

Across Birmingham and the West Midlands the positive impact and momentum arising from the the Birmingham 2022 Commonwealth Games is sustained over a longer period of time and the region is known as a hub for inclusive innovation within the sports and arts & culture sectors

**IMPACT**

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

**LONG TERM OUTCOMES**

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

**MEDIUM TERM OUTCOMES**

**Wellbeing**

Individuals feel an increased sense of wellbeing through engaging as participants and volunteers as well as through delivering projects as staff.

**Skills**

Organisations and individuals will be better skilled and more confident to deliver work and to seek new work.

**Resource**

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

**Networks**

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

**Exchange**

Learnings, evaluations and processes are open sourced, shared and adopted by other organisations.

**Representation**

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

**Co-creation**

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

**Access**

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

**SHORT TERM OUTCOMES**

**CRITICAL MASS**

**GEN22**

**BRING THE POWER**

**VOLUNTEERING**

**SOCIAL VALUE**

**ACTIVITIES**

**Catalyst**  
*Be the glue*

United by 2022 will be the active glue facilitating more organisations and individuals to come together to collaborate and learn from one another to deliver empowering, meaningful and necessary projects that result in better skilled and more confident people and organisations, with a higher reported state of wellbeing.

**Inclusive**  
*Bring Everyone In*

United by 2022 in collaboration with existing organisations will focus on improving representation and access across sports, arts & culture sectors through commissioning projects which utilise co-creation to diversify participation and delivery teams.

**Influential**  
*The Brum Way 'Forward'*

United by 2022 will build on the momentum from Birmingham 2022, contributing towards building an international identity for Birmingham and the West Midlands, as a hub of progress, innovation, inclusivity and creativity.

**Relevant**  
*Beyond Tomorrow*

United by 2022 in collaboration with organisations in Birmingham and the West Midlands will work towards preventing contextual barriers such as the cost of living crisis and post-Covid economic difficulties preventing people from engaging.

**UB22 Priorities**