



# EVALUATION OF THE BIRMINGHAM 2022 COMMONWEALTH GAMES

**PRE-GAMES EVALUATION FRAMEWORK AND BASELINE REPORT:  
ANNEXES**

November 2021

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# Residents survey results

# Residents survey results contents

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# 1 Results of wave 1 of the residents survey

## 1.1 Introduction

### Aims of the residents survey

The primary research conducted in Phase 1 of the Evaluation of the Birmingham 2022 Commonwealth Games was the pre-Games (wave 1) residents survey. For the purpose of the evaluation and this report, the Commonwealth Games event from 28<sup>th</sup> July to 8<sup>th</sup> August 2022 and associated programme of legacy activities are collectively referred to as “the Games”.

This annex, which summarises the results of the pre-Games residents survey, should be read alongside the Evaluation of the Birmingham 2022 Commonwealth Games Pre-Games Evaluation Framework and Baseline Report (‘the Evaluation Framework’).

As detailed in Section 6.2.2 of the Evaluation Framework, the purpose of the residents survey is to understand: how residents in the Birmingham, Perry Barr and Sandwell communities feel about their local area, for example in terms of community cohesion, inclusion and civic pride; their participation in physical, creative and cultural activities; their use of different modes of transport and active travel; and to gauge their current awareness of, engagement with, and impacts of, the Games.

This survey is due to be conducted three times in total: pre-Games; during the Games; and post-Games. The first wave of the residents survey was in the field from 16 June 2021 to 9 July 2021. The results from this pre-Games wave of the survey are designed to provide a baseline against which any changes in outcomes and impacts for local residents, identified through waves two and three of the survey, can be assessed.

### Approach

The survey was deployed using KPMG’s Partner panel provider, Dynata. Residents within the targeted areas were invited to participate in the c.15 minute online survey via email.

The survey comprised three key areas of focus:

- 1 Views on the local area and satisfaction with life in general
- 2 Activity in the community – how engaged are respondents with their local community; views on physical activity; usage and any barriers to usage of local sport facilities; how they travel within their communities (walk, drive, public transport, etc); and culture, arts and sports participation.
- 3 Awareness of the B2022 Commonwealth Games, likely participation, and respondents’ views on the impact of the Games on local communities to date.

Key questions were also included in the residents survey to align to the following surveys:

- **Active Lives Survey** – an annual survey run by Sport England which collects data on the engagement in, and attitudes to, sport and physical activity. Data relating to adults and children/young people (aged 5-16 years) across England is collected.
- **Taking Part Survey** - a continuous face to face household survey of adults aged 16 and over and children aged 5 -15 years in England. Run by the Department for Digital, Culture, Media & Sport (DCMS).

- **Community Life Survey** - a household self-completion survey of adults aged 16+ in England. The survey is a key evidence source on social cohesion, community engagement and social action, run by DCMS.

Though questions in the residents survey were chosen to align as best as possible to the above surveys in order to allow for trends to be understood, it is recognised that the difference in the nature of the survey and time periods asked about in the national surveys means that results cannot be directly compared.

## Survey sample

The sample for the residents survey was designed to be as representative as possible of the Birmingham area, with minimum quotas only applied to ensure robust sample sizes for the priority groups of interest in the evaluation.

Target quotas were set on the following:

**Table 1: Sample Quotas**

Birmingham Main Sample	n=500	Including: Min n=100 16-30 year olds Min n=100 Black, Asian and minority ethnic groups
Perry Barr Sample	n=50	
Sandwell Sample	n=50	

Source: KPMG Pre-games Resident Survey Sample Data

The Birmingham main sample has been used as the base population for all analysis, with key differences between the main sample vs. geographical area (Perry Barr and Sandwell) and subgroups of interest (16-30 year olds, Black, Asian and minority ethnic groups, those with a disability, and those resident in a deprivation area) highlighted.

Where subgroups of interest are referenced, these are as a subset of the Birmingham main sample only; the base size within Perry Barr and Sandwell are not robust enough for subgroup analysis.

The below table shows the response breakdown by key subgroups in the three sample groups:

**Table 2: Sample Breakdown by Area**

		Birmingham % (n)	Perry Barr % (n)*	Sandwell % (n)*
Gender	Male	42% (209)	28% (15)	35% (19)
	Female	57% (286)	70% (37)	65% (36)
Age	16-30	33% (163)	40% (21)	22% (12)
	31-50	29% (144)	28% (15)	35% (19)
	51-70	30% (149)	23% (12)	36% (20)
	71+	9% (44)	9% (5)	7% (4)
Ethnicity	White	70% (345)	43% (23)	71% (39)
	Black, Asian and minority ethnic groups	30% (150)	57% (30)	29% (16)
Disability	Yes	26% (129)	13% (7)	20% (11)
	No	71% (356)	79% (42)	76% (42)
Deprivation Area <sup>1</sup>	1 or 2	50% (251)	64% (34)	55% (30)
	3+	50% (249)	36% (19)	45% (25)

Source: KPMG Pre-games Resident Survey Sample Data.

Note: Total % for Gender and Disability questions may not always equal 100% due to respondents having the option to opt out of the question.

\* Individual 'n' response volumes are shown for Perry Barr and Sandwell to provide an indication of response breakdown. However, the volume of responses by these individual neighbourhood subgroups is not robust enough for subgroup analysis.

These survey response breakdowns are generally aligned with census<sup>2</sup> data. However, in order to allow robust bases for our key subgroups of 16-30 year olds and Black, Asian and minority ethnic groups, we collected additional survey responses for these subgroups. Our survey response data therefore has a slight skew towards younger respondents and Black, Asian and minority ethnic groups when compared to the census data.

## Robustness of results

At a total Birmingham level the response volume of 500 provides a robust sample to analyse. However, as with all market research, there will be occasions where subgroup volumes are lower and need to be interpreted with care. To check the robustness of subgroup analysis, all subgroup comparisons have been tested for significant differences against the Birmingham total. Where data is flagged as being significantly different from another result, this means there is 95% confidence that the survey data is reflective of differences in behaviour seen in the actual population. Significant differences are noted in two places in this appendix:

- 1) In the commentary throughout
- 2) Colour coded in individual tables in Section 2 : Detailed tables of survey responses

Where differences between subgroups and the Birmingham total are not significant, data should be treated with some caution and interpreted as a directional difference between the groups only.

<sup>1</sup> Using the Index of Multiple Deprivation (IMD2019), areas in England have been ranked based on their level of deprivation. Postcodes in Deprivation groups 1 and 2 are the most deprived areas in England.

<sup>2</sup> [2011 Census - Office for National Statistics \(ons.gov.uk\)](https://ons.gov.uk)



## 1.2 Key Findings: Satisfaction with life and the local area

### Satisfaction with life in general

Respondents were asked to provide a score from 0 to 10 reflecting their current satisfaction with life, with 0 indicating 'Not at all' and 10 indicating 'Completely'.

Birmingham resident respondents are generally happy in life, with a mean life satisfaction score of 6.7 out of 10.

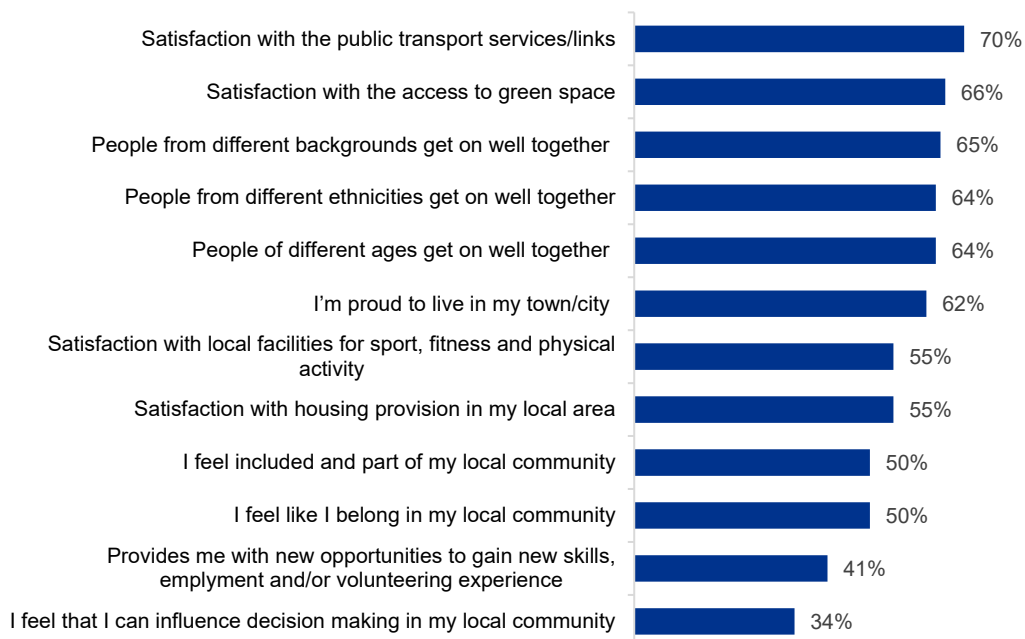
Respondents from Perry Barr reported a slightly higher mean satisfaction score (6.9) and Sandwell respondents slightly lower (6.3), but neither scores are statistically significantly different.<sup>3</sup>

### How residents feel about their local community/ area

Resident respondents in Birmingham are, on average, satisfied with the local transport links and green space in their areas.

They also agree that people of all backgrounds, ages and ethnicities get on well and that they are proud to live where they do.

**Figure 1: View on community (% 'tend to/definitely agree')**



Source: KPMG Pre-games Resident Survey (Question A1). Sample size n = 500

In the areas of Perry Barr and Sandwell, there is stronger agreement among respondents that people get on, although respondents reported that public transport could be improved in Sandwell and satisfaction with the access to green space in Perry Barr is lower than in Birmingham amongst respondents (not statistically significant).

The lowest performing statement overall is the feeling that residents can influence decision making in their local area, with only one in three agreeing that this is the case. This decreases to 1 in 4 for Sandwell respondents. However, 16-30 year olds and Black, Asian and minority ethnic group

<sup>3</sup> Statistical significance testing is conducted on all data @95% confidence interval

respondents are significantly more positive that they have a voice, with agreement scores of 43% and 49% respectively.

Although there is high agreement amongst Birmingham residents that people of different backgrounds, ethnicities and ages get on well together in the local area, this is not reflected as strongly in how included they feel in their community or their sense of belonging, with only 50% of residents agreeing that is the case. In Sandwell, the feeling of inclusion among respondents is significantly lower at only 35%.

Satisfaction with local facilities (significantly lower for Perry Barr – 38%, the lowest score of any group), housing provision and opportunities to gain new skills/employment are also rated low amongst Birmingham residents.

### How these results compare vs. 2019/20 Community Life Survey<sup>4</sup>

Scores stated in the latest Community Life survey for the West Midlands region are typically higher than those reported by Birmingham respondents in the residents survey. The key exception being the 'I can influence decision making in my local community' statement, for which a higher score was provided by Birmingham respondents in the residents survey vs. West Midlands respondents in the Community Life Survey (34% vs 27%).

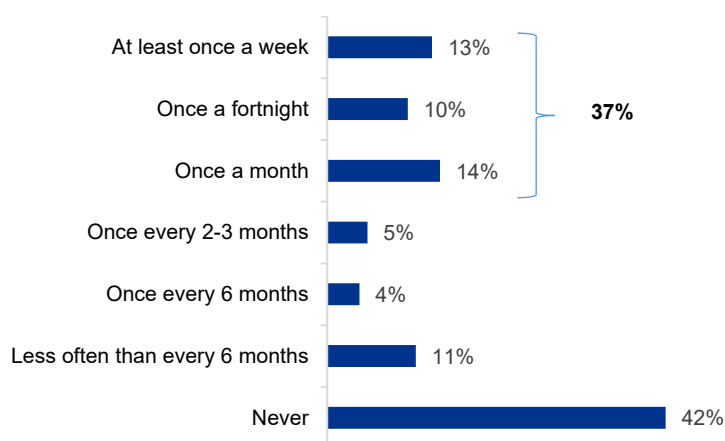
## 1.3 Key Findings: Involvement within the local community and arts/culture

### Involvement within the local community

42% of Birmingham residents claim they never get involved with their local community. This proportion is significantly higher in Sandwell (56%) but significantly lower amongst 16-30 year olds (26%) and Black, Asian and minority ethnic groups (30%) within Birmingham.

37% of respondents reported getting involved in their local community at least once a month, although this is again significantly higher for those respondents aged 16-30 (52%) or Black, Asian and minority ethnic groups (51%).

**Figure 2: Involvement in local community in the 12 months pre-COVID-19<sup>5</sup> (%)**



Source: KPMG Pre-games Resident Survey (Question B1). Sample size n = 500

<sup>4</sup> 2019/20 Community Life Survey – conducted by Kantar on behalf of The Department for Digital, Culture, Media & Sport

<sup>5</sup> Where 'pre-COVID-19' is referred to, respondents were asked to consider the 12 months prior to March 2020. This is in order to establish a baseline view that is more akin to a time period where all community participation options are open and available.

## Culture, arts and sports participation

Participation in culture, arts or sports activities is low amongst Birmingham residents overall, with almost 30% of respondents claiming not to have taken part in any of the listed activities in the 12 months prior to the COVID-19 pandemic.

This proportion of respondents is significantly higher amongst those living in deprivation areas 1 or 2 (37%), and significantly lower amongst 16-30 year olds (20%).

Black, Asian and minority ethnic group respondents are significantly less likely vs. the Birmingham main sample, to have visited a heritage site (24% compared to 32%) or a live performance (23% compared to 32%).

**Table 3: Culture, arts and sports participation in 12 months pre-COVID-19 (%)**

Visited a heritage site	32%
Attended a live performance	32%
Visited a museum, art gallery or other exhibition	31%
Other type of creative activity in a non-organised setting like at home	21%
Attended or competed in a live sports event	19%
Visited a community arts or creative space	13%
Been a member of a sports or recreation club	12%
Participated in another form of artistic or creative activity as part of any organised group	11%
Took part in a rehearsal or was a performer in a live performance	9%
Participated in music, drama, dance, spoken word or other performance art as part of an organised group	9%
I didn't do any of these in the 12 months pre-COVID-19	29%

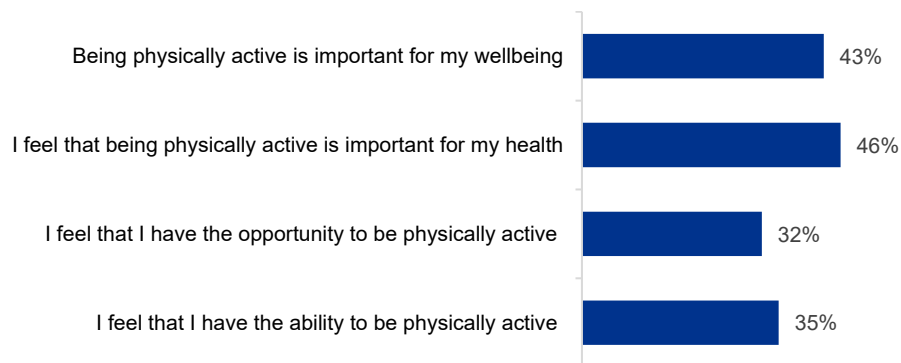
Source: KPMG Pre-games Resident Survey (Question B9). Sample size n = 500

## 1.4 Key Findings: Physical activity and barriers to local sports facilities

### Views on physical activity

Respondents were asked the extent to which they agreed with a number of physical activity related statements.

**Figure 3: Views on physical activity (% definitely agree)**



Source: KPMG Pre-games Resident Survey (Question B4). Sample size n = 500

Residents recognise the importance of being physically active, especially to their general wellbeing and health. There are no significant differences for this measure across geographic areas or subgroups of interest (16-30 year olds, Black, Asian and minority ethnic groups, those with a disability and deprivation areas), however there is a downwards trend towards deeming physical activity less important overall amongst 16-30 year olds, Black, Asian and minority ethnic groups, male and respondents from deprivation areas 1 and 2.

### Local sports facilities usage

Whilst the opportunity to be physically active appears to be high in Birmingham, the survey results show that only the minority are being active using their local sports facilities.

Of those with access (91% of respondents), over 40% didn't use their local facilities in the 12 months pre-COVID-19 (significantly more in Sandwell: 55%) and a further 50% only used them 5 times maximum over the year.

Those respondents aged 16-30 or in Black, Asian and minority ethnic groups are significantly more likely to have used sports facilities in that 12 month period.

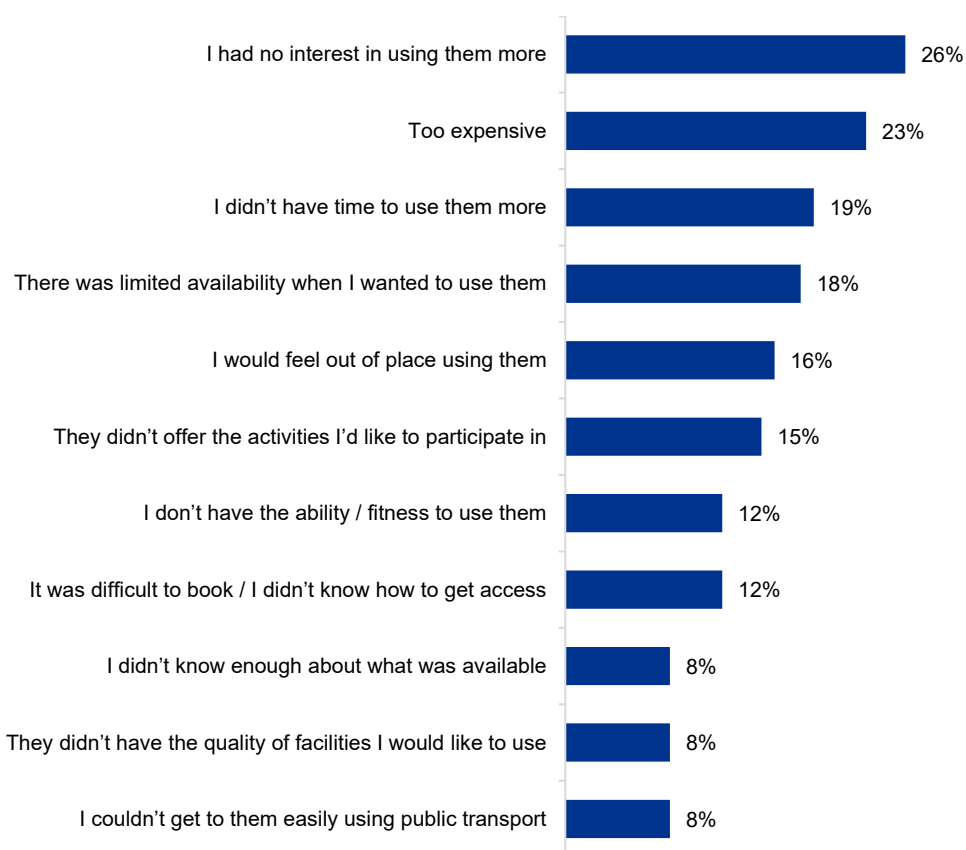
### Barriers to usage of local sports facilities

Respondents were asked for the main reasons they didn't use their local sports facilities more in the 12 months pre-COVID-19.

Lack of interest is the number one reason, followed closely by the expense of using them and lack of time to use them.

The response rate for 'Too expensive' is higher amongst Sandwell resident respondents (30%) and 'no interest' higher for Perry Barr respondents (32%), but neither are significant.

**Figure 4: Barriers to usage of local sports facilities (%)**



Source: KPMG Pre-games Resident Survey (Question B6). Sample size n = 394

## 1.5 Key Findings: Use of public transport and active travel (in the 12 months pre-COVID-19)

Respondents were asked how frequently, per month, in the 12 months pre-COVID-19 they were travelling for particular needs and by which modes of transport.







### Number of journeys per location<sup>6</sup>

Almost every Birmingham resident was travelling for shopping pre-COVID-19. With more than three in four also travelling for social, leisure and health reasons at least once per month.

<sup>6</sup> A 'round trip' treated as one journey

**Figure 5: Types of journeys made (% travelling for each reason, per month pre-COVID-19) and average number of trips per month**

Average number of trips per month

Shopping	 97%	8.4
Social Visits	 86%	6.4
Leisure	 77%	6.4
Health	 76%	4.3
Work	 63%	12.2
School	 43%	10.9

Source: KPMG Pre-games Resident Survey (Question B7). Sample size n = 394

Two in three Birmingham respondents travelled for work and less than half travelled for school, however, understandably, there was a high frequency of number of trips per month amongst those who travelled for these reasons.

Responses relating to pre-COVID-19 travel for the purpose of school has the greatest variance across neighbourhoods, with 53% of Perry Barr residents reporting travel for this reason, compared to 31% of Sandwell respondents.

Across the board, Black, Asian and minority ethnic group respondents reported being more likely to travel, especially for the purpose of leisure (87% Black, Asian and minority ethnic group needing to travel vs 77% Birmingham overall) and school (73% Black, Asian and minority ethnic group vs 43% Birmingham overall).

### Main modes of transport per journey type

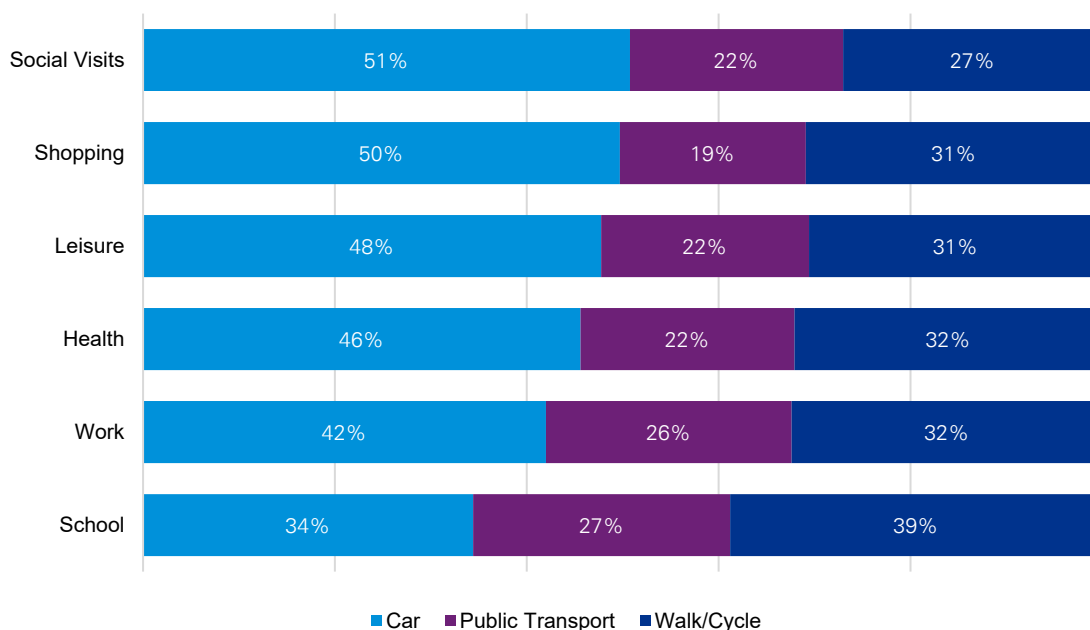
For the majority of journey types, cars were the most common mode of transport used among Birmingham resident respondents pre-COVID-19. The exception was travel for school, where slightly more respondents reported walking or cycling (39%).

Public transport was the least used mode, although it did account for slightly over one in four of all journeys for work and school.

There was a heavier reliance on travel by car among Sandwell resident respondents, particularly for social visits (66% car) and leisure (53%), whilst Perry Barr resident respondents reported being more likely to use public transport than the Birmingham average, for all travel reasons pre-COVID-19.

Public transport was also more commonly used by 16-30 year olds and Black, Asian and minority ethnic group residents, across all travel reasons.

**Figure 6: Main<sup>7</sup> transport mode per journey type**



Source: KPMG Pre-games Resident Survey (Question B8). Sample size n = 500

## 1.6 Key Findings: Awareness and engagement with Commonwealth Games

### Awareness of the Games being held in Birmingham

84% of Birmingham residents were aware that the 2022 Commonwealth Games will be held in Birmingham, with similar levels of awareness seen among Perry Barr and Sandwell resident respondents.

Scores are significantly higher amongst Birmingham resident respondents with a disability (93%) and significantly lower amongst the following groups: those aged 16-30 (71%), Black, Asian and minority ethnic groups (71%) and from areas of deprivation 1+2 (76%).

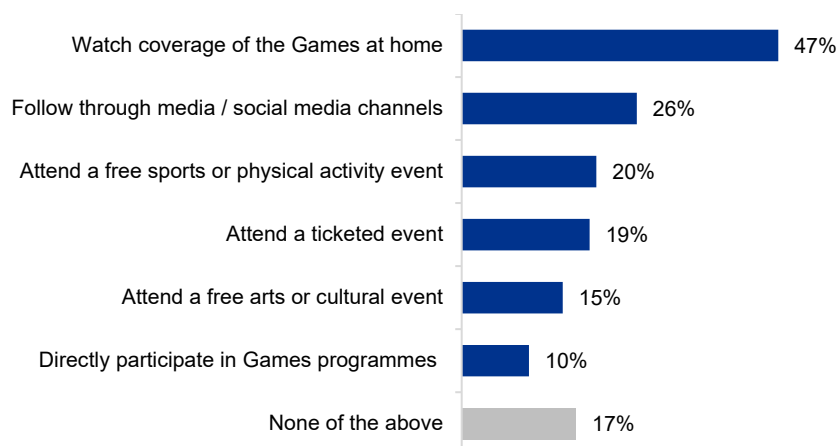
### Expected engagement with the Games

17% of Birmingham residents say they're unlikely to engage with the Games next year. This number is significantly higher among Sandwell resident respondents (31%) but significantly lower amongst Black, Asian and minority ethnic groups (7%).

Although not statistically significant, Perry Barr residents reported higher likelihood of attending the free sports events (26% vs 20% across Birmingham) and follow the Games via media/social media (32% vs 26% across Birmingham).

<sup>7</sup> If a journey involved more than one mode of transport (e.g. walking to the train station, then taking the train), respondents were asked to select the 'main' mode of transport, in this example, train.

**Figure 7: Expected engagement with the Games (% of respondents intending to participate in each of the following)**



Source: KPMG Pre-games Resident Survey (Question C2). Sample size n = 500

47% of Birmingham resident respondents reported that they will be likely to watch the Games coverage from home, a quarter are likely to follow the Games via social media and a fifth intend to attend a ticketed or free sporting event.

There appears to be less engagement in the Games generally among Sandwell resident respondents, where the likelihood to even attend the free sporting events is significantly behind the average (9% vs 20%)

16-30 year old respondents reported being significantly less likely to watch coverage of the Games at home (36%), although the survey results indicate they are more likely than the Birmingham main sample to engage across the majority of other means of engagement asked about in the survey.

### Impact of the CWG on Birmingham

Already some residents are reporting seeing a positive impact of the Games on the Birmingham area. The quality of local sport facilities and infrastructure to support walking / cycling were most frequently reported as positive impacts observed by respondents. Opportunities to gain new skills, employment and/or volunteering experiences, and likelihood of participating in creative or cultural activities, were the lowest scoring reasons given in terms of the positive impacts of the Games observed to date.



**Table 4: Impact of the Games on Birmingham (% agree the Games has had a positive effect so far)**

Quality of local facilities for sports and physical activity	60%
Quality of local infrastructure to support walking / cycling	59%
How proud you are of where you live	58%
Quality of local public transport services	55%
Satisfaction with the local area in which you live	49%*
Extent to which you are likely to adopt, sustainable behaviours	48%
Extent to which people from different ethnicities, backgrounds and ages get on well together	48%
How physically active you are	42%*
The opportunities for you to gain new skills, employment and/or volunteering experiences	42%*
How much you are likely to participate in creative and cultural activities	39%*

\*Significantly higher than Birmingham residents overall for both 16-30 and Black, Asian and minority ethnic groups

Source: KPMG Pre-games Resident Survey (Question C4). Sample size n = 386

A greater proportion of respondents aged 16-30 and those from Black, Asian and minority ethnic groups reported feeling positively about the impact the Games are having on Birmingham, scoring all measures higher than Birmingham respondents on average, a number of them, significantly so (\* = statistically significantly higher for both 16-30 & Black, Asian and minority ethnic groups).

## 2 Detailed tables of survey responses

**Table 5: Satisfaction with life in general (mean score)**

KPMG Pre-games Resident Survey: Question A2. Overall, how satisfied are you with your life nowadays? 0-10 scale.

Key: XX = 0.05 or more <u>above</u> Birmingham (All) XX = 0.05 or more <u>below</u> Birmingham (All) Green shading = significantly <u>above</u> Birmingham (All) (95% confidence) Red shading = significantly <u>below</u> Birmingham (All) (95% confidence)	Neighbourhood			Index of multiple deprivation	Age	Ethnicity	Gender	Disability
	Birmingham (All)	Perry Barr	Sandwell	Decile 1 and 2 area	Young (16 - 30)	Black, Asian & Minority Ethnic	Female	Yes
How satisfied are you with your life nowadays? (Mean score out of 10)	6.7	6.9	6.3	6.5	6.6	6.5	6.6	6.1
Sample sizes (n): Birmingham (500), Perry Barr (53), Sandwell (55), Decile 1+2 (251), Aged 16-30 (163), Black, Asian and minority ethnic groups (150), Female (286), Disability (129)								

**Table 6: View on community (% 'tend to/definitely agree')**

KPMG Pre-games Resident Survey: Question A1. To what extent do you agree or disagree with the following statements? 1-5 agreement scale

Key: XX% = 5% or more <u>above</u> Birmingham (All) XX% = 5% or more <u>below</u> Birmingham (All) Green shading = significantly <u>above</u> Birmingham (All) (95% confidence) Red shading = significantly <u>below</u> Birmingham (All) (95% confidence)	Neighbourhood			Index of multiple deprivation	Age	Ethnicity	Gender	Disability
	Birmingham (All)	Perry Barr	Sandwell	Decile 1 and 2 area	Young (16 - 30)	Black, Asian & Minority Ethnic	Female	Yes
I am satisfied with the public transport services/links in my local area	70%	68%	62%	67%	64%	69%	71%	66%
I am satisfied with the access to green space in my local area	66%	58%	67%	57%	55%	61%	63%	63%
My local area is a place where people from different <u>backgrounds</u> get on well together	65%	69%	73%	62%	65%	74%	68%	64%
My local area is a place where people of different <u>ages</u> get on well together	64%	67%	70%	62%	56%	68%	68%	61%
My local area is a place where people from different <u>ethnicities</u> get on well together	64%	68%	67%	61%	63%	72%	67%	60%
I'm proud to live in my town/city	62%	62%	50%	58%	63%	68%	61%	59%
I am satisfied with local facilities for sport, fitness and physical activity	55%	38%	55%	50%	51%	53%	56%	47%
I am satisfied with housing provision in my local area	55%	49%	48%	48%	53%	59%	55%	53%
I really feel like I belong in my local community	50%	58%	47%	44%	51%	59%	51%	49%
I feel included and part of my local community	50%	58%	35%	47%	53%	60%	49%	48%
My local area provides opportunities to gain new skills, employment or volunteering experiences	41%	43%	36%	39%	46%	48%	41%	43%
Sample sizes (n): Birmingham (500), Perry Barr (53), Sandwell (55), Decile 1+2 (251), Aged 16-30 (163), Black, Asian and minority ethnic groups (150), Female (286), Disability (129)								

**Table 7: Involvement in local community in the 12 months pre-COVID-19 (%)**

KPMG Pre-games Resident Survey: Question B1: In the 12 months pre-COVID-19, approximately how often did you tend to give up your free time to help local groups, clubs or organisations (e.g. running clubs, day centres, events, sitting on committees, etc.)

Key: XX% = 5% or more <u>above</u> Birmingham (All) XX% = 5% or more <u>below</u> Birmingham (All) Green shading = significantly <u>above</u> Birmingham (All) (95% confidence) Red shading = significantly <u>below</u> Birmingham (All) (95% confidence)	Neighbourhood			Index of multiple deprivation	Age	Ethnicity	Gender	Disability
	Birmingham (All)	Perry Barr	Sandwell	Decile 1 and 2 area	Young (16 - 30)	Black, Asian & Minority Ethnic	Female	Yes
At least once a week	13%	15%	11%	13%	15%	11%	13%	12%
Once a fortnight	10%	11%	5%	10%	17%	17%	9%	12%
Once a month	14%	13%	7%	14%	20%	23%	12%	17%
Once every 2-3 months	5%	13%	9%	7%	8%	7%	5%	4%
Once every 6 months	4%	4%	0%	4%	6%	3%	5%	5%
Less often than every 6 months	11%	4%	11%	12%	9%	9%	11%	15%
Never	42%	40%	56%	41%	26%	30%	45%	35%

Sample sizes (n): Birmingham (500), Perry Barr (53), Sandwell (55), Decile 1+2 (251), Aged 16-30 (163), Black, Asian and minority ethnic groups (150), Female (286), Disability (129)  
<sup>1</sup> Pre-COVID-19 defined as 12 months prior to March 2020

**Table 8: Culture, arts and sports participation in 12 months pre-COVID-19 (%)**

KPMG Pre-games Resident Survey: Question B9: In the 12 months pre-COVID-19, which of the following, if any, did you do, either online or in person?

Key: XX% = 5% or more <u>above</u> Birmingham (All) XX% = 5% or more <u>below</u> Birmingham (All) Green shading = significantly <u>above</u> Birmingham (All) (95% confidence) Red shading = significantly <u>below</u> Birmingham (All) (95% confidence)	Neighbourhood			Index of multiple deprivation	Age	Ethnicity	Gender	Disability
	Birmingham (All)	Perry Barr	Sandwell	Decile 1 and 2 area	Young (16 - 30)	Black, Asian & Minority Ethnic	Female	Yes
Visited a heritage site (e.g. historic monument, park, building, town or city)	32%	26%	36%	27%	28%	24%	34%	23%
Attended a live performance	32%	30%	25%	24%	28%	23%	34%	27%
Visited a museum, art gallery or exhibition	31%	34%	33%	23%	29%	27%	29%	26%
Other type of creative activity in a non-organised setting like at home	21%	15%	13%	18%	25%	25%	25%	25%
Attended or competed in a live sports event	19%	17%	13%	16%	16%	14%	15%	12%
Visited a community arts or creative space	13%	9%	11%	12%	17%	15%	15%	9%
Been a member of a sports / recreation club	12%	8%	4%	12%	12%	11%	10%	12%
Participated in another form of artistic / creative activity as part of an organised group	11%	9%	2%	12%	17%	12%	11%	12%
Participated in music, drama, dance, spoken word or other performance art as part of an organised group	9%	11%	9%	9%	13%	15%	9%	9%
Took part in a rehearsal or was a performer in a live performance	9%	6%	5%	11%	14%	14%	9%	9%
I didn't do any of these in the 12 months pre-Covid	29%	30%	35%	37%	20%	30%	30%	33%
Cultural Activities Regroup	57%	55%	40%	50%	67%	59%	58%	55%

Sample sizes (n): Birmingham (500), Perry Barr (53), Sandwell (55), Decile 1+2 (251), Aged 16-30 (163), Black, Asian and minority ethnic groups (150), Female (286), Disability (129)  
<sup>1</sup> Pre-COVID-19 defined as 12 months prior to March 2020

**Table 9: Views on physical activity (% definitely agree)**

KPMG Pre-games Resident Survey: Question B4: To what extent do you agree or disagree with the following statements? 1-5 agreement scale

Key: XX% = 5% or more <u>above</u> Birmingham (All) XX% = 5% or more <u>below</u> Birmingham (All) Green shading = significantly <u>above</u> Birmingham (All) (95% confidence) Red shading = significantly <u>below</u> Birmingham (All) (95% confidence)	Neighbourhood			Index of multiple deprivation	Age	Ethnicity	Gender	Disability
	Birmingham (All)	Perry Barr	Sandwell	Decile 1 and 2 area	Young (16 - 30)	Black, Asian & Minority Ethnic	Female	Yes
Being physically active is important for my wellbeing	43%	42%	44%	44%	43%	45%	44%	34%
I feel that being physically active is important for my health	46%	36%	51%	46%	48%	47%	45%	33%
I feel that I have the opportunity to be physically active	32%	27%	31%	31%	33%	34%	30%	20%
I feel that I have the ability to be physically active	35%	28%	33%	35%	40%	46%	34%	22%

Sample sizes (n): Birmingham (500), Perry Barr (53), Sandwell (55), Decile 1+2 (251), Aged 16-30 (163), Black, Asian and minority ethnic groups (150), Female (286), Disability (129)

**Table 10: Local sports facilities usage pre-COVID-19 (%)**

KPMG Pre-games Resident Survey: Question B5: In the 12 months pre-COVID-19, approximately how many times, if at all, did you use your local sports or fitness facilities?

Key: XX% = 5% or more <u>above</u> Birmingham (All) XX% = 5% or more <u>below</u> Birmingham (All) Green shading = significantly <u>above</u> Birmingham (All) (95% confidence) Red shading = significantly <u>below</u> Birmingham (All) (95% confidence)	Neighbourhood			Index of multiple deprivation	Age	Ethnicity	Gender	Disability
	Birmingham (All)	Perry Barr	Sandwell	Decile 1 and 2 area	Young (16 - 30)	Black, Asian & Minority Ethnic	Female	Yes
I didn't use my local sports facilities in the 12 months pre-COVID-19	39%	28%	55%	35%	17%	19%	42%	37%
Once or twice	11%	19%	9%	14%	20%	15%	12%	14%
3-5 times	15%	15%	11%	15%	21%	24%	12%	16%
6-10 times	9%	9%	5%	10%	17%	14%	9%	13%
11-20 times	4%	6%	4%	3%	6%	7%	3%	3%
More than 20 times	12%	13%	13%	12%	13%	11%	12%	9%
I didn't have access to any local sports facilities	9%	9%	4%	11%	6%	10%	11%	7%

Sample sizes (n): Birmingham (500), Perry Barr (53), Sandwell (55), Decile 1+2 (251), Aged 16-30 (163), Black, Asian and minority ethnic groups (150), Female (286), Disability (129)  
<sup>1</sup> Pre-COVID-19 defined as 12 months prior to March 2020

**Table 11: Barriers to usage of local sports facilities (%)**

KPMG Pre-games Resident Survey: Question B6: What were the main reasons you didn't use your local sports facilities more?

Key: XX% = 5% or more <u>above</u> Birmingham (All) XX% = 5% or more <u>below</u> Birmingham (All) Green shading = significantly <u>above</u> Birmingham (All) (95% confidence) Red shading = significantly <u>below</u> Birmingham (All) (95% confidence)	Neighbourhood			Index of multiple deprivation	Age	Ethnicity	Gender	Disability
	Birmingham (All)	Perry Barr	Sandwell	Decile 1 and 2 area	Young (16 - 30)	Black, Asian & Minority Ethnic	Female	Yes
I had no interest in using them more	26%	32%	20%	20%	18%	16%	26%	19%

Too expensive	23%	24%	30%	24%	25%	26%	27%	17%
I didn't have time to use them more	19%	29%	15%	19%	19%	28%	21%	15%
There was limited availability when I wanted to use them	18%	17%	17%	19%	24%	25%	13%	15%
I would feel out of place using them	16%	17%	24%	14%	17%	19%	17%	13%
They didn't offer the activities I'd like to participate in	15%	17%	13%	15%	17%	18%	14%	13%
It was difficult to book to use them / I didn't know how to get access	12%	12%	11%	13%	17%	17%	12%	17%
I don't have the ability / fitness to use them	12%	12%	17%	11%	8%	8%	10%	26%
I couldn't get to them easily using public transport	8%	7%	2%	9%	11%	11%	10%	9%
They didn't have the quality of facilities I would like to use	8%	7%	7%	9%	11%	8%	7%	7%
I didn't know enough about what was available	8%	17%	9%	8%	8%	10%	10%	9%
Other reason (please specify)	8%	2%	13%	8%	3%	4%	8%	14%
Not sure/don't know	4%	2%	2%	6%	2%	3%	3%	4%

Sample sizes (n): Birmingham (394), Perry Barr (41), Sandwell (46), Decile 1+2 (193), Aged 16-30 (132), Black, Asian and minority ethnic groups (118), Female (221), Disability (108)

**Table 12: Types of journeys made (% travelling for each reason, per month, pre-COVID-19)**

KPMG Pre-games Resident Survey: Question B7: Typically, in the 12 months pre-COVID-19, how many times per month, if at all, did you make a journey for each of the following purposes?

Key: XX% = 5% or more <u>above</u> Birmingham (All) XX% = 5% or more <u>below</u> Birmingham (All) Green shading = significantly <u>above</u> Birmingham (All) (95% confidence) Red shading = significantly <u>below</u> Birmingham (All) (95% confidence)	Neighbourhood			Index of multiple deprivation	Age	Ethnicity	Gender	Disability
	Birmingham (All)	Perry Barr	Sandwell	Decile 1 and 2 area	Young (16 - 30)	Black, Asian & Minority Ethnic	Female	Yes
Shopping	97%	98%	98%	98%	97%	97%	98%	96%
Social Visits	86%	89%	85%	84%	88%	86%	86%	89%
Leisure	77%	77%	73%	72%	89%	87%	76%	67%
Health	76%	83%	64%	82%	85%	83%	73%	84%
Work	63%	58%	62%	62%	77%	71%	57%	50%
School	43%	53%	31%	48%	74%	73%	47%	42%

Sample sizes (n): Birmingham (500), Perry Barr (53), Sandwell (55), Decile 1+2 (251), Aged 16-30 (163), Black, Asian and minority ethnic groups (150), Female (286), Disability (129)  
<sup>1</sup> Pre-COVID-19 defined as 12 months prior to March 2020

**Table 13: Main transport mode per journey type, pre-COVID-19 (% using each mode)**

KPMG Pre-games Resident Survey: Question B8: In the 12 months pre-COVID-19, what % of journeys would you make by each of the following as the main mode of travel?

Key: XX% = 5% or more <u>above</u> Birmingham (All) XX% = 5% or more <u>below</u> Birmingham (All) Green shading = significantly <u>above</u> Birmingham (All) (95% confidence) Red shading = significantly <u>below</u> Birmingham (All) (95% confidence)	Neighbourhood			Index of multiple deprivation	Age	Ethnicity	Gender	Disability
	Birmingham (All)	Perry Barr	Sandwell	Decile 1 and 2 area	Young (16 - 30)	Black, Asian & Minority Ethnic	Female	Yes
Social Visits - Car	51%	46%	67%	47%	36%	40%	51%	43%
Social Visits – Public Transport	22%	28%	15%	24%	27%	26%	23%	27%

Social Visits – Walk/Cycle	27%	26%	19%	29%	37%	34%	26%	30%
Shopping - Car	50%	43%	52%	45%	39%	43%	51%	41%
Shopping – Public Transport	19%	27%	17%	23%	24%	21%	20%	27%
Shopping – Walk/Cycle	31%	30%	31%	32%	38%	36%	30%	32%
Leisure - Car	48%	42%	53%	43%	36%	39%	50%	37%
Leisure – Public Transport	22%	28%	19%	23%	27%	23%	21%	26%
Leisure – Walk/Cycle	31%	30%	28%	34%	38%	38%	28%	36%
Health - Car	46%	44%	50%	43%	37%	43%	47%	41%
Health – Public Transport	22%	23%	22%	24%	26%	23%	23%	28%
Health – Walk/Cycle	32%	34%	28%	33%	37%	34%	30%	31%
Work - Car	42%	42%	45%	39%	29%	34%	41%	28%
Work – Public Transport	26%	27%	26%	25%	31%	32%	28%	37%
Work – Walk/Cycle	32%	31%	29%	36%	40%	35%	31%	35%
School - Car	34%	39%	23%*	36%	24%	33%	33%	29%
School – Public Transport	27%	30%	43%*	30%	35%	29%	26%	30%
School – Walk/Cycle	39%	32%	34%*	34%	41%	38%	41%	42%

Sample sizes (n): Birmingham (500), Perry Barr (53), Sandwell (55), Decile 1+2 (251), Aged 16-30 (163), Black, Asian and minority ethnic groups (150), Female (286), Disability (129)  
Caution: Sandwell School figures have a lower base (17 responses). Treat results with caution  
<sup>1</sup>If a journey involved more than one mode of transport (e.g. walking to the train station, then taking the train), respondents were asked to select the 'main' mode of transport, in this example, train.  
<sup>2</sup>Pre-COVID-19 defined as 12 months prior to March 2020

**Table 14: Awareness of the Games being held in Birmingham (% Aware)**

KPMG Pre-games Resident Survey: Question C1: Prior to undertaking this survey, were you aware that the Games are going to be held in Birmingham next year?

Key: XX% = 5% or more <u>above</u> Birmingham (All) XX% = 5% or more <u>below</u> Birmingham (All) Green shading = significantly <u>above</u> Birmingham (All) (95% confidence) Red shading = significantly <u>below</u> Birmingham (All) (95% confidence)	Neighbourhood			Index of multiple deprivation	Age	Ethnicity	Gender	Disability
	Birmingham (All)	Perry Barr	Sandwell	Decile 1 and 2 area	Young (16 - 30)	Black, Asian & Minority Ethnic	Female	Yes
% Aware	84%	81%	82%	76%	71%	71%	81%	93%

Sample sizes (n): Birmingham (500), Perry Barr (53), Sandwell (55), Decile 1+2 (251), Aged 16-30 (163), Black, Asian and minority ethnic groups (150), Female (286), Disability (129)

**Table 15: Expected engagement with the Games (% of respondents intending to participate in each)**

KPMG Pre-games Resident Survey: Question C2: Whilst the Games are on, which of the following, if any, are you likely to do?

Key: XX% = 5% or more <u>above</u> Birmingham (All) XX% = 5% or more <u>below</u> Birmingham (All) Green shading = significantly <u>above</u> Birmingham (All) (95% confidence) Red shading = significantly <u>below</u> Birmingham (All) (95% confidence)	Neighbourhood			Index of multiple deprivation	Age	Ethnicity	Gender	Disability
	Birmingham (All)	Perry Barr	Sandwell	Decile 1 and 2 area	Young (16 - 30)	Black, Asian & Minority Ethnic	Female	Yes
Watch coverage of the Games at home	47%	43%	44%	46%	36%	45%	49%	47%
Follow through media / social media channels	26%	32%	16%	26%	33%	29%	23%	24%
Attend a free sports or physical activity event	20%	26%	9%	19%	27%	34%	21%	19%
Attend a ticketed event	19%	23%	13%	18%	15%	21%	15%	15%
Attend a free arts or cultural event	15%	11%	11%	16%	21%	25%	18%	16%
Directly participate in Games programmes (e.g. as a volunteer)	10%	11%	9%	10%	14%	13%	8%	16%

Be involved in another way	1%	0%	2%	1%	1%	2%	0%	1%
None of the above	17%	19%	31%	16%	11%	7%	16%	17%
Not sure/don't know yet	11%	8%	7%	12%	10%	10%	12%	9%
Sample sizes (n): Birmingham (500), Perry Barr (53), Sandwell (55), Decile 1+2 (251), Aged 16-30 (163), Black, Asian and minority ethnic groups (150), Female (286), Disability (129)								

**Table 16: Impact of the Games on Birmingham (% agree the Games has had a positive effect so far)**

KPMG Pre-games Resident Survey: Question C4. What effect, if any, do you think that Birmingham hosting the Games has already had on the following? 1-5 positivity scale

Key: XX% = 5% or more <u>above</u> Birmingham (All) XX% = 5% or more <u>below</u> Birmingham (All) Green shading = significantly <u>above</u> Birmingham (All) (95% confidence) Red shading = significantly <u>below</u> Birmingham (All) (95% confidence)	Neighbourhood			Index of multiple deprivation	Age	Ethnicity	Gender	Disability
	Birmingham (All)	Perry Barr	Sandwell	Decile 1 and 2 area	Young (16 - 30)	Black, Asian & Minority Ethnic	Female	Yes
The quality of local facilities for sports and physical activity	60%	58%	63%	59%	67%	71%	60%	56%
The quality of local infrastructure to support walking and cycling	59%	45%	47%	61%	63%	72%	62%	54%
How proud you are of where you live	58%	54%	57%	59%	61%	66%	60%	54%
The quality of local public transport services	55%	51%	52%	54%	59%	65%	55%	50%
Your satisfaction with the local area in which you live	49%	45%	54%	51%	63%	65%	53%	47%
The extent to which your local area is a place where people from different ethnicities, backgrounds and ages get on well together	48%	50%	50%	53%	49%	54%	52%	44%
The extent to which you adopt, or are likely to adopt, sustainable behaviours	48%	43%	37%	51%	55%	60%	50%	44%
How physically active you are	42%	51%	45%	48%	57%	62%	42%	34%
The opportunities for you to gain new skills, employment and/or volunteering experiences	42%	29%	46%	46%	57%	59%	44%	36%
How much you participate or are likely to participate in creative and cultural activities	39%	39%	38%	38%	54%	57%	39%	29%
Sample sizes (n): Birmingham (386), Perry Barr (40), Sandwell (42), Decile 1+2 (170), Aged 16-30 (110), Black, Asian and minority ethnic groups (98), Female (206), Disability (107)								

# Baseline report



# Baseline report contents

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# 1 Introduction

## 1.1 About this baseline report

This document sets out the baseline position for Birmingham and the West Midlands for the headline<sup>8</sup> indicators, against which changes observed before, during and after the Birmingham 2022 Commonwealth Games and legacy activities (collectively referred to as “the Games”) will be measured as part of the Games-wide Evaluation.

This annex should be read alongside the Evaluation of the Birmingham 2022 Commonwealth Games Pre-Games Evaluation Framework and Baseline Report (‘the Evaluation Framework’).

This baseline report presents baseline data for key indicators under each of the evaluation research questions that the Games-wide evaluation seeks to answer (see Section 4.3 of the Pre-Games Evaluation Framework Report). These evaluation research questions, and therefore the baseline indicators, are structured around the Birmingham 2022 legacy Mission Pillars<sup>9</sup>:

- 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 indicators presented in this baseline report are drawn from a baseline database of indicators (see Appendix 5 of the Evaluation Framework for the full list of indicators) collated for the purposes of the evaluation. The subset of indicators presented in this report represent the headline measures that will be used to track progress against key outcomes and impacts of the Games under each Mission Pillar. Where data allows, indicators are reported at the Birmingham, Sandwell, West Midlands, and UK level.

For each indicator, the relevant baseline is the period prior to any Games-related activities has taken place (see Section 1.2 below).

The post-Games evaluations will use the baseline data, subsequent updates to it, and data collected over the course of the evaluation, to analyse observed changes in indicators before, during and after the Games relative to the baseline period (see Section 1.3 below) in order to provide evidence to help to answer the evaluation research questions. However, it should be noted that the headline indicators alone will not enable the research questions to be answered in full. For this, additional data and evidence will be needed, including in relation to outputs and outcomes of the Games (secondary indicators), and wider insights and evidence, in order to assess the attribution of changes observed to the Games itself.

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<sup>8</sup> 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. These compare to secondary indicators which will largely be used to measure intermediate progress towards achieving key outcomes and impacts, and to support the assessment of the extent to which the measured changes can be attributed to the Games.

<sup>9</sup> Birmingham 2022 Legacy Plan, March 2021

This baseline report does not seek to assess the extent to which changes in the headline indicators reported against have been generated by the Games. This assessment will form part of the post-Games evaluations.

## 1.2 Timing of the baseline

As set out in the HM Treasury Green Book<sup>10</sup>, 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 impacts varies dependent on the timing of specific aspects of Games related interventions.

As Figure 8 below shows, the majority of activity associated with delivering the Games (funded from the core Games budget) will be delivered in the final 12 months pre-Games. However, activity associated with its delivery, including the activity of the Organising Committee (OC) and Games Partners in planning for the Games and the preparation of Games venues, is already underway, with initial work having commenced in 2018 following the award of the 2022 Commonwealth Games to Birmingham in December 2017.<sup>11</sup> The appropriate baseline for this activity would therefore be 2016/2017.

The award of the Games itself could also have had an impact, with any changes in levels of civic pride potentially being impacted from the time the Games was awarded. The appropriate baseline period for this would therefore also be 2016/2017.

More recently, work within the OC and partner organisations has been underway on the development of the Games Legacy Programmes. Delivery of some of these, such as the Jobs and Skills Academy, has already begun, whilst others will commence later this year with activity ramping up in 2022, culminating in the staging of the Games in Summer 2022. For these activities, representing the majority of the Games activity, the relevant baseline would be 2020/2021.

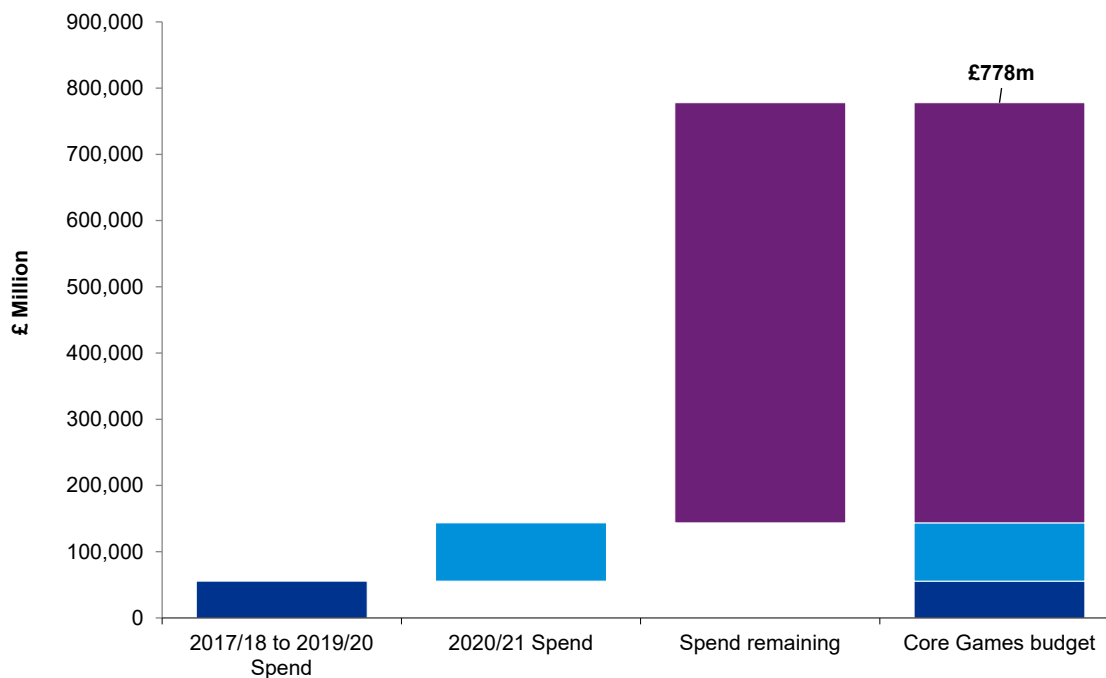
As shown in Figure 8 below, a large proportion of the core budget for the Games remains to be spent. This demonstrates the scale of activity yet to commence.

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<sup>10</sup> 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](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/938046/The_Green_Book_2020.pdf)

<sup>11</sup> [Commonwealth Games Federation selects Birmingham as Host City Partner of the 2022 Commonwealth Games | Birmingham City Council](#)

**Figure 8: Birmingham 2022 Commonwealth Games expenditure against core Games budget of £778 million, as of March 2021**



Source: DCMS

Due to the variation in timing of Games-related activities and associated impacts, for the purposes of the evaluation, where possible baseline data for the period 2016 – 2021 has been collected. This has been done in order to capture data across the baseline period to take account of the expected timing of different outcomes and impacts.

In addition, the impact of COVID-19 means that 2020/2021 may not be a representative baseline for some indicators. Therefore, by collecting data over a longer period, changes in indicators over time and compared to national trends prior to, during and following the COVID-19 pandemic period can be observed in order to allow better informed interpretation of the data.

### 1.3 How the baseline will be used

Changes in the indicators presented in this baseline report will be tracked and reported on as part of the Games-wide evaluation, one year post-Games. This analysis will take into account the appropriate baseline period for each indicator.

As part of the Games-wide evaluation, the analysis of changes in key indicators against the baseline will be overlaid with contribution analysis to assess the extent to which any measured change can be attributed to the Games itself rather than other contextual factors (see section 7 of the Evaluation Framework for details).

Due to the short time lag between the Games events taking place and the one year post-Games evaluation, data relating specifically to the post-Games period will not be available for many of the indicators that will be obtained from secondary sources at the time of conducting the one year post-Games evaluation. However, secondary data on these indicators has been included in the baseline database for two reasons. First, it provides 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 that have occurred post-Games. Second, many of them 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 in establishing the baseline for the evaluation.

Where findings from the 2021 residents survey are included as indicators in the baseline analysis, it is recognised that the population sample is different from that of the national surveys, meaning results cannot therefore be compared on a like-to-like basis. For the purposes of measuring change over the course of the evaluation, residents survey findings will be used as national survey results will not be available for the relevant post-Games period at the time of the one year post-Games evaluation. National survey results will instead be used to compare trends in results, particularly to help adjust for changes over the COVID-19 period.

### 1.4 Structure of the baseline analysis

As noted above, the key baseline indicators presented in this Annex are grouped based on the evaluation research question and sub question which they will help answer under each legacy Mission Pillar.

The baseline analysis Annex is therefore structured by Mission Pillar, and evaluation research question, as in the table below. Under the structure of the Mission Pillars, each section of this Annex presents:

- The headline evaluation research question under each Mission Pillar (for the Games Vision this is the overarching evaluation research question).
- A summary of what the baseline data tells us under the relevant Mission Pillar headline evaluation research question.
- Subsections for each research sub question, each including details of:
  - the key indicators which will help answer the sub question;
  - why these indicators are important in answering the research question;
  - for each indicator, what the key findings are from the current baseline data.

**Table 17: Evaluation research questions and sub questions**

Report section	Vision/ Mission Pillar	Research Questions	Sub Questions
Section 2	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?	<ul style="list-style-type: none"> <li>— To what extent has the Games delivered the 'Games for Everyone'?</li> <li>— To what extent has the Games created a positive impact and legacy for Birmingham, the West Midlands and the UK?</li> </ul>
Section 3	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"> <li>— Through what means have local people, particularly priority groups, engaged with the Games and become involved in its delivery?</li> <li>— To what extent has the Games encouraged young people to participate in new opportunities and develop their skills?</li> <li>— Has the Games brought communities together and led to increased cohesion and understanding among different groups?</li> <li>— What has the impact been of Birmingham 2022 Festival on the resilience of the cultural</li> </ul>

			<p>sector and arts infrastructure throughout the West Midlands?</p> <ul style="list-style-type: none"> <li>— Has the Games helped to develop more representative audiences that regularly engage in cultural activity?</li> <li>— To what extent has the Games increased feelings of civic pride in Birmingham and the West Midlands particularly for priority groups?</li> </ul>
Section 4	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"> <li>— To what extent have relevant sport facilities prepared for hosting the Games positively impacted the community through sports participation?</li> <li>— How has the Games supported a reduction in physical inactivity and an increase in physical activity, particularly amongst targeted and priority groups?</li> <li>— To what extent have the Games increased levels of cycling and walking?</li> <li>— What has been the effect of Programmes which aim to support people to improve their mental wellbeing?</li> <li>— To what extent has the Games led to improvements in the local and regional systems supporting physical activity and wellbeing?</li> </ul>
Section 5	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?	<ul style="list-style-type: none"> <li>— What have been the identifiable overall economic impacts of the Games on the Birmingham, the West Midlands and the UK?</li> <li>— What have been the short-term economic impacts of preparing for and staging the Games?</li> <li>— To what extent has the Games led beneficiaries to secure work experience, onward progression along the pathway to employment or employment?</li> <li>— How has the procurement model used for the Games created a positive legacy and social impact?</li> <li>— What has been the impact of the Games on trade and investment?</li> <li>— To what extent has the Games encouraged an uplift in the number of domestic and international visitors to the West Midlands and associated spend?</li> </ul>
Section 6	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?	<ul style="list-style-type: none"> <li>— 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?</li> <li>— To what extent have the infrastructure investments in the Games contributed to the</li> </ul>



			<p>regeneration of Perry Barr and the wider area?</p> <ul style="list-style-type: none"> <li>— In what ways has delivery of the Games made a positive contribution and/or legacy in terms of environmental sustainability for the area?</li> <li>— 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?</li> </ul>
Section 7	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"> <li>— To what extent has the Games created more positive perceptions of the Birmingham and West Midland brand for UK and international audiences?</li> <li>— Has the Games stimulated greater awareness of Birmingham, the West Midlands and the UK from global audiences?</li> </ul>

## 2 Games vision: The Games for Everyone

**Headline research question:** *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?*

### 2.1 Summary of what the baseline data tells us

Baseline data in relation to whether the Games has delivered the ‘Games for Everyone’ is not available as it relates to Games-time outputs from the staging of the Games, therefore the relevant baseline, relating to FY 2016/17, is zero.

Baseline data in relation to whether the Games has created a positive impact and legacy for Birmingham, the West Midlands and the UK is covered by all other sections of this baseline analysis Annex.

### 2.2 *To what extent has the Games delivered the ‘Games for Everyone’?*

#### 2.2.1 Key indicators

This research question will be answered through synthesis of findings from all relevant research questions at the Mission Pillar level, including evidence of impacts for priority groups. In addition, the extent to which the Games has reached all groups of people will be measured by:

- Number of Games ticket holders, split by demographic characteristics;
- Number of jobs created, split by demographic characteristics;
- Number of Games volunteers, split by priority characteristics;
- Media viewing figures for England, Scotland, Wales, and Northern Ireland; and
- Number of attendees to Birmingham 2022 Festival, split by demographic characteristics.

#### 2.2.2 Why are these indicators important?

It is the intention of the Games to be accessible to everyone. As well as drawing on findings in relation to the impact on priority groups from other research questions, this will also be measured by analysing, where possible, the demographic profile of those that have engaged with the Games through the main routes for engagement: ticket holders, Games volunteers, employees and Birmingham 2022 Festival attendees. Data on the demographic profile of those that have engaged, in particular in relation to the priority groups identified in the Evaluation Framework, will allow analysis of the extent to which the Games has reached all priority groups and engagement has been representative of the local and regional population. The wider reach of the Games will be measured by the media viewing figures in England, Scotland, Wales and Northern Ireland to assess the scale of engagement across the UK.

#### 2.2.3 What do the data tell us?

Reporting on the indicators under this evaluation research question, relating to Games delivery, will commence, where available, in Autumn 2021. As the indicators all relate specifically to output measures associated with Games delivery, the relevant baseline, relating to FY 2016/17, is zero.

### 2.3 *To what extent has the Games created a positive impact and legacy for Birmingham, the West Midlands and the UK?*

This research question will be answered by conducting an analysis of all indicators across the Mission Pillars. Baseline data for these are presented in Sections 3 – 7 of this report.

## 3 Bring People Together mission pillar

**Headline research question:** *To what extent has the Games brought local people together, strengthening community cohesion, inclusion and creative and cultural participation, including for priority groups?*

### 3.1 Summary of what the baseline data tell us

- In terms of **community cohesion and understanding**, based on the 2021 residents survey a majority of local residents (65% in Birmingham and 73% in Sandwell) think that their local area is a place where people get on well together. However fewer (50% of Birmingham residents and just 47% of Sandwell residents) felt they belonged in their local area.
- Data from the DCMS Community Life Survey<sup>12</sup> for the West Midlands and England suggests that there was little change in relation to perceptions of getting on well together at the regional and national level between 2016 and 2020. The proportion who felt a sense of belonging at the regional and national level had risen by 5 and 3 percentage points respectively over this period.
- In terms of **creative and cultural participation**, evidence from the 2021 residents survey shows that in the 12 months pre-COVID-19, residents are more likely to have engaged in creative activities than in cultural activities and Birmingham residents are more likely to engage in creative activities than Sandwell residents.
- In the 12 months pre-COVID-19, around a third (32% in Birmingham and 36% in Sandwell) of resident survey respondents visited a heritage site, just under a third (30% in both Sandwell and Birmingham) visited a museum, art gallery or other exhibition, whilst over half of Birmingham residents (57%) and two in five Sandwell residents engaged in creative activities<sup>13</sup>. Young people and Black, Asian and minority ethnic groups were more likely to have participated in creative activities than the average survey respondent.
- At the regional and national level, data for the West Midlands and England shows that between 2016 and 2020 there was a slight decrease in the percentage of respondents who had visited a heritage site in the last 12 months, whilst the percentage that had visited a museum, art gallery or other exhibition in the same period saw a slight increase.
- In terms of **civic participation and civic pride**, evidence from wave 1 of the residents survey indicates that Birmingham residents were more likely to report feeling proud of where they live than Sandwell residents (67% versus 50% of Sandwell residents respondents). This was reflected in the level of engagement in civic activities, with less than half of Sandwell residents reporting that they had engaged in civic activities, such as helping local groups, clubs or organisations, in the 12 months pre-COVID-19 compared to almost three in five in Birmingham.
- Residents were more likely to feel they can influence decision making in Birmingham than in Sandwell, with 34% agreeing that they can influence decision making and the same proportion disagreeing, compared to Sandwell where 47% disagreed that they could influence decision making and only 25% feeling that they could influence decision making.
- Data from DCMS Community Life Survey<sup>14</sup> for the West Midlands and England shows that between 2016 and 2020 the percentage of people reporting they can influence decision making in their community remained constant at about 25%.

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<sup>12</sup> Community Life Survey 2019/20

<sup>13</sup> Such as performing in or attending live performances, or participating in creative activities at home or as part of an organised group

<sup>14</sup> Community Life Survey 2019/20

- At the West Midlands level, in 2020 both the proportion of 16-24 year olds not in education, employment or training (“NEET”) and the rate of youth unemployment was slightly higher than the national average (13.5% compared to 12% across England for 16-24 year olds that are NEET and 16% compared to 13.5% across the UK for youth unemployment). The NEET rate has remained relatively flat at both the regional and national level between 2016 and 2020, whilst the West Midlands saw an increase in youth unemployment of 1.6 percentage points from 14.5% in 2016 to 16.1% in 2020, during which time the UK average rate increased by just 0.2 percentage points.

## 3.2 *Has the Games brought communities together and led to increased cohesion and understanding among different groups?*

### 3.2.1 **Key indicators**

- Percentage of survey respondents who feel that different community groups get on well together; and
- Percentage of survey respondents who feel they belong in their local community.

### 3.2.2 **Why are these indicators important?**

Through the Community Cohesion, Inclusion, and Pride Programme, and the Youth and Learning Programme, the B2022 Commonwealth Games aims to improve the feeling of community cohesion and understanding among different population groups in Birmingham.

There is no robust objective way identified in the relevant literature of measuring such impacts, therefore a combination of subjective measures of feelings of inclusion and of different community groups getting along are used to answer this research question.

### 3.2.3 **What do the baseline data tell us?**

#### 3.2.3.1 **Percentage of survey respondents who feel that different backgrounds get on well together**

Data from the DCMS Community Life Survey provides evidence on the percentage of adults over the age of 16 who agreed that their local area was a place where people from different backgrounds got on well together.<sup>1516</sup>

Data from this survey shows that between 2016 and 2020, the overall percentage of adults in the West Midlands who agreed that their local area was a place where people from different backgrounds got on well together saw little change, with the proportion moving from 79.9% in 2016 to 80.0% in 2020. This compares to an increase in England of 1.7 percentage points. The percentage of adults who agreed with this statement was also slightly higher in England in 2020 than in the West Midlands, with a score of 81.8% in England compared to 80.0% in the West Midlands.<sup>17</sup>

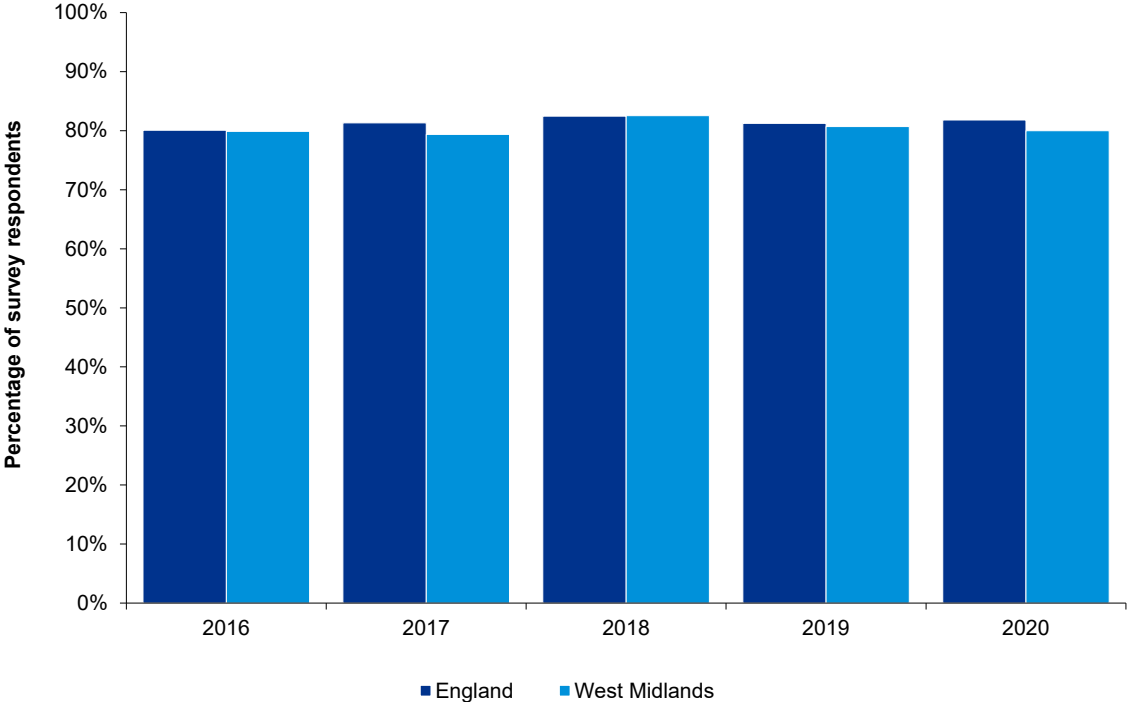
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<sup>15</sup> Community Life Survey 2019/20

<sup>16</sup> Please note that the population sample is different from the one of the 2021 residents survey, and results cannot therefore be compared on a like-to-like basis. For the purposes of measuring change over the course of the evaluation primary research findings will be used. National survey results will instead be used to compare trends in results, particularly to help adjust for changes over the COVID-19 period.

<sup>17</sup> Community Life Survey 2019/20

**Figure 9: Percentage of survey respondents who feel that different community groups get along, 2016 to 2020**



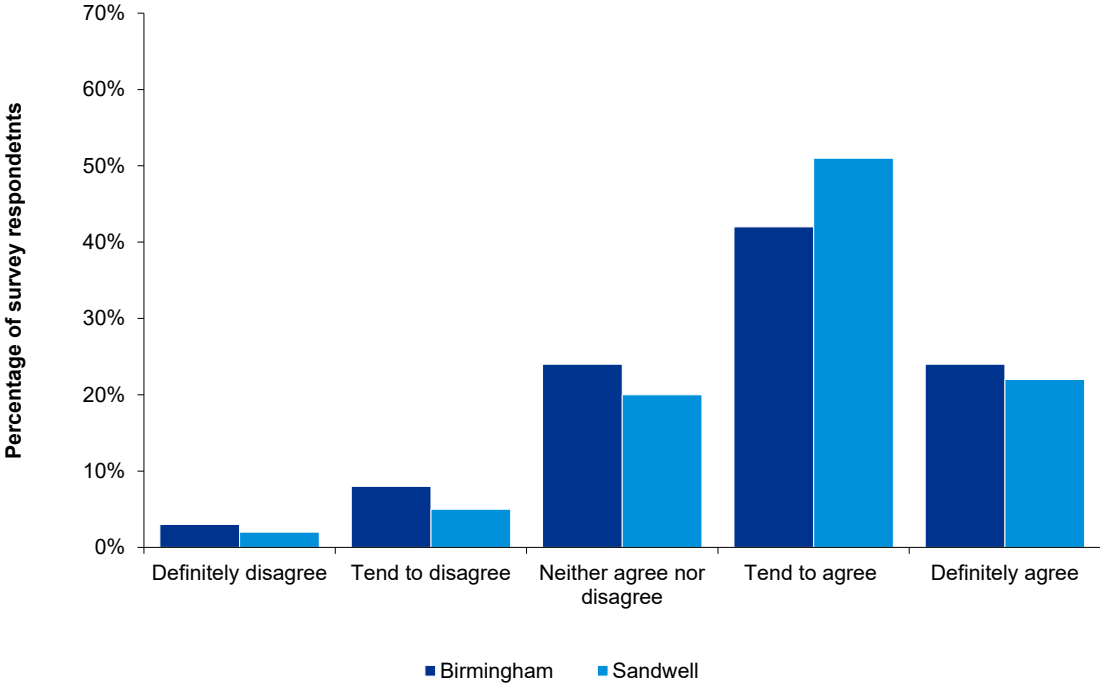
Source: DCMS<sup>18</sup>

The data shows that both geographies saw an increase in the percentage of adults who agreed with this statement in 2018 but both saw a decline the year after, with the West Midlands continuing to see a slight fall in 2020.

In the 2021 residents survey, conducted for the purposes of the Games-wide evaluation, 65% of Birmingham residents<sup>19</sup> and 73% of Sandwell residents<sup>20</sup> agreed that their area was a place where people from different backgrounds got on well together.<sup>21</sup> This is lower than the results for the West Midlands and England as a whole. However, as the data are from different sources it is difficult to make direct comparisons.

<sup>18</sup> Community Life Survey 2019/20  
<sup>19</sup> Out of a sample size of 489 residents  
<sup>20</sup> Out of a sample size of 55 residents  
<sup>21</sup> 2021 residents survey

**Figure 10: Percentage of survey respondents who feel that their local area is a place where people from different backgrounds get on well together, 2021**



Source: 2021 residents survey

**3.2.3.2 Percentage of survey respondents who feel they belong in their local community**

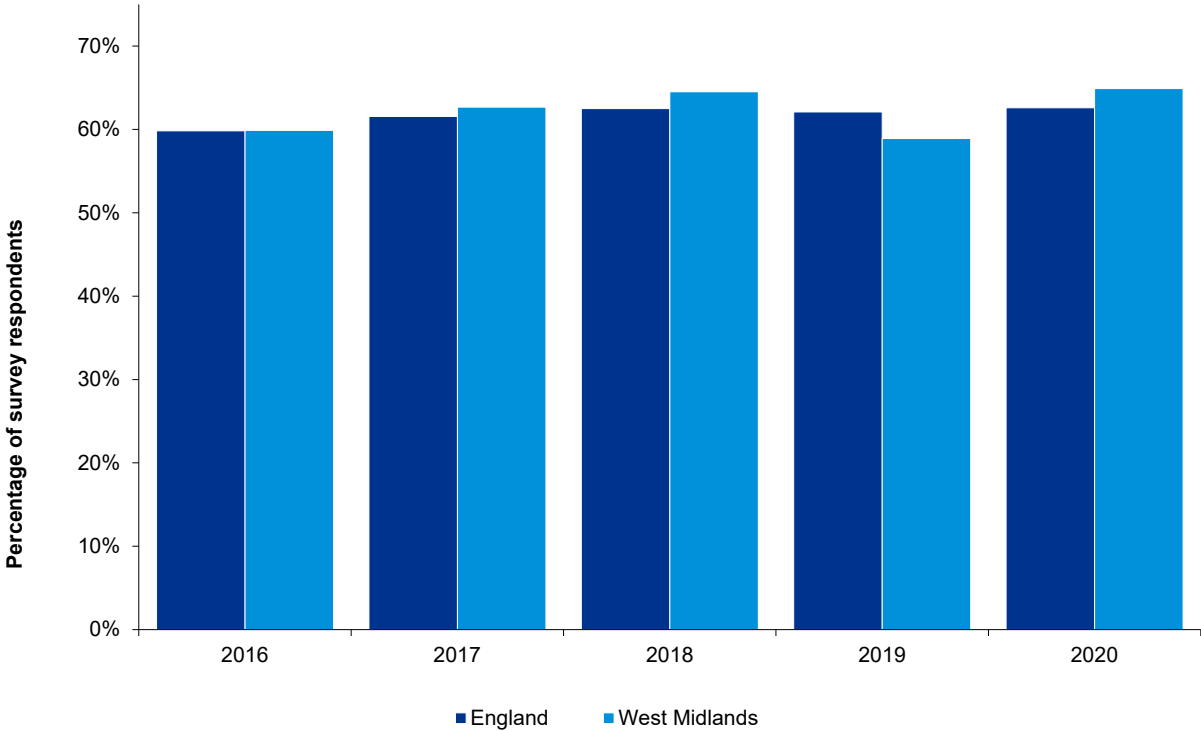
Data from the Community Life Survey<sup>22</sup> shows that between 2016 to 2020, the overall percentage of adults in the West Midlands who felt they belonged strongly or fairly strongly to their immediate neighbourhood rose by 5.0 percentage points, from 59.9% in 2016 to 64.9% in 2020, compared with a rise in England of 2.8 percentage points.

In 2020, the percentage of adults who agreed with this statement was also higher in the West Midlands than in England, with 64.9% of adults in the West Midlands agreeing compared to 62.6% of adults in England.<sup>23</sup>

<sup>22</sup> Please note that the population sample is different from the one of the 2021 resident survey, and results cannot therefore be compared on a like-to-like basis. For the purposes of measuring change over the course of the evaluation primary research findings will be used. National survey results will instead be used to compare trends in results, particularly to help adjust for changes over the COVID period.

<sup>23</sup> Community Life Survey 2019/20

**Figure 11: Percentage of survey respondents who feel they belong strongly or fairly strongly to their immediate neighbourhood, 2016 to 2020**



Source: DCMS<sup>24</sup>

Figure 11 shows that between 2016 and 2020, both England and the West Midlands saw an overall rise in the percentage of adults who felt strongly or fairly strongly that they belonged to their immediate neighbourhood, though the percentages of adults reporting this in both geographies saw a decline in 2019. This decline was more pronounced for the West Midlands, before bouncing back in 2020.<sup>25</sup>

The 2021 residents survey showed a lower sense of belonging among Birmingham and Sandwell residents, with 50% of Birmingham residents<sup>26</sup> and 47% of Sandwell residents<sup>27</sup> who took part in the survey agreeing that they felt they belong in their local community.

<sup>24</sup> Community Life Survey 2019/20

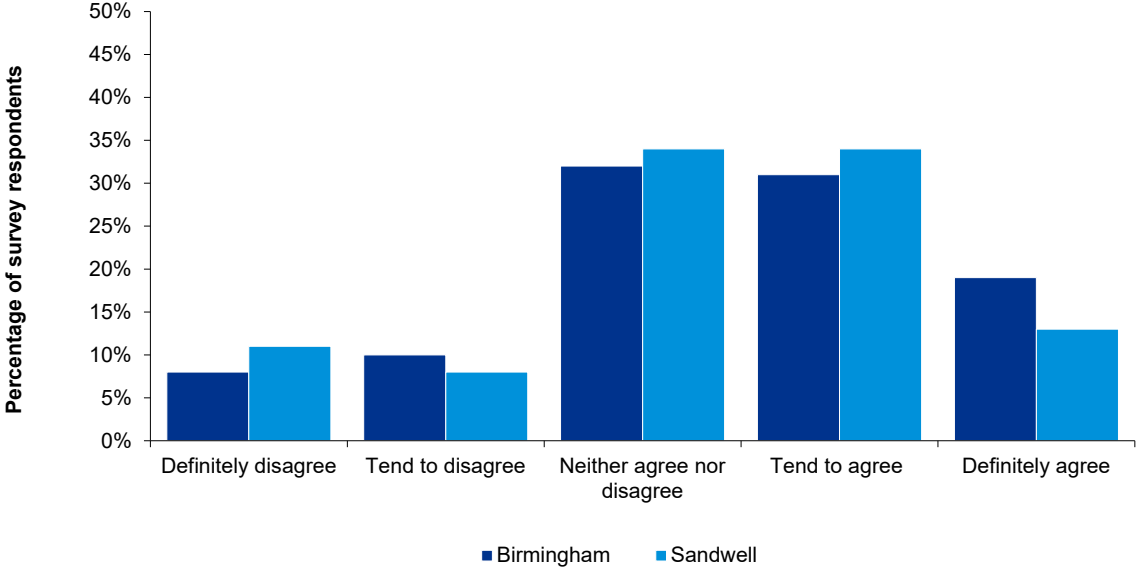
<sup>25</sup> Community Life Survey 2019/20

<sup>26</sup> Out of a sample size of 489

<sup>27</sup> Out of a sample size of 51



**Figure 12: Percentage of survey respondents who feel they belong in their local community, 2021**



Source: 2021 residents survey

### 3.3 *Has the Games helped to develop more representative audiences that regularly engage in cultural activity?*

#### 3.3.1 Key indicators

- Percentage of survey respondents who visited a heritage site (e.g. historic monument, park, building, town, or city) in 12 months prior;
- Percentage of survey respondents who visited a museum, art gallery or other exhibition in the 12 months prior; and
- Percentage of residents who participated in creative activities in the 12 months prior.

#### 3.3.2 Why are these indicators important?

The Games aims to develop more representative audience engagement in creative and cultural activity. Detailed actual demographic information on engagement in creative and cultural activities is not available. These indicators therefore seek to capture this information through surveys of local residents. The indicators will show both changes in levels of engagement overall, as well as the levels of representation among different population groups.

#### 3.3.3 What do the baseline data tell us?

##### 3.3.3.1 Percentage of survey respondents who visited a heritage site (e.g. historic monument, park, building, town, or city) in the last 12 months

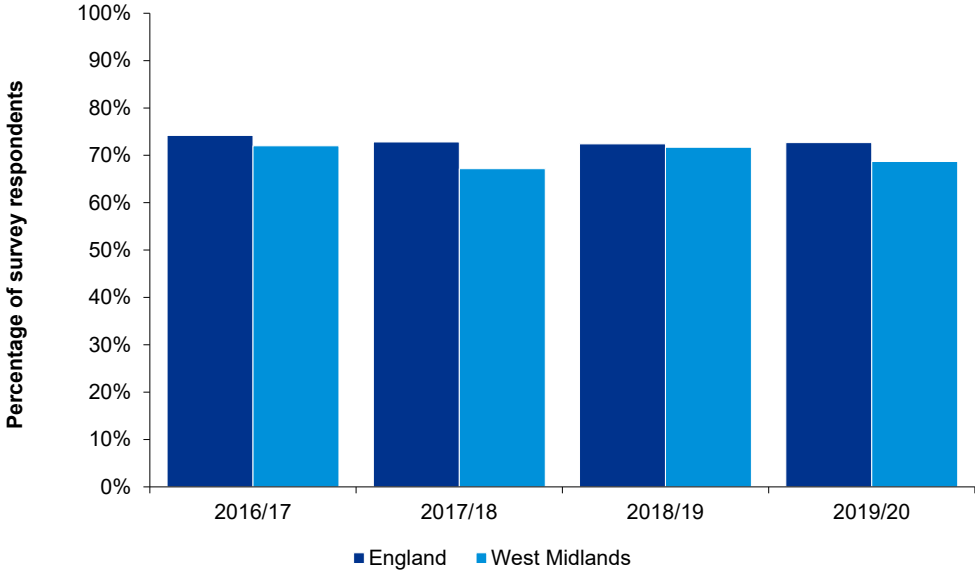
Data from the Taking Part Survey by DCMS<sup>28</sup> shows that between 2016/17 and 2019/20, the percentage of adults in the West Midlands who had visited a heritage site in the last 12 months fell by 3.3 percentage

<sup>28</sup> Please note that the population sample is different from the one of the 2021 resident survey, and results cannot therefore be compared on a like-to-like basis. For the purposes of measuring change over the course of the evaluation primary research findings will be used. National survey results will instead be used to compare trends in results, particularly to help adjust for changes over the COVID period.

points, from 72.0% in 2016/17 to 68.7% in 2019/20. This was a higher percentage point change than in England which saw a fall of 1.5 percentage points.<sup>29</sup>

In 2019/20, the total proportion of adults who had visited a heritage site in the last 12 months was lower in the West Midlands than in England (68.7% of adults in the West Midlands compared to 72.7% of adults in England).<sup>30</sup>

**Figure 13: Percentage of survey respondents who visited a heritage site in the last 12 months, 2016/17 to 2019/20**



Source: DCMS<sup>31</sup>

The 2021 residents survey shows that 32% of Birmingham residents<sup>32</sup> and 36% of Sandwell residents<sup>33</sup>, who took part in the survey, visited a heritage site in the 12 months pre-COVID-19.<sup>34</sup> These results are significantly lower than those for the West Midlands and England as reported in the Taking Part Survey, though as they are from a different source it is difficult to make direct comparisons.

<sup>29</sup> [DCMS - Arts - Taking Part Survey 2019/20](#)

<sup>30</sup> [DCMS - Arts - Taking Part Survey 2019/20](#)

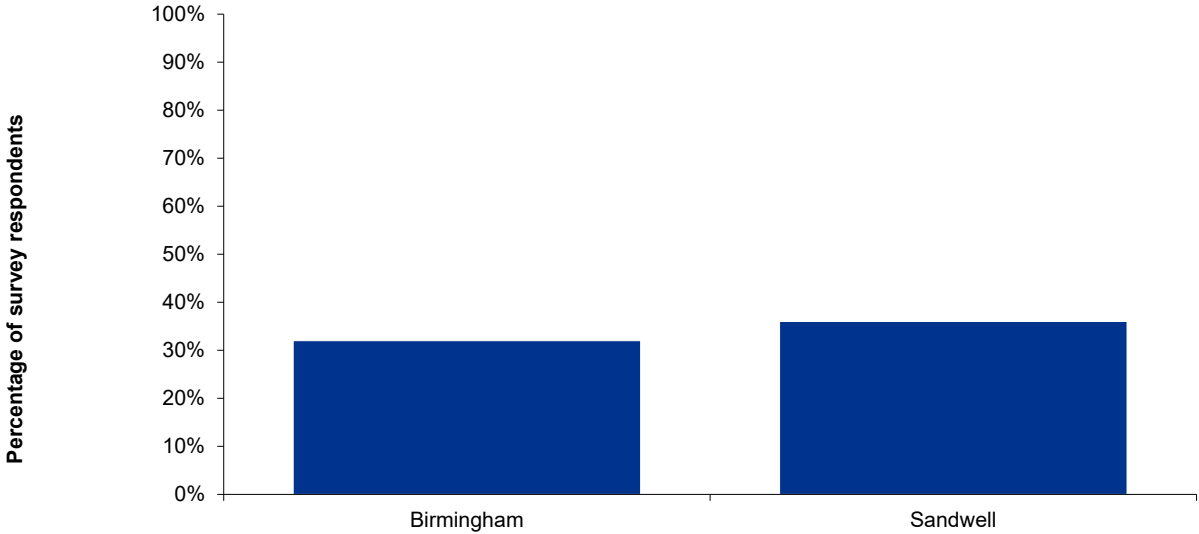
<sup>31</sup> [DCMS - Arts - Taking Part Survey 2019/20](#)

<sup>32</sup> Out of a sample size of 500 residents

<sup>33</sup> Out of a sample size of 55 residents

<sup>34</sup> 2021 residents survey

**Figure 14: Percentage of survey respondents who visited a heritage site, 12 months pre-COVID-19**



Source: 2021 residents survey

**3.3.4 Percentage of survey respondents who visited a museum, art gallery or other exhibition in the last 12 months**

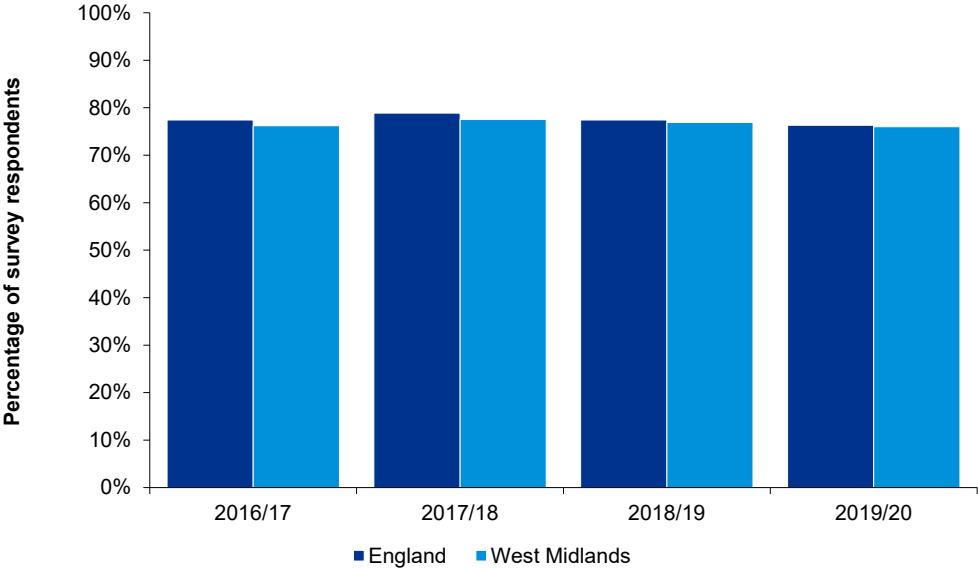
Data from the DCMS Taking Part Survey provides evidence regarding participation in the arts of adults aged 16 and over, from 2016/17 to 2019/20.<sup>35</sup>

The data shows that between 2016/17 and 2019/20 the overall percentage of adults in the West Midlands who had engaged with the arts once or more in the last 12 months saw little change, moving from 76.2% in 2016/17 to 76.0% in 2019/20. The rate of change in the West Midlands was smaller than that of England which saw a percentage point decrease of 1.1 percentage points for the same period, from 77.4% in 2016 to 76.3% in 2020.<sup>36</sup>

However, in 2019/20, the total proportion of adults who had engaged with the arts once or more in the last 12 months was slightly lower in the West Midlands than in England, with 76.0% of adults engaged in the West Midlands compared to 76.3% of adults engaged in England.<sup>37</sup>

<sup>35</sup> [DCMS - Arts - Taking Part Survey 2019/20](#)  
<sup>36</sup> [DCMS - Arts - Taking Part Survey 2019/20](#)  
<sup>37</sup> [DCMS - Arts - Taking Part Survey 2019/20](#)

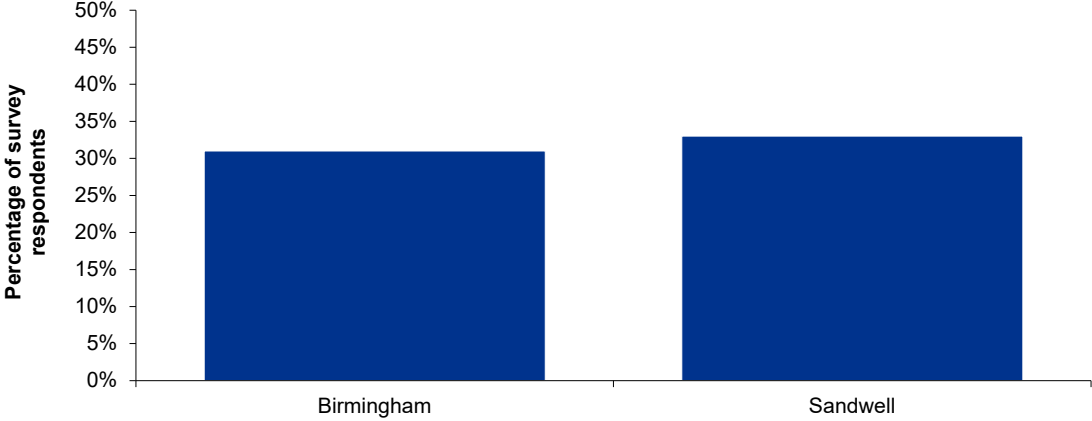
**Figure 15: Percentage of survey respondents who visited a museum, art gallery or other exhibition in the last 12 months, 2016/17 to 2019/20**



Source: DCMS<sup>38</sup>

The 2021 residents survey shows that 31% of Birmingham residents<sup>39</sup> and 33% of Sandwell residents<sup>40</sup>, who took part in the survey, visited a museum, art gallery, or other exhibition in the 12 months pre-COVID-19.<sup>41</sup>

**Figure 16: Percentage of survey respondents who visited a museum, art gallery or other exhibition, 12 months pre-COVID-19**



Source: 2021 residents survey

<sup>38</sup> DCMS - Arts - Taking Part Survey 2019/20

<sup>39</sup> Out of a sample size of 500 residents

<sup>40</sup> Out of a sample size of 55 residents

<sup>41</sup> 2021 residents survey

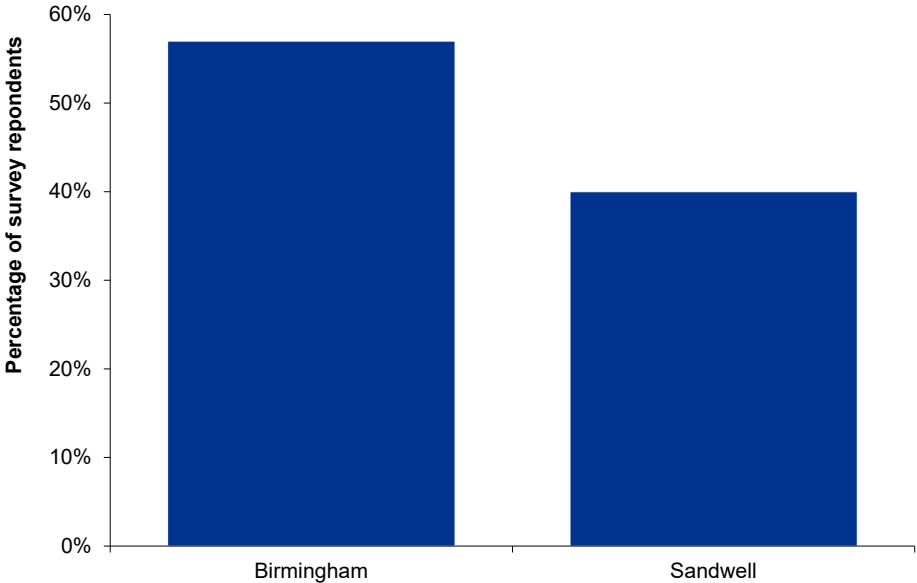
### 3.3.5 Percentage of residents who participated in creative activities in the last 12 months, split by demographic characteristics

The 2021 residents survey shows the percentage of residents from Birmingham<sup>42</sup>, Perry Barr<sup>43</sup>, and Sandwell<sup>44</sup> who have, in the 12 months pre-COVID-19:

- visited a community arts or creative space;
- attended a live performance (e.g. a music concert, festival, theatrical performance, spoken word or dance);
- taken part in a rehearsal or were a performer in a live performance (e.g. drama, music, spoken word or dance);
- participated in music, drama, dance, spoken word or other performance art as part of an organised group;
- participated in another form of artistic or creative activity as part of any organised group; and
- other type of creative activity in a non-organised setting like at home (e.g. crafts, creative writing, painting or drawing, singing, playing music or DJ'ing, dancing).

The data shows that Birmingham residents were more likely to have participated in at least one creative activity in the 12 months pre-COVID-19, with 57% of Birmingham residents having done so compared to 40% of Sandwell residents.<sup>45</sup>

**Figure 17: Percentage of residents who participated in creative activities, 12 months pre-COVID-19**



Source: 2021 residents survey

Data from the 2021 residents survey also shows the number of Birmingham residents, split by age, ethnicity, gender, and disability status<sup>46</sup>, who participated in creative activities in the 12 months pre-

<sup>42</sup> Out of a sample size of 500 residents

<sup>43</sup> Out of a sample size of 53 residents

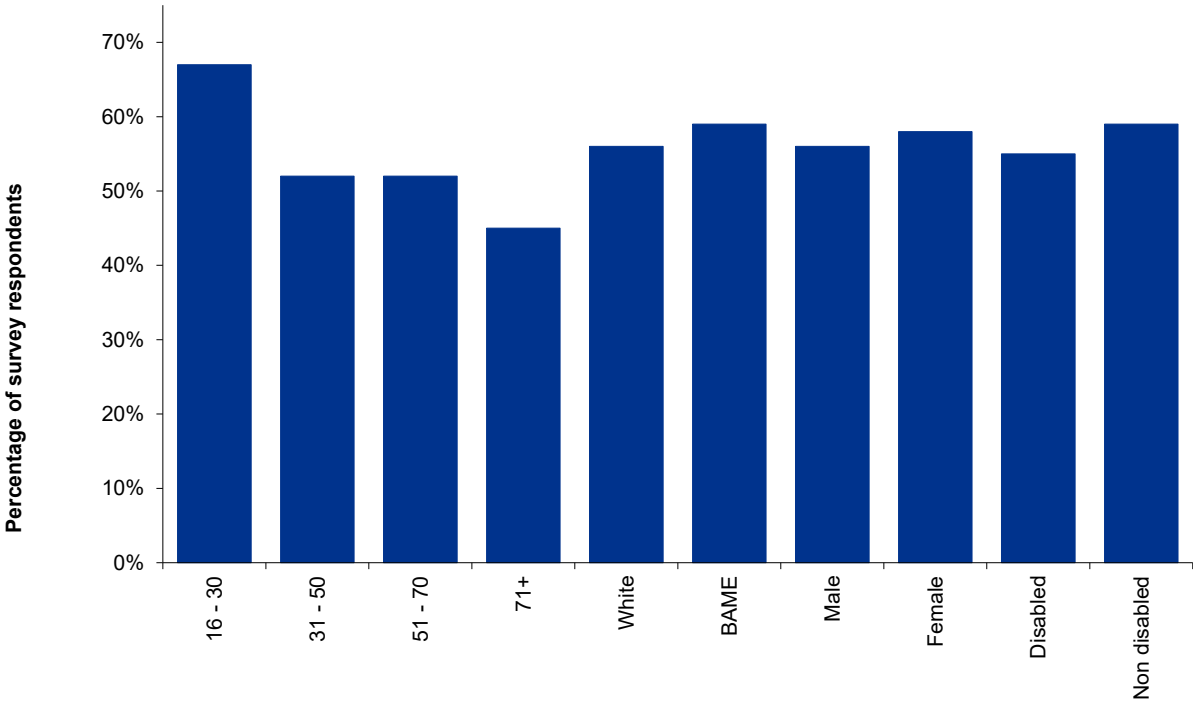
<sup>44</sup> Out of a sample size of 55 residents

<sup>45</sup> 2021 residents survey

<sup>46</sup> Out of a sample size of the following: 16 – 30 year olds – 163 residents, 31 – 50 year olds – 144 residents, 51 – 70 year olds – 149 residents, 71+ year olds – 44 residents, white – 345 residents, Black, Asian and Minority Ethnic groups – 150 residents, male – 2019 residents, female – 286 residents, disabled – 129 residents, and non-disabled – 356 residents.

COVID-19. From these categories, the groups with the highest percentage of residents who participated in creative activities were 16 – 30 year olds (67% participation), Black, Asian and minority ethnic residents (59% participation), female residents (58% participation) and non-disabled residents (59% participation).<sup>47</sup>

**Figure 18: Percentage of Birmingham residents who participated in creative activities split by demographic characteristics, 12 month pre-COVID-19**



Source: 2021 residents survey

### 3.4 Through what means have local people, particularly priority groups, engaged with the Games and become involved in its delivery?

#### 3.4.1 Key indicators

- Number of volunteers, broken down by priority characteristics; and
- Number of participants to the opening and closing ceremony, broken down by priority characteristics.

#### 3.4.2 Why are these indicators important?

The Games aims to be inclusive and have high participation and engagement from priority groups. These indicators, sourced from monitoring data, will provide information on the characteristics of individuals who actively engaged in the Games and its delivery.

<sup>47</sup> 2021 residents survey

### 3.4.3 What do the baseline data tell us?

Baseline data in relation to whether the Games has delivered the 'Games for Everyone' is not available as it relates to outputs specifically from the staging of the Games, therefore the relevant baseline, relating to FY 2016/17, is zero.

## 3.5 *To what extent has the Games increased feelings of civic pride in Birmingham and the West Midlands, particularly for priority groups?*

### 3.5.1 Key indicators

- Percentage of survey respondents who are proud to live in their town/city;
- Percentage of survey respondents who regularly engage in civic activities; and
- Percentage of survey respondents who feel that they can influence decision making in their local community.

### 3.5.2 Why are these indicators important?

The Games aims to increase feelings of civic pride in Birmingham and in the West Midlands. In addition to residents' pride in their local area, the evaluation will also monitor civic participation and the extent to which people feel they can influence decision making in their local area. This is a measure of the extent to which feelings of pride may translate to civic contribution and engagement. The selected indicators seek to capture residents' perceptions in these areas directly through surveys of local residents. Data from national surveys will also be monitored to provide information on any regional and national trends in feelings of civic pride.

### 3.5.3 What do the baseline data tell us?

#### 3.5.3.1 Percentage of survey respondents who are proud to live in their town/city

Feelings of civic pride were higher in Birmingham than in Sandwell. In the 2021 residents survey, 62% of residents from Birmingham<sup>48</sup> and 50% of residents from Sandwell<sup>49</sup> agreed they were proud to live in their town/city. 14% of Birmingham residents and 28% of Sandwell residents disagreed with the statement.<sup>50</sup>

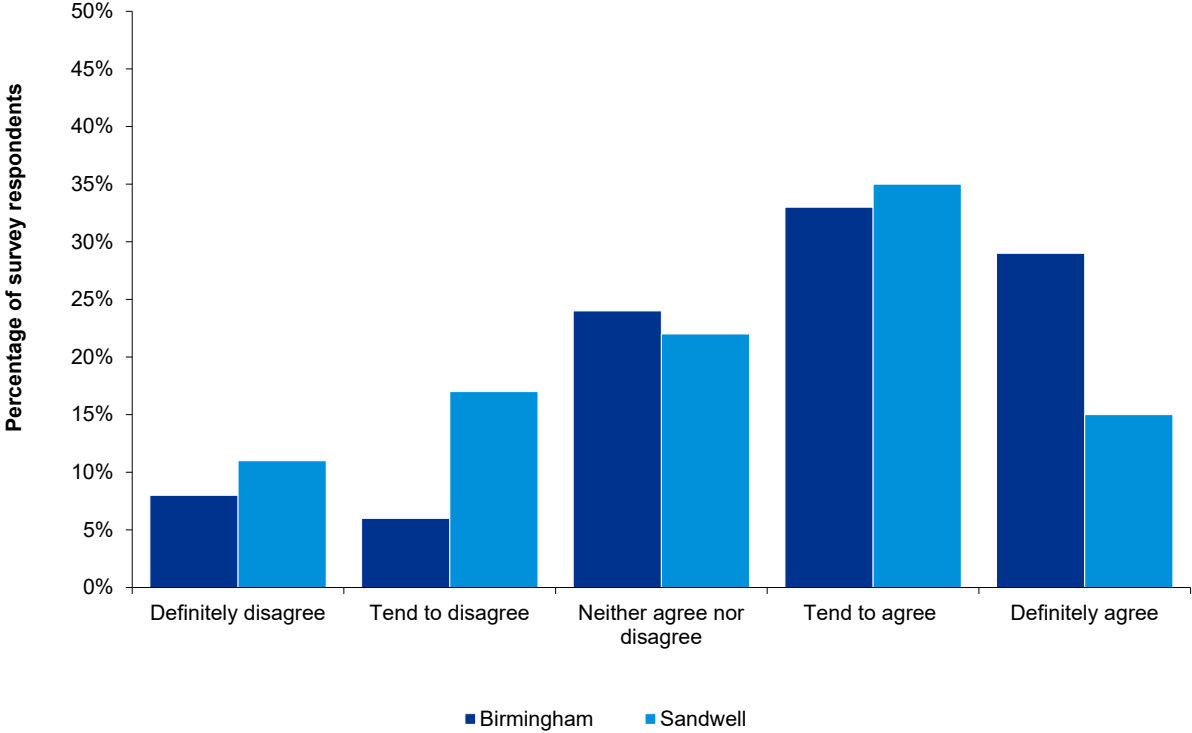
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<sup>48</sup> Out of a sample size of 490 residents

<sup>49</sup> Out of a sample size of 54 residents

<sup>50</sup> 2021 residents survey

**Figure 19: Percentage of survey respondents who are proud to live in their town/city, 2021**



Source: 2021 residents survey

**3.5.3.2 Percentage of survey respondents who have regularly engaged in civic activities in the last 12 months**

Data from the 2021 residents survey showed that 37% of residents in Birmingham,<sup>51</sup> compared to 23% of Sandwell residents,<sup>52</sup> were involved in their community<sup>53</sup> at least once a month in the 12 months pre-COVID-19.

However, a sizeable proportion of respondents from both areas (42% in Birmingham and 56% in Sandwell) had no involvement in civic activities in their community in the 12-months pre-COVID-19.<sup>54</sup>

<sup>51</sup> Out of a sample size of 500 residents

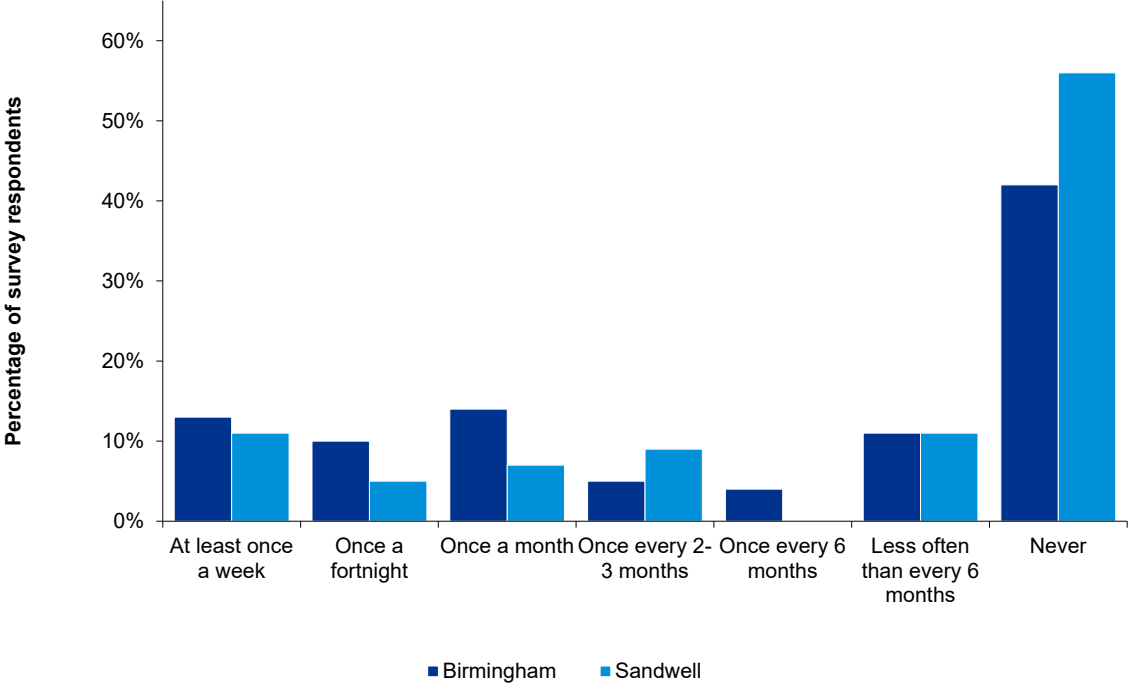
<sup>52</sup> Out of a sample size of 55 residents

<sup>53</sup> Involvement in community is defined as interaction and engagement with other people and services in your local area within 15-20 minutes walking distance of your home

<sup>54</sup> 2021 residents survey



**Figure 20: Percentage of survey respondents who regularly engage in civic activities, 12 months pre-COVID-19**



Source: 2021 residents survey

**3.5.3.3 Percentage of survey respondents who feel that they can influence decision making in their local community**

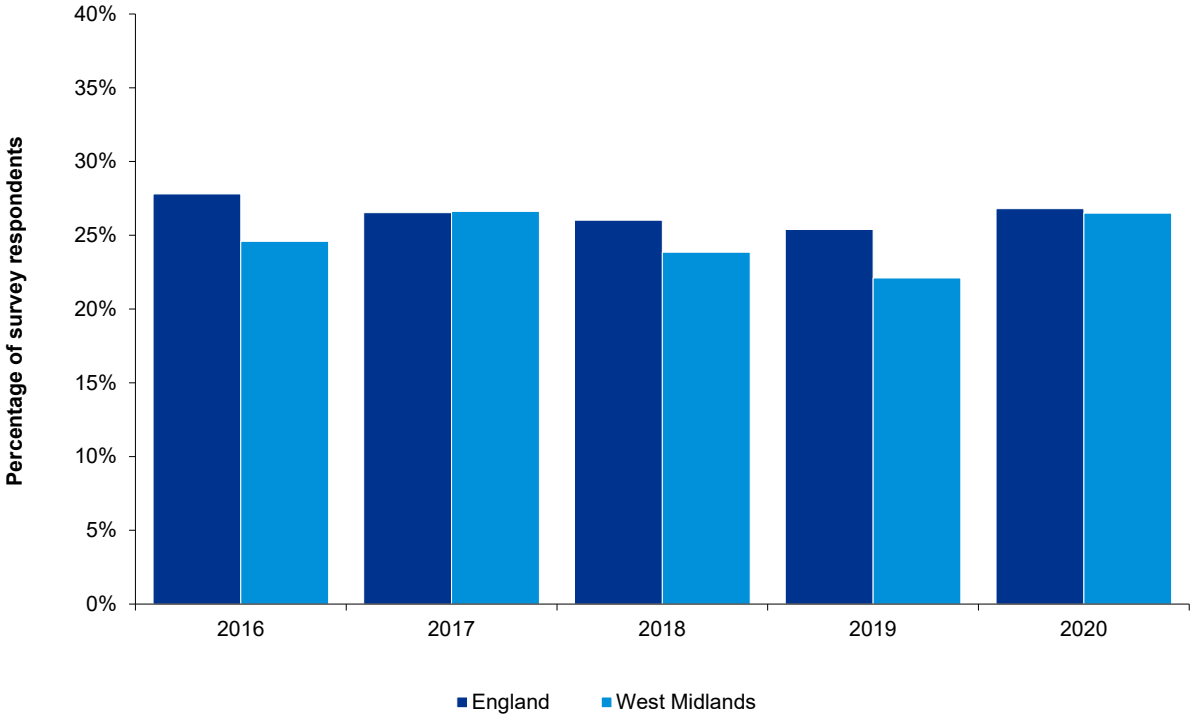
Data from the Community Life Survey shows that in 2020 around a quarter of adults in the West Midlands (26.0%) and England (26.8%) agreed that they could influence decisions in their local area.<sup>55</sup>

Between 2016 and 2020, the percentage of adults in the West Midlands who agreed that they could influence decisions in their local area rose by 1.9 percentage points, from 24.6% in 2016 to 26.5% in 2020. This contrasts with the average in England during the same period which fell 1.0 percentage points, from 27.8% in 2016 to 26.8% in 2020.<sup>56</sup>

<sup>55</sup> Community Life Survey 2019/20

<sup>56</sup> Community Life Survey 2019/20

**Figure 21: Percentage of survey respondents who feel that they can influence decision making in their local community, 2016 to 2020**



Source: DCMS<sup>57</sup>

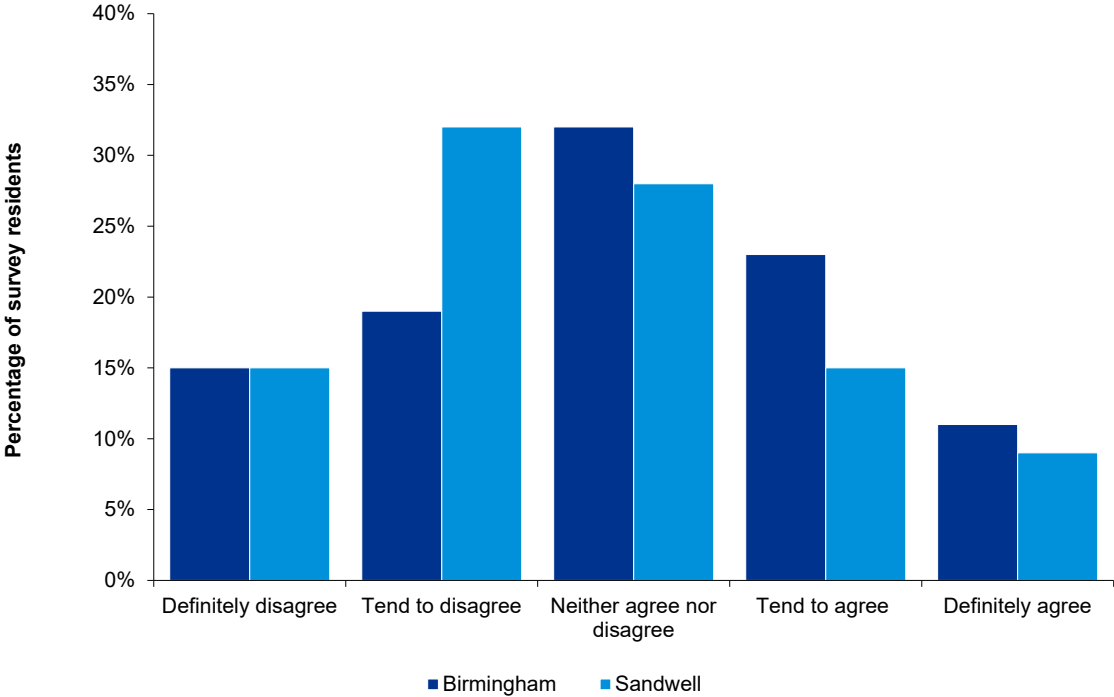
Data from the 2021 residents survey shows that 34.0% of resident respondents from Birmingham<sup>58</sup> (higher than the figures from the Community Life Survey for West Midlands and England) and 25.0% of resident respondents from Sandwell<sup>59</sup> agree that they can influence decision making in their local community. 34.0% of residents from Birmingham and 47.0% of residents from Sandwell disagreed with this statement.

<sup>57</sup> Community Life Survey 2019/20

<sup>58</sup> Out of a sample size of 473 residents

<sup>59</sup> Out of a sample size of 53 residents

**Figure 22: Percentage of survey respondents who feel that they can influence decision making in their local community, 2021**



Source: 2021 residents survey

### 3.6 To what extent has the Games encouraged young people to participate in new opportunities and develop their skills?

#### 3.6.1 Key indicators

- Percentage of young people who feel they have learnt new skills;
- Percentage of young people who feel they have more confidence;
- Percentage of young people who feel more motivated to participate in educational activity;
- Percentage of 16-24 year olds not in education, employment or training (“NEET”); and
- Youth unemployment rate in the West Midlands.

#### 3.6.2 Why are these indicators important?

Through the Jobs and Skills, Volunteering and Youth and Learning Programmes, the Games aims to provide employment, training, and volunteering opportunities to young people.

To answer this evaluation question, a combination of subjective measures (e.g. percentage of young people reporting they have learnt new skills) and national statistics (e.g. NEET rate and youth unemployment) will be used.

A brief explanation of why these national statistics will help answer the research question is provided below.

- Through the Jobs and Skills, Volunteering and Youth and Learning Programmes, the Games aims to provide employment, training, and volunteering opportunities to young people. These Programmes may impact in the long term on the number of NEETs in Birmingham and throughout the West Midlands.

— The youth unemployment rate is measured as the number of young people (between 16 and 24 years of age) who are unemployed as a percentage of the overall youth labour force. Through the Jobs and Skills, Volunteering, and Youth and Learning Programmes, the Games aims to decrease the level of youth unemployment in the West Midlands.

**3.6.3 What do the baseline data tell us?**

Baseline data relating to perceptions of young people is intended to be captured as part of Legacy Programme monitoring and evaluation, and is not available at this point.

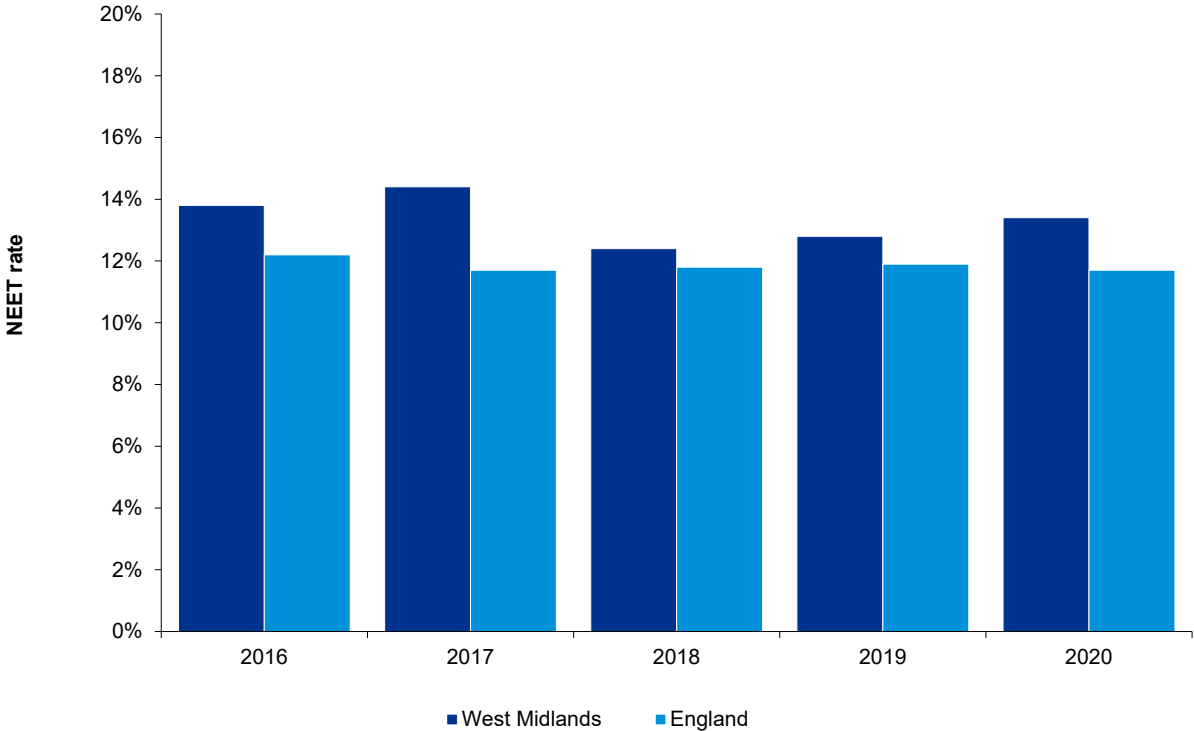
Baseline data for other metrics are included below.

**3.6.4 Percentage of 16-24 year olds not in education, employment or training (“NEET”)**

Data from the Labour Force Survey shows the number and proportion of 16 – 24 year old NEETs in each local authority in England.<sup>60</sup>

Between the years 2016 to 2020, the NEET rate in the West Midlands and in England saw little change, falling marginally from 13.8% in 2016 to 13.4% in 2020 in the West Midlands, and from 12.2% in 2016 to 11.7% in 2020 in England.<sup>61</sup>

**Figure 23: Percentage of 16-24 year olds NEET, 2016 to 2020**



Source: Labour Force Survey<sup>62</sup>

<sup>60</sup> [NEET annual brief, Calendar Year 2020 – Explore education statistics](#)

<sup>61</sup> Ibid.

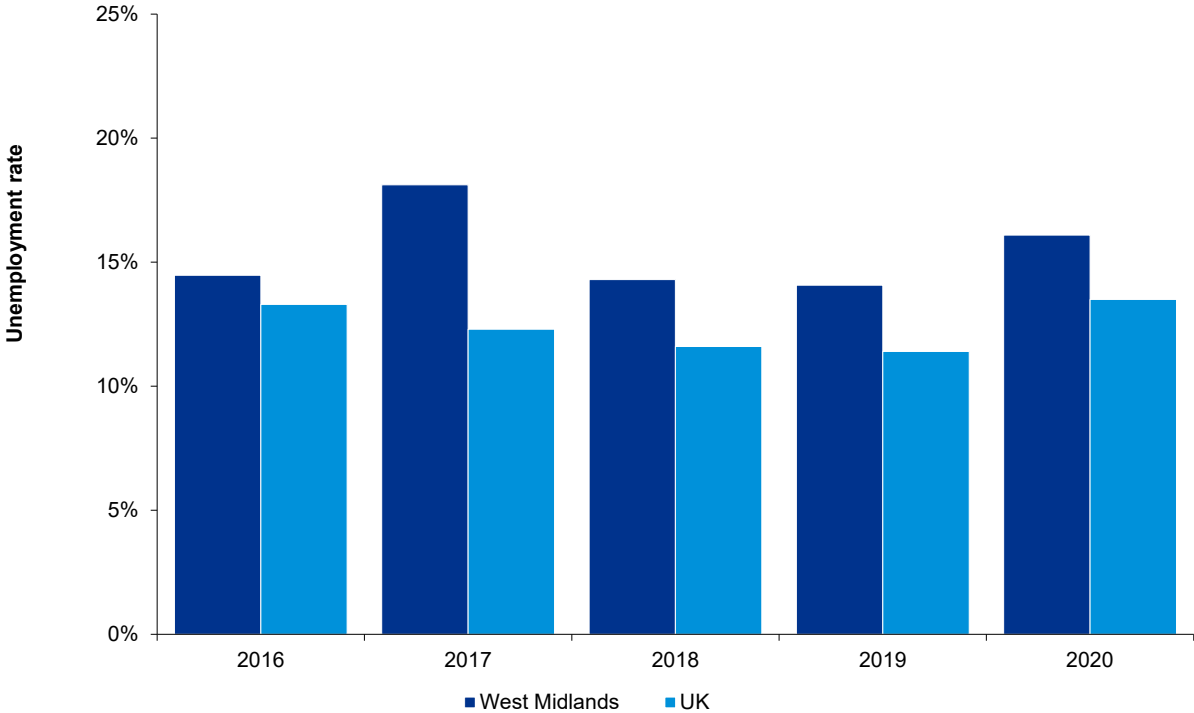
<sup>62</sup> [NEET annual brief, Calendar Year 2020 – Explore education statistics](#)

As shown in the Figure above, from 2016 to 2020, the NEET rate in the West Midlands has been continuously higher than the national average for England.<sup>63</sup>

### 3.6.4.1 Youth unemployment rate in the West Midlands

Between 2016 and 2020, the West Midlands saw an increase in average unemployment rate amongst 16 - 24 year olds. It rose from 14.5% in 2016 to 16.1% in 2020.<sup>64</sup> This was a higher increase than for the UK as a whole, which saw little change in unemployment amongst 16 – 24 year olds, with the rate moving from 13.3% in 2016 to 13.5% in 2020.<sup>65</sup>

**Figure 24: Youth unemployment rate, 2016 to 2020**



Source: ONS<sup>66</sup>

Between 2016 and 2020, the rate of youth unemployment in the West Midlands was constantly higher than the national average for England.

## 3.7 What has the impact been of Birmingham 2022 Festival on the resilience of the cultural sector and arts infrastructure throughout the West Midlands?

### 3.7.1 Key indicators

- Percentage of participants who have gained production skills through participation in the opening and closing ceremonies;

<sup>63</sup> [NEET annual brief, Calendar Year 2020 – Explore education statistics](#)

<sup>64</sup> [X02 Regional labour market: Estimates of unemployment by age - Office for National Statistics](#)

<sup>65</sup> [LFS: Unemployment rate: UK: All: Aged 16-24: %: SA - Office for National Statistics](#)

<sup>66</sup> [X02 Regional labour market: Estimates of unemployment by age - Office for National Statistics](#) and [LFS: Unemployment rate: UK: All: Aged 16-24: %: SA - Office for National Statistics](#)

- Percentage change in the number of culture sector organisations in Birmingham and the West Midlands, by discipline; and
- 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.

### 3.7.2 Why are these indicators important?

The Culture and Ceremonies Programme aims to bring together people from diverse communities, support the cultural sector recovery post-COVID-19 and establish Birmingham as a destination for arts and culture on the global stage.

Key elements of this include:

- the skills gained through the Games, which will be critical to helping the sector grow going forward;
- revenue growth for the sector as a result of Games related spending; and
- sustained revenues post-Games.

In the absence of robust GVA data for the sector (which is not readily available), the change in the number of culture sector organisations, and their revenues, will be a useful proxy for the growth of the sector.

### 3.7.3 What do the baseline data tell us?

There is no baseline data for this research question at present. The baseline is being developed as part of Birmingham 2022 Festival evaluation.

## 4 Improve Health and Wellbeing mission pillar

**Headline research questions:** *To what extent has the Games supported a reduction in physical inactivity and improved mental wellbeing within targeted communities?*

### 4.1 Summary of what the baseline data tell us

- Data from the Active Lives Survey shows that Birmingham and Sandwell consistently perform less well than the national average in terms of levels of physical inactivity and mental wellbeing, with Sandwell performing the least well in these areas.
- Data from the Active Lives Survey for England, West Midlands, Birmingham and Sandwell shows that in 2019 Sandwell had the highest rate of physical inactivity among these geographies with 40.4% of adults being physically inactive<sup>67</sup>, followed by Birmingham, the West Midlands and then England as a whole. The Sandwell area also saw the greatest increase in inactivity between 2016 and 2019, though rates also rose over this period for the other geographies. These results were mirrored for levels of physical activity.
- Despite having lower levels of physical activity than the West Midlands and England, data from the Department for Transport shows that, between 2016 and 2020, Birmingham consistently had a slightly higher percentage of adults who cycled or walked for travel at least once a week than Sandwell, the West Midlands and England. This may be due to the shorter distances that tend to be travelled in a city versus sub-urban or rural areas.
- Data from the 2021 residents survey shows that awareness of opportunities for physical activity and the importance of physical activity is high among Birmingham and Sandwell residents - 32% of residents from Birmingham and 21% of residents from Sandwell felt they had the opportunity to be physically active in the 12 months to March 2020 and 46% of Birmingham residents and 51% of Sandwell residents definitely agreed that physical activity was important for their physical health.
- In terms of mental wellbeing, Birmingham residents reported being more satisfied with life in general than Sandwell residents. The 2021 residents survey found a mean life satisfaction rating for Birmingham of 6.7 (out of 10) compared to 6.3 in Sandwell.<sup>68</sup> This is lower than the 2020 ONS<sup>69</sup> figures for West Midlands and the UK (scores of 7.67 and 7.66 respectively). It should be noted however that as these figures are from different sources, they may not be directly comparable.
- In relation to the impact of the Games, whilst the Games was still a year away when the residents survey was conducted in June 2021, residents had a positive sentiment about the impact of the games on local facilities, with 60% of Birmingham residents and 63% of Sandwell residents agreeing that the Games has already had a positive effect on the quality of local facilities for sports and physical activity.

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<sup>67</sup> Defined by Public Health England as less than 30 minutes of moderate physical activity a week. See: [Health matters: physical activity - prevention and management of long-term conditions - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/publications/health-matters-physical-activity-prevention-and-management-of-long-term-conditions)

<sup>68</sup> This is based on a scale of 0 to 10, where 0 is 'not at all' and 10 is 'completely'.

<sup>69</sup> [Annual personal well-being estimates - Office for National Statistics](https://www.ons.gov.uk/peoplepopulationandcommunity/healthandlife/bulletins/articlesandreports/annual-personal-well-being-estimates)

## 4.2 *To what extent have relevant sport facilities prepared for hosting the Games positively impacted the community through sports participation?*

### 4.2.1 **Key indicators**

- Percentage of survey respondents who report that the B2022 Commonwealth Games has increased the quality of local facilities for sports and physical activity; and
- Visits to local sports facilities from community members as a percentage of overall visits.

### 4.2.2 **Why are these indicators important?**

The B2022 Commonwealth Games aims to deliver world class venues which become for use by the community post-Games. Alongside key Games venues - Sandwell Aquatics centre and the Alexander stadium - improvements are planned for Cannock Chase, where mountain biking events will be held. It is intended that, post-Games, improved venues will help to increase community satisfaction in sports facilities contributing to increased activity levels. This will be assessed through a question in the residents survey about whether respondents consider the Games has increased the quality of local facilities for sports physical activity.

Alongside this subjective measure, the number of visits from community members to the sports facilities will also be used as an indicator to answer this research question.

### 4.2.3 **What do the baseline data tell us?**

Baseline data on the use of relevant sports facilities is intended to be captured as part of Legacy Programme monitoring and evaluation, and is not available at this point. Data on the impact of quality of local facilities for sports and physical activity is included below.

#### 4.2.3.1 **Percentage of survey respondents who report that the B2022 Commonwealth Games has increased the quality of local facilities for sports and physical activity**

Data from the 2021 residents survey shows that 60% of Birmingham residents<sup>70</sup> and 63% of Sandwell residents<sup>71</sup> agreed that, to date, the Games has had a positive effect on the quality of local facilities for sports and physical activity. 10% of residents from Birmingham and 9% of residents from Sandwell said the Games has had a negative effect so far. The majority of residents from both areas agreed that the Games, so far, has had a moderately positive effect.<sup>72</sup>

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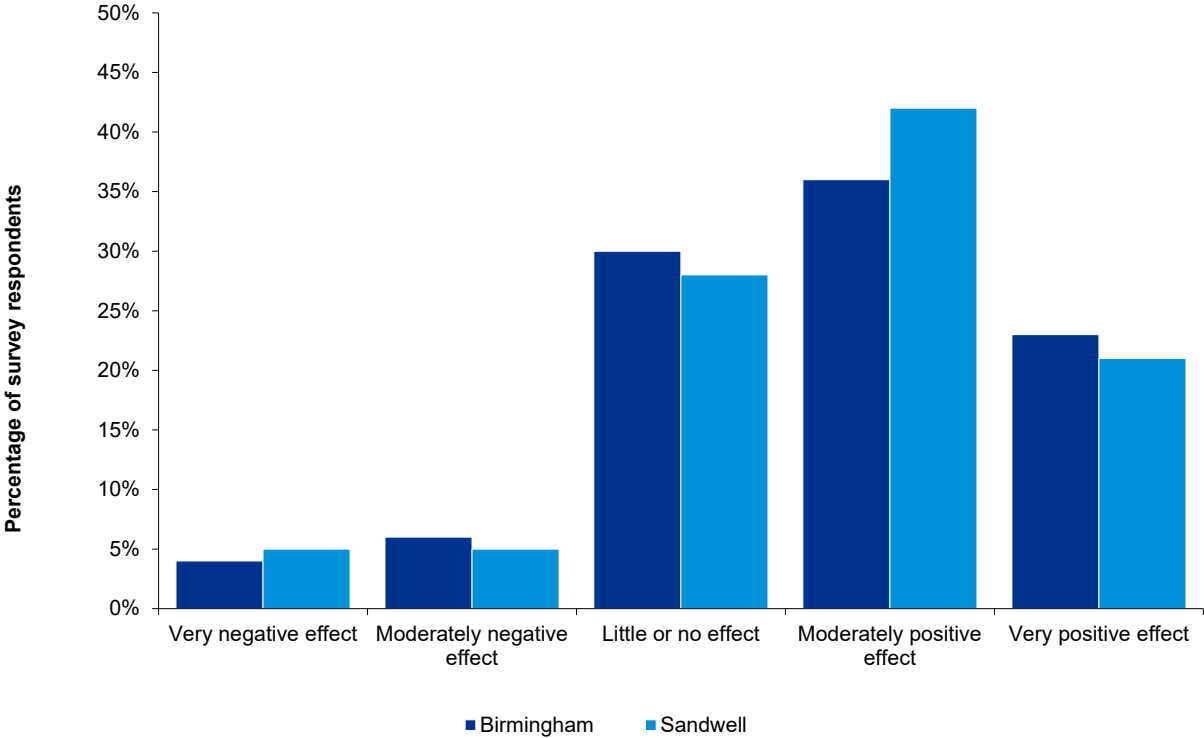
<sup>70</sup> Out of a sample size of 398 residents

<sup>71</sup> Out of a sample size of 43 residents – results should be interpreted with caution due to low sample sizes

<sup>72</sup> 2021 residents survey



**Figure 25: Percentage of survey respondents who report that the Games has increased the quality of local facilities for sports and physical activity, 2021**



Source: 2021 residents survey

**4.3 How has the Games supported a reduction in physical inactivity and an increase in physical activity, particularly amongst targeted and priority groups?**

**4.3.1 Key indicators**

- Percentage of survey respondents who feel they have the opportunity to be physically active; and
- Percentage of survey respondents who are inactive vs active (based on minutes of moderate physical activity).

**4.3.2 Why are these indicators important?**

Through the Physical Activity and Wellbeing Programme and its legacy activities, the Games aims to reduce levels of physical inactivity in Birmingham and the West Midlands.

To reduce levels of physical inactivity, there needs to be enough opportunity for the population to participate in physical activity in their local communities, and this therefore provides an indicator of progress towards the objective, alongside measurement of actual changes in activity levels achieved.

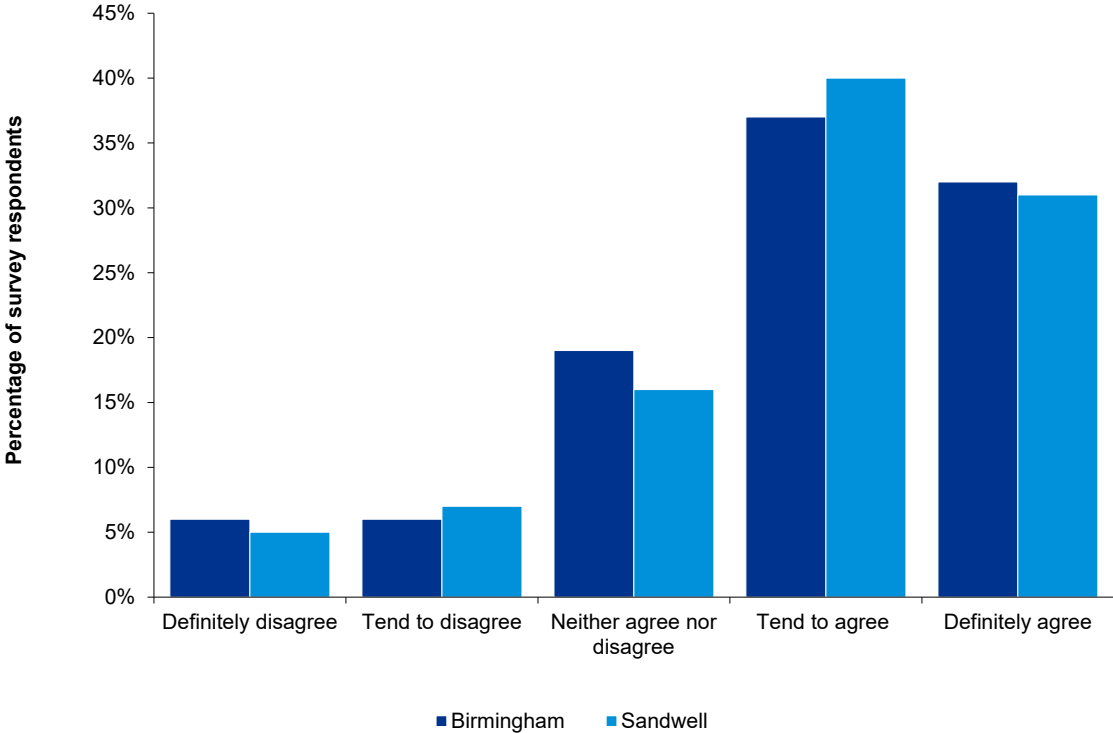
Therefore, to answer this research question, both indicators noted above will be monitored.

### 4.3.3 What do the baseline data tell us?

#### 4.3.3.1 Percentage of survey respondents who feel they have the opportunity to be physically active

In the 2021 residents survey, 32% of residents from Birmingham<sup>73</sup> and 21% of residents from Sandwell<sup>74</sup> definitely agreed they felt they had the opportunity to be physically active in the 12 months pre-COVID-19. 12% of Birmingham residents and 13% of Sandwell residents disagreed.<sup>75</sup>

**Figure 26: Percentage of survey respondents who feel they have the opportunity to be physically active, 12 months pre-COVID-19**



Source: 2021 residents survey

#### 4.3.3.2 Percentage of survey respondents who are inactive vs active (based on minutes of moderate physical activity)

The Active Lives Survey measures the number of people who participate in sports and physical activity across England and English local authorities.<sup>76</sup>

Between 2016/17 and 2019/10, Birmingham, Sandwell, and the West Midlands saw increases in the percentage of adults who were considered inactive, with the West Midlands seeing a rise of 1.0 percentage points, from 29.5% to 30.5%, Birmingham seeing a rise of 3.7 percentage points, from 29.1% to 32.8%, and Sandwell seeing a rise of 5.1 percentage points, from 35.3% to 40.4%. These compare to a rise in England over the same period of 1.4 percentage points, from 25.7% to 27.1%.<sup>77</sup>

<sup>73</sup> Out of a sample size of 493 residents

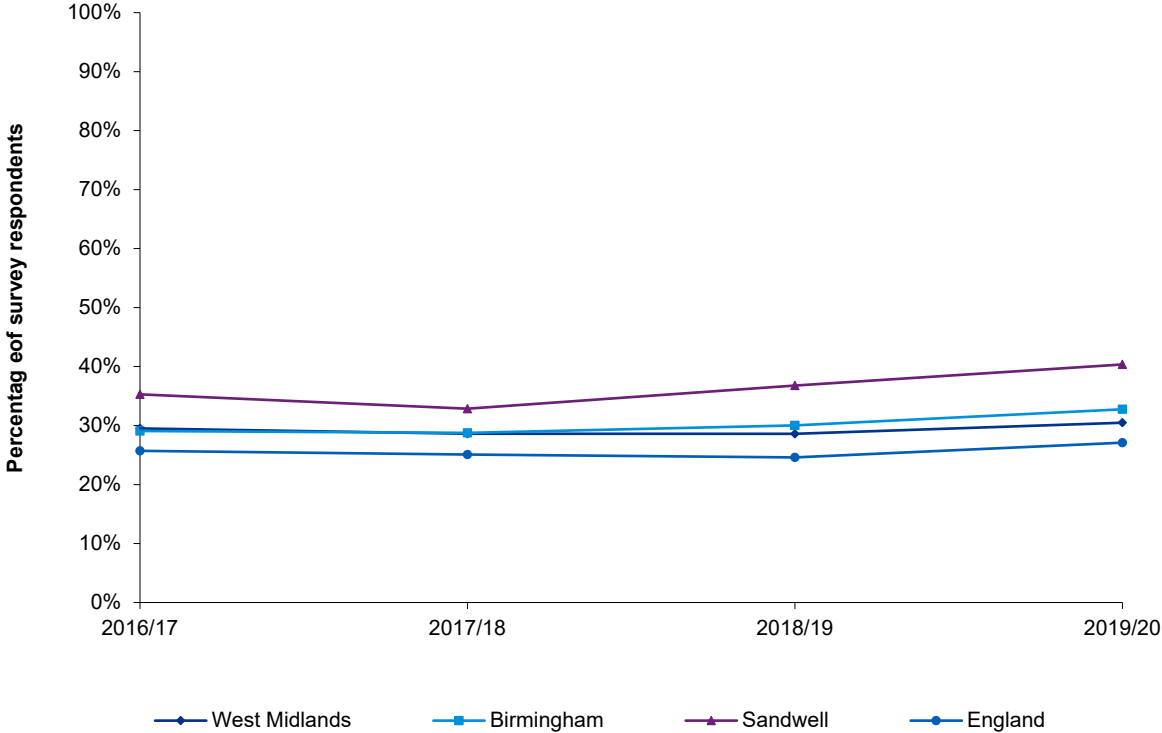
<sup>74</sup> Out of a sample size of 55 residents

<sup>75</sup> 2021 residents survey

<sup>76</sup> [Sport England's Active People Survey latest results](#)

<sup>77</sup> Ibid.

**Figure 27: Percentage of survey respondents who are inactive (based on minutes of moderate physical activity per week) by geography, 2016/17 to 2019/20**



Source: Sport England<sup>78</sup>

As the Figure above shows, for the time period under consideration, Sandwell has consistently had a significantly higher percentage of inactive adults than Birmingham, the West Midlands, and England, with Sandwell also seeing the biggest increase of inactive adults.<sup>79</sup>

Birmingham and the West Midlands also have higher percentages of adults who are inactive than the average for England as a whole.<sup>80</sup>

Between 2016/17 and 2019/20, Birmingham and Sandwell saw a fall in the percentage of adults who were active, with Birmingham seeing a fall of 4.2 percentage points, from 59.0% to 54.8%, and Sandwell seeing a fall of 4.5 percentage points, from 50.8% to 46.3%. The rates for the West Midlands and England saw little change over this same period, with the West Midlands seeing a change of 0.6 percentage points, from 57.6% to 57.0%, and England a change of 0.4 percentage points, from 61.8% to 61.4%.<sup>81</sup>

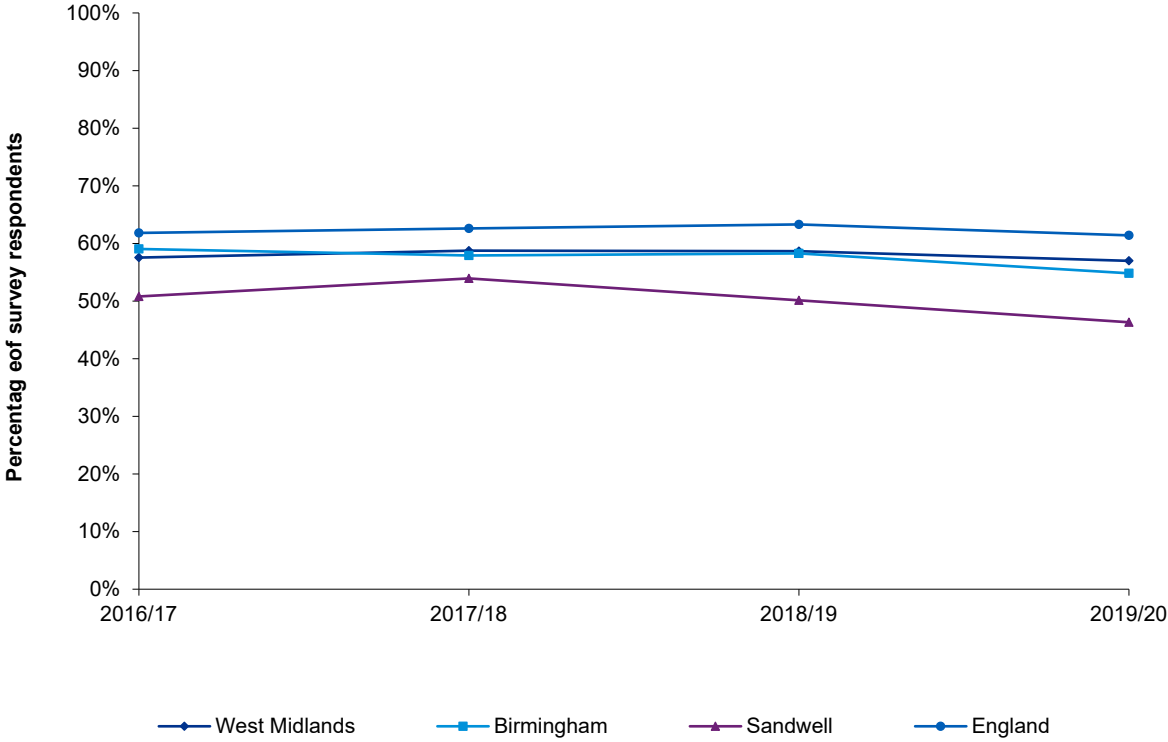
<sup>78</sup> See: [Active Lives data tables | Sport England](#)

<sup>79</sup> Ibid.

<sup>80</sup> Ibid.

<sup>81</sup> [Active Lives data tables | Sport England](#)

**Figure 28: Percentage of survey respondents who are active (based on minutes of moderate physical activity per week), 2016/17 to 2019/20**



Source: Sport England<sup>82</sup>

Figure 28 shows that over the period 2016/17 to 2019/10 Sandwell has consistently had a lower percentage of active adults over the period than Birmingham, the West Midlands, and England. Amongst these geographies Sandwell also experienced the greatest decline in the proportion of active adults.<sup>83</sup>

Over the period under consideration, Birmingham, Sandwell, and the West Midlands have all consistently had percentages of adults who are active below the average for England as a whole.<sup>84</sup>

#### 4.4 To what extent has the Games increased levels of walking and cycling?

##### 4.4.1 Key indicators

— Proportion of adults that cycle/walk, by frequency, and by purpose.

##### 4.4.2 Why are these indicators important?

One way to increase the level of physical activity of a population is to promote active travel, which is defined as travel by bicycle or on foot. Investment in infrastructure which supports active travel, e.g., the Perry Barr highway improvements for pedestrians and cyclists, aim to increase the proportion of journeys taken by bicycle or on foot.

Lack of time to dedicate to physical activity can contribute to the reasons why people are not physically active. By creating active travel solutions, people can use their commuting time (particularly if the journey is short) to be physically active.

<sup>82</sup> See: [Active Lives data tables | Sport England](#)

<sup>83</sup> Ibid.

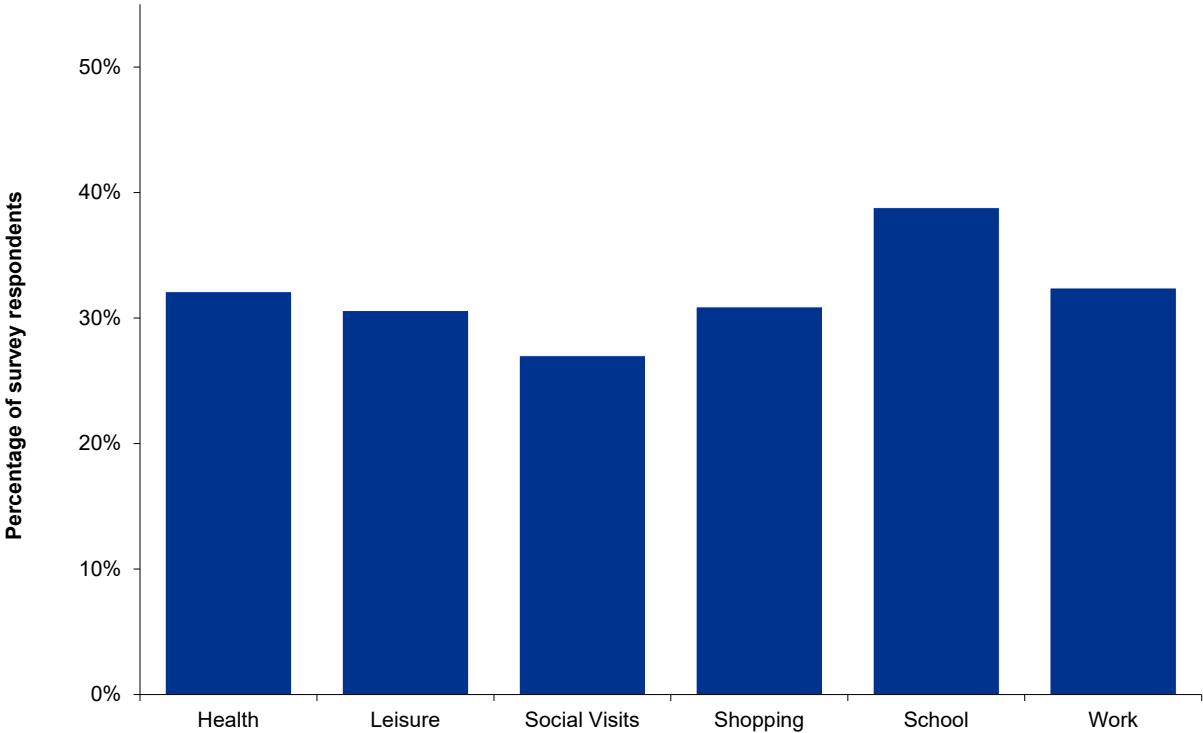
<sup>84</sup> Ibid.

The data for this indicator has been sourced from the 2021 residents survey for the 12 months pre-COVID-19, and from the Department for Transport to provide a picture of the trends in active travel from 2016 onwards.

**4.4.2.1 Proportion of adults that cycle/walk, by frequency, and by purpose**

The 2021 residents survey captured data on the proportion of Birmingham residents that walk or cycle across different purposes, such as health visits, leisure, social visits, shopping, school, and work<sup>85</sup>. Among these journey purposes, in the 12 months pre-COVID-19, residents were most likely to walk or cycle to school, with walking or cycling being the main mode of travel for 39% of journeys made for this purpose. Residents were least likely to walk or cycle for social visits, with walking or cycling being the main mode of travel for 27% of journeys made for this for this purpose.<sup>86</sup>

**Figure 29: Percentage of Birmingham residents that cycle/walk, by purpose, 12 months pre-COVID-19**



Source: 2021 residents survey

Data from ONS shows that between 2016 and 2019, the average percentage of adults who cycled or walked for travel at least once a week saw a slight fall in both Birmingham and the West Midlands. The percentages changed from 17.3% in 2016 to 16.1% in 2020 in Birmingham and from 13.0% to 12.6% in the West Midlands. These compare to rates for England of 15.4% in 2016 and 15.4% in 2020.<sup>87</sup>

Sandwell saw a slight rise in the average percentage of adults who cycled or walked for travel at least once a week over this period, with the proportion moving from 12.2% in 2016 to 12.6% in 2019.<sup>88</sup>

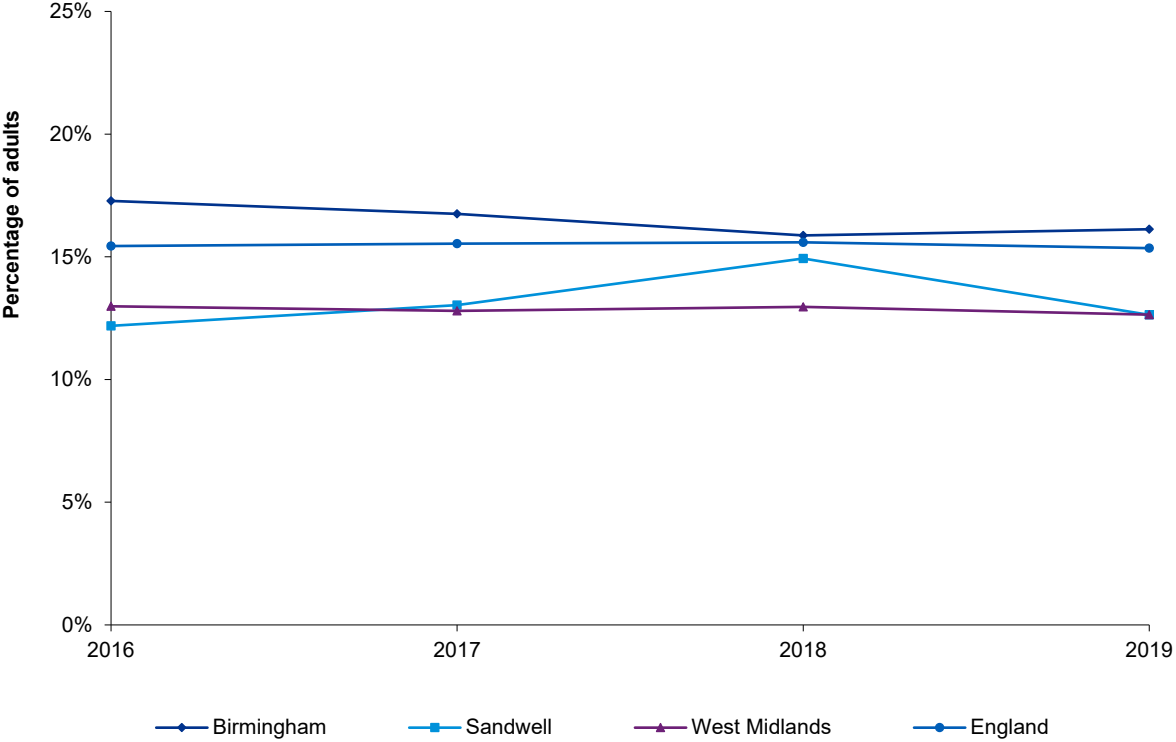
<sup>85</sup> Out of a same size of the following: health – 382 residents, leisure – 383 residents, social visits – 432 residents, shopping – 483 residents, school – 217 residents, and work – 317 residents.

<sup>86</sup> 2021 residents survey

<sup>87</sup> See: [Walking and cycling statistics, England: 2019](#)

<sup>88</sup> Ibid.

**Figure 30: Proportion of adults that cycle/walk for travel at least once a week by geography, 2016 to 2019**



Source: Department for Transport<sup>89</sup>

Between 2016 and 2019, Birmingham constantly had a higher percentage of adults who cycled or walked for travel at least one a week than Sandwell, the West Midlands, and England.<sup>90</sup>

**4.5 What has been the effect of Programmes which aim to support people to improve their mental wellbeing?**

**4.5.1 Key indicators**

- Percentage of survey respondents who recognise the importance of being active for physical health and wellbeing; and
- Life satisfaction rating among residents.

**4.5.2 Why are these indicators important?**

Through the Physical Activity and Wellbeing Programme, and specifically the mental wellbeing campaigns that will be delivered, the Games aims to increase people’s awareness of mental wellbeing.

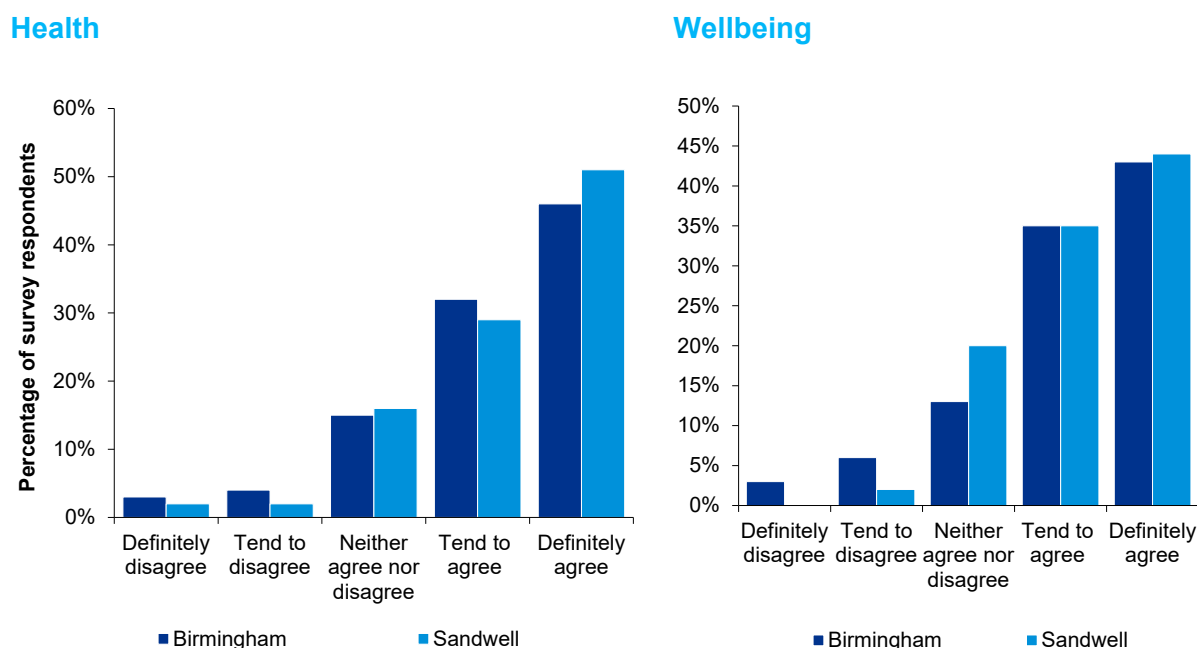
To answer this research question, a subjective measure of awareness of the importance of physical activity is used together with national statistics relating to mental wellbeing in the population.

<sup>89</sup> Ibid.  
<sup>90</sup> Ibid.

### 4.5.2.1 Percentage of survey respondents who recognise importance of being active for physical health and wellbeing

Data from the 2021 residents survey shows that 46% of Birmingham residents<sup>91</sup> and 51% of Sandwell residents<sup>92</sup> definitely agreed that physical activity was important for their health. 43% of residents from Birmingham<sup>93</sup> and 44% of residents from Sandwell<sup>94</sup> also definitely agreed that physical activity was important for their wellbeing.<sup>95</sup>

**Figure 31: Percentage of survey respondents who recognise importance of being active for physical health and wellbeing, 2021**



Source: 2021 residents survey

### 4.5.2.2 Life satisfaction ratings among residents

One measure of mental wellbeing – self-reported life satisfaction – suggests that Birmingham resident respondents to the 2021 residents survey were more satisfied with life in general than Sandwell residents. The 2021 residents survey found a mean life satisfaction rating for Birmingham resident respondents of 6.7 (out of 10) compared to 6.3 for Sandwell respondents. 41% of residents in Birmingham and 33% of residents in Sandwell agreed they were completely or very satisfied with life in general (rating of 8-10 out of 10).<sup>96</sup>

<sup>91</sup> Out of a sample size of 496 residents

<sup>92</sup> Out of a sample size of 55 residents

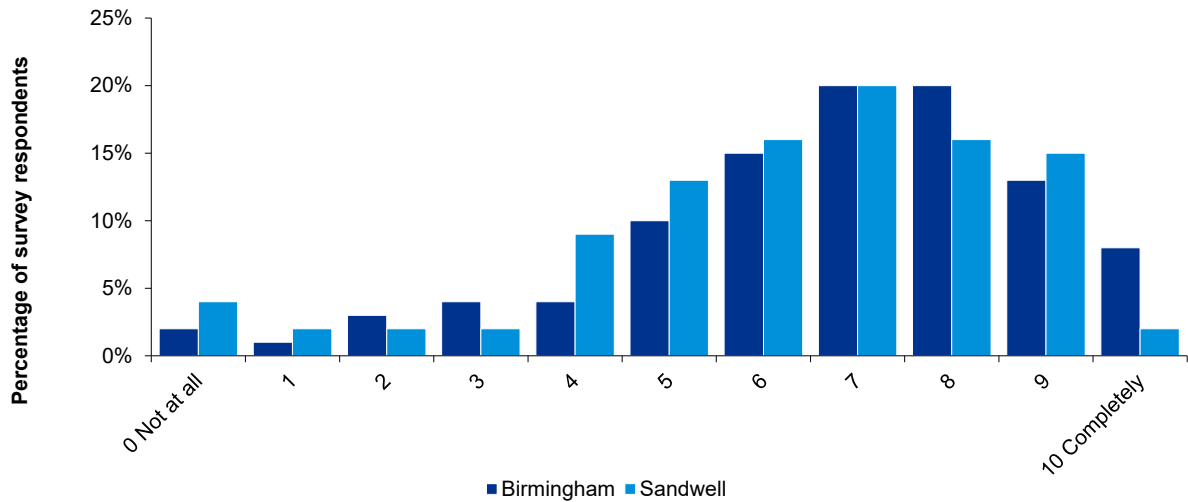
<sup>93</sup> Out of a sample size of 498 residents

<sup>94</sup> Out of a sample size of 55 residents

<sup>95</sup> 2021 residents survey

<sup>96</sup> 2021 residents survey

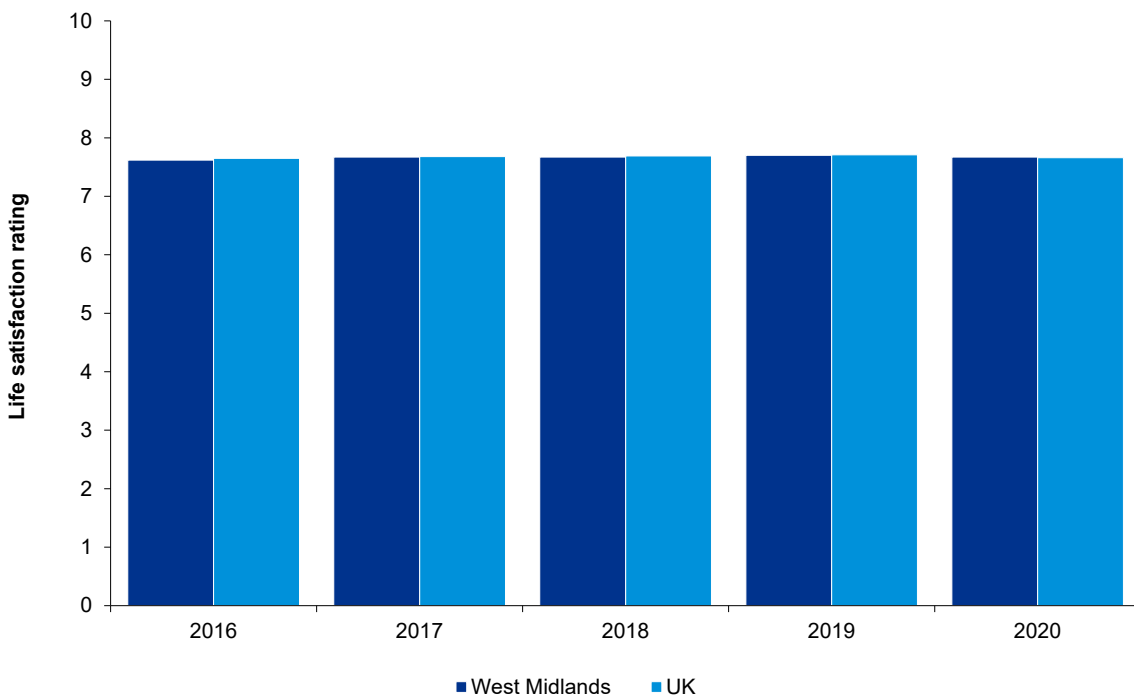
**Figure 32: Percentage of survey respondents who are satisfied with their lives, 2021**



Source: 2021 residents survey

A comparison with ONS data suggests that residents of Birmingham and Sandwell, on average, have lower levels of life satisfaction than the regional and national average. Data from the ONS<sup>97</sup> shows that in 2020 the mean life satisfaction rating for the West Midlands was 7.67<sup>98</sup>, just above that of the UK which was 7.66. However, as the data comes from different sources it is difficult to make direct comparisons across geographies.

**Figure 33: Life satisfaction ratings among residents by geography, 2016 to 2020**



Source: ONS<sup>99</sup>

<sup>97</sup> [Annual personal well-being estimates - Office for National Statistics](#)

<sup>98</sup> Rating out of 10

<sup>99</sup> See: [Annual personal well-being estimates - Office for National Statistics](#)



The Figure above shows that between 2016 to 2019, both the West Midlands and the UK saw little change in the average life satisfaction rating. The West Midlands' average remained marginally below the national average for the UK over this period, although was slightly higher than the UK average in 2020 (a score of 7.67 compared to 7.66).<sup>100</sup>

## 4.6 *To what extent has the Games led to improvements in the local and regional systems supporting physical activity and wellbeing?*

### 4.6.1 **Key indicators**

— Views of relevant local stakeholders on the systems in place to support active lifestyles.

### 4.6.2 **Why is this indicator important?**

The Physical Activity and Wellbeing programme intends to support greater integration between the systems and services underpinning health benefits, for example by improving linkages between sports participation programmes and public health teams or GP exercise referral programmes.

In the absence of quantitative metrics to answer this research question, qualitative insights from stakeholders on how the Games has influenced changes to infrastructure to support active lifestyles will be used.

### 4.6.3 **What do the baseline data tell us?**

Baseline data in relation to whether the Games has influenced changes to infrastructure to support active lifestyles is not available. It will be obtained through primary research undertaken post-Games.

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<sup>100</sup> Ibid.

## 5 Help the Region to Grow and Succeed mission pillar

**Headline research question:** *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?*

### 5.1 Summary of what the baseline data tell us

- A main indicator of economic growth is the change in the level of gross value added (GVA). In terms of GVA, ONS data shows that between 2016 and 2018 (the latest available data) both Birmingham and Sandwell saw significantly faster growth in GVA than the West Midlands region and the UK, with increases of 4.9% and 7.6% in real terms respectively compared to 4.0% and 3.1% for the West Midlands and the UK overall in the same period.
- In contrast, between 2016 and 2019, Birmingham recorded a lower increase in the number of employees than that of the West Midlands and the UK, while employment in Sandwell decreased by around 5.5%.
- This growth in GVA combined with relatively low growth in employment (a decline in the case of Sandwell) indicates a growth in labour productivity (measured by GVA per employee) in Birmingham and Sandwell. However, labour productivity in Birmingham, Sandwell and the West Midlands all remain below the UK average at £50,219, £48,724 and £52,277 respectively, compared with £56,387 for the UK in 2018.
- Trade is an important potential source of economic growth for the region and an area that the Games aims to impact on through its Legacy Programmes. Data from the Department of International Trade shows that between 2017 and 2019, the West Midlands saw a 5% fall in the value of export wins, compared to a 6% increase for the UK overall.
- In terms of tourism, data from Visit England<sup>101</sup> shows that between 2016 and 2019, domestic tourism to the West Midlands has been falling for both business and leisure tourists, although despite this, while domestic leisure spend has declined, domestic business tourism spend has increased over the period by 24.2%.
- Over the same period the number of international business visitors remained relatively flat, compared to a fall in England, but spend among these visitors increased by 11.7%. This was accompanied by high growth in both the numbers of international leisure tourists and their associated spend which grew by 38.6% over the period.
- Finally, in terms of perceptions of local residents about their local area, data from the 2021 residents survey shows that around 41% of Birmingham residents and 36% of Sandwell residents agreed their local area provided them with opportunities to gain new skills, employment and/or volunteering experiences.
- Data from the UK Business Register and Employment Survey (BRES) shows that in 2020 the unemployment rate in Birmingham (8.5%) was higher than that of the West Midlands, and England. Between 2016 and 2020, the unemployment rate decreased across all four areas, with Sandwell recording the most significant decrease (3 percentage points).

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<sup>101</sup> [Visit England](#)

## 5.2 *To what extent has the Games encouraged an uplift in the number of domestic and international visitors to the West Midlands and associated spend?*

### 5.2.1 **Key indicators**

- Number of visitors, split by domestic and international, leisure and business; and
- Value of spend by visitors to the region

### 5.2.2 **Why are these indicators important?**

Tourism is an important contributor to an area's economic performance, and it is expected that it will be directly impacted by the Games. The Games Legacy Programmes aim to increase the number of visitors, and their associated spend, to Birmingham, and more generally to the West Midlands, during the Games as well as post-Games. The indicators selected directly measure changes over time in Birmingham and the West Midlands in relation to these impacts.

### 5.2.3 **What do the baseline data tell us?**

#### 5.2.3.1 **Number of visitors to the region**

Data from Visit England<sup>102</sup> shows that between 2016 and 2019, the West Midlands saw an overall decline in the number of domestic tourists, with the number of domestic business tourists falling by 6.5% over the period and the number of domestic leisure<sup>103</sup> tourists falling by 23%. While the decline in the number of domestic business tourists was lower for England as a whole, the nation saw a similar decline in the number of domestic leisure tourists.

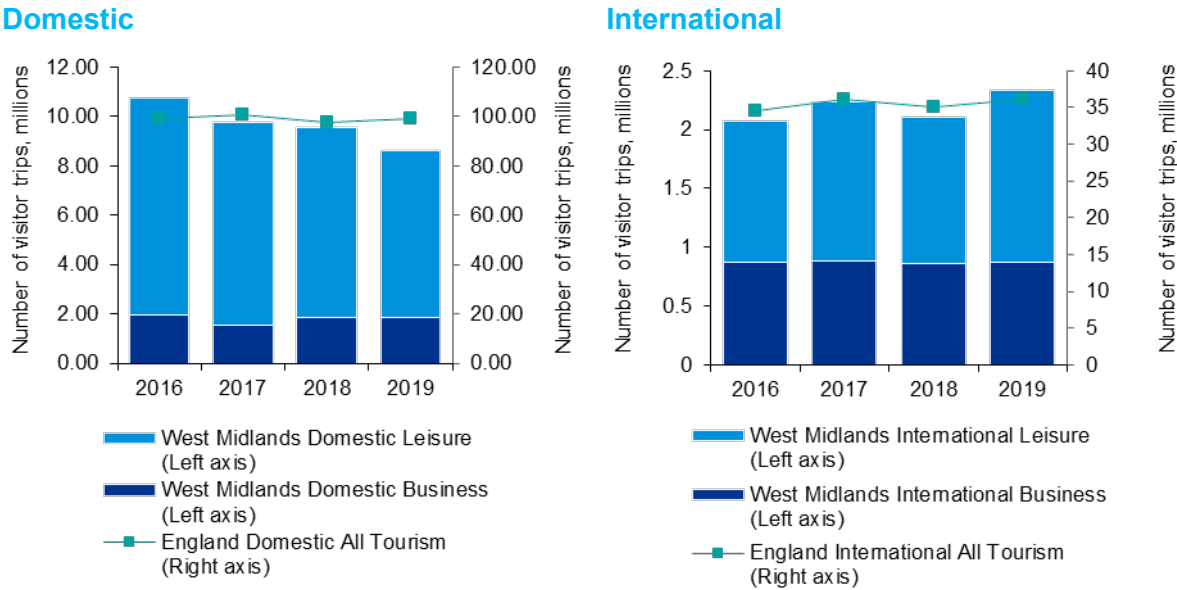
During the same period, the number of international business tourists saw a slight increase in the West Midlands region, of 0.3%, compared to a fall of 6.4% across England, while international leisure tourists increase by 22.1% in the West Midlands, seeing faster growth than England as a whole which saw a 9.8% increase.

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<sup>102</sup> [Visit England](#)

<sup>103</sup> Defined as Holiday and Visits from Relatives (VFR) tourists

**Figure 34: Number of visitors to the region by geography, 2016 to 2019**



Source: Visit England

**5.2.3.2 Value of spend by visitors to the region**

Data from Visit England<sup>104</sup> shows that between 2016 and 2019, spend by domestic business tourists in the West Midlands rose by 24.2%. This was higher than the rise in England (8.4%).

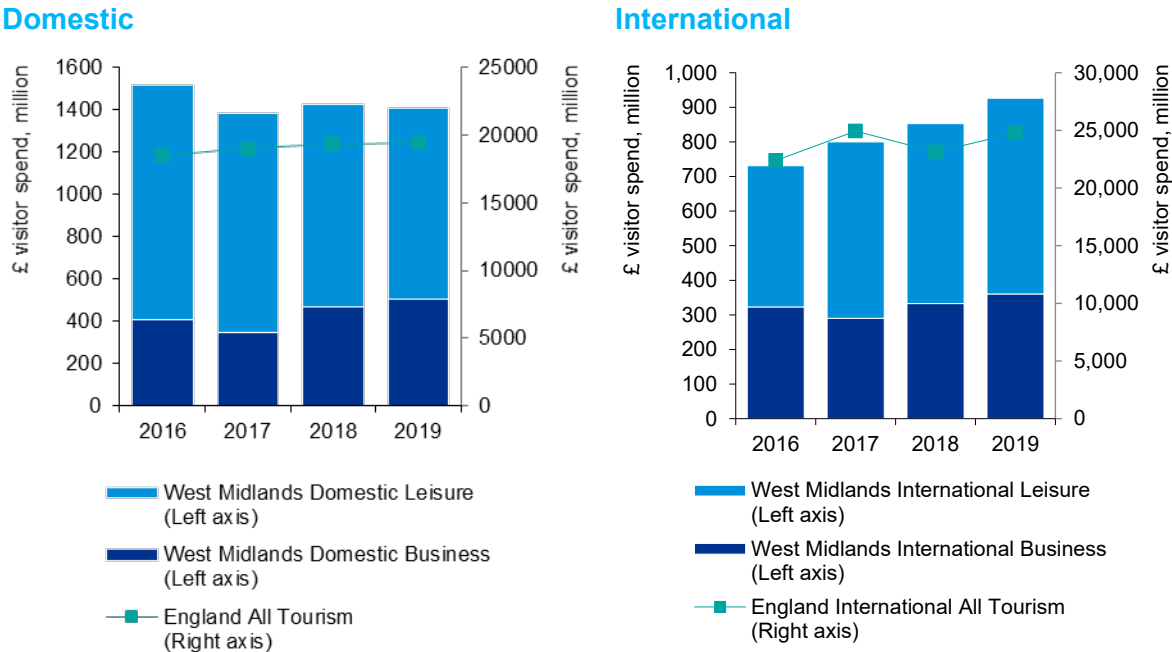
During the same period spend by domestic leisure tourists fell in the region by 18.7%, a larger fall than that of England (11.4%).

Between 2016 and 2019, spend by international business tourists in the West Midlands rose by 11.7%. This contrasts with the trend in England which saw a fall of 7.5%.

During the same period, spend by international leisure tourists rose in both the West Midlands and England by 38.6% and 29.3% respectively.

<sup>104</sup> [Visit England](#)

**Figure 35: Regional visitor spend by geography, 2016 to 2019**



Source: Visit England

**5.3 To what extent has the Games led beneficiaries to secure work experience, onward progression along the pathway to employment or employment?**

**5.3.1 Key indicators**

- Percentage of survey respondents who feel their local area provides opportunities to gain new skills, employment and/or volunteering experiences and perceptions of the impact the Games has had on this;
- Percentage of beneficiaries (employed, work-experience, volunteers, those who have been trained) in education, employment or training 9 months post Games, split by type of intervention; and

**5.3.2 Why are these indicators important?**

Through the Jobs and Skills, Youth and Learning, and Volunteering Programmes, the B2022 Commonwealth Games intends to increase opportunities for West Midlands residents to gain new skills, employment and volunteering experiences.

The focus of the indicators selected is to measure change in relation to the progression towards employment. A mixture of qualitative and quantitative indicators have been selected for this.

Measures of progression along the pathway to employment and employment itself include the unemployment rate as well as the Games specific outcomes of participation in education, employment or training by Games employees or volunteers post Games (no baseline data available at present for these).

The perceptions of local residents in relation to the opportunities to gain new skills, employment and volunteering experiences will also be important in the short term to measure change.

Measures of the impact on employment itself are the Games specific measure of the number of individuals going into longer term employment post Games (no baseline data available) and the unemployment rate.

### 5.3.3 What do the baseline data tell us?

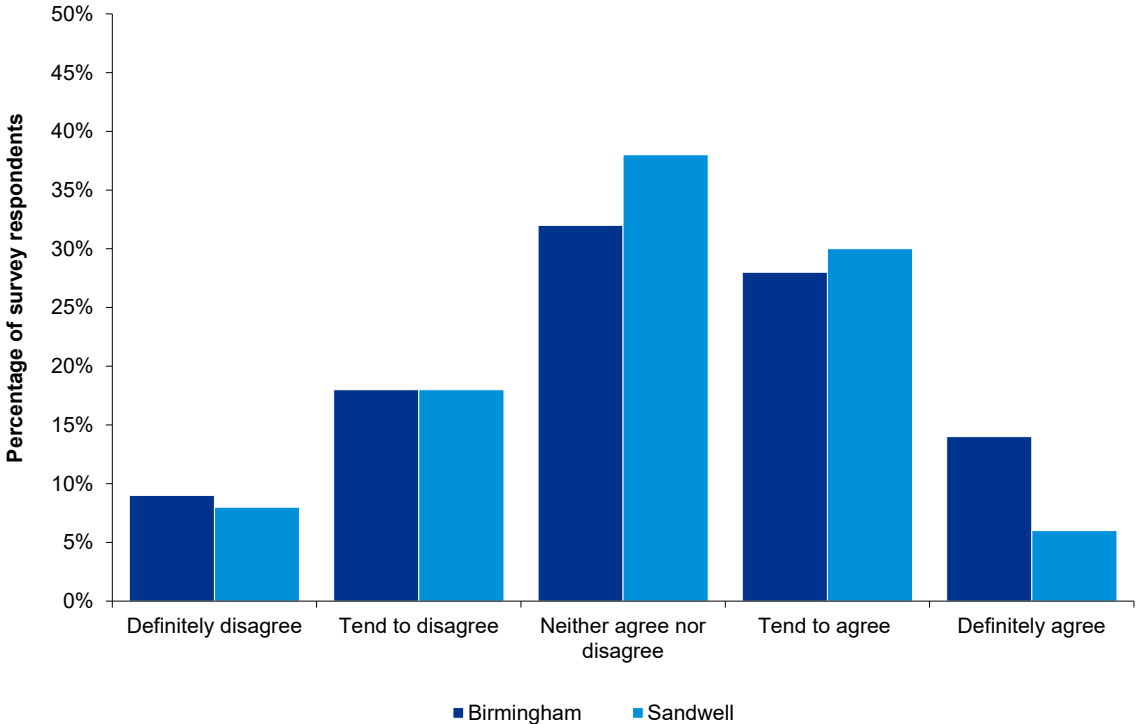
Baseline data relating to the outcomes for programme beneficiaries is intended to be captured as part of Legacy Programme monitoring and evaluation, and is not available at this point.

Baseline data for other metrics are include below.

#### 5.3.3.1 Percentage of survey respondents who feel their local area provides opportunities to gain new skills, employment and/or volunteering experiences

Data from the 2021 residents survey shows that 41% of Birmingham resident respondents<sup>105</sup> and 36% of Sandwell resident respondents<sup>106</sup> agree their local area provides them with opportunities to gain new skills, employment and/or volunteering experiences. Whilst this appears low, the largest proportion of respondents from both areas said they neither agreed nor disagreed with the statement which may reflect a lack of awareness rather than a lack of opportunities.<sup>107</sup>

**Figure 36: Percentage of survey respondents who feel their local area provides opportunities to gain new skills, employment and/or volunteering experiences, 2021**



Source: 2021 residents survey

42% of residents from Birmingham<sup>108</sup> and 46% of residents from Sandwell<sup>109</sup> agreed that the Games has had a positive impact on the opportunities for them to gain new skills, employment and/or volunteering

<sup>105</sup> Out of a sample size of 471 residents

<sup>106</sup> Out of a sample size of 50 residents

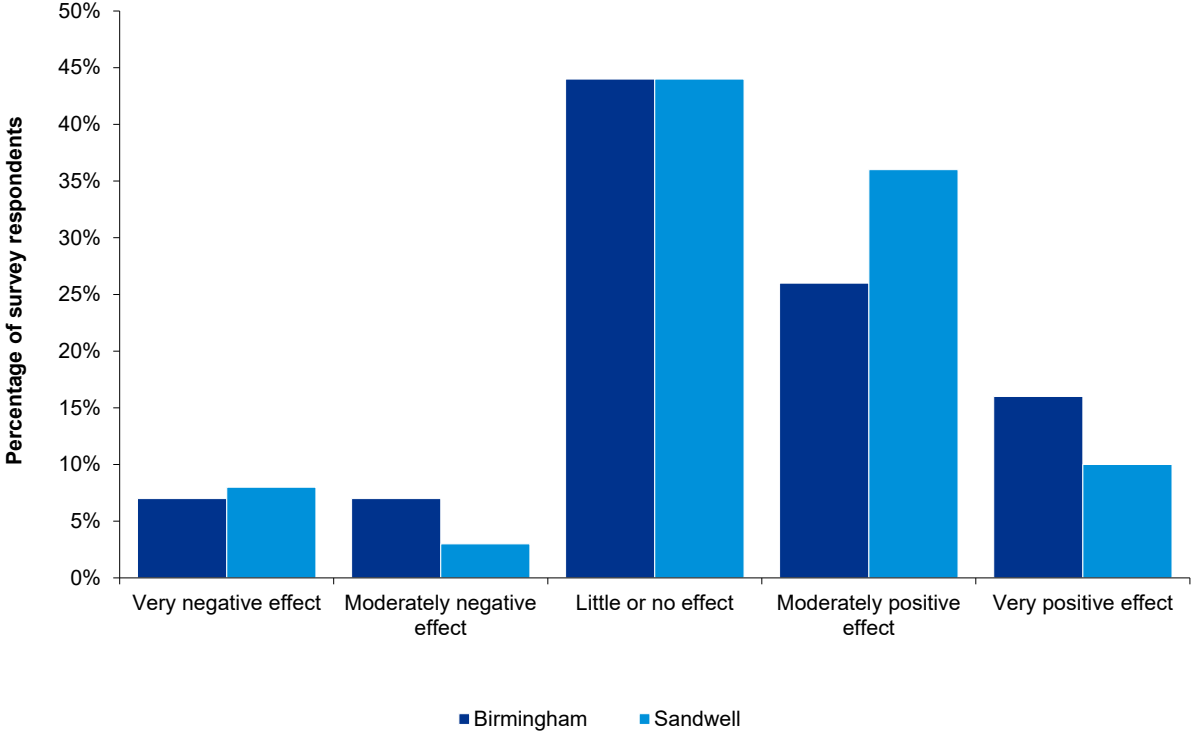
<sup>107</sup> 2021 residents survey

<sup>108</sup> Out of a sample size of 385 residents

<sup>109</sup> Out of a sample size of 39 residents

experiences. A similar proportion in each area (44%) said the Games had little or no effect on the opportunities for them to gain new skills, employment and/or volunteering experience.<sup>110</sup>

**Figure 37: Percentage of residents who feel that the Games has positively impacted the opportunities to gain new skills, employment and/or volunteering experiences, 2021**



Source: 2021 residents survey

**5.4 What has been the impact of the Games on trade and investment?**

**5.4.1 Key indicators**

- Number of jobs created by inward investment projects;
- Regional value of exports;
- Number of qualified inward investment projects generated by the Business and Tourism Programme;
- Number of new export deals as a result of the Business and Tourism Programme;
- Proportion of investment intermediaries who are actively considering investing in the UK and the region; and
- Proportion of investment intermediaries who are actively considering trading with the UK and the region.

**5.4.2 Why are these indicators important?**

Amongst its objectives, the Business and Tourism Programme seeks to boost inward investment, capital attraction and exports. A key measure of the value and impact of inward investment at the regional level is the number of jobs created by this investment, reported by the Department for International Trade

<sup>110</sup> 2021 residents survey

(DIT). This will track the employment impact of secured inward investment wins for the region, which contribute to economic growth.

The regional value of exports will measure change at the regional level in exports – increases in which will lead to increased revenue and potentially GVA for the region.

The monitoring will separately also capture secured inward investment and export deals directly supported by the Business and Tourism Programme.

Given the sometimes long time horizons over which trade and investment deals may be secured, intermediate outcomes in the form of self-reported consideration by intermediaries of the likelihood of trading with, or investing in, the UK will also be tracked.

### 5.4.3 What do the baseline data tell us?

Baseline data relating to outcomes of the Business and Tourism Programme is intended to be captured as part of Legacy Programme monitoring and evaluation, and is not available at this point.

Baseline data relating to consideration of the UK and region by investment intermediaries will be captured in Autumn 2021.

Baseline data for other metrics is include below.

#### 5.4.3.1 Number of jobs created by inward investment projects

The DIT provides statistics on inward investment projects and jobs for the West Midlands and the UK.<sup>111</sup> The data shows an overall decline in inward investment in both the West Midlands and UK since 2016/17.

Between the periods 2016/17 and 2020/21 inward investment jobs decreased in the West Midlands by 23.98%, from 8,293 to 6,304. This rate of change was lower than the national average for the UK, which saw a decrease over this period of 31.87%.<sup>112</sup>

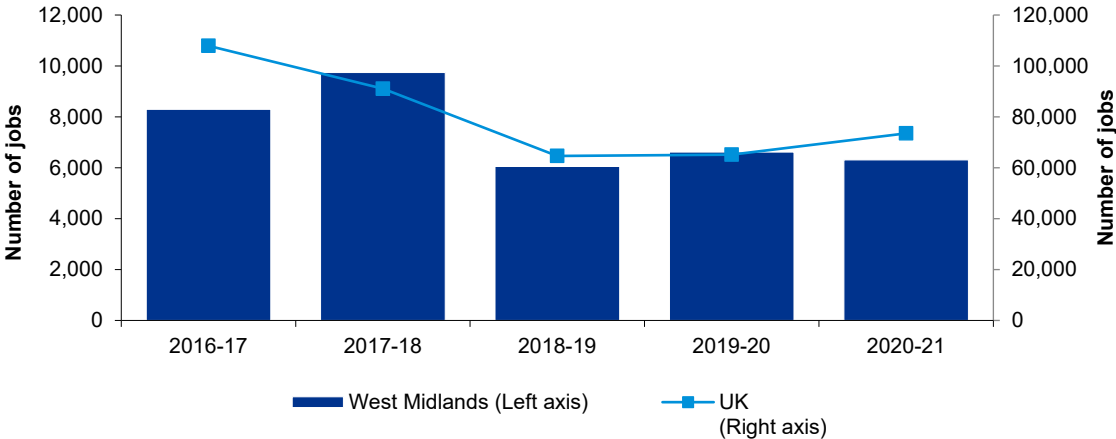
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<sup>111</sup> [DIT inward investment results](#)

<sup>112</sup> [DIT inward investment results](#)



**Figure 38: Number of jobs created by inward investment projects by region, 2016/17 to 2020/21**

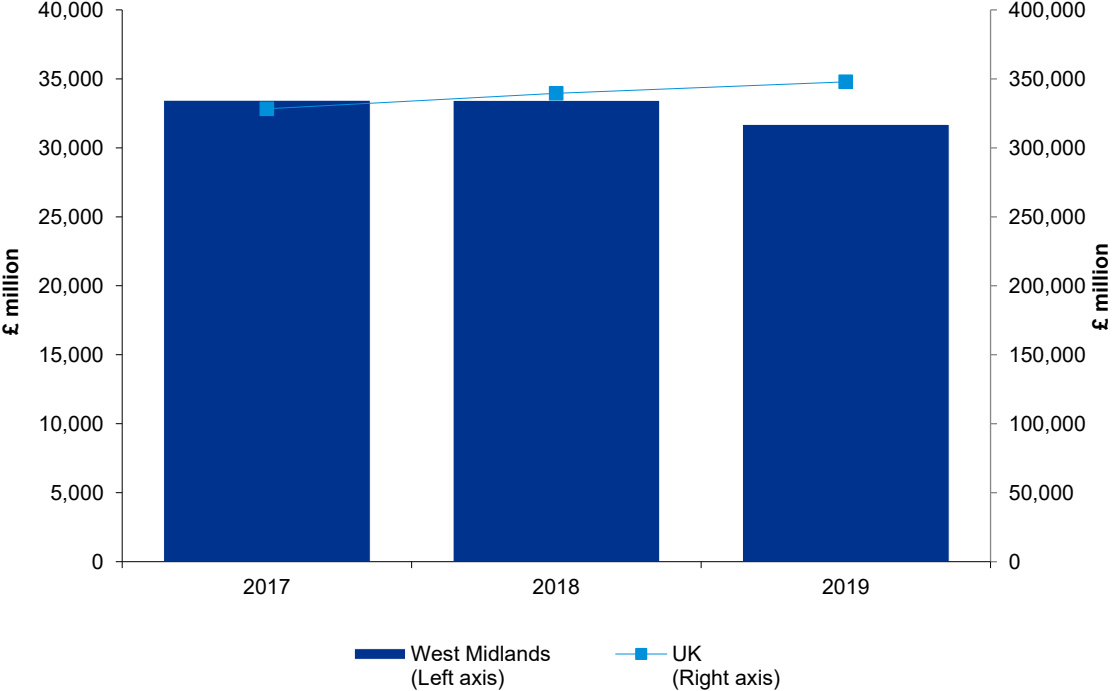


Source: DIT<sup>113</sup>

**5.4.3.2 Regional value of exports**

Data from HM Revenue & Customs (“HMRC”) on trade statistics show that between 2017 and 2019, the West Midlands saw a 5.24% fall in the value of export wins, from £33,458 million in 2017 to £31,706 million in 2019. This contrasts with the trend in the UK at the time where there was a 5.95% increase in the value export deals.<sup>114</sup>

**Figure 39: Regional value of exports by region, 2017 to 2019**



Source: HMRC<sup>115</sup>

<sup>113</sup> [DIT inward investment results](#)  
<sup>114</sup> See: <https://www.gov.uk/government/statistics/uk-regional-trade-in-goods-statistics-fourth-quarter-2020>  
<sup>115</sup> See: <https://www.gov.uk/government/statistics/uk-regional-trade-in-goods-statistics-fourth-quarter-2020>

## 5.5 *What have been the identifiable overall economic impacts of the Games on Birmingham, the West Midlands and the UK?*

### 5.5.1 **Key indicators**

- Regional GVA;
- Regional employment and unemployment;
- Regional GVA per employee;
- Regional visitor spend;
- Number of jobs created by tourism;
- Games-delivery GVA and employment; and
- Percentage of businesses in target sectors reporting a skills gap.

### 5.5.2 **Why are these indicators important?**

To answer this research question, national indicators such economic output, employment, productivity, trade and investment will be used. Sector level data (for GVA, employment and productivity) may be used to give more insights on the impact of the Games on those sectors that were most involved in the delivery of the Games.

### 5.5.3 **What do the baseline data tell us?**

Baseline data relating to businesses in target sectors reporting a skills gap will be captured by the business survey undertaken for the purpose of the evaluation in summer 2022. This survey will capture information on perceptions of changes in the skills gap over the course of the Games delivery, in particular in relation to the Jobs and Skills programme activity.

The relevant baseline for the GVA and employment generated by Games-delivery is the period pre-Games award, prior to any activity to deliver the Games. For this period (FY 2016/17) the baseline is zero as the indicators related to outputs and outcomes specifically from the staging of the Games.

Baseline data for other metrics is include below.

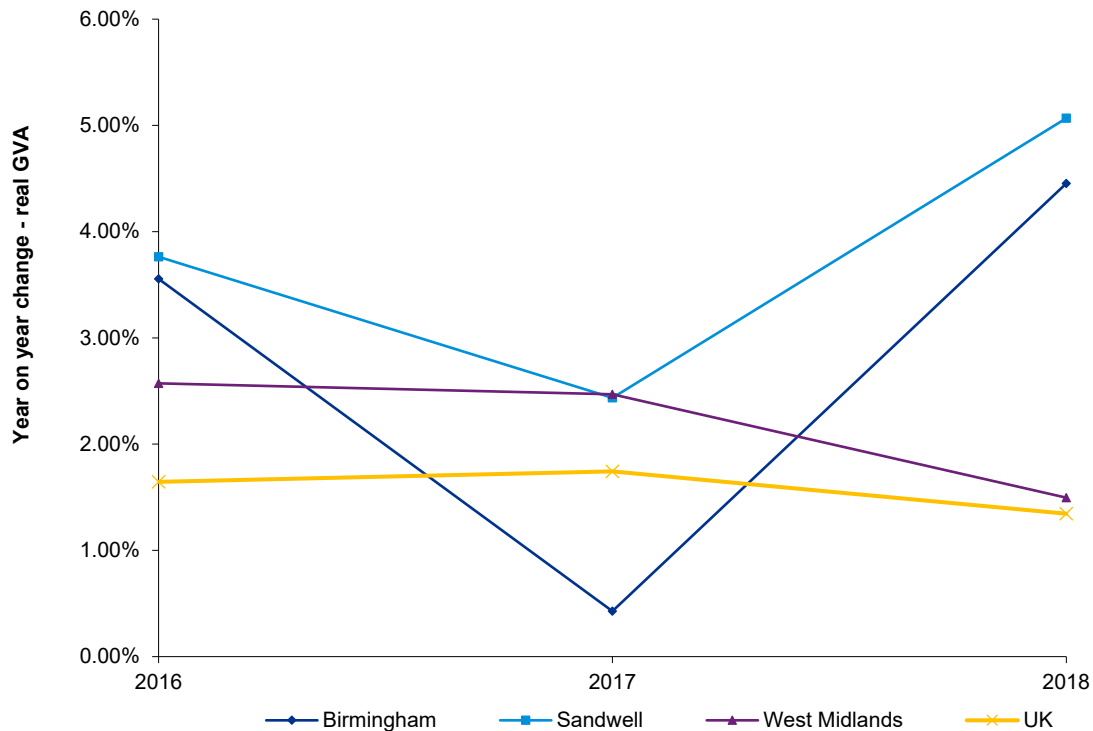
#### 5.5.3.1 **Regional GVA**

In the years 2016 to 2018, both Birmingham and Sandwell saw growth in their GVA in real terms. Birmingham's GVA rose by 4.9% in real terms, and Sandwell's GVA rose by 7.6%. These increases were both considerably higher than the West Midlands and UK growth rate in GVA of 4.0% and 3.1% respectively.<sup>116</sup>

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<sup>116</sup> See: [Regional gross value added \(balanced\) by industry: local authorities by NUTS1 region - Office for National Statistics \(ons.gov.uk\)](#) and [Regional gross value added \(balanced\) by industry: all ITL regions - Office for National Statistics](#)

**Figure 40: Year on year change in real GVA, 2016 to 2018**



Source: ONS<sup>117</sup>

The data shows that all four geographies saw a continuous increase in GVA during this period, with Sandwell seeing the largest increase.<sup>118</sup>

Regional GVA to the Nomenclature of Territorial Units for Statistics (NUTS) 3 level<sup>119</sup> is available only up to 2018, however experimental data from the ONS<sup>120</sup> provides regional GDP for regions of England up to 2020. The data shows that the West Midlands saw an annual decrease in GDP of 0.9% in 2019 compared to an increase of 1.5% for the UK, and a further decline of 13% in 2020 compared to an average decrease of across the UK.

### 5.5.3.2 Regional employment and unemployment

Between 2016 and 2019, total employment in Birmingham increased by 1.9%. This was lower than the rate of change in England (2.9% increase) and Great Britain (3.0% increase). The West Midlands saw a higher increase of total employment (of 3.5%) over this period, whilst total employment in Sandwell fell by 5.4%, from 130,950 in 2016 to 123,825 in 2020.<sup>121</sup>

<sup>117</sup> Ibid.

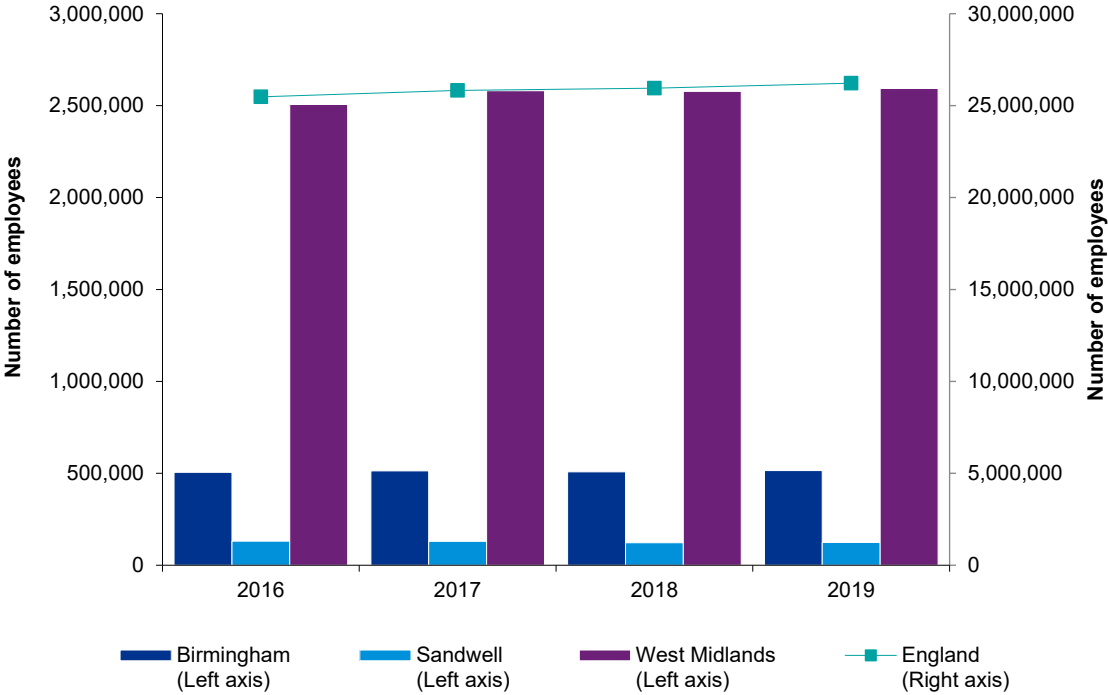
<sup>118</sup> Ibid.

<sup>119</sup> Relating in England to counties, unitary authorities and districts

<sup>120</sup> See: [GDP, UK regions and countries - Office for National Statistics](#); and [GDP first quarterly estimate time series - Office for National Statistics \(ons.gov.uk\)](#)

<sup>121</sup> See: <https://www.nomisweb.co.uk/datasets/newbrespub>

**Figure 41: Total number of employees by geography**

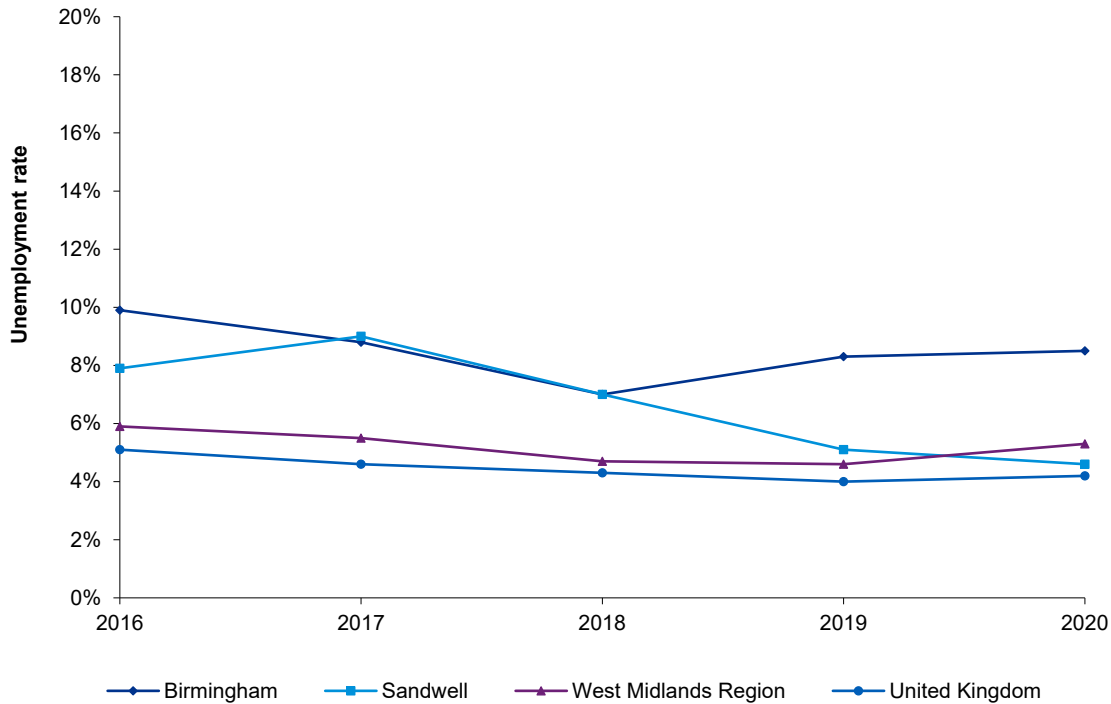


Source: BRES<sup>122</sup>

Data from the BRES<sup>123</sup> shows that between the years 2016 and 2020, Birmingham, Sandwell, and the West Midlands all saw an overall fall in the percentage of unemployment amongst 16 – 64 year olds, with Birmingham seeing a fall of 1.4 percentage points (from 9.9% to 8.5%), Sandwell seeing a fall of 3.3 percentage points (from 7.9% to 4.6%), and the West Midlands region seeing a fall of 0.6 percentage points (from 5.9% to 5.3%). This is in line with the national trend over this period, with unemployment amongst 16 – 64 year olds in the UK falling by 0.9 percentage points, from 5.1% in 2016 to 4.2% in 2020.<sup>124</sup>

<sup>122</sup> See: <https://www.nomisweb.co.uk/datasets/newbrespub>  
<sup>123</sup> Employees in the UK - Office for National Statistics (ons.gov.uk)  
<sup>124</sup> Nomis - Official Labour Market Statistics

**Figure 42: Unemployment rate by geography, 2016 to 2020**



Source: BRES<sup>125</sup>

The data shows that unemployment in Birmingham in 2020 was higher than in Sandwell, the West Midlands, and the UK, with unemployment increasing in Birmingham from 2018.<sup>126</sup>

Between 2017 and 2020, Sandwell saw a decrease in unemployment, going from having the highest unemployment out of the four areas in 2017, to just above the national average in 2020.<sup>127</sup>

Between 2016 and 2020, unemployment in the West Midlands has remained relatively stable just above the national average.<sup>128</sup>

### 5.5.3.3 Regional GVA per employee

Between 2016 and 2018, GVA per employee grew in Birmingham, and Sandwell by 2.0%, 10.5% respectively in real terms<sup>129</sup>, all higher than the rate of increase in the West Midlands (0.6%)<sup>130</sup> and UK (-0.1%)<sup>131</sup>.

However, in 2018, GVA per employee in these geographies remained below the average for the UK and England, with the GVA per employee in the West Midlands, Birmingham and Sandwell at £50,219, £52,277, and £48,724 respectively, compared with the GVA per employee in the UK and England at £56,387 and £57,266 respectively.

<sup>125</sup> Nomis - Official Labour Market Statistics

<sup>126</sup> Nomis - Official Labour Market Statistics

<sup>127</sup> Nomis - Official Labour Market Statistics

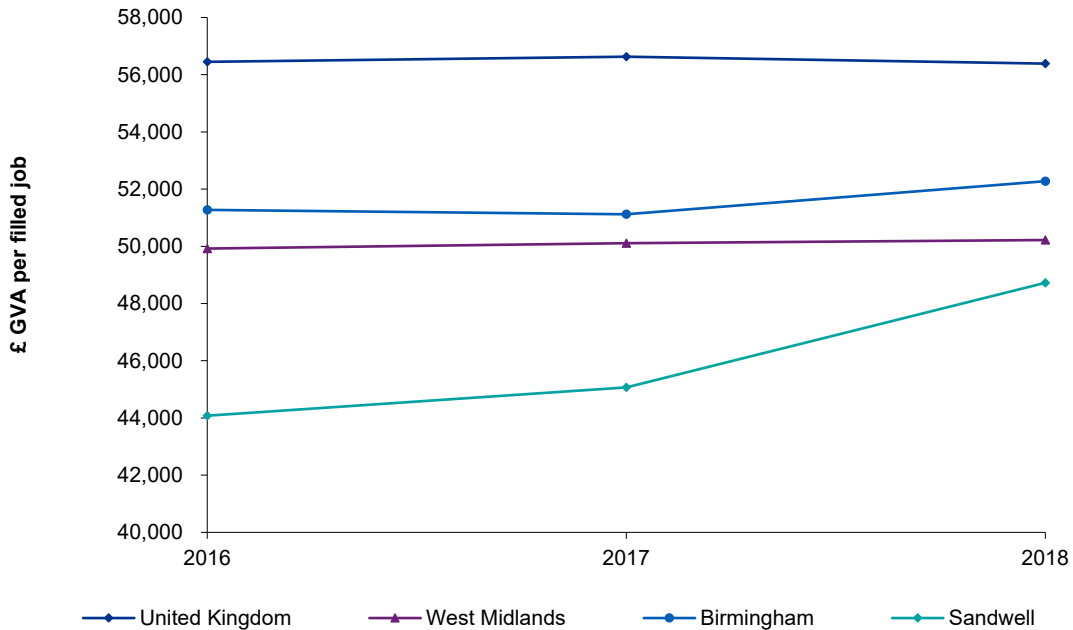
<sup>128</sup> Nomis - Official Labour Market Statistics

<sup>129</sup> See: [Subregional productivity: labour productivity indices by UK NUTS2 and NUTS3 subregions - Office for National Statistics](#)

<sup>130</sup> United Kingdom less Extra-Regio: The GVA for Extra-Regio comprises compensation of employees and gross operating surplus which cannot be assigned to regions.

<sup>131</sup> See: [Subregional productivity: labour productivity indices by UK NUTS2 and NUTS3 subregions - Office for National Statistics](#)

**Figure 43: GVA per employee in 2018 prices, 2016 to 2018**



Source: ONS<sup>132</sup>

The data shows that whilst Sandwell saw the highest rate of increase over the period, its GVA per employee remained below that of other four geographies analysed, and GVA per employee in Sandwell, Birmingham and the West Midlands consistently remained below the national averages.<sup>133</sup>

**5.5.3.4 Regional visitor spend**

Please see section 7.2.3.2.

**5.6 What have been the short-term economic impacts of preparing for and staging the Games?**

**5.6.1 Key indicators**

- Net GVA generated by preparing for and staging the Games; and
- Net employment generated by preparing for and staging the Games.

**5.6.2 Why are these indicators important?**

To answer this research question, economic indicators such as the GVA generated and the employment supported while preparing for and staging the Games will be used. These are key indicators of economic activity generated specifically from staging the Games and Games-time activity.

<sup>132</sup> [Subregional productivity: labour productivity indices by UK NUTS2 and NUTS3 subregions - Office for National Statistics](#)  
<sup>133</sup> [Subregional productivity: labour productivity indices by UK NUTS2 and NUTS3 subregions - Office for National Statistics](#)

### 5.6.3 What do the baseline data tell us?

The relevant baseline for these indicators is the period pre-Games award, prior to any activity to deliver the Games. For this period (FY 2016/17) the baseline is zero as the indicators related to outputs and outcomes specifically from the staging of the Games. Reporting on the indicators that will inform the estimated GVA and employment impact of the Games will commence, where available, in Autumn 2021.

## 5.7 *How has the procurement model used for the Games created a positive legacy and social impact?*

### 5.7.1 Key indicators

- Monetised social value generated from Games-related contracts estimated via the OC's Social Value Portal; and
- Percentage of Games suppliers that have maintained Social Value and/or Human Rights practices beyond the Games contract period .

### 5.7.2 Why is this indicator important?

Through the Social Value Programme, the Games aims to embed social value into procurement processes, which can be adopted and maintained by businesses in their procurement and/ or by organisers of future Games or other events.

Social value is expected to be generated through commitments made by Games suppliers when securing Games-related contracts. The value of this will be monetised via the Social Value Portal to estimate the combined social value generated through these contracts.

It is not only the activity during the Games that is important. Therefore to answer this research question the number of suppliers which maintain the relevant Social Value or Human Rights practices beyond the Games will be monitored to assess the legacy of the programme.

### 5.7.3 What do the baseline data tell us?

Reporting on the Social Value Portal figure will commence in Autumn 2021. This will provide data, where available, relating to social value commitments generated via Games-related contracts since Birmingham was selected as the host city for the Games. As the indicators all relate specifically to output measures associated with Games delivery, the relevant baseline for FY 2016/17, prior to activity to prepare for the Games commencing, is zero.

Baseline data for the legacy element of this research question will be established as part of the business survey undertaken for the purpose of the evaluation in summer 2022. This survey will capture information on social value practices in businesses/ organisations prior to any engagement with the Games (as a baseline) in addition to information on if, and how, practices have changed since.

## 6 Be a Catalyst for Change mission pillar

**Headline research question:** *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?*

### 6.1 Summary of what the baseline data tell us

- The Games seeks to regenerate the Perry Barr neighbourhood by undertaking a series of improvements.
- Perry Barr is in the second decile of the Index of Multiple Deprivation (IMD)<sup>134</sup> meaning it is one of the 20% most deprived areas the UK.
- Based on the 2021 residents survey, Perry Barr resident respondents reported a higher mean life satisfaction rating of 6.9 compared to Birmingham as a whole (average score of 6.7) and Sandwell (6.3).
- Based on this residents survey, in 2021:
  - around half of Perry Barr residents agreed they were satisfied with the housing provision in the area (49%), in line with results from Birmingham and Sandwell;
  - more than half of residents in Perry Barr (58%) were satisfied with access to green space in their local area, although this was lower than for Birmingham and Sandwell (66% and 67% respectively);
  - 68% were satisfied with public transport services, compared to 70% for Birmingham and 62% for Sandwell.;
  - however, only 38% of Perry Barr residents agreed they were satisfied with local facilities for sport, fitness and physical activity e.g. leisure centres, gyms, park pitches, tennis courts, community centres, compared to 55% in Birmingham and Sandwell.
- In terms of environmental sustainability, the Games seeks to increase use of green transport, as well as embedding behavioural change in relation to wider environmental sustainability practices.
- In the West Midlands there has been growth in the number of trips walked or cycled between 2016 and 2019, however West Midlands performs less well than the national average in terms of levels of active travel.
- Conversely, the West Midlands has seen a decline in the number of trips taken by public transport between 2016 and 2019, with the average number of trips per year in the West Midlands falling by almost 20% compared with a fall in England of about 8% over this period. The average number of trips per year per person by public transport was also continuously lower in the West Midlands during this time compared to England.
- The Games also aims to embed behaviour change in terms of accessibility and inclusion. Evidence from the 2021 residents survey shows that around half (48%) of resident respondents from Birmingham with a disability agreed that they felt included and part of their local community.

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<sup>134</sup>‘The Index of Multiple Deprivation (IMD) is the official measure of relative deprivation in England. It follows an established methodological framework in broadly defining deprivation to encompass a wide range of an individual’s living conditions.’ See: [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/835115/loD2019\\_Statistical\\_Release.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/835115/loD2019_Statistical_Release.pdf)



## 6.2 *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?*

### 6.2.1 **Key indicators**

- Percentage of survey respondents who feel included and part of their local community;
- Percentage of ticket holders who have accessibility needs or a disability; and
- Percentage of local businesses that have made positive changes to accessibility and inclusion policies.

### 6.2.2 **Why are these indicators important?**

The Games, through the Accessibility and Equality, Diversity and Inclusion (EDI) Programme, aims to deliver a barrier free Games, so that people of every ability can enjoy the experience. The intended legacy is to improve representation of priority groups in community activities.

A combination of subjective measure (i.e. extent to which respondents feel included; and business views), together with Games monitoring data will be used to answer this research question.

### 6.2.3 **What do the baseline data tell us?**

#### 6.2.3.1 **Percentage of survey respondents who feel included and part of their local community**

Data from the 2021 residents survey shows that 50% of Birmingham residents<sup>135</sup> and 35% of Sandwell residents<sup>136</sup> who took part in the survey agree that they feel included and part of their local community.

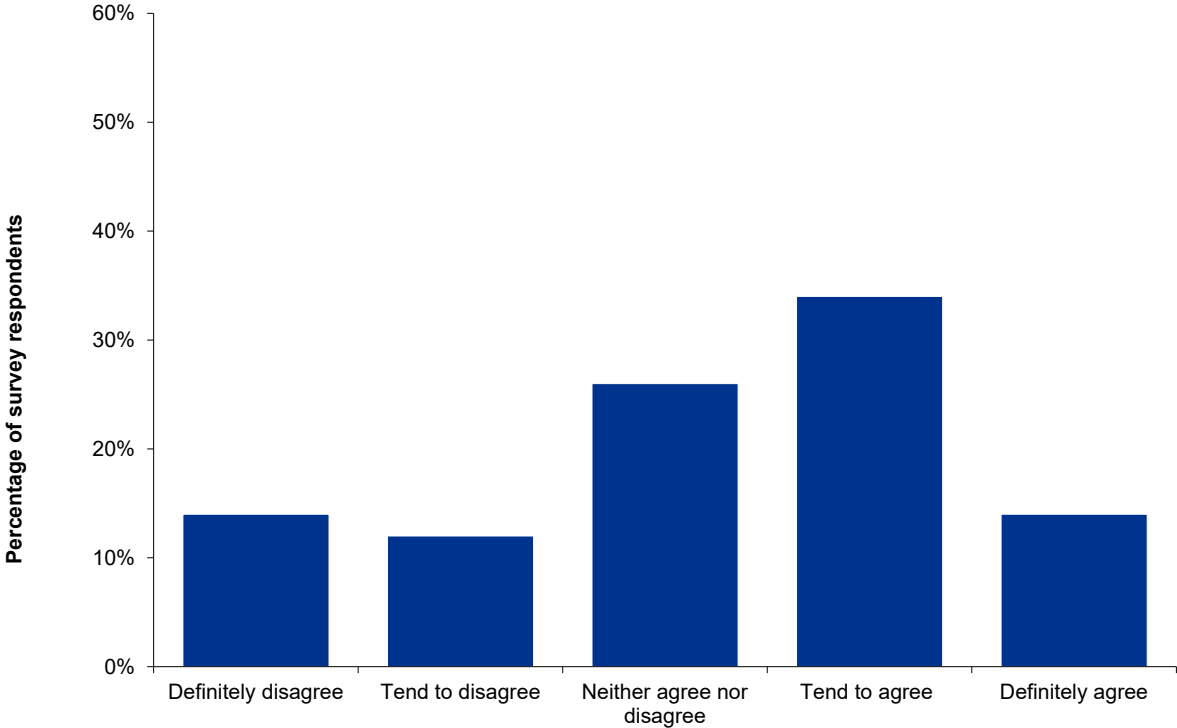
In relation to issues of accessibility specifically, data from the 2021 residents survey shows that around half (48%) of respondents from Birmingham with a disability agreed that they felt included and part of their local community. This was broadly in line with results from across the survey population.

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<sup>135</sup> Out of a sample size of 489

<sup>136</sup> Out of a sample size of 51

**Figure 44: Percentage of survey respondents with a disability who feel included and part of their local community, 2021**



Source: 2021 residents survey

**6.3 In what ways has delivery of the Games made a positive contribution and/or legacy in terms of environmental sustainability for the area?**

**6.3.1 Key indicators**

- Number of trees planted;
- Games-time carbon efficiency improvements;
- Games-time volume of waste that goes to landfill;
- Games-time air quality; and
- Percentage of survey respondents who are satisfied with access to green spaces in local area.

**6.3.2 Why are these indicators important?**

Led by the Organising Committee, the Environmental Sustainability Programme objectives are to: minimise the carbon emissions generated from the Games and create a carbon neutral legacy; promote circular economy solutions to minimise waste and divert waste from landfill; and increase environmental conservation and biodiversity.

The indicators selected capture impacts across these themes including measures of carbon emissions at the regional level and improvements to biodiversity through measures of the number trees planted and residents’ satisfaction with green space.

In addition, the short term impact of the Games will be reported based on Game-time monitoring of net carbon emissions, Games-time air quality and Games-time waste that goes to landfill.

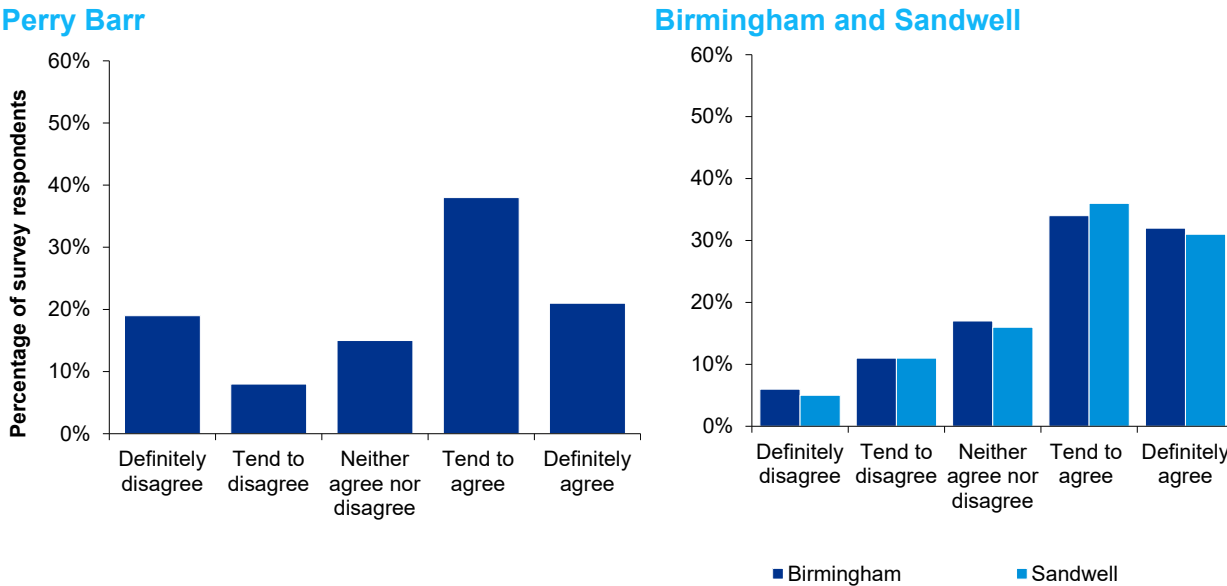
### 6.3.3 What do the baseline data tell us?

#### 6.3.3.1 Percentage of survey respondents who are satisfied with access to green spaces in local area

In the 2021 residents survey, 58% of resident respondents from Perry Barr<sup>137</sup> agreed that they were satisfied with the access to green space in their local area. However, 26% of Perry Barr residents disagreed.<sup>138</sup>

This compares to 66% of resident respondents from Birmingham<sup>139</sup> and 67% of residents from Sandwell<sup>140</sup> who agreed they were satisfied with access to green space in their local area.<sup>141</sup>

**Figure 45: Percentage of survey respondents who are satisfied with access to green spaces in local area, 2021**



Source: 2021 residents survey

## 6.4 To what extent have the infrastructure investments in the Games contributed to the regeneration of Perry Barr and the wider area?

### 6.4.1 Key indicators

- Percentage of survey respondents who are satisfied with access to green spaces in local area;
- Percentage of survey respondents who are satisfied with housing provision in local area; and
- Percentage of survey respondents who are satisfied with sports facilities in the local area.

### 6.4.2 Why are these indicators important?

Through the Perry Barr regeneration programme, the B2022 Commonwealth Games aims to deliver 1,400 new homes enhanced by leisure facilities, green spaces, a secondary school, affordable housing,

<sup>137</sup> Out of a sample size of 53 residents

<sup>138</sup> Evaluation Residents Survey

<sup>139</sup> Out of a sample size of 494 residents

<sup>140</sup> Out of a sample size of 55 residents

<sup>141</sup> 2021 residents survey

upgrades to Perry Barr railway station and bus interchange and major highways and transport interventions.

The economic impact of this regeneration will be measured based 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.

Therefore reported satisfaction with key characteristics of the local area which would be expected to be impacted by regeneration will be measured as an indicator of progress towards successful regeneration.

### **6.4.3 What do the baseline data tell us?**

#### **6.4.3.1 Percentage of survey respondents who are satisfied with access to green spaces in local area**

See Section 6.3.3.1.

#### **6.4.3.2 Percentage of survey respondents who are satisfied with housing provision in local area**

In response to the question in the 2021 residents survey, 49% of residents from Perry Barr<sup>142</sup> agreed that they were satisfied with housing provisions in their local area. 27% of Perry Barr residents disagreed but 37%, said they tend to agree that they were satisfied with housing provisions in their local area.<sup>143</sup>

This compares to 55% of residents from Birmingham<sup>144</sup> and 48% of residents from Sandwell<sup>145</sup> who agreed that they are satisfied with housing provisions in their local areas.

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<sup>142</sup> Out of a sample size of 49 residents

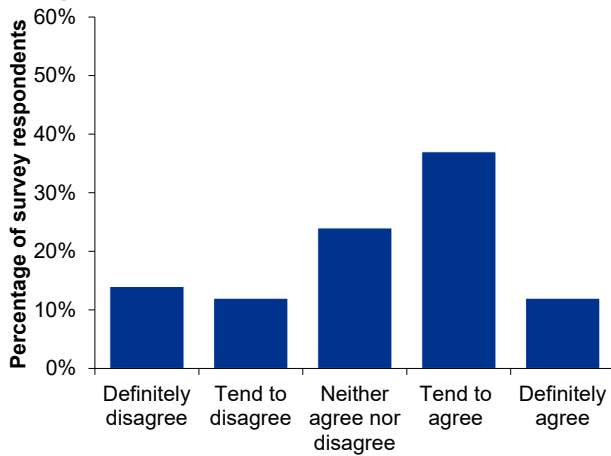
<sup>143</sup> Evaluation Residents Survey

<sup>144</sup> Out of a sample size of 472 residents

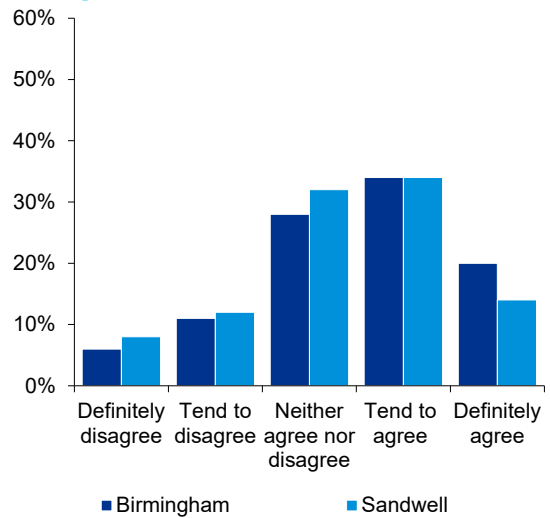
<sup>145</sup> Out of a sample size of 50 residents

**Figure 46: Percentage of survey respondents who are satisfied with housing provision in local area, Perry Barr, 2021**

**Perry Barr**



**Birmingham and Sandwell**



Source: 2021 residents survey

**6.4.3.3 Percentage of survey respondents who are satisfied with sports facilities in the local area**

In the 2021 residents survey, 38% of residents from Perry Barr<sup>146</sup> agreed that they were satisfied with local facilities for sport, fitness, and physical activity (e.g. leisure centres, gyms, park pitches, tennis courts, community centres), however, 28% disagreed.<sup>147</sup>

This compares to 55% of residents from Birmingham<sup>148</sup> and 55% of residents from Sandwell<sup>149</sup> who agreed that they were satisfied with local facilities for sport, fitness and physical activity.

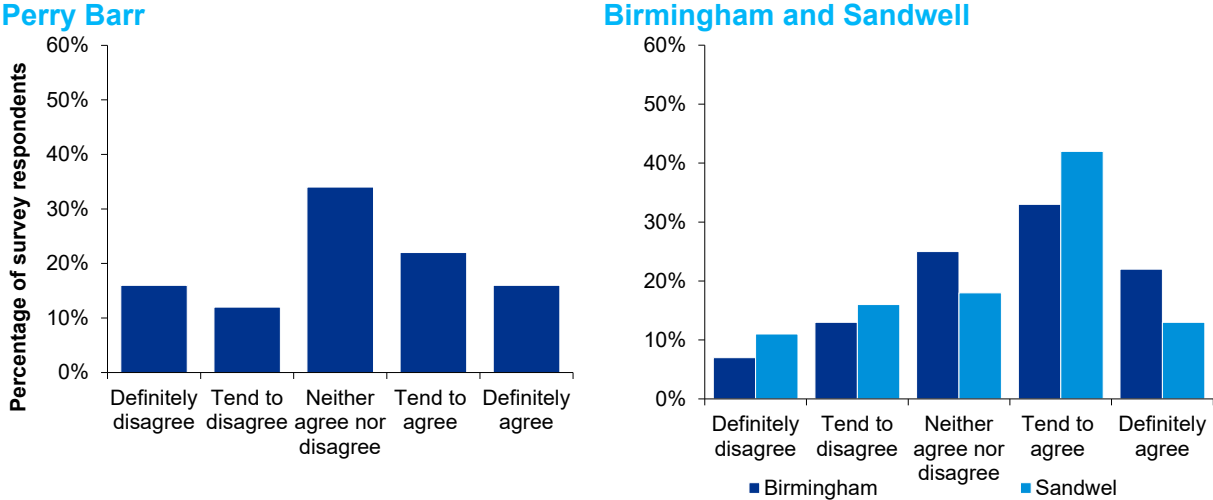
<sup>146</sup> Out of a sample size of 50 residents

<sup>147</sup> Evaluation Residents Survey

<sup>148</sup> Out of a sample size of 479 residents

<sup>149</sup> Out of a sample size of 55 residents

**Figure 47: Percentage of survey respondents who are satisfied with sports facilities in the local area, 2021**



Source: 2021 residents survey

**6.5 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?**

**6.5.1 Key indicators**

- Percentage of survey respondents who are satisfied with public service transport/links in local area; and
- Number of annual trips, split by mode.

**6.5.2 Why are these indicators important?**

The Games-time transport plan aims to encourage public transport and active travel solutions to reach the Games venues, accommodation, and attractions. By changing travel habits during the Games, the Investment and Built Environment Programme aims to be a catalyst towards longer-term behavioural change for public transport use and active travel solutions.

A combination of subjective measures of improved infrastructure and services (e.g. satisfaction with public transport services) together with national statistics on use of public transport (number of trips by mode) will be used to assess this question.

**6.5.3 What do the baseline data tell us?**

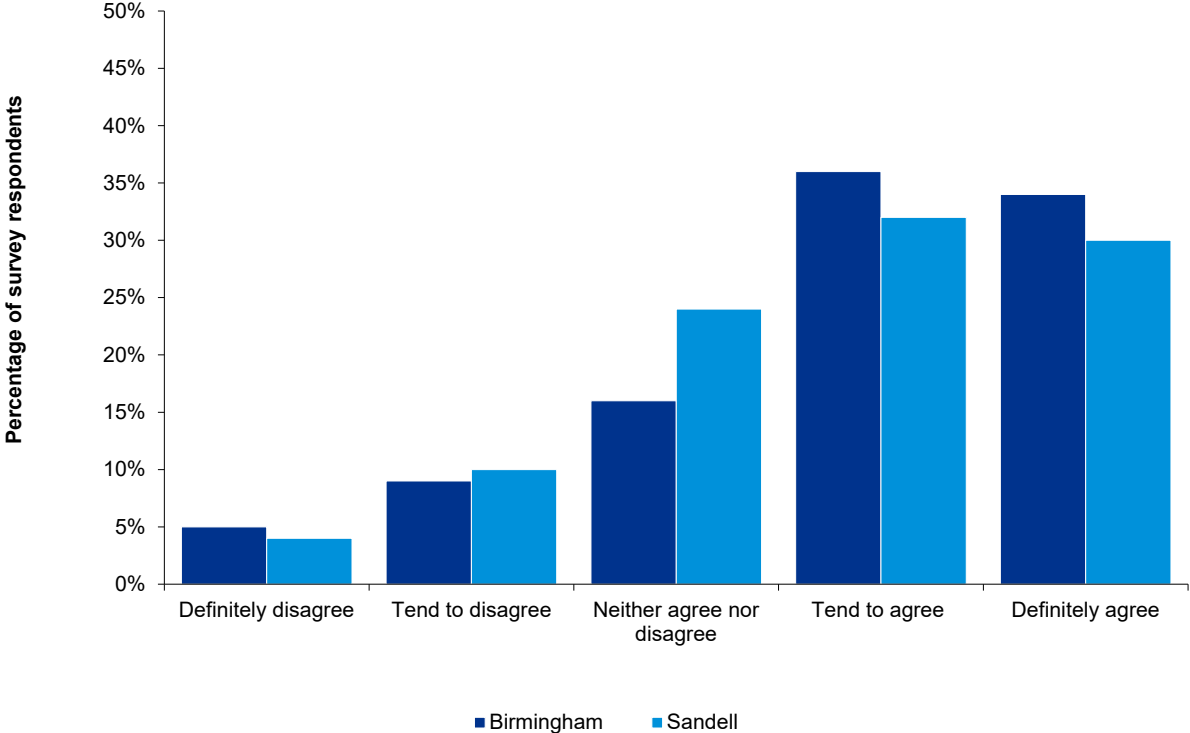
**6.5.3.1 Percentage of survey respondents who are satisfied with the public transport services/links in the local area**

Data from the 2021 residents survey shows that 70% of resident respondents from Birmingham<sup>150</sup> and 62% of resident respondents from Sandwell<sup>151</sup> agreed that they were satisfied with the public transport services/links in their local area. 13% of residents from Birmingham and 14% of residents from Sandwell

<sup>150</sup> Out of a sample size of 486 residents  
<sup>151</sup> Out of a sample size of 50 residents

disagreed but the majority of residents from both areas said they tend to agree that they were satisfied with the public transport services/links in their local area.<sup>152</sup>

**Figure 48: Percentage of survey respondents who are satisfied with the public transport services/links in the local area, 2021**



Source: 2021 residents survey

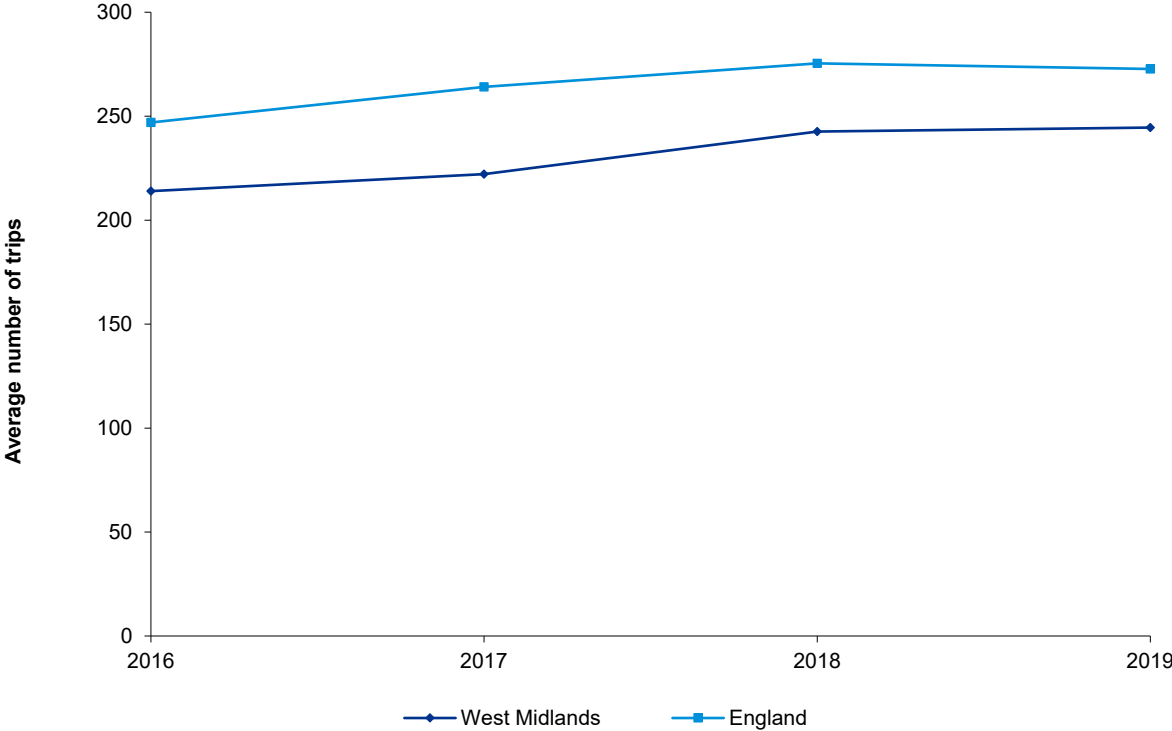
**6.5.3.2 Number of annual trips, split by mode**

Between 2016 and 2019, the average number of trips per person per year by active travel<sup>153</sup> in the West Midlands rose by 14.3%, from an average of 214 trips per person in 2016 to an average of 245 trips per person in 2019.<sup>154, 155</sup>

However, despite having a larger increase than for England, between 2016 and 2019, the West Midlands consistently had a lower average number of trips per person per year by active travel than the national average for England.<sup>156</sup>

<sup>152</sup> Evaluation Residents Survey  
<sup>153</sup> Trips made by walking or cycling on a bicycle  
<sup>154</sup> See: [Department for Transport - Regional & Mode of Transport](#), Average number of trips (trip rates) by main mode, region and Rural-Urban Classification2: England, 2002/2003 onwards  
<sup>155</sup> A new methodology relating to how short walk data is collected was implemented by the Department for Transport in 2017. This may have contributed to the increase in the number of active travel trips between 2016 and 2017.  
<sup>156</sup> Ibid.

**Figure 49: Average number of trips per person per year by active travel, 2016 to 2019**



Source: Department for Transport<sup>157</sup>

Between 2016 and 2019 the average number of trips per year per person by public transport<sup>158</sup> in the West Midlands fell by 19.55% compared with a fall in England overall of 7.9%.<sup>159</sup>

The average number of trips per year per person by public transport was also continuously lower in the West Midlands during this time compared to England.<sup>160</sup>

<sup>157</sup> Department for Transport - Regional & Mode of Transport, Average number of trips (trip rates) by main mode, region and Rural-Urban Classification2: England, 2002/2003 onwards

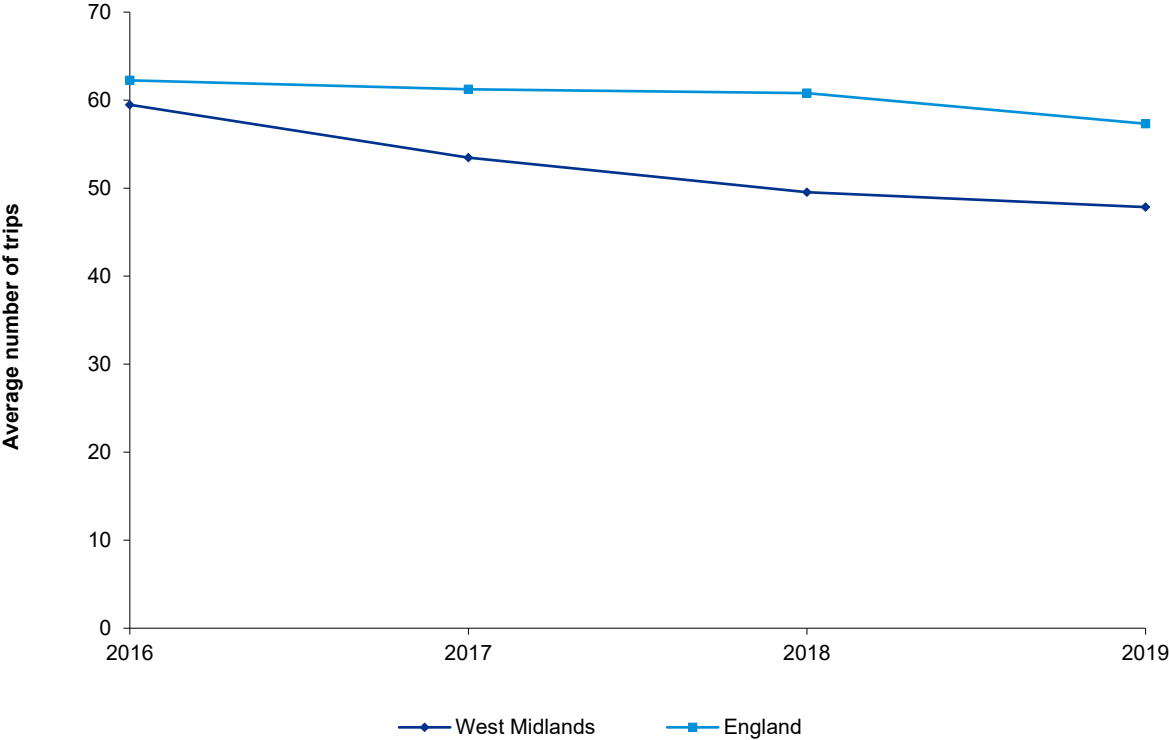
<sup>158</sup> Public transport is defined as other local bus services, non-local bus services, surface rail, and other public transport

<sup>159</sup> Department for Transport - Regional & Mode of Transport, Average number of trips (trip rates) by main mode, region and Rural-Urban Classification2: England, 2002/2003 onwards

<sup>160</sup> Department for Transport - Regional & Mode of Transport, Average number of trips (trip rates) by main mode, region and Rural-Urban Classification2: England, 2002/2003 onwards



Figure 50: Average number of trips per person per year by public transport, 2016 to 2019



Source: Department for Transport<sup>161</sup>

<sup>161</sup> Department for Transport - Regional & Mode of Transport, Average number of trips (trip rates) by main mode, region and Rural-Urban Classification2: England, 2002/2003 onwards

## 7 Put us on the Global Stage mission pillar

**Headline research question:** *To what extent has the Games contributed to a stronger global brand and positive image of Birmingham, the West Midlands, and the UK?*

### 7.1 Summary of what the baseline data tell us

Baseline data in relation to the global brand and image of Birmingham and the West Midlands are not available at this point but are expected to be captured by perception surveys as part of the Business and Tourism Programme evaluation. Relevant baseline data captured as part of the Business and Tourism Programme evaluation will be included in the baseline update which will be undertaken in 2022.

### 7.2 *Has the Games stimulated greater awareness of Birmingham, the West Midlands, and the UK from global audiences?*

#### 7.2.1 Key indicators

- Proportion of investment intermediaries with a good level of awareness of the UK and the region as an investment option;
- Proportion of businesses in target markets with a good level of awareness of the UK and the region as a trading partner; and
- Proportion of leisure travellers with a good level of awareness of the UK and the region as a leisure tourism destination.

#### 7.2.2 Why are these indicators important?

The Games aims to generate greater awareness of Birmingham, the West Midlands and the UK, primarily in order to attract tourism, trade and investment. Indicators have been selected to capture awareness in these main areas.

### 7.3 *To what extent has the Games created more positive perceptions of the Birmingham and West Midland brand for UK and international audiences?*

#### 7.3.1 Key indicators

- Percentage of respondents that have a positive sentiment about Birmingham, West Midlands and the UK, split by target audience

#### 7.3.2 Why are these indicators important?

As well as increased awareness, Games Partners want to leverage the Games to generate a positive image of Birmingham, the region and the UK. As a headline measure of change in relation to this we will look at the overall level of positive sentiment among UK and international audiences through the Business and Tourism Programme perceptions survey.

# Literature review summary

# Literature review summary contents

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# 1 Literature review summary

As part of the development of the Evaluation Framework for the Birmingham 2022 Commonwealth Games an initial literature review of key existing research that is relevant for the evaluation process has been undertaken.

This annex should be read alongside the Evaluation of the Birmingham 2022 Commonwealth Games Pre-Games Evaluation Framework and Baseline Report ('the Evaluation Framework').

The literature review was designed to serve a number of purposes:

- Identification of existing knowledge on legacy and impact evaluation and the lessons learned from previous major sporting events.
- Gathering evidence and insights to inform the development and implementation of the Evaluation Framework, including in relation to appropriate approaches and methodologies to employ.
- Identifying research methods that are suitable for evaluations such as this, in particular, what primary data collection will be required.
- Developing an understanding of the range of issues, challenges and opportunities associated with evaluations of impact and of major event legacies.

The literature review will be updated periodically up to the point at which the one-year post-Games evaluation is conducted, such that any new evidence and information that becomes available are analysed and the findings feed into the overall evaluation analysis and approach as appropriate.

## 1.1 Approach to conducting the literature review

As noted above, the purpose of the literature review is to draw on key existing primary and secondary research that is relevant for the legacy and impact evaluation of major sporting events to inform the overall evaluation of the Games.

A scoping review method was utilised, guided by the Arksey and O'Malley's (2005)<sup>162</sup> framework, that allows the assessment of emerging evidence to rapidly map the key concepts underpinning a research area and the main sources and types of evidence available.

Whilst different types of reviews have been conducted on the topic of legacies and impacts of major sporting events, the understanding of how to rigorously evaluate the evidence in relation to impact and legacy arising from the hosting of events remains limited, in particular in relation to the evaluation of legacy. Therefore, scoping reviews are appropriate for providing an initial indication of the potential size and nature of the extant literature on a broad topic (Daudt et al., 2013)<sup>163</sup>. They can also serve as a first step for the establishment of the information necessary to move forward with future research (Peterson et al., 2016)<sup>164</sup>.

In anticipation of a considerable number of relevant studies being stored in the grey literature (materials and research that are published outside of academic publishing channels), scoping reviews offer rigorous and transparent approaches to identify and analyse relevant literature from both academic and grey

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<sup>162</sup> Arksey H, O'Malley L. Scoping studies: towards a methodological framework. *International Journal of Social Research Methodology: Theory and Practice*. 2005;8(1):19–32. DOI: 10.1080/1364557032000119616

<sup>163</sup> Daudt HM, van Mossel C, Scott SJ. Enhancing the scoping study methodology: a large, inter-professional team's experience with Arksey and O'Malley's framework. *BMC Medical Research Methodology*. 2013;13:48. DOI: 10.1186/1471-2288-13-48

<sup>164</sup> Peterson, J., Pearce, P. F., Ferguson, L. A., & Kangford, C. A. (2016). Understanding scoping reviews. Definition, purpose, and process. *Journal of the American Association of Nurse Practitioners*, 29(1), 12–16. <https://doi.org/10.1002/2327-6924.12380>

sources (Daudt et al., 2013)<sup>165</sup>. Compared to other literature review approaches (e.g., systematic reviews), scoping reviews can include a greater range of study designs and methodologies (Pham et al., 2014)<sup>166</sup>. A key function of scoping reviews is to identify potential implications for practice and research.

While it is important to assess the quality of all literature included in the review, this process is particularly important for grey literature which is less likely to have been peer-reviewed prior to publication.

To assess the quality of reports identified from grey literature, the United National Evaluation Group's (2010)<sup>167</sup> guidance on a quality checklist for evaluation reports was followed. With regards to the quality assessment of academic studies, Frost et al.'s (2016)<sup>168</sup> meta-method approach was used to check qualitative studies, the National Collaborating Centre for Methods and Tools (2008)<sup>169</sup> guidance was used to assess the quantitative studies, and both approaches were used to review the identified mixed-methods studies.

## 1.2 Search method, criteria and results

The Colquhoun et al (2014)<sup>170</sup> framework was deployed for criteria refinement. Two reviewers followed the criteria detailed below, as defined in the Colquhoun et al's (2014) framework, and independently screened data for inclusion and exclusion as part of a five-stage process:

### 1 Identification of research question:

Main Research Question: *What is known from the existing literature about legacy and/ or impact evaluation of major sporting events?*

Sub-questions:

- (i) What types of legacy and/ or impact areas have been included in the evaluations that have been conducted?
- (ii) What is the nature of the evaluation studies? (commissioned studies, independent research or self-evaluation)?
- (iii) What types of evaluation/ assessment have been done and using which theoretical principles (if any)?
- (iv) What are the key findings?
- (v) How robust/ valid are the methodologies deployed?
- (vi) What are the potential implications for future evaluation practice and research?

### 2 Determination of relevant types of studies, including identification of databases and inclusion criteria to be applied. See Table 20 for more details.

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<sup>165</sup> Daudt HM, van Mossel C, Scott SJ. Enhancing the scoping study methodology: a large, inter-professional team's experience with Arksey and O'Malley's framework. *BMC Medical Research Methodology*. 2013;13:48. DOI: 10.1186/1471-2288-13-48

<sup>166</sup> Pham, M. T., Rajić, A., Greig, J. D., Sargeant, J. M., Papadopoulos, A., & McEwen, S. A. (2014). A scoping review of scoping reviews: advancing the approach and enhancing the consistency. *Research synthesis methods*, 5(4), 371–385. <https://doi.org/10.1002/jrsm.1123>.

<sup>167</sup> UNEG. (2010). Quality checklist for evaluation reports. Retrieved on 1 May 2021.

<http://www.unevaluation.org/document/detail/607>

<sup>168</sup> Frost, J., Garside, R., Cooper, C., & Britten, N. (2016). Meta-study as diagnostic: Toward content over form in qualitative synthesis. *Qualitative Health Research*, 26, 307–319. <http://dx.doi.org/10.1177/1049732315619381>.

<sup>169</sup> National Collaborating Centre for Methods and Tools (2008). Quality assessment tool for quantitative studies. (Updated 13 April 2010) Retrieved from. Hamilton, ON: McMaster University <http://www.nccmt.ca/resources/search/14>.

<sup>170</sup> Colquhoun, H. L., Levac, D., O'Brien, K. K., Straus, S., Tricchio, A. C., Perrier, L., Kastner, M., & Moher, D. (2014). Scoping reviews: Time for clarity in definition, methods, and reporting. *Journal of Clinical Epidemiology*, 67, 1291–1294. <http://doi.org/10.1016/j.jclinepi.2014.03.013>

- 3 Study selection following two steps for screening:
  - (i) Screening the relevance of titles and abstracts
  - (ii) 'Screening the full-text articles for relevant for study inclusion, assessing the quality of articles by following the guidances set out in Section of 1.1 (in particular excluding those academic studies failed to engage with any kind of evaluation theories), and extracting study characteristics.'
- 4 Recording the data (studies and reports) in a literature review database, using an excel template.
- 5 Collating, summarising and reporting data.

Table 20 sets out the key sources of existing primary and secondary research and data that were used for the literature review.

**Table 18: Literature Review data sources**

Grey literature	Academic databases
CGFP database	SPORTDiscus
4global database	Scopus
Gamesbids.com	Web of Science
Aroundtherings.com	Science Direct
Sportcal.com	Major sport management journals, including:
Insidethegames.com	— Sport Management Review
Sportbusiness.com	— Journal of Sport Management
Google	— European Sport Management Quarterly
Event official websites	— International Journal of Sport Policy and Politics
	— Communication and Sport
	— Event Management
	— International Journal of Event and Festival Management
	— Leisure Studies

Several search terms and inclusion criteria relating to the topic were then used in steps 2 and 3 of the process detailed above to extract data. The inclusion criteria are detailed in Table 21.

**Table 19: Literature review inclusion criteria**

Inclusion criteria	
	<ol style="list-style-type: none"> <li>1. English language</li> <li>2. No limits on subject or type placed on the database search</li> <li>3. Time frame: 2002 – date of review</li> <li>4. For academic literature: Peer-reviewed journal articles</li> <li>5. For grey literature: Not include news articles.</li> </ol>

#### Search queries / terms

'legacy\* or impact\* or effect\* or benefit\* or value\*' AND  
'evaluation\* or assess\* or monitor\* or measure\*' AND 'major  
sport\* event\* or mega sport\* event\*'

The application of these search terms generated a total of 755 academic papers and 135 reports returns. After removing the duplicates, 733 papers and 135 reports were screened and checked for relevance. Following this step, 41 papers and 29 reports were identified and reviewed by the research team. After quality assessment, 34 academic papers and 20 reports were included for detailed reviews (please see Appendix 1 for the full list).

### 1.3 Summary of scoping review findings

Set out below are the key findings from the literature review. Further details of the findings of the review are documented in the literature review database.

The subsections below provide an overview of the legacy and impact evaluation work identified through the review, followed by summary findings in relation to each of the research sub-questions for the review (as detailed in Section 1.2 above).

#### 1.3.1 Overview of legacy and impact evaluation activity

As noted by Chen and Henry (2020)<sup>171</sup>, the last decade has seen burgeoning research interest in the measurement and evaluation of the legacies and impacts produced by sporting events on various scales. Such an increased research interest is partly because of the ever-increasing cost of hosting sporting events (particularly for mega sporting events) and partly because of the subsequent attention and scrutiny from stakeholders on the sustainability and durability of the benefits generated, as explained by Preuss (2015)<sup>172</sup>.

Three prominent focused areas of the legacy or impact analysis published in academic database that included in this review are: economic cost-benefit analysis of events; tourism impacts; and public life. Other specific aspects that have gained some attention in the literature include health; political and cultural benefits; and environmental impacts. The sustainability of event legacies and impacts as well as events' impacts on peace making and reconciliation are seldom assessed. In general, in the academic studies and reports reviewed, tangible outcomes are distinguished from intangible outcomes. Intangible (e.g., sociocultural) benefits are considered much more difficult to measure (Scheu & Preuss, 2017)<sup>173</sup>, and their net impact assessment is more challenging than for tangible (economic and tourism) evaluations, for which assessment criteria are more established (Chen, 2018; Weed, 2015)<sup>174</sup>. Hence the quality of those intangible legacy assessments varies.

It is also clear from the studies and reports reviewed in the scoping review process that for most major and mega sporting events, multiple legacy/ impact objectives exist. This generates evaluation complexity in at least three areas:

<sup>171</sup> Chen, S., & Henry, I. (2020). Assessing Olympic legacy claims: Evaluating explanations of causal mechanisms and policy outcomes. *Evaluation*, 26(3), 275-295. <https://doi.org/10.1177/1356389019836675>.

<sup>172</sup> Preuss, H. (2015). A framework for identifying the legacies of a mega sport event. *Leisure Studies*, 34(6), 643–664.

<sup>173</sup> Scheu, A., & Preuss, H. (2017). *No 14: The legacy of the Olympic Games from 1896 - 2016: A systematic review of academic publications*

(Mainzer papers on sport economics and management, Issue. [https://www.sport.uni-mainz.de/Preuss/Download%20public/Working%20Paper%20Series/Working\\_Paper\\_No\\_14\\_Legacy%20Review.pdf](https://www.sport.uni-mainz.de/Preuss/Download%20public/Working%20Paper%20Series/Working_Paper_No_14_Legacy%20Review.pdf)

<sup>174</sup> Chen, S. (2018). Sport policy evaluation: what do we know and how might we move forward? *International Journal of Sport Policy and Politics*,

10(4), 741-759. <https://doi.org/10.1080/19406940.2018.1488759>; Weed, M. (2015). Assessing gross and net impacts of mega events: The

London legacy supra-evaluation. Paper presented at the European Sport Management Conference, Dublin.



- 1 In developing criteria for measuring legacy/impact outcomes.
- 2 In deciding the timeframe for evaluation given how legacies/ impacts evolve over time and potentially change from positive to negative (e.g., the construction of facilities might generate a positive impact before and during an event but, if poorly managed, attract 'white elephant' criticism after the event).
- 3 In fully assessing major sporting events'-associated legacies/ impacts because unanticipated [unrecognised] outcomes might occur.

In addition, in the studies and reports reviewed, different interpretations of legacy exist for different events. Whilst the majority of academic studies consider both the positive and the negative legacies, evaluation reports published in grey literature tend to report a generally positive picture of Olympic legacies/ impacts. In these reports, terms such as impact, value, benefit, and legacy are used interchangeably, which creates a lack of clarity as to what has actually been measured.

In addressing the above-defined sub-questions for conducting this scoping review (p.2, Section 1.2), the following sections provide a summary report of the key findings.

### **1.3.2 Sub-question (i) of the scoping review: Types of legacy and impact areas included in existing evaluations**

In grey literature, most of the formal reports from major sporting events provide a longitudinal analysis of changes for a range of indicators, encompassing three major areas of assessment:

- economic impacts
- social impacts
- environmental impacts

For the Commonwealth Games specifically, based on our review, previous Commonwealth Games evaluation reports also devote their attention to the impact and legacy areas of:

- business and trade
- tourism
- employment and skills development
- urban regeneration
- cultural benefits
- city image management and branding
- sport, health and wellbeing
- volunteering
- community inclusion and cohesion

### **1.3.3 Sub-question (ii) of the scoping review: Nature of the evaluation studies**

In terms of the nature of the evaluation studies, whilst all academic studies were conducted independently, the forms of the evaluation practice identified from grey literature remain varied.

Some reports appear to adopt an in-house evaluation exercise (see e.g., the Delhi 2010 Commonwealth Games report, within which a section of the Games legacy was provided).

Some used a hybrid model where a part of the evaluation practice was done independently by academics and/or consultants, and their findings were fed into the overall evaluation reports (see e.g., the Glasgow 2014 Commonwealth Games' and the 2018 Gold Coast Commonwealth Games' legacy evaluations).

Other organising committees and/ or host government departments/ agencies commissioned independent evaluation teams (see e.g., Grant Thornton's work on the evaluation of the London 2012 Games impacts, and KPMG's work on the economic impact analysis of the Melbourne 2006 Commonwealth Games) for the whole evaluation projects.

#### 1.3.4 Sub-questions (iii and iv) of the scoping review: Approaches and theories used for evaluation and key findings of each legacy and/or impact theme

Based on our review, a majority of the legacy evaluation studies have conducted impact/ outcome-based evaluation of legacies/ impacts, while very few process-based evaluations of legacies/ impacts were conducted (except the meta-evaluation work of the impacts and legacy of the London 2012 Games)<sup>175</sup> or documented.

Baseline mapping and ongoing monitoring and evaluation (which typically finishes one year post Games Games) are typical approaches adopted in studies conducted by key stakeholders responsible for the planning and delivery of the Games. Academic evaluations instead often provide snapshot ex-post event assessments. Nevertheless, there is a considerable number of academic studies (n = 12) and evaluation reports (n = 15) that have gathered evidence from before and after events. Overall, post-event timeframes for evaluation are considered to be rather short (Koenigstorfer et al., 2019)<sup>176</sup>. Although scholars have debated what timeframe constitutes a 'legacy', Koenigstorfer et al's review found that the assessment of legacy occurred only four months after the event for primary-data based studies; and they propose legacy studies to be conducted at longer post-event intervals to allow legacy to manifest.

In terms of the evaluation design used for assessing the legacies and impacts of sporting events amongst the academic work, the prominent type is experimental/ quasi-experimental design evaluations (n = 16), followed by theory-based evaluations (n = 6). The rest of the academic studies either did not specify the evaluation designs used or unstructurally adopted evaluation strategies that are similar to utilisation-focused evaluations.

In addition, in the reviewed academic studies, mix-methods approaches (n = 18) are used more often for data collection, than quantitative approaches (n = 10) and qualitative approaches (n = 6).

With regards to theoretical principles used for evaluation, a large number of academic studies (particular those qualitative studies) excluded from the scoping review (screening step 2) were excluded because that they failed to engage with any kind of theories. This is consistent with the finding reported in a systematic review of sporting event legacy literature (Thomson et al., 2019)<sup>177</sup>, where the author team concluded that more than 70% (n = 226) of the articles reviewed largely neglected the use of established theoretical frameworks for facilitating impact and legacy analysis and interpretation. As pointed out by Cunningham (2013)<sup>178</sup>, the use of theories for evaluation exercises is important because these not only guide the understanding of phenomena but also help to explain why things occur (or do not occur).

Within those studies included in this scoping review, theories, e.g., social exchange theory, the triple bottom line, social capital, process/change, and behavioural change, were commonly used. Overall, legacy/ impact assessment supported by interdisciplinary or transdisciplinary researchers is mostly absent.

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<sup>175</sup> Grant Thornton, Ecorys, & Centre for Olympic Studies and Research Loughborough University. (2011). Meta-evaluation of the impacts and legacy of the London 2012 Olympic Games and Paralympic Games - Report 1 and 2.

<sup>176</sup> Ibid.

<sup>177</sup> Thomson, A., Cuskelly, G., Toohey, K., Kennelly, M., Burton, P., & Fredline, L. (2019). Sport event legacy: A systematic quantitative review of literature. *Sport Management Review*, 22(3), 295-321.

<sup>178</sup> Cunningham, G. (2013). Theory and theory development in sport management. *Sport Management Review*, 16(1), 1-4.

A summary of key findings for each legacy impact theme is provided as follows:

- **Economic legacy/ impact:** Academics (Blake, 2005; Giesecke & Madden, 2007; Madden, 2002; Massiani, 2018)<sup>179</sup> <sup>180</sup>, <sup>181</sup>, <sup>182</sup> argue that computable general equilibrium<sup>183</sup> (CGE) models seem to be more reliable in terms of capturing displacement effects and inter- or multistate effects than simple input-output analysis. Other approaches used include social accounting matrixes and the direct expenditure approach.
- **Tourism and city branding legacy/impact:** Little empirical proof exists that mega-events yield national tourism gains. Accurate estimates of crowding-out, substitution, and spending-leakage effects are considered critical to tourism assessment (Fourie, Siebrits & Spronk, 2011)<sup>184</sup> and it is also considered that full cost-benefit evaluation that considers the opportunity costs and key externalities is required (Wan & Song, 2019)<sup>185</sup>. In relation to the changes of host destination image and branding, the literature shows that when events positively affect the image of the host destination, the effects are short-term<sup>186</sup> (Clark & Kearns, 2016)<sup>187</sup>; for some events, there was no change (e.g., the Pyongchang 2018 Olympics<sup>188</sup> and Rio 2016 Olympics<sup>189</sup>); or in some cases, negative impacts (Beijing 2008)<sup>190</sup> were reported. In general, the detailed mechanisms and pathways through which city rebranding through event hosting can be achieved remain unknown. Few longitudinal studies (Hahm, Tasci, & Terry, 2019 ; Tasci et al., 2019 ) assess how destination image is affected in the long term. Studies concluded that there was no significant changes in country and destination image for the case of the 2018 Winter Olympic Games (Hahm, Tasci & Terry, 2019) nor for the 2016 Summer Olympics (Tasci et al., 2019).
- **Sport and health:** Little strong evidence exists to show that sporting events can enhance mass sport participation; where sport participation has reportedly increased, it tends to be among individuals who were already regularly participating in sport and physical activity (Chen & Henry, 2015). Whilst the long-term sustainable sport participation impacts remain unclear (Ramchandani & Coleman, 2012), for disadvantaged communities, short-term positive changes have been seen in sport participation behaviours (Bell & Daniel, 2018 ). Little evidence exists regarding effects on health determinants (McCartney et al., 2013)<sup>191</sup>. In particular, the evaluation of health impacts (quality of life) typically involves subjective well-being measures (Dolan et al., 2019)<sup>192</sup>; Ma & Kaplanidou, 2016<sup>193</sup>).

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<sup>179</sup> Blake, A. (2005). *The Economic Impact of the London 2012 Olympics* (N. U. B. S. Christel DeHaan Tourism and Travel Research Institute, Trans.). Nottingham: Nottingham University.

<sup>180</sup> Giesecke, J., & Madden, J. R. (2007). *The Sydney Olympics, seven years on: an ex-post dynamic CGE assessment*. Monash University, Centre of Policy Studies and the Impact Project.

<sup>181</sup> Madden, J. R. (2002). The economic consequences of the Sydney Olympics: the CREA/Arthur Andersen study. *Current Issues in Tourism*, 5(1), 7-21.

<sup>182</sup> Massiani, J. Assessing the economic impact of mega events using Computable General Equilibrium models: Promises and compromises. *Econ. Model.* 75, 1–9 (2018).

<sup>183</sup> An economic modelling methodology that is grounded in economic theory, uses real economic data to computationally simulate the impacts of policies in the economy. It considers intersectoral linkages and opportunities costs.

<sup>184</sup> Fourie, J., Siebrits, K. & Spronk, K. Tourist displacement in two South African sport mega-events. *Dev. South. Afr.* 28, 319–332 (2011).

<sup>185</sup> Wan, S. K. & Song, H. Economic Impact Assessment of Mega-Events in the United Kingdom and Brazil. *J. Hosp. & Tour. Res.* 43, 1044–1067 (2019).

<sup>186</sup> Short-term refers to a 4-year period before and after hosting an event

<sup>187</sup> Clark, J. & Kearns, A. Going for gold: A prospective assessment of the economic impacts of the Commonwealth Games 2014 on the East End of Glasgow. *Environ. Plan. C-Government Policy* 34, 1474–1500 (2016).

<sup>188</sup> Hahm, J. (Jeannie), Tasci, A. D. A. & Terry, D. B. The Olympic Games' impact on South Korea's image. *J. Destin. Mark. & Manag.* 14, (2019).

<sup>189</sup> Tasci, A. D. A., Hahm, J. (Jeannie) & Terry, D. B. A longitudinal study of Olympic Games' impact on the image of a host country. *J. Travel & Tour. Mark.* 36, 443–457 (2019)

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<sup>192</sup> Dolan, P. et al. Quantifying the intangible impact of the Olympics using subjective well-being data. *J. Public Econ.* 177, 104043 (2019).

<sup>193</sup> Shang Chun Ma & Kyriaki (Kiki) Kaplanidou (2016) Examining the Importance of Legacy Outcomes of Major Sport Events for Host City Residents' Quality of Life.

- **Social legacy/ impact:** A consensus exists in the literature that event hosting generates positive social legacies/ impacts, although some studies (Bell & Daniels, 2018<sup>34</sup>; Mackellar & Jamieson, 2015<sup>194</sup>) have reported that this type of legacy/ impact is short term. The most examined aspects of social legacy /impact are by measuring: attitude change<sup>195</sup>; feel-good factors; psychic income<sup>196</sup>; social capital; community engagement/ cohesion; and national pride.
- **Volunteering legacy/ impact:** Compared with other event-related personnel (e.g., staff who work for event-organising committees or policy stakeholders who facilitate legacy delivery), volunteers have attracted more evaluation interest. The focus in the papers reviewed tends to be on estimating the monetary value of volunteers' work (Solberg, 2003<sup>197</sup>) and on social and personal development outcomes generated as a result of volunteering for sporting events (Mackellar & Jamieson, 2015<sup>198</sup>; McCartney, 2013<sup>199</sup>).
- **Environmental and urban regeneration legacy/ impact:** Although event hosting often triggers changes in urban infrastructure regeneration, systematic assessment and comprehensive evaluation of such impacts is rare in academic literature. Critical commentaries on urban regeneration (Clark & Kearns, 2016<sup>200</sup>; Rogerson, 2016<sup>201</sup>) and discussions of facility operation from the management perspective (Ma et al., 2011<sup>202</sup>) are the dominant types of analysis for this aspect of legacy/ impact. Similarly, the evaluation of environmental factors is generally limited<sup>203</sup> to air quality assessment (Beig et al., 2013<sup>204</sup>) and ecological footprint calculation (Collins, Jones & Munday, 2009<sup>205</sup>).
- **Policy and governance legacy/ impact:** To analyse policy and governance changes resulting from event involvement by relevant entities (e.g., host organising committees, local and national governments, and public and private agencies) and the interplay between these entities, case-study design and qualitative research methods are typically used. Findings from these assessments reveal tensions and issues relevant to partnership collaboration and strategic planning (Rogerson, 2016<sup>206</sup>), policy implementation and impact (Atkinson & De Lisio, 2014<sup>207</sup>; Jones, 2005<sup>208</sup>).

<sup>194</sup> Mackellar, J. & Jamieson, N. Assessing the contribution of a major cycle race to host communities in South Australia. *Leis. Stud.* 34, 547–565 (2015).

<sup>195</sup> Amongst this list of social impact aspects, social capital, psychic income, and national identity, all have established and validated scales (consisting of psychological dimensions to attitude measures).

<sup>196</sup> Psychic income refers to social value to local residents and non-pecuniary feel-good benefits.

<sup>197</sup> Solberg, H. A. Major sporting events: assessing the value of volunteers' work. *Manag. Leis.* 8, 17 (2003).

<sup>198</sup> Mackellar, J. & Jamieson, N. Assessing the contribution of a major cycle race to host communities in South Australia. *Leis. Stud.* 34, 547–565 (2015).

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<sup>200</sup> Clark, J. & Kearns, A. Going for gold: A prospective assessment of the economic impacts of the Commonwealth Games 2014 on the East End of Glasgow. *Environ. Plan. C-Government Policy* 34, 1474–1500 (2016).

<sup>201</sup> Rogerson, R. J. Re-defining temporal notions of event legacy: lessons from Glasgow's Commonwealth Games. *Ann. Leis. Res.* 19, 497–518 (2016).

<sup>202</sup> Shang-Chun Ma, David Egan, Ian Rotherham & Shang-Min Ma (2011) A framework for monitoring during the planning stage for a sports mega-event, *Journal of Sustainable Tourism*.

<sup>203</sup> During the data screening process, other environmental impact studies, examining the areas of the improvement of transport networks, the enhancement of the host city's landscape, or providing critical commentary on the 'white elephant' effects, did not meet the inclusion criteria or failed to pass the quality assessment, hence they were not included in this review.

<sup>204</sup> Beig, G. et al. Quantifying the effect of air quality control measures during the 2010 Commonwealth Games at Delhi, India. *Atmos. Environ.* 80, 455–463 (2013).

<sup>205</sup> Collins, A., Jones, C. & Munday, M. Assessing the environmental impacts of mega sporting events: Two options? *Tour. Manag.* 30, 828–837 (2009).

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<sup>207</sup> Atkinson, M. & De Lisio, A. Mega-Events, Sport Legacies And Sociologically Informed Impact Assessment. in *Sport, Social Development and Peace* (eds. Young, K. & Okada, C.) vol. 8 219–243 (2014).

<sup>208</sup> Jones, C. Major events, networks and regional development. *Reg. Stud.* 39, 185–195 (2005).

## 1.4 Sub-question (v) of the scoping review: Evaluation quality

McCartney et al (2010)<sup>209</sup> and Weed et al (2009)<sup>210</sup> highlighted poor quality among academic studies in the field of event legacy/ impact. However, based on a review of the methodologies used in the studies reviewed, the research team consider that the rigour of evaluations has increased slightly over the last ten years; *ad hoc* objective-based evaluation for assessing event impact has been increasingly abandoned, and engagement with theories has increased.

In relevant grey literature, the standards of evaluation reports remain varied, and rationales for the use of specific evaluation approaches are often lacking.

## 1.5 Sub-question (vi) of the scoping review: The implications for future evaluation practice

In analysing the findings of empirical evaluation studies and reports, key methodological issues that were pervasive across the field, and their implications for future evaluation practice, are highlighted below.

A number of studies (Chen & Henry, 2016<sup>211</sup>; Clark & Kearns, 2016<sup>212</sup>; Weed, 2010<sup>213</sup>) have highlighted that estimating the extent to which emerging effects are directly attributable to an event is an important aspect of event evaluation, but with some challenges. This is particularly relevant for intangible impact assessment because in these cases performing net impact evaluation<sup>214</sup> (which requires an examination of leakage, displacement, substitution, and multiplier effects) can prove difficult. Some of the ways to address attribution are referred to below.

A majority of the reviewed evaluations identify event legacies and impacts without detailing how those impacts were generated, by whom, and/ or in what circumstances. This is similar to the 'black box' issue (Scriven, 1991<sup>215</sup>), which describes the tendency of intervention evaluations to focus on effects without exploring how and why those effects are produced. In many legacy outcome evaluations, the precise generative mechanisms producing intended outcomes remain unknown. As in the case of this evaluation, this weakness in approach can be addressed through some different approaches such as the application of a theory of action which sets out the detail of specific actions or approaches within legacy programme activities needed to trigger the outputs and outcomes. Similarly the use of logic models can help to illustrate the presumed relationships, and dependencies, between programme resources (inputs), activities, outputs and various outcomes and impacts.

Where the causal processes of legacy/ impact generation have not been reported in detail, or at all, for many previous sporting events, legacy/impact success is more challenging for future hosts to replicate. Therefore there is the potential for similar unintended negative impacts and consequences from sporting events to be repeated during different events. Reporting on the impacts generated by events through more theory-based methods such as contribution analysis will help to better assess the attribution of impacts to the event and the identification of lessons learned for future hosts.

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<sup>209</sup> McCartney, G., Thomas, S., Thomson, H., Scott, J., Hamilton, V., Hanlon, P., Morrison, D. S., & Bond, L. (2010). The health and socioeconomic impacts of major multi-sport events: A systematic review. *British Medical Journal*, 340, c2369.

<sup>210</sup> Weed, M., Coren, E., Fiore, J., Mansfield, L., Wellard, I., Chatziefstathiou, D., & Dowse, S. (2009). A systematic review of the evidence base for developing a physical activity and health legacy from the London 2012 Olympic and Paralympic Games. London: Department of Health.

<sup>211</sup> 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>

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<sup>214</sup> English Partnerships. (2008). *Additionality guide - A standard approach to assessing the additional impact of interventions* London. Available from: [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/191511/Additionality\\_Guide\\_0.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/191511/Additionality_Guide_0.pdf)

<sup>215</sup> Scriven, M., 1991. *Evaluation thesaurus*. 4th. Newbury Park: SAGE.

As aforementioned, the majority of previous event evaluation studies have performed outcome-evaluations, with little engagement of process evaluation. Process evaluation not only serves the purposes of monitoring (in terms of checking the extent to which the evaluation is carried out as planned and how well the project is executed, etc.) and quality control (to ensure for example evaluation steps comply with professional standards, and independence is maintained), but also often incorporates activities such as context study<sup>216</sup> and programme theory development<sup>217</sup> that provide formative value for the evaluation work. The importance of programme theories for the study of legacy and evaluation is acknowledged in the literature (Chen, 2018<sup>218</sup>; Weed, 2014<sup>219</sup>). The application of programme theories and process evaluation adopted for this evaluation will help to address the problem that previous event evaluation research neglects the interrelationships between different types of event legacy/ impact (Koenigstorfer et al., 2019)<sup>220</sup>.

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). Some academics (Blake, 2005; Giesecke & Madden, 2007; Madden, 2002; Massiani, 2018)<sup>221 222, 223, 224</sup> argue that CGE models are more reliable in terms of capturing displacement effects and inter- or multistate effects than simple input-output analysis. However, for a short to medium term evaluation it can be argued that I-O analysis is more appropriate as dynamic adjustments, which would be captured through a CGE approach, may not yet have occurred. Furthermore, 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. In the case of the Games evaluation, detailed and bespoke modelling would need to be undertaken to provide robust assumptions to any CGE modelling, and may be subject to error if incorrectly specified.

In relation to the grey literature, the review shows that often teams undertaking the legacy planning are separate from those conducting the evaluations. This separation could arguably result in a more objective and independent evaluation although at the same time it means that there are more limited opportunities for mutual learning between the two parties (Atkinson & De Lisio, 2014)<sup>225</sup>. In addition, because some evaluation reports focus on headline results, it can remain unclear as to who (which specific social groups for example) benefit from event hosting. The timescale of those evaluations also tends to be short (most of the evaluations are conducted shortly after, or one year after, the hosting of the event). Therefore, evidence is lacking in relation to whether local people benefit from longer-term improvements in infrastructure and sport provision. If long-term empirical evaluation is not possible, identifying theory of change pathways<sup>226</sup> as adopted in this evaluation seems critical to be identified and

<sup>216</sup> The examination of contextual features in which activities are delivered means to account for the power of contextual influences over an intervention (Pawson & Tilley, 1997, Realist Evaluation)

<sup>217</sup> Programme theory refers to a set of explicit or implicit assumptions and/or mechanisms through which the intervention activities contribute to the generation of outcomes and impacts emerged.

<sup>218</sup> Ibid.

<sup>219</sup> Weed, M., 2014. Is tourism a legitimate legacy from the Olympic and Paralympic games? An analysis of London 2012 legacy strategy using programme theory. *Journal of Sport & Tourism*, 19 (2), 101–126. doi:10.1080/14775085.2015.1053968

<sup>220</sup> Ibid.

<sup>221</sup> Blake, A. (2005). *The Economic Impact of the London 2012 Olympics* (N. U. B. S. Christel DeHaan Tourism and Travel Research Institute, Trans.). Nottingham: Nottingham University.

<sup>222</sup> Giesecke, J., & Madden, J. R. (2007). *The Sydney Olympics, seven years on: an ex-post dynamic CGE assessment*. Monash University, Centre of Policy Studies and the Impact Project.

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<sup>226</sup> Theory of change refers to the central mechanism by which change comes about for individuals and communities.

understood for short- and medium-term outcome evaluations (McCartney et al., 2013)<sup>227</sup>. Thus, the understanding developed of the logic underlying outcome causation will be better able to withstand future scrutiny.

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## Appendix 1: Literature Bibliography

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