

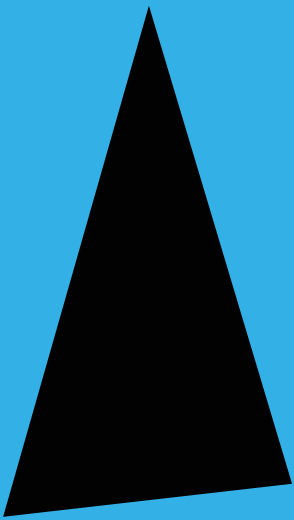


# LEGACY PLAN

► MARCH 2021

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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

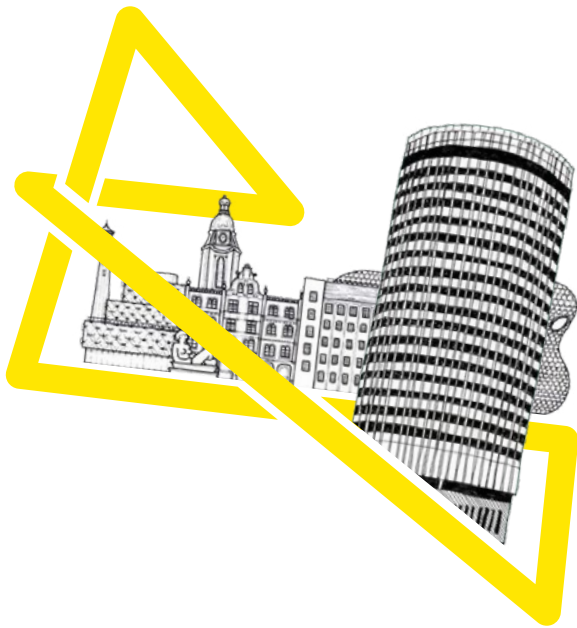
There is a man in a wheelchair, pumping through the  
Finish line, and the crowd are roaring, just experienced  
What awe is and this is awesome. There is a man  
Who cannot stand, but has always stood for something  
For hard work and dedication, for transcending expectation  
And taking limitations 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



# THE GAMES FOR EVERYONE



In 2022, this great region will erupt with a celebration of culture, sport, and unity. The vibrant and diverse Commonwealth city of Birmingham will flourish on the world stage, testament to the strength and resilience of the people that make our neighbourhoods and communities thrive. While we respectfully reflect on an unprecedented period of mental and physical hardship, the Birmingham 2022 Commonwealth Games provides a platform to showcase the very best of the people who make our villages, towns and cities, and who are the beating heart of this great country.

Together, we welcome the Games and a new era of equality and opportunity in Birmingham and across the West Midlands.

For we are a region of makers, of kind hearts and never-quiters. We will surprise you. We will show you an array of cultures, faiths, and history. We welcome the opportunities that hosting a global event like the Games gives individuals, communities, and businesses. We will use this event to recharge, rise, grow, and succeed, advancing our ambition for a fair and thriving region for all.

It can be difficult to see past the challenges we face today, but tomorrow brings a beacon of hope in the form of the Games. Achieving a legacy is important for every global sporting event; for Birmingham and the West Midlands that legacy is underway. The

Games is a significant milestone in the world's road to recovery. It is a moment of reflection, celebration, and inspiration. The Alexander Stadium will be redeveloped into a world-class venue. Embedded in the community from grassroots sports to Commonwealth champions, the Alexander will be their home. We look forward to our children learning to swim at the new Aquatics Centre in Sandwell, diving, and swimming where sporting heroes have triumphed before them. We cannot wait to welcome the world to our region and share in the excitement of a global multi-sport event and cultural festival.

From Warwick to Walsall, we're on a revival - come and witness our journey. As our Commonwealth athletes prepare to be centre stage, inspiring us with outstanding performances, they remind us all that sport can demonstrate the best of humankind.

The Games can be a wider catalyst and accelerate our aspirations around climate change and regeneration, to showcase this national centre of hospitality and advanced green manufacturing. We want these Games to be the most sustainable yet. We will champion better mental and physical health, strengthen connections between communities, and through volunteering and employment opportunities we will prosper.

Beyond 11 days of sport this is a once in a generation opportunity to reconnect. From improved active travel and infrastructure, to renewed and revived partnerships and community involvement. We will ensure the Games leaves this region with big legacies for us as a community and small legacies for millions of us as individuals.

**For us, the Games can and will make a world of difference.**



# INTRODUCTION

In 2022, the Birmingham Commonwealth Games will crown an amazing year of celebration for our country. In the year of Her Majesty the Queen's 70th anniversary as monarch, the Games will be a gala of sporting achievement, helping to shine a light on all that is great about the UK as we welcome our friends across the Commonwealth to Birmingham. As well as the Games and the Queen's Platinum Jubilee, in this year of recovery, we will also come together to celebrate Festival UK<sup>1</sup> 2022, Coventry UK City of Culture 2021, the 75th anniversary of the Edinburgh Festivals and the centenary of the BBC, all highlighting the UK's fantastic culture, creativity and shared heritage.

The Birmingham 2022 Commonwealth Games is '**the Games for Everyone**'. Our starting point is our diversity, home to people from more than 180 countries, Birmingham is a Commonwealth and global city.

We are proud that Birmingham 2022 will deliver the largest fully integrated para-sport programme for any Commonwealth Games and, for the first time in global multi-sport event history, more medals will be awarded to women than men.

By advancing equity on the field of play, we are inspired and challenged to mirror these firsts in our legacy work. We aim to deliver several Games' firsts: the first carbon-neutral Games, the first time a social value requirement has been embedded in every tender for goods and services, the largest Business and Tourism programme of any Games, the first comprehensive and most ambitious community engagement programme, and the first Games to fully integrate volunteers from all delivery partners into a united volunteering programme.

The Games give us an opportunity to create a movement to promote personal achievement and our core values of equality, diversity, and inclusion. National Governing Bodies of sport, athletes from Team England, and athletes from each of the UK's home nations will be central in delivering a successful and inclusive Games that will make our whole nation proud and help to unite us in celebration. The cultural, community, and education programmes across the Games all have a major part to play in helping to raise awareness of the history of the modern Commonwealth. The legacy programme has a clear ambition to ensure the diversity of the Commonwealth is celebrated. It is an opportunity to highlight the values and aspirations that unite the Commonwealth, including a commitment to equality and respect for the protection and promotion of human rights.

These are historic times and - alongside the array of wonderful events taking place in 2022 - the Games can help to develop and implement strategies for levelling up, inclusive growth and sustainable success across the city, region, and nation. £778 million of public investment will be at the heart of the region's economic recovery in the aftermath of the Covid-19 pandemic.

The 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. In delivering legacy we are committed to ensuring that hidden voices are heard, and that advancing equality will help to deliver a bright, common future for all. This vision will be delivered through collaborative interventions and an inclusive approach.

## WE AIM TO DELIVER SEVERAL GAMES' FIRSTS:



The first carbon-neutral Games



The first time a social value requirement has been embedded in every tender for goods and services



The first comprehensive and most ambitious community engagement programme







The largest Business and Tourism programme of any Games



The first Games to fully integrate volunteers from all delivery partners into a united volunteering programme.





# ▶ A GAMES FOR EVERYONE

## GAMES MISSIONS

 <p><b>BRING PEOPLE TOGETHER</b></p>	<p>These Games will embrace and champion the youth, diversity, humanity and pride of the region and the Commonwealth.</p>
 <p><b>IMPROVE HEALTH AND WELL-BEING</b></p>	<p>Inspire, engage, and connect communities and athletes to realise their full potential and live happier, healthier lives.</p>
 <p><b>HELP THE REGION TO GROW AND SUCCEED</b></p>	<p>Transform and strengthen local communities, working together to deliver new and improved homes, facilities, and transport links.</p>
 <p><b>BE A CATALYST FOR CHANGE</b></p>	<p>Drive sustainable growth and aspiration, creating opportunities through trade, investment, jobs, and skills.</p>
 <p><b>PUT US ON THE GLOBAL STAGE</b></p>	<p>Deliver an unforgettable, global Games in partnership, on time and on budget to showcase the best of Birmingham, the West Midlands, and the Commonwealth.</p>

# ▶ LEGACY PROGRAMMES AND OUR MISSION PILLARS

**How the programmes align to the B2022 Mission Pillars**

 <p><b>BRING PEOPLE TOGETHER</b></p>	 <p><b>IMPROVE HEALTH AND WELL-BEING</b></p>	 <p><b>HELP THE REGION TO GROW AND SUCCEED</b></p>	 <p><b>BE A CATALYST FOR CHANGE</b></p>	 <p><b>PUT US ON THE GLOBAL STAGE</b></p>
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LEARNING PROGRAMME	●	●	●	●	●
CREATIVE & CULTURAL PARTICIPATION	●	●	●	●	●
JOBS AND SKILLS		●	●	●	●
BUSINESS & TOURISM			●		●
COMMUNITY COHESION, INCLUSION & PRIDE	●	●	●	●	●
VOLUNTEERING	●	●	●	●	●
SUSTAINABILITY		●	●	●	●
PHYSICAL ACTIVITY & WELLBEING	●	●	●	●	
SOCIAL VALUE		●	●	●	

The region already has a strategy to create a healthier, happier, better connected, and more prosperous West Midlands. And like the sporting achievements on the field of play, the Games will inject pace and purpose, bringing partners together around those ambitions.

**This is our statement of intent. The following pages set out a broad spectrum of legacy activity, united by the vision of the Games for Everyone.**



## Legacy will be delivered by teamwork

As with any sporting event of this size, the legacy ambition will be delivered by a strong partnership of organisations working together to maximise the opportunity and investment presented by the Games. An extensive programme of collaborative work begins years before the event and requires partners to agree priorities, commit resources and integrate their work for several years. The partners driving legacy 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').
- The Department for Digital, Culture, Media and Sport ('DCMS').
- Birmingham City Council ('BCC').
- The West Midlands Combined Authority ('WMCA') and the West Midlands Growth Company ('WMGC').
- Sandwell Metropolitan Borough Council (Sandwell Council).
- Associate partners including: West Midlands Police, Sport England.

## Accelerating Change

The journey to create a legacy for the Games began on 21 December 2017 when the 2022 Games were awarded to Commonwealth Games England and Birmingham. We embraced the challenge of a shorter delivery timescale than usual when the original 2022 host, the city of Durban, did not proceed. The willingness to take it on and make it work crystallises the spirit of this city and region, a spirit echoed in our mascot. Birmingham's bid was considered a compelling option and stood out for the diversity and youth of the city, a modern reflection of the Commonwealth itself.



The delivery of these Games could also leave a lasting imprint on the planning and execution of future Commonwealth Games and multi-sport events. Stepping in to host the Games on a shortened timetable was already a significant operational challenge and the additional complexity of lockdowns and remote working have stretched the boundaries of usual mega-event programme delivery. The Birmingham 2022 Games Partners have called upon reserves of creativity, resilience, and human spirit and are all proud to be currently on time and on budget.

In the two years after the host city was announced, Birmingham and the West Midlands was set on a trajectory of tremendous growth - becoming the fastest growing region in the nation in 2019 and bucking the national trend on a host of economic indicators, such as enterprise and employment growth. This was powered by a young workforce increasing its skills and moving to the region, though underlying this growth there are issues with inequality, poverty, youth unemployment, low skills, poor health, and school performance.

Of course, Birmingham and the West Midlands have been hit hard by the impacts of the pandemic. Many people, particularly the most vulnerable and disadvantaged in society have experienced hardship. This is shaping a unique Commonwealth Games story and is where the legacy of Birmingham 2022 must begin, helping to shape the recovery and renewal of Birmingham, the West Midlands, and the UK as we look to build back better.

"We have a wonderful summer of sport to look forward to in 2022 with the Commonwealth Games and the Women's European Football Championship both being hosted in the UK. These centrepiece events put women's sport in the spotlight - building on the success and momentum created by London 2012, Glasgow 2014 and the 2019 Women's World Cup."

**Barbara Slater, Director of BBC Sport**





## Return on investment

When the curtain rises on the opening ceremony of the Games in July 2022 Birmingham, the West Midlands, and the whole UK will be at the centre of the international spotlight. The Games will be the largest multi-sport competition to be held in England in 10 years with a global broadcast audience of over 1 billion, spanning over 11 days of sport. We want to use the Games to send a clear message that Birmingham, the West Midlands and indeed the whole of the UK is open for business.



**£778 MILLION INVESTMENT**



**35,000 GAMES-TIME  
JOBS AND OPPORTUNITIES**



**£350+ MILLION IN CONTRACTS**

The public investment of **£778 million** has already built confidence to bring forward and accelerate planned local investment. This is hugely significant to Birmingham and the region, and local people will draw on these benefits for years to come.

The region will benefit from a cutting-edge transport scheme that will speed up and improve connectivity for local people. This will encourage more walking and cycling for everyday journeys, help improve air quality, and embed sustainable infrastructure including rail stations, bus routes and roads. And in Perry Barr, the area surrounding the Alexander Stadium, regeneration will revive the area and provide affordable homes.

Hosting the Games has generated significant economic benefits, tangibly repositioned, and transformed previous host cities according to a report published for Commonwealth Games Federation (CGF) last year<sup>2</sup>. In 2018 the Gold Coast saw an uplift of £1 billion to its economy. Now, it is more important than ever to capture and harness this transformational power for Birmingham and the West Midlands to recharge and regenerate.

With **35,000** Games-time jobs, volunteering and skills opportunities being created, **£350+ million** in contracts to help deliver the Games, and a goal to attract many more additional visitors and tourists to the West Midlands, it's clear the Games can be a catalyst for regional business confidence and the national economy. With not one, but two major cultural festivals taking place in the West Midlands over the next 18 months, the upswing can begin as the UK City of Culture transforms Coventry, and hands over the momentum to Birmingham and the rest of the region in 2022.

Global multi-sport events can inspire, motivate, and galvanise interest in the power of sport. Similarly, the Games can provide a once in a lifetime economic boost to the region and can spread those benefits to the people and places that really need the lift. **We want the Games to support our goal for a fairer, greener, healthier, and more prosperous city and region**, and, as far as possible, to help us all to recover from the pandemic.

One of the ways we will spread the benefits is through the Games' Social Value Charter<sup>3</sup> which sets out the values which are important to us in delivering the Games and drives us to put opportunities within the reach of local people and businesses.

To ensure that these Games deliver on legacy, a three-year independent Games-wide evaluation is being undertaken to identify the extent to which the Games will create lasting benefits for Birmingham, the West Midlands, and the UK. The evaluation will assess the economic, social, and environmental outcomes and impacts that have been achieved before, during and after the Games.

This will be focused on the £778 million public investment into the Games, investment generated by the Business and Tourism programme, and investment into capital projects and other sporting, cultural and environmental activities created or amplified by the Games including any legacy initiatives. The evaluation will measure impact across each of the Games' five mission pillars and report back in 2023.

This is a Games that will be grounded in communities, and the issues that are relevant to them. Throughout the legacy programme we are:

- **Promoting the benefits of physical activity, community sport and improved wellbeing.**
- **Driving economic and community recovery.**
- **Building the capacity of communities to help people live healthy and fulfilled lives.**
- **Tackling inequalities and working towards inclusive leadership.**
- **Advancing sustainability through lasting behavioural change and enhancing the natural environment.**
- **Celebrating the wonderful heritage of our proud city and wider region.**

<sup>2</sup>Games Value Framework, December 2019, PWC <https://bit.ly/3puUnJV>

<sup>3</sup>Birmingham 2022 Social Value Charter <https://bit.ly/2N7WPZT>



## CGF Value Framework

In building our legacy programme we have drawn on the CGF vision to use sport to create peaceful, sustainable, and prosperous communities across the Commonwealth. The CGF collects a wide range of socio-economic data to measure the benefits felt by previous host cities.



### BOOSTS GDP AND EMPLOYMENT BEFORE, DURING AND AFTER THE GAMES

**£1BN**

GDP boost for previous host city/regions

**23,000**

Full time equivalent years of employment

**3.2**

Ratio of return on public sector investment



### STRENGTHENS TRADE, INVESTMENT AND TOURISM LINKS

**25%**

Increase in Tourism

**£400M**

Trade deals and investments

**1BN**

Global TV audience



### SUPPORTS PHYSICAL, ECONOMIC AND SOCIAL REGENERATION

**23.5%**

Decline in unemployment (Manchester 2002)

**700**

Affordable homes + 120 bed care home (Glasgow 2014)

**£474M**

Accelerated investments (Glasgow 2014)



### PROMOTES SOCIAL COHESION AND ENCOURAGES INDIVIDUALS TO ADOPT POSITIVE BEHAVIOURS

**100%**

GHG emission offset in Gold Coast 2018

**1.7M**

Plastic bottles saved in Gold Coast 2018

**18%**

Reduction in crime +14% increase in pride (Glasgow 2014)

Up to **15,000**

Volunteers supporting delivery of the games

▶ As we prepare to welcome the world to Birmingham 2022, our legacy work embodies the Commonwealth Games Federation's values of humanity, equality, and destiny at a time when it's never been more important to bring people together.





# INVESTMENT AND THE BUILT ENVIRONMENT

We want the Games venues to become cherished landmarks and valued community assets. We want the echoes of the Games to inspire our children when they visit and revive positive memories when we pass by, feeling proud of this place we call home.

Backed by £778 million of public funding, the Games will deliver world class sport and venues and generate a range of lasting benefits for local people. There is a united ambition to use this investment to accelerate improvements and achieve a healthier, happier, better connected and more prosperous region for us all.

As the **Games for Everyone** we would like the physical legacies of the Games to mean that we: ensure that the Games leaves a sporting legacy and that venues and facilities are developed for community use; position Perry Barr as a thriving centre and attractive place for a wide range of people to live, work and visit; and use the Games to accelerate reliable and safe infrastructure that provides sustainable travel. Where possible we are using modern methods of construction to reduce our carbon footprint and are upskilling our workforce in these methods.

## **World-class venues and venue legacy around the region**

Hosting the Games allows for the creation of world-class venues that will bring future sporting events to the West Midlands and give local people access to exceptional and inclusive sports facilities. In conjunction with sports' National Governing Bodies, planning is underway to attract post-Games domestic, national, and international events to the West Midlands.

In addition to the two key venues there will also be substantial investment and improvement made to other Games venues. For example, improvements to the riverside and resurfacing of paths at Victoria Park in Leamington Spa, and at Cannock Chase, where the Games Mountain Biking event will take place.

## **Alexander Stadium**

Alexander Stadium has provided a focal point for regional, national, and international athletics since it opened in 1976. Ahead of the Games the stadium will be transformed, serving UK Athletics and the local athletics team, Birchfield Harriers, and able to host major world-class events. In addition to the redevelopment of the stadium the Games also brings further opportunity to bring

forward a longer-term goal, the regeneration of the Perry Barr area (see also on page 15).

At Games time the stadium will house around 30,000 spectators at each session. Post-Games it will revert to a permanent capacity of around 18,000, the largest permanent facility capable of hosting major athletics in the UK. The development of the stadium will support elite sporting opportunities and will further community access all year round.

Construction for the Games started in May 2020 and despite the challenges posed by the pandemic, the £72 million scheme remains on time and on budget. After its initial use as a key Games venue the Stadium will become a focal point of health, wellbeing, sport, academic and community activity in an improved Perry Park.

Post-Games, legacy tenant Birmingham City University will relocate their Sports Science faculty to the stadium. As a new base for up to 1000 students, the stadium will remain an important part of the sporting fabric of the city, region, and nation. It will offer students and staff state-of-the-art facilities, and the opportunity to work and study alongside visiting athletes. The new West Stand and facilities also provides a further opportunity to attract legacy tenants/sports users.

Funding for the stadium redevelopment comes from a number of sources: HM Government, Birmingham City Council, the Greater Birmingham and Solihull Local Enterprise Partnership and the West Midlands Combined Authority.

"This will be an amazing venue for Birmingham 2022 and I'm sure that athletes from across the country, and around the world, are looking forward to competing here during the Games. This stadium has long been associated with great events and great athletes and that association can now continue in 2022 and beyond."

**Kelly Sotherton, MBE - Team England's Track and Field Team Leader for Birmingham 2022, Commonwealth Champion and Triple Olympic bronze medallist**



## ALEXANDER STADIUM



**£72 MILLION**  
INVESTMENT



**30,000**  
GAMES TIME SPECTATORS PER SESSION



**18,000**  
POST-GAMES CAPACITY





## Sandwell Aquatics Centre

Sandwell Aquatics Centre is a new Games venue and will host the swimming and diving events. In legacy it will provide local people with a world-class facility and turn Sandwell into a destination for regional and national swimming and diving.

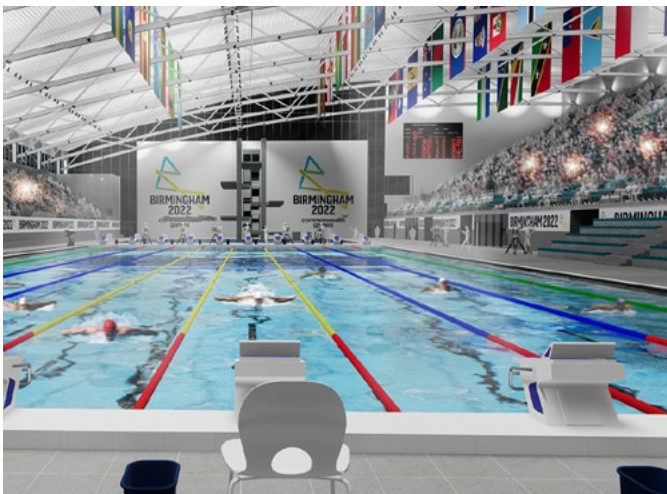
Located in Smethwick, the Aquatics Centre will provide local people with a facility including: a 50m competition pool; a 25m community pool; diving pool; dry dive area; 108 station gym and 25 station women's gym; three studios; and 1000 permanent spectator seats. Sustainable building principles ensure that legacy use has been baked in since the start. The centre is fully accessible and to further meet the needs of local communities there will also be provision for women's only exercise, a football pitch, an urban park, and a children's play area.

The provision of new leisure facilities has long been an ambition in Sandwell and the opportunity to host the Games has accelerated the pace and scale of that ambition as well as fast-tracking improvements to transport infrastructure. Encouragement of active travel has been included through walking routes and cycle pathways.

The centre will open its doors to the public in 2023 and provide a lasting benefit to one of the most disadvantaged areas in the region. The centre will be able to offer a wide range of activities - both for those already active and to encourage those that are currently inactive. Sandwell Council is working closely with Swim England to ensure that a swimming and diving pathway is central to use post-Games.

Sandwell Council have formed a 10-year partnership with the University of Wolverhampton which will see students study and train within the Aquatics Centre as part of their curriculum from 2023.

Funding for the £73 million project comes from partners including Sandwell Council, HM Government, and other contributors, such as Sport England, Black Country Local Enterprise Partnership, Sandwell Leisure Trust, and the University of Wolverhampton.



▶ Sandwell Aquatics Centre Artist Impression

## SANDWELL AQUATICS CENTRE

**£73 MILLION**  
INVESTMENT



**2023**  
OPEN TO PUBLIC



"People shouldn't underestimate how much a facility investment can help the local area, but it's also a national investment. Competitions after the Games will be coming [to Sandwell] from left right and centre. Never ever underestimate how much that brings, especially to local teams, local athletes and how much it inspires them."

**Adam Peaty, MBE, Olympic, World and Commonwealth swimming champion and World record holder**



▶ Sandwell Aquatics Centre Construction



## Perry Barr Regeneration

Perry Barr is a 15-minute journey north-west of Birmingham city centre. It's home to outstanding open spaces including Perry Hall Park and Perry Park where Alexander Stadium is situated. Almost half (46%) of residents in the area are under the age of 30 and the area is one of the most diverse parts of the city with 60% of the population from a non-white background, creating a vibrant and multi-cultural district, full of future talent and people with a strong sense of community.

By 2040 Perry Barr will be a thriving neighbourhood transformed by the impact of Birmingham hosting the Games. It will be a great place to live with parks and green spaces that will contribute to improvements in health and wellbeing. The diverse community will be supported by excellent infrastructure, both physical and social, driven by strong resident engagement.

This vision will be delivered in phases, with some development completed in time for the Games. Further planning and engagement with the community, stakeholders, funders, and landowners is underway to deliver longer-term change. Key aspects include:

### 1. Residential scheme

The first phase of a scheme of 1,400 new homes will be developed in the heart of Perry Barr. Future phases of up to 500 homes are planned alongside new education and leisure facilities. The area will offer choice, opportunity, and address housing need.

### 2. Sustainable transport

Encouraging active travel and reducing reliance on cars - a refurbished rail station and bus interchange, alongside a rapid bus transit route and segregated cycle lane to the city centre, as well as improved pedestrian facilities, will provide local people with sustainable travel choices. This will contribute to the Route to Zero agenda, Birmingham City Council's response to the climate emergency, and the regional sustainability strategy, WM2041.

### 3. Highways scheme

Enables the prioritisation of active and sustainable travel over private vehicles, creates a more legible and attractive pedestrian environment, and unlocks land for development.



**1,400**  
**NEW HOMES**  
**(FIRST PHASE)**



► Perry Barr Residential Scheme. For illustrative purposes only.

## Transport and infrastructure

The Games-time transport plan, being prepared by Transport for West Midlands (TfWM), part of the West Midlands Combined Authority (WMCA), will encourage public transport and active travel solutions to venues, accommodation, and attractions to provide safe, reliable, and fully accessible choices for spectators, competitors, and organisers. The need to change travel habits at Games time is a catalyst towards longer-term behaviour change goals for transport use and delivers a direct sustainable legacy benefit that supports decarbonisation, improvements to air quality and broader physical and mental wellbeing.

### The Games has accelerated key infrastructure improvements including:

- Cycling improvements together with a cycle hire scheme.
- West Midlands Metro Westside extension in Birmingham City Centre and rail station upgrades including at University, Perry Barr, and Coventry rail stations.
- The addition of new 'Sprint' bus routes to provide quicker journey times and improved reliability to key venues, Alexander Stadium, and the NEC.
- Road improvement schemes.
- Greater resilience and incident management with real time monitoring, the Regional Transport Coordination Centre will provide permanent regional coordination of transport networks and services.
- A West Midlands Police newly built event control centre will be a vital resource for all four police forces in the region and will be used for all large-scale events in the region following the Games. Technology enhancements to CCTV systems around Games venues, and physical security improvements will make streets safer for all. Operation UNITY will be the largest policing operation ever undertaken within the West Midlands. It will showcase the best of UK policing to the world. And, most importantly, the significant investment of resources will create a policing legacy that will last far beyond the Games, creating a safer West Midlands for everyone.



### LEAD LEGACY PARTNERS:

HM Government; Birmingham City Council; Sandwell Metropolitan Borough Council; and Transport for West Midlands (TfWM), part of the West Midlands Combined Authority (WMCA)

### OTHER CONTRIBUTING PARTNERS:

The Department for Transport



# JOBS AND SKILLS

The Games will create around 35,000 new jobs and skills opportunities, including volunteering roles and training opportunities. To help connect these opportunities to local people a Jobs and Skills Academy ('The Academy') has been created. Using the Games, it aims to accelerate and amplify existing work to improve regional skills and employment opportunities. It will focus on supporting young people, those from disadvantaged groups, the unemployed and disabled individuals.

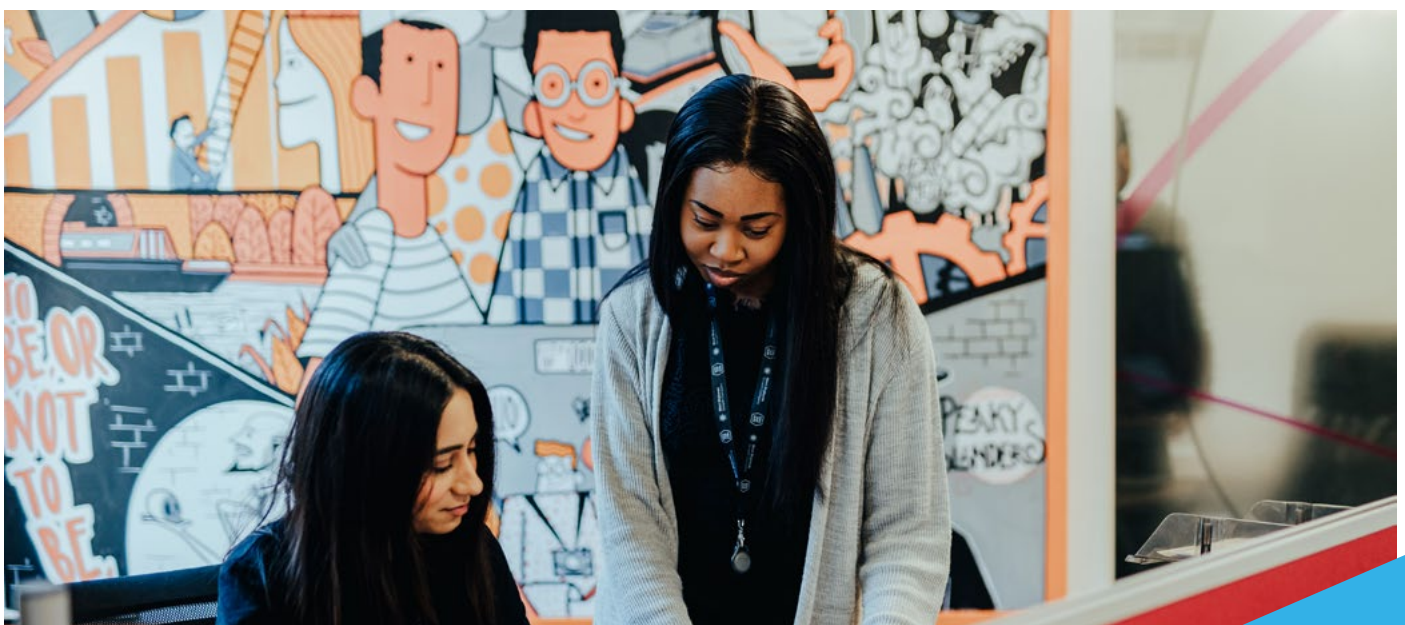
As the **Games for Everyone** we would like our legacy on jobs and skills to mean that we support local people with training, including higher level skills training and high-quality work experience to help them to access key Games roles. This is an opportunity to promote access to volunteering as a way to develop skills and experience and we want to help local people in priority groups access Games volunteering opportunities.

## ► How we intend to do this

Using a Jobs and Skills Academy is a tried and tested model in the region. The West Midlands Combined Authority (WMCA) is working closely with the Organising Committee (OC) to understand how many local jobs will be created, what sectors these are in, and what skills will be required. We want to better link people in the West Midlands to the local opportunities that the Games will create and for them to use the benefits of that experience for years to come.

"Our region has a vibrant, young and diverse population and we want to make sure the Commonwealth Games workforce and volunteers reflects this. The Games can play a significant role in supporting the region's recovery post-Covid. It offers a unique opportunity, which no other region or city will have in terms of economic, cultural, and social recovery. The Games will help the WMCA to maximise our existing regional assets, shining a light on and amplifying work on our existing priorities and initiatives. Our Commonwealth Jobs and Skills Academy has the potential to maximise Games-related opportunities to support thousands of local people, acting as a springboard into training and jobs and help ensure that the Games workforce and volunteers reflect our region's vibrant, young and diverse population."

**Deborah Cadman - Chief Executive, The West Midlands Combined Authority**





## Access to training and roles

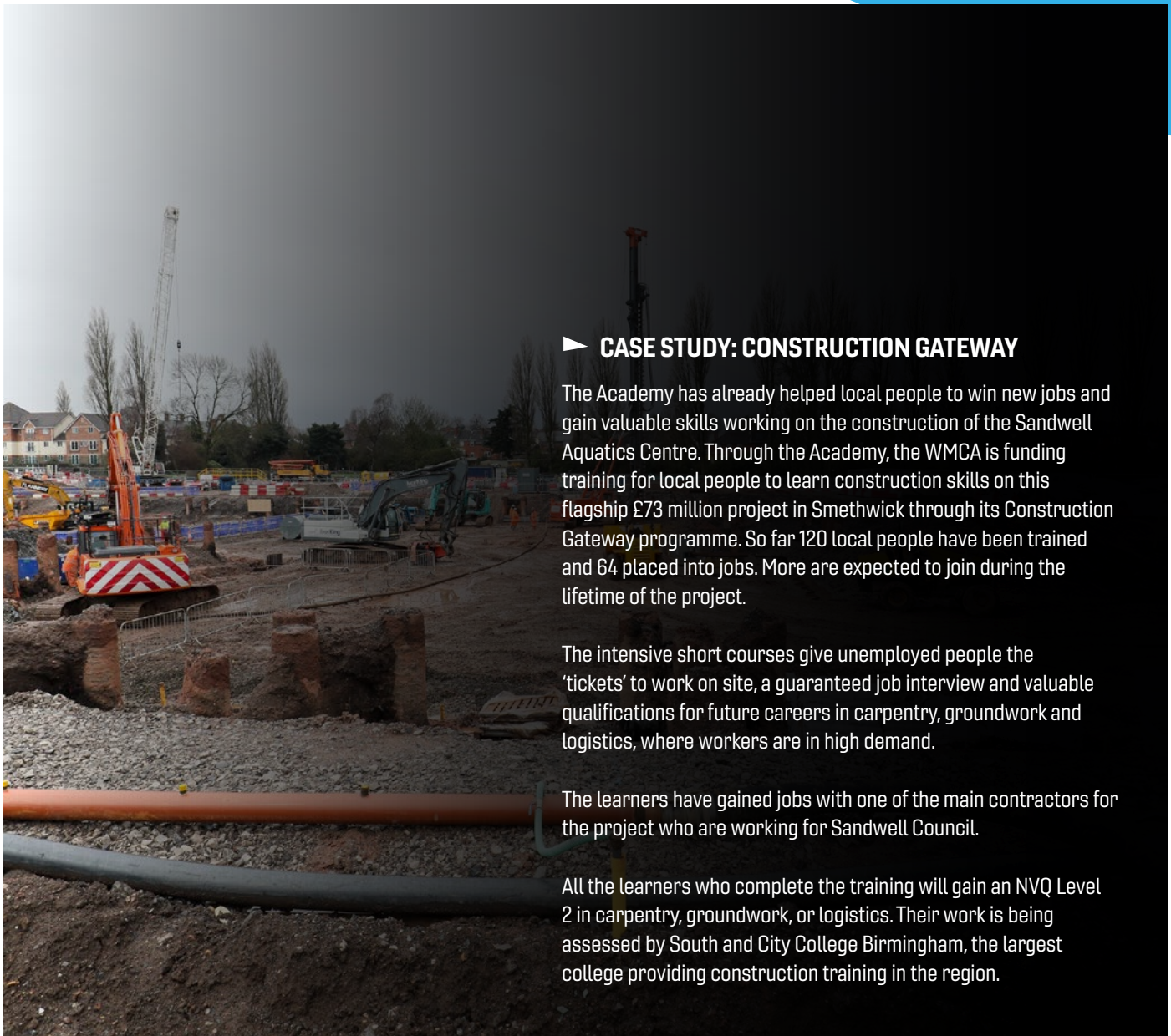
The Academy will act as the link, preparing and supporting local people to access the job opportunities provided by the OC and its £350+ million supply chain.

The Academy will work with contractors to understand and respond to their skills and recruitment needs, ensuring these can be met by a local workforce. Working with Job Centres and other partners, it will target and support unemployed applicants to access these opportunities. Where skills are required, the Academy will develop and fund bespoke training courses to meet the needs of contractors and OC roles. These roles will include: construction, including pre-employment construction training; security; catering, including food hygiene; cleaning; stewarding; venue management and Games-time volunteering roles.

Work has begun already - funding construction training to upskill local unemployed people who have then gone on to get jobs working on infrastructure development linked to the Games, including building the Sandwell Aquatics Centre and the Perry Barr regeneration scheme.



**35,000**  
**GAMES-TIME JOBS**  
**& OPPORTUNITIES**



### ► CASE STUDY: CONSTRUCTION GATEWAY

The Academy has already helped local people to win new jobs and gain valuable skills working on the construction of the Sandwell Aquatics Centre. Through the Academy, the WMCA is funding training for local people to learn construction skills on this flagship £73 million project in Smethwick through its Construction Gateway programme. So far 120 local people have been trained and 64 placed into jobs. More are expected to join during the lifetime of the project.

The intensive short courses give unemployed people the 'tickets' to work on site, a guaranteed job interview and valuable qualifications for future careers in carpentry, groundwork and logistics, where workers are in high demand.

The learners have gained jobs with one of the main contractors for the project who are working for Sandwell Council.

All the learners who complete the training will gain an NVQ Level 2 in carpentry, groundwork, or logistics. Their work is being assessed by South and City College Birmingham, the largest college providing construction training in the region.

## Higher level skills training and high-quality work experience

Building skills and talent in key growth sectors is a focus for the West Midlands' Local Industrial Strategy and Regional Skills Plan. The WMCA will use the regional Adult Education Budget (£130 million for 2020/21 and £141 million for 2021/22) to maximise jobs and skills opportunities arising from the Games. £1.1 million has been designated to provide higher level skills training to ensure individuals and companies are ready for the Games. The training is designed to help businesses access the technical skills they need in their workforce to deliver better services and cope with increased demand and delivery commenced in summer 2020.

As part of the commitment to ensure that local people benefit from the Games the vast majority of OC suppliers are offering interesting jobs and skills opportunities. Some already underway include:

- Sunset and Vine, the broadcasting agency, will offer 150 two-week placements across five broad disciplines.
- McCann Central, the marketing communications agency, will offer voluntary and paid placements, and internships in a range of digital, creative, and commercial roles.
- The OC is providing a number of apprenticeships.

The Academy will work with local further education colleges, universities, youth hubs, local authorities, and community networks to promote volunteering opportunities to people in priority groups. This will include support with the application process; promotional events through further education, higher education, Youth Hubs, local authorities, community networks etc.; and community engagement and wrap around personalised support - subject to funding.

We want to develop a volunteering accreditation programme to recognise and accredit the skills of those participating in the Games workforce, paid and unpaid. We are currently exploring the potential to offer online training in relevant areas, to enhance the skills of participants and provide them with access to further skills development.

## A stepping-stone to post-games opportunities

The thousands of people who participate in Games-time opportunities for training, skills development, employment, and volunteering may remember the experience forever and our goal is for the benefits of that experience to keep unfolding for years to come.



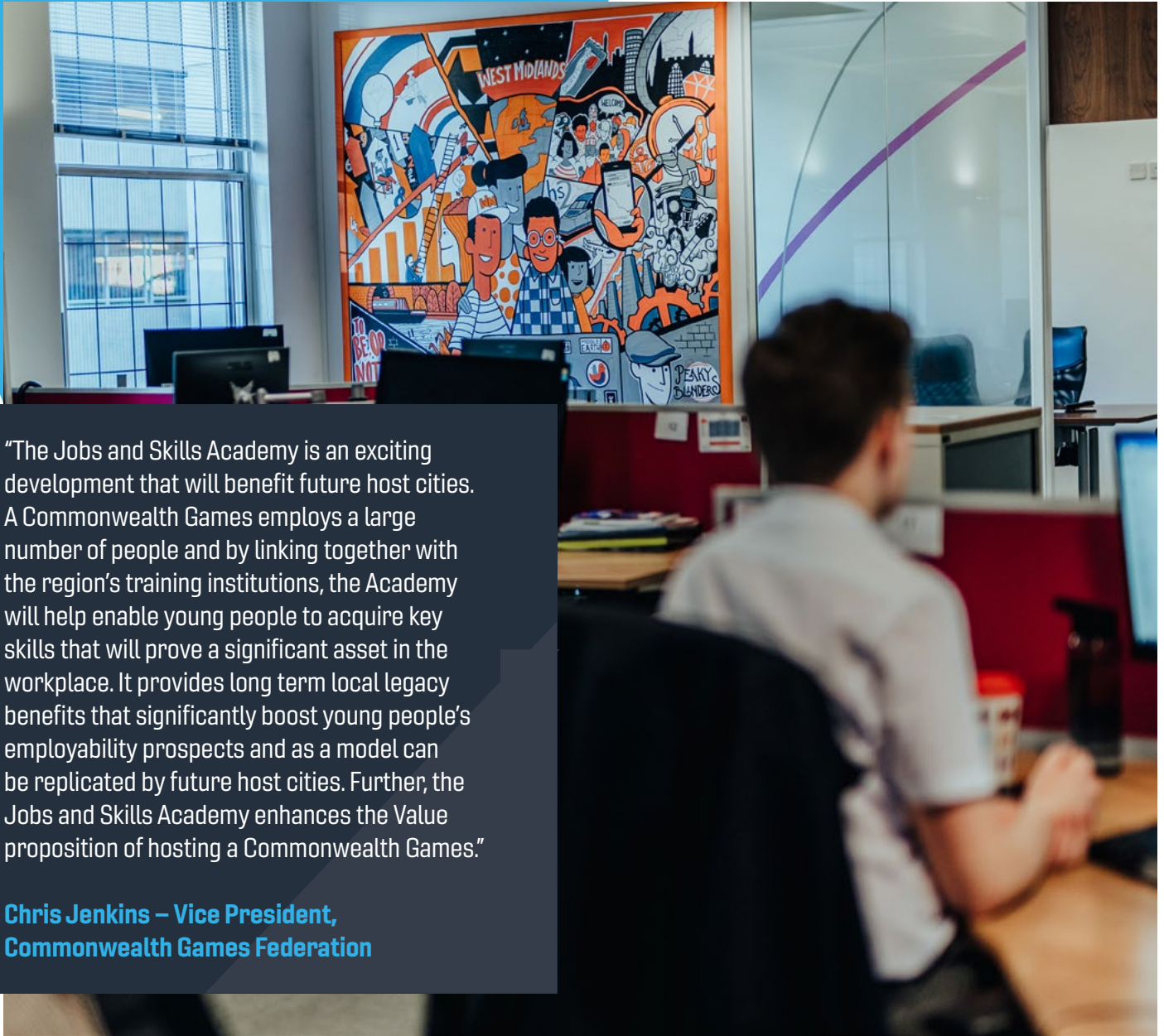
## Promote and widen access to volunteering

As well as promoting opportunities in paid employment, the Academy will also promote and widen access to volunteering. This will enable 1,000 people in priority groups (young people, local people, and those who are unemployed) to access Games volunteering opportunities. We are currently seeking additional funding to provide an enhanced offer to those completing volunteering roles, to use this as an access route to wider careers, training, and employment support.

## Legacy for future Commonwealth Games

Birmingham 2022 will be the first Games to use a Jobs and Skills Academy and our ambition is to create and embed a successful Academy model that could be used by future organising committees as part of their social value commitments to build an inclusive paid and volunteer workforce.





“The Jobs and Skills Academy is an exciting development that will benefit future host cities. A Commonwealth Games employs a large number of people and by linking together with the region’s training institutions, the Academy will help enable young people to acquire key skills that will prove a significant asset in the workplace. It provides long term local legacy benefits that significantly boost young people’s employability prospects and as a model can be replicated by future host cities. Further, the Jobs and Skills Academy enhances the Value proposition of hosting a Commonwealth Games.”

**Chris Jenkins – Vice President,  
Commonwealth Games Federation**

**LEAD LEGACY PARTNER:**

The West Midlands Combined Authority

**OTHER CONTRIBUTING PARTNERS:**

Local Authorities, The Department for Work and Pensions/Job Centre Plus, colleges, providers, and the voluntary sector.

**A GAMES FOR EVERYONE - HOW THE JOBS AND SKILLS ACADEMY ALIGNS TO THE GAMES’ MISSION**



IMPROVE HEALTH AND WELL-BEING



HELP THE REGION TO GROW AND SUCCEED



BE A CATALYST FOR CHANGE



PUT US ON THE GLOBAL STAGE



# VOLUNTEERING

Volunteers will be at the heart of these Games. The 12,500+ volunteers will be one of the largest workforce groups. From those meeting and greeting on the front line to backstage heroes, and specialists like paramedics, the volunteers will shape the experience of those competing and attending. They will be the difference between a good and a great Games.

Planning and delivery for the volunteering programme will embrace the Commonwealth Games Federation's values of humanity, equality, and destiny as we look to attract, recruit, train, and manage a world-class committed and passionate volunteer team<sup>4</sup>. This will be the first Games to fully integrate volunteers from all delivery partners into a united volunteering programme. We want to build the most inclusive, diverse, and representative volunteer workforce ever.

As the **Games for Everyone** we would like our legacy on volunteering to mean that our volunteers are representative of Birmingham and the region and that we deliver the most inclusive Commonwealth Games volunteering programme ever. We also want to include an alternative, accessible volunteering pathway for young people, including exploring whether we can lower the age entry requirements. We want to use this as an opportunity to leave a long-lasting volunteering legacy for the region and use the Games as a catalyst to accelerate employment skills. We also hope this is an opportunity to create an inclusive blueprint for large scale volunteering programmes that could be used by a future Games.

**12,500+**  
**VOLUNTEERS**



**200,000**  
**HOURS OF**  
**TRAINING**  
**PROVIDED TO**  
**THE VOLUNTEER**  
**WORKFORCE**



## ► How we intend to do this

### Representative and inclusive volunteering

Volunteering can have significant wellbeing benefits, but those with the most to gain often face barriers to getting involved. This Games will build on progress made in previous Games and lessons learned around inclusion. We will prioritise a significant number of places for local volunteers to ensure that our volunteers truly encompass and are representative of region's people. Working closely with the Jobs and Skills Academy and to help ensure our diversity ambitions are met, we are making up to 1,000 volunteer positions available for those from priority groups including young people and those who are unemployed.

We want to make becoming a Birmingham 2022 volunteer as inclusive a process as it can be. From communications to the application recruitment process, every aspect is being considered with inclusion and innovation in mind. For example, recruitment selection centres are being designed as welcoming environments rather than a traditional interview process. Support will be provided for those that face significant barriers or who need help with the application/recruitment processes.

To widen the type of people who might consider taking part, we are working with communities, faith leaders, sports clubs, and grassroots organisations so they can play a local role in helping to attract volunteers. Volunteer engagement events will also take place, bringing organisations and volunteers together to find out about the power of volunteering and to connect people from across the city and region.

## Leave a long-lasting legacy for the region

Volunteering at the Games is a wonderful way to expand and broaden volunteering communities. The success of Team London, the volunteering movement arising as a legacy from London 2012, shows how mass volunteering for an event can shift into a community benefit for the long term. And initiatives such as community sports, arts or social action projects will continue to need a steady stream of voluntary help. We hope to attract new people to volunteering, and by combining first-timers with experienced volunteers we hope to not only expand, but also diversify the future volunteer workforce of Birmingham and the West Midlands.

Amongst the new friendships, life-lasting memories and community pride that we expect Games volunteers will amass, we are hopeful that for some of our volunteers these new experiences may open up a longer term connection to volunteering and for others, that their Games experience can lead them closer to future training and employment opportunities.

Skills and training are a big part of making sure that every volunteer is ready for the Games. Every volunteer will receive orientation, role specific and venue specific training. We also want to offer access to accredited/certified training, to enhance the Games experience and support long-term personal development. We want to use the Games to have a bold conversation about mental health awareness and will incorporate mental health awareness and mental health first aid into volunteer training.

Games-time volunteering could be a stepping-stone for future opportunities or a way to enhance a future career. Post-Games volunteers will be connected to advice on how to maximise their Games experience and skills, and links to vacancies for both volunteering and paid employment opportunities.

Through our Hometown Heroes campaign, we are celebrating and championing local people who volunteer and dedicate their time to local sports clubs in the West Midlands. Hometown Heroes is a celebration of the champions of community sport, local legends who always put others first.

For organisations like West Midlands Police (WMP), volunteers are vital. Hundreds of people already volunteer in a range of roles including as puppy walkers, cadet leaders, or supporting their local neighbourhood teams. The WMP volunteer programme will also include former, now retired, colleagues from our policing and the military. WMP want to use the Games to help grow their own volunteer family including Cadets and Special Constables.

“Basketball helps the young community here because if they are busy doing something like basketball, the chances for them to be on the streets, or putting themselves in trouble, is less.”

**Ricardo D’Alva – Basketball Coach and B2022 Hometown Hero**



## Establish an alternative, accessible volunteering pathway for young people

Beyond the many thousands of volunteers who will be a proud part of the event, we have seen evidence that some groups are more likely to discount themselves or face barriers which mean they will never apply. To combat this, Games Legacy Partners are exploring opportunities to support volunteers to develop their skills for future employment opportunities, particularly young people from under-represented communities.

Generation 2022 is a pilot project for young people which will actively try to involve those unable to participate in the main volunteering programme and those facing barriers or unemployment. We want to provide bite-sized volunteering assignments, inspired by the Games, to boost employability, confidence, and skills.

<sup>4</sup>Birmingham 2022 further information about volunteering <https://bit.ly/3qzGgnU>

## A sustainable blueprint that could be used in part or in total by a future Games

The volunteering programme has the potential to create a long-term framework for use at future Games. By encompassing replicable core foundations alongside innovative thinking, we are creating a model that can be taken forward to future Games:

- A new model for workforce uniform procurement and distribution. All OC staff, volunteers, technical officials, and the teams who accompany the Queen's Baton Relay will wear uniforms. We will use technology to better understand the size of the workforce and purchase more accurately, reducing orders and waste in support of our sustainability goals. Most volunteer uniforms will now be delivered direct to door, reducing the overall carbon footprint.
- A model where volunteers from all delivery partners are integrated into one united volunteering programme.
- Students from Birmingham City University have provided inspiration and ideas to support the workforce uniform design. Such partnerships could be replicated for future Games.
- Some aspects of workforce planning have required innovative responses to the pandemic and remote working. We've trialled visual mapping software to plan for the number of workforce required at each Games venue and location and see many benefits which could be transferred to future events.



### LEAD LEGACY PARTNER:

The Organising Committee

### OTHER CONTRIBUTING PARTNERS:

The West Midlands Combined Authority

## A GAMES FOR EVERYONE - HOW VOLUNTEERING ALIGNS TO THE GAMES' MISSION:



BRING PEOPLE  
TOGETHER



IMPROVE HEALTH  
AND WELL-BEING



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# LEARNING PROGRAMME

The Games offers children and young people a once in a lifetime chance to expand horizons and learn from others. We want to directly engage at least one million children and young people, aged 5-30, in the Learning Programme, working with them on a series of projects and programmes that encompass traditional learning, harness creativity, and encourage an increase in physical activity and exercise.



**1 MILLION  
YOUNG PEOPLE  
ENGAGED**

From the cultural festival to live sites, the Queen's Baton Relay to high-performance sport - the unique assets of the Games can inspire and excite children and young people and create lasting memories. Sport, art, and social action are powerful tools for inspiring creativity and engaging children and young people, and we intend to maximise every opportunity.

The Games is a unique platform to explore the shared values and principles of the Commonwealth and the important role this family of nations can play in helping shape our global future.

As the **Games for Everyone** we would like our legacy for the Learning Programme to mean that every child and young person in Birmingham and the West Midlands has the chance to be involved with and be excited by the Games. We want the Learning Programme to complement the curriculum to widen knowledge, improve access to sport and exercise, help boost confidence and resilience, and help children and young people acquire new skills. This is an opportunity to give young people a voice, help them be able to make a positive difference, and be ready to tackle life's challenges. The Games can be a catalyst to inspire, empower, and activate young people to embrace civic engagement, contribute to community cohesion and improve their happiness and wellbeing.

## ► How we intend to do this

As the host city, Birmingham City Council (BCC) is partnering with the Organising Committee (OC) to support the programme and enable hundreds of Birmingham schools to get involved with this major sporting and cultural event. It will connect Birmingham's

children and young people directly with the Games. Working together, the OC, BCC and other local authorities want to use the once-in-a-generation platform of hosting the Games to inspire and engage learning.

## Help children and young people to access the Games

The Learning Programme will connect the Games to children and young people as well as providing an additional way to bring the Games to communities across Birmingham and the West Midlands. Children and young people are a door to the wider network of people who live in our region. We want to ensure that as many people as possible, of all ages, can access the Games.

The Learning Programme will offer all schools in the region, as well as other areas of the UK and the Commonwealth, a way to be involved in and engage with the Games through a digital offering. It will be inclusive, provide targeted opportunities and focused activities to have conversations about tackling inequalities, and it will lower/remove barriers for participation for smaller, specific audiences. Some of the groups we expect to work with include: looked after children/young people, disengaged learners, disabled children/young people, children/young people in pupil referral units, and those at risk of dropping out of formal education.

Our learning activities for schools will use Games assets such as the Queen's Baton Relay and come-and-try sport activities, to create memorable educational and participatory opportunities for children and young people. These will include:

- **Classroom resources on the Commonwealth.**
- **B2022 tailored curriculum content, lesson activities, and projects.**
- **Coordinated opportunities for young people to access the Games assets.**
- **Teacher development and family outreach.**
- **School visits by athletes.**
- **Inter-school community cohesion programmes linked to sport and culture.**
- **Partner opportunities with Games supporters.**

These learning activities will be devised with teachers in the region and will support the city to build anticipation and momentum in the lead up to the Games, ensuring communities across Birmingham are aware of the opportunities for families and young people to get involved.

## Widen knowledge and boost skills

Complementary to the national curriculum the programme will aim to go beyond the classroom to lay the foundations for and amplify/develop existing skills and attributes to create a generation of young people who are: confident and resilient; tolerant of others; and have a range of practical life skills that will prepare them for future careers and opportunities. It will also make them aware of the communities, city, region, country, and world around them and how they can make an impact. We are making conservation and sustainability part of the Games' regional and international education programmes. We hope this will help young people, their families and supporting adults to:

- Access unique ways to participate in the Games, including through sport and culture.
- Raise aspirations and create an increased sense of purpose.
- Accelerate awareness of and improve mental wellbeing.
- Encourage increased physical activity and exercise, and group participation.
- Gain new skills and enhance experience and enjoyment of education.
- Gain access to Games related skills and employability opportunities.



## Inspire, empower, and activate young people

As the Games for Everyone we are not afraid to take on the big issues. The programme will create space for the voices and views of young people to be heard and reflected through social action opportunities and projects.

The Learning Programme will help kickstart activities that empower and activate the dynamic voice of our young people. It will provide a springboard for social action and change led by young people. It will increase understanding and pride in who they are and where they are from; improve cultural understanding and maximise opportunities to strengthen community links; and contribute to an improved sense of community cohesion.

We hope we can enable children and young people to learn from,

connect with, and celebrate their similarities and differences, drawing an inclusive line between them and other children and young people both in their community and around the Commonwealth.

Specific benefits to children and young people will include:

- Strengthening community connections and cohesion after a period of extended isolation.
- Expand cultural participation and develop a cultural understanding and knowledge of the Commonwealth, including history and heritage.
- Celebrate the role of young people in society and increase civic pride as a young resident of Birmingham and the West Midlands.
- Showcase real diversity and build tolerance and respect.

## LEAD LEGACY PARTNERS:

The Organising Committee and Birmingham City Council

## A GAMES FOR EVERYONE - HOW THE LEARNING PROGRAMME ALIGNS TO THE GAMES' MISSION:



BRING PEOPLE  
TOGETHER



IMPROVE HEALTH  
AND WELL-BEING



HELP THE REGION TO  
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FOR CHANGE



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GLOBAL STAGE

# PHYSICAL ACTIVITY AND WELLBEING



Improving health and wellbeing is one of the five core Games mission pillars and the Games presents a huge opportunity to inspire people to take steps towards doing this. However, improving physical activity and wellbeing is complex - people's habits are driven by multiple factors. The Games provides a high-profile platform to use sport and the Games as the inspiration to support people to make a difference.

The impact of physical activity and exercise on wellbeing is clearer than ever. Before the pandemic, we knew about the importance of getting active, and we know it's even more vital now. Lockdown has shifted behaviours, with more walking, cycling, or exercising at home. Some people have been able to adapt and change, but many have struggled to keep up a regular activity habit. Now is the time to use the power of the Games to help change this.

As the **Games for Everyone** we would like our legacy on physical activity and wellbeing to mean that we inspire and offer targeted opportunities for the people of the West Midlands to improve and sustain levels of physical activity. We are focusing our efforts on the most inactive and underrepresented groups. We support the improvement of physical and mental wellbeing and are keen to accelerate mental health awareness. We are keen to use this opportunity to encourage and support walking and cycling as modes of transport and for health and activity.

## ► How we intend to do this

### Create opportunities for people to be more active

We aim to establish a number of targeted 'Commonwealth Active Communities' within the West Midlands. This programme aims to support currently inactive people to become more active and will be the cornerstone of an additional £4 million investment from Sport England into the region.

**£4 MILLION**  
**SPORT ENGLAND**  
**INVESTMENT**



Commonwealth Active Communities will be co-created with local people. Sport England is listening to communities, grassroots organisations, local sports clubs, local volunteers, and other partners to understand priorities, what works and where investment is most needed, such as how to better utilise open spaces and parks for exercise or how to support people to cycle and walk more.

This type of approach could be adopted more widely, and we plan to share the model with other towns, cities, and regions.

Birmingham 2022's United By programme - bringing together innovative community projects that share the values of the Games - will also champion this agenda (see also page 32)

"If 2020 has taught us anything, it's that regular exercise is more important than ever to keep us feeling fit and healthy – both physically and mentally. I think it's great that Birmingham 2022 is shining a light on local projects that promote this and my hope is that more people are inspired get involved in the various activities on offer in their community."

**Ama Agbeze, Team England netball player and Official United by Birmingham 2022 ambassador**





**'United By' Community Projects already inspiring change:**

**The Daily Mile Commonwealth Challenge** aims to inspire and enable primary school children to participate in regular running/walking and enable learning about the Commonwealth. Through the daily mile children will cover the distance from the Gold Coast to Birmingham, recording progress on the Commonwealth Challenge Map.

The **Make A Difference (MAD) project**, is a Sport Birmingham youth development mentoring programme, designed by and for young people aged 11-16 living in disadvantaged areas and from predominantly minority ethnic communities. Through a personal development programme focused around sport, physical and cultural activities it aims to bring people together, aids community cohesion, and provides life skills and career development opportunities for disconnected young people.



**Accelerate mental health awareness**

Alongside physical activity, the pandemic has reinforced the need to focus on mental wellbeing. We want to use the power of the Games to accelerate awareness and understanding of mental health and wellbeing issues by focusing on three areas:

**Games-time wellbeing:**

We will explore how we can support a focus on wellbeing at the time of the Games, using Birmingham 2022 as a positive national moment.

**Workplace wellbeing:**

Supporting the mental health and wellbeing of those who work on, or are involved in, the Games.

- Mental health awareness training for Games-time volunteers, in partnership with mental health charities to help enhance understanding of mental health issues and provide employability skills.
- Support the Games workforce's wellbeing at work, through initiatives such as the 'Thrive at Work' programme and by positioning mental health first aid as equally important as physical first aid.

**Supporting Mental Health in Construction:**

Highlight mental health challenges faced by construction workers and encouraging simple steps to improve their wellbeing.

- Delivery is already underway on a mental health awareness campaign specifically for construction workers at three key Games sites: Alexander Stadium, Sandwell Aquatics Centre and at the Perry Barr Regeneration Scheme.

## Encourage and support walking and cycling

Walking and cycling are key drivers of physical activity levels nationally, as well as being accessible ways to help tackle inequalities in physical activity. Using the Games as the catalyst, we want to support the uptake of cycling and walking in the West Midlands.

### Cycling

We want to build on and amplify existing regional plans to lower barriers to cycling and walking, working with Transport for West Midlands (TfWM), part of the West Midlands Combined Authority (WMCA). TfWM is looking at how to target some of the region's most disadvantaged communities, to provide a support package designed to get more people onto bikes and cycling regularly as well as tackling barriers such as bike ownership and low confidence and skills.

### Canals and rivers

Seven of the 15 Games-time venues are within easy reach of a canal, and 44% of the region's population live within 1km of a canal. This incredible asset provides an accessible and widely available opportunity to support more people to increase activity and boost wellbeing. During lockdown local people have used the canals more and, as part of Commonwealth Active Communities, our aim, working closely with the Canal and Rivers Trust and local partners, is to encourage even more walking and cycling, as well as a range of water-based activities.

## Cannock Chase

With support from a £500,000 investment from the Sport England-British Cycling-DCMS Places to Ride Programme and investment from other partners, Forestry England will develop a safe, traffic-free, off-road cycling experience at Cannock Chase Forest Centre. This will include a new high-quality 'entry level grade' bike trail for intermediate level cyclists that will be used for competition during the Games. There will also be an innovative new bike play facility targeting young families, and a campaign to promote greater understanding of responsible off-road cycling within an environmentally sensitive landscape. A community project connecting local communities to Cannock Chase is currently being explored and would aim to improve accessibility through more effective waymarking.



## LEAD LEGACY PARTNER:

The Department for Digital, Culture, Media and Sport.

## OTHER CONTRIBUTING PARTNERS:

Sport England, Birmingham City Council, The West Midlands Combined Authority, regional Active Partnerships - including Sport Birmingham, and Public Health England.

## A GAMES FOR EVERYONE - HOW PHYSICAL ACTIVITY AND WELLBEING ALIGNS TO THE GAMES' MISSION



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# HOPES FOR 2022 – VOICES FROM THE REGION



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"If local people can be a part of something big-scale that represents their city, they're gonna wanna be involved. There's so many moving parts – yeah it's a sporting event – but there's also food, there's the dance, the theatre, the art. I feel like the community can really get behind it and have fun. Hopefully it'll reignite their love for sport."

**Kofi Josephs, Team England basketball player from Birmingham**

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"The legacy is not just the venues but inspiring the next generation. It's about realising how proud you are to be from Birmingham, inspiring kids, volunteers, officials, it's realising how great Birmingham is but also how amazing sport is.

"I'm so excited to see an Olympic sized pool get built in Sandwell, it's incredible. To have performance venues close to your door makes it so much easier, and I think it inspires kids knowing these venues hosted the Commonwealth Games. To have these venues that people can access after the Games in 2022, it's going to be amazing for kids and adults to use them."

**Ellie Simmonds OBE, 5x Paralympic swimming champion and Birmingham 2022 Board Member**

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"A home Commonwealth Games is one of the best things the country can do. It holds such a massive inspiration for people. I think it's going to be so special to have it in the Midlands, the heart of the country. I love Birmingham; it's going to be really special."

**Adam Peaty, Olympic, World and Commonwealth swimming champion and world record holder**

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"It's going to inspire so many young kids. I know myself as a young athlete I would have found it so inspiring to see so many amazing athletes competing at the height of their careers, it would have spurred me on to try different sports. I think it's going to make such a huge difference in motivating people to just have a go and enjoy yourself with sport, it's very important."

**Joe Fraser, Team England gymnast and world champion, from Birmingham**

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"I hope the Games will be etched in people's memories and they can pass these stories down. That the Games will be a legacy. I think it'll be really good if we can make the Games so spectacular that they will pass stories to their kids. I hope we can make memories."

**Nathaniel Brown, Team England wrestler from Wolverhampton**

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"I live in Aston, very close to Alexander Stadium, in a close-knit community which needs the investment and change that the Games will bring. I am already to excited to see the positive changes that the Games is bringing - a new cycle route, new homes for local people and investment in sport and leisure facilities. Above all, I hope the Games will provide an entry point for everyone to engage. Whether its youngsters volunteering in their local community, the older generation growing tomatoes in community allotments, or families becoming more active this really could be a Games for everyone."

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### **Shah Begum, Local Resident, Aston**

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"My hope for the games is that it brings the city together and helps people reconnect with each other. I also hope that it encourages young people to seize the opportunity to be involved by undertaking an apprenticeship as it's proved to be one of the most rewarding experiences for myself!"

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### **Chloe Homer, 2022 Commonwealth Games Apprentice**

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"We see the West Midlands hosting the Commonwealth Games 2022 as not only a valuable opportunity for competitors and hopefully visitors, but also how it will enrich the economy and support our businesses, bring together our diverse communities and leave a lasting legacy"

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### **Eman Mowatt & Michael-Akolade Ayodeji, West Midlands Youth Combined Authority, Co-Leads for Culture & Major Events**

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"I hope that Birmingham 2022, doesn't just achieve a spectacular showcase of our region across the globe, but opens the doors of opportunity to our young, vibrant and humble generation. If we can look back in five years and show how it inspired young people – whether for a career, sport or personal development, it will very much be worth it!"

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### **Kashmire DS Hawker – Organising Committee**

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"When we get girls and young women in the system, when we have them engaged and playing sport, let's keep them participating in a way that sport enhances who they are, sport contributes to their health, personal growth and doesn't take away from their well-being. If we could achieve this, we would have a fantastic legacy."

No question, to realise this ambition, we need to ensure that the motivational climates experienced in sport are empowering for these girls and young women."

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### **Joan Duda, Professor of Sport and Exercise Psychology at the University of Birmingham and founder and president, Empowering Coaching**

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"I am especially excited for the volleyball. In 2022 I would like to go out more, to the park, and to eat out. Athletes and visitors should know that there are lots of places to eat out in Birmingham, and there are people from all over the world."

- **Awil**

"I'm excited for the Games because it is nearby, and it is a multi-sport event so you can watch and get into different sports. I'm also excited to see loads of athletes in Birmingham. I would like to meet famous athletes while at school" - **Imani**

"I am excited to watch the athletics and swimming because I love these sports. It will be really good because all of the athletes will come to Birmingham. I would like things to be a bit more normal in 2022 so we could maybe get to meet the athletes." - **Erin**

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### **Year Six pupils at Greenholm Primary School, Perry Barr**

# COMMUNITY COHESION, INCLUSION, AND PRIDE

Birmingham is a diverse, welcoming, and inclusive place and the Games will be a moment to celebrate our distinct identity and personality with the world, showcasing stories of heritage from each of our communities.

The wider West Midlands region is made up of many historic towns and cities each with their own unique history, community, and sense of identity. Entwining sport, culture, and community the Games will provide us with a collective experience and tremendous opportunity to accelerate, amplify and strengthen community cohesion and inclusion. We can also showcase Birmingham and the region's distinctive talent.

After a year of extraordinary isolation and hardship for many people we hope the Games can also bring relief, hope, and joy to the people of Birmingham, the West Midlands, the UK, and the wider Commonwealth. It is a gift, a once in a generation chance to bring people together, to watch and be inspired by world-class sport, to celebrate our diversity and stand together with a great sense of pride as we welcome visitors from around the world. If we are to sustain this feeling beyond the event, our activities must reach out to include not just the people who already see the potential benefits of the Games, but also proactively engage the people that could benefit the most. Spreading the benefits more widely is a key aim, especially as Birmingham and the West Midlands' communities recover and rebuild following Covid-19.

As the **Games for Everyone** we would like our legacy on community cohesion, inclusion and pride to mean that the Games reaches into every area of the City and region and ensures we reach out to the people and places who could benefit the most. We want to enable local people and communities to participate in the Games in a way that builds cohesion, inclusion, and civic pride and uses the Games as a turning point in uniting the city's population and tackling inequalities. This is an opportunity to give local organisations and people the platform and the skills to continue to improve the lives and prospects of communities and local people following the Games - helping to celebrate and safeguard what is important to them.

## ► How we intend to do this

### **Celebrate our diversity**

Birmingham and West Midlands is well known for being the cradle of the industrial revolution, but there's a surprise around every



corner. From the rich diversity of the people to contributions to food, music, sport, culture and arts, the West Midlands has given the world so much including Shakespeare, the Spitfire, and the Balti. The region has benefitted from the diverse migrant communities who have settled here. They have made important contributions to economic vitality, becoming leaders in education, medicine, sports, arts, and business, and providing employment opportunities to local people. Communities from across the globe call this region home. We have lived and worked alongside each other for generations, welcoming newcomers and creating new traditions to sit alongside established ones.

### **Improving accessibility and removing barriers**

Every activity in the legacy programme includes an element of low barrier/no barrier participation for local people to experience the event or the legacy benefits. We want this to be the most accessible Games ever. Games events like the Queen's Baton Relay, the marathon, the cultural programme, community events and volunteering opportunities will help to do this. We have clear goals to reach particular people and places and an engagement plan for how to do that, for example considering venue accessibility and creating an accessible ticketing strategy.

## Co-Creation & Community Voice

Across the Games legacy ambitions there is an emphasis on enabling and encouraging people to get involved and have their say. Major capital projects such as the Sandwell Aquatics Centre and the Alexander Stadium in Perry Barr have citizen engagement panels that are helping local people shape how the facilities will be used by the community in the future. The Learning Programme will be co-created with schools to make sure it's exciting, engaging, and relevant to the needs of young people.

**United by Birmingham 2022** recognises and promotes exceptional community projects being delivered by community and grass-roots organisations. Over 50 projects have so far been welcomed into the United By family. A Community Engagement team at the Organising Committee (OC) is working to help more people and places around the West Midlands feel part of the Games experience.

An Accessibility Advisory Forum has been set up to ensure all venues, services, processes, and facilities are designed, operated, and delivered to follow the three fundamental principles of Equity, Dignity and Functionality. Consultation with young people has been important throughout with ongoing engagement with the Birmingham City Council (BCC) Children's Trust and the West Midlands Youth Combined Authority.

"Through the Games we can foster a culture of change in which we realise the collective potential of young people. Sport is a vital enabler in the empowerment and inspiration of young people, and the Games will reignite civic pride and municipal comradeship. This is a unique opportunity to rebuild back better for all of our communities, in a way that is constructive and effective. It is our once in a generation uniting cause to ensure long-standing empowerment and vitality, visibility".

**Chris Burden & Aisha Masood, Co-Chairs West Midlands Young Combined Authority**

## Commonwealth Games Community Fund

As proud host city, BCC has created the £6 million Commonwealth Games Community Fund. The aim is to help local communities to be able to access, be connected to and be part of the Games. This is a chance for people to celebrate the Games their way and do something that they feel is important for their local area. Devised to be locally driven, designed and delivered the Community Fund has three funding pots, each seeking to maximise the benefit and legacy of hosting the Games and helping build pride, respect, and cohesion across the city.

## A Community of Communities

Examples of community projects already underway include:

- Spirit of 2012, the London Olympic and Paralympic Games legacy funder, has awarded £600,000 to three exciting projects in the West Midlands in collaboration with Birmingham 2022. Warwick Arts Centre will run a community cohesion project called 'Playing Out in Canley, Coventry' using play to deliver a listening and storytelling project engaging with around 400 people, including those with long-term illness and disability.
- United By, Levelling the Playing Field - Youth Justice Board & Alliance of Sport – this ground-breaking initiative aims to use the power of sport and physical activity to engage and improve health and life outcomes for over 11,200 ethnically diverse children who are more likely to enter, or who are already disproportionately involved in, the Criminal Justice System. The project will also train over 1,000 individuals through a range of workshops and accredited and non-accredited programmes. It will target three West Midlands cities and will be focus on improving health and wellbeing and life outcomes.



## £6M FUNDING FOR COMMUNITY PROJECTS FROM BCC

The £2 million Creative Communities small grants fund will support community arts organisations to be part of the Commonwealth Games Cultural Festival. This will ensure that local groups from across the city are able to share their talents and their Birmingham story on a global stage. More on this in Creative and Cultural Participation below.

The £2 million Celebrating Communities small grants fund (see below) will allocate funding across each of the 69 wards in the city to be spent by local people on local priorities.

The remaining £2 million will be used to support targeted physical activity programmes, ensuring Birmingham's young people can engage with the Games Learning Programme and supporting the Council's Stronger Communities programme - Games-related programmes that focus on inclusion, heritage, language, culture, and connection.



## ► CASE STUDY – BCC CELEBRATING COMMUNITIES SMALL GRANTS FUNDING SCHEME

Approved by BCC in December 2020, this £2 million fund will help people in all 69 of the city's wards feel involved with, connected to, and part of the Games. Individual communities will design projects, enabling them to make choices that make sense to them and benefit their local area. It will take the Games to a local level in a meaningful way that is free and easy to access. The fund aligns with local priorities and will help the city to grow and succeed.

The fund has been designed to help local people celebrate Birmingham's unique cultural and community heritage, creating feelings of connectivity, wellbeing, positivity, and pride. Longer

term the experience will enable local people to connect with local government and feel a sense of ownership and influence decisions that affect them.

Initiatives that deliver against any of three key themes: 'Getting Active', 'Ready, Steady, Fun', and 'Celebrating Culture' can apply for grants from April 2021. The application process is being designed to be as easy and accessible as possible and funding will be allocated using a formula that considers local deprivation data and the size of the ward.



"The Birmingham 2022 Commonwealth Games will inspire a new era of opportunity in Birmingham for today and tomorrow. These Games will provide a platform to showcase the very best of the people who make our vibrant and brilliantly diverse city the beating heart of the UK. Celebrating Communities is one of the legacies that will strengthen connections between communities and generate a celebration of culture, sport and unity for all in our role as proud host city."

**Craig Cooper, Commonwealth Games Programme Director, Birmingham City Council.**

### LEAD LEGACY PARTNER:

Birmingham City Council

### OTHER CONTRIBUTING PARTNERS:

The Organising Committee

## A GAMES FOR EVERYONE - HOW COMMUNITY COHESION, INCLUSION AND PRIDE ALIGNS TO THE GAMES' MISSION:



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# CREATIVE AND CULTURAL PARTICIPATION

From unforgettable ceremonies that reflect our time and place, to street-side carnivals that drive athletes on to victory, the power of art and creativity in the context of sporting moments is unbeatable.

Birmingham is a city where people from across the world have come together through trade, industry, and culture for centuries. It's fitting that the Games will become emblematic as the post-pandemic mega event where live audiences and spectators will gather once again in our venues, streets, and civic spaces.

This is the spirit of a Games for Everyone and we must use its spotlight to encourage us to listen as well as to speak and to see both our similarities and differences. From the local to the international, the cultural programme will express and reflect the unique people and places of the West Midlands. It will celebrate the common ground we share, capturing and expressing our region's rich heritage. We want to bring together disabled and non-disabled people through arts participation and performance projects and to offer the LGBTQI+ community a symbol of unity through a Queer-led arts space.

From large scale productions to community events, we will set a tone that democratises culture, inviting as-yet-unheard voices onto the global stage alongside the world-class arts institutions of the region. This is a potent catalyst to drive recovery, build capacity and opportunity in the region's cultural sector.

As the **Games for Everyone** we would like our legacy on creative and cultural participation to mean that we deliver a six-month cultural festival showcasing the creativity of Birmingham and the West Midlands. We want to use this opportunity to enhance the national and international profile of the region and maximise the social, economic, and cultural benefits of the Games, its cultural projects, and Coventry UK City of Culture. We want people to come together and for local communities to be inspired to engage with arts and culture to create a more diverse, more representative audience in the region. We want to harness this once in a lifetime opportunity to positively disrupt the region's cultural sector. This is a chance to increase skills, capacity, and lasting change culminating in the development of a new regional 10-year culture strategy.

## SIX MONTH CULTURAL FESTIVAL



"To have one major cultural festival in the region is amazing; to have two is incredible. Together they offer an 18 month focus on arts and culture. This is something we must use well – whether to showcase ourselves as a wonderful place to visit or invest in, to underline the interdependency of culture and wellbeing, or to re-affirm the cultural personality of the city and region and define what we want the future to be."

**Martin Green CBE, Chief Creative Officer, Birmingham 2022**

### ► How we intend to do this

Creative and cultural participation will bring people together by directly engaging with, and participating in, the festival activities surrounding the Games. Public artworks, events, and performances will occupy neighbourhoods, parks, waterways, venues, and civic spaces of the city and region for six-months from March 2022 through to early autumn. Sensitively curated, it will draw on local and international talent and include hyperlocal grants for cultural projects in every ward of Birmingham, through the BCC Creative Communities Fund.

The cultural festival, the Queen's Baton Relay, and free live performance sites will offer a low/no barrier way for people to be and feel part of the Games. Inclusive, representative, and collaborative we want the festival to reach at least 2.5 million people, this is on top of the 1 million+ people who will see the Games' sporting events.

The festival will enable long term connections to be made across the city and region and further across the UK and Commonwealth. For many people, the cultural festival will be their 'Games Moment'.

Creative and cultural participation legacy will be created with, not just for, local people. We will shine a light on the region's talent and character through performance, mass cast, installation, exhibitions, events, digital experiences, and creative participation. It will provide opportunities to grow and succeed including skills development, employment, and volunteering. It will be a shop window for trade, tourism, and investment into this newly confident diverse cultural sector and ambitious global city.

"I'm excited about 2022, the stage is set for this to become a great moment for Birmingham. It's no secret that I want to reach out to new and more diverse audiences and I love that this Games has ambitions to do this as part of its legacy, as well as supporting the rich cultural sector here to thrive."

**Carlos Acosta, Director of Birmingham Royal Ballet**

## CASE STUDY - CRITICAL MASS – REDEFINING GENUINE INCLUSION IN MEGA EVENTS

Combining volunteering and arts participation this 'mass cast' project will incorporate mass participation, for disabled and non-disabled young people, on equal terms. The participants will be aged 16-30 and drawn from across Birmingham and the West Midlands.

- The c.300 participants will take part in 400+ sessions through structured blocks of regular sustained participation in dance and movement workshops, rehearsals, and social events.
- Together they will create 15 dance and movement groups in the West Midlands, four dance companies and combine as one 'critical mass' company.
- Every person will be part of six major performances including: the opening of the cultural festival; the opening, closing, and athlete welcome ceremonies for the Games; and an international dance festival at the Games' live sites.

The project has been designed to achieve genuine inclusion through the removal of barriers and by providing enough lead-in time to support individual needs. By using dance, the aim is to engage the region's wealth of dance artists and networks to unlock the power of community cohesion and inspire a living legacy from the Games.

Spirit of 2012, the London Olympic and Paralympic legacy funder, will provide £1 million for this project.



## Bring people together

It is vital that the cultural programme is inclusive of local people and communities. Our aim is to put participation within reach of as many people in the region as possible, seeking out groups and areas that are 'easy to ignore' and underrepresented in mainstream culture and we are delighted to be partnering with Birmingham City Council to reach the city's communities.

## Positively disrupt the region's cultural sector

In 2022, the number of nationally significant events that include a focus on culture is unique. This is an opportunity to create lasting change, a pipeline for a sustainable sector in the region, and to support an independent sector from freelancers to producers. We want to champion the diversity agenda, particularly in leadership within the sector and we are working with partners, including WMCA's Cultural Leadership Board, to scope and develop a shared 10-year regional cultural strategy.



## Creative Communities Grants Programme in partnership with Birmingham City Council

The Creative Communities Grants Programme will showcase local people, their talents, and their Birmingham story on a global stage. Part of the cultural programme, this £2 million grants programme will engage c200,000 community participants in Birmingham 2022 culture-related activities. At least 110 small grants of between £10,000 and £20,000 will be made to Birmingham-based groups across the city to create artist-led community projects. For many of the organisations this will be a first opportunity to be part of something at scale and a way for local creative organisations to be part of the Games, amplifying work that they are already doing.

Post-Games, individuals and organisations will have increased confidence and vital experience to further grow the ambition of their work. This will help encourage partner collaborations, build skills and talent and appetite for volunteering and community engagement in the arts and creative sector.

### Enhance the region's profile

This is the first time that an Organising Committee (OC) has brought all creative functional areas together, providing new potential for collaboration, cross-pollination, and synergy. This co-ordination strengthens the programme and will help to enhance Birmingham's and the West Midlands' profile.

Birmingham is a 5G pilot city and we aim to fold in the future of digital throughout the six-month cultural programme. We are working with partners Create Central, Culture Central, and the region's brilliant 5G team to maximise the opportunities to put the region centre stage for the long-term future.

This is an opportunity to be extraordinary. Enjoying the momentum created by Coventry's year as City of Culture, we will celebrate world-class institutions and creative individuals and reveal untold greatness amongst the quieter voices in the sector. The Games will celebrate projects born out of diverse, international, cross-genre and cross-sector collaboration on a global stage. It will encourage relationships with artists from Commonwealth countries and will urge people to be ambitious, to take risks, and advance a new energy around equity and excellence in the sector.

### Queen's Baton Relay

The Queen's Baton Relay (QBR) has been the traditional curtain raiser to the Commonwealth Games since the 1958 Games in Cardiff. The Queen's Baton (unlike the Olympic Torch, for example) is safe for children to carry and the Games baton will be designed with young bearers in mind.

Traditionally, the Baton contains a message from Her Majesty The Queen, that travels through the entire Commonwealth; a symbolic

call to action, inviting athletes from across the Commonwealth to come together at the Games. The message arrives at the Opening Ceremony, where The Queen reads the message aloud before declaring the Games open. In 2022 the QBR will be particularly poignant as we celebrate 70 years of her Majesty the Queen on the throne. It will be part of a wonderful year of celebration for the whole nation - the Platinum Jubilee, Festival UK 2022, Coventry UK City of Culture 2021 and the centenary of the BBC.

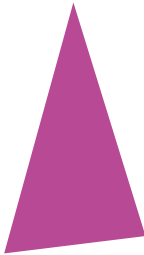
The QBR is an opportunity to showcase the continued relevance and value of the modern Commonwealth (which celebrated its 70th anniversary in 2020), celebrating its legacy and achievements including its championing of sustainable development and promotion of equal rights for all regardless of race, colour, creed or political belief.

### The Birmingham 2022 Queen's Baton Relay will focus on five themes:

- **Untold Stories** - from capturing the personal journeys of community champions to Commonwealth athletes, the QBR will magnify the untold stories of people, communities, and nations.
- **Common Ground** - moments of celebration across the Commonwealth offer opportunities for reflection and connection, galvanizing the future potential of the Commonwealth.
- **Journeys that Matter** - we are designing QBR engagement activity to maximise the impact for participants, spectators, and communities, and will consciously minimise the environmental impact through a carbon off-setting programme.
- **Digital Innovation** - at the heart of the QBR will be a truly 'smart' Baton, containing digital innovations and technology and a clever way to represent Birmingham, which is a 5G pilot city.
- **Youth Voice** - we intend to recruit a group of young correspondents, aged 18-25, who will lead content generation and support engagement with young people from across the Commonwealth. Developing skills in photojournalism and social media content, they will receive vocational skills training.

The QBR is an important way to engage people with the Games, who may not otherwise be involved. It will be an incredible celebration of the Commonwealth and we continue to develop our plans for the relay to commence towards the end of 2021.

This can be a tremendous way to strengthen Commonwealth trade links, demonstrate that the UK is open for business and to have important international conversations with 72 nations and territories about Birmingham, the West Midlands, and the UK. We continue to monitor the impact of the pandemic as our plans for the QBR develop, and further information on the route will be announced later this year.



**LEAD LEGACY PARTNER:**

Birmingham 2022 Organising Committee (OC)

**OTHER CONTRIBUTING PARTNERS:**

Birmingham City Council, Arts Council England (ACE), Spirit of 2012 (Spirit) and the National Lottery Heritage Fund (NLHF).

**A GAMES FOR EVERYONE - HOW CREATIVE AND CULTURAL PARTICIPATION ALIGNS TO THE GAMES' MISSION**



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# BUSINESS AND TOURISM



The Business and Tourism Programme (BATP) will leverage the global profile generated by the Birmingham 2022 Commonwealth Games to highlight the wealth of opportunities and experiences available in the West Midlands and the UK.

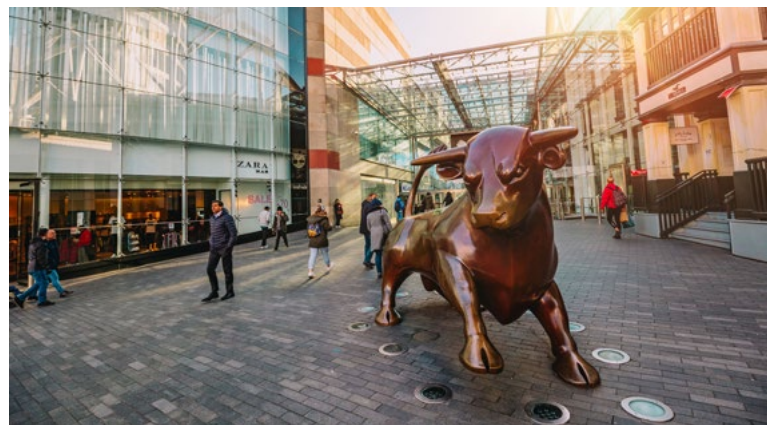
Captivating up to 1 billion people across the world, the Birmingham 2022 Commonwealth Games is a once in a generation opportunity to showcase the UK and the West Midlands to a global audience. Fully integrated with the Games, the BATP will use the event's profile to boost our global reputation as a leading destination for tourism, trade, and investment. It is designed to drive long-term economic benefits for a wide range of businesses and communities across the region and the UK.

The Games offers a golden opportunity to showcase partnerships and innovation. In the UK this is a unique asset, with the BATP attracting Government investment of £21.3 million coupled with £2.6 million regional match-funding. It will supercharge an uplift in the tourism, trade, and investment sectors, supporting economic recovery following the Covid-19 pandemic.

As the **Games for Everyone**, we will be using the Games to promote Birmingham, the West Midlands, and the wider UK, as we broker new international relationships.

This is a unique opportunity to attract domestic and overseas investment and create additional export deals. It is a chance to attract additional visitors and increase their spend when they arrive here. We will convert the global profile created by the

Games to attract more major events and conferences. Hosting the Games will help to create tangible economic benefits for the region and generate increased GVA (Gross Value Added). It will enable us to boost our international reputation by creating a stronger global brand and positive image of Birmingham, the West Midlands, and the UK.



## BUSINESS AND TOURISM PROGRAMME:

**£23.9M**  
**INVESTMENT**



"We want to use the international profile offered by the Birmingham 2022 Commonwealth Games to take the West Midlands to the world, building on the region's growing appeal to attract more tourists, businesses, events and investors. This celebration of sport, culture and innovation will offer a powerful foundation for the region to lead the UK's economic recovery and resurgence post-pandemic. The Business and Tourism Programme can help us to accelerate our ambitions for growth – and leave a lasting legacy for the West Midlands."

**Neil Rami, Chief Executive, West Midlands Growth Company**





► **How we intend to do this**

Our programme of activities are designed to leave a lasting economic impact. There is a window of opportunity leading up to, during and after the Games, when national and international attention is focused Birmingham and the West Midlands. This work will primarily focus on key Commonwealth markets. It is also closely aligned with the UK and West Midlands' priorities for growth in key sectors, including the visitor economy.

The BATP's trade and investment strands will focus on industries where we are already global competitors: future mobility; data-driven healthcare; creative technologies; and modern business services. The programme will also support sectors including e-commerce and sports economy. These market opportunities are aligned to the Industrial Strategy at a national and local level.

We will generate leads through sales missions, showcase events, marketing campaigns and a media programme. Targeted meetings with investors will take place alongside cultural celebrations.

During the Games, UK House will be situated in the centre of Birmingham. It will showcase and celebrate Britain as a leading, innovative nation with a dynamic, investor-friendly UK Industrial Strategy.

Further work after the Games will support businesses looking to locate here; confirm export contracts; secure capital investment; win event bids; and re-target visitors back to the region and UK.

"The Birmingham 2022 Commonwealth Games will provide a golden opportunity to transform the Midlands and place a spotlight on the UK, creating jobs and building on the region's track record in securing international investment. The Business and Tourism Programme will enable us to showcase the vibrant entrepreneurialism and expertise in the region, helping us to strengthen existing relationships – and forge new links – with nations around the world. This is a time for the region to shine, where we will have a unique platform for our business community to capitalise on the global attention."

**Matthew Hammond, Chair, West Midlands Growth Company, PwC's Midlands Region Leader & Birmingham Senior Partner**

**LEAD LEGACY PARTNERS AND FUNDERS:**

The Department for Digital, Culture, Media and Sport (DCMS) and the West Midlands Combined Authority (WMCA).

**OTHER CONTRIBUTING PARTNERS:**

The West Midlands Growth Company (WMGC), The Department for International Trade (DIT) and VisitBritain, the Organising Committee (OC), the Commonwealth Games Federation / Commonwealth Games Federation Partnerships (CGF / CGFP), the GREAT Britain campaign and regional stakeholders.

**A GAMES FOR EVERYONE - HOW BUSINESS AND TOURISM ALIGNS TO THE GAMES' MISSION**



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# Business and Tourism Programme

## Overview

**£23.9m**

Successful bid to central Government for **£21.3m**, towards a **£23.9m** programme.



**Three year programme**, supporting the UK and West Midlands Industrial Strategy.



Games legacy programme, to help the region grow and **put the West Midlands on the map**.

## Objectives

To promote the West Midlands and the wider UK as a world-class destination for tourism, **trade and investment**.



Drive **long-term economic benefit** and **boost the UK's global reputation**.

To **increase inward and capital investment** from Commonwealth nations and other overseas markets.



**Increase positive perceptions** of the UK and the West Midlands.

**Boost Economic benefits** for the UK through exports, ODI and FDI.



**Maximise the economic legacy** from the Birmingham 2022 Commonwealth Games.

## Key Sectors



Future Mobility



Modern Business Services



Data-driven Health & Life Sciences



Creative Technologies



Sports Economy



E-Commerce

## Timeline

### Pre Games 2021

### Games Time 2022

### Post Games 2023

(KEY ACTIVITIES LINKED TO QUEEN'S BATON RELAY AND EXPO 2020 DUBAI UAE)

(KEY ACTIVITIES LINKED TO BUILDING TO ONE YEAR ON)

2021	23 JUL - 8 AUG 2021	1 OCT 2021 - 31 MAR 2022	14 MAR 2022	OCT 2021 - JUL 2022	28 JUL - 8 AUG 2022	2022
COVENTRY, UK CITY OF CULTURE	TOKYO 2020 OLYMPIC & PARALYMPIC GAMES	EXPO 2020 DUBAI	COMMONWEALTH DAY	QUEEN'S BATON RELAY	BIRMINGHAM 2022	FESTIVAL UK 2022

# SUSTAINABILITY

Sustainability is about making a fairer, greener, healthier society now and for the future. With the government and the Commonwealth Games Federation (CGF) setting sustainability as one of their core objectives for all aspects of the Games, sustainability has been growing in significance. The bar for sustainability-centred actions keeps rising for major sporting events and this Games aspires to meet that bar and be the most **environmentally friendly** Games ever, delivered in a **socially responsible** way.

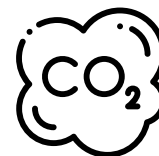
We want to deliver a truly sustainable Games which can be the catalyst in supporting wider city, regional and national sustainability ambitions such as Net Zero carbon, conservation and nature recovery, an improved environment, a focus on human rights, and greater inclusivity.

As the **Games for Everyone** we would like our legacy on sustainability to mean that we deliver a truly sustainable Games and support long-term sustainable behaviour change. We want this to be the first carbon-neutral Commonwealth Games and to set a benchmark for future Games. And we are keen to use the Games to maximise our influence in addressing key socio-economic issues including equality, diversity, and inclusion; social value; accessibility and human rights.

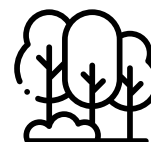
## ► How we intend to do this

This Games is not afraid to take on the big issues, challenging ourselves and others to innovate, and to set a blueprint for future Games. We are committed to achieving appropriate international standards, including the standard for sustainable events, ISO 20121. Our strategy and ambition are aligned with the CGF's themes of Humanity, Equality and Destiny; the vision and activities of the 2021 United Nations Climate Change Conference, also known as COP26, in Glasgow in Autumn 2021; as well as the UN Sustainable Development Goals (UN SDGs).

Sustainable decisions are embedded into the way we will deliver the Games. We will use net gain principles for development so that we increase levels of biodiversity and bring improvements to the local environment. From procurement, to workforce, to community engagement and beyond into legacy the Games is only the beginning. Our goal is to create long-term outcomes and help catalyse lasting behavioural change. Addressing key socio-economic issues is central to our approach and embedded into all the OC and key partner's activities as well as into each strand of legacy work.



## CARBON NEUTRAL GAMES



## COMMONWEALTH FOREST PLANNED

### Carbon-neutrality and a blueprint for the future

We must minimise the negative environmental impacts of the Games and we want to deliver an accredited audited carbon-neutral event. The focus will be on carbon reduction rather than offsetting. We are aligning Games delivery with the commitments of the UK government (net zero by 2050), the West Midlands Combined Authority's (WMCA) target for the region to be net zero by 2041, and Birmingham City Council's (BCC) ambition to become net zero carbon by 2030 and for the city to be carbon neutral as soon as possible thereafter, as a 'just transition' allows.

We want the Games to help the region to change the way we think about sustainability. As an example, on travel we want to use this to encourage the use of public transport and active travel to reduce congestion, improve air quality, and improve health and wellbeing.

To address the Games' carbon emissions which cannot be reduced, we are developing carbon offsetting activities which will benefit the region. Key to this is our plan to create a Commonwealth Forest in the region. This aims to plant trees on thousands of acres in the region and keep a central log as part of WMCA's Virtual Forest Programme. In addition to its carbon benefits, this will also enhance natural habitats for wildlife and provide places where people can walk and enjoy the environment.

And we must use the Games to maximise the opportunities it can provide to stimulate the West Midlands' growing green economy and celebrate its rich natural assets.



## Accelerate long term behavioural change

Supporting behavioural change is one of the most important legacy outcomes of the Games. We are challenging ourselves and drawing upon expert advice to explore how the Games might change the way people think about sustainability for example in relation to travel and consumption.

We want to significantly reduce waste and minimise the use of single use plastics through several initiatives. We are working with partners and the voluntary sector to explore ways to recycle Games equipment and kit, dependent on Covid-19 restrictions (e.g. hygiene considerations).

We want the two new Games venues; the Aquatics Centre and Alexander Stadium leave a sustainable legacy for the region after the Games. Both venues will be available for community use once the Games has finished. At the Aquatics Centre some of the spectator seating will be removed after the Games providing additional sports halls for community use in tandem with making sure that the centre is a national facility for diving and swimming. We want to use the excitement and energy of the Games, through carefully designed campaigns and projects, to inspire people to make lifestyle changes that will have a lasting benefit to their health and wellbeing and the environment around them.



## Address key socio-economic issues

### Equality, diversity, and inclusion

Equality, diversity, and inclusion are at the centre of these Games and embedded into all the OC and key partner's activities as well as into each strand of legacy work. Games Partners are committed to shifting the dial in their own organisations and leading conversations on difficult social and economic issues. We want to ensure there are low or barrier free ways to access the Games and surrounding events. And every legacy programme will consider how it can reach and include the people who might not ordinarily take part. Whether the topic is accessible venues, an inclusive volunteering programme, designing a sensitive ticketing policy, or mass cultural participation opportunities, we are working to put the benefits of the Games within the reach of everyone.

### Social value

This is the first Games to embed Social Value and to measure it. It is also the first Games to create and publish a Social Value Charter. This is aligned with 17 of the UN's Sustainable Development Goals and sets out the way we want to do things covering issues like local benefit, human rights, and sustainability. We have outlined our approach to Social Value below. Our charity strategy is in development and will also reflect these principles.



## Accessibility

We want to deliver a highly accessible, inclusive, and successful Commonwealth Games and create a pathway to highlight accessibility once the Games has finished:

- We are defining standards and setting levels for accessibility across the Games using 'The BIG Standard', an ever evolving, A-Z of access and inclusion standards which can be applied across the Games.
- We have created an 'Accessibility Advisory Forum' including disability specialists, charities, venues, and organisations. It is focused on ensuring that all venues, services, processes, and facilities are designed, operated, and delivered to follow the three fundamental principles of Equity, Dignity and Functionality.
- We are improving accessible information wherever possible across the Games.

- We are committed to reducing the disability employment gap and to achieving recognised certification which shapes and promotes accessibility and inclusion.

## Human rights

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

Our work on Human Rights is currently in development. We are in close collaboration and discussion with the CGF with regard to capturing knowledge that could be used as a blueprint for future Commonwealth Games.



## LEAD LEGACY PARTNERS:

The Organising Committee (OC) and the West Midlands Combined Authority.

## OTHER CONTRIBUTING PARTNERS:

The Department for Digital, Culture, Media and Sport (DCMS), Birmingham City Council (BCC), Commonwealth Games Federation (CGF) and Commonwealth Games Federation Partnership (CGFP), the Department for Environment, Food and Rural Affairs (DEFRA), Natural England, the Environment Agency, and the Forestry Commission.

## A GAMES FOR EVERYONE - HOW SUSTAINABILITY ALIGNS TO THE GAMES' MISSION



IMPROVE HEALTH  
AND WELL-BEING



HELP THE REGION TO  
GROW AND SUCCEED



BE A CATALYST  
FOR CHANGE



PUT US ON THE  
GLOBAL STAGE

# SOCIAL VALUE

As athletes push themselves in preparation for this Games, off the field of play the Organising Committee (OC) is pushing boundaries of its own around social value. This is the first Commonwealth Games to embed a Social Values Charter and we believe it will set the bar for future host cities.

Social Value is the 'catch-all' term used to describe the difference the Games can make to Birmingham, the West Midlands, and its people. It includes the benefits and changes for local people around jobs, sustainability, health and well-being, inclusivity, human rights and ensuring local benefit.

The Covid-19 pandemic has exacerbated existing economic and social challenges and created many new ones. Integrating social value is one way to encourage inclusive recovery and re-charge growth. There is also a clear need to do more and deliver more with public money.

The OC was ahead of the curve in embedding a Social Value requirement in each tender following change to the UK public procurement regime. From contractors helping us with carbon neutrality to our United By community projects, or from the number of jobs/opportunities created to the number of volunteering hours provided by sponsors, Social Value is embedded across every area of the Games and its legacy.

As the **Games for Everyone** we would like our legacy on Social Value to mean that we create and use a Social Value Charter with clear links to the Games' aims. We want to embed and measure the value and impact of Social Value as a core part of the business and supply chain for the Games and want to be a role model for the use of Social Value.

## ► How we intend to do this

### A Social Value Charter with clear links to the Games' aims

The Birmingham 2022 Social Values Charter is a public statement of the OC's commitment to sustainability, health and wellbeing, inclusivity, human rights, and local benefit. The Charter is the mechanism of setting out what is important as partners work towards delivering the Games and their legacy.

The Charter is focused on five key areas:

- **Sustainability** - ensuring environmental, economic, and social aspects are considered in all key decisions.
- **Health and wellbeing** - maximising the opportunities to improve levels of physical activity, mental health, and wellbeing.
- **Inclusivity** - making the Games accessible to all people within the region.
- **Human rights** - having the UN Guiding Principles on Business and Human Rights always in mind.
- **Local benefit** - ensuring the Games contributes to the local economy and provides opportunities for local people.



## FIRST GAMES SOCIAL VALUE CHARTER

### Embed and measure the value and impact of Social Value

Companies seeking to secure contracts for Birmingham 2022 will need to demonstrate a Social Value component. For every contract opportunity between 10%- 20% of the contract award weighting is dedicated to Social Value and this a first for any Commonwealth Games. Bidding firms will be rated on how well they bring forward proposals for Social Value, particularly to create realistic opportunities for local people and businesses. A range of measures are helping to embed Social Value into the planning and delivery for the Games.

Some examples include:

- Making use of the Jobs and Skills Academy to draw on an inclusive pool of local talent.
- Linking local suppliers to contract opportunities.
- Ensuring the OC workforce and supply chain workforce reflects local and regional communities.
- Splitting procurements into smaller lots to encourage local Small and Medium Enterprises to bid and deliver contracts.

Measuring Social Value effectively can be a challenge. We want to use a recognised framework to measure how effective our work in this area has been.



## Inclusive Commonwealth Legacy Programme

In 2020 the Inclusive Commonwealth Legacy Programme (ICLP), a new initiative to support Black, Asian, and Minority Ethnic (BAME) owned businesses in bidding for and securing contracts for the Games, was launched.

Over the course of 12 months, 50 BAME businesses, split into two cohorts, undertook six modules delivered as half-day workshops, and six peer-to-peer mentoring sessions with topics including measuring social value, procurement and bid tendering, and disruptive digital marketing.

The businesses involved also have fully funded bilateral trade membership to the Commonwealth Chamber, which offers additional support through events, training, and opportunities to export to Commonwealth countries.

The ICLP has been created through partnership and collaboration across the region, including the Greater Birmingham and Solihull Local Enterprise Partnership (GBSLEP), Aston University, the Organising Committee, Commonwealth Chamber of Commerce, and the Legacy Centre of Excellence Birmingham.



Attendee at ICLP Programme Event

### Early examples of success

Although the Games is still over a year away the Social Value commitments that suppliers and sponsors are committing to are already beginning to add up. Examples include:

- One of the key measures is whether local firms benefit from procurement opportunities and to date, contracts awarded 'by value' to West Midlands companies is around 80%.
- Official Legal provider Gowling WLG has delivered £1.27 million of pro bono legal advice to charities; 6314 volunteer hours to 749 beneficiaries; and £1.2 million of charitable funding raised.
- The Host Broadcaster, Sunset and Vine, has committed to delivering 150 paid training placements in broadcasting for young people.
- IT services provider, NVT Group will provide 23 paid internships to people from the local region.

### Be a role model for the use of Social Value.

Proud to be the first Commonwealth Games to incorporate, measure and evidence the Social Value impacts and benefits of hosting the Games, the Birmingham 2022 model could also be utilised in other public procurement processes or large capital projects. This not only leaves a legacy for Birmingham and the West Midlands but offers the CGF and organisers of other large global events a model that could be replicated to deliver increased Social Value to cities and regions hosting future Games or events.

All our Games partners have a wealth of experience in Social Value and using it to deliver contractual value that benefits local people and communities. Their experience has been invaluable in shaping the OC's approach.

### LEAD LEGACY PARTNERS:

The Organising Committee (OC)

## A GAMES FOR EVERYONE - HOW THE JOBS AND SKILLS ACADEMY ALIGNS TO THE GAMES' MISSION



IMPROVE HEALTH  
AND WELL-BEING



HELP THE REGION TO  
GROW AND SUCCEED



BE A CATALYST  
FOR CHANGE

# ▶ THE LAST WORD

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**John Crabtree OBE**

**Chairman, Birmingham 2022 and Lord Lieutenant, West Midlands**

“The West Midlands is a young county - I am only the fourth Lord-Lieutenant whereas many of my colleagues were appointed by Henry VIII. Although we may share a geography, we do perhaps lack a sense of common identity as West Midlanders.

From the Industrial Revolution in the Black Country through the growth of Birmingham and then south via Solihull to Lady Godiva in Coventry our region has attracted people from all over the world and is a richly woven mix of unique places, accents and identities.

When the people of the West Midlands wake up on August 9th 2022, my hope is that they will truly know their neighbours and that we will all have a sense of collective pride in the Games and surrounding events that we have shared with the rest of the nation, the Commonwealth and the world.

Having seen the scope of our ambition, you can see how important the legacy of this Games will be to us all. I hope that the connections, friendships, and opportunities that the Games will have provided us with, will continue to flourish and thrive. As individuals, as neighbours, as communities and as a region we must seize the Games moment as our catalyst to a happier, healthier, and more prosperous future.

And of course, delivering an exceptional Games is fundamental. I am extremely proud of the excellent Birmingham 2022 team, who show daily ingenuity and resilience in keeping us on time and to budget. To realise all that we can from this legacy I am grateful to colleagues on the Legacy and Benefits Committee, for the support of the Organising Committee’s Community Engagement Team and the West Midlands Lieutenancy who have committed to marshal their strength and connection to work alongside us.”



# LONGINES



OFFICIAL TIMEKEEPER

070 9:20:39

DAYS

HOURS

MINUTES

SECONDS



## BIRMINGHAM 2022



BIRMINGHAM  
2022





HM Government



Birmingham  
City Council



TEAM  
ENGLAND



commonwealth  
sport



West Midlands  
Combined Authority

