



# 2 YEARS STRONG: A STORY OF THE COMMUNITY LEGACY BEYOND THE GAMES

JULY 2024



# WELCOME

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**United By 2022 Charity** champions the West Midlands, driving inclusive growth and social value by uniting local businesses with local communities, to keep that 2022 feeling of pride alive!

With a **£5m investment** from CWGLEF\*, United By 2022 has continued five programmes started at the Commonwealth Games with a proven effectiveness in making a difference to local people and communities.

The full interim report details the objectives, outcomes, and impact to date delivered across the five programmes.

**Read the full report [here](#).**





# WHAT UNITED BY 2022 ASPIRES TO ACHIEVE

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



# 4 KEY PRIORITY AREAS

United By 2022 is focused on **four priority areas**:

*Be a **catalyst***



We will build on the positive feeling and revitalised image of the region to increase opportunities for overlooked communities.

*Be **inclusive***



We will improve representation and access across sports, arts and culture sectors and break down the barriers to taking part.

*Be **influential***



We will advocate for unheard communities and volunteers and connect businesses and local charities.

*Be **relevant***



We will understand and respond to the contextual barriers that prevent people from engaging.

# 8 KEY OUTCOMES

United By 2022 is creating impact across these **eight areas**:

## Wellbeing

Individuals feel an increased sense of wellbeing.



## Skills

Organisations and individuals will increase their skills and confidence.



## Resource

Organisations and individuals will have more resources and capacity.



## Networks

Organisations and individuals will be better connected across the region.



## Exchange

Learnings, evaluations and best practice are open sourced, shared and adopted by others.



## Representation

Those traditionally excluded on the grounds of age, class, ethnicity, gender, sexuality or disability will be better platformed, funded, and empowered.



## Co-creation

Co-creation is championed, driving increased inclusion, access, and empowering ownership.



## Access

Accessibility is front and center, with best practice being shared, proactively implemented, and continuously improved.



# ENGAGEMENTS

## HOW IS IT GOING SO FAR?

AS OF  
MAY 2024

 **403** engagement sessions with young people

 **28** training and upskilling sessions

 **30** consultancy sessions with community members

 **33** volunteering opportunities



Wolverhampton



At **114**  different sites throughout the West Midlands

Click [here](#) to view the full map

### Sites of Engagement

Local Authority District	No.
Birmingham City Council	52
City of Wolverhampton Council	11
Dudley Metropolitan Borough Council	9
Sandwell Metropolitan Borough Council	9
Walsall Metropolitan Borough Council	7
Coventry City Council	7
Solihull Metropolitan Borough Council	4
Outside of WMCA	15
<b>Total</b>	<b>114</b>



# PARTICIPANTS HOW IS IT GOING SO FAR?

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AS OF  
MAY 2024

**3,924** attendances by 352 individual young people across multiple sessions

**3,162** were one-off interactions with young people



 **20,089** volunteers hours worked

## ***VOLUNTEERS COLLECTIVE***

Launched in June 2023, the **Volunteers Collective** is an online portal that brings former Commonwealth Games volunteers back together to continue volunteering for the region. Designed to work with major events, regional organisations, local charities, and communities, the Volunteer Collective connects volunteers with areas of genuine need within the region.



# VOLUNTEERS COLLECTIVE

AS OF  
MAY 2024

**695** **Volunteers** (volunteering positions) worked across **33 events** (volunteering opportunities) since July 2023



**20,089** volunteer hours

**95%** of the volunteering hours scheduled through the portal were delivered/completed by the volunteers.

**2,163** volunteers are registered through the portal. 37% have submitted at least one expression of interest.

**97%** of event volunteers agreed that 'I have enjoyed my volunteering experience' after their experience.

 **133** long-term participants

## GEN22

**Gen22** is an award-winning project that supports young people aged 16-24 from the West Midlands who face a range of barriers. This could include long-term health conditions, having a criminal record, or being a young carer or parent. Participants gain employability boosting skills by undertaking a 30-hour volunteering assignment linked to one of two thematic areas: Creative, Cultural & Digital or Physical Activity & Wellbeing.

Ideas Made Real is a sub-programme within the wider Gen22 programme, designed by young people for young people. It offers them experience of bidding for a small grant, and planning and leading their own social action project in a community they care about.

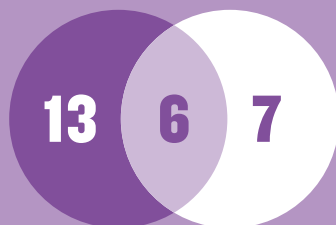


# GEN22

AS OF  
MAY 2024

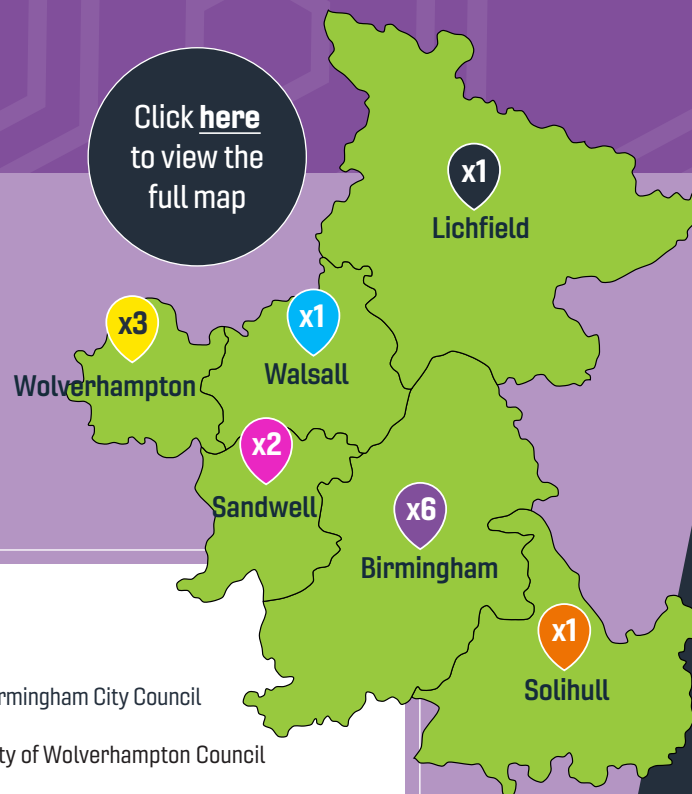
**14** Gen22 providers are spread throughout the region.

**x13** are delivering sport, movement or exercise.



**x6** are delivering both.

**x7** are delivering culture or arts related activities.



**KEY:**

- Birmingham City Council
- City of Wolverhampton Council
- Staffordshire County Council / Lichfield District Council
- Sandwell Metropolitan Borough Council
- Solihull Metropolitan Borough Council
- Walsall Metropolitan Borough Council

**112** sessions

**133** individual long-term participants

**3,636** engagement hours



 **3,324** young people have engaged

## **BRING THE POWER**

**Bring the Power** is an award-winning project for young people aged 5-25. It seeks to address the imbalance of female representation within the sports sector and increase access to opportunities for young people with disabilities across the digital, arts, and sport sectors. Working predominantly in school settings, Bring the Power also upskills teachers and youth leaders.

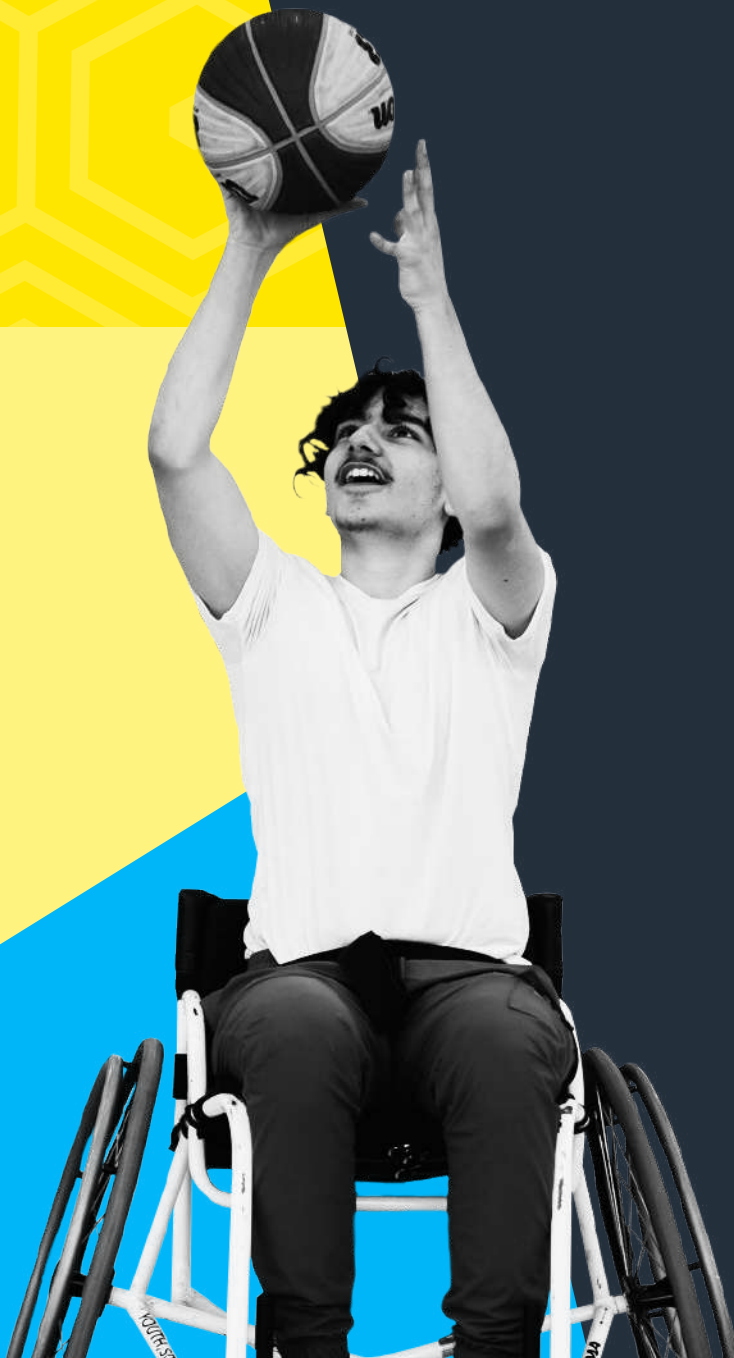


## BRING THE POWER

AS OF  
MAY 2024

**3,162** young people  
took part in one-off sessions

**1,948** engagement hours  
through long-term sessions



Bring the Power had **209 sessions**

**117** one-off sessions with  
3,162 young people

**92** long-term sessions with  
162 individual long-term participants

**220** teachers and support workers  
have also been engaged

**115** attendances at 5 training sessions

**30** Festival Day co-creation sessions,  
across 9 locations

 **57** long-term participants

## **CRITICAL MASS**

**Critical Mass** is a high-profile dance and movement project that engages hundreds of young people aged 16-30 with disabilities, and without, to come together to move more and perform as a united dance group. Originally part of the Birmingham 2022 Festival, Critical Mass performed at the Commonwealth Games opening ceremony and Festival 23.





# CRITICAL MASS

AS OF  
MAY 2024

**7** Critical Mass suppliers across **11 locations** spread throughout the region.



Critical Mass reported

**57** individual long-term participants had

**809** participant engagements at 82 sessions

Click [here](#) to view the full map

**KEY:**

SiD	That! Dance	LYNNBEC	Embody Dance - Tiger Feet Nuneaton
Black Country Dance Hub	Linden	Embody Dance - Tiger Feet Bedworth	

## **SOCIAL VALUE**

Birmingham 2022 was the first Commonwealth Games to embed a Social Value Charter and measure Social Return on Investment. Our **Social Value** strand will work towards seeing the West Midlands become the first region to establish a social investment model, bringing together the private and third sectors to build skills, and to secure investment for grassroots sport, local arts organisations, and community projects.

As part of this programme we piloted an online mentoring portal that matches corporate volunteers with local third-sector organisations to provide 'skilled volunteering' opportunities. This included support with bid writing, marketing, and project planning.



## SOCIAL VALUE

AS OF  
MAY 2024

**373** attendances  
across **21** training  
sessions



**12** General capacity building workshops

**4** 1-2-1 grant support sessions

**5** skilled volunteer training sessions  
for community organisations

**146** organisations are listed as part  
of the '**United By 2022 Family**'



...and of course Perry is still going strong!

Interacted with  
**58,800 people**  
at 74 appearances\*



\* This data was collected directly by United By 2022 and is not a formal part of the Interim Trailblazers Report.



# WE'VE ONLY JUST STARTED.

There is so much more to come.

Follow our journey via  
[www.unitedby2022.com](http://www.unitedby2022.com)  
and follow us on socials  
[@unitedby2022](https://www.instagram.com/unitedby2022)



Full evaluation report will be  
available in Spring 2025.





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