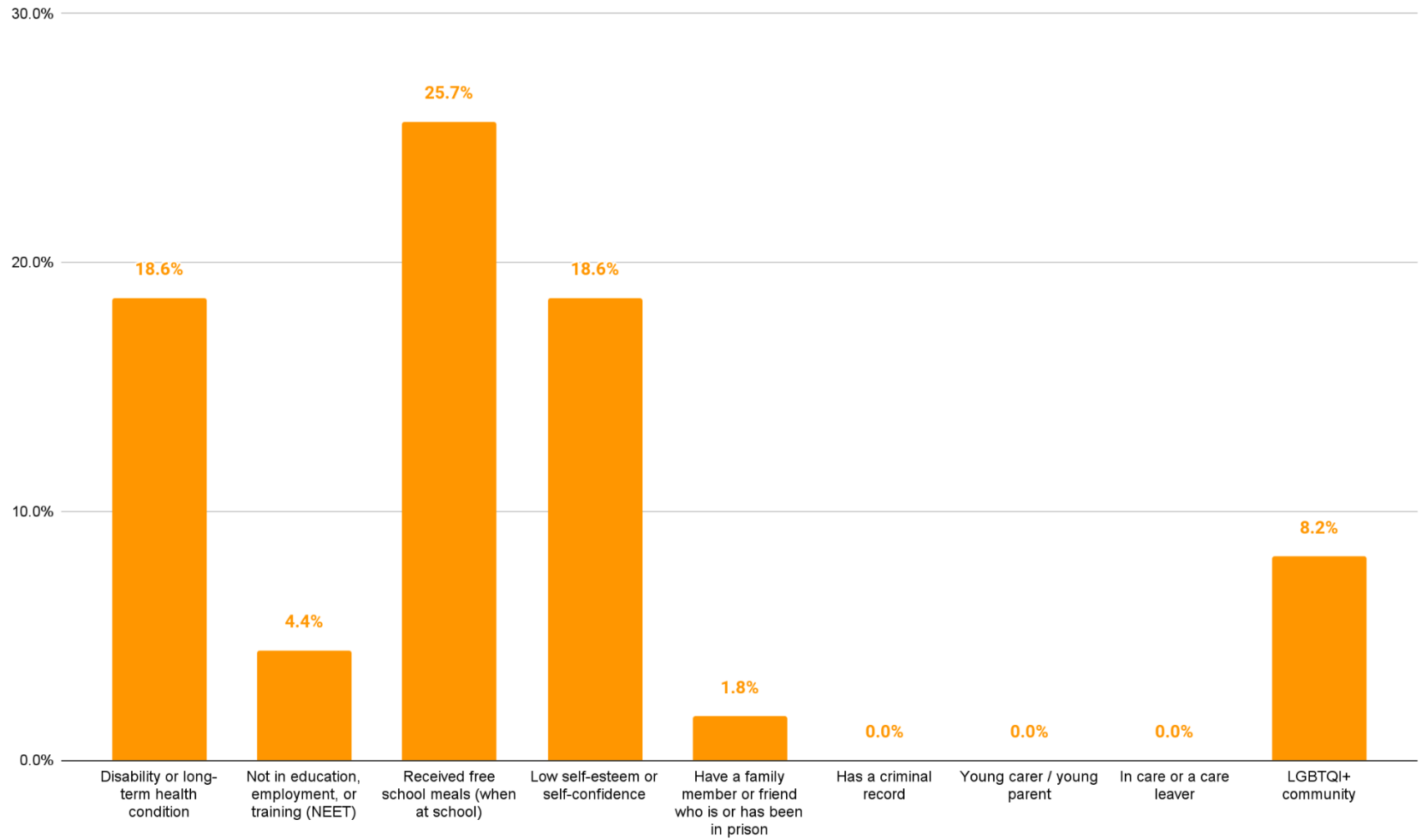
**Figure 27 | Gen22 Participants | Please indicate your employment status**

(n=108)



**Figure 28 | Gen22 Participants | Do any of the following apply to you?**

(n=113)



## Gen22 Baseline Data

Upon application, Gen22 participants were also asked a number of questions relating to the outcome areas that Gen22 aims to have an impact on. These questions, outlined throughout figures 13 - 15 will act as a baseline for the project. Participants will be asked the same questions at the end of their engagement, where comparison will take place with the statistics outlined below. At present, agreement levels across all statements are comparatively low all averaging between 42.3% and 64%.

The lowest ranking statement on the baseline is 'I have a positive outlook on society and the world around me', followed by 'I feel a sense of belonging in my community' and 'I have positive mental health'. The highest agreement level amongst participants is 'I have someone I can talk to for advice about my career options', followed by 'I am resilient' and 'I have the skills needed to help me get to where I want in life'.

The contrast perhaps highlights the tenacity of young people engaging in Gen22, and that perhaps despite low levels of confidence and ill mental health, they see the value in engagement of this kind.

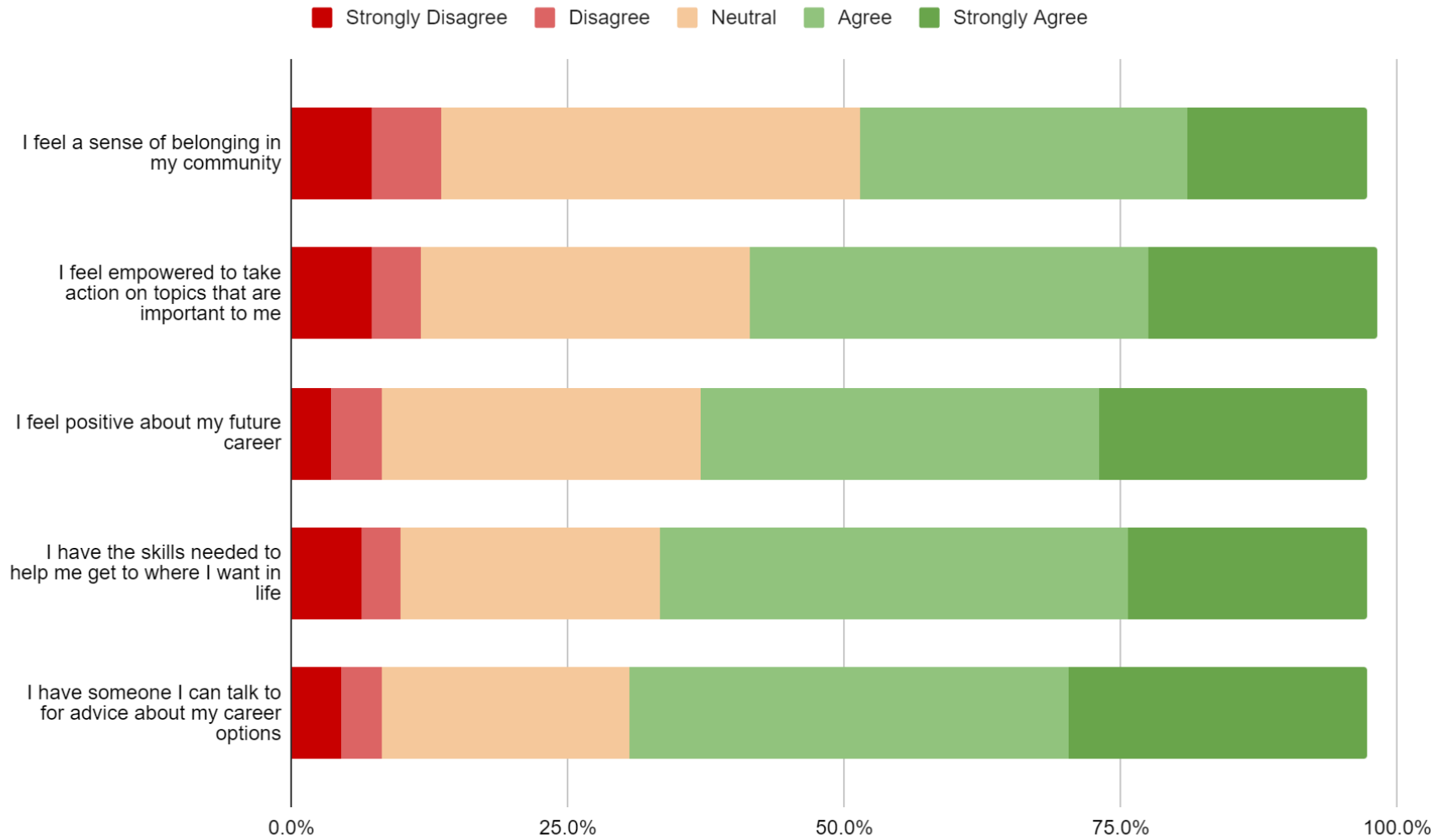
**Figure 30 | Gen22 Participants | How far do you agree with the following statements? (Baseline)**  
(106 < n <109)

How far do you agree with the following statements	% Agree
I am confident	57.7%
I am resilient	64.0%
I have positive mental health	49.5%
I have a positive outlook on society and the world around me	42.3%
I feel a sense of belonging in my community	45.9%
I feel empowered to take action on topics that are important to me	56.8%
I feel positive about my future career	60.4%
I have the skills needed to help me get to where I want in life	64.0%
I have someone I can talk to for advice about my career options	66.7%



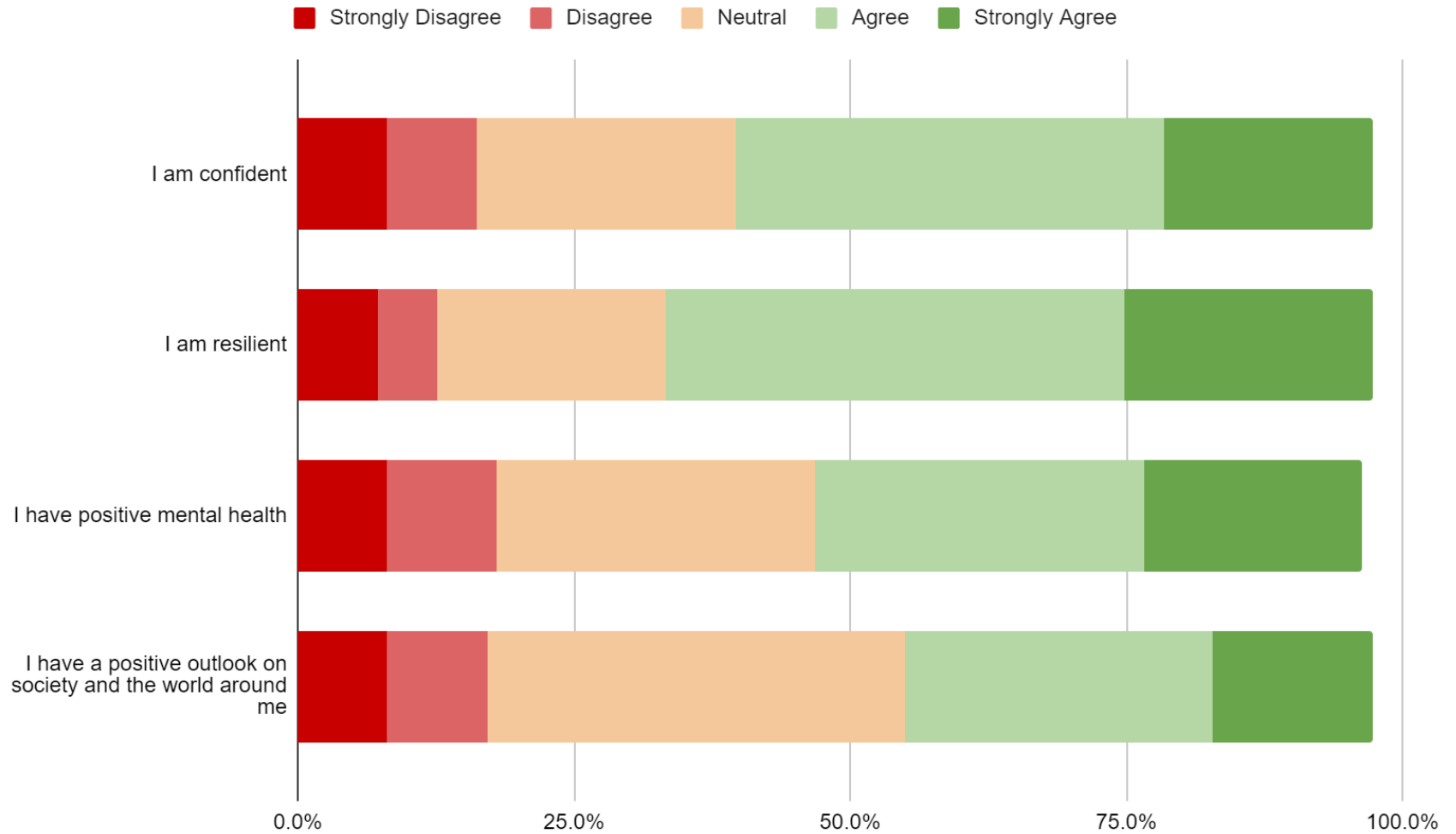
**Figure 31 | Gen22 Participants | How far do you agree with the following statements**

(106 < n < 109)



**Figure 32 | Gen22 Participants | How far do you agree with the following statements**

(106 < n < 109)



## **Bring the Power**

### **Project Overview & Activities**

Bring the Power (BTP) is a youth engagement programme focusing on supporting young people and education professionals within Birmingham and the West Midlands. The programme aims to widen knowledge, improve access to sport, boost confidence and resilience in young people, and help them to acquire new skills. With a revised focus on Women and Girls in Sport, SEND opportunities, and Youth Voice as overarching pillars, Bring the Power seeks to address the imbalance of female representation within the sports sector and access to opportunities for young people with disabilities across the digital, arts and sport sectors.

There are four delivery streams within Bring the Power: Regional Offer, Festival Days, Inclusive Practice and Youth Voice. BTP's regional offer consists of a series of workshops, online resources, and a competition offered to schools and youth groups across the West Midlands. It educates young people on the legacy of the Birmingham 2022 Commonwealth Games and inspiring local figures whilst building teamwork and employability skills. Each workshop ended by encouraging young people to make a pledge for change in their community:

*"I pledge to encourage other people to come to my swimming club. They are welcome to join any time."*

– Year 5 student

The various activity strands of Bring the Power have been briefly outlined below.

### **Resources**

In July 2023, to celebrate one year on from the Birmingham 2022 Commonwealth Games, United By 2022 developed flexible 20-minute assembly presentations that could be used in schools. The presentations included impactful imagery, film clips, and supporting notes which teachers could edit and adapt to suit their students. The resources are hosted on the United By 2022 website and are free to access.

### **Competition**

A social action competition titled 'Get Even' for Key Stage 2 and 3 was launched in February 2024 to inspire young people to use their voice and take action to make a positive difference in their communities. Young people were set the task of creating a piece of art that celebrated diversity in sport and encouraged all young people to take part. Receiving over 50 entries, the winning artworks were selected by a local Birmingham youth panel, with the winners receiving tickets to a sporting event of their choice and a Team England athlete visit to their school.

### **Common Ground**

The Common Ground Arts programme brings artist residencies to schools serving students with special educational needs. Teachers and artists share their professional knowledge and practices in their respective disciplines. This helps to create meaningful student art outcomes through these accessible artist residencies. From street art to breakdancing, filmmaking for BSL users to visual arts, students were given the opportunity to explore, make connections and foster creativity. The resulting student art projects from all schools were shared and celebrated during a public exhibition at the Midlands Arts Centre in June 2024. A summary video of all seven projects is available on [YouTube](#).

### **Gift of the Games**

Gift of the Games aims to support nine schools in Birmingham & Solihull to further embed inclusive sport and physical activity offerings into their pupils' everyday life. Through collaboration with the schools, BTP provides an inclusive sports programme for pupils with and without SEND, along with tailored support for school staff to ensure long-term implementation of inclusive practices. Over 6 weeks, students have the opportunity to participate in different sports, particularly those that are not usually offered in the school curriculum. The sports include: wheelchair basketball, boccia, soft archery, adaptive boxing, squash, and inclusive athletics. Critical to the success of the project is the support delivered to improve inclusion-awareness and accessibility. Each school will complete a baseline consultation resulting in bespoke Action Plans delivered to PE leads and supporting staff. The project aims to create partnership opportunities amongst schools to encourage project sustainability once the initial 6-week delivery period has finished. It will also provide ongoing support through e-learning modules and resource hubs. To date, two schools have completed their 6 weeks delivery, with the remaining seven schools due to start in the Autumn 2024 term.

### **Stronger Together**

Four Birmingham based schools participated in the Stronger Together Project, each spending six weeks working with cultural organisations on the theme 'Stronger Together' to celebrate personal and community identity. Students from Queensbridge School took part in poetry workshops with Sampad South Asian Arts. Wheelers Lane Technology College and the theatre company Stan's Café created Suzie Small Pulls A Bus, a performance art piece about forces and friction, culminating in a double decker bus being pulled across the school playing field by over 100 students and parents. King Edward VI Camp Hill School for Boys have worked with Soul City Arts, where a street-artist who uses his art to empower communities has worked to make a Stronger Together art installation. Kings Norton Girls' School worked with musician Keith Farr to create The Birmingham Cantata, a musical piece telling the story and spirit that makes Birmingham the unique city it is today. Participating students and their parents came together on the 4th July 2024 to share their artwork and performances.

## **Festival Days**

Festival Days are mass participation moments for young people to connect through an inspirational day of sport and cultural activity. Seven community organisations have been granted £7,000 each to deliver a Festival Day co-designed by young people, encouraging creativity and innovative thinking. To date festival days have been held in Coventry, Dudley, and Wolverhampton, with the remaining four to take place between July and December 2024.

## **Outcomes**

Bring the Power contributes impact to all eight of the Trailblazer programme-wide outcomes:

**Wellbeing  
Skills  
Resource**

**Networks  
Exchange  
Representation**

**Co-Creation  
Access**

The outcomes can be read in full on the [theory of change](#) or in the opening methodology section of this report.

## **Output Data**

Bring the Power have delivered a total of 209 sessions engaging young people, of which 117 have been one-off engagements with young people and 92 sessions have been long-term participation. These sessions have related to the workshops and resources delivered in schools, and the Common Ground artists residency programme.

The 117 one-off sessions delivered in schools equated to engagement with 3,162 young people, across both primary (1,725 young people) and secondary school provision (1,437 young people).

The 92 long-term participation sessions delivered as part of Common Ground engaged a total of 162 individual young people. This group, via engagement over multiple sessions, cumulated in a total of 1,948 participant engagements.

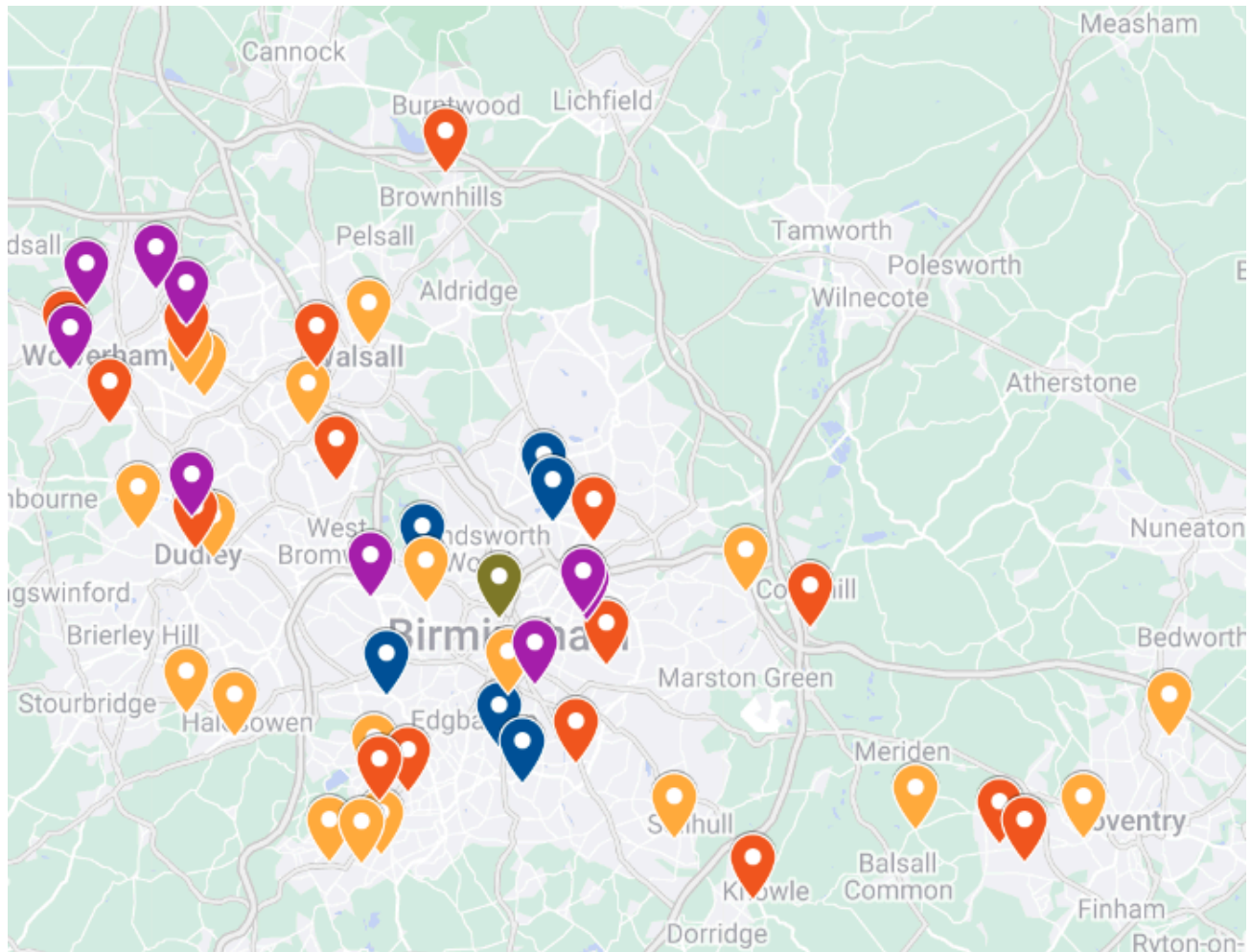
During sessions delivered with young people - both via short and long-term participation - teachers and youth workers were engaged in the process. 96 teachers were engaged via primary school provision, and 80 were engaged via secondary school provision. 44 teachers and support workers were also engaged via the Common Ground sessions. This engagement with long-term participation via Common Ground aims to have a direct impact on the teachers involved - improving their ability to tailor sessions directly to the needs of the young people they are working with, whilst also bolstering their creative engagement skills.

In addition to training gained via witness provision delivered to young people, teachers, and support workers on Common Ground were also offered a series of Training sessions. Five training sessions were delivered across multiple locations, totalling 115 training engagements.

Finally, the Festival Days activity strand has engaged groups of young people in the co-design of the Festival day. The below figure highlights the multiple locations of this co-creation activity. This network or advisory engagement amounted to a total of 30 sessions, across 9 locations. There have been a total of 528 advisory engagements with Bring the Power.<sup>9</sup>

**Figure 33 | BTP Sessions by Activity Strand** ([Full Map](#))

Secondary Schools Provision (HARK), Primary Schools Provision (HARK), Common Ground Sessions, Festival Days, Blesst Panel



<sup>9</sup> This data - submitted by delivery suppliers - has not been adequately verified, and sits as an outlier in the dataset.

## **Critical Mass**

### **Project Overview & Activities**

Originally part of the Birmingham 2022 Festival, Critical Mass is a high-profile dance and movement project that engages hundreds of participants aged 16-30 years old from the West Midlands who are representative of the diversity of the region. The programme brings together young people with disabilities, and without, to encourage them to move more and perform as a united dance group.

#### **FABRIC Keep Moving Sessions**

Through regular activity FABRIC supports the region to continue offering inclusive regular activity to young people in their community, ensuring that the arts sector can sustainably offer inclusive dance for years to come, changing the perception of disability and pathways into the dance sector. FABRIC continues to generate learning and insight about inclusion, access and disability for the region and wider sectors, whilst engaging young people in high quality dance experiences.

#### **FABRIC Performance Strand**

FABRIC and UB22 further enable opportunities that provide skills and employment for the workforce engaged in Critical Mass and for participants to see new and different pathways for their participation in dance performance and learning. The project aims to see dancers and creatives that experience disabilities employed in professional dance companies / structures and in community contexts to embed practices.

#### **Black Country Inclusive Dance**

Black Country Dance Hub (BCDH) delivers three, new inclusive groups in Walsall & Dudley to establish and develop regular inclusive dance provision that has historically been underrepresented in the region.

- Walsall Group - Funky Kids Charity provide inclusive dance sessions for young people 5 – 18 years who identify as D/deaf, Hard of Hearing, and non-disabled young people with deaf siblings or parents in Walsall. The group meets weekly to create new dance collaborative work with D/deaf Dance Artist/s supported by a BSL interpreter and BCDH staff.
- Dudley Groups - These groups expand and develop inclusive dance sessions for young people 5 – 19 years (Aspire) and for dancers 19 years and above (Evolve) who are part of the HYPA network and who identify as ‘neurodiverse, disabled, and non-disabled with complex needs’ in Dudley.

The project builds a resilient action plan for the future of Funky Kids, Aspire & Evolve, guaranteeing sustainability for inclusive dance provision in the Black Country. This will take the form of a bid to Arts Council England and local funding bodies e.g. Creative Black Country

to strengthen the inclusive dance network to shape a connected community that can work together to realise and achieve more ambitious goals.

### **Coventry Inclusive Dance**

Run by Ascension Dance company, the project runs two new inclusive groups in Coventry.

- Group 1 - Ages 5 - 9 - 'Explore' is a sensory dance play space for children and young people with additional learning requirements to be able to immerse themselves in movement using light play, textures, props and movement prompts. This is led by Ashley Jordan of Ascension Dance.
- Group 2 - Ages 14+ - 'Journey' is an inclusive group aimed at extending the opportunities for young adults aged 14 - 25 to continue their dance training and dive into dance, movement, and choreography. This group is run in collaboration with Moving Space Co. Mel Ahern, Company Director, empowering a unique artistic voice in all participants.

**Dance Leaders Group** are delivering a programme of practitioners' capacity building. They will be supporting the sector through:

- Training and development: providing the sector with business development support, international inspiration through connecting international specialists in inclusive working and providing bursaries to access existing courses and training.
- Networking and Events: coordinating 35 paid learning exchanges between dance professionals engaging beyond DLG members. Attending and supporting existing inclusive dance events
- Progression Routes: practically testing out resources from Critical Mass such as Common ground Manual. Creating an inclusive Pathway Forum and providing the sector 5 mentoring placements with professional regional companies.

### **Outcomes**

Critical Mass contributes impact to all eight of the Trailblazer programme-wide outcomes:

**Wellbeing**  
**Skills**  
**Resource**

**Networks**  
**Exchange**  
**Representation**

**Co-Creation**  
**Access**

The outcomes can be read in full on the [theory of change](#) or in the opening methodology section of this report.



## Output Data

All participation as part of Critical Mass occurs over multiple sessions and therefore falls into the category of long-term participation. Thus far 82 sessions engaging young people have taken place as part of Critical Mass. These have been delivered by seven providers, across 11 locations, as detailed in the figure below.

These sessions have been delivered to a total of 57 young people, amounting to 807 individual participant engagements. This equates to each young person attending on average 14 sessions over the course of their engagement so far.

**Figure 34 | CM Sessions by Activity Strand** ([Full Map](#))

LYNNEBEC, Linden, That! Dance, Black Country Dance Hub, Embody Dance, Embody Dance, SiD



**Figure 35 | CM Sessions by Activity Strand**

Organisation	Location	Session Count	% Share
Black Country Dance Hub	DY4 8UH	15	18.3%
Black Country Dance Hub	WS3 1AG	1	1.2%
Embody Dance - Tiger Feet Nuneaton	CV10 0AG	8	9.8%
Embody Dance - Tiger Feet Bedworth	CV12 8RJ	8	9.8%
Linden	B5 4TB	3	3.7%
Linden	B5 5RT	1	1.2%
LYNNEBEC	B5 4TB	8	9.8%
SiD	SY1 1DX	3	3.7%
SiD	SY3 8FT	1	1.2%
That! Dance	WS13 6RL	14	17.1%
That! Dance	DE14 1AA	18	22.0%
That! Dance	WS13 7LD	2	2.4%

## **Social Value**

### **Project Overview & Activities**

Social Value is a measure of the value an organisation contributes to society, beyond a reported profit. This method of measurement shifts the focus of value from a direct financial contribution towards the tangible impacts that decisions have on the people in our communities. Social Value looks at the net positive impacts for third sector organisations, communities and society; building towards a more sustainable future for the West Midlands.

In this workstrand United By 2022 have developed a robust Social Value implementation and measurement framework that aligns with the goals set out by the Public Services (Social Value) Act of 2012 and the needs of the West Midlands. They have committed to generating a minimum of £1 million verified Social Value return across United By 2022 activities from April 2023-March 2025. Social Value is being treated as a strategic priority, empowering United By 2022 to improve its own services as a Charity.

The Social Value Trailblazer strand encourages and supports organisations across the West Midlands to make social value a part of the way they do business every day. It works with the private sector to:

- develop social value strategies;
- measure the social value they are generating;
- connect them with local communities they otherwise wouldn't come across; and
- help them grow their impact and share their stories.

The strand aims to bring together the private and third sector, securing investment for grassroots sport, local arts organisations and community projects, and delivering more Social Value to the region.

### **Skilled Volunteers**

A cohort of volunteers who have skills in a range of organisational development which are strategically matched with UB Family organisations who need targeted support. The skilled volunteer pool includes representatives across the private sector.

### **Capacity Building**

A series of webinars and in-person events, delivered by specialist industry experts, to offer organisations support with practical challenges such as bid writing, budgeting and project management. Additionally, the 'Meet the Funder' webinars provide opportunities to connect community organisations with potential funders.

## Outcomes

Social Value contributes to five of the Trailblazer programme-wide outcomes:

Wellbeing  
**Skills**  
**Resource**

**Networks**  
**Exchange**  
Representation

Co-Creation  
**Access**

The outcomes can be read in full on the [theory of change](#) or in the opening methodology section of this report.

## Social Value Output Data

So far, the Social Value workstrand has delivered a total of 21 training sessions across their multiple workstrands. This has engaged a total of 373 training attendances across all the sessions.

12 of these sessions have been part of Social Value's General Capacity Building activity strand. These have taken place both online and in person, the latter taking place in Coventry and Birmingham. The workshops have spanned a range of topics, from project management, income generation and organisational promotion workshops; to sessions connecting community organisations directly with funders such as Severn Trent Water, Lloyds Bank and National Lottery Heritage Fund.

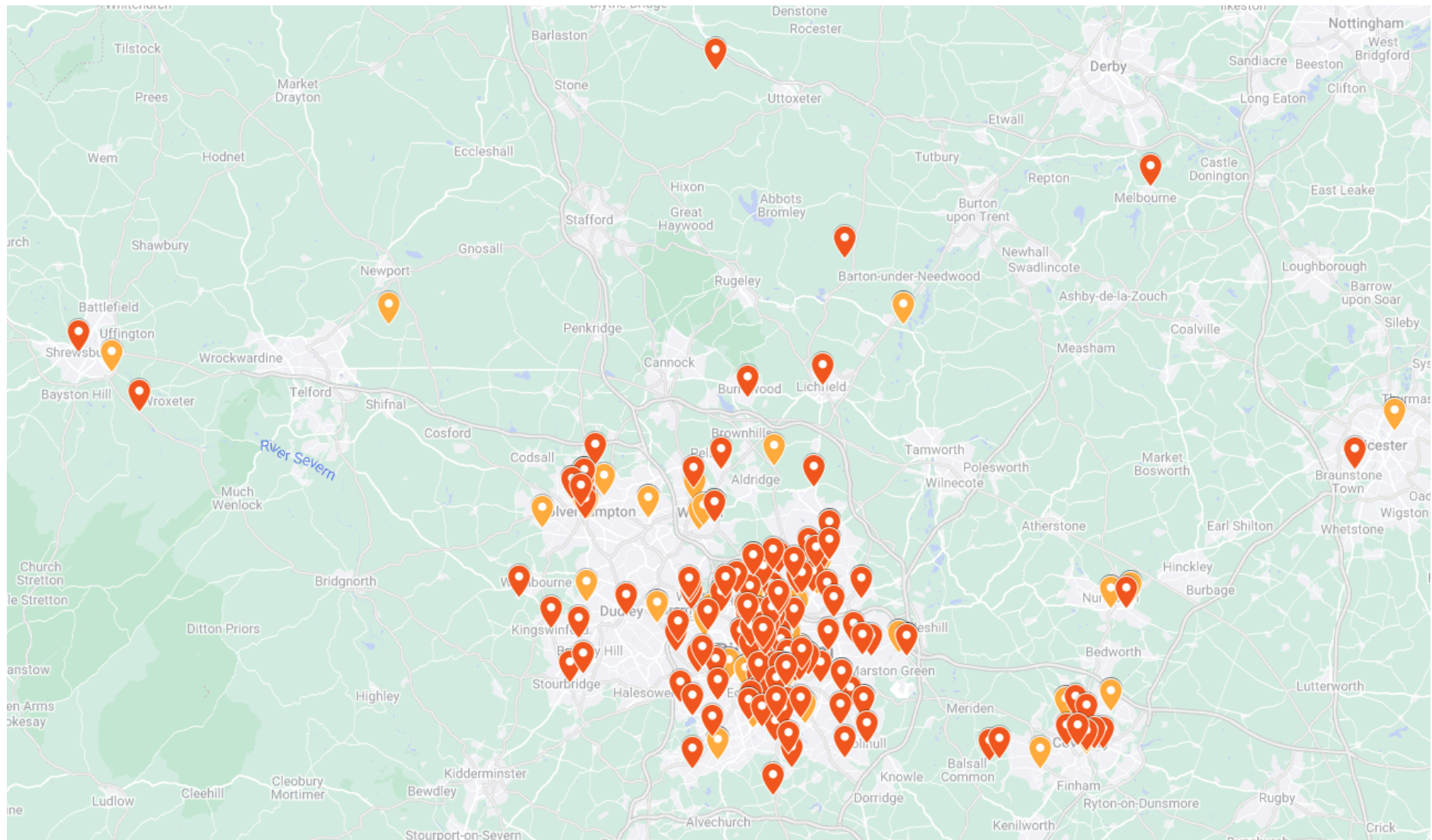
Four of these sessions have been 1-2-1 meetings assisting organisations in their applications to the Inclusive Communities fund, a grant fund managed by Heart of England on behalf of West Midlands Combined Authority's (WMCA) Legacy Enhancement Fund. These sessions helped organisations to develop their applications.

Finally, five of these sessions saw the Social Value team connect skilled volunteers to community organisations, delivering high quality, tailored training and advice on specific topics. These have included bid-writing workshops with the National Trust and National Lottery Community Fund, a session on evaluation with the University of Birmingham, and a session on promoting projects with Salesforce.

There are currently 146 organisations listed as part of the 'United By 2022 Family' - these are organisations who access support via the Social Value team, whether that be through attending the general upskilling workshops, engaging with skilled volunteers, or benefitting from 1-2-1 advice and surgeries.

**Figure 36 | Social Value | United By 2022 Family Members, Training Attendees** [\(Full Map\)](#)

(n=146; n=127)



## **Thank you**

United By 2022 would like to thank the following organisations for their support:

- Rigby Foundation – for its generous funding and support
- West Midlands Combined Authority – for providing funding through the CWGLEF
- Birmingham City Council – for providing temporary working space and storage
- Shoosmiths – for their pro-bono legal support and providing meeting and event space for our young people, including a visit from University of Rotterdam students!
- Gowlings WLG – for providing meeting and events space, including hosting our interviews for new staff, and their ongoing pro-bono legal advice.
- Fisher German – for providing meeting space and staff time to support our Ideas Made Real programme.
- Salesforce – for providing staff volunteering hours to mentor young people and upskilling workshops for charities and community organisations.
- Commonwealth Games Federation – for its support and license to use the Games branding and associated IP, and especially Perry the Mascot!

United By 2022 would also like to thank its Trustees, Staff, Volunteers, and Suppliers for their efforts. You are part of our family, and we could not achieve this fantastic impact without your support.

## **Appendix 1: Evaluation Framework**

United By 2022's Evaluation Framework can be accessed at [this link](#).