



EVALUATION OF THE BIRMINGHAM 2022 COMMONWEALTH GAMES

PRE-GAMES EVALUATION FRAMEWORK AND BASELINE REPORT

November 2021

Important Notice

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Glossary

Table 1: List of abbreviations

Abbreviation	Term
ASDAN	Award Scheme Development and Accreditation Network
BCC	Birmingham City Council
CGE	Commonwealth Games England
CGF	Commonwealth Games Federation
CGFP	Commonwealth Games Federation Partnership
DCMS	Department for Digital, Culture, Media and Sport
DEFRA	Department for Environment, Food & Rural Affairs
DIT	Department for International Trade
EIA	Economic impact assessment
EDI	Equality, Diversity and Inclusion
FDI	Foreign Direct Investment
FTEs	Full-Time Equivalent Employees
GBDVS	Great Britain Day Visitors Survey
GBTS	Great Britain Tourism Survey
GDP	Gross Domestic Product
GVA	Gross Value Added
IPS	International Passenger Survey
LEPs	Local Enterprise Partnerships
M&E	Monitoring and evaluation
NTS	National Travel Survey
NVQ	National Vocational Qualification
NPSV	Net Present Social Value
NEET	Not in education, employment or training
ONS	Office for National Statistics
OC	Organising Committee

PHE	Public Health England
SMBC	Sandwell Metropolitan Borough Council
SROI	Social Return on Investment
SVC	Social Value Calculator
SIC	Standard industrial classification
TfWM	Transport for West Midlands
WMCA	West Midland Combined Authority
WMGC	West Midlands Growth Company

Table 2: Glossary

Key term	Definition
Activities	The material and human resources used to undertake the tasks which underpin a project or programme
Additionality	The extent to which measured changes can be attributed to the Games
Benefits	The economic, social, sporting and environmental impacts of the associated outcomes related to a project
Contribution Analysis	A theory-based method to assess the attribution of impacts to the Games
Evaluation	<p>Evaluation is a systematic assessment of the design, implementation and outcomes of an intervention. It involves understanding how an intervention is being, or has been, implemented and what effects it has, for whom and why. It identifies what can be improved and estimates its overall impacts and cost-effectiveness.</p> <p>In this report, evaluation refers to the independent evaluation of the Games and associated Programmes commissioned by the Department for Digital, Culture, Media and Sport and undertaken by KPMG, supported by 4global and Dr Shushu Chen of the University of Birmingham.</p>
Economic Impact	The impact on the economy, primarily measured by economic output (gross value added), productivity and employment, which result from an activity, organisation or intervention
Environmental impact	The changes to the environment which result from an activity, organisation or intervention
Environmental sustainability	Responsible interaction with the environment to avoid depletion or degradation of natural resources and allow for long-term environmental quality ¹
Games	The Birmingham 2022 Commonwealth Games and the associated legacy programmes

¹ [World Heritage and Sustainable Development \(unesco.org\)](https://www.unesco.org)

Impact	The changes which result from the project outcomes over the short, medium and long term that would not have happened otherwise
Indicators	An observable and/or measurable quantity used to determine whether the intended outcome(s) and/or impact(s) have been achieved
Legacy	The tangible and intangible long-term impacts initiated or accelerated by the hosting of the event for people and the host city/region
Legacy Plan	The Legacy Plan refers to the Birmingham 2022 Commonwealth Games document published in March 2021 which describes the framework through which intended Games legacy will be delivered.
Legacy Programmes	Birmingham 2022 Commonwealth Games Legacy Programmes align to the Mission Pillars. Programmes include defined inputs, activities and desired outcomes and impacts which intend to maximise the legacy of the Games.
Logic Model	A logic model is a simple visual diagram that explains what the Programme plans to deliver and outcomes and impacts it seeks to achieve from this. Logic models are used to illustrate the presumed relationships between programme resources (inputs), activities, outputs and various outcomes and impacts.
Mission Pillar	Mission Pillars provide a framework through which a Mission will be organised, delivered and measured. The Birmingham 2022 Commonwealth Games has five Mission Pillars which are described in Section 2 of the report.
Net Present Social Value	The sum of the present values of all past and future costs and benefits to society associated with the Games
Organising Committee	The Birmingham Organising Committee for the 2022 Commonwealth Games is the organisation responsible for overseeing the planning and development of the Games.
Outcomes	The changes which result from the project outputs over the short, medium and long term
Outputs	The deliverables that directly result from the inputs and activities related to a project
Partner	Partners refer to the organisations working together to maximise the opportunity and investment presented by the Games. A list of Partners is included in Appendix 1.
Regeneration	The holistic process of reversing economic, social and physical decay in areas where it has reached a stage when market forces alone will not suffice. ²
Social Impact	The impact on people and communities as a result of an activity, organisation or intervention
Social Value	The market and non-market economic, social and environmental value to society created by an activity, organisation or intervention
Stakeholder Engagement	Consultation with senior representatives (national and regional), Legacy Programmes and working groups relating to evaluation objectives and key deliverables

² ODPM, Assessing the Impacts of Spatial Interventions. [3Rs guidance 4/5 \(publishing.service.gov.uk\)](https://www.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/444443/3Rs_guidance_4_5.pdf)

Sustainability	Responsible interaction with the environment and society to deliver a fairer, greener, healthier society now and for the future, incorporating concepts such as environmental sustainability; accessibility; equality, diversity and inclusion; human rights; and social value.
Theory of Action	A theory of action sets out the detail of specific actions or approaches within programme activities needed to trigger the outputs and outcomes.
Theory of Change	A theory of change describes and illustrates the changes a Programme/s is seeking to make, how it will happen and the measurable outputs, outcomes and impacts associated with the intended change.

1 Executive summary

1.1 Context for the evaluation

From 28th July to 8th August 2022, athletes from across the seventy-two Commonwealth nations and territories are expected to gather in venues across Birmingham and the West Midlands to participate in the Birmingham 2022 Commonwealth Games. This 11-day festival of sport will be supported by an extensive programme of legacy activities (collectively referred to in this report as “the Games”).

The Birmingham Organising Committee for the 2022 Commonwealth Games (the OC) estimates that the Games will involve approximately: 6,500 athletes and team officials; more than 50,000 contractors and delivery staff; 13,000 volunteers; and 3,000 accredited media personnel. Over one million ticketed spectators are expected to attend the Games.

The Birmingham 2022 Commonwealth Games Legacy Plan³ (the Legacy Plan) published in March 2021, sets out the Vision for ‘the Games for Everyone’, promoting equality, diversity and inclusion (EDI) across the UK and celebrating the diversity of Birmingham - home to people from more than 180 countries. It articulates the ambitions that the Games will create jobs, improve skills, and lay down new facilities and infrastructure that are intended to deliver lasting benefits to communities across Birmingham, the West Midlands and the UK. It is also intended that the Games will establish new standards in accessibility, environmental sustainability, and inclusivity. For example, it will be the first major multi-sport event to have more medals for women than men, will be the biggest fully integrated para-sport programme in Commonwealth Games history, and from a sustainability perspective, it aims to deliver ‘firsts’ in terms of carbon-neutrality and the inclusion of social value requirements in Games’ supply chain contracts.

Under the Vision of ‘the Games for Everyone’, the Legacy Plan sets out five Mission Pillars of the Games:

- 1 Bring People Together
- 2 Improve Health and Wellbeing
- 3 Help the Region to Grow and Succeed
- 4 Be a Catalyst for Change
- 5 Put us on the Global Stage

Underpinning these five Mission Pillars are a number of Legacy Programmes and workstreams which aim to use the Games to enhance the national and international profile of the region and maximise the social, economic and cultural benefits of the Games.

A summary of the Legacy Programmes and what they aim to achieve is set out below (see Table 4 and Section 5 for more detail).

— Investment and the Built Environment

- **Venues:** Delivery of key Games venues, in particular Alexander Stadium and the Sandwell Aquatics Centre, alongside legacy activity to facilitate use of the venues post-Games which is intended to support community access, elite sporting opportunities and academic study.

³ Birmingham 2022 Legacy Plan, March 2021

- **Perry Barr Regeneration:** Delivery of a programme of investment in the Perry Barr neighbourhood surrounding the Alexander Stadium, to deliver new homes, education and leisure facilities and transport and highway improvements, with the aim of creating a more attractive place for a wide range of people to live, work and visit.
- **Transport:** Delivery of transport improvements which aim to encourage use of public transport and walking and cycling during the Games, as well as supporting longer term behaviour change towards use of greener transport and active travel. This aims to deliver a sustainable legacy supporting decarbonisation, air quality improvement and physical and mental wellbeing.

— **Jobs and Skills**

Delivered through the Jobs and Skills Academy, the programme aims to help connect the employment, volunteering and training opportunities created through the Games to local people, in particular young people and those from disadvantaged groups, the unemployed and disabled individuals. The goal of the Academy is to increase employment and skills in the region.

— **Volunteering**

A programme to attract, recruit, train and manage the Games' volunteer team. Through an inclusive application process, the programme aims to engage a volunteering team that is representative of Birmingham and the West Midlands. The objective of the programme is to enhance skills and employment, as well as increase community engagement.

— **Youth and Learning**

Birmingham 2022's Youth Programmes will create opportunities where children and young people, largely focused on the 5-25 age range, are empowered, facilitated and encouraged to connect with their communities, supporting them to make their communities and society a happier and healthier place to live. The programmes aim to impact one million young people across the West Midlands and the wider UK through a schools engagement programme, a series of community youth participation opportunities and a programme aimed at amplifying youth voice and youth action.

The Youth and Learning programme is supported by Gen22 – a programme offering an opportunity for a thousand young people from the West Midlands, who might otherwise struggle to access Games related opportunities, to participate in employability boosting volunteering opportunities through the Birmingham 2022 Commonwealth Games.

— **Physical Activity and Wellbeing**

A programme of activity including targeted community projects, campaigns and infrastructure improvements, all designed to increase opportunities for currently inactive individuals to become more active. The programme also includes campaigns and projects to encourage actions and activity to improve mental wellbeing among the population and some specific targeted groups (e.g. construction workers). The programme aims to deliver longer-term impacts in terms of reducing health inequalities and enhancing quality of life.

— **Community Cohesion, Inclusion, and Pride**

Support for community-led activity and events to help local people, communities and organisations, with a specific focus on the Birmingham geography, engage in the Games and enhance community activities and programmes in a way that aims to be accessible to all. The aim of the programme is to enable local people and communities to participate in the Games in a way that builds cohesion, inclusion and civic pride, unites the local population and reduces inequalities relating to access to opportunities and amenities.

— Creative and Cultural Participation

Birmingham 2022 Festival is a six-month arts festival aiming to disrupt the region's cultural sector and inspire lasting change. Birmingham 2022 will include collaborative and original work by artists and communities and aims to entertain and engage at least 2.5 million people.

— Business and Tourism

A programme of targeted sales missions, events, marketing campaigns and a media programme with the aim of increasing visitors, investments and trade deals for the region by leveraging the global profile of the Games to showcase the West Midlands and the UK to a global audience.

— Sustainability

- **Environmental Sustainability:** A programme of activity and actions to minimise the negative environmental impacts of the Games, specifically by reducing carbon emissions, maximising use of circular solutions to minimise waste and increasing conservation and biodiversity. The programme also includes activities that aim to encourage behavioural change among the local population in relation to environmental sustainability.
- **Accessibility and Equality, Diversity and Inclusion (EDI):** Activity by the OC to deliver a highly accessible and inclusive Games through the development and application of standards and activity to ensure that across the Legacy Programmes there are as many barrier free, ways to access the Games and surrounding events as possible. The aim is to increase access and engagement among those who might not ordinarily take part. Whilst the programme is focused on activity of the OC, the theme of EDI spans the entire legacy, linked to the Games Vision to be the Games for Everyone.
- **Social Value:** Activity of the OC, through its Social Value Charter, to increase its social impact through its own activity and through its supplier contracts. It also aims to provide a model for embedding social value and ethical trading requirements (including human rights and modern slavery) into procurement processes, which can be adopted for future Games or other events.

A group of Partners are working together to deliver the Games and achieve its legacy ambition. These Partners are: the Department for Digital, Culture, Media and Sport (DCMS); Birmingham City Council (BCC); West Midlands Combined Authority (WMCA); the OC; Commonwealth Games Federation (CGF); and Commonwealth Games England (CGE).

1.2 About the evaluation

Given the importance of the Games to Birmingham, the West Midlands region and the UK, and the scale of public sector investment supporting it, it is important to understand the value for money of this investment and the overall impact and legacy of the Games. Therefore, in line with HMT Magenta Book⁴ guidance on policy monitoring and evaluation and the requirements under the Host City Contract, DCMS and Games Partners have commissioned KPMG, supported by 4global and Dr Shushu Chen of the University of Birmingham (collectively the Games-wide evaluation team), to undertake an independent evaluation of the Games and associated Legacy Programmes. This evaluation has with two main purposes:

- to inform Legacy Programme delivery and ensure lessons can be learned for future Commonwealth Games and mega event delivery; and

⁴ HM Treasury 2020; Magenta Book: Central Government guidance on Evaluation. See: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/879438/HMT_Magenta_Book.pdf

- to demonstrate accountability and transparency in the allocation of public funding by assessing whether the intended societal outcomes and impacts of the Games have been achieved.

The evaluation will cover:

- the costs of the Games, including:
 - Games related spending, including capital and operating expenditure;
 - discretionary operating spending to achieve the Games' wider objectives (i.e. the Legacy Mission Pillars); and
 - accelerated discretionary capital investment partly influenced by the Games.
- the economic, social and environmental impacts of the Games, aligned to the objectives of the Games Legacy Mission Pillars and consistent with the benefits identified in the CGF Commonwealth Games Value Framework⁵;
- the outputs, outcomes and impacts that are generated by activity before, during and/ or after the Games event takes place; and
- the distribution of short-term and medium-term outcomes, looking at where, and who, has benefitted from the Games, and in what ways.

The evaluation is primarily an impact evaluation, and will assess the overall impact of the Games, as well as incorporating results from programme-level monitoring and evaluation undertaken for individual Legacy Programmes. It will also draw on elements of process evaluation to provide learning in relation to what has worked and why, as well as identify lessons from across the Games-wide evaluation to inform future Games and comparable event and programme delivery.

The evaluation will be delivered over 3 phases:

- Phase 1 of the evaluation (to which this 'pre-Games report' relates) finalises the Evaluation Framework and establishes a baseline for the evaluation.
- Phase 2 will commence in March 2022 and will involve the implementation of the Evaluation Framework to produce an interim evaluation report, in late 2022, capturing the immediate impacts of the Games, as well as a 'snapshot' report in summer 2022 immediately following the Games.
- Phase 3 will commence in mid-2023 and will involve implementation of the Evaluation Framework to produce a one year post-Games evaluation, for publication in late 2023, which will capture the short-term legacy impacts of the Games. Alongside the full evaluation report, a stand-alone summary report will be produced which will be designed to provide a more accessible deliverable for a wider audience.

This report presents the output of Phase 1 of the evaluation and sets out:

- the scope of the evaluation and the research questions it will seek to answer;
- the data and evidence requirements and the research methods which will be used to gather this evidence; and

⁵ Commonwealth Games Federation, 2019. Commonwealth Games Value Framework, December 2019. See: https://thecgf.com/sites/default/files/2020-05/CG_Value%20Framework_v1.pdf

- the methodology which will be applied in order to analyse the data and report findings.

It also includes a baseline report (see Annex 2) which presents the baseline position for key indicators against which observed changes before, during and after the Games will be measured.

1.3 Approach to development of the Framework

The development of the Evaluation Framework follows an established process for evaluation design and execution, as set out in the HM Treasury Magenta Book⁶ guidance on policy monitoring and evaluation. It has also been developed to align to the Commonwealth Games Value Framework⁷ - a framework developed for the CGF which defines the potential costs and benefits of hosting the Commonwealth Games, including the ways in which it can deliver a positive return on public investment and reposition and transform a city. The Framework also articulates how the costs and benefits should be assessed and draws out lessons learned and critical success factors from previous Games.

Development of the Evaluation Framework for the Games-wide evaluation, as presented in this report, has involved the following steps:

- Initial evaluation scoping informed by stakeholder consultation, review of background documentation and review of relevant literature to enable research questions to be developed and key evaluation parameters to be established (see Section 4 of this report).
- Mapping of the objectives of the Games, the activities that will be undertaken and the associated outputs, outcomes and impacts that are expected to be generated, in the form of a theory of change⁸ for each Legacy Programme, as well as an overarching Games theory of change structured by Mission Pillar (see Section 5).
- Design of the research methods that will be used to gather the data and evidence required for the evaluation, informed by the activities, outputs, outcomes and impacts in the theories of change (see Section 6).
- Development of the analytical approaches that will be used to measure the legacy and impacts of the Games, and to assess the attribution of these to the Games (see Section 7).
- Establishing how the evaluation analysis will be brought together to answer the research questions and how the findings will be reported (see Section 8).

1.4 Scope of the evaluation

The scope of the evaluation is informed by the evaluation research questions. These were established by DCMS and Games Partners based on the objectives of the Games, as set out in the Games vision and the plans for each legacy Mission Pillar and have been refined by the Games-wide evaluation team, in consultation with DCMS and the Games Partners, to reflect the latest planned Legacy activity.

The overall research question that the evaluation will answer is:

⁶ HM Treasury 2020; Magenta Book. See:

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/879438/HMT_Magenta_Book.pdf

⁷ Commonwealth Games Federation, 2019. Commonwealth Games Value Framework, December 2019. See: https://thecgf.com/sites/default/files/2020-05/CG_Value%20Framework_v1.pdf

⁸ A theory of change describes and illustrates the changes a programme/s is seeking to make, how it will happen and the measurable outputs, outcomes and impacts associated with the intended change.

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

A set of headline evaluation questions and sub questions are included to help answer this overall question. The evaluation headline questions against each Mission Pillar are presented in Table 3 below. Details of the sub questions are in Section 4.3 of this report.

Table 3: Evaluation research questions and sub questions⁹

Mission Pillar	Headline Research Questions
Bring People Together	To what extent has the Games brought local people together strengthening community cohesion, inclusion, and creative and cultural participation, including for priority groups?
Improve Health and Wellbeing	To what extent has the Games supported a reduction in physical inactivity and improved mental wellbeing, particularly within targeted communities?
Help the Region to Grow and Succeed	To what extent has the Games created social and economic impacts for Birmingham, the West Midlands and the UK particularly in terms of employment, skills, gross value added, trade, investment and tourism?
Be a Catalyst for Change	To what extent has the Games regenerated the region, with particular focus on Perry Barr, and created the systems to support long-term sustainability and accessibility improvements?
Put us on the Global Stage	To what extent has the Games contributed to a stronger global brand and positive image of Birmingham, the West Midlands, and the UK?

The evaluation will assess the impact and legacy of the Games at the local, regional and national levels, and focus on outcomes and impacts for specific priority groups the Games aims to support. The definitions for these geographies and groups have been determined as part of the Evaluation Framework development. See Table 7 for details of the level of geography at which different impacts will be measured and Section 4.4 for definitions of the geographies and priority groups.

A final important element of the scope of the evaluation is determining the timing of the evaluation and the baseline against which any observed outcomes and impacts from the Games will be assessed.

The appropriate baseline for Games-related impacts varies dependent on the timing of specific aspects of Games related interventions – with some activity starting in 2018 but much of the activity not being undertaken until 2022. For this reason, we have collected baseline data from pre-Games award (ie.2016/2017) onwards. This allows for the identification of the relevant baseline for different aspects of the Games (depending on when the activities commence) and the associated impacts. The collection of national, regional and local data over this timeframe will also enable analysis of trends at each geographic level to help inform analysis of the attribution of observed changes to the Games (see Section 7.6).

A baseline analysis to be used for the evaluation is included in the Annex to this report. It is based on secondary data collection and primary research available to date, specifically findings from wave 1 of the residents survey.

⁹ See Table 7 for details of the level of geography at which different impacts will be measured for each research question.

1.5 Overarching Games theory of change

A key part of developing an Evaluation Framework is understanding the intervention - in this case the Games - which is generally done through synthesising existing evidence about the intervention and producing a theory of change. The theory of change identifies the changes an intervention is seeking to make, how it will happen and the measurable outputs, outcomes and impacts associated with the intended change. This provides the basis for identifying indicators and data requirements for the evaluation, and understanding the assumptions that should be tested as part of the evaluation.

For the purposes of the evaluation, the Games-wide evaluation team has developed an overarching theory of change for the Games, as presented below. This provides an overview of the intended outcomes and impacts of the Games, and how the Legacy Programmes are expected to contribute to these under each Mission Pillar.¹⁰ More detail on the theory of change for each Mission Pillar, building on the content presented in the overarching theory of change, is included in Section 5.

The theories of change were developed based on consultation conducted by the Games-wide evaluation team with the Games Legacy Programme workstreams leads and evidence gathered through the literature review. To support this, more detailed logic models were developed for each Legacy Programme. These will continue to be updated as the Legacy Programmes are refined and details of the specific activities and their associated expected outputs, outcomes and impacts become clearer.

¹⁰ See Section 5 for more detail on the role of the theory of change and more details on how the Legacy Programmes are expected to contribute to the objectives of each Mission Pillar.

Figure 1: Overarching theory of change for the Games



1.6 Data and evidence collection

The Games-wide evaluation will rely on a substantial set of data and information to inform analysis of the legacy and impact of the Games and to answer each of the evaluation research questions.

A detailed exercise has been undertaken by the Games-wide evaluation team to identify what will be needed, linking back to the theories of change developed, and the research methods that will be employed to gather this evidence. A summary of the research methods that will be used is set out below and the full set of 188 indicators¹¹ mapped against the individual evaluation research questions, is set out in Appendix 3.¹²

Secondary data collection

Where possible, indicators will be sourced from secondary sources including national datasets and official statistics.

The timing of the evaluation and time lags in data collection and publication means, however, that for many indicators secondary data covering the post-Games period will not be available when the one year post-Games evaluation is undertaken.

Primary research

Primary research affords a means of providing data for the evaluation of the Games that is tailored to the specific requirements of the evaluation and the research questions that are being analysed. It can also have the advantage of providing data and evidence on a more timely basis.

Primary research to be undertaken for the evaluation includes:

- Surveys: A series of surveys will be undertaken for the Games evaluation both by the Games-wide evaluators (including waves of a residents survey, volunteer survey and business survey) and through the Business and Tourism Programme (BATP), including a visitor survey and perceptions survey.
- Stakeholder engagement: In addition, qualitative primary research will be undertaken in the form of interviews and focus groups with stakeholders to gather further insights to inform the evaluation.
- Programme-level monitoring and evaluation and monitoring of Games delivery: Legacy Programme specific data and evidence will be gathered through programme-level monitoring and evaluation (M&E) which will feed into the Games-wide evaluation. This will include data from Games delivery, programme monitoring, evidence from wider evaluation research such as programme-level primary research, and key findings from programme-level evaluation analysis.

Legacy Programme work leads have been provided with bespoke M&E guidance, data templates, and participated in a capability building workshop, to support their ability to provide the required data and evidence for the Games-wide evaluation.

¹¹ The indicators include 67 headline indicators and 121 secondary indicators. The headline indicators are the main measures of changes in outcomes and impacts linked to each Mission Pillar. The secondary indicators are intermediate indicators which demonstrate progress towards these outcomes and impacts, and will be used as part of the assessment of the extent to which the observed changes in headline indicators can be attributed to the Games.

¹² Note – these indicators are currently draft and may be updated as Programmes evolve.

1.7 Analytical approach and reporting

As the focus of the Games-wide evaluation is on its impact and legacy, the analysis has been designed with the aim of assessing the scale and scope of impacts that result from the Games, specifically its economic, social and environmental impacts.

The analytical methods that will be adopted to measure and assess these impacts include quantitative and qualitative techniques. In line with the HM Treasury Green Book¹³, the overall societal (public) value of the Games will be assessed taking account of both monetised and non-monetised impacts, including non-market¹⁴ social impacts which will form an important part of the evaluation given the range of social impacts that the Games aims to deliver through its legacy programmes.

Across all areas of impact, the analysis will assess the changes observed relative to a pre-Games baseline, as well as, as far as possible, take into account additionality of the impacts – that is, the extent to which measured changes can be attributed to the Games rather than wider external factors. This will be done through contribution analysis.

The planned approaches to analysing the impacts of the Games, as detailed in the Evaluation Framework, are summarised below.

Analysis of economic impacts

Economic impacts will be largely measured in terms of economic output (measured by gross value added ('GVA')) and employment, capturing direct, indirect and induced effects¹⁵ using input-output modelling¹⁶ approaches.

Key economic impacts that will be assessed include:

- economic impacts generated from Games-related spending, including operating and capital spending to deliver the Games;
- economic impacts associated with Games visitors' and attendees' spending at the Games;
- the impact of the Games Volunteering Programme and Jobs and Skills Academy on post-Games employment;
- the economic impacts associated with any change in levels of tourism, trade and investment post-Games;

¹³ HM Treasury (2020) The Green Book: Central Government Guidance on Appraisal and Evaluation. Available at: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/938046/The_Green_Book_2020.pdf

¹⁴ Non-market costs and benefits are those for which no market price, or market, exists and therefore there is no direct way of identifying their value. In some cases non-market valuation methods can be employed, though this would not be proportionate for all non-market impacts of the Games.

¹⁵ Direct effects are those generated direct economic activity in delivering the Games. Indirect effects are those generated as a result of spending with suppliers as a result of delivering the Games or by attendees to the Games. Induced effects are those generated as a result of employees spending a share of their wages in the economy.

¹⁶ Input-output tables show, in matrix form, the inter-linkages between sectors of the economy in terms of the value of goods and services (inputs) that are required to produce each unit of the output in given sectors of the economy. National level input-output tables will be used to produce the impact analysis at the UK level. Regional (West Midlands levels) analysis will be produced where data permits, using a bespoke localised input-output modelling approach that adapts the national level tables to reflect the ratios of local level economic activity to national level economic activity, at the sector level. This is based on the widely used approach developed by the academics Flegg and Webber. See: Flegg and Webber. 2000. 'Regional Size, Regional Specialization and the FLQ Formula'. *Regional Studies*. 34(6): 563-569.

ONS 2017 Input-Output Analytical Tables, Multipliers and effects. Available at:

<https://www.ons.gov.uk/economy/nationalaccounts/supplyandusetables/datasets/ukinputoutputanalyticaltables-detailed>

- the economic impact of the Games on the cultural sector; and
- the economic impacts associated with the regeneration of Perry Barr.

Analysis of social impacts

Social impacts will be assessed through a combination of quantitative approaches to monetise impacts where possible to do so robustly (as part of a Social Return on Investment (SROI) analysis), and qualitative approaches to assess a range of wider social impacts.

Key social impacts that will be monetised include those associated with:

- skills development;
- volunteering;
- sport and physical activity; and
- the Games' supply chain, measured via the OC Social Value Portal, in line with the UK National Social Value Framework (TOMs Framework¹⁷).

Key social impacts that will be assessed through a combination of qualitative and quantitative analysis include those associated with:

- economic and social regeneration;
- any changes in levels of community cohesion, civic pride and inclusion; and
- cultural participation.

Analysis of environmental impacts

Environmental impacts associated with the staging of the Games and the environmental legacy of the Games will be assessed in terms of:

- carbon and air quality;
- application of circular economy principles to minimise waste; and
- conservation and biodiversity.

The carbon footprint of the Games will be monetised based on established methodologies¹⁸ whilst other impacts of the Games will be analysed based on monitoring data and secondary data.

¹⁷ The UK TOMS Framework is a method for reporting and measuring social value to a consistent standard across the themes of jobs, growth, health, environment and innovation (<https://socialvalueportal.com/national-toms/>)

¹⁸ Methodologies which will be followed include the International Olympic Committee Footprint Methodology and Greenhouse Protocol. The carbon footprint will be valued using carbon values included in HM Treasury Green Book supplementary guidance: valuation of energy use and greenhouse gas emissions for appraisal. See: <https://www.gov.uk/government/publications/valuation-of-energy-use-and-greenhouse-gas-emissions-for-appraisal>

Analysis of the attribution of impacts to the Games

The evaluation will aim to assess the extent to which any changes in measured outcomes and impacts are caused by the Games specifically.

Given challenges in robustly implementing quantitative approaches to assessing attribution in the context of the Games, for the purposes of this evaluation attribution of impacts to the Games will be assessed through a theory-based method – referred to as contribution analysis.

The **contribution analysis** will aim to assess attribution by exploring the range of evidence to assess the strength of the cause-effect links identified within the theories of change, including through analysis of observed changes in end impacts (by comparing pre-Games data with post-Games data), evidence on intermediate outputs and outcomes, and analysis of other influencing factors that could affect Games related outcomes.

Overall analysis and reporting

When conducting the post-Games evaluations, the evidence and analysis (including updated baseline analysis) will be structured under each evaluation research question and sub question that it helps answer, and synthesised by combining and analysing qualitative and quantitative evidence. This will enable the evaluation team to draw out key findings and conclusions under each research question.

Through this process, key lessons learned from the evaluation will also be drawn out and reported.

The reporting of results will be undertaken at three points post-Games:

- immediately after the Games in summer 2022, in the form of a ‘snapshot’ report which will incorporate key descriptive statistics from the Games to provide a timely and high-level assessment of the scale and reach of the Games activity;
- around 3 months post-Games, reporting in late 2022 (the interim evaluation report), which will analyse the immediate impact of the Games delivery and staging of the Games and any evidence on the potential legacy; and
- one year post-Games, reporting in late 2023 (the one year post-Games evaluation report), which will provide a more complete and comprehensive evaluation of the impact of the Games in the year following the Games and the legacy impacts up to that point in time.

As currently commissioned, the Games-wide evaluation activity will finish after the one year post-Games evaluation report.

It should be noted that, by nature, at one year post-Games it will not be possible to fully evaluate the legacy of the Games as a range of its longer-term impacts would not be expected to have been generated by this point.

A broad range of evidence suggests that some of the longer term benefits from major sporting events, such as the Commonwealth Games, can accrue up to 20 years or more after the event takes place. This is particularly the case with benefits that are dependent on significant behavioural change, for example changes in the perception of a destination for visitors. Likewise, based on the experience of previous major sporting events, it is unlikely that a full picture of investment and trade impacts will emerge until 3-5 years post-Games.

There is potential for the inclusion of a ‘Phase 4’ of the evaluation which would report on the impact and legacy of the Games three years after it has taken place (i.e. in Summer 2025), which would go some way to capturing medium term impacts. However, this Phase 4 has not been commissioned by

DCMS and the Games Partners at this stage and therefore the evaluation methodology detailed in this report does not cover it.

2 Introduction

In summer 2022 the Birmingham 2022 Commonwealth Games (the Games) will take place. The Games, including the sporting events and its Legacy Programmes, intends to be the Games for Everyone, promoting equality, diversity and inclusion (EDI) across the UK and celebrating the diversity of Birmingham, home to people from more than 180 countries - a Commonwealth and global city.

The Games is being delivered by a group of Partners that are working together to deliver the Games and its legacy ambition with the aim of maximising the opportunity and investment presented by the Games. These Partners include the Department for Digital, Culture, Media and Sport (DCMS), alongside local and Commonwealth Games stakeholders (see Appendix 1 for details).

DCMS has a role as a funder of the Games, manages the relationship and input from across all areas of Government and provides overall co-ordination of the various aspects of the Games delivery. It is also responsible for the evaluation of the Games which is intended to assess the impact and legacy of hosting the Games, and the social and economic benefits it delivers before, during and/ or after the Games.

In March 2021, DCMS commissioned KPMG, supported by 4global and Dr Shushu Chen of the University of Birmingham (collectively the Games-wide evaluation team), to undertake an independent evaluation of the Games and associated Legacy Programmes. The evaluation, as currently commissioned, will run for approximately three years until 2023, when a one year post-Games evaluation will be conducted. Full details of the scope of the evaluation and the phases of work for its delivery are set out in Section 2.2.

This document is the first evaluation report (the Phase 1/ pre-Games report). It details the Evaluation Framework, which is the plan for conducting the evaluation of the Games, including the research questions it will address, the outputs, outcomes and impacts that are expected to be delivered by the Games, and the approaches, research and analytical methods that will be used to measure and assess these. This Evaluation Framework builds upon an initial Evaluation Framework and Research Strategy for the Games that was commissioned by DCMS in early 2020.

This report also presents analysis of the baseline position for Birmingham and the West Midlands against which changes in key indicators observed before, during and after the Games can be measured as part of the evaluation (see Annex 2).

2.1 The context for the evaluation

About the Games

Seventy-two Commonwealth nations and territories are expected to participate in the Birmingham 2022 Commonwealth Games. It will be one of the world's largest multi-sport events, bringing together over 4,000 of the world's elite athletes in an 11-day festival of sport.

Events will take place from 28th July to 8th August 2022 in venues across Birmingham and the West Midlands. Lee Valley Velopark in London will also be utilised. The Games will feature an Opening and Closing Ceremony, a Cultural Programme, 11 days of competition across 19 sports, and extensive Legacy Programmes which are intended to deliver lasting benefits to communities across the region. Collectively, these activities are referred to as "the Games" in this report.

The Birmingham Organising Committee for the 2022 Commonwealth Games (the OC) estimates that the Games will involve approximately: 6,500 athletes and team officials; more than 50,000 contractors and delivery staff; 13,000 volunteers; and 3,000 accredited media personnel. Over one million ticketed spectators are expected to attend the Games.

The Games will focus attention on Birmingham, a young and diverse global city, home to approximately 187 nationalities. Playing a crucial role in the West Midlands' post-pandemic recovery, it is intended that the Games will bring economic renewal and stimulus to the region and beyond, as well as opportunities for communities, athletes, artists, businesses, residents, and spectators alike, be they based in Birmingham, the West Midlands, the UK, or wider Commonwealth.

The Birmingham 2022 Commonwealth Games Legacy Plan¹⁹ (the Legacy Plan) sets out the ambitions that the Games will create jobs, improve skills, and lay down new facilities and infrastructure that will transform communities (see details of the Legacy Plan below).

The Games intends to establish new standards in accessibility, environmental sustainability, and inclusivity, aiming for the Birmingham 2022 Games to be representative of a diverse, forward thinking, and progressive community. It will also be the first major-multi sport event to have more medals for women than men, and it will also stage the biggest fully integrated para-sport programme in Commonwealth Games history.

Delivering a Games of this scale and ambition involves significant public sector investment. Approximately £778 million²⁰ of initial core public funding is being contributed towards Games operations costs and legacy investments, with 115 contracts having been awarded to date.²¹ Additional funding is also being leveraged from a number of Games Partners such as BCC, West Midland Combined Authority (WMCA), as well as stakeholder organisations such as National Lottery funders, Public Health England (PHE) and the British Council among others.²² These additional funds will directly support the delivery of Legacy Programmes, including sporting, cultural and community activities and infrastructure projects, created or amplified by the Games.

Overview of the Legacy Plan

As identified in Birmingham's bid to host the Commonwealth Games submitted to the CGF in October 2017²³, the City sits at the heart of the UK and represents the diversity of the Commonwealth. The bid specifically showcased the youth and diversity of the City, alongside its world class reputation for sport and culture. It also provided details of Birmingham's rich industrial history and heritage and highlighted it being one of the most ethnically diverse populations in the country, an accessible and connected city, and with a strong focus on regeneration.

Reflecting this local context, the Legacy Plan for the Games – developed in consultation with local communities across the West Midlands – was published in March 2021. It sets out the statement of intent for the Games' legacy, including a broad spectrum of legacy activity under the vision for the Games as: **'The Games for Everyone'**. This aligns to the CGF vision *"to use sport to create peaceful, sustainable, and prosperous communities across the Commonwealth"*.²⁴

The Partners driving legacy include a wide range of local, national, and international organisations. See Appendix 1 for a full list with details of the roles of each. Their ambition, as detailed in the Legacy Plan, is to use the Games to enhance the national and international profile of the region and maximise the social, economic and cultural benefits of the Games.

¹⁹ Birmingham 2022 Legacy Plan, March 2021

²⁰ DCMS based on initial funding commitment by BCC and HM Government to the Games in 2017/18 to cover Games spending through to 2022/23.

²¹ As at August 2021

²² The evaluation reports as part of Phase 2 and Phase 3 of the project will include a more detailed breakdown of Games spending, in line with the 3 categories of spend highlighted in the Games Value Framework and set out in section 7.2 of this report.

²³ See: [Commonwealth Games Bid 2022 | Birmingham City Council](#)

²⁴ Commonwealth Games Federation, 2019. Commonwealth Games Value Framework, December 2019. See: https://thecgf.com/sites/default/files/2020-05/CG_Value%20Framework_v1.pdf

As detailed in the he Legacy Plan the Games Partners aim to use the Birmingham 2022 Games to deliver several firsts for a Commonwealth Games:

- The first carbon-neutral Commonwealth Games;
- The first time firms bidding for Games' contracts must include a social value commitment²⁵;
- The first Games to fully integrate 13,000 volunteers from all delivery partners into a single volunteer programme.

It is also intended that the Games will have the largest business and tourism programme of any Commonwealth Games, in order to attract international visitors and investment to the region and the UK.

For individuals, communities and businesses at a local level, it is intended that the Games will present a wide range of opportunities including improved active travel, new partnerships, employment, improved mental and physical health and better-connected communities. The delivery of these opportunities and ambitions will be supported by a number of Legacy Programmes aligned to five Mission Pillars and three cross-cutting themes (Digital, Inclusivity and Civic Pride).

The five Mission Pillars, presented in the Legacy Plan are:

- 1 **Bring People Together:** The Games will embrace and champion the youth, diversity, humanity and pride of the region and the Commonwealth.
- 2 **Improve Health and Wellbeing:** Inspire, engage and connect communities and athletes to realise their full potential and live happier, healthier lives.
- 3 **Help the Region to Grow and Succeed:** Drive sustainable growth and aspiration, creating opportunities through trade, investment, jobs and skills.
- 4 **Be a Catalyst for Change:** Transform and strengthen local communities, working together to deliver new and improved homes, facilities, and transport links.
- 5 **Put us on the Global Stage:** Deliver an unforgettable, global Games in Partnership, on time and on budget to showcase the best of Birmingham, the West Midlands and the Commonwealth.

These Mission Pillars broadly align to the benefits statements identified in the CGF Commonwealth Games Value Framework.²⁶

Underpinning the five Mission Pillars are a number of Legacy Programmes and workstreams (collectively referred to as 'Programmes' in this document). The key activities and intended outcomes of each are summarised below. As programmes inputs, activities and intended outcomes and impacts are still in development, summaries are based on programme information available in July 2021. Further detail is provided in the Legacy Plan:

²⁵ This requirement will focus specifically on how potential partners can promote local skills and employment, support the growth of responsible regional business, help make healthier, safer and more resilient communities, protect and improve the environment, and promote social innovation.

²⁶ Commonwealth Games Federation, 2019. Commonwealth Games Value Framework, December 2019. See: https://thecgf.com/sites/default/files/2020-05/CG_Value%20Framework_v1.pdf

Table 4: Key objectives, activities and intended outcomes of Legacy Programmes

Programme and Lead Legacy Partner	Key Objectives	Key Activities	Intended outcomes
<p>Investment and the Built Environment: Venues</p> <p>HM Government, BCC, Sandwell Metropolitan Borough Council (SMBC)</p>	<ul style="list-style-type: none"> — Deliver world class venues which become “cherished landmarks and valued community assets” Sandwell Aquatics centre and the Alexander Stadium 	<ul style="list-style-type: none"> — Investment into Alexander Stadium — Construction of Sandwell Aquatics Centre — Improvements to Cannock Chase 	<ul style="list-style-type: none"> — Increased community satisfaction in sports facilities contributing to decreased inactivity levels — Games facilities to respond to the needs of local communities by becoming inclusive venues whilst at the same time becoming financially viable post-Games, e.g. through viable business plans including tenancies from professional sports clubs and more attractive commercial facilities for hire
<p>Investment and the Built Environment: Perry Barr Regeneration</p> <p>HM Government, BCC, Transport for West Midlands (TfWM) part of WMCA</p>	<ul style="list-style-type: none"> — To “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.” 	<ul style="list-style-type: none"> — Nearly 1,000 new homes will be completed as part of the initial first phase of construction, with more to follow. The new Prince Albert High School opened in September 2021 — Upgrade Perry Barr railway station and bus interchanges — Deliver major highways and transport infrastructure improvements 	<ul style="list-style-type: none"> — Improved local facilities — Improved residents’ feelings of satisfaction and civic pride — Increased cohesion in priority groups — Increased the average house price within the area supporting long-term economic growth.

<p>Investment and the Built Environment: Transport</p> <p>HM Government, BCC, SMBC, TfWM part of WMCA</p>	<ul style="list-style-type: none"> — Improve the accessibility of public transport in the region — Increase the number of people who use greener public transport 	<ul style="list-style-type: none"> — Provide accessibility support on transport to and from Games Venues/ Services — Games time transport management plans, congestion measures and active travel highways — Improvements to key route Network and Metro extensions in the Birmingham and Wolverhampton City centres. 	<ul style="list-style-type: none"> — Transformed local communities leading to increased feelings of satisfaction with amenities and services in local area — Supported economic and social regeneration of priority areas — Improved air quality — Improved levels of health and wellbeing
<p>Jobs and Skills</p> <p>WMCA</p>	<ul style="list-style-type: none"> — Increase the skills of West Midlands residents aligned to Games opportunities — Increase access to the opportunities created by the Games among priority groups 	<ul style="list-style-type: none"> — Targeted industry training for Games related delivery (e.g., construction and logistics) — Support priority groups to access opportunities created by the Games 	<ul style="list-style-type: none"> — Increased access/ awareness to volunteering opportunities during Games time and establish long-term volunteering habits — Improved participants' awareness of job opportunities — Increased skills and preparedness for work — Provided targeted Games-time employment for the long-term unemployed and for the West Midlands' residents more broadly.
<p>Volunteering</p> <p>OC</p>	<ul style="list-style-type: none"> — Build the most inclusive, diverse and representative workforce ever 	<ul style="list-style-type: none"> — Games-time volunteering opportunities for priority groups 	<ul style="list-style-type: none"> — Established long-term volunteering habits

		<ul style="list-style-type: none"> — Post-Games pathways to community-based volunteering 	<ul style="list-style-type: none"> — Reduction in both adult and youth unemployment levels supporting the overall economic growth of the region — Increased levels of civic pride — Increased levels of community cohesion — Improved levels of wellbeing of priority groups
<p>Youth and Learning</p> <p>OC</p>	<ul style="list-style-type: none"> — Directly engage with one million children and young people across the West Midlands region, bringing the Games to young people — Improve the wellbeing and life chances of young people by providing opportunities to positively influence decision making and engage with people different socio-economic backgrounds. 	<ul style="list-style-type: none"> — Student placements, social action, exchanges/ twinning, teacher and family development and skills development projects — Tailored curriculum content including relating to the environment, community and culture — Volunteering opportunities through Gen22 	<ul style="list-style-type: none"> — Improved levels of wellbeing, confidence and community cohesion among young people — Improved education and employment outcomes for young people

<p>Physical Activity and Wellbeing</p> <p>DCMS and Sport England</p>	<ul style="list-style-type: none"> — Inspire local and regional residents to reduce levels of inactivity targeted at areas of greatest need — Improve physical and mental wellbeing — Encourage and support people to cycle and walk more — Develop Games facilities as community venues post-Games 	<ul style="list-style-type: none"> — Commonwealth Active Communities project — Mental wellbeing campaigns and training for Games volunteers and workforce — Active travel infrastructure and activation projects — Games facility investment — National talent development programmes — National Governing body programmes — National Commonwealth Daily Mile school programme 	<ul style="list-style-type: none"> — Reduced levels of inactivity and improved wellbeing and deliver longer-term impacts in reducing health inequalities and enhancing quality of life
<p>Community Cohesion, Inclusion, and Pride</p> <p>Birmingham City Council (BCC)</p>	<ul style="list-style-type: none"> — Bring together different socio-economic groups — Help under-represented groups and local communities participate more in civic life — Identify and amplify local cultural and community assets; and increase levels civic pride 	<ul style="list-style-type: none"> — Community activities to be commissioned under the themes of Know your City, Inclusive City, and Connected City delivered by the following programmes: — A city connected by inclusive heritage trails — We made Birmingham — Getting Communities Talking 	<ul style="list-style-type: none"> — Increased levels of civic pride — Increased levels of community cohesion — Increased representation of priority groups on regional bodies

		<ul style="list-style-type: none"> — Birmingham Peace Gardens Proposal — Inspiring future leaders — Community Stakeholder Panel 	
<p>Creative and Cultural Participation</p> <p>OC</p>	<ul style="list-style-type: none"> — Bring together people from diverse communities — Support the cultural sector recovery post-COVID-19 — Establish Birmingham as a destination for arts and culture on the global stage 	<ul style="list-style-type: none"> — Six-month cultural festival (Birmingham 2022 Festival) (March – September 2022) — Opening and closing ceremonies — Queen’s Baton relay 	<ul style="list-style-type: none"> — Increased cultural participation opportunities for West Midlands residents, both as audiences and participants — Supported economic recovery of sector through new commissions and employment opportunities — Improved perceptions of the region on a global stage.
<p>Business and Tourism</p> <p>West Midlands Growth Company (WMGC), Department of Trade and Visit Britain, on behalf of DCMS and WMCA</p>	<ul style="list-style-type: none"> — Attract 39,000 additional visitors of which 27,000 will be additional international visitors to the UK and 12,000 will be additional domestic visitors to the West Midlands — Secure £712m of new overseas investment into the UK of which £377m will be in the West Midlands — Create £7m of additional export deals for the UK of which £5m will be in the West Midlands 	<ul style="list-style-type: none"> — Strategic investment campaigns — Conference programmes — Lead generation campaigns — Provision of business development toolkit — Sponsorship activities — International and domestic leisure tourism campaigns 	<ul style="list-style-type: none"> — Deliver long-term strategic priorities for growth across the UK and West Midlands priority sectors — Increased Foreign Direct Investment (FDI) projects, capital investment in the region’s property and infrastructure and export deals — Increased visitor numbers (business and leisure) into the region, with a particular focus on the in-bound and overnight

		<ul style="list-style-type: none"> — Digital visitor engagement — Travel trade engagement and events 	<p>markets, and associated expenditure</p> <ul style="list-style-type: none"> — Build and capitalise on an improved perception — Increased number of major events hosted in the region — Raised awareness of the WM region as an investment and tourism destination
<p>Sustainability: Environmental Sustainability</p> <p>OC and WMCA</p>	<ul style="list-style-type: none"> — Minimise the carbon emissions generated from the Games, and develop a carbon neutral legacy — Minimise waste and maximise circular solutions — Increase biodiversity 	<ul style="list-style-type: none"> — Use of green energy during Games — Campaigns to support green travel during Games — Carbon reduction initiatives — Carbon literacy — Large and small scale tree planting 	<ul style="list-style-type: none"> — Deliver the first carbon neutral Games — Established long-term behaviour change to green travel — Improved acres of biodiversity in region — Improved understanding of carbon
<p>Sustainability: Accessibility and Equality, Diversity and Inclusion (EDI)</p> <p>OC</p>	<ul style="list-style-type: none"> — Deliver a barrier free Games, which ensures those with accessibility requirements have their needs met in the more appropriate way, providing a positive Games experience. — For the Games to be as representative as the city and 	<ul style="list-style-type: none"> — Develop a set of accessibility principles and standards — Deliver a fair and accessible ticketing system — Monitor the accessibility and inclusion standards of the OC 	<ul style="list-style-type: none"> — Staging the ‘Games for Everyone’. — Meeting the requirements of people with disabilities — Improved representation of priority groups in decision making

	region, placing diversity and inclusion at the heart of all activities	employment policies and processes	
Sustainability: Social Value OC	<ul style="list-style-type: none"> — Maximise the social value generated by the Games — Support ethical trading 	<ul style="list-style-type: none"> — Manage the OC procurement evaluation process using social value assessment criteria, including ethical trading requirements 	<ul style="list-style-type: none"> — Catalyse behavioural change in procurement to enhance social value — Embed sustainable sourcing code into procurement — Improve labour rights and audit protocol in the supply chain — Increased investment in local firms — Maximize employment opportunities available to local people — Support long term skills development and career progression

Games delivery within the current environment

The planning and delivery of the Games, its aims and objectives, and its potential impact, have all been affected by the current socio-economic environment, most significantly by the COVID-19 pandemic.

The Legacy Plan acknowledges that the pandemic has exacerbated existing regional economic and social challenges and created many new ones. Across all the English Regions, as of August 2021, the West Midlands had the third highest²⁷ cumulative COVID-19 death rate per 100,000 of the population²⁸ and the West Midlands was the hardest hit part of the UK during the first wave of the pandemic, with ONS data showing that the region experienced a 21% drop in output in the second quarter of 2020 and still remains below pre-COVID-19 levels.^{29 30}

The baseline analysis for the Games presented in the Annex to this report includes further analysis of the recent socio-economic climate in Birmingham and the West Midlands.

There remains considerable uncertainty around the path of the pandemic and how it may affect the economy, communities and the delivery of the Games, even though a year away. Indeed, COVID-19 restrictions have already impacted Games delivery – with the plans for a new development to be used as the athlete’s village being delayed. The Games may still be impacted further, for example, if wider UK and international visitors are deterred and/ or there are restrictions in place around their attendance, or local support/ attendance is constrained. Legacy activities and their impact potentially also may be affected if Programmes need to be changed or scaled back, and attendance and participation limited, due to any COVID-19 restrictions that may be in place around the Games period.

All these factors have the potential to affect the overall impact and legacy of the Games.

It is, however, also clear that the Games present a significant opportunity to play a key role in the recovery of the City and the region, and it will be important for the evaluation to understand whether and how any recovery is being supported by the Games. By way of an example, BCC’s COVID-19 Economic Recovery Strategy³¹ recognises a number of opportunities presented by hosting the Games including the Business and Tourism Programme (BATP) in which Government has approved £21.3 million for the three-year Programme which is designed to maximise the impact of the Games on the local and regional economy and on employment.

2.2 About the evaluation

Requirement for evaluation

Government has a responsibility to maximise public value and outcomes delivered for taxpayers’ money and government activity. Understanding the efficiency and effectiveness of interventions and their impacts is critical to effective decision-making. In 2019, HM Treasury published an updated Public Values Framework³², in response to the Barber review, which reinforces the importance of maximising the value delivered from public spending and improving outcomes for citizens. Robust evaluation has a crucial role to play in meeting these goals.

Furthermore, as part of the Host City Contract for the Games, the Host City and Host Government are required to undertake analysis of the impact of hosting the Games, including at a minimum, studies

²⁷ Third highest after the North West and North East regions.

²⁸ UK Government, 15 August 2021

²⁹ ONS Statistical Bulletin – GDP, UK Regions and Countries: April-June 2020

³⁰ As of December 2020

³¹ Birmingham City Council COVID-19 Economic Recovery Strategy, March 2021

³² HM Treasury, The Public Value Framework, 2019

related to the periods leading up, during and post-Games, in accordance with the Commonwealth Games Value Framework³³.

Therefore, in line with HMT Magenta Book³⁴ guidance on policy monitoring and evaluation and the requirements under the Host City Contract, a Games-wide evaluation has been commissioned by DCMS, which is intended to serve two main purposes:

- to inform Legacy Programme delivery and ensure lessons can be learned for future Commonwealth Games and mega event delivery; and
- to demonstrate accountability and transparency in the allocation of public funding by assessing whether the intended societal outcomes and impacts of the Games have been achieved.

Full details of the scope of the evaluation and its aims and objectives are set out in Section 2.2.

Overall work programme for the evaluation

The evaluation, as currently commissioned, will be delivered over 3 phases.

Phase 1 of the evaluation (to which this 'pre-Games report' relates) includes:

- Finalisation of the Evaluation Framework, which presents:
 - the scope of the evaluation and the research questions it will seek to answer;
 - the data and evidence requirements and the research methods which will be used to gather this evidence; and
 - the methodology which will be applied in order to analyse the data and report findings.
- Establishing a baseline for the evaluation, based on secondary data collection and primary research conducted as part of this phase of work.

Phase 2 will commence in March 2022 and will involve the implementation of the Evaluation Framework to produce an interim evaluation report in late 2022 capturing the immediate impacts of the Games, as well as a "snapshot" report in summer 2022 immediately following the Games.

Phase 3 will commence in mid-2023 and will involve implementation of the Evaluation Framework to produce a final one year post-Games evaluation for publication in late 2023 which will capture the short-term legacy impacts of the Games. Alongside the full evaluation report a stand-alone summary report will be produced which will be designed to provide a more accessible deliverable for a wider audience, including local residents and businesses.

In addition, there is potential for the inclusion of a 'Phase 4' of the evaluation which would report on the impact and legacy of the Games three years after it has taken place (i.e. in summer 2025). However, this Phase 4 has not been commissioned by DCMS and the Games Partners at this stage and therefore the evaluation methodology detailed in this report does not cover it.

³³ Commonwealth Games Federation, 2019. Commonwealth Games Value Framework, December 2019. See: https://thecgf.com/sites/default/files/2020-05/CG_Value%20Framework_v1.pdf

³⁴ HM Treasury 2020; Magenta Book: Central Government guidance on Evaluation. See:

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/879438/HMT_Magenta_Book.pdf

3 Approach to developing the Evaluation Framework

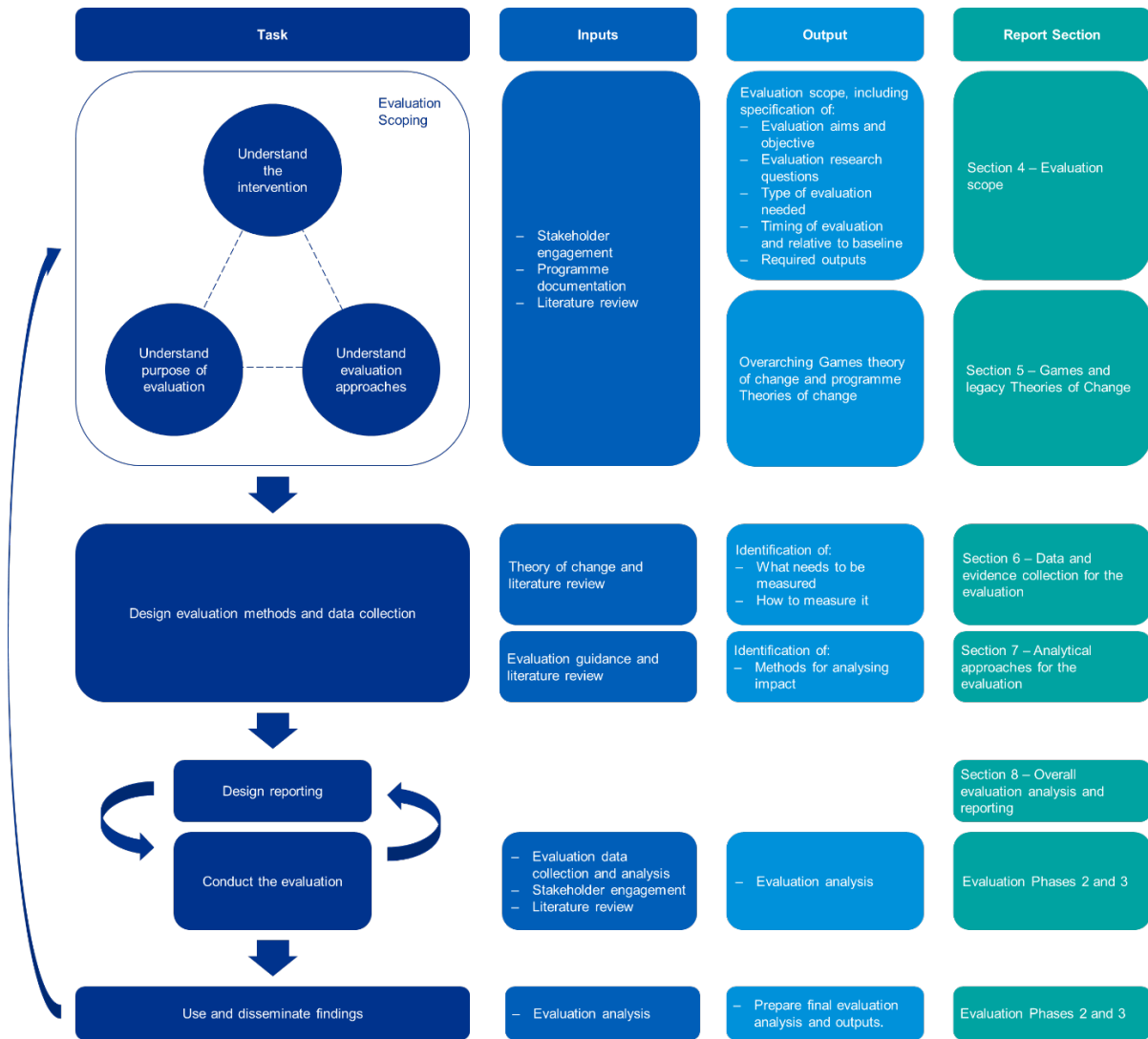
This section provides an overview of the stages of an evaluation, in particular the preliminary evaluation scoping and design stages which are the focus of this report. We also detail the approach we have taken to developing the Framework in terms of the data and information sources drawn upon.

3.1 Overview of the approach to developing an Evaluation Framework

The approach we have taken to developing the Evaluation Framework for the Games follows the methodologies detailed in the HM Treasury Magenta Book³⁵ and as summarised in the Figure below. References to the section of this Evaluation Framework report in which these issues are addressed are shown in the final column. Inputs that will be used for each task and the associated outputs of the work are also shown.

³⁵ HM Treasury 2020; Magenta Book. See: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/879438/HMT_Magenta_Book.pdf

Figure 2: Overview of the evaluation process



Source: HMT Magenta Book and KPMG

The first stage of evaluation design is the initial evaluation scoping.

This requires an understanding of the intervention, an understanding of evaluation principles and potential approaches, and a high-level view of the aims and objectives of the evaluation. The nature of the intervention and the high level aims and objectives of the evaluation will inform the type of evaluation required. From this, specific evaluation research questions are developed and key evaluation parameters established, for example the key definitions and the evaluation timescales to structure and inform the detailed evaluation methodology. This stage tends to be informed by stakeholder consultation and review of relevant documentation and literature.

Section 4 of this report details the developed scope of the Games-wide evaluation and each of the components detailed above.

To undertake an evaluation and appropriately scope it, it is important to understand the intervention (in this case the B2022 Games) in detail and how it is expected to achieve its desired outcomes and impacts. As explained in the Magenta Book this involves understanding how the intervention is expected to work in practice, including, for example, the issues the intervention aims to address; the change it aims to bring about; the causal chain of events that are expected to bring about the change;

the main actors; the groups expected to be impacted; and the expected conditions required for the intervention to succeed.

The “theory of change” is used to capture these factors. The theory of change sets out the causal chain from inputs and activities to outcomes and impacts, in the form of a logic model³⁶ and the steps expected to be involved in achieving these. The theory of change underpins many elements of the evaluation design and forms the basis for subsequent evaluation analysis.

Section 5 of this report details the overarching theory of change developed for the Games as well as individual theories of changes related to each of the Legacy Programmes.

Having scoped the evaluation, the next stage of evaluation design is the development of the methodology itself. This comprises three parts:

- First, the research methods to gather the data and evidence required for the evaluation— these requirements are directly informed by the elements (activities, outputs, outcomes and impacts) identified and set out in the theory of change.
- Second, the analytical approaches that will be used to measure impacts and assess attribution of these to the intervention.
- Finally, the evaluation design should consider how the evaluation analysis will be brought together and reported.

Sections 6, 7, and 8 respectively detail the approach that will be taken in relation to each of these for the Games evaluation.

3.2 Sources of information and evidence used to develop the Framework

As part of Phase 1 of the evaluation, a number of tasks have been undertaken and information and evidence sources drawn upon to inform the development of the Games Evaluation Framework. These are detailed below.

Engagement with the Games Partners and wider stakeholders

To inform the scoping of the evaluation, including to develop a detailed understanding of the proposals for Games delivery and the Legacy Programmes and to understand their requirements for the evaluation, consultation was undertaken with various stakeholders directly and indirectly involved in the Games. The information and views collated through this engagement directly informed the development of the Evaluation Framework. The stakeholder engagement undertaken to date can be grouped as set out below.

Senior representatives

The stakeholder engagement with senior Games stakeholders took the form of one-to-one semi-structured discussions with twelve senior representatives of key Partner organisations. The stakeholders engaged with were proposed by DCMS and the wider Games Partners. This engagement included engagement with representatives from BCC, Commonwealth Games Federation Partnership (CGFP), DCMS, the OC, as well as WMCA. Due to on-going COVID-19 restrictions all engagement was through virtual meetings.

³⁶ A logic model maps the inputs and activities of a project or programme through to its outputs, outcomes and impacts.

These meetings provided an opportunity to discuss and agree the aims and objectives of the evaluation and hear directly from stakeholders their expectations about the range and types of impacts that might be generated as a result of the Games as well as their expectations about the evaluation and the research questions it should address.

Legacy Programme representatives

Multiple meetings and workshops were also held with lead representatives from each of the individual Legacy Programmes to develop the theories of change for their Programmes. These included discussions to develop a detailed understanding of the alignment of Legacy Programmes with the Games Mission Pillars and how proposed activities might translate into related outputs, outcomes, and eventual impacts which the evaluation will need to capture and measure. These discussions also provided some initial insight as to the potential for programme-level evaluations to feed into the overall evaluation.

Working group engagement

As well as the individual engagement with Games stakeholders, representatives from the Games-wide evaluation team have engaged with:

- the Evaluation Working Group, a cross Partner forum with the role of guiding and providing input to the Games-wide evaluation; and
- the Evaluation Expert Advisory Group, which brings together individuals with expertise and experience in the field of major events evaluation with the role of providing expert advice, input and independent assurance in the design and delivery of the Games evaluation.

A full list of stakeholders engaged with is included in Appendix 2.

Background documentation and literature review

One of the first tasks undertaken was the collation and review of key Games background documentation, including the Legacy Plan, the Commonwealth Games Value Framework³⁷, Legacy Programme documentation, the Gold Coast 2018 Commonwealth Games monitoring and evaluation implementation plan³⁸ and relevant local and regional strategies.

This informed understanding of the overarching legacy objectives of the Games, previous approaches to evaluating major sporting events, including the Commonwealth Games, the stakeholder environment and the scope of the evaluation. It also helped us to identify key stakeholders and understand the nature of Games and breadth of and depth of legacy activity.

The Evaluation Framework builds on evidence and information gathered through a review of literature relevant to understanding both lessons for Games delivery and for the approach to evaluating the Games.

³⁷ Commonwealth Games Federation, 2019. Commonwealth Games Value Framework, December 2019. See: https://thecgf.com/sites/default/files/2020-05/CG_Value%20Framework_v1.pdf

³⁸ Gold Coast 2018 Commonwealth Games; See: <https://publications.qld.gov.au/dataset/d048b1dd-4cc9-4dd5-b3de-0c013c98c706/resource/cade40a8-06e3-400f-a9fd-9714488bf7ac/download/embracing-2018-evaluation-and-monitoring-framework.pdf>

Full details of the literature review conducted and the findings from this are set out in the Annex to this report. In summary, it covered both academic and “grey” literature³⁹ related to the Games and evaluation, focussing on gathering evidence and insights to:

- identify existing knowledge on legacy and impact evaluation and summarise lessons learned from previous Games;
- inform the development and implementation of the Evaluation Framework;
- identify the primary data collection requirements;
- develop the understanding of the range of issues, challenges, opportunities associated with legacies/impacts evaluation; and
- assess and learn from developing approaches/ methodologies for evaluation.

³⁹ The term grey literature refers to research that is either unpublished or has been published in non-commercial form. E.g.: government reports, policy statements and issues papers.

4 Scope of the evaluation

As explained previously, the first stage of evaluation design is the evaluation scoping. This Section sets out the agreed scope of the Games evaluation, as developed through the Evaluation Framework refresh, including specification of:

- the evaluation aims and objectives;
- the type(s) of evaluation which will be undertaken;
- the research questions which will be answered by the evaluation;
- key definitions for the evaluation;
- the timing of the evaluation; and
- the required outputs from the evaluation.

4.1 Evaluation aims and objectives

The main aim of the evaluation will be to assess the outcomes and impacts that have been delivered as a result of Games delivery and the Legacy Programme activity (collectively the Games) before, during and/ or after the 11 days of Games events in summer 2022.

The evaluation will assess and measure inputs, outputs, outcomes and impacts of the Games at the local, city, regional and national levels across each of the Games' five Mission Pillars (Bring People Together, Improve Health and Wellbeing, Help the Region to Grow and Succeed, Be a Catalyst for Change and Put us on the Global Stage).

Specifically, it will cover:

- the costs of the Games, including:
 - Games related spending, including capital and operating expenditure
 - discretionary operating spending to achieve the Games' wider objectives (i.e. the Legacy Mission Pillars); and
 - accelerated discretionary capital investment partly influenced by the Games;
- the economic, social and environmental impacts of the Games, as well as the impacts of the legacy activities attached to it, aligned to the objectives of the Games Legacy Mission Pillars and consistent with the benefits identified in the CGF Commonwealth Games Value Framework⁴⁰;
- the outputs, outcomes and impacts that are generated before, during and/ or after the event takes place;
- the distribution of the impacts, looking at where and who has benefitted from the Games and in what ways;

⁴⁰ Commonwealth Games Federation, 2019. Commonwealth Games Value Framework, December 2019. See: https://thecgf.com/sites/default/files/2020-05/CG_Value%20Framework_v1.pdf

- how the legacy arrangements were organised and delivered; and
- identification of lessons learned in relation to Games and legacy delivery for future stakeholders to draw on.

4.2 Type of evaluation

To deliver on the above aims and objectives, the evaluation methodology will be largely focussed on **impact evaluation**, but will draw on elements of **process evaluation** to provide learning in relation to what has worked and why, as well as identify lessons from across the Games-wide evaluation to inform future Games and comparable event and Programme delivery.

An impact evaluation seeks to identify and measure observed outcomes and impacts, including where relevant, whether different groups have been affected (positively or negatively) in different ways, and assess the extent to which any changes in the measured outcomes and impacts are caused by/ attributable to a Programme. More details on the proposed approach to the impact evaluation of the Games are set out in Section 7.

However, impact evaluation alone will not explain why outcomes and impacts have (or have not) occurred. For this, a **process evaluation** can provide crucial evidence to understand whether the outcomes and impacts observed, or not, are the result of the intervention design or the intervention delivery, and whether anything could be changed to overcome any issue in relation to this. Elements of process evaluation methodologies will be utilised within the overall evaluation to assess the extent to which the Games has delivered impacts. Further details are in Section 7.

4.3 Evaluation research questions

Building on the engagement with the Games Partners and wider stakeholders, and the wider scoping work for the evaluation, a series of evaluation research questions have been developed. These were established by DCMS and Games Partners based on the objectives of the Games, as set out in the Games vision and the plans for each legacy Mission Pillar, and have been refined by the Games-wide evaluation team, in consultation with DCMS and the Games Partners, to reflect the latest planned Legacy activity.

The overall research question that the evaluation will answer is:

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

In order to answer this overall research question, a set of headline evaluation questions and sub questions have been developed. These questions help structure the data collection, analysis and reporting lines for the evaluation process which collectively form an evaluation framework.

The evaluation headline questions and sub questions are presented in Table 5 below:

Table 5: Evaluation research questions and sub questions⁴¹

Alignment to Mission Pillar	Research Questions	Sub Questions
Bring People Together	To what extent has the Games brought local people together, strengthening community cohesion, inclusion, and creative and cultural participation, including for priority groups?	<ul style="list-style-type: none"> — Through what means have local people, particularly priority groups, engaged with the Games and become involved in its delivery? — To what extent has the Games encouraged young people to participate in new opportunities and develop their skills? — Has the Games brought communities together and led to increased cohesion and understanding among different groups? — What has the impact been of Birmingham 2022 Festival on the resilience of the cultural sector and arts infrastructure throughout the West Midlands? — Has the Games helped to develop more representative audiences that regularly engage in cultural activity? — To what extent has the Games increased feelings of civic pride in Birmingham and the West Midlands particularly for priority groups?
Improve Health and Wellbeing	To what extent has the Games supported a reduction in physical inactivity and improved mental wellbeing, particularly within targeted communities?	<ul style="list-style-type: none"> — To what extent have relevant sport facilities prepared for hosting the Games positively impacted the community through sports participation? — How has the Games supported a reduction in physical inactivity and an increase in physical activity, particularly amongst targeted and priority groups? — To what extent have the Games increased levels of cycling and walking? — What has been the effect of Programmes which aim to support people to improve their mental wellbeing?

⁴¹ See Table 7 for details of the level of geography at which different impacts will be measured for each research question.

Alignment to Mission Pillar	Research Questions	Sub Questions
		<ul style="list-style-type: none"> — To what extent has the Games led to improvements in the local and regional systems supporting physical activity and wellbeing?
Help the Region to Grow and Succeed	<p>To what extent has the Games created social and economic impacts for Birmingham, the West Midlands and the UK particularly in terms of employment, skills, gross value added, trade, investment, and tourism?</p>	<ul style="list-style-type: none"> — What have been the identifiable overall economic impacts of the Games on Birmingham, the West Midlands and the UK? — What have been the short-term economic impacts of preparing for and staging the Games? — To what extent has the Games led beneficiaries to secure work experience, onward progression along the pathway to employment or employment? — How has the procurement model used for the Games created a positive legacy and social impact? — What has been the impact of the Games on trade and investment? — To what extent has the Games encouraged an uplift in the number of domestic and international visitors to the West Midlands and associated spend?
Be a Catalyst for Change	<p>To what extent has the Games regenerated the region, with particular focus on Perry Barr, and created the systems to support long-term sustainability and accessibility improvements?</p>	<ul style="list-style-type: none"> — To what extent have transport infrastructure investments and operational improvements delivered for the Games made a positive and sustainable contribution to post-COVID-19 community and economic development? — To what extent have the infrastructure investments in the Games contributed to the regeneration of Perry Barr and the wider area? — In what ways has delivery of the Games made a positive contribution and/or legacy in terms of environmental sustainability for the area? — Has the Games been delivered in an accessible way and has it led to a positive

Alignment to Mission Pillar	Research Questions	Sub Questions
		legacy in relation to accessibility and inclusion for all?
Put us on the Global Stage	To what extent has the Games contributed to a stronger global brand and positive image of Birmingham, the West Midlands, and the UK?	<ul style="list-style-type: none"> — To what extent has the Games created more positive perceptions of the Birmingham and West Midland brand for UK and international audiences? — Has the Games stimulated greater awareness of Birmingham, the West Midlands and the UK from global audiences?

4.4 Definitions of geographic scope and priority characteristics

Before commencing with an evaluation, it is important to ensure that there is consistent understanding of key terms in relation to the evaluation and its coverage.

The glossary found at the front of this report sets out the definitions of key evaluation terms for the purposes of this evaluation.

In addition to this, for the Games evaluation there are two key areas of scope that needed to be clearly defined – the definitions of the levels of geographical scope and the priority characteristics of interest for the Games.

The geographical scope of the evaluation is to assess the impact and legacy of the Games at the local, city, regional and national levels.

Through consultation with Games Partners these levels of geography have been defined as:

- Local: Impacts at the neighbourhood level, with a particular focus on the Perry Barr neighbourhood.
- City/Local Authority: Impacts on the City of Birmingham, and on Sandwell (where relevant).
- Regional: Impacts at the West Midlands region⁴² level.
- National: Impacts at the UK level.

See Table 7 for details of the level of geography at which different impacts will be measured.

The priority characteristics for the Games have also been defined through consultation with Games Partners, to comprise:

⁴² 'West Midlands region' refers to the Eurostat NUTS 1 region of the UK see: [Eurostat - Office for National Statistics \(ons.gov.uk\)](https://ons.gov.uk). The evaluation will report at this level of geography where data allows. Where data cannot be captured at this level, alternative geographies may be used, for example data relating to the WMCA geography of Greater Birmingham and Solihull LEP, Coventry LEP and the Black Country LEP. Where regional data deviates from the NUTS 1 region definition this will be made clear in the reporting of the data.

- age (with 5-30 year olds as a priority group);
- gender (with women as a priority group);
- ethnicity (with Black, Asian and minority ethnic groups as a priority group);
- disability (with those with a disability or limiting illness as a priority group);
- employment status (with those who are unemployed as a priority group); and
- location of residence (with the geographic locations of interest being the Perry Barr neighbourhood, the City of Birmingham, Sandwell and the wider West Midlands region).

4.5 Timings for the evaluation

Evaluation

As noted in Section 2.2, the evaluation will assess the impact and legacy of the Games immediately post-Games and one year post-Games.

In terms of the scope of the evaluation we note that one year post-Games, many of the impacts of the Games, in particularly legacy impacts, would not be expected to have been fully realised.

There is provision for a Phase 4 (extension) which would result in a report for publication in summer 2025. However even with an extension, the evaluation would capture only the short-⁴³ to medium-term outcomes and impacts of the Games and not some of the longer term impacts/ benefits which may accrue up to 20 years or more after a major sporting event such as the Commonwealth Games. This is particularly the case with benefits that are dependent on significant behavioural change, so for example sustainable increases in levels of physical activity (and the resultant health benefits) and changes in the perception of a destination for visitors. Likewise, it is unlikely that a full picture of investment and trade impacts will emerge until 3-5 years following the Games.

Baseline

When analysing the outputs, outcomes and/or impacts, the evaluation will analyse observed changes relative to a relevant baseline period. The baseline period should reflect the situation before any intervention-related activity has taken place to allow for comparison with observed outcomes and impacts post-intervention.

The appropriate baseline for Games-related outcomes and impacts varies dependent on the timing of specific aspects of Games related interventions. For example, many Legacy Programmes will start being delivered only in the 6-12 months pre-Games, meaning a relevant baseline for the associated outcomes and impacts would be 2020/2021. Whereas other outcomes and impacts may be realised in the run up to the Games, for example as a result of capital expenditure. To evaluate these outcomes and impacts it is appropriate to use a baseline linked to the date at which the capital expenditure was agreed or the investment made. For other areas of impact, such as any changes in levels of civic pride this may have begun to be impacted in the period from which Birmingham was awarded the Games. Therefore, the appropriate baseline period would be pre-Games award.

Where possible, the baseline captures data from FY 2016/17 onwards in order to identify trends in the data and take account of the expected timing of different outcomes and impacts.

⁴³ Covering the period immediately before, during and after the event. Preuss, H and Arne Solberg, H (2004) The long term impacts from major sporting events – myths and facts

We note that the COVID-19 pandemic will have had an effect on many if not all of the baseline indicators that will be analysed as part of the evaluation, for example the economic performance of the region. The impact of COVID-19 on these indicators is likely to persist, at least to some extent over the timeframe for which the Games and the Legacy Programmes are delivered and the evaluation is being conducted. This may be due to ongoing COVID-19 restrictions, or due the emergence of a 'new normal' in terms of actions and behaviours.

These complexities relating to the baseline period mean that measuring change against the baseline will not be straight forward, and detailed analysis will be needed to understand the changes that can be attributed to the Games versus other influencing factors. The approach to addressing this in the evaluation is detailed in Section 7.

Further details of the baseline section and analysis of the baseline position, based on data and evidence currently available, is set out in the Annex to this report.

5 Theories of Change

5.1 Introduction

A key part of developing an Evaluation Framework is understanding the intervention - in this case the Games - which is generally done through synthesising existing evidence about the intervention and producing a theory of change. The theory of change identifies the changes a Programme is seeking to make, how it will happen and the measurable outputs, outcomes and impacts associated with the intended change.

Given the scale and scope of activities that are planned to be delivered in relation to the Games, and the breadth of outputs, outcomes and impacts that may arise as result, both an overarching theory of change for the Games and individual theories of change relating to each Mission Pillar have been developed. These are detailed in this section of the Evaluation Framework. They were developed by the Games-wide evaluation team in consultation with the Games Legacy Programme workstream leads, via engagement with national and regional stakeholders, and are also informed by evidence gathered through the literature review. The theories of change are also supported by more detailed logic models for each Programme which have been developed by the Games-wide evaluation team with Legacy Programme workstream leads based on information available up to July 2021. These provide a detailed view of the inputs and activities required by each Programme to deliver desired outputs, outcomes and impacts and will continue to evolve as new inputs, activities and intended outcomes and impacts are confirmed by Programmes.

The overarching theory of change for the Games presented in Section 5.2 provides a high-level overview of how the Games is expected to deliver its objectives under each Mission Pillar, and summarises the steps expected to be involved in achieving the desired outcomes, and the causal links between the main activities, outputs, outcomes and impacts. The indicators used to measure outcomes and impacts are detailed in the Evaluation Indicator table in Appendix 3.

The theories of change relating to each Mission Pillar are presented in Section 5.3. These provide additional detail on the intended contribution of the Games to each Mission Pillar, building on the content presented in the overarching theory of change.

For each Mission Pillar, a theory of action has also been developed. If a theory of change provides a hypothesis for how and why a change will happen, a theory of action details the key assumptions and actions which can be put in place to trigger the desired outputs, outcomes and impacts. A theory of action helps programmes to understand what actions need to be taken and condition in place to maximise impacts and evaluate success.

5.2 The overarching theory of change for the Games

An overarching theory of change (included as Figure 3 below) was developed based on the intended outcomes and impacts of the Mission Pillars, and builds from the theories of change developed for each of the five Pillars detailed in the sections below.

The framework is informed by Legacy Programme theories of change and shows key linkages between Legacy Programmes, key activities and the intended outcomes and impacts of Mission Pillars.

Intended outcomes and impacts are grouped by the short, medium and long-term but it is important to note that specific timescales are not included in the overarching theory of change as it is anticipated that the period in which intended impacts would be realised will vary from programme to programme and activity to activity. For example, an intended impact of the *Improve Health and Wellbeing* Mission Pillar is to reduce the health inequalities in the region by supporting inactive people to become more

active. The timescale over which this impact could be measured is likely to be longer than the socio-economic impacts e.g., in terms of improvements in skills and employment sought by activities under the *Help the Region to Grow and Succeed* Mission Pillar.

Similarly, the outcomes and impacts described in the overall theory of change are not attached to specific geographic boundaries as these will vary across different Programmes. Details of the focus and scope of Legacy Programmes and associated delivery partners, evaluation approaches and indicators, have been captured at the programme level within this Evaluation Framework.

At the overall Games level, when considering the outcomes chain within the theory of change, it is important to note that the extent to which the anticipated short-term/ medium-term outcomes and long-term impacts are realised in practice will depend to varying degrees on several factors, including that:

- 1 the Games are successfully staged and the planned Legacy Programme activities proceed;
- 2 infrastructure projects are completed on time;
- 3 the international and domestic economic environments remain relatively stable and there is no further large-scale crisis (e.g., another COVID lock-down) that emerges prior to, or during, Games time;
- 4 funding is made available as planned to ensure legacy activities take place as planned and at a scale where changes can be observed; and
- 5 there is a sufficient volume and reach of marketing, promotion and media coverage of the Games.

Figure 3: Overarching theory of change for the Games



5.3 Theories of Change and Action for each Mission Pillar

The Games Legacy Programmes and Games delivery itself are intended to contribute to the five Mission Pillars:

- 1 **Bring People Together:** The Games will embrace and champion the youth, diversity, humanity and pride of the region and the Commonwealth.
- 2 **Improve Health and Wellbeing:** Inspire, engage and connect communities and athletes to realise their full potential and live happier, healthier lives.
- 3 **Help the Region to Grow and Succeed:** Drive sustainable growth and aspiration, creating opportunities through trade, investment, jobs and skills.
- 4 **Be a Catalyst for Change:** Transform and strengthen local communities, working together to deliver new and improved homes, facilities, and transport links.
- 5 **Put us on the Global Stage:** Deliver an unforgettable, global Games in Partnership, on time and on budget to showcase the best of Birmingham, the West Midlands and the Commonwealth.

The Mission Pillar theories of change and supporting narrative, set out in the following sections, summarise key activities and intended outcomes and impacts. Further detail is included in the Legacy Plan⁴⁴.

5.3.1 Mission Pillar: Bring People Together

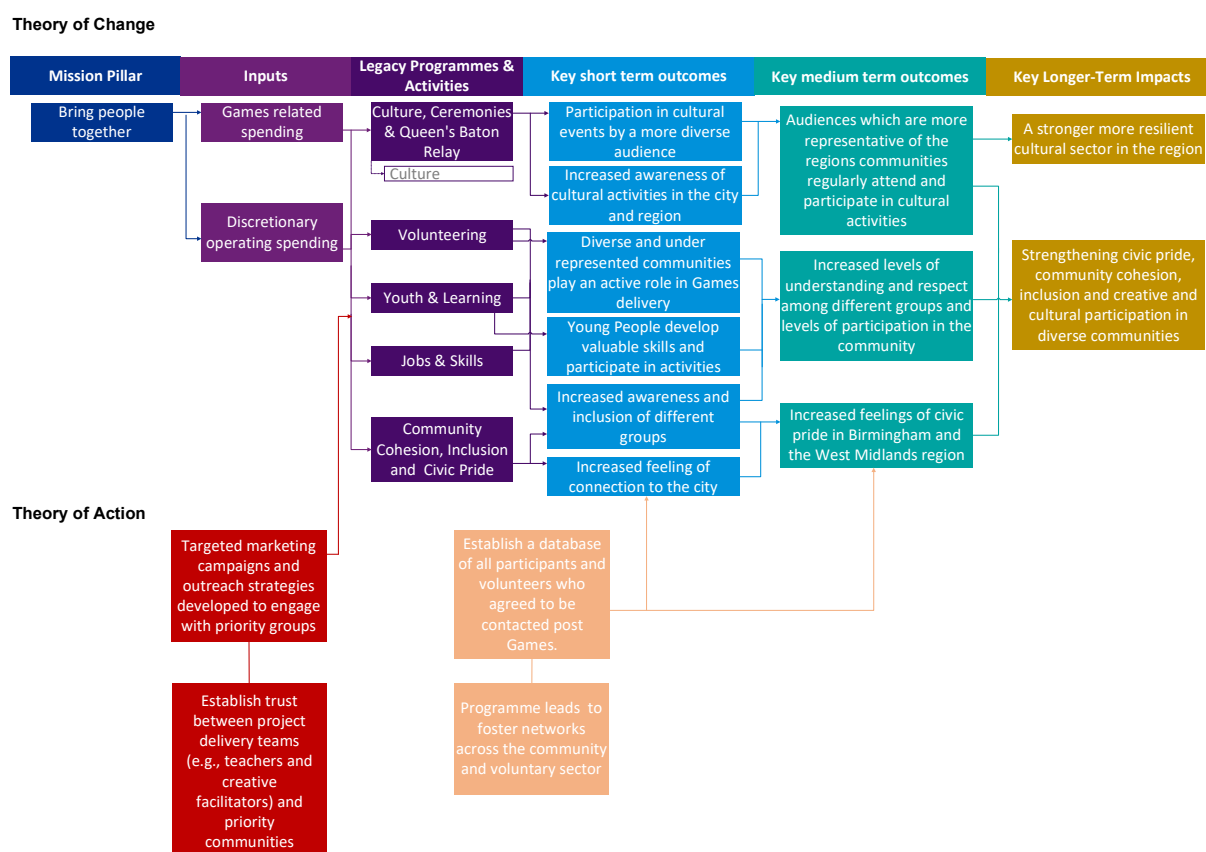
Theory of Change

The objective of the *Bring People Together* Mission Pillar is to embrace and champion the youth, diversity, humanity and pride of the region and the Commonwealth.⁴⁵

⁴⁴ Birmingham 2022 Legacy Plan, March 2021

⁴⁵ Birmingham 2022 Legacy Plan, March 2021

Figure 4: Bring People Together Mission Pillar theory of change



As shown in the theory of change Figure above, five Legacy Programmes are intended to directly contribute to the desired outcomes and impacts of the Mission Pillar:

Community Cohesion, Inclusion and Pride

— Activities delivered by this Programme, including though the Stronger Communities and Celebrating Communities funds, intend to support projects which enable local people and communities, with a focus on the Birmingham geography, 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. The Community Stakeholder Panel intends to bring together representatives from diverse communities aiming to give them a voice in the delivery of Games legacy activities, in addition to supporting engagement in other priority areas for the city. Over the longer term it is planned that this will evolve into an Engagement Panel for BCC, which will be part of legacy after the Games. It is intended that in the medium term providing civic engagement opportunities, through the Panel and other activities, will increase levels of satisfaction with community life and relations and the level of pride felt by Birmingham residents.

Creative and Cultural Participation

— Birmingham 2022 Festival aims to inspire lasting change in the sector by entertaining and engaging at least 2.5 million people. The festival’s community activities aim to “increase the percentage of the local and regional population who regularly engage in arts activity, as audiences and as participants.”⁴⁶, bringing people together to engage in arts activities in the community, leading to increased civic pride and inclusion benefits. The festival also aims to help the creative and cultural sector’s recovery from the impact of COVID-19 by increasing the income of cultural

⁴⁶ <https://images.birmingham2022.com/wp-content/uploads/2020/10/A-Cultural-Programme-for-the-Games.pdf>

organisations in the region, particularly those supported by the Festival, and providing volunteering and employment opportunities which are hoped to lead to an increase in the skills and experience of the workforce and the financial viability of the sector.

Youth and Learning

- The Youth Voice/ Social Action project is being developed to enable young people to participate in creative, cultural and sports activities linked to the Games. The OC intends that participants' level of satisfaction with opportunities (culture, sport and creative) available to them will increase, leading to a long-term reduction in the inequalities in the region.
- The Birmingham Connect project is designed to bring together children from different socio-economic backgrounds with the aim of facilitating better understanding between diverse groups and in the longer-term improving levels of community cohesion.
- The teacher development and family outreach projects aim to increase awareness of how to motivate and empower young people, leading to increased levels of integration and inclusion in priority groups across the UK (i.e., children and young people, primarily aged 5 – 25 years old).
- Gen 22 aims to engage young people who might otherwise struggle to access Games related opportunities, e.g. due to being a young carer or parent or having a criminal record, increasing inclusion and participation in opportunities for these groups.

Jobs and Skills

- The Academy project aims to support priority groups to access volunteer opportunities created by the OC. This has the aim of establishing volunteering habits, improving workforce skills and preparedness for work, increasing levels of community volunteering and improving levels of cohesion by bringing together different groups. The Jobs and Skills Academy also aims to support 5,000 young people to achieve an Award Scheme Development and Accreditation Network (ASDAN) qualification. The planned activities and intended outcomes and impact of the Jobs and Skills Academy span a number of Mission Pillars and the activities referenced have specific linkages to the Bring People Together Mission Pillar.

Volunteering

- The OC's Volunteering Programme intends to deliver opportunities for under-represented communities to play an active role in the Games and to establish habits in volunteering post-Games. This contributes to the Bring People Together Mission Pillar as it is intended that an increase in levels of community volunteering will lead to increased levels of civic engagement, pride and community cohesion, as people from different backgrounds come together in their communities.

Theory of Action: Assumptions and Actions

The extent to which the *Bring People Together* Mission Pillar outcomes and impacts are delivered will depend on a range of factors, including those detailed below:

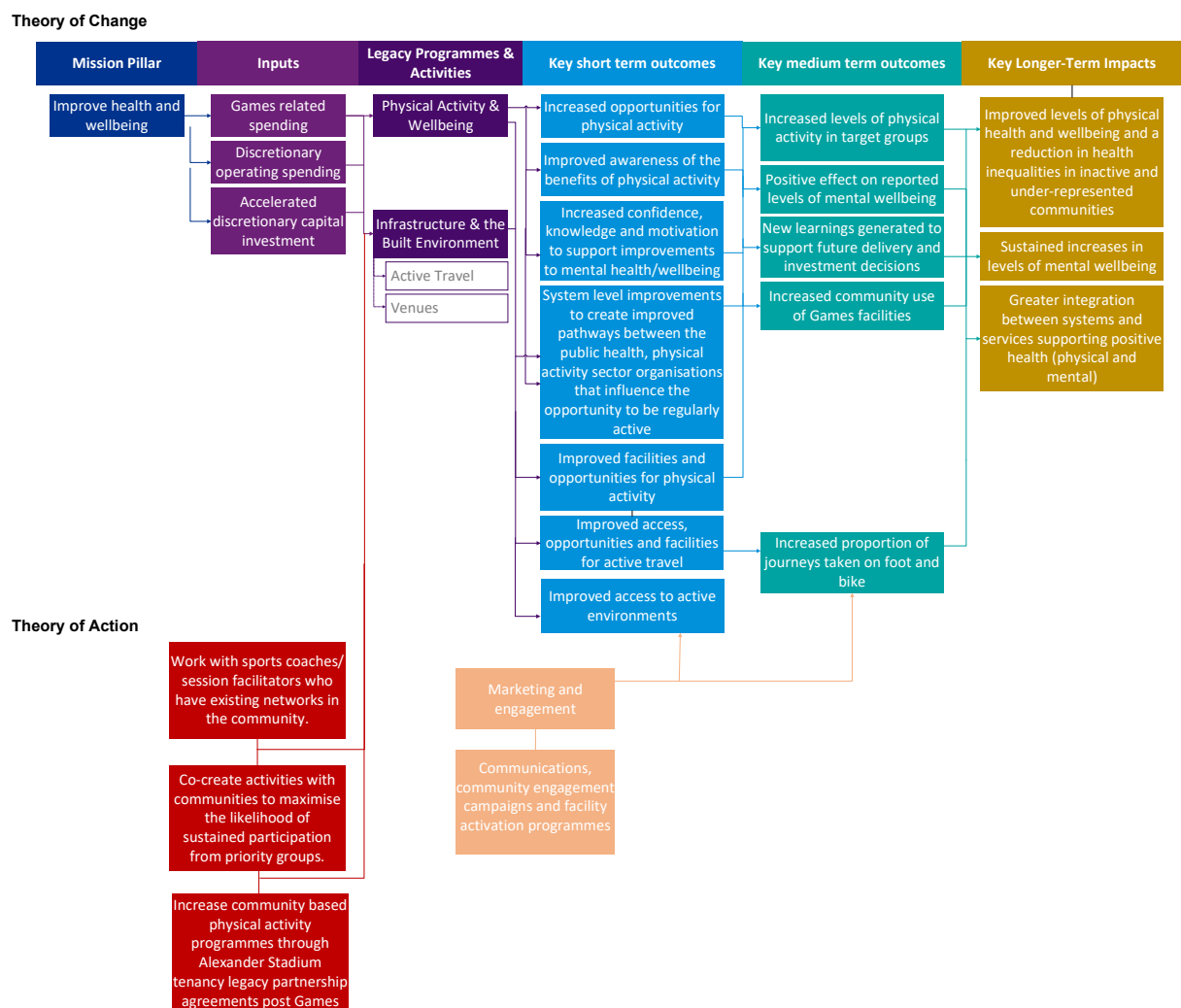
- Focused marketing campaigns and outreach strategies can support programmes to reach target groups. Different marketing strategies will appeal to different types of individuals and communities and should therefore be reflective of their needs, aspirations and perceptions.
- A database of participants and volunteers who agreed to be contacted post-Games will help to support ongoing communication with interested parties and promote other opportunities in the medium and long-term facilitated intended impacts.

- Efforts made by programme leads to continue to foster networks across the community and voluntary sector can support future volunteering opportunities and pathways post-Games. This will increase the likelihood of achieving the aim of establishing long-term habits in volunteering post-Games.
- Partnering and co-creating with trusted community leaders (e.g., teachers and creative facilitators) is expected to help to maximise participants' engagement in projects and increase retention rates.

5.3.2 Mission Pillar: Improve Health and Wellbeing

The objective of the *Improve Health and Wellbeing* Mission Pillar is to inspire, engage, and connect communities and athletes to realise their full potential and live happier, healthier lives. The activities that will support the achievement of this objective and the intended outcomes and impacts are summarised in the Mission Pillar theory of change below:

Figure 5: Improve Health and Wellbeing Mission Pillar theory of change



The Physical Activity and Wellbeing Legacy Programmes and Infrastructure and Built Environment Programmes are the key contributors to this Mission Pillar.

Physical Activity and Wellbeing

- Through a series of targeted programmes in the West Midlands and nationally, the Programme intends to decrease physical inactivity both by increasing the physical activity and sports participation opportunities available to priority groups and by increasing awareness of the benefits of being physically active. It is expected by Sport England and Games Partners that targeted community investments will increase the activity levels in the most inactive populations leading to longer-term reductions in the health inequalities resulting from inactivity. Supported by BCC and PHE, mental wellbeing awareness campaigns during Games time, e.g., targeting people working in the construction sector, are intended to highlight the importance of mental wellbeing, aiming to lead to positive impacts on reported levels of mental wellbeing in the region in the longer-term. In addition to supporting behavioural change at the individual and community level, the Physical Activity and Wellbeing programme intends to support greater integration between the systems and services underpinning health benefits for example improving linkages between sports participation programmes and public health teams or GP exercise referral programmes.

Investment and the Built Environment

- The Investment and the Built Environment Programme intends to deliver direct benefits during Games-time by providing athletes and spectators with access to high quality facilities and broader impacts which contribute to the Improve Health and Wellbeing Mission Pillar. Investment in infrastructure which supports active travel, e.g., the Perry Barr highway improvements for pedestrians and cyclists, aims to increase the proportion of journeys taken by bicycle or on foot. The WMCA's objective is that infrastructure improvements will lead to behaviour change towards more active travel in the medium and long-term, delivering both health and environmental benefits. Investment in Games facilities, e.g., Sandwell Aquatics Centre, the Alexander Stadium and Cannock Chase, is intended to support an increase in community participation levels in sport post-Games. Depending on the intended use, facilities will aim to improve the access to infrastructure available to sports clubs in the region and/or facilitate an increase in target group participation through access to high quality, inspirational facilities.

Theory of Action: Assumptions and Actions

Feedback from programme stakeholders and evidence from studies of previous major events suggests that the eventual success of the *Improve Health and Wellbeing* Mission Pillar and the delivery of the intended outcomes and impacts will depend on a range of factors, including those detailed below:

- Ongoing marketing and engagement methods to increase participation levels in sport and physical activity amongst priority groups. Learning from previous Games⁴⁷ suggests that sports participation programmes are more effective in enhancing and sustaining sport participation levels amongst those who are already active prior to the Games taking place.
- The Programme will aim to continue to work with locally trusted sports coaches/ session facilitators, partners/ stakeholders who have existing networks in the community.
- establish respect with priority participants by working with locally trusted partners/stakeholders who have existing networks in the community.
- The Programme will continue to co-create activities with communities to maximise the likelihood of sustained participation from priority groups.

⁴⁷ Evaluating the London 2012 Games' impact on sport participation in a non-hosting region: a practical application of realist evaluation, Chen, S & Henry, I (2015)

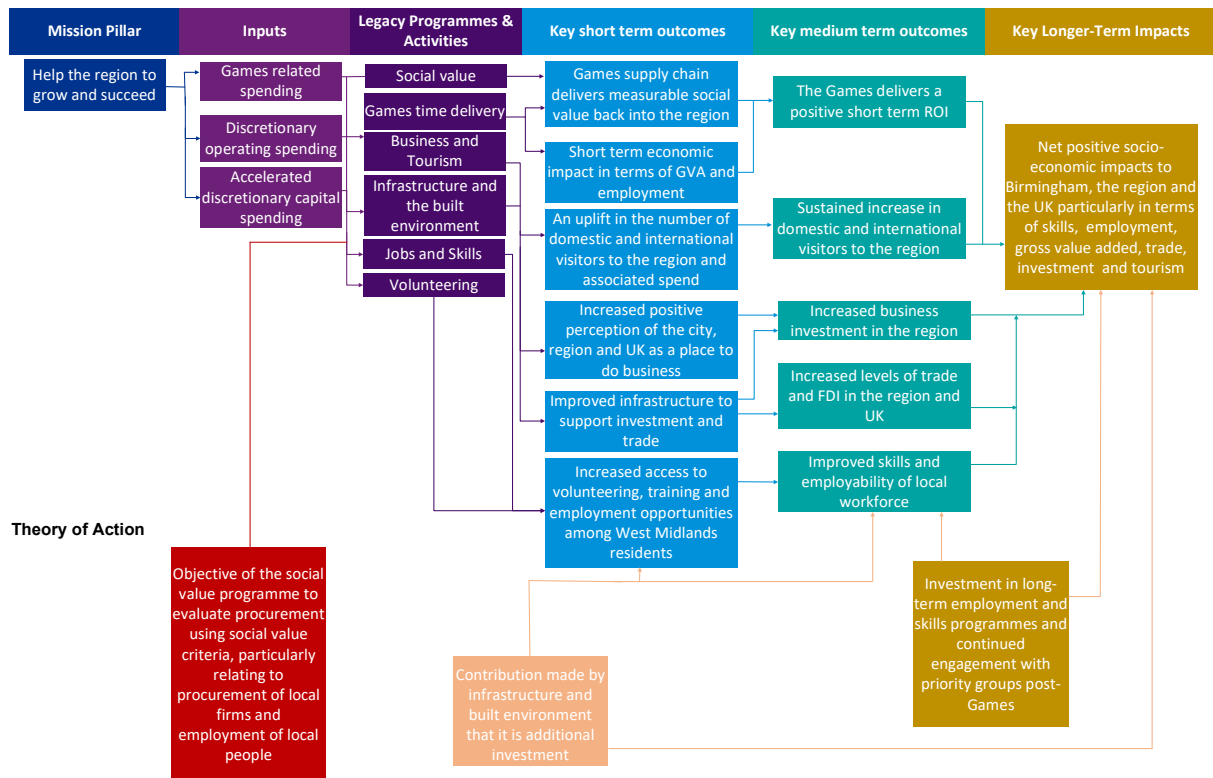
5.3.3 Mission Pillar: Help the Region to Grow and Succeed

Theory of Change

The objective of *Help the Region to Grow and Succeed* Mission Pillar is to drive sustainable growth and aspiration, creating opportunities through trade, investment, jobs and skills. The activities that will support the achievement of this objective and the intended outcomes and impacts are summarised in the Mission Pillar theory of change below:

Figure 6: Help the Region to Grow and Succeed Mission Pillar theory of change

Theory of Change



A number of Legacy Programmes are designed to directly contribute to this Mission Pillar, as summarised below:

Games time delivery

- It is intended that investment in the Games will generate a short-term economic impact in terms of economic output, measured by Gross Value Added (GVA), and employment generated as a result of visitor spend, job creation and service procurement. An intended impact of the Games is that it will catalyse the economic recovery, growth and success of the region measured through skills development, levels of employment, inwards investment, tourism and GVA.

Business and Tourism

- The BATHP will build on the profile created by the Games to aim to attract more visitors, trade, events and investment into Birmingham, the West Midlands and the UK, as well as promote the Birmingham 2022 Festival to key markets. It will concentrate on nations and territories across the Commonwealth, plus the domestic UK market. The BATHP's trade and investment strands will focus on four key sectors: data-driven healthcare; creative technologies; future mobility; and

modern business services. The UK has been identified as a global leader in each industry, which should help to create new trading relationships and attract overseas investment. The programme will also support sectors including e-commerce and the sports economy. As the Games approaches, a business readiness campaign will be run to aim to help local hospitality businesses prepare the best welcome. Tourists will be able to use a digital visitor platform and pop-up information sites to identify and access the experiences on offer. After the Games, BATP activity will focus on supporting businesses looking to locate in the region, confirming export contracts, and securing capital investments. Tourists will be encouraged to visit again through targeted marketing activity, while bids will be made (where considered appropriate) to host more sports tournaments and major events that will aim to capitalise on the exposure from the Games.

Jobs and Skills

- The Jobs and Skills Academy is designed to help the region grow and succeed through increasing the skills, opportunities and employment preparedness of residents in the West Midlands. By providing training in Games-related skills, supporting access to Games-related opportunities, and supporting access to future employment pathways for West Midlands residents, the Jobs and Skills Academy is expected to increase the employment, productivity and GVA of Games-related sectors in the region.⁴⁸

Volunteering

- As with the Jobs and Skills Academy, the Volunteering Programme aims to support regional growth and success by providing high quality work experience, volunteering and skills development opportunities for people living in the region. The Programme objective is to improve the employment prospects of priority groups leading to an increase in the number of employed people in the region in the medium to long term.

Social Value

- Cross cutting activity of the Jobs and Skills Academy, the OC's Social Value Programme will develop a framework which will evaluate procurement using social value criteria including measuring the number of job opportunities available for local people. An intended outcome of this, therefore, is to increase Games time employment opportunities for residents in the region, leading to improved employment chances of the Games workforce post-Games and increasing employment levels in the region in the longer term.

Investment and the Built Environment

- It is intended that the investments made into infrastructure improvements, e.g., highways, public transport links and Games facilities, will both enhance the quality of life for West Midlands residents and attract inward investment into the region as it becomes increasingly recognised as a desirable place to do business. The Programme intends to further support regional growth through the Perry Barr regeneration scheme where development of new homes and associated services is intended to increase property prices in the medium term.

Theory of Action: Assumptions and Actions

Feedback from programme stakeholders and evidence from studies of previous major events suggests that the eventual success of the *Help the Region to Grow and Succeed* Mission Pillar and the delivery of the intended outcomes and impacts will depend on a range of factors, including those detailed below:

⁴⁸ The Games target sectors are the tourism, e-commerce, sports and the creative industries

- Previous studies of the impact of major sports events on the level of employment in host cities suggest that jobs arising from mega events can be short-term and low-skilled⁴⁹ meaning that post-Games employment is limited. To avoid this there will therefore need to be investment in long-term employment and skills programmes and continued engagement with priority groups post-Games to support them into longer term employment and to maximise the potential benefits associated with the Games and Legacy Programmes.
- Studies of the economic benefits of previous major sporting events have identified that the economic benefits were often limited by displacement of existing business away from local/regional firms to the national or international firms benefiting in some way from the Games⁵⁰. The Social Value Programme to evaluate procurement using social value criteria, particularly relating to procurement of local firms and employment of local people, will help to mitigate this risk.
- The contribution made by infrastructure and built environment assumes that it is additional investment and not business as usual development that would go ahead regardless of the Games. To the extent that development is brought forward, there will be a benefit to impacts being realised earlier but the additional impacts will be more limited.
- Literature⁵¹ suggests that where there have been positive impacts in terms of the perception of the host City brand, these can often be short-term. Therefore, investment in long-term destination marketing campaigns and business engagement strategies will be required to maximise the legacy of the Games in terms of trade and investment.

5.3.4 Mission Pillar: Be a Catalyst for Change

Theory of Change

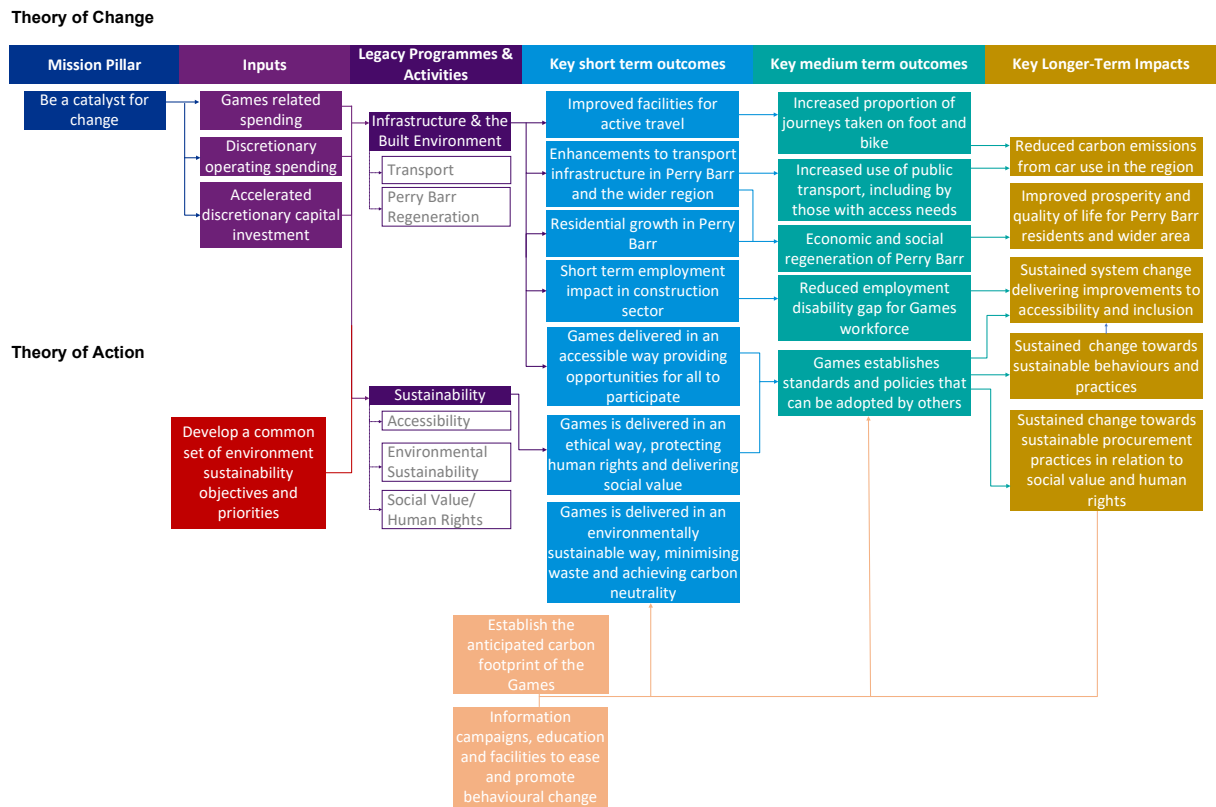
The objective of the *Be a Catalyst for Change* Mission Pillar is to transform and strengthen local communities, working together to deliver new and improved homes, facilities, and transport links. The activities that will support the achievement of this objective and the intended outcomes and impacts are summarised in the Mission Pillar theory of change included below:

⁴⁹ Economic and Tourism Expectations of the 2010 FIFA World Cup – A Resident Perspective, Briedenhann (2011)

⁵⁰ The Commonwealth Games 2002 A Cost and Benefit Analysis - Final Report, Cambridge Policy Consultants (2019)

⁵¹ The Olympic Games Impact on South Korea's Image - Jeeyeon (Jeannie) Hahm, Asli D.A. Tasci, Deborah Breiter Terry (2019)

Figure 7: Be a Catalyst for Change Mission Pillar theory of change



The following Legacy Programmes are intended by the Games Partners to directly contribute to this Mission Pillar:

Investment and the Built Environment

— The regeneration of Perry Barr, e.g., housing, and public transport link improvements, is intended to deliver economic and social benefits, improving the prosperity of residents and the wider region. More broadly, investment in public transport and active travel networks are intended to deliver Games-time benefits (e.g., through efficient and green travel options to Games facilities) and to catalyse long-term behaviour change, diverting local residents away from car use and towards greener modes of transport.

Accessibility and EDI

— The Accessibility and EDI activity has a focus on making the Games as accessible and inclusive as possible e.g., by establishing accessible ticketing practices and recruitment policies which aim to reduce the employment disability gap. The Programme’s activities also intend to generate long-term behaviour change. Specifically, the Programme is planning to work with organisations across the region to advise on best practice employment policies which intend to deliver system change improvements to accessibility and inclusion.

Environmental Sustainability

— This Programme intends to deliver Games-time benefits in terms of enhanced environmental sustainability, including through the stated aim of being the first Carbon neutral Games. To generate sustained behaviour and system change, the Programme intends to support education and advisory activities, e.g., via the Youth and Learning Programme and among OC employees, with the plan to capitalise on the profile generated by the Games to raise awareness of

environmental sustainability issues. Specific projects such as the planting of Tiny Forests aim to both improve the physical environment, increasing levels of pride in the community and deliver improved biodiversity impacts.

Social Value

- The OC's Social Value Programme encompasses processes, procedures and procurement practices to monitor the Social Values generated, and the impact on human rights, modern slavery and ethical trading, through the OC's contracts. The intention is that this will deliver blueprints for future Games to adopt, with the aim of generating a longer term legacy in these areas.

Theory of Action: Assumptions and Actions

Feedback from programme stakeholders and evidence from studies of previous major events suggests that the eventual success of the *Be a Catalyst for Change* Mission Pillar and the delivery of the intended outcomes and impacts will depend on a range of factors, including those detailed below:

- The Delhi 2010 Organising Committee's post-Games report⁵² references the importance of key stakeholders developing a common set of environmental sustainability objectives, priorities, roles and responsibilities to meet objectives during and post Games.
- To deliver a carbon neutral Games, the OC will need to establish the anticipated carbon footprint of the Games (drawing on evidence from previous major sports events). As Games scenarios change the anticipated carbon footprint should be revised. Establishing the expected carbon footprint will enable the OC to develop its carbon off-setting plan.
- Information campaigns and education programmes can drive long term behaviour change in households and organisations towards environmental sustainability post-Games.

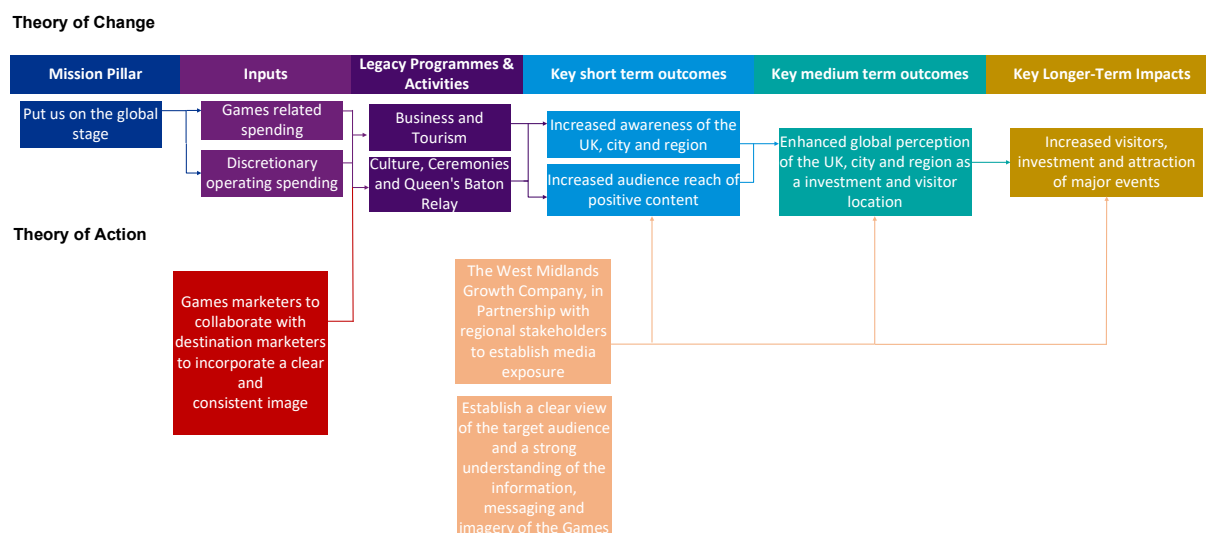
5.3.5 Mission Pillar: Put us on the Global Stage

Theory of Change

The objective of the *Put us on the Global Stage* Mission Pillar is to deliver an unforgettable, global Games in partnership, on time and on budget to showcase the best of Birmingham, the West Midlands, and the Commonwealth. The activities that will support the achievement of this objective and the intended outcomes and impacts are summarised in the Mission Pillar theory of change included below:

⁵² Delhi 2010 Post Games report. See: <https://thecgf.com/sites/default/files/2018-03/D2010-Post-Games-Report.pdf>

Figure 8: Put us on the Global Stage Mission Pillar theory of change



The following Legacy Programmes will contribute to this Mission Pillar:

Business and Tourism

- The BATP aims to increase awareness and improve the perception of Birmingham and the West Midlands as a desirable place to visit and invest, improving the global positioning of the region. Targeted campaigns and activities, e.g., industry conferences and priority sector business development strategies will focus on both domestic and international markets to increase awareness of business opportunities offered by the region; and provision of promotional visitor information and material to increase awareness and interest among visitors.

Creative and Cultural Participation

- The Creative and Cultural Participation Programme intends to both improve the civic pride felt by residents in the region and enhance the perception of Birmingham and the West Midlands on the domestic and global stage. The Queen’s Baton Relay will travel through 72 counties and territories across the Commonwealth, supported by civic and associated diplomacy events. DCMS and the OC see the Programme as an opportunity to promote Birmingham, the West Midlands and the UK across these countries and territories (i.e., on a global stage). The opening and closing ceremonies aim to portray the character of the region, highlighting its history and assets. The OC intends that opening and closing ceremony events themselves to develop and promote the UK as a world leader in major events production, aiming to lead to an increase in major events being staged in the UK in future years.

Theory of Action: Assumptions and Actions

Feedback from programme stakeholders and evidence from studies of previous major events suggests that the eventual success of the *Put us on the Global Stage* Mission Pillar and the delivery of the intended outcomes and impacts will depend on a range of factors, including those detailed below:

- Capitalising on the pre-event period, for example through media campaigns, can increase the visibility of the City and region on the global stage. Media exposure will increase awareness of the City and region as a destination for leisure and business visitors and showcase its ability to host international sporting and other mega events.

- Incorporation of clear and consistent image of Birmingham and the West Midlands in Games marketing can be used to improve the image of the event and the region before, during, and after the event.

6 Data and evidence collection

The Games-wide evaluation will rely on a substantial set of data and evidence to inform analysis of the legacy and impact of the Games and the findings and conclusions in relation to each of the research questions for the evaluation.

From the outset of the evaluation it is important to identify what will need to be measured (informed by the theories of change presented in the previous section) and how.

This section of the Evaluation Framework addresses these issues and sets out:

- The indicators (observable results) which will be measured in order to answer each evaluation research question. These align to the key outputs, outcomes and impacts of the Games and Legacy Programmes.
- The sources of data and evidence which will be drawn upon and the research methods that will be adopted in the evaluation to measure and assess the outputs, outcomes and impacts identified.
- The analytical framework which maps Mission Pillars and evaluation research questions to the research scope and methods.

6.1 Data and evidence needed to inform the evaluation

The theories of change (including the overarching theory of change and the Programme logic models developed separately) provide the starting point for identifying what will need to be measured as part of the evaluation. These theories of change include the outputs, outcomes and impacts that are expected to be delivered by the Games and hence the effects that should be monitored and assessed as part of answering the evaluation research questions (as set out in Section 4.3).

To assess these effects, the indicators that will need to be measured include:

- headline indicators, which will be used to measure the changes in outcomes and impacts which are needed to understand the impact of the Games in relation to each of the Mission Pillars; and
- intermediate outcome indicators (secondary indicators), which will be used as part of the assessment of the extent to which the measured changes can be attributed to the Games, rather than wider factors (see Section 7.6 – contribution analysis).

The following criteria were applied when identifying and developing the indicators. These criteria draw on key principles for monitoring and evaluation as detailed within UK Government⁵³, and wider industry, guidance⁵⁴.

- **Relevance:** indicators should be directly relevant to the output, outcome or impact that they are intended to measure. They should clearly and specifically indicate whether progress is being made in achieving the intended result. This is the most fundamental of the criteria, as the quality of the metric is superfluous if it is not relevant to what it is intended to measure.
- **Clarity of definition:** indicators should be clear and specific. They should be well defined, meaning that they are not open to different interpretations or subject to differences in measurement. This

⁵³ HM Treasury (2011). The Magenta Book: Guidance for evaluation.

⁵⁴ International Labour Organisation (2017). Basic principles in monitoring and evaluation. See: https://www.ilo.org/wcmsp5/groups/public/---ed_emp/documents/publication/wcms_546505.pdf

includes clarity on time periods and reference points, particularly where the metric is reporting a change in a value.

- Robustness of source: indicators should have a robust and reliable source, to ensure that measurement is consistent. Any limitations of the source of the metric, and consequences of this, should be made clear in reporting.
- Frequency of reporting: indicators should be available on a regular basis, and should avoid there being a significant lag time between the intended result being realised and its measurement. For example, many national datasets have significant lags in their data, with the latest releases often including data from 18-24 months prior. These sources will therefore be of limited use for the one year post-Games evaluation, and alternative or additional sources have been identified for to inform the one year post-Games evaluation.
- Baseline: in order for the indicators to provide meaningful insights, there should be a robust baseline in place that reflects the status before any relevant Games activity occurred.
- Proportionality: indicators should balance the trade-off between the cost and resource burden of monitoring and reporting the indicator (including primary data collection) and the strength of the indicator based on the above criteria. Where possible existing data sources that can be drawn on (secondary data and monitoring processes already planned or existing primary research) have been explored, before considering any new primary research.

The full set of 188 indicators (of which 67 are headline indicators and 121 are secondary indicators) which will be used to measure the identified outputs, outcomes and impacts required to answer the evaluation research questions under each Mission Pillar are presented in Appendix 3, with accompanying details including:

- the indicators which will be used to answer each evaluation research question and sub-question;
- the source of each indicator;
- the method of measurement (secondary data collection and baseline development, primary research, programme-level monitoring and evaluation and stakeholder engagement);
- the geographic coverage;
- the organisation responsible for collecting the data; and
- the intended use of the metric – whether it will be directly used to measure changes as part of the one year post-Games evaluation or whether it informs the contextual analysis, the baseline assessment and/or would be useful to inform any longer term evaluation undertaken.

These indicators will continue to be reviewed going forward as Legacy Programmes develop and may be added to or refined ahead of the evaluation being undertaken.

6.2 Approach to collecting the required data and evidence

Having identified **what** will need to be measured to inform the evaluation – i.e. the indicators that will be collected and reported on as part of the Games-wide evaluation, it is important to determine **how** it will be measured, i.e. the research methods that will be employed to collect data on these indicators, as well as additional evidence that will be collected to inform the evaluation.

This section of the Evaluation Framework sets out the planned approach to collecting the data and evidence required to undertake the Games-wide evaluation. This includes an overview of the following data collection methods that will be employed to deliver the evaluation:

- Secondary data collection.
- Primary research, including through:
 - surveys;
 - stakeholder engagement;
 - Games delivery monitoring; and
 - programme-level monitoring and evaluation.

The sources of data, and research methods that will be used to collect data and evidence relating to each of the indicators, have been identified through a data audit – a review of data requirements for the evaluation and the available sources of data that can meet these requirements.

The data audit involved the following steps:

- 1 Identification of potential secondary data sources that could be used in order to reduce the resource burden of new data collection by making use of data already available where possible. For identified secondary sources, the following issues were considered:
 - a. the availability of the source data, including the availability of any baseline data, the frequency of data reporting, and any time lags in the production of the data. This informs the understanding of the availability of a suitable baseline and whether the data will be available relating to the relevant time period (i.e. capturing the post-Games period) for the one year post-Games evaluation.
 - b. the geographic level at which the data is available – for example whether it is available at the local authority level, including for Birmingham and Sandwell, the West Midlands region level, and/or at the national level.
 - c. The granularity of the secondary data and the extent to which it could be used to provide meaningful information to answer the evaluation research questions and assess the specific outputs, outcomes and impacts that the Games is expected to deliver.
- 2 Where gaps in secondary data were identified and/or it was considered that it would not provide sufficient evidence to answer the evaluation research questions, alternative data sources were considered:
 - a. primary data collection at the Games-wide level, where appropriate to do so if related to the overall impacts of the Games;
 - b. the potential for programme-level monitoring and evaluation to be used to fill data gaps relating to programme-specific outputs and outcomes; and
 - c. wider evidence requirements where qualitative insights may be needed to identify outcomes and impacts, and for the contribution analysis.

Further details of the specific data collections methods identified through the data audit which will be used over the course of the evaluation are provided in the sections below.

6.2.1 Secondary data collection

A number of indicators required for the measurement of the outcomes and impacts of the Games can be sourced from national datasets or existing surveys. Key sources for these indicators that will be drawn upon include:

- Office for National Statistics (ONS) datasets including datasets for the Labour Force Survey, Annual Population Survey, and Business Register and Employment Survey.
- National surveys including the Active Lives Survey and the Community Life Survey.
- National statistics including those from Department for Transport, Department for Environment, Food & Rural Affairs, and Office of Rail and Road.

The main weaknesses identified with secondary sources relate to the extent to which the data provides sufficiently granular information to be able to answer the evaluation research questions and understand the specific outputs, outcomes and/ or impacts of the Games. In many cases the secondary data relates to potential impacts only, and given the wide range of factors that are likely to drive changes in these indicators beyond the Games, using only these indicators will not enable an understanding of the outcomes and impacts generated specifically by the Games.

There are also weaknesses in terms of the timing of availability of the relevant data for the Games-wide evaluation. For many potential sources of data, for example the ONS 'Annual personal well-being estimates', there is a time lag in the production and availability of the data with the data available at the time of conducting the one year post-Games evaluation covering pre-Games periods therefore, not suitable for assessing the outcomes and impacts of the Games. Data releases in July 2023 will provide data relating to the period from April 2021 to March 2022, and therefore these data cannot be used to measure the impact of Games time activity or Legacy Programmes.

In addition, the publication of many datasets has been disrupted due to COVID-19, with uncertainty remaining regarding the planned publication schedules going forward. In such cases, it cannot be relied upon that all identified sources of secondary data will be available for the one year post-Games evaluation.

However, irrespective of these potential issues, a number of indicators from secondary sources, which may not be available for the one year post-Games evaluation, have been collected as baseline data for two main reasons. First, they provide a useful baseline for any future evaluation which may take place, at which point sufficient post-Games data may be available to enable meaningful analysis of changes in the indicators that have occurred post-Games. Second, many of the indicators provide useful context for the Games evaluation and baseline trends at the local, regional and national level which can supplement the available data and baseline primary research.

The proposed approach to the evaluation attempts to overcome the potential lack of relevant secondary data by using other data collection approaches to provide the required data and evidence to inform the analysis against each evaluation research question. This includes primary research and programme-level monitoring and evaluation (see Section 6.2.2 details of these).

6.2.2 Primary research and data collection

Where gaps in the available secondary data have been identified, including cases where the timing of data releases mean that relevant data will not be available for the one year post-Games evaluation, data collection methods have been identified to fill these gaps, including through primary research.

Primary research affords a means of providing data for the evaluation of the Games that is tailored to the specific requirements of the evaluation and the research questions that are being analysed. For example:

- it can provide data at a level of granularity that enables analysis of the particular geographic areas and/or target groups that the Games is expected to impact;
- it can be undertaken at specific points in time that align to the timing of the desired baseline and evaluation periods; and
- it can allow for Games-specific data collection which can help to assess the attribution of outcomes and impacts to Games-related activities.

The primary research proposed as part of the evaluation covers three main categories:

- 1 Primary research which will be conducted as part of the delivery of the Games-wide evaluation, including a residents survey, a business survey, a volunteers survey and stakeholder engagement.
- 2 Primary research which is already planned as part of programme-level evaluation, including a 'visitor survey' and a 'perceptions survey'.
- 3 Primary research which it is recommended be undertaken as part of programme-level evaluation but for which there are no firm plans in place at this stage – this is discussed in Section 6.2.2 below.

Details on the plans and requirements for each element of primary research are detailed below.

Residents survey

The evaluation scope includes plans for three waves of surveys of Birmingham and Sandwell residents to capture outcomes and impacts of the Games for local residents, including:

- Community cohesion, inclusion and civic pride;
- Local built environment;
- Participation in physical, creative and cultural activities;
- Public transport and active travel;
- Awareness and engagement with the Games; and
- Identified impacts from the Games.

The data and evidence that will be collected through the residents survey in general will align, where possible, to data and evidence available from other sources, for example the Community Life Survey, Sport England's Active Lives Survey and the National Transport Survey. Aligning to the data and evidence that is available through existing surveys aims to increase the extent to which local comparisons can be made to the regional and national levels and allows use of results from these regular surveys to identify general trends in indicators covering the COVID-19 period. Due to the nature of the residents survey, and the need to achieve a baseline covering the pre-COVID-19 period, it is acknowledged that in some cases the results cannot be directly compared to national level results. Nonetheless, the questions are considered to be sufficiently aligned to make a meaningful comparison of trends at the local, regional and national level.

Collecting data and evidence for the evaluation through a bespoke residents survey, serves two main purposes:

- 1 It allows data to be gathered and analysed at the local authority level, and will include sample boosts to capture robust, granular data on specific priority groups/areas including the Perry Barr neighbourhood, young people (adults up to 30 years of age) and Black, Asian and minority ethnic groups.
- 2 It will capture the data on a timelier basis and provide data relating to the specific time periods of interest for the evaluation. The waves of the survey will be conducted to provide data on specific periods one year pre-Games (for the baseline), immediately post-Games (for the interim evaluation) and in summer 2023 (for the one year post-Games evaluation). This will provide a clearer picture of changes in the key indicators collected via the survey over the Games period.

Each wave of the residents survey will take the form of a c.15-20 minute online survey.

The sample will cover Birmingham and Sandwell residents and will be drawn from a panel sample provided by panel provider, Dynata. Dynata works to optimally blend their proprietary sample sources by conducting comparability tests and modelling the blend that will achieve the closest match to census and social benchmarks, thus ensuring a representative panel. Panel members were targeted based on postcode of residence based on postcodes for the areas of interest.

The survey will include a sample of n=500 for Birmingham and n=50 for Sandwell, with minimum quotas within the Birmingham sample of n=100 for 16-30 year olds, n=100 for Black, Asian and minority ethnic groups and n=50 for Perry Barr residents. These boosts were specified in the Invitation to Tender (ITT) for the Evaluation and confirmed with Games Partners during the development of the Evaluation Framework.

The final wave of the survey will also include follow-up online interviews with a sample of local residents to provide a richer view of attitudes, perceptions and motivations linked to the outcomes and impacts that are expected to be generated by the Games.

The first wave of the residents survey was in the field from 16 June 2021 to 9 July 2021. The results from this survey are included in the Annex to this report.

Volunteer survey

A survey of Games-time volunteers will also be undertaken as part of the Games-wide evaluation. Alongside capturing details on the characteristics of the volunteers (aligned to priority characteristics for volunteers) and the nature of their volunteering (type of activity and duration) the survey will be designed to capture the short and long term impacts on Games volunteers, including in terms of:

- personal benefits from volunteering, such as any changes in levels of confidence, skills development, preparedness for work, other social benefits;
- employment status pre-Games and over the post-Games period; and
- wider volunteering activity pre-Games and over the post-Games period.

The survey will also be designed to provide wider qualitative insights and opinions on the value of the volunteering experience for the individuals taking part in it and the levels and value of the training provided.

Data from this survey will feed into the analysis of the social impact of the Games as well as more broadly contribute to analysis of the impact of the Games under the Mission Pillars Helping the Region to Grow and Bring People Together.

The volunteer survey will be undertaken in two waves, immediately post-Games and in summer 2023. It will take the form of a c. 10 minute online survey which all registered volunteers who have provided email contact details at the time of registering for volunteering opportunities will be invited to participate in.

Perceptions survey

The B ATP is undertaking its own programme-level evaluation. As part of this, on behalf of the WMCA, WMGC is commissioning a perceptions survey, which will be designed to capture information on changes in the levels of awareness of, and sentiment towards, Birmingham, the West Midlands region⁵⁵ and UK in terms of being suitable/ desirable locations for business, investment, conferences/ events and leisure tourism.

Perceptions will be tested among key audiences including:

- domestic leisure tourists;
- international leisure tourists in key markets; and
- key intermediaries, including travel trade professionals, international business conference/sporting event buyers and organisers; and global investment intermediaries either based in, or with a presence in key markets.

The final survey methodology has not yet been developed. However, the Games-wide evaluation team will work closely with the consultants commissioned by WMCA to undertake the perceptions surveys to ensure that the surveys provide the required data and evidence for the Games-wide evaluation, including for the analysis of the impact of the Games on tourism, trade and investment as well as on levels of awareness and perceptions of the region among a global audience.

Visitor survey

Alongside the perceptions survey, on behalf of the WMCA, WMGC is commissioning visitor surveys across the WMCA area⁵⁶. These surveys will be used to inform the Games-wide evaluation, specifically in relation to the impact of the Games on tourism and the Games' short term economic impact.

The visitor surveys will be conducted during the Games period and immediately post-Games, and are intended to capture data on factors including:

- demographic characteristics of the visitors;
- motivations for visiting/ journey purpose (including the extent to which the visit was driven by the Games, associated events/ programmes of activity such as the Festival UK* 2022 or the Queen's Platinum Jubilee events, or wider factors);

⁵⁵ The WMCA surveys will include some analysis at West Midlands region geography – referring to the Eurostat NUTS 1 region of the UK – some at the WMCA geography of Greater Birmingham and Solihull LEP, Coventry LEP and the Black Country LEP, and some at bespoke geographies for example, within 3 hours drive of Birmingham. Where any findings reported in the evaluation rely on regional data which deviates from the NUTS 1 region definition this will be made clear in the reporting of the data and findings.

⁵⁶ Relating to the geographies of Solihull LEP, Coventry LEP and the Black Country LEP.

- length of stay;
- location and type of accommodation;
- origin of travel (elsewhere in the UK/ overseas);
- modes of transport used for the visit;
- visitor expenditure; and
- displacement - whether visits have taken place instead of ones to other parts of the UK or visits at other times of the year.

The survey will be conducted via face-to-face interviews with a sample of at least 1,000 visitors (local residents will be excluded) to Birmingham and at least 2,000 visitors to the wider WMCA area.

Business survey

A business survey will be undertaken as part of the Games-wide evaluation to obtain qualitative insights in relation to the impact of the Games across a range of issues including in relation to:

- how the Games has impacted investment decisions, before, during and/ or after the Games;
- how the Games has impacted businesses, including in terms of required employment levels, sales and revenues, and the extent to which any Games-time impacts have been sustained post-Games;
- perceptions of the strength of the region as a good place for doing business, including in relation to skills and infrastructure; and
- behavioural change as a result of the Games including in relation to practices relating to accessibility, equality, diversity and inclusion, environmental sustainability and social value generation.

Given that the purpose of the survey will be to gather primarily qualitative findings to supplement evidence obtained via other primary research and wider research methods, with the inclusion of a number of open questions, the sample size will be limited to around 50-100 businesses.

The business survey will be undertaken in two waves – immediately post-Games (for the interim evaluation) and in summer 2023 (for the one year post-Games evaluation). Where appropriate, consistency of survey questions will be maintained across waves to allow for comparison of findings over time. However, some additional questions specific to each wave will be included in the survey to obtain time-related insights, for example the second wave will ask specific questions relating to longer term legacy impacts which would not be expected to have been generated at the time at which the first wave of the survey is conducted.

The survey will be an online survey and will be sent to local businesses drawn from existing national and local business databases and Games Partner data. It will target businesses in key Games-related sectors such as construction, logistics, security, and hospitality, and will include businesses with a known direct or indirect link to the Games.

Survey data will be processed and analysed using specialist survey analysis software to facilitate the topic and sentiment analysis of open questions.

Stakeholder engagement

Stakeholder engagement as part of the evaluation is designed to serve two main purposes:

- Pre-Games, to inform the design of the evaluation, including its scope and the research questions that it should address, and to develop a detailed understanding of the plans for the Games and their intended outcomes and impacts.
- Post-Games to gather information and insights from stakeholders in relation to:
 - how the Games has been delivered and lessons from delivery;
 - the impact and legacy of the Games, in relation to specific areas of focus and evaluation research questions;
 - any identified unintended outcomes and impacts of the Games; and
 - views on wider contextual factors that could have influenced the impact of the Games that should be accounted for in the evaluation.

Table 6 below sets out the planned stakeholder engagement that will be carried out as part of the implementation of the evaluation, including the stakeholders who will be consulted, the key areas of investigation and the methods for consultation.

A structured approach will be taken to stakeholder engagement in the post-Games period with interview guides developed before stakeholder engagement takes place. The questions and topics in these will be driven by the evaluation questions and the specific evidence required linked to the theories of change and indicators, but will allow for flexibility to respond to stakeholders' insights and probe issues raised in more depth where appropriate.

In terms of engagement methods, in general the following principles will be applied:

- Where the primary role of the engagement is to achieve consensus on the outcomes and impacts that have been achieved or the contribution of the Games to achieving them, a workshop format will be employed involving stakeholders with aligned activities or interest in the Games or its outcomes.
- Where more specific information is required from an individual stakeholder, for example in relation to an aspect of a programme or project they are involved with, an interview approach will be used.

Table 6: Planned stakeholder engagement

Stakeholder types	Key investigation areas	Engagement methods
<p>National policy makers including: CGF; Commonwealth Games Association; DCMS; DfE; BEIS; MHCLG; DWP, Sport England; VisitBritain; British Council; and, Arts Council.</p> <p>Regional and local stakeholders including: the OC; WMCA; BCC and all other West Midlands Local Authorities; Sport Birmingham; Transport for the West Midlands (TfWM) part of WMCA; Sense; Culture Central; West Midlands Local Digital Skills Partnership; PHE; as well as local level teams from Government Departments such as DWP.</p>	<p>Views of stakeholders on the effects of the Games and associated activity on:</p> <ul style="list-style-type: none"> - levels of physical activity and mental wellbeing - economic growth - an uplift in the number of visitors - levels of community cohesion - a stronger global brand, positive image <p>Views of stakeholders on the legacy arrangements and activities promoting and maximising the impact of the Games</p> <p>Stakeholder views on the target groups most/ least benefitting from the Games</p> <p>Views on the geographical spread of the Games impact</p> <p>Views on the lessons learnt in terms of impact and legacy</p>	<p>Multi-channel modes will be used to draw out the most valuable insights. This means a combination of:</p> <ul style="list-style-type: none"> - 1:1 interviews (in person/ by video) - Workshops, used to reach more stakeholders efficiently, to test evidence across stakeholders and/or build consensus <p>Engagement will take place immediately post-Games and around three months after the Games</p> <p>Both interviews and workshops will be supported by pre-prepared semi-structured topic guides</p> <p>Write-ups will be tagged and analysed against the key evaluation research questions as part of the qualitative analysis (see Section 7.6)</p>

Stakeholder engagement will also take place after the production of the interim and one year post-Games Evaluation Reports. This will be designed to disseminate the findings in relation to the impact and legacy of the Games thus far and for key lessons to be shared that may help Partners to enhance, where possible, its future impact and legacy, and that of future major events taking place in the City and region.

Programme-level monitoring and evaluation data and information

A key source of data and evidence for the Games-wide evaluation will be the monitoring and evaluation data collected by individual Legacy Programmes.

The responsibility for the design, collection and quality assurance of monitoring and evaluation data at the programme-level lies with the Partners delivering each individual Legacy Programme. There are key data and information which will be needed to inform the Games-wide evaluation in order to assess how the Legacy Programmes have contributed to the overall impact and legacy of the Games and the outcomes and impacts that have been generated by each Programme.

To support the implementation of robust programme-level monitoring and evaluation, and to encourage the collection of data required for the Games-wide evaluation, tailored monitoring and evaluation guidance for Legacy Programmes has been developed. This has been accompanied by a capacity building workshop held in June 2021 and ongoing support for programme-level monitoring and evaluation will be provided by the Legacy Integration Team, supported by the Games-wide evaluation team.

Based on engagement with those involved with programme delivery, and through the development of Programme theories of change, the data and information requirements for the Games-wide evaluation from each of the Legacy Programme have been identified.

In summary, the information required from Legacy Programmes comprises:

- Programme monitoring data including data on expenditure, employment, activities and key outputs.
- Programme outcomes, which may require primary research in the form of surveys, data collection or stakeholder engagement.
- Key findings from programme-level evaluation in relation to the contribution of the Programme to the observed outcomes and impacts.
- Key findings from programme-level evaluation in relation to how legacy arrangements were organised and delivered, and lessons learned.

To structure the collation of this data, bespoke reporting templates for use by Programmes have been developed and issued. It is intended that these will be used to report data into the Games-wide evaluation in a systematic way.

In some cases, there are additional outputs, outcomes and impacts identified in the programme-level theories of change which are not included in the reporting templates for the Games-wide evaluation. This is the case in instances where impacts identified do not directly contribute to the Mission Pillars or help to answer the agreed evaluation research questions, for example the long-term impact of the Games on elite sport performance. In these instances, Legacy Programmes may themselves wish to include such metrics in their own monitoring and evaluation plans, but they will not form part of the Games-wide evaluation.

It should be noted that the contents of the Evaluation Framework in relation to Legacy Programmes, and the reporting templates provided to Programmes, reflect the current situation with regard to the planning and delivery of the Games legacy. However, it is recognised that especially at a programme-level, further changes in the specific activities are still possible / likely. The programme-level logic models developed to date by the Games-wide evaluation team in consultation with Legacy Programme leads may therefore need further updates by Programmes to accurately reflect the final activities taking place for each Programme and their associated outputs, outcomes and impacts, which will need to be included in the programme-level evaluation reporting templates.

Games delivery monitoring and evaluation data and information

In addition to the Legacy Programme monitoring and evaluation data, there is a range of data that the OC and Games Partners will collect related to Games delivery, which will be critical to the evaluation of the impact of the Games.

This includes assessment of:

- the short term economic impact of the Games, using data on:
 - expenditure and employment associated with Games delivery;
 - procurement spend associated with Games delivery;

- Games attendance across all attendees (spectators and ‘Games family’⁵⁷); and
 - accommodation and travel bookings through the central booking system.
- the social and environmental impact of the Games, using data on:
- ticket sales and characteristics of ticket holders;
 - social value commitments made and delivered through Games-related procurement; and
 - environmental impacts of Games delivery.
- the reach of impacts of the Games across the UK and globally, using data on:
- audience viewing figures; and
 - media coverage and reach.

The Games-wide evaluation team will continue to work with the OC, and specific functional areas within the OC, to specify the data requirements and set up reporting processes to provide the Games delivery related monitoring data required for the Games-wide evaluation (see Section 7 for more detail on how the data will be used).

6.3 Approach to collating data and evidence

To facilitate structured analysis, the data and evidence that will inform the evaluation will be captured in a systematic way using an evaluation database and dashboard specifically developed for this purpose. This organises the data and evidence by evaluation research question within a Microsoft Excel workbook. At this stage the database brings together all currently available baseline data (including from secondary sources and from the residents survey).

Going forward the database will also capture programme-level monitoring and evaluation data and results from primary research such that it consolidates all the indicators identified in Appendix 3 in one central depository, mapped against the Mission Pillars and the evaluation research questions which the data will help to answer.

Bringing the data together into a single database, with a dashboard, that is structured by the evaluation research questions, is helpful for two main reasons. First, it allows more efficient analysis of data against each research question as it is all in one place, rather than needing to draw from a number of different sources/ reports. Second, it allows for the data and analysis for different indicators to be easily compared side by side, making consistencies and differences across metrics identifiable, thus making it easier to draw conclusions.

The database will be updated periodically to incorporate programme-level monitoring data, new releases of secondary data and results of the planned primary research. The main updates will be made in July/August 2022 ahead of the interim evaluation and in summer 2023 to feed into the one year post-Games evaluation.

Where primary data is collected from Partners, the data provided will be reviewed for gaps and sense checked for discrepancies before it is used in the evaluation. However, the data will not be assured as part of the Games-wide evaluation and those Partners providing the data will be responsible for its accuracy.

⁵⁷ Games family includes teams, sponsors, media, VIPs, volunteers and workers at the Games.

All secondary data included in the database and used in the evaluation will be quality reviewed by checking extracted data back to source data. The source data itself will not be checked or assured as part of the Games-wide evaluation.

6.4 Summary of evaluation research methods

Table 7 below summarises the Research Framework which will be applied for the evaluation. It summarises the key outcomes and impacts that are expected under each Mission Pillar, the geographic level at which each evaluation research question and sub question will be assessed, and the research methods which will be used to gather the data and evidence required to answer each evaluation research question.

Table 7: Research Framework

Mission Pillar/Vision and Evaluation Research Questions	Geographical Area			Summary of Key Outcomes and Impacts	Research Methods			
	Local / City	Regional	National		Secondary Data	Primary Research	Programme Monitoring	Stakeholder Engagement
Games for Everyone								
To what extent has the Birmingham 2022 Commonwealth Games delivered the ‘Games for Everyone’ and created a positive impact and legacy for Birmingham, the West Midlands and the UK?								
To what extent has the Games delivered the Games for Everyone?	✓	✓	✓	Participation and engagement in the Games and Legacy Programmes reflects the socio-economic profile of the West Midlands Reach of the Games extends across the UK and globally			✓	✓
To what extent has the Games created a positive impact and legacy for Birmingham, the West Midlands and the UK?	✓	✓	✓	Synthesis of all outcomes and impacts across Mission Pillars	✓	✓	✓	✓
Bring People Together								
To what extent has the Games brought local people together strengthening community cohesion, inclusion and creative and cultural participation, including for priority groups?								
Through what means have local people, particularly priority groups, engaged with the Games and become involved in its delivery?	✓	✓		Participation in the Games opening and closing ceremonies among priority groups Participation in Games Volunteering Programme among priority groups			✓	

Mission Pillar/Vision and Evaluation Research Questions	Geographical Area			Summary of Key Outcomes and Impacts	Research Methods			
	Local / City	Regional	National		Secondary Data	Primary Research	Programme Monitoring	Stakeholder Engagement
To what extent has the Games encouraged young people to participate in new opportunities and develop their skills?	✓	✓		Increased confidence and motivation to participate in educational activity Increased skills attainment (qualifications and transferable soft skills) Educational status, attendance, attainment and qualifications of young people	✓		✓	
Has the Games brought communities together and led to increased cohesion and understanding among different groups?	✓			Increased community cohesion, inclusion and feelings of belonging	✓	✓		
What has the impact been of Birmingham 2022 Festival on the resilience of the cultural sector and arts infrastructure throughout the West Midlands?	✓	✓		Increased arts sector production skills Growth of the cultural sector including number of culture sector organisations and sector revenue			✓	
Has the Games helped to develop more representative audiences that regularly engage in cultural activity?	✓			Participation in cultural activities by priority groups		✓		
To what extent has the Games increased feelings of civic pride in Birmingham and the West Midlands	✓			Increased civic pride and participation in community activity and decision making		✓		

Mission Pillar/Vision and Evaluation Research Questions	Geographical Area			Summary of Key Outcomes and Impacts	Research Methods			
	Local / City	Regional	National		Secondary Data	Primary Research	Programme Monitoring	Stakeholder Engagement
particularly for priority groups?								
Improve Health and Wellbeing								
To what extent has the Games supported a reduction in physical inactivity and improved mental wellbeing, particularly within targeted communities?								
To what extent have relevant sport facilities prepared for hosting the Games positively impacted the community through sports participation?	✓	✓		Sustained commercial viability of venues Use of facilities by the community		✓	✓	
How has the Games supported a reduction in physical inactivity and an increase in physical activity, particularly amongst targeted and priority groups?	✓			Levels of physical activity and inactivity Awareness of opportunities to be physically active		✓	✓	
To what extent has the Games increased levels of cycling and walking?	✓	✓		Increased levels of active travel Quality of local infrastructure to support active travel	✓	✓	✓	
What has been the effect of Programmes which aim to support people to improve their mental wellbeing?	✓	✓		Awareness of the importance of being active for physical health and wellbeing Levels of life satisfaction	✓	✓	✓	

Mission Pillar/Vision and Evaluation Research Questions	Geographical Area			Summary of Key Outcomes and Impacts	Research Methods			
	Local / City	Regional	National		Secondary Data	Primary Research	Programme Monitoring	Stakeholder Engagement
To what extent has the Games led to improvements in the local and regional systems supporting physical activity and wellbeing?	✓	✓		Views of relevant local stakeholders on the systems in place to support active lifestyles	✓	✓	✓	
Help the Region to Grow and Succeed								
To what extent has the Games created social and economic impacts for Birmingham, the West Midlands and the UK particularly in terms of employment, skills, gross value added, trade, investment, and tourism?								
What have been the identifiable overall economic impacts of the Games on Birmingham, the West Midlands and the UK?	✓	✓	✓	GVA, employment and productivity impacts for Games-related sectors GVA and job creation from FDI and exports GVA and job creation from tourism	✓	✓		
What have been the short-term economic impacts of preparing for and staging the Games?	✓	✓	✓	GVA and employment impacts from Games delivery and Games-time activity		✓	✓	
To what extent has the Games led beneficiaries to secure work experience, onward progression along the pathway to employment or employment?	✓	✓		Short term Games-related employment Movement of Games-time beneficiaries into education, training or employment post-Games		✓	✓	

Mission Pillar/Vision and Evaluation Research Questions	Geographical Area			Summary of Key Outcomes and Impacts	Research Methods			
	Local / City	Regional	National		Secondary Data	Primary Research	Programme Monitoring	Stakeholder Engagement
How has the procurement model used for the Games created a positive legacy and social impact?	✓	✓		Value of social value commitments delivered through Games contracts Adoption of social value practices among local and national organisations		✓	✓	
What has been the impact of the Games on trade and investment?	✓	✓	✓	Progress in landing FDI and other investment opportunities Progress in supporting export opportunities Stated intentions among target markets of to invest or trade with the region Increased FDI to the region Increased exports from the region		✓	✓	
To what extent has the Games encouraged an uplift in the number of domestic and international visitors to the West Midlands and associated spend?	✓	✓		Increased visitors and visitor spend	✓	✓		
Be a Catalyst for Change								
To what extent has the Games regenerated the region, with particular focus on Perry Barr, and created the systems to support long-term sustainability and accessibility improvements?								
To what extent have transport infrastructure investments and operational improvements delivered	✓	✓		Improved quality of public transport Increased active travel and use of public transport			✓	

Mission Pillar/Vision and Evaluation Research Questions	Geographical Area			Summary of Key Outcomes and Impacts	Research Methods			
	Local / City	Regional	National		Secondary Data	Primary Research	Programme Monitoring	Stakeholder Engagement
for the Games made a positive and sustainable contribution to post-COVID-19 community and economic development?								
To what extent have the infrastructure investments in the Games contributed to the regeneration of Perry Barr and the wider area?	✓			Improvements to local amenities Improved housing stock Employment opportunities for local residents before, during and after the Games Commercial opportunities for local businesses before, during and after the Games	✓	✓	✓	✓
In what ways has delivery of the Games made a positive contribution and/or legacy in terms of environmental sustainability for the area?	✓	✓		Carbon reductions during Games-time and shared learnings for future events Air quality (Games-time and sustained) Awareness and behavioural change among local stakeholders in relation to environmental sustainability	✓	✓	✓	✓
Has the Games been delivered in an accessible way and has it led to a positive legacy in relation to accessibility and inclusion for all?	✓	✓		Games attendance by those with accessibility requirements Perceived accessibility of the Games Increased feelings of inclusion among local residents Awareness and behavioural change among local stakeholders in relation to accessibility	✓	✓	✓	✓

Mission Pillar/Vision and Evaluation Research Questions	Geographical Area			Summary of Key Outcomes and Impacts	Research Methods			
	Local / City	Regional	National		Secondary Data	Primary Research	Programme Monitoring	Stakeholder Engagement
Put us on the Global Stage								
To what extent has the Games contributed to a stronger global brand and positive image of Birmingham, the West Midlands and the UK?								
To what extent has the Games created more positive perceptions of the Birmingham and West Midland brand for UK and international audiences?	✓	✓	✓	Improved perceptions among global and UK audiences of Birmingham, the West Midlands and UK in relation to trade, investment, leisure tourism, conferences and sporting venues		✓		
Has the Games stimulated greater awareness of Birmingham, the West Midlands and the UK from global audiences?	✓	✓	✓	Awareness among UK and global audiences of Birmingham, the West Midlands and UK in relation to trade, investment, leisure tourism, conferences and sporting venues		✓	✓	

7 Analytical approaches for the evaluation

As the focus of the Games-wide evaluation is on its impact and legacy, i.e. it is an impact evaluation, the analysis must be designed with the aim of assessing the changes that have occurred as a result of the Games and the scale and scope of those changes. It is also important that the analytical approaches employed allow for an assessment of the extent to which any changes observed can be attributed to the Games specifically, rather than other external factors and influences, and are over and above the changes that would have occurred had the Games not gone ahead.

To do this, a range of analytical techniques will be used in the evaluation. This section of the Evaluation Framework details the approaches that will be taken to analyse the economic, social and environmental impacts of the B2022 Commonwealth Games, including:

- the principles that have been applied when designing the impact analysis;
- the approach that will be taken to assessing the costs of delivering the Games;
- the approach that will be taken to measure the economic impacts generated by the Games;
- the approach that will be taken to measure the social impacts generated by the Games;
- the approach that will be taken to measure the environmental impacts generated by the Games; and
- the approach that will be used to assess the additionality of Games-related impacts and the extent to which observed changes can be attributed to the Games.

These analyses will draw on data collected over the course of the evaluation, supplemented with secondary evidence and data, and apply well established approaches to quantify the impacts of the Games.

7.1 Principles for measuring impact

By assessing economic, social and environmental impacts, the evaluation seeks to capture the breadth of societal impacts generated by the Games, aligned to the cost and benefit statements detailed in the CGF Commonwealth Games Value Framework.⁵⁸

As set out in the HM Treasury Green Book⁵⁹, ‘public value’ includes all significant costs and benefits that affect the welfare and wellbeing of the population, and should include non-market effects as well as market effects.

The principles for assessing ‘public value’ are set out in the HM Treasury Green Book⁶⁰. It advises that all significant costs and benefits should be monetised to the extent that it is proportionate to do so. Where it is not possible to monetise certain costs or benefits, they should be assessed and reported, ideally in a way that provides an understanding of their magnitude.

⁵⁸ Commonwealth Games Federation, 2019. Commonwealth Games Value Framework, December 2019. See: https://thecgf.com/sites/default/files/2020-05/CG_Value%20Framework_v1.pdf

⁵⁹ HM Treasury (2020) The Green Book: Central Government Guidance on Appraisal and Evaluation. Available at: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/938046/The_Green_Book_2020.pdf

⁶⁰ Ibid.

The analytical approach that will be implemented for the impact evaluation applies these principles by seeking to monetise and otherwise quantify outcomes and impacts where possible, with supplementary qualitative analysis also provided.

The approach also considers the expected timing of impacts. We note, however, that while the majority, if not all, the costs associated with the staging of the Games and the Legacy Programmes will have been incurred by the time the one year post-Games evaluation is undertaken, the benefits are unlikely to have been realised in full.

Across all areas of impact, the analysis will look at the change relative to a pre-Games baseline, as well as take into account additionality of impacts – that is the extent to which measured changes can be attributed to the Games – based on evidence gathered and analysis undertaken as part of the wider evaluation. Where robust methods can be applied, those impacts that are identified as being attributable to the Games will then be monetised.

Monetised costs and benefits will be converted into the present value by discounting them over the period in which the costs and benefits are being assessed at the Green Book social time preference rate. Summing the present values of all past and future costs and benefits to society associated with the Games will generate the Net Present Social Value (NPSV) of the Games.⁶¹

7.2 Approach to assessing the costs of delivering the Games

The CGF Commonwealth Games Value Framework⁶² identifies that expenditure linked to hosting the Games can be divided into three main categories:

- Games-related spending, including:
 - operating spending to deliver the Games; and
 - capital spending on sporting and other infrastructure needed to host the Games.
- Discretionary operating spending to achieve the Games' wider objectives.
- Accelerated discretionary capital investment to support wider objectives, partly influenced by the Games.

The evaluation will identify and categorise spend in this way in order to understand the nature of the spending, how it has been funded, and how each category can be linked to subsequent impacts identified.

Importantly, as with benefits, the focus of the evaluation will be on the incremental costs – excluding those that would have still been incurred had the Games not been hosted in Birmingham.

7.3 Methods for analysing economic impacts

The first economic impact assessment (EIA) of the Games, as currently commissioned by DCMS for the evaluation, will be undertaken immediately post-Games (the “immediate post-Games EIA”). A further assessment will be undertaken at approximately one year post-Games to feed into the one year post-Games evaluation.

⁶¹ HM Treasury (2020) The Green Book: Central Government Guidance on Appraisal and Evaluation. Available at: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/938046/The_Green_Book_2020.pdf

⁶² Commonwealth Games Federation, 2019. Commonwealth Games Value Framework, December 2019. See: https://thecgf.com/sites/default/files/2020-05/CG_Value%20Framework_v1.pdf

Details of the measures of economic impact, approaches that will take to assess them, and the data sources that will be drawn on are detailed below. The methodologies employed will draw on recognised economic impact analysis methodologies, such as those set out in HM Treasury’s Green Book,⁶³ and specific methodologies for measuring the impact of events, such as in the guidance provided by eventIMPACTS⁶⁴.

Measures of economic impact

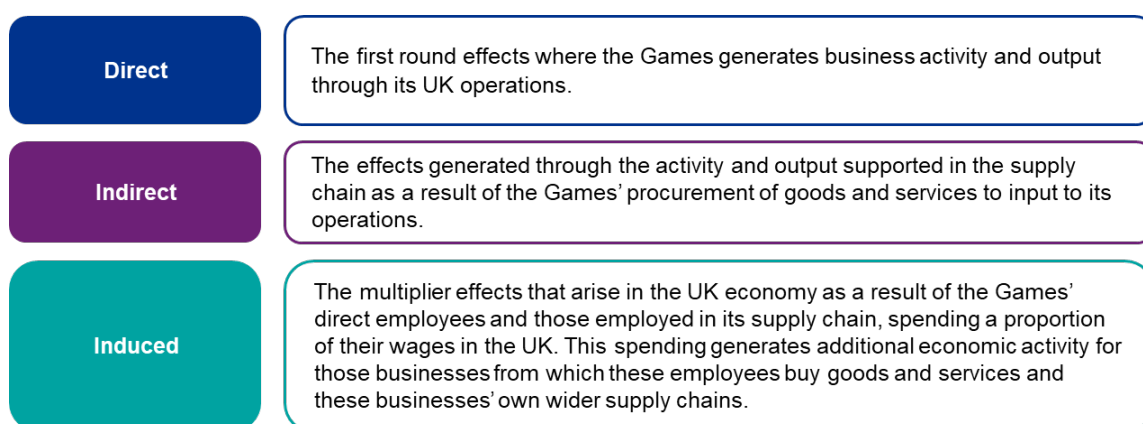
The main measures that will be used to analyse the economic impacts of the Games in the UK are GVA and employment.

GVA is a measure of the economic value of the goods and services produced at an individual company, industry or sector level, net of intermediate consumption (i.e. the goods and services that are used in the production process). GVA estimates the difference between the value of goods and services produced and the cost of inputs, such as unprocessed materials, used to create those goods and services. A nation’s GDP includes the sum of the GVA of all economic agents within the economy.⁶⁵

It is expected that the B2022 Commonwealth Games will add GVA to the UK economy through the services it delivers, the employment it generates, and through the inputs (e.g. products and services) used to deliver its activity.

The analysis will also capture the employment generated as a result of the activities undertaken to deliver the B2022 Commonwealth Games.

The analysis will estimate the GVA and employment contribution of the B2022 Commonwealth Games generated through direct, indirect and induced effects:⁶⁶



Immediate post-Games EIA methodology: Games delivery and Games-time impacts

The EIA that will be conducted in summer 2022 will focus on the immediate economic impacts of the Games generated as a result of expenditure associated with the preparation for, and staging of, the

⁶³ HM Treasury (2020) The Green Book; See: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/938046/The_Green_Book_20.pdf

⁶⁴ eventIMPACTS Social Measures toolkit. Sourced from: <http://www.eventimpacts.com/~media/event-impacts/downloadable-resources/social/social-measurescomplete-toolkit.pdf?la=en>

⁶⁵ GVA is a key component of gross domestic product (GDP), which is a measure of the value of production and is a key indicator of the state of the economy. GVA is used in the estimation of GDP, by aggregating GVA across all industries and sectors in the economy and adjusting for taxes and subsidies at the whole economy level.

⁶⁶ Indirect and induced GVA and employment impacts will be estimated using sector specific GVA and employment multipliers that will be sourced from the ONS and, where multipliers are not available from the ONS (type II multiplier specifically) they will be sourced from the Scottish Government.

Games plus the additional expenditure in the economy of visitors (teams, sponsors, media, spectators) over the Games-time period.

The economic impacts will be assessed at the national level, and, where data on location of spend permits, at the West Midlands region level. Direct impacts will also be reported at the local authority (Birmingham and Sandwell) level.

Economic impacts associated with the staging of the Games

The expenditure, employment and GVA impacts associated with preparing for and staging the Games, will be analysed using data obtained from the OC, as well as data and information from external public sources, including official statistics published by the ONS.

This will include the following data from the OC:

- financial data for the OC, since FY 2017/18, including revenues and costs, split by payroll and non-payroll costs;
- employment data for the OC, from FY 2017/18, including the number of employees by contract type, priority characteristics and location of employment;
- procurement spend for the delivery of the B2022 Commonwealth Games, including Games delivery and construction of Games venues, including details of the location, sector and total spend with direct suppliers;
- details of delivery of relevant social value commitments by suppliers, including the number of employees by location of residence.

The approaches taken to assess the economic impacts of the staging of the Games and how these datasets will be utilised are summarised below.

GVA impacts

The direct GVA impact of staging the Games will be estimated using the income approach, drawing on financial data from the OC, in particular data on the compensation of OC employees (payroll costs).

The indirect GVA impacts, which reflect the value added through the UK supply chain associated with the staging of the Games, will be estimated using an input-output (I-O) modelling approach^{67, 68},

⁶⁷ Input-output (I-O) tables show, in matrix form, the inter-linkages between sectors of the economy in terms of the value of goods and services (inputs) that are required to produce each unit of the output in given sectors of the economy. National level input-output tables will be used to produce the impact analysis at the UK level. Regional (West Midlands levels) analysis will be produced where data permits, using a bespoke localised input-output modelling approach that adapts the national level tables to reflect the ratios of local level economic activity to national level economic activity, at the sector level. This is based on the widely used approach developed by the academics Flegg and Webber. See: Flegg and Webber. 2000. 'Regional Size, Regional Specialization and the FLQ Formula'. *Regional Studies*. 34(6): 563-569.

ONS 2017 Input-Output Analytical Tables, Multipliers and effects. Available at:

<https://www.ons.gov.uk/economy/nationalaccounts/supplyandusetables/datasets/ukinputoutputanalyticaltables>

⁶⁸ Existing literature relating to evaluation of major events, such as previous Commonwealth Games and Olympics, varies in use of input-output (I-O) modelling and computable general equilibrium (CGE) modelling. Both approaches are based on the same underlying I-O tables. While I-O analysis provides a snapshot of the gross impact of additional economic activity to which bespoke displacement assumptions can be applied (see sub-section on estimating net impacts below), CGE modelling looks at the scale of effects over time given resource constraints and competition for resources from other sectors (taking account of displacement effects within the model and allowing prices to adjust). For the purposes of the evaluation it is proposed at this stage that I-O analysis will be used for a number of reasons: (1) Due to the timing of the evaluation, the economic impact assessment will largely capture the short term economic impact of the Games – realised at a point in time. By this point, dynamic adjustments, which would be captured through a CGE approach, may not yet have occurred. (2) As noted in the literature (see Annex 3), for CGE models to be effective, the assumptions underpinning them need to be relevant and robust and these are likely to differ dependent on the nature of the intervention. Detailed and bespoke modelling would need to be taken to provide robust assumptions to any CGE modelling undertaken, which the data and evidence may not be available for.

drawing on data on OC spend with suppliers, including the contract values, suppliers' geographic location and their standard industrial classification (SIC) code⁶⁹.

The induced economic impacts, which reflect the wider economic activity generated in the UK as a result of Games-related employees wage spending in the UK economy, will also be estimated using Type I and Type II GVA multipliers produced by the ONS and the Scottish Government.

Employment impacts

The OC has permanent and temporary employees who are/ will work on the delivery of the B2022 Commonwealth Games. These employees represent the direct employment impact of the staging of the Games. The headcount number of employees will be converted to Full-Time Equivalent Employees (FTEs) using ONS data on the average number of hours worked by those in part-time employment in the UK.

The indirect and induced employment impacts will be estimated using an input-output modelling approach and draw on the supplier data provided by the OC in a bespoke analysis that will reflect the sectoral and geographic spread of supplier spending associated with the Games.

Economic impacts associated with Games visitors' and attendees' spending at B2022 Commonwealth Games

The Games are expected to generate additional economic activity, and hence GVA and employment, as a result of the spending by visitors to the area, and local residents attending the Games. In addition to the spending by those who attended the event, it is expected that the Games will generate further local, regional and/or national spending by teams, media and sponsors, supporting further GVA and employment impacts.

To assess these impacts, data relating to expenditure by Games visitors (including Games ticket holders), other Games related visitors, and 'Games family' (including competing teams, sponsors, media personnel, VIPs, officials and volunteers) will be drawn from a number of sources including:

- OC central booking systems and catering suppliers on centrally booked travel, accommodation and expenditure.
- Surveys/ questionnaires coordinated by the OC issued to media personnel, sponsors and competing teams.
- Games-time visitor surveys in and around Games venues, commissioned by WMCA, to capture visit information including expenditure associated with Games-related visits.
- Ticketing and attendance data from the OC.

Data and information from external public sources, including official statistics published by the ONS, will also be utilised in the analysis.

GVA impacts

The analysis of GVA impacts generated via spending of Games-related visitors and attendees (including visitors, spectators, competing teams, media personnel, officials and volunteers and sponsors) will be based on data gathered on the value and nature of this spend. The spend will be

⁶⁹ The UK Standard Industrial Classification of economic activities, abbreviated as UK SIC, is a five-digit classification providing the framework for collecting and presenting a large range of statistical data according to economic activity. See: <https://www.ons.gov.uk/methodology/classificationsandstandards/ukstandardindustrialclassificationofeconomicactivities>

categorised by type to allow it to be assigned to industry sectors (by SIC code) and then converted to GVA based on ONS GVA to output data by SIC code.

Indirect and induced GVA impacts generated through this expenditure will be estimated using an input-output modelling approach as described further above.

Employment impacts

Direct employment impacts generated as a result of the spending of Games-related visitors and attendees will be derived from the GVA impact analysis, converting the direct GVA into employment using ONS data, by industry (SIC code), on the GVA per employee.

The indirect and induced employment impacts will then be estimated using an input-output modelling approach, using Type I and Type II employment multipliers respectively.

Approach to estimating the net economic impacts

The methodology set out above relates to the estimation of the gross economic contribution of the Games. The gross impacts do not take into account how the expenditure (either resources to deliver the Games or associated with attendance) would alternatively be used if the Games were not delivered in Birmingham. Nor does it consider any economic activity displaced as a result of the delivery of the Games.

To assess the net economic impact of the Games, the following factors will need to be taken in to account:

- The scale and scope of impacts that fall outside of each geographical area of interest: This will be analysed based on the location of direct spend and by using national or regional input-output modelling approaches, for the UK wide and West Midlands impact analysis respectively. At the national level, any spend which flows abroad will be excluded, for example procurement spend with international suppliers, to ensure that only impacts within the UK will be captured. When analysing the economic impacts at the West Midlands level any impacts that occur outside this geography will be excluded.
- The expenditure associated with Games delivery that may have been incurred in any case had the Games not been hosted in Birmingham: Evidence will be gathered, for example through stakeholder engagement and a review of literature (e.g. City plans) to understand the expenditure that is linked to the Games but would have been undertaken at some point in the near future regardless of whether Birmingham was selected as the host city of the Games. To the extent to which the scale, scope and/ or timing of the expenditure differs from what may otherwise have been the case this will be considered in the economic impact analysis.
- The extent to which Games attendee and visitor expenditure displaced other forms of expenditure they would otherwise have made: The analysis will draw on evidence, gathered primarily through the visitor survey and surveys of other Games attendees, on whether Games related expenditure was in place of expenditure individuals would have made had they not attended the Games, for example in visiting, or undertaking another activity in Birmingham, elsewhere in the West Midlands, elsewhere in the UK or abroad.
- The extent to which jobs created as a result of the Games may displace existing employment, i.e. resulting in a vacancy elsewhere rather than ultimately moving someone from unemployment into employment. The level of displacement will be assessed through a number of measures. First, where possible, for direct employees, data on the employment status prior to being employed in a Games-related job will be captured. Those moving from a position of unemployment will be considered to have no displacement associated with their employment. For those moving from another role, or where the prior employment status is unknown, a displacement factor will be

applied based on analysis of the local labour market at the time, and Government benchmark values for labour market displacement.

Interim EIA methodology: longer term economic impacts from Legacy Programmes

To supplement the immediate post-Games EIA, the one year post-Games evaluation will include assessment of the longer term economic impacts of the Games. This will include analysis of the economic contributions, in terms of GVA, longer term employment, tourism, trade and investment, generated through the Volunteering Programme, Jobs and Skills Academy, BATH and Perry Barr regeneration.

1 The role of the Games Volunteering Programme in helping volunteers into employment post-Games

The assessment of the economic impact of the Volunteering Programme in terms of supporting individuals to find employment post-Games will draw on data and evidence from the volunteer survey. This will identify the employment status of volunteers post-Games and the extent to which the volunteering experience directly contributed to any employment gained.

The additional GVA associated with any change in employment levels will be estimated based on reported salaries of those employed or ONS data on average salaries for the region based on the job roles the volunteers go on to secure.

Both employment and GVA will be adjusted based on the assessment of the contribution of the Volunteering Programme to subsequent employment, based on the employment status of volunteers pre-Games, and evidence from the responses to questions designed to test attribution.

2 The role of the Jobs and Skills Academy, and skills and experience gained through the Games in moving beneficiaries into permanent employment

The assessment of the economic impact associated with individuals gaining skills and experience through the Jobs and Skills Academy will draw on data and evidence from the Jobs and Skills Academy monitoring and evaluation. This will include information on individuals directly supported into permanent employment and survey evidence from programme beneficiaries relating to their employment status post-Games and details of any employment secured.

Similar to the assessment of the economic impacts associated with the Volunteering Programme, employment will be reported based on those individuals receiving support through the Jobs and Skills Academy (beneficiaries) that are in employment post-Games.

The additional GVA associated with any change in employment levels will be estimated based on reported salaries of those employed or, if this is not available, ONS data on average salaries for the region based on the job roles the beneficiaries to the Academy's support go on to secure.

Both employment and GVA will be adjusted based on the assessment of the contribution of the Jobs and Skills Academy and Games employment to subsequent employment, based on the employment status of beneficiaries pre-support and evidence from the responses to questions designed to test attribution.

3 The role of the Games and the BATH in generating increased tourism, inward investment and exports

The assessment of the economic impacts, in terms of tourism, inward investment and exports, associated with the Games and the BATH will draw on the findings from the BATH surveys and the programme-level evaluation, in relation to the following impact areas:

Sustained tourism impacts

The B ATP evaluation is expected to provide data on visitor numbers, expenditure and wider economic impact pre and post-Games via the STEAM^{70,71} model, with inputs to this modelling provided via the visitor survey and hotel market intelligence being commissioned by WMGC on behalf of WMCA.

This expenditure and wider economic impact data associated with any sustained changes in the levels of tourism (business or leisure), will be used to estimate direct GVA and employment impacts from visitor spend using ONS data. The wider indirect and induced economic impacts associated with this spending will be estimated using an input-output modelling approach (see Section 7.2).

The additionality of these impacts will be assessed based on evidence from the visitor survey responses regarding motivation for visits.

Inward investment

The B ATP evaluation will track progress towards securing inward investment landings in the region specifically related to programme interventions. Data and evidence gathered will include the number of secured investments, the value of investment and the number of jobs created from these investments. These data will be used to estimate the associated GVA impacts of the investments based on ONS data on GVA per employee⁷² in relevant sectors for the West Midlands region.

The analysis will also draw on the B ATP's own assessment of additionality of these investment landings based on the investor's level of engagement with the Programme and the influence it had on decision making.

As inward investment landings would not necessarily have been secured within a year post-Games, for the one year post-Games evaluation progress towards securing investments will be tracked and reported in order to assess the potential for future impacts in relation to inward investment.

Exports/ Trade

As with inward investment, the B ATP evaluation will gather data and information to track progress towards converting export opportunities, the value of these opportunities and the number of jobs created by such opportunities. These data will be used in the one year post-Games evaluation to estimate the associated direct, indirect and induced GVA and employment impacts associated with any changes in the levels of exports and trade.

The extent to which any change in export/ trade levels can be attributed to the Games and the B ATP will be assessed in the evaluation drawing on the B ATP's assessment of the role played by the Programme in converting export opportunities and the level of support provided.

As the full extent of potential economic impacts would not be expected to have been generated by the point at which the one year post-Games evaluation is conducted, progress towards converting

⁷⁰ Scarborough Tourism Economic Activity Monitor

⁷¹ The STEAM model provides data on both direct spend and indirect spend through the supply chain, as well as the employment impacts of both of these.

⁷² GVA per employee. Sourced from:

<https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/labourproductivity/datasets/subregionalproductivitylabourproductivityqnaverhourworkedandqnaverfilledjobindicesbyuknuts2andnuts3subregions>.

wider export opportunities will also be analysed to determine the potential for additional economic impacts to be realised longer term.

4 The role of the Birmingham 2022 Festival in supporting the cultural sector and creating and/ or safeguarding jobs

The assessment of economic impacts associated with the role of the Birmingham 2022 Festival and wider Games related activities to support the cultural sector will be assessed using monitoring and evaluation data reported by the Culture, Ceremonies and Queen's Baton Relay workstream. Any evidence of changes in levels of economic activity (GVA) and employment will be estimated through an assessment of expenditure associated with the Birmingham 2022 Festival expenditure and any other Games related procurement in the cultural sector. This will be supported by evidence from the residents survey relating to reported participation in cultural activities.

The long-term impacts of the Games on the cultural sector will also be reported based on analysis and evidence drawn from the Birmingham 2022 Festival evaluation in relation to the size and resilience of the sector.

5 The economic impacts of regeneration of Perry Barr

Regeneration can bring about a range of impacts including improved housing provision, local facilities, green space and infrastructure, that may result in changes such as improved quality of life and wellbeing, increased business investment, increased employment and productivity and increased economic growth.

Regeneration impacts tend to take many years to materialise in full. Therefore, given the timescales for the evaluation the scope of the analysis of the economic impacts of regeneration will be limited to those areas of outcome and impact where there may be some observable changes one year post-Games.

For this evaluation, the economic impacts of regeneration will largely be assessed qualitatively based on evidence and insights collected through the business survey and stakeholder engagement to understand the potential impacts that have been generated in the area or are expected in the future, including identification of any evidence of catalysed business investment that has resulted from local regeneration.

The economic impact of regeneration will be monetised based on change to land value as a result of development and resulting changes to use of the land, potentially to a more productive use. This will be valued using HM Treasury Green Book approaches, looking at the change in the value of the land in its new use compared to its old use.

Alongside this we will also monitor and report on house prices and rental values as an indicator of both local income levels as well as how attractive the area is as a place to live. However, it is anticipated that due to the timing of the evaluation it may be too early for material changes to have been realised.

The approach to assessing the social impacts from regeneration are detailed in Section 7.4 below.

7.4 Methods for analysing social impacts

In addition to the analysis of the economic impacts associated with the Games, a social impact framework will be used to assess key elements of social value generated by the staging of the Games and associated Legacy Programmes.

It is noted that a clear distinction cannot always be drawn between economic impacts and social impacts. Some impacts, such as the impact of skills development and improved employability (for example from volunteering), could arguably be categorised as either economic or social impacts. In this instance impacts on employment have been categorised as economic impacts, whilst the impact on skills development (and the value of this to an individual over their lifetime) is categorised as a social impact. When conducting the evaluation care will be taken to avoid double counting of impacts (see each category of impact below for more details where relevant).

The social impact analysis will value relevant social costs and benefits of the Games in monetary terms to the extent that they can be robustly valued in a proportionate way.

Where social impacts cannot be robustly monetised, impacts will be assessed qualitatively based on data and evidence collected for the evaluation.

The approaches that will be used to assess each category of social impact identified are set out below.

1 Social impacts associated with skills development

As detailed in the theories of change, it is expected that the Jobs and Skills Legacy Programme and the overall delivery of the Games will have impacts in terms of changes to skills levels of programme participants. For example, training will be provided through the Jobs and Skills Academy as well as by employers via Games related contracts (as part of their social value commitments).

Increased skill levels can generate social impacts through improved employability and salary prospects, as well as through improved self-confidence, social and voluntary work participation, and general quality of life and wellbeing.⁷³

The evaluation will use evidence from the monitoring and evaluation of the Jobs and Skills Academy in relation to any sustained changes in employment status of programme participants as well as information on the social value commitments made by Games suppliers' in relation to training and development.

Where programme participants gain formal qualifications, including completion of apprenticeships, the value of these will be assessed based on evidence gathered from literature in relation to the impacts of equivalent qualifications/ apprenticeship schemes on employment prospects and lifetime earnings. This will include evidence from Government research on the returns to such qualifications.⁷⁴

This approach is in line with the UK National Social Value Framework (TOMs Framework⁷⁵), but provides a more bespoke approach to valuing different levels of qualification (where in some cases the UK TOMs Framework groups qualifications).

Double counting of impacts will be avoided by ensuring that, for any individual, either the value of the expected salary uplift as a result of their increased skill level, or the observed value of the employment impact, is quantified and included in the analysis, and not both.

In addition to the quantified value of formal qualifications, the wider social impacts generated through skills development, including soft skills development, will be assessed largely through

⁷³ https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/231006/13-1135-economic-and-social-benefits-associated-with-further-education-and-skills-learning-for-those-not-in-employment.pdf

⁷⁴ Returns to Intermediate and Low Level Vocational Qualifications; See:

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/32354/11-1282-returns-intermediate-and-low-level-vocational-qualifications.pdf

⁷⁵ The UK TOMs Framework is a method for reporting and measuring social value to a consistent standard across the themes of jobs, growth, health, environment and innovation (<https://socialvalueportal.com/national-toms/>)

participant questionnaires undertaken at the programme-level to assess changes in participants' confidence, motivation and wellbeing as a result of training/learning. At the population level, the residents survey will capture measures of civic participation and life satisfaction which will be contributed to by skills and learning programmes.

2 Social impacts associated with volunteering

Volunteering provides a direct social impact, through the value of volunteers contributing their time to deliver a socially beneficial outcome. In addition to this, volunteering can help people develop skills which can help them find work or improve their career prospects, and can increase their self-confidence and create new opportunities.⁷⁶

The evaluation will assess the monetised social impact of the volunteering time contributed by Games volunteers using an approach in line with EventIMPACTS guidance.⁷⁷ This uses the average wage in the occupation in which the volunteering is delivered, and the number of hours spent volunteering. This is a similar, but more robust and specific approach to that used in the UK TOMS Framework which applies a single hourly wage rate across all volunteers regardless of the nature of the volunteering role.

The wider social impacts from volunteering in the form of increased confidence, skills development, career prospects, wellbeing and community participation will be assessed based on evidence gathered through the volunteer surveys. The immediate post-Games volunteer survey will capture volunteers' immediate perceptions of the impact volunteering has had in these areas, while a later survey, to be conducted around a year post-Games, will identify the extent to which these impacts have lasted beyond the Games period, and the extent to which volunteers have gone on to engage in further training, volunteering or secured employment.

Employment that can be attributed to the Games will be quantified as part of the one year post-Games EIA. Therefore, to avoid double counting this will not be captured as part of the social impacts from volunteering.

3 Social impacts associated with sport and physical activity

The Games aims to generate benefits in the form of reduced physical inactivity through interventions including community engagement, physical activity opportunities, targeted sports participation programmes and improved facilities.

The social impact of any changes in levels of physical activity and sports participation as a result of the Games will be estimated across four outcome areas – health costs savings; subjective wellbeing; educational attainment; and changes in levels of crime and anti-social behaviour. Changes in physical activity and sports participation will be determined based on data on levels of physical activity as part of Legacy Programmes and wider physical activity undertaken at local sports and leisure facilities.

These impacts will be valued using a proprietary Social Value Calculator (SVC). SVC measures the social impact of sport and physical activity using a social impact framework based on evidence from the Sport and Physical Activity Research Centre at Sheffield Hallam University, developed with peer reviews from Loughborough University, The University of Bristol, University of Stirling, and Royal Holloway, University of London.

⁷⁶ Volunteering and Skills, Event Impacts; See: <https://www.eventimpacts.com/impact-types/social/content/volunteering-and-skills>

⁷⁷ Ibid.

The SVC monetises health outcomes (reduced risk of various health conditions) by estimating the number of reduced cases resulting from sports participation⁷⁸ multiplied by the average annual cost per person diagnosed with the condition. The SVC modifies health values for age, gender and NS-SEC⁷⁹ category, using weights which are derived using the prevalence of disease reported in the Health Survey for England.

The SVC values wellbeing by multiplying the value of increased wellbeing derived by sports participants from engagement in sport (using the wellbeing valuation approach) by the number of people taking part in sport.

The wellbeing valuation approach uses large scale survey data to estimate the impact of sport on people's self-reported wellbeing and uses these estimates to calculate the amount of money that would produce the equivalent impact on wellbeing. The wellbeing value represents the hypothetical income required to compensate for not benefiting from wellbeing enhancement through participation in sport and physical activity

The SVC values educational attainment by estimating the number of additional sports participants with formal qualifications (level 2 and level 3) by the average lifetime productivity returns. The human capital outcome represents the value of an individual's enhanced skills, gained through participating in sport at university. It was valued by estimating the number of final year students in Higher Education Institutions doing sport, multiplied by the average additional starting salary for sports participants. Social capital is valued using the wellbeing valuation approach. The higher value of social capital derived by sports participants from engagement in sport is multiplied by the number of people taking part in sport. The social capital value represents the hypothetical income required to compensate for not benefiting from social capital enhancement through participation in sport and physical activity.

The SVC values crime outcomes by estimating the number of criminal incidents prevented amongst males in the 10-24 age cohort taking part in sport, multiplied by the average cost per incident of crime.

In addition, the evaluation will assess the broader social impact of any observed changes in physical inactivity and physical activity resulting from the Games by measuring any changes in reported levels of physical activity and levels of wellbeing at the population level using evidence gathered through the residents survey and via programme-level evaluation for example through any surveys of participants that are conducted and which capture any reported changes in physical activity levels and levels of wellbeing.

4 Social impacts associated with the Games supply chain

Social value is expected to be generated through commitments made by Games suppliers when securing Games-related contracts with the OC. These commitments may include the provision of training, employment of local residents, use of local suppliers and adoption of certain environmental practices.

The social impacts associated with these commitments are being captured and reported as part of the OC's Social Value Management evaluation, which will apply a bespoke version of the UK TOMS Framework. The outputs of this evaluation will be used to feed into the Games-wide evaluation social impact analysis.

When incorporating the outputs in to the Games-wide evaluation, the evaluation team will require a full understanding of how the UK TOMS Framework has been applied and consideration of key

⁷⁸ Risk reduction is based on World Health Organisation guidance on the % risk reduction of contracting specific health condition through an increase in physical activity

⁷⁹ The National Statistics socio-economic classification

issues that may affect how the data/ results can be robustly used in the Games-wide evaluation analysis, including consideration of the following factors:

- The additionality of activities included, to reflect only those supplier commitments that are unique/ specific to the Games and the contract with the OC, and over and above business-as-usual practices of organisations. Substitution and displacement effects will also need to be considered.
- Linked to this, it will be necessary to ensure impacts are not double counted, noting in particular that a number of the UK TOMS measures relate to impacts that would already be included in the economic impact assessment, e.g. number and value of jobs created or safeguarded.

5 Social impacts associated with regeneration

As noted in Section 7.2, as well as economic impacts, regeneration can bring about a range of social impacts including improved housing provision, local facilities, green space and infrastructure and improved quality of life and wellbeing.

The value of these social impacts will be assessed qualitatively using quantitative descriptive statistics from responses to the residents survey, with a particular focus on the responses from Perry Barr residents.

Key indicators that will be used in this assessment are reported satisfaction with the local housing provision, transport provision and green space; measures of community cohesion, civic pride and inclusion; and measures of life satisfaction.

As with the economic impacts of regeneration, these impacts would be expected to take a number of years to be fully realised. Furthermore, to the extent that construction work associated with the wider regeneration of Perry Barr (beyond the development of Alexander stadium and Games time infrastructure improvements) are expected to extend beyond the Games, it is acknowledged that in the short term there may be negative social impacts due to the short term disruption caused by major construction projects. It will be important that these are also assessed as part of the evaluation.

6 Social impact associated with changes to community cohesion, civic pride and inclusion

Whilst there is some evidence of the positive impact that improvements to community cohesion, civic pride and inclusion can have on health and wellbeing⁸⁰, the value of this is hard to quantify robustly. Therefore, multiple methods will be used in the evaluation to assess these impacts.

Social impacts in these areas will be assessed using survey evidence on perceived levels of community cohesion, civic pride and inclusion using results from survey questions relating to how well people from different backgrounds get along, feelings of pride and belonging, and feelings of inclusion and general satisfaction with the local area.

The survey will also capture respondents' levels of life satisfaction and participation in civic and cultural activities. These could be expected to improve as a result of any improved levels of feelings of cohesion and inclusion.

Levels of inclusion specifically will also be assessed based on analysis of the demographic characteristics (age, gender, ethnicity etc) of participants in cultural, physical and civic activities to

⁸⁰ [Social cohesion matters in health | International Journal for Equity in Health | Full Text \(biomedcentral.com\)](#)

understand the extent to which all groups are equally represented and whether this has changed in the post-Games period compared to the baseline.

Finally, the analysis will be supplemented by evidence and views gathered through engagement with local stakeholders to understand system level changes that may have resulted from the Games.

7 Social impacts through cultural participation

Cultural participation can bring about social benefits in the form of improved skills, social cohesion, health and subjective wellbeing.⁸¹

As with community cohesion, civic pride and inclusion, the social impacts of increased cultural participation are difficult to quantify and monetise robustly. These impacts will therefore be assessed qualitatively using a range of data and evidence gathered as part of the evaluation.

In particular, the analysis will draw on evidence from Games monitoring data, Birmingham 2022 Festival evaluation and the residents survey to understand the impact of the Games on levels of engagement and participation in cultural activity, particularly among the identified priority groups (see Section 4.4).

The impact of this on social cohesion and wellbeing will be analysed by looking at the community cohesion, civic pride and inclusion impacts, as well as wellbeing impacts measured by life satisfaction, and undertaking contribution analysis to assess the strength of the contribution story linking these impacts to the creative and cultural legacy activities.

7.5 Methods for analysing environmental impacts

Short term environmental impacts of the staging the Games will be assessed in relation to activities associated with:

- carbon and air quality;
- application of circular economy principles to minimise waste; and
- conservation and biodiversity.

The environmental impacts in terms of the carbon footprint of the Games, will be measured by the OC based on established methodologies,⁸² and monetised by applying carbon values included in the HM Treasury Green Book supplementary guidance on the valuation of energy use and greenhouse gas emissions.⁸³

Other environmental impacts will be analysed and reported based on monitoring data relating to preparing for and staging the Games; Games venue capital projects; and legacy activities delivered through the Sustainability Programme:

⁸¹ https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/88449/CASE-value-summary-report-July10.pdf

⁸² Methodologies which will be followed include the International Olympic Committee Footprint Methodology and Greenhouse Protocol

⁸³ HM Treasury 2020; Magenta Book. See:

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/879438/HMT_Magenta_Book.pdf

- Key indicators relating to environmental impacts associated with preparing for and staging the Games will include: the net carbon emissions of the Games; use of renewable energy; and Games-time local air quality.
- The environmental indicators associated with the Sustainability Legacy Programme will include: measures of reported behavioural change in relation to environmental sustainability practices; and biodiversity and conservation outputs including number of trees planted and statistics in relation to canals cleared.

7.6 Methods for assessing attribution of observed outcomes and impacts to the Games

An impact evaluation seeks to assess the extent to which any changes in measured outcomes and impacts are *caused* by a programme or intervention (in this case the Games, including the Legacy Programmes). Therefore, having measured the observed changes in indicators, it will be important to assess the extent to which the observed changes can be attributed to the Games.

Where possible, impact evaluation should use experimental or quasi-experimental approaches using statistical methods to robustly estimate what would have happened without the Programme or intervention (the 'counterfactual'). This then provides a basis for identifying the size of the effect that can be attributed to the Programme or intervention. In the context of the Games, such analysis of the counterfactual would seek to isolate the impact of the Games from parallel influences, for example other local capital investments or infrastructure improvements, other local programmes or events such as Festival UK* 2022 and the Queen's Platinum Jubilee events which will be held in 2022 and macro effects such as the impacts of COVID-19 and Brexit.

Experimental methods for establishing a counterfactual were considered for the evaluation of the Games as part of the initial Evaluation Framework development conducted in 2020. However, as is acknowledged in the literature (see Annex 3) estimating the extent to which observed effects are attributable to an event is difficult, particularly for intangible impacts.⁸⁴ It was, therefore, considered that these would be challenging to implement robustly at the Games-wide level, particularly in the context of significant and novel parallel influences of Brexit and COVID-19.

The HM Treasury Magenta Book⁸⁵ identifies that, in circumstances where experimental approaches cannot be applied robustly, **theory-based methods** provide an alternative approach to assessing attribution.

Theory-based methods can be used to investigate net impacts by exploring the causal chains thought to bring about change by an intervention. Whilst they cannot be used to determine the size of effects, theory-based methods can confirm whether an intervention had an effect in the desired direction.

As per the DCMS ITT for the evaluation⁸⁶, for the overarching Games-wide evaluation the emphasis will be on the adoption of the theory-based contribution analysis approach⁸⁷ for assessing 'attributable impacts'.

Contribution analysis in the context of the Games-wide evaluation will aim to identify the extent to which the observed outputs, outcomes and impacts are due to the Games and Legacy Programme

⁸⁴ Chen, S., & Henry, I. (2016). Evaluating the London 2012 Games' impact on sport participation in a non-hosting region: a practical application of realist evaluation. *Leisure Studies*, 35(5), 685-707. <https://doi.org/10.1080/02614367.2015.1040827>

⁸⁵ HM Treasury 2020; Magenta Book. See:

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/879438/HMT_Magenta_Book.pdf

⁸⁶ As detailed in the Invitation to Tender, Contract for Services: Evaluation of Birmingham 2022 Commonwealth Games, dated 17 December 2020.

⁸⁷ Mayne, J. (2008) Contribution Analysis: An approach to exploring cause and effect, ILAC methodological brief, available at https://web.archive.org/web/20150226022328/http://www.cgjar-ilac.org/files/ILAC_Brief16_Contribution_Analysis_0.pdf (archived link)

activities rather than other factors. It will do this by exploring the range of evidence to assess the strength of the cause-effect links identified within the theories of change.

This analysis is helpful in both attributing impacts to the Games, to identify the causal effect of the Games, and in aiding understanding of how impacts are generated and in what circumstances, which better enables future events to replicate successes. A finding of the literature review conducted as part of the Evaluation Framework development, was that a number of the existing evaluations tended to focus on effects/ impact alone rather than the details of how they have come about.⁸⁸ The use of contribution analysis and the detailed mapping of the pathways to impact through the theory of change analysis is designed to help to avoid this weakness in the Games-wide evaluation.

The specific cause-effect chains that will be assessed through the contribution analysis will be informed by the evaluation questions (as presented in Section 4.3) and the theories of change developed (see Section 5). Data and evidence gathered as part of the evaluation will be used to validate the theories of change in relation to the following three areas:

- **Results of the Programme** – assessment of the evidence to confirm whether the Programme was implemented as planned and whether expected outputs and outcomes were observed.
- **Evidence to support the assumptions within the theory of change and the logical links at each stage** – assessment of the evidence to confirm, disconfirm, or call into question the causal assumptions. For example, as part of the Physical Activity and Wellbeing Legacy Programme, the Commonwealth Active Communities project aims to inspire inactive and under-represented West Midlands residents to increase levels of physical activity by holding sports sessions for targeted groups. In the context of this project, evidence will be needed to support the theory that any changes to physical activity levels following participation in the project are a result of it, rather than due to other factors. This would include evidence that the instructions and knowledge shared by coaches boosted participants' confidence to play sports on their own and their understanding of the importance of physical activity with resultant impacts in terms of a measured increase in sport participation. This evidence could be obtained, for example, through participant surveys.
- **Analysis of other influencing factors** – examination of the evidence in relation to whether other factors, non-Games related, might have an influence on the final outcomes and impacts observed. For example, if it happened that during the evaluation data collection period there were weather conditions that were different to usual, this could have influenced levels of sport participation, indicating that any measured change in sport participation might not be fully attributable to the Games or the specific part of the Physical activity and wellbeing Legacy Programme being assessed. At the overall Games level, the impact of COVID-19 and the recovery from it will need to be considered when assessing the impacts that can be attributed to the Games.

A critical assessment will be performed based on the available data and evidence, to build the 'contribution story'. The contribution story provides a summary of how the Programme delivers outcomes and impacts, and why it did or did not work. This will ask questions such as:

- Based on the evidence available, for which links in the theory of change is there a strong attribution case, and for which is the attribution case weaker?
- How credible is the case for attributing observed outcomes to the Programme overall?
- Does the pattern of results and evidence of linkages tend to validate or, conversely, call into question, the results chain?
- What is the main weakness in the case for attribution?

⁸⁸ Scriven, M., 1991. Evaluation thesaurus. 4th. Newbury Park: SAGE.

The objective will be to gather sufficient evidence such that a definitive assessment of the attribution of changes to the Games can be made. However, it may not be possible to fully determine the extent to which a specific activity or programme linked to the Games has driven the economic, social or environmental impacts observed. Where this is the case, it may be necessary to conclude that there is not enough evidence to confirm the role of the Games in contributing to the changes that emerged.

We note that, as identified previously, the COVID-19 pandemic has impacted on stages of the evaluation project and this is likely to continue for some time. Legacy Programmes may be delayed, activities may be limited and involvement / attendance reduced and the Games themselves may still be impacted if international visitors are deterred or local support / engagement with Games related activities is diminished.

Furthermore, the COVID-19 pandemic will also have had an effect on many, if not all, of the baseline indicators that will be analysed as part of the evaluation, for example wellbeing, physical activity levels and the economic performance of the region. Where the baseline has been negatively impacted due to COVID-19, it is possible that larger impacts will be observed post-Games due to a lower baseline position. However, in some cases potential observed changes may have occurred as life returns to normal and the region recovers.

These complexities mean that measuring change against the baseline, and attributing any observed changes to the Games, will not be straight forward. The methods set out in this section will be used to aim to unpick the drivers of change and obtain evidence to identify the extent to which observed changes can be linked to the Games. However, as noted above, due to the nature of the intervention and the external factors at play, it is recognised that the evaluation will be unlikely to provide a precise estimate of the attributable impact of the Games.

8 Overall analysis and reporting

The evaluation itself will draw together data and evidence from a range of sources – analysing these, using the approaches previously outlined, to answer each of the evaluation research questions.

This section of the Evaluation Framework details how all of the strands of evidence will be brought together to analyse, synthesise and report the findings, including:

- how results will be structured to align to each Mission Pillar and evaluation research question;
- how findings will be synthesised and conclusions drawn out in relation to each evaluation research question; and
- how findings and conclusions will be reported.

8.1 Overall analysis

Having undertaken the data collection and analysis, as detailed in Section 7 of this Framework, the final analytical task will be to consolidate all the evidence and analysis and draw out key findings and conclusions.

This will be achieved through structured analysis following the steps below:

- 1 The data and evidence will be collated in a central evaluation database. In this database the data and evidence will be tagged to a headline evaluation research question and evaluation sub-question, aligned to each legacy Mission Pillar (see details in Appendix 3).
- 2 A series of analytical dashboards will be used to analyse the data. A dashboard has been developed for each evaluation sub-question, bringing together of the multiple indicators under each evaluation sub-question to allow systematic analysis and to support the identification of key trends and findings. The dashboards will also allow analysis of indicators to be conducted by priority group and geography in order to draw out particular findings in relation to these factors. In undertaking this analysis, consideration will be given to the relative robustness and relevance of data, and any associated data limitations, such that this can feed into the interpretation of data and relative emphasis put on each source when drawing conclusions.
- 3 The analysis to answer each evaluation sub-question will focus on key quantitative findings, triangulated where appropriate with qualitative evidence. It will bring together the evidence of observed changes in outcomes and impacts and findings of the contribution analysis which will assess the attribution of these observed changes to the Games.
- 4 The final tier of analysis will involve using the combined responses to the evaluation sub-questions to answer each headline evaluation question under the relevant Mission Pillar. This will allow overall conclusions to be drawn and the overall research question answered.⁸⁹

As well as answering each of the evaluation research questions, key lessons in terms of the legacy and impact of the staging of the Games and the Legacy Programmes will be drawn out. These will be based on the evidence analysed and evaluation results derived from the impact analysis, contribution analysis, programme-level monitoring and evaluation and stakeholder engagement undertaken. These findings will be designed to provide feedback to inform the design and delivery of future

⁸⁹ There are some additional indicators which will directly inform the question “to what extent has the Games delivered the ‘Games for Everyone’”

Commonwealth Games, other mega events, and to highlight where any actions could be taken by the Games Partners to enhance the future impact and legacy of the Games.

They will include lessons in relation to what worked well and key actions which helped deliver the intended impacts, as well as what worked less well, and any weaknesses identified in Games or Legacy Programme delivery linked to this. The evaluation will also explore whether there is evidence of any unintended consequences of the Games – either positive or negative.

8.2 Reporting

The final stage in the development of the evaluations that will be conducted post-Games will be the reporting.

As noted in Section 2.2, the evaluation will report at three points post-Games:

- immediately after the Games in summer 2022, in the form of a ‘snapshot’ report;
- around 3 months post-Games, reporting in late 2022 (the interim evaluation report); and
- one year post-Games, reporting in late 2023 (the one year post-Games evaluation report).

Immediate post-Games Snapshot report

A ‘snapshot’ report will be produced immediately after the end of the Games and will incorporate key descriptive statistics from the Games. This will provide a high-level assessment of the scale and reach of the Games activity and the extent to which the Games has engaged audiences, including local residents and businesses, including across priority groups.

Interim evaluation report

The interim evaluation report will present findings for each evaluation research question relating to pre-Games and Games-time activity and the period immediately after the Games. This interim evaluation will provide an early view of the short term impact and potential legacy of the Games.

The interim report will present findings relating to pre-Games and Games-time economic and environmental impacts; and early indications of progress towards longer term social, economic and environmental impacts.

This report will also include details of any changes made to the Evaluation Framework and an updated baseline analysis, which will be used for the interim evaluation analysis.

One year post-Games evaluation report

The one year post-Games evaluation report will provide a more complete and comprehensive evaluation of the impact of the Games in the 12 months following the Games and the legacy impacts up to that point in time. It is expected that this evaluation will report in late 2023. It will incorporate findings and analysis from the interim economic impact assessment, analysis of additional economic impacts (see Section 7) and the qualitative and quantitative analysis of social impacts and Games-time and legacy environmental impacts.

Alongside the full evaluation report a stand-alone summary report will be produced which will be designed to provide a more accessible deliverable for a wider audience including local residents and businesses.

Each of the main evaluation reports will incorporate the following content:

- Introduction to the evaluation
- Approach to the overall evaluation and to the development of the current report
- Findings under each Mission Pillar/ research question
- Key findings from stakeholder engagement and lessons learned
- Conclusions
- Appendices containing detailed methodologies; survey findings and, where relevant, detailed results not included in the main body of the report.

9 Appendices

Appendix 1: Legacy Partners

Appendix 1: Engagement with stakeholders

Appendix 3: Evaluation indicators

Appendix 1 Legacy Partners

Legacy Partner	Remit
The Department for Digital, Culture, Media and Sport (DCMS)	Funder. Manages relationships and input from across all areas of government and overall coordination of the various aspects of the Games delivery (i.e. Capital Projects, OC and Security).
Birmingham City Council (BCC)	Funder and Host City. Leading Village and Alexander Stadium construction projects.
The Birmingham Organising Committee for the 2022 Commonwealth Games (OC)	A separate legal entity established in accordance with the Host City Contract. Established as a Non-Departmental Public Body sponsored by DCMS. Responsible for operational planning and delivery of the Games.
The West Midlands Combined Authority (WMCA)	Led by the Mayor for the West Midlands, Andy Street, the WMCA comprises 18 local authorities and three Local Enterprise Partnerships (LEPs) who work together on region-wide issues such as transport, large-scale housing development and economic planning.
Commonwealth Games England (CGE)	The CGE is the national controlling body responsible for all matters relating to the participation of England in Commonwealth Games. As the Host Commonwealth Games Association, the CGE is party to the Host City Contract.
Commonwealth Games Federation (CGF)	The CGF is the organisation responsible for the direction and control of the Commonwealth Games and Commonwealth Youth Games and for delivering on the vision of the Commonwealth Sports Movement. CGF is headquartered in the UK but works across 72 member nations and territories.

Appendix 2 Engagement with stakeholders

Stakeholder organisation / group
Birmingham City Council
Black Country LEP
Commonwealth Games Federation
Commonwealth Games Federation Partnership
Department for Digital, Culture, Media and Sport
Department for Work and Pensions
Department for International Trade
Evaluation Expert Advisory Group
Evaluation Working Group
Organising Committee
Public Health England
Sandwell Metropolitan Borough Council
Sport England
Transport for West Midlands
VisitBritain
West Midland Combined Authority
West Midlands Growth Company

Appendix 3 Evaluation indicators

Table 8: Evaluation Indicators⁹⁰

Mission Pillar/Vision and Evaluation Research Questions	Output/ Outcomes/ Impacts	Indicator	Indicator type ⁹¹	Source	Source category	Frequency of reporting/ data collection	Data owner	Use ⁹²
The Games for Everyone								
To what extent has the Birmingham 2022 Commonwealth Games delivered the 'Games for Everyone' and created a positive impact and legacy for Birmingham, the West Midlands and the UK?								
To what extent has the Games delivered the Games for Everyone?	Output	Number of Games ticket holders, split by demographic characteristics	Headline	OC Monitoring data	Programme monitoring	One-off post-Games	OC	Evaluation
	Output	Number of jobs created, split by demographic characteristics	Headline	OC Monitoring data	Programme monitoring	Quarterly	OC	Evaluation
	Output	Number of Games volunteers, split by priority characteristics	Headline	OC Monitoring data Volunteering workstream	Programme monitoring	One-off post-Games	OC	Evaluation
	Output	Media viewing figures for England, Scotland, Wales and N. Ireland	Headline	OC Monitoring data	Programme monitoring	One-off post-Games	OC	Evaluation

⁹⁰ These indicators will continue to be reviewed going forward as Legacy Programmes develop and may be added to or refined ahead of the evaluation.

⁹¹ Headline indicators will be used to measure the changes in outcomes and impacts which are needed to understand the impact of the Games in relation to each of the Mission Pillars. Secondary indicators (intermediate indicators) will be used as part of the assessment of the extent to which the measured changes can be attributed to the Games, rather than wider factors.

⁹² The indicators include those that will be used for the purpose of the 'evaluation' – as a measure of change associated with the Games, and those which will be used to understand the current situation 'the baseline' and 'context' to help assess and attributed observed changes in Games outcomes and impacts as part of the contribution analysis.

Mission Pillar/Vision and Evaluation Research Questions	Output/ Outcomes/ Impacts	Indicator	Indicator type ⁹¹	Source	Source category	Frequency of reporting/ data collection	Data owner	Use ⁹²
	Output	Number of attendees to Birmingham 2022 Festival, split by characteristics	Headline	Culture, Ceremonies and Queen's Baton Relay workstream	Programme monitoring	One-off post-Games	OC	Evaluation
Bring People Together								
To what extent has the Games brought local people together strengthening community cohesion, inclusion, and creative and cultural participation, including for priority groups?								
Has the Games brought communities together and led to increased cohesion and understanding among different groups?	Outcome	% of young people who feel they have better understanding of the Commonwealth and its history and heritage	Secondary	Youth/Learning workstream	Programme monitoring	Quarterly	OC	Evaluation
	Outcome	% of volunteers who feel greater sense of belonging	Secondary	KPMG Volunteer survey	Programme monitoring	Quarterly	OC	Evaluation
	Outcome	% of volunteers who feel included and represented in the Games	Secondary	KPMG Volunteer survey	Programme monitoring	Quarterly	OC	Evaluation
	Impact	% survey respondents who feel that different community groups get along	Headline	KPMG Resident Survey	Primary Research	One year pre-Games, immediately post-Games and one year post-Games	KPMG	Evaluation
				Community Life Survey ⁹³	Secondary data	Annual	KPMG	Baseline/ Contextual
Impact	% of survey respondents who feel they belong in their local community	Headline	KPMG Resident Survey	Primary Research	One year pre-Games, immediately post-Games and one year post-Games	KPMG	Evaluation	

⁹³ See: <https://www.gov.uk/government/collections/community-life-survey--2>

Mission Pillar/Vision and Evaluation Research Questions	Output/ Outcomes/ Impacts	Indicator	Indicator type ⁹¹	Source	Source category	Frequency of reporting/ data collection	Data owner	Use ⁹²
				Community Life Survey ⁹⁴	Secondary data	Annual	KPMG	Baseline/ Contextual
Has the Games helped to develop more representative audiences that regularly engage in cultural activity?	Outcome	% of young people who feel they are more likely to participate in creative and cultural activities linked to the Games	Secondary	Culture, Ceremonies and Queen's Baton Relay workstream	Programme monitoring	Quarterly	OC	Evaluation
	Outcome	% of survey respondents who participate in cultural activities in the 12 months prior, split by characteristics	Headline	KPMG Resident Survey	Primary Research	One year pre-Games, immediately post-Games and one year post-Games	KPMG	Evaluation
	Impact	Audience attendance at arts, heritage and cultural activities, split by characteristics	Secondary	Culture, Ceremonies and Queen's Baton Relay workstream	Programme monitoring	Quarterly	OC	Evaluation
	Impact	Birmingham Audience Spectrum Engagement Rating compared to the WM and UK	Secondary	Culture, Ceremonies and Queen's Baton Relay workstream	Programme monitoring	Quarterly	OC	Evaluation
	Impact	% of survey respondents who visited a heritage site in the 12 months prior	Headline	KPMG Resident Survey	Primary Research	One year pre-Games, immediately post-Games and one year post-Games	KPMG	Evaluation
				DCMS - Taking Part Survey ⁹⁵	Secondary data	Annual	KPMG	Baseline/ Contextual
	Impact	% of survey respondents who visited a museum, art gallery or other	Headline	KPMG Resident Survey	Primary Research	One year pre-Games, immediate post-Games and one year post-Games	KPMG	Evaluation

⁹⁴ See: <https://www.gov.uk/government/collections/community-life-survey--2>

⁹⁵ See: <https://www.gov.uk/guidance/taking-part-survey>

Mission Pillar/Vision and Evaluation Research Questions	Output/ Outcomes/ Impacts	Indicator	Indicator type ⁹¹	Source	Source category	Frequency of reporting/ data collection	Data owner	Use ⁹²
		exhibition in the 12 months prior		DCMS - Taking Part Survey ⁹⁶	Secondary data	Annual	KPMG	Baseline/ Contextual
Through what means have local people, particularly priority groups, engaged with the Games and become involved in its delivery?	Output	Number of volunteers, split by priority characteristics	Headline	OC Monitoring data Volunteering workstream	Programme monitoring	Quarterly	OC	Evaluation
	Output	Number of participants to the opening and closing ceremony, broken down by priority characteristics	Headline	OC Monitoring data Culture, Ceremonies and QBR workstream	Programme monitoring	One-off post-Games	OC	Evaluation
To what extent has the Games increased feelings of civic pride in Birmingham and the West Midlands particularly for priority groups?	Outcome	% of participants who feel the Festival projected a positive image of the place as a good place to live, do business and visit	Secondary	Culture, Ceremonies and QBR workstream	Programme monitoring	Quarterly	OC	Evaluation
	Outcome	% of survey respondents who regularly engage in civic activities	Headline	KPMG Resident Survey	Primary Research	One year pre-Games, immediately post-Games and one year post-Games	KPMG	Evaluation
				Community Life Survey ⁹⁷	Secondary data	Annual	KPMG	Baseline/ Contextual
To what extent has the Games increased feelings of civic pride in Birmingham and the West Midlands	Impact	% of survey respondents who are proud to live in their town/city	Headline	KPMG Resident Survey	Primary Research	One year pre-Games, immediately post-Games and one year post-Games	KPMG	Evaluation
				Community Life Survey ⁹⁸	Secondary data	Annual	KPMG	Baseline/ Contextual
	Impact	% of survey respondents who feel	Headline	KPMG Resident Survey	Primary Research	One year pre-Games, immediately	KPMG	Evaluation

⁹⁶ See: <https://www.gov.uk/guidance/taking-part-survey>

⁹⁷ See: <https://www.gov.uk/government/collections/community-life-survey--2>

⁹⁸ Ibid.

Mission Pillar/Vision and Evaluation Research Questions	Output/ Outcomes/ Impacts	Indicator	Indicator type ⁹¹	Source	Source category	Frequency of reporting/ data collection	Data owner	Use ⁹²
particularly for priority groups?		that they can influence decision making in their local community				post-Games and one year post-Games		
				Community Life Survey ⁹⁹	Secondary data	Annual	KPMG	Baseline/ Contextual
To what extent has the Games encouraged young people to participate in new opportunities and develop their skills?	Output	Number of apprenticeships delivered by the Games/contracts	Secondary	OC Monitoring data	Programme monitoring	Quarterly	OC	Evaluation
	Output	Number of people up to 30 years of age in volunteering roles	Secondary	Volunteering workstream	Programme monitoring	One-off post-Games	OC	Evaluation
	Output	Number of people up to 30 years of age in Games related jobs	Secondary	OC Monitoring data	Programme monitoring	Quarterly	OC	Evaluation
	Output	Number of people up to 30 years of age trained through Jobs and Skills Academy	Secondary	Jobs & Skills workstream	Programme monitoring	Quarterly	WMCA	Evaluation
	Output	Number of people up to 30 years of age who gain qualifications through the Jobs & Skills Academy	Secondary	Jobs & Skills workstream	Programme monitoring	Quarterly	WMCA	Evaluation
	Output	Number of people up to 30 years of age that have been supported into Games-related employment	Secondary	OC Monitoring data	Programme monitoring	Quarterly	OC	Evaluation

⁹⁹ See: <https://www.gov.uk/government/collections/community-life-survey--2>

Mission Pillar/Vision and Evaluation Research Questions	Output/ Outcomes/ Impacts	Indicator	Indicator type ⁹¹	Source	Source category	Frequency of reporting/ data collection	Data owner	Use ⁹²
	Output	Number of people up to 30 years of age connected to Partner volunteering organisations	Secondary	Volunteering workstream	Programme monitoring	One-off post-Games	OC	Evaluation
	Output	Number of young people (up to 30 years of age) engaged in Youth and Learning Programmes	Secondary	Youth/Learning workstream	Programme monitoring	Quarterly	OC	Evaluation
To what extent has the Games encouraged young people to participate in new opportunities and develop their skills?	Outcome	% of participating young people and community groups/members who have gained other skills through the Festival	Secondary	Culture, Ceremonies and QBR workstream	Programme monitoring	Quarterly	OC	Evaluation
	Outcome	% of young people who feel they have more confidence	Headline	Youth/Learning workstream	Programme monitoring	Quarterly	OC	Evaluation
	Outcome	% of young people who feel they have learnt new skills	Headline	Youth/Learning workstream	Programme monitoring	Quarterly	OC	Evaluation
	Outcome	% of young people who feel their local area provides them with opportunities to gain new skills, employment, and/or volunteering experiences	Secondary	KPMG Resident Survey	Primary Research	One year pre-Games, immediately post-Games, and one year post-Games	KPMG	Evaluation
	Outcome	% of young people who gave up their free time at least once to support their local community	Secondary	KPMG Resident Survey	Primary Research	Quarterly	KPMG	Evaluation

Mission Pillar/Vision and Evaluation Research Questions	Output/ Outcomes/ Impacts	Indicator	Indicator type ⁹¹	Source	Source category	Frequency of reporting/ data collection	Data owner	Use ⁹²
	Outcome	% of beneficiaries up to 30 years of age who have greater confidence in seeking employment	Secondary	Jobs & Skills workstream	Programme monitoring	Quarterly	WMCA	Evaluation
	Outcome	% of young people who feel more motivated to participate in educational activity	Headline	Youth/Learning workstream	Programme monitoring	Quarterly	OC	Evaluation
To what extent has the Games encouraged young people to participate in new opportunities and develop their skills?	Impact	% young people (16-24) not in education, employment or training (NEET)	Headline	ONS Labour Force Survey ¹⁰⁰	Secondary data	Annual	KPMG	Baseline/ Contextual
	Impact	Youth unemployment rate in West Midlands	Headline	ONS ¹⁰¹	Secondary data	Monthly	KPMG	Evaluation
What has the impact been of Birmingham 2022 Festival on the resilience of the cultural sector and arts infrastructure throughout the West Midlands?	Outcome	% of participating young people and community groups/members who have gained creative and cultural skills through participation in the Festival	Secondary	Culture, Ceremonies and QBR workstream	Programme monitoring	Quarterly	OC	Evaluation
	Outcome	% of participants who have gained production skills through participation in the opening and closing ceremonies	Headline	Culture, Ceremonies and QBR workstream	Programme monitoring	Quarterly	OC	Evaluation

¹⁰⁰ See: <https://explore-education-statistics.service.gov.uk/find-statistics/neet-statistics-annual-brief/2020>

¹⁰¹ See: [X02 Regional labour market: Estimates of unemployment by age - Office for National Statistics \(ons.gov.uk\)](https://www.ons.gov.uk/employment-and-labour-markets/employment-and-unemployment/x02-regional-labour-market-estimates-of-unemployment-by-age)

Mission Pillar/Vision and Evaluation Research Questions	Output/ Outcomes/ Impacts	Indicator	Indicator type ⁹¹	Source	Source category	Frequency of reporting/ data collection	Data owner	Use ⁹²
	Outcome	% change in the number of culture sector organisations in Birmingham and the West Midlands by discipline	Headline	Culture, Ceremonies and QBR workstream	Programme monitoring	Quarterly	OC	Evaluation
What has the impact been of Birmingham 2022 Festival on the resilience of the cultural sector and arts infrastructure throughout the West Midlands?	Outcome	Total revenue/ income of cultural organisations (particularly those who received commissioning funds as part of the cultural festival) in Birmingham and West Midland by income stream: public funding, lottery, trusts and foundations, sponsorship, private contributions, earned income	Headline	Culture, Ceremonies and QBR workstream	Programme monitoring	Quarterly	OC	Evaluation
Improve Health and Wellbeing								
To what extent has the Games supported a reduction in physical inactivity and improved mental wellbeing, particularly within targeted communities?								
To what extent have relevant sport facilities prepared for hosting the Games positively impacted the community through sports participation?	Outcome	% of survey respondents who report that the Games has increased the quality of local facilities for sports physical activity	Headline	KPMG Resident Survey	Primary Research	One year pre-Games, immediately post-Games and one year post-Games	KPMG	Evaluation
	Outcome	Visits to local sports facilities from community members as a % of overall visits	Headline	Physical Activity & Wellbeing workstream	Programme monitoring	Quarterly	BCC SMBC	Evaluation
	Impact	Tenancy of Alexander stadium by a professional club	Secondary	Physical Activity & Wellbeing workstream	Programme monitoring	Quarterly	BCC	Evaluation

Mission Pillar/Vision and Evaluation Research Questions	Output/ Outcomes/ Impacts	Indicator	Indicator type ⁹¹	Source	Source category	Frequency of reporting/ data collection	Data owner	Use ⁹²
	Impact	Net operating profit of Sandwell Aquatics centre (commercial viability)	Secondary	Physical Activity & Wellbeing workstream	Programme monitoring	Quarterly	Sandwell	Evaluation
	Impact	Net operating profit of Birmingham venues (commercial viability)	Secondary	Physical Activity & Wellbeing workstream	Programme monitoring	Quarterly	BCC	Evaluation
How has the Games supported a reduction in physical inactivity and an increase in physical activity, particularly amongst targeted and priority groups?	Outcome	% of survey respondents who feel they have the opportunity to be physically active	Headline	KPMG Resident Survey	Primary Research	One year pre-Games, immediately post-Games and one year post-Games	KPMG	Evaluation
	Impact	Levels of physical activity (adults)	Headline	KPMG Resident Survey	Primary Research	Immediately post-Games and one year post-Games	KPMG	Evaluation
				Active Lives survey - Adults ¹⁰²	Secondary data	Twice a year	KPMG	Evaluation
	Impact	Levels of physical activity (children)	Secondary	Active Lives survey - Children & Young People ¹⁰³	Secondary data	Annual	KPMG	Baseline/ Contextual
To what extent has the Games increased levels of cycling and walking?	Outcome	% of adults that cycle/walk, by frequency, purpose	Headline	Department for Transport ¹⁰⁴	Secondary data	Annual	KPMG	Baseline/ Contextual
	Outcome	% of journeys by local residents that are undertaken by foot/bike as main mode of travel	Secondary	KPMG Resident Survey	Primary Research	One year pre-Games, immediately post-Games and one year post-Games	KPMG	Evaluation
	Outcome	% of survey respondents who report that the Games has had a positive effect on the	Secondary	KPMG Resident Survey	Primary Research	One year pre-Games, immediately post-Games and one year post-Games	KPMG	Evaluation

¹⁰² See: https://www.sportengland.org/know-your-audience/data/active-lives/active-lives-data-tables?section=adult_surveys

¹⁰³ See: https://www.sportengland.org/know-your-audience/data/active-lives/active-lives-data-tables?section=children_and_young_people_surveys

¹⁰⁴ See: [Walking and cycling statistics, England: 2019 - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/statistics/walking-and-cycling-statistics-england-2019)

Mission Pillar/Vision and Evaluation Research Questions	Output/ Outcomes/ Impacts	Indicator	Indicator type ⁹¹	Source	Source category	Frequency of reporting/ data collection	Data owner	Use ⁹²
		quality of local facilities to support walking and cycling						
What has been the effect of Programmes which aim to support people to improve their mental wellbeing?	Outcome	Life satisfaction rating among survey respondents	Headline	KPMG Resident Survey	Primary Research	One year pre-Games, immediately post-Games and one year post-Games	KPMG	Evaluation
				KPMG Volunteering survey	Primary Research	Immediately post-Games and ~12 months post-Games	KPMG	Evaluation
				ONS ¹⁰⁵	Secondary data	Annual	KPMG	Baseline/ Contextual
	Outcome	% of survey respondents who recognise importance of being active for physical health and wellbeing	Headline	KPMG Resident Survey	Primary Research	One year pre-Games, immediately post-Games and one year post-Games	KPMG	Evaluation
To what extent has the Games led to improvements in the local and regional systems supporting physical activity and wellbeing?	Impact	Views of relevant local stakeholders on the systems in place to support active lifestyles	Secondary	Stakeholder engagement	Stakeholder engagement	One-off post-Games	DCMS	Evaluation
Help the Region Grow and Succeed								
To what extent has the Games created social and economic impacts for Birmingham, the West Midlands and the UK particularly in terms of employment, skills, gross value added, trade, investment, and tourism?								
To what extent has the Games encouraged an uplift in the number of domestic and	Outcome	% of visitors who will recommend visiting the UK/the region to a friend	Secondary	BATP workstream	Primary Research	Annual	WMGC	Evaluation
	Impact	Number of domestic leisure tourists	Secondary	Great Britain Tourism Survey	Secondary data	Annual	KPMG	Baseline/ Contextual

¹⁰⁵ See: [Annual personal well-being estimates - Office for National Statistics \(ons.gov.uk\)](https://ons.gov.uk)

Mission Pillar/Vision and Evaluation Research Questions	Output/ Outcomes/ Impacts	Indicator	Indicator type ⁹¹	Source	Source category	Frequency of reporting/ data collection	Data owner	Use ⁹²
international visitors to the West Midlands and associated spend?				(GBTS) ¹⁰⁶ and Great Britain Day Visitors Survey (GBDVS) ¹⁰⁷				
	Impact	Number of tourists, split by domestic and international, leisure and business	Headline	BATP workstream	Primary Research	Annual	WMGC	Evaluation
	Impact	Value of spend by visitors to the region	Headline	BATP workstream	Primary Research	Annual	WMGC	Evaluation
				International Passenger Survey (IPS) ¹⁰⁸ ; GBTS ¹⁰⁹ and GBDVS ¹¹⁰	Secondary data	Annual	KPMG	Baseline/ Contextual
To what extent has the Games led beneficiaries to secure work experience, onward progression along the pathway to employment or employment?	Output	Number of people trained through the Jobs and Skills Academy	Secondary	Jobs & Skills workstream	Programme monitoring	Quarterly	WMCA	Evaluation
	Output	Number of people supported into Games-related roles	Secondary	Jobs & Skills workstream	Programme monitoring	Quarterly	WMCA	Evaluation
	Output	Number of people supported into long term employment	Secondary	Jobs & Skills workstream	Programme monitoring	Quarterly	WMCA	Evaluation
	Outcome	% of Games related work-force (employees and volunteers) that are WM residents	Secondary	OC Monitoring data	Programme monitoring	Quarterly	WMCA	Evaluation
	Outcome	% of survey respondents who feel their local area provides	Headline	KPMG Resident Survey	Primary Research	One year pre-Games, immediately	KPMG	Evaluation

¹⁰⁶ See: <https://gbtsenglandlightviewer.kantar.com/ViewTable.aspx>

¹⁰⁷ See: [Cross-Tab Viewer \(kantar.com\)](https://www.kantar.com/cross-tab-viewer)

¹⁰⁸ See: <https://www.visitbritain.org/nation-region-county-data>

¹⁰⁹ See: <https://gbtsenglandlightviewer.kantar.com/ViewTable.aspx>

¹¹⁰ See: [Cross-Tab Viewer \(kantar.com\)](https://www.kantar.com/cross-tab-viewer)

Mission Pillar/Vision and Evaluation Research Questions	Output/ Outcomes/ Impacts	Indicator	Indicator type ⁹¹	Source	Source category	Frequency of reporting/ data collection	Data owner	Use ⁹²
		opportunities to gain new skills, employment and/or volunteering experiences				post-Games and one year post-Games		
To what extent has the Games led beneficiaries to secure work experience, onward progression along the pathway to employment or employment?	Outcome	% of survey respondents who feel that the Games has positively impacted the opportunities to gain new skills, employment and/or volunteering experiences	Secondary	KPMG Resident Survey	Primary Research	One year pre-Games, immediately post-Games and one year post-Games	KPMG	Evaluation
	Outcome	Total number of jobs filled, through OC and Contracts	Secondary	OC Monitoring data	Programme monitoring	Quarterly	OC	Evaluation
	Outcome	Total number of volunteering roles filled	Secondary	OC Monitoring data	Programme monitoring	Quarterly	OC	Evaluation
	Outcome	% of Games related work-force (employees and volunteers) that are long-term unemployed, WM residents	Secondary	OC Monitoring data	Programme monitoring	Quarterly	OC	Evaluation
	Outcome	% of targeted sector Games-related employment that are WM residents	Secondary	KPMG Business Survey	Primary Research	Immediately post-Games and ~12 months post-Games	KPMG	Evaluation
	Outcome	% of targeted sector Games-related employment that are WM long-term unemployed residents	Secondary	KPMG Business Survey	Primary Research	Immediately post-Games and ~12 months post-Games	KPMG	Evaluation
	Outcome	% of beneficiaries (work-experience, volunteers, those who have been trained) who have greater	Secondary	OC Monitoring data	Programme monitoring	Quarterly	OC	Evaluation
		KPMG Volunteering survey		Primary Research	Immediately post-Games and ~12 months post-Games	KPMG	Evaluation	

Mission Pillar/Vision and Evaluation Research Questions	Output/ Outcomes/ Impacts	Indicator	Indicator type ⁹¹	Source	Source category	Frequency of reporting/ data collection	Data owner	Use ⁹²
To what extent has the Games led beneficiaries to secure work experience, onward progression along the pathway to employment or employment?		confidence in seeking employment		Jobs & Skills workstream	Programme monitoring	Quarterly	WMCA	Evaluation
	Outcome	% of beneficiaries (employed, work-experience, volunteers, those who have been trained) who feel they have better job opportunities	Secondary	OC Monitoring data	Programme monitoring	Quarterly	OC	Evaluation
				KPMG Volunteering survey	Primary Research	Immediately post-Games and ~12 months post-Games	KPMG	Evaluation
				Jobs & Skills workstream	Programme monitoring	Quarterly	WMCA	Evaluation
	Outcome	% of volunteers who feel they have better skills as a result of their volunteering in the Games	Secondary	KPMG Volunteering Survey	Primary Research	Immediately post-Games and ~12 months post-Games	KPMG	Evaluation
	Impact	% of beneficiaries (employed, work-experience, volunteers, those who have been trained) in education, employment or training a year post-Games split by type of intervention	Headline	OC Monitoring data	Programme monitoring	Quarterly	OC	Evaluation
				KPMG Volunteering survey	Primary Research	Immediately post-Games and ~12 months post-Games	KPMG	Evaluation
				Jobs & Skills workstream	Programme monitoring	Quarterly	WMCA	Evaluation
	Impact	Average salaries of beneficiaries (employed, work-experience, volunteers, those who have been trained) in education, employment a years post-Games split by type of intervention, compared to pre-intervention	Secondary	OC Monitoring data	Programme monitoring	Quarterly	OC	Evaluation
				KPMG Volunteering survey	Primary Research	Immediately post-Games and ~12 months post-Games	KPMG	Evaluation
Jobs & Skills workstream				Programme monitoring	Quarterly	WMCA	Evaluation	
Impact	% of volunteers who participate in other volunteering	Secondary	KPMG Volunteering Survey	Primary Research	Immediately post-Games and ~12 months post-Games	KPMG	Evaluation	

Mission Pillar/Vision and Evaluation Research Questions	Output/ Outcomes/ Impacts	Indicator	Indicator type ⁹¹	Source	Source category	Frequency of reporting/ data collection	Data owner	Use ⁹²
		opportunities in the 12 months post-Games						
	Impact	% of volunteers who are likely to volunteer again	Secondary	KPMG Volunteering Survey	Primary Research	Immediately post-Games and ~12 months post-Games	KPMG	Evaluation
What has been the impact of the Games on trade and investment?	Outcome	Number of events bid by programme participants	Secondary	BATP workstream	Programme monitoring	Quarterly	WMGC	Evaluation
	Outcome	Number of new event enquiries received	Secondary	BATP workstream	Programme monitoring	Quarterly	WMGC	Evaluation
	Outcome	Number of new prospects generated, split by type of prospect / BATP workstream	Secondary	BATP workstream	Programme monitoring	Quarterly	WMGC	Evaluation
	Outcome	Number of new sporting event leads	Secondary	BATP workstream	Programme monitoring	Quarterly	WMGC	Evaluation
	Outcome	Number / % of leads converted	Secondary	BATP workstream	Programme monitoring	Quarterly	WMGC	Evaluation
	Outcome	Number of qualified inward investment projects generated by BATP Programme	Headline	BATP workstream	Programme monitoring	Quarterly	WMGC	Evaluation
	Outcome	Value of qualified inward investment projects generated by BATP Programme	Secondary	BATP workstream	Programme monitoring	Quarterly	WMGC	Evaluation
	Outcome	% of investment intermediaries who are actively considering investing in the UK and the region	Headline	BATP workstream	Primary Research	Annual	WMGC	Evaluation
	Outcome	% of target audience who are actively considering hosting a sporting event in the region	Secondary	BATP workstream	Primary Research	Annual	WMGC	Evaluation

Mission Pillar/Vision and Evaluation Research Questions	Output/ Outcomes/ Impacts	Indicator	Indicator type ⁹¹	Source	Source category	Frequency of reporting/ data collection	Data owner	Use ⁹²
	Outcome	% of investment intermediaries who are actively considering trading with the UK and the region	Headline	BATP workstream	Secondary data	Annual	WMGC	Evaluation
What has been the impact of the Games on trade and investment?	Outcome	Awareness among businesses of export opportunities	Secondary	BATP workstream	Primary Research	Annual	WMGC	Evaluation
	Outcome	% of businesses supported that feel better prepared to export	Secondary	BATP workstream	Primary Research	Annual	WMGC	Evaluation
	Outcome	% of target audience who are actively considering hosting a conference in the region	Secondary	BATP workstream	Primary Research	Annual	WMGC	Evaluation
	Outcome	Number of new export deals as a result of the BATP Programme	Secondary	BATP workstream	Programme monitoring	Quarterly	WMGC	Evaluation
	Outcome	Value of new export deals as a result of the BATP Programme	Secondary	BATP workstream	Programme monitoring	Quarterly	WMGC	Evaluation
	Impact	Number of jobs created by export deals	Secondary	BATP workstream	Programme monitoring	Quarterly	WMGC	Evaluation
	Impact	Number of jobs created by inward investment projects	Secondary	BATP workstream	Programme monitoring	Quarterly	WMGC	Evaluation
	Impact	Reduction in market barriers	Secondary	BATP workstream	Programme monitoring	Quarterly	WMGC	Evaluation

Mission Pillar/Vision and Evaluation Research Questions	Output/ Outcomes/ Impacts	Indicator	Indicator type ⁹¹	Source	Source category	Frequency of reporting/ data collection	Data owner	Use ⁹²
	Impact	Regional value of exports	Headline	HMRC - Regional Trade Statistics ¹¹¹	Secondary data	Quarterly	KPMG	Evaluation
	Impact	Regional value of inward investments	Headline	Department for International Trade (DIT)	Secondary data	Annual	KPMG	Evaluation
What have been the identifiable overall economic impacts of the Games on Birmingham, the West Midlands and the UK?	Impact	Local visitor revenue	Secondary	BATP workstream	Primary Research	Annual	WMGC	Evaluation
	Impact	Number of jobs created from tourism	Headline	BATP workstream	Primary Research	Annual	WMGC	Evaluation
	Impact	Regional number of jobs created as a result of visitor spending	Secondary	BATP workstream	Primary Research	Quarterly	WMGC	Evaluation
	Impact	Regional number of jobs created as a result of inward investment	Secondary	DIT ¹¹²	Secondary data	Annual	KPMG	Evaluation
	Impact	Regional GVA	Headline	ONS ¹¹³	Secondary data	Annual	KPMG	Baseline/ Contextual
	Impact	Regional employment and unemployment	Headline	ONS Business Register and Employment Survey ¹¹⁴	Secondary data	Annual	KPMG	Baseline/ Contextual
	Impact	Regional GVA per employee	Headline	ONS ¹¹⁵	Secondary data	Annual	KPMG	Baseline/ Contextual
	Impact	Regional visitor spend	Headline	BATP workstream	Primary Research	Annual	WMGC	Evaluation
				GBTS ¹¹⁶ and GBDVS ¹¹⁷	Secondary data	Annual	KPMG	Baseline/ Contextual

¹¹¹ See: <https://www.gov.uk/government/statistics/uk-regional-trade-in-goods-statistics-fourth-quarter-2020>

¹¹² See: [DIT inward investment results - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/statistics/dit-inward-investment-results)

¹¹³ See: [Regional gross value added \(balanced\) by industry: local authorities by NUTS1 region - Office for National Statistics \(ons.gov.uk\)](https://www.ons.gov.uk/economy/gross-value-added/gross-value-added-by-industry) and [Regional gross value added \(balanced\) by industry: all ITL regions - Office for National Statistics](https://www.ons.gov.uk/economy/gross-value-added/gross-value-added-by-industry)

¹¹⁴ See: <https://www.nomisweb.co.uk/datasets/newbrespup>

¹¹⁵ See: [Subregional productivity: labour productivity indices by UK NUTS2 and NUTS3 subregions - Office for National Statistics](https://www.ons.gov.uk/economy/productivity)

¹¹⁶ See: <https://gbtsenglandlightviewer.kantar.com/ViewTable.aspx>

¹¹⁷ See: [Cross-Tab Viewer \(kantar.com\)](https://www.kantar.com/cross-tab-viewer)

Mission Pillar/Vision and Evaluation Research Questions	Output/ Outcomes/ Impacts	Indicator	Indicator type ⁹¹	Source	Source category	Frequency of reporting/ data collection	Data owner	Use ⁹²
	Impact	% of businesses in target sectors reporting a skills gap	Headline	KPMG Business Survey	Primary Research	Immediately post-Games and ~12 months post-Games	KPMG	Evaluation
	Impact	Games time GVA and employment	Headline	KPMG Economic Impact Assessment	Economic Impact Assessment	Bespoke for evaluation	KPMG	Evaluation
How has the procurement model used for the Games created a positive legacy and social impact?	Output	Number and % of OC contractor job opportunities that go to local residents (Birmingham and West Midlands)	Secondary	Social Value workstream	Programme monitoring	Quarterly	OC	Evaluation
	Output	Number and % of contracts delivered by businesses in Birmingham, and in the West Midlands	Secondary	Social Value workstream	Programme monitoring	Quarterly	OC	Evaluation
	Output	Number of apprenticeships delivered through OC contracts	Secondary	Social Value workstream	Programme monitoring	Quarterly	OC	Evaluation
	Output	Number of work experience placements provided through OC contracts	Secondary	Social Value workstream	Programme monitoring	Quarterly	OC	Evaluation
	Output	Social Enterprise spend	Secondary	Social Value workstream	Programme monitoring	Quarterly	OC	Evaluation
	Output	Local spend	Secondary	Social Value workstream	Programme monitoring	Quarterly	OC	Evaluation
	Output	SME spend	Secondary	Social Value workstream	Programme monitoring	Quarterly	OC	Evaluation
	Output	% of OC contracts which include a human rights, modern slavery and ethical trading commitment	Secondary	Social Value workstream	Programme monitoring	Quarterly	OC	Evaluation

Mission Pillar/Vision and Evaluation Research Questions	Output/ Outcomes/ Impacts	Indicator	Indicator type ⁹¹	Source	Source category	Frequency of reporting/ data collection	Data owner	Use ⁹²
	Output	Number of people upskilled	Secondary	Investment and the Built Environment: Perry Barr Regeneration	Programme monitoring	Quarterly	BCC	Evaluation
				Investment and the Built Environment – Venues			SMBC	
How has the procurement model used for the Games created a positive legacy and social impact?	Output	Number of employment opportunities created	Secondary	Investment and the Built Environment: Perry Barr Regeneration	Programme monitoring	Quarterly	BCC	Evaluation
				Investment and the Built Environment – Venues			SMBC	
	Output	Number of young people engaged with	Secondary	Investment and the Built Environment: Perry Barr Regeneration	Programme monitoring	Quarterly	BCC	Evaluation
				Investment and the Built Environment – Venues			SMBC	
	Output	Number of volunteering hours to support school and community activities	Secondary	Investment and the Built Environment: Perry Barr Regeneration	Programme monitoring	Quarterly	BCC	Evaluation
				Investment and the Built Environment – Venues			SMBC	
	Output	% of workforce paid the Real Living Wage	Secondary	Investment and the Built Environment: Perry Barr Regeneration	Programme monitoring	Quarterly	BCC	Evaluation
				Investment and the Built Environment – Venues			SMBC	

Mission Pillar/Vision and Evaluation Research Questions	Output/ Outcomes/ Impacts	Indicator	Indicator type ⁹¹	Source	Source category	Frequency of reporting/ data collection	Data owner	Use ⁹²
	Output	Social Enterprise spend	Secondary	Investment and the Built Environment: Perry Barr Regeneration	Programme monitoring	Quarterly	BCC	Evaluation
				Investment and the Built Environment – Venues			SMBC	
How has the procurement model used for the Games created a positive legacy and social impact?	Output	Local spend	Secondary	Investment and the Built Environment: Perry Barr Regeneration	Programme monitoring	Quarterly	BCC	Evaluation
				Investment and the Built Environment – Venues			SMBC	
	Output	SME spend	Secondary	Investment and the Built Environment: Perry Barr Regeneration	Programme monitoring	Quarterly	BCC	Evaluation
				Investment and the Built Environment – Venues			SMBC	
	Impact	Social Value Portal figure for Social Value including local economic value	Headline	Social Value workstream	Programme monitoring	Quarterly	OC	Evaluation
	Impact	Social Value Portal figure for Social Value including local economic value	Headline	Investment and the Built Environment: Perry Barr Regeneration	Programme monitoring	Quarterly	BCC	Evaluation
				Investment and the Built Environment – Venues			SMBC	
Impact	% of contract employees in work a year post-Games	Secondary	OC Monitoring data	Programme monitoring	Quarterly	OC	Evaluation	

Mission Pillar/Vision and Evaluation Research Questions	Output/ Outcomes/ Impacts	Indicator	Indicator type ⁹¹	Source	Source category	Frequency of reporting/ data collection	Data owner	Use ⁹²
	Impact	Number of Commonwealth Games or mega sporting events implementing or developing Social Value practices aligned to B2022	Secondary	OC Monitoring data	Programme monitoring	Quarterly	OC	Evaluation
	Impact	% of Games suppliers that have maintained Social Value and/or Human Rights practices beyond the Games contract period	Headline	OC Monitoring data	Programme monitoring	~12 months post-Games	OC	Evaluation
	Impact	Number of Commonwealth Games or mega sporting events implementing or developing Human Rights best practice aligned to B2022	Secondary	OC Monitoring data	Programme monitoring	Quarterly	OC	Evaluation
What have been the short-term economic impacts of preparing for and staging the Games?	Impact	GVA	Headline	KPMG Economic Impact Assessment	Economic Impact Assessment	Bespoke for evaluation	KPMG	Evaluation
	Impact	Employment	Headline	KPMG Economic Impact Assessment	Economic Impact Assessment	Bespoke for evaluation	KPMG	Evaluation
	Impact	Number of new companies set up in the region in the six months post-Games	Secondary	BATP workstream	Programme monitoring	Quarterly	WMGC	Evaluation
Be a Catalyst for Change								
To what extent has the Games regenerated the region, with particular focus on Perry Barr, and created the systems to support long-term sustainability and accessibility improvements?								

Mission Pillar/Vision and Evaluation Research Questions	Output/ Outcomes/ Impacts	Indicator	Indicator type ⁹¹	Source	Source category	Frequency of reporting/ data collection	Data owner	Use ⁹²
Has the Games been delivered in an accessible way and has it led to a positive legacy in relation to accessibility and inclusion for all?	Output	% of ticket holders who have accessibility requirements or a disability	Headline	OC Monitoring data	Programme monitoring	Quarterly	OC	Evaluation
	Output	Audience figures for para spots and non-para sports	Secondary	OC Monitoring data	Programme monitoring	One-off post-Games	OC	Evaluation
	Output	Audience figures for male, female and mixed gender events	Secondary	OC Monitoring data	Programme monitoring	One-off post-Games	OC	Evaluation
Has the Games been delivered in an accessible way and has it led to a positive legacy in relation to accessibility and inclusion for all?	Outcome	% of Games attendees with a disability that consider the Games to have been 'accessible'	Secondary	Accessibility workstream	Programme monitoring	Quarterly	OC	Evaluation
	Outcome	% of Games spectators with a disability that consider the Games website to have to have been 'accessible'	Secondary	Accessibility workstream	Programme monitoring	Quarterly	OC	Evaluation
	Impact	% of survey respondents who feel included and part of their local community	Headline	KPMG Resident Survey	Primary Research	One year pre-Games, immediately post-Games and one year post-Games	KPMG	Evaluation
	Impact	Business views/awareness in relation to issues of accessibility, diversity and inclusion	Secondary	KPMG Business Survey	Primary Research	Immediately post-Games and ~12 months post-Games	KPMG	Evaluation

Mission Pillar/Vision and Evaluation Research Questions	Output/ Outcomes/ Impacts	Indicator	Indicator type ⁹¹	Source	Source category	Frequency of reporting/ data collection	Data owner	Use ⁹²
	Impact	Number of sporting events implementing or planning to implement B2022 standards and practices	Secondary	Stakeholder engagement	Primary Research	One year post-Games	OC	Evaluation
	Impact	Extent to which residents with a disability feel included during and after the Games	Secondary	Accessibility workstream	Primary Research	One-off post-Games	OC	Evaluation
In what ways has delivery of the Games made a positive contribution and/or legacy in terms of environmental sustainability for the area?	Output	Number of trees planted	Headline	Sustainability workstream	Programme monitoring	Quarterly	OC	Evaluation
	Output	Acres of forest planted	Secondary	Sustainability workstream	Programme monitoring	Quarterly	OC	Evaluation
	Output	Number of miles of canals cleared	Secondary	Sustainability workstream	Programme monitoring	Quarterly	OC	Evaluation
	Output	Games-time volume of waste to landfill	Headline	Sustainability workstream	Programme monitoring	Quarterly	OC	Evaluation
	Output	% Waste diversion from landfill by supply chain	Secondary	Investment and the Built Environment: Perry Barr Regeneration	Programme monitoring	Quarterly	BCC	Evaluation
				Investment and the Built Environment – Venues			SMBC	
							BCC	
Output	% Renewable energy use by supply chain	Secondary	Investment and the Built Environment: Perry Barr Regeneration	Programme monitoring	Quarterly	BCC	Evaluation	
			Investment and the Built Environment – Venues			SMBC		
						BCC		

Mission Pillar/Vision and Evaluation Research Questions	Output/ Outcomes/ Impacts	Indicator	Indicator type ⁹¹	Source	Source category	Frequency of reporting/ data collection	Data owner	Use ⁹²
	Outcome	Games-time carbon efficiency improvements	Headline	Sustainability workstream	Programme monitoring	Quarterly	OC	Evaluation
	Outcome	% of young people who feel they have better understanding of sustainability and environmental themes	Secondary	Youth/Learning workstream	Programme monitoring	Quarterly	OC	Evaluation
	Outcome	% of survey respondents who are satisfied with access to green spaces in local area	Headline	KPMG Resident Survey	Primary Research	One year pre-Games, immediately post-Games and one year post-Games	KPMG	Evaluation
	Impact	Air quality in the West Midlands (Games-time)	Headline	Sustainability workstream	Programme monitoring	Quarterly	OC	Evaluation
				BCC	Secondary data	TBD	BCC	Evaluation
To what extent have the infrastructure investments in the Games contributed to the regeneration of Perry Barr and the wider area?	Outcome	Views of local residents of the impact of the regeneration on their quality of life	Secondary	Community Cohesion, Inclusion and Civic Pride workstream	Primary research	One year post-Games	BCC	Evaluation
	Outcome	% of survey respondents who are satisfied with access to green spaces in local area	Headline	KPMG Resident Survey	Primary Research	One year pre-Games, immediately post-Games and one year post-Games	KPMG	Evaluation
	Outcome	% of survey respondents who are satisfied with their local area as a place to live	Secondary	KPMG Resident Survey	Primary Research	One year pre-Games, immediately post-Games and one year post-Games	KPMG	Evaluation
				Community Life Survey	Secondary data	Annual	KPMG	Baseline/ Contextual
	Outcome	% of survey respondents who are satisfied with housing provision in local area	Headline	KPMG Resident Survey	Primary Research	One year pre-Games, immediately post-Games and one year post-Games	KPMG	Evaluation

Mission Pillar/Vision and Evaluation Research Questions	Output/ Outcomes/ Impacts	Indicator	Indicator type ⁹¹	Source	Source category	Frequency of reporting/ data collection	Data owner	Use ⁹²
	Outcome	% of survey respondents who are satisfied with sports facilities in the local area	Headline	KPMG Resident Survey	Primary Research	One year pre-Games, immediately post-Games and one year post-Games	KPMG	Evaluation
	Outcome	% of survey respondents who are satisfied with public transport services/links in the local area	Secondary	KPMG Resident Survey	Primary Research	One year pre-Games, immediately post-Games and one year post-Games	KPMG	Evaluation
	Outcome	% of survey respondents who report their local area provides them with opportunities to gain new skills, employment and/or volunteering experiences	Secondary	KPMG Resident Survey	Primary Research	One year pre-Games, immediately post-Games and one year post-Games	KPMG	Evaluation
To what extent have the infrastructure investments in the Games contributed to the regeneration of Perry Barr and the wider area?	Outcome	% of survey respondents who report the Games had an impact on the quality of local public transport services	Secondary	KPMG Resident Survey	Primary Research	One year pre-Games, immediately post-Games and one year post-Games	KPMG	Evaluation
	Outcome	% of survey respondents who report the Games had an impact on the quality of local facilities to support walking and cycling	Secondary	KPMG Resident Survey	Primary Research	One year pre-Games, immediately post-Games and one year post-Games	KPMG	Evaluation
	Outcome	% of survey respondents who report the Games had an impact on the quality of local facilities for sports and physical activity	Secondary	KPMG Resident Survey	Primary Research	One year pre-Games, immediately post-Games and one year post-Games	KPMG	Evaluation

Mission Pillar/Vision and Evaluation Research Questions	Output/ Outcomes/ Impacts	Indicator	Indicator type ⁹¹	Source	Source category	Frequency of reporting/ data collection	Data owner	Use ⁹²
	Outcome	% of survey respondents who report the Games had an impact on their satisfaction with the local area in which they live	Secondary	KPMG Resident Survey	Primary Research	One year pre-Games, immediately post-Games and one year post-Games	KPMG	Evaluation
	Impact	% of survey respondents who report the Games had an impact on the opportunities for them to gain new skills, employment and/or volunteering experiences	Secondary	KPMG Resident Survey	Primary Research	One year pre-Games, immediately post-Games and one year post-Games	KPMG	Evaluation
To what extent have the infrastructure investments in the Games contributed to the regeneration of Perry Barr and the wider area?	Impact	Number of permanent dwellings completed	Secondary	Ministry of Housing, Communities and Local Government ¹¹⁸	Secondary data	Quarterly	KPMG	Evaluation
	Impact	House prices	Secondary	ONS ¹¹⁹	Secondary data	Quarterly	KPMG	Evaluation
To what extent have transport infrastructure investments and operational improvements delivered for the Games made a	Outcome	Number of annual trips, split by mode	Headline	KPMG Resident Survey	Primary Research	One year pre-Games, immediately post-Games and one year post-Games	KPMG	Evaluation
				Transport workstream/ TfWM	Secondary data	Annual	KPMG	Baseline/ Contextual
				National Travel Survey (NTS) ¹²⁰	Secondary data	Annual	KPMG	Baseline/ Contextual

¹¹⁸ See: [Live tables on housing supply: indicators of new supply - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/statistics/live-tables-on-housing-supply-indicators-of-new-supply)

¹¹⁹ See: [Median house prices for administrative geographies: HPSSA dataset 9 - Office for National Statistics \(ons.gov.uk\)](https://www.ons.gov.uk/employment-and-labour-markets/earnings-and-wages/bulletins/median-house-prices-for-administrative-geographies)

¹²⁰ See: [Region and Rural-Urban Classification - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/statistics/region-and-rural-urban-classification)

Mission Pillar/Vision and Evaluation Research Questions	Output/ Outcomes/ Impacts	Indicator	Indicator type ⁹¹	Source	Source category	Frequency of reporting/ data collection	Data owner	Use ⁹²
positive and sustainable contribution to post-COVID-19 community and economic development?	Outcome	% of survey respondents who are satisfied with public service transport/links in local area	Headline	KPMG Resident Survey	Primary Research	One year pre-Games, immediately post-Games and one year post-Games	KPMG	Evaluation
	Outcome	Level of satisfaction with public transport services	Secondary	Transport workstream/ TfWM	Programme monitoring	Quarterly	WMCA	Evaluation
	Impact	Number of passengers on public transport in the region	Secondary	Office of Rail and Road ¹²¹	Secondary data	Annual	KPMG	Baseline/ Contextual
	Impact	% of adults that cycle/walk, by frequency, purpose	Secondary	Department for Transport ¹²²	Secondary data	Annual	KPMG	Baseline/ Contextual
Put us on the Global Stage								
To what extent has the Games contributed to a stronger global brand and positive image of Birmingham, the West Midlands and the UK?								
Has the Games stimulated greater awareness of Birmingham, the West Midlands and the UK from global audiences?	Output	Audience, broadcast viewing figures and ticket sales of the Games across different geographies and sectors	Secondary	OC monitoring data	Programme monitoring	Quarterly	OC	Evaluation
	Outcome	% of respondents with a good level of awareness of the region's conference venues	Secondary	BATP workstream	Primary Research	Annual	WMGC	Evaluation
	Outcome	% of respondents with a good level of awareness of the region's sporting venues	Secondary	BATP workstream	Primary Research	Annual	WMGC	Evaluation

¹²¹ See: [Estimates of station usage | ORR Data Portal](#)

¹²² See: [Walking and cycling statistics, England: 2019 - GOV.UK \(www.gov.uk\)](#)

Mission Pillar/Vision and Evaluation Research Questions	Output/ Outcomes/ Impacts	Indicator	Indicator type ⁹¹	Source	Source category	Frequency of reporting/ data collection	Data owner	Use ⁹²
	Outcome	% of investment intermediaries with a good level of awareness of the UK and the region as an investment option	Headline	BATP workstream	Primary Research	Annual	WMGC	Evaluation
	Outcome	Number of media outlets from outside of the West Midlands actively producing content on the city and region (beyond the Games themselves)	Secondary	OC monitoring data	Programme monitoring	Quarterly	OC	Evaluation
	Outcome	% of leisure travellers with a good level of awareness of the UK and the region as a leisure tourism destination	Headline	BATP workstream	Primary Research	Annual	WMGC	Evaluation
	Outcome	% of businesses in target markets with a good level of awareness of the UK and the region as a trading partner	Headline	BATP workstream	Primary Research	Annual	WMGC	Evaluation
To what extent has the Games created more positive perceptions of the Birmingham and West Midland brand for UK and international audiences?	Outcome	% of respondents that have a positive sentiment about Birmingham, West Midlands and the UK, split by target audience	Headline	BATP workstream	Primary Research	Annual	WMGC	Evaluation
	Outcome	% of respondents with a positive perception of Birmingham and the region as an event hosting City	Secondary	BATP workstream	Primary Research	Annual	WMGC	Evaluation

Mission Pillar/Vision and Evaluation Research Questions	Output/ Outcomes/ Impacts	Indicator	Indicator type ⁹¹	Source	Source category	Frequency of reporting/ data collection	Data owner	Use ⁹²
	Outcome	% of respondents with a positive perception of the region's conference offer	Secondary	BATP workstream	Primary Research	Annual	WMGC	Evaluation
	Outcome	% of respondents with a positive perception of the region's sporting offer	Secondary	BATP workstream	Primary Research	Annual	WMGC	Evaluation
	Outcome	% of leisure travellers with a positive perception of the UK and the region as a leisure tourism destination	Secondary	BATP workstream	Primary Research	Annual	WMGC	Evaluation
	Outcome	% of leisure travellers who are actively considering visiting the UK and the region	Secondary	BATP workstream	Primary Research	Annual	WMGC	Evaluation
To what extent has the Games created more positive perceptions of the Birmingham and West Midland brand for UK and international audiences?	Outcome	% of investment intermediaries with a positive sentiment of the UK and the region as a trading Partner	Secondary	BATP workstream	Primary Research	Annual	WMGC	Evaluation
	Outcome	% of respondents with a positive perception of the region as place for doing business	Secondary	KPMG Business Survey	Primary Research	Immediately post-Games and ~12 months post-Games	KPMG	Evaluation
	Outcome	% of investment intermediaries with a positive sentiment of the UK and the region as an investment option	Secondary	BATP workstream	Primary Research	Annual	WMGC	Evaluation

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