



BIRMINGHAM
2022
commonwealth
games

BIRMINGHAM COMMONWEALTH GAMES ACT REPORT

REPORTING PERIOD – JUNE 2020 TO MARCH 2021

birmingham2022.com



**Birmingham Commonwealth Games Act Report
Reporting Period – June 2020 to March 2021**

Presented to Parliament pursuant to [section 2(1) of the
Birmingham Commonwealth Games Act 2020]

Birmingham 2022 Commonwealth Games
One Brindley Place
Birmingham
West Midlands
B1 2JB

Email generalenquiries@birmingham2022.com

ISBN 978-1-3999-1657-8

Copyright © 2021 Birmingham Organising Committee for the 2022 Commonwealth Games Limited

CONTENTS

BIRMINGHAM 2022 COMMONWEALTH GAMES – PROGRESS UPDATE	3
PROMOTING THE VALUES OF THE COMMONWEALTH GAMES FEDERATION	5
ENSURING THE GAMES IS ACCESSIBLE	8
PROMOTING SUSTAINABILITY	10
MAXIMISING THE BENEFITS FOR THE GAMES	12



BIRMINGHAM 2022 COMMONWEALTH GAMES PROGRESS UPDATE

The Organising Committee for the Birmingham 2022 Commonwealth Games (the “Organising Committee”) is very pleased to be able to share with you the first Games report following the granting of Royal Assent for the Birmingham Commonwealth Games Act 2020 (the “Act”). This report includes the content referred to below which is required under the terms of Section 2 of the Act.

The aim of this report is to address the points that were raised during the Act’s passage through Parliament and to provide a response to the valuable comments and feedback that were received during this process. This report will be sent to the Secretary of State who will lay it before Parliament in accordance with the Act.

This report provides an update on the following key areas which were highlighted in Parliament and which are specifically required by the Act to be included in the report:

- An assessment of the Organising Committee’s progress towards the delivery of the Games;
- Steps taken by the Organising Committee to ensure that both its delivery of the Games promotes the values of the Commonwealth Games Federation and that Games events are accessible to people with disabilities;
- Steps taken to promote sustainability in delivery of the Games and the Organising Committee’s steps to maximise the benefits to be derived from the Games generally.

Dedicated updates, detailing our work so far on each of these areas are provided within this report.

The progress that has been made in delivering the Games during the reporting period (i.e. from 1 June 2020 to 31 March 2021) has been reassuring. We would like to thank the Organising Committee’s employees for all of their hard work and all of our partners for their tremendous support.

The global pandemic has provided challenging circumstances for many people across the region, the country, and the globe,

which is why the progress we have made is even more pleasing – despite a challenging set of circumstances, we have continued on course.

Because of the pandemic, we made a 24-hour change to the dates for the Games, with the Opening Ceremony now taking place on 28 July 2022. This change was made following detailed discussions with other event organisers and with international federations, following the postponement of the Tokyo Olympic and Paralympic Games and the subsequent impact of this on the international sporting calendar, with events scheduled for the summer of 2021 being postponed until 2022.

The effects of the pandemic resulted in a change being made as to how we will host athletes and team officials. This change means that instead of being located in one central site at Perry Barr, athletes and team officials will now be accommodated in three campus villages across the region, with some being much closer to their competition venues.

Plans for these three campus villages, which make use of existing facilities at the University of Birmingham, University of Warwick and at the NEC, are progressing well.

The important residential regeneration scheme in Perry Barr, that will see 1400 new homes built, will still be delivered by Birmingham City Council.

More details of these changes can be found in the Organising Committee’s annual report for the year ended 31 March 2020.

Since the Act received Royal Assent on 25 June 2020, we have made significant progress in a number of key areas outlined below:

- 1. Recruitment** - our recruitment programme has continued with the Organising Committee employing more than 350 people as at the end of March 2021. This includes the recruitment of 27 apprentices who started work on the Games in early 2020.
- 2. Commercial programme** - new partners for the Games have been announced during the reporting period including Longines and the University of Birmingham. New supporters include North and Severn Trent and a new provider, NVT Group, was also added during this period. Cube International was also appointed as the master licensee for the official Games merchandise.
- 3. Broadcast** - we announced the appointment of our host broadcaster for the Games, Sunset and Vine, and the BBC was also unveiled as the domestic broadcast rights holder.
- 4. Venue development** - steady progress has been made on our two major development projects - the redevelopment of the Alexander Stadium and the construction of the Sandwell Aquatics Centre. Both projects are on schedule and it is a credit to the local authorities that are leading on these projects, and their construction partners, that so much progress has been made, despite the backdrop of the global pandemic.
- 5. Venue confirmation** - we have confirmed new venues for the Games. This has included announcing that the Smithfield site in the centre of Birmingham will be transformed into the venue for beach volleyball, basketball 3x3 and wheelchair basketball 3x3. West Park in Wolverhampton and St Nicholas Park in Warwick were revealed as the start and finish venues for the road cycling events.
- 6. Competition Schedule** - the competition schedule has been developed through working with our partners and with key stakeholders, such as the International Federations for each competing sport. The schedule has been announced in phases with the daily schedule unveiled in October 2020 and the session schedule revealed in February 2021. The full event schedule will be unveiled following the reporting period of this report.
- 7. Medal Event Programme** - the detail of the individual events for each sport that will be included in the Games was unveiled in October 2020. The publication of this information provided confirmation that there are more medal events for women than men at the Games - the first time in history that this has been achieved.
- 8. Cultural festival** - Plans are being fully developed for the six-month cultural festival for the Games, which will be held from March to September 2022, and is expected to reach over 2.5 million people. £6 million of funding has been awarded to the festival by Arts Council England and the National Lottery Heritage Fund and the Organising Committee is very grateful for their support.
- 9. Legacy Plan** - the partnership's legacy plan for Birmingham 2022 was published in March 2021. The plan outlines a series of firsts for the Games that will leave a lasting, positive impact on jobs, skills, education, culture, physical activity and investment across the West Midlands and the UK.
- 10. Mascot** - the official mascot for Birmingham 2022 has now been unveiled. Inspired by the design of a schoolgirl, Perry the bull, adorned with rainbow-coloured hexagons to represent the coming together of the Commonwealth in equal partnership, has been warmly received.
- 11. Procurement** - as at 31 March 2021, over £100m of procurements had been completed by the Organising Committee out of an expected total of £350m. Wherever possible the Organising Committee designs its procurement activities to ensure that local companies and SMEs have the ability to compete for contracts. The Organising Committee has also introduced a Social Values Charter against which its tenderers are assessed as part of the procurement process.
- 12. Brand Protection** - the Organising Committee has been successful in registering a number of key trademarks and designs in the UK and other important territories, including the official "B" logo, the word marks "B2022" and "Birmingham 2022" and the "United by Birmingham 2022" logo. There are ongoing applications in relation to the protection of the Games mascot and the word mark "Perry" as well as the sport pictograms and volunteering programme name and logo. The Organising Committee is also working closely with the UK Government with regards to the scope of the advertising and trading regulations, which will be laid in Parliament later this year.

More details for all of these areas of progress, and information about other recent developments, can be found at www.birmingham2022.com.

The Organising Committee looks forward to sharing further updates with you in the future as we continue our mission to organise an edition of the Commonwealth Games that has a positive and lasting impact.



JOHN CRABTREE
Chairman, Birmingham 2022



IAN REID
Chief Executive Officer,
Birmingham 2022

PROMOTING THE VALUES OF THE COMMONWEALTH GAMES FEDERATION

The values of the Commonwealth Games Federation – humanity, equality, and destiny - are embedded throughout the delivery of Birmingham 2022. Below are specific examples to demonstrate how each individual value is being adopted and promoted through the delivery of the Games.

HUMANITY

We embrace all Commonwealth athletes, citizens, communities, and nations.

The Organising Committee has worked hard to utilise the Games as a way of bringing people together. The global pandemic has made this challenging to do in a physical way, so the recent focus has been on using virtual methods instead.

In Spring 2020, the Organising Committee launched '**Dinner with Strangers**', a virtual dinner party which brought people together at a time of isolation, to share their unique experiences and ignite new friendships.

The **United by Birmingham 2022 community programme** embraces and celebrates a huge variety of projects which share the values of the Games and make a positive impact on the local area they serve. The Organising Committee has been throwing a spotlight on these inspiring projects for the last 12 months and more than 60 are now part of the scheme.

These include but are not limited to projects that aim to improve skills, offer training, provide volunteering resource, benefit the environment, encourage participation in sport or deliver youth engagement activities.

Last autumn the Organising Committee began its search for **Hometown Heroes**, searching for local people to recognise their dedication to delivering grassroots sport in their local community.

The Organising Committee team has been seeking out human stories to tell through a new podcast series **called 22 Voices**. Themes have included battling gender stereotypes, overcoming injury and adversity and what it is like to be LGBTQ+ in an elite sport environment.



EQUALITY

We promote fairness, non-discrimination, and inclusion in all that we do.

Equality and inclusion has been a key focus throughout the promotion of Birmingham 2022 so far.

The Organising Committee set out to become 'Leaders in Diversity' in late 2019 and in late 2020 were accredited by the National Centre for Diversity. This reflected the Organising Committee's ongoing commitment to equality, diversity and inclusion.

Women in Sport – for the first time in Commonwealth Games history more medals will be awarded to women than men, with the Games organisers seeking to throw the spotlight on women's sport in a way that has never been achieved previously at a major multi-sport event.

This is a constant thread throughout the Organising Committee's promotional activity but became a key focus when the **medal event programme** was officially unveiled in October 2020, with a special 'Women in Sport' event organised. This included live discussions, with all female panellists talking about the past, present and future of Commonwealth sport.





International Women's Day in March 2021 was another occasion when Birmingham 2022's inclusive sports programme was highlighted, with a special advert, with an all-female line up, shared across the Games' digital channels and beyond. The official **Birmingham 2022 podcast**, 22 Voices, was also launched on that day with a candid and powerful conversation between rugby player, Heather Fisher and weightlifter, Sarah Davies about how they have had to challenge gender stereotypes.

Para sport – Birmingham 2022 will have more Para sport than any previous edition of the Commonwealth Games, and this is a source of great pride across the Games Partnership. Para sport and Para athletes are frequently included in the following ways:

- Our main advertising campaign has featured Para athletes, including swimmer Ellie Simmonds, athlete Kare Adenegan and wheelchair basketballer Siobhan Fitzpatrick
- Para athletes have been a key part of announcements that have been made, with Para athlete Hannah Cockcroft and Para swimmer Maisie Summers-Newton taking part in events to help announce our medal event programme for the Games
- Para athletes are featured across our Games channels, including the Birmingham 2022 website and our social media channels

Highlighting key issues

- Special blogs have been created to highlight key dates on the calendar, notably Black History Month, with basketballer Kofi Josephs sharing his thoughts on three pioneering black athletes that inspired him and LGBT History month, with Team England racewalker, Tom Bosworth and Jamaican swimmer, Michael Gunning, talking about their experiences of being gay in an elite sport environment.

Equality, Diversity and Inclusion

In the autumn of 2020, the Organising Committee developed an equality, diversity and inclusion plan which is now being implemented. This plan is based on five principles:

- Developing a workforce reflective of the West Midlands
- Delivering a highly accessible and inclusive Games
- Creating a fair, supportive, and open culture throughout Games delivery
- Connecting communities to the Games through engagement and participation
- Educating and developing our shared understanding on issues of inequality

In addition, during the reporting period the Organising Committee has:

- Analysed diversity monitoring for job applicants, so that it can identify more specific actions in relation to targeted recruitment
- Developed robust workforce monitoring and identified actions to respond to under-representation compared to the West Midlands population
- Revitalised its internal equality, diversity and inclusion working group, incorporating input from departments across the Organising Committee which will enable it to have a more joined up approach to equality, diversity and inclusion
- Solidified its staff network structure, with a focus on developing organisational learning

Social Values Charter

In 2019 the Organising Committee published its Social Values Charter, setting out the values that are important to the organisation and that would be applied throughout the planning and delivery of the Games.

The Charter focuses on five key areas: sustainability, health and wellbeing, inclusivity, human rights, and local benefit.

A particular area of focus has been incorporating the Charter into the tender process and supplier contracts for the Games. An evaluation framework has also now been introduced, to measure how suppliers are meeting the social value commitments that they have made.





DESTINY

Through impactful, high-performance sport, we help Commonwealth citizens and communities realise their aspirations and ambitions.

The Organising Committee has a clear focus on ensuring the Games **inspires young people to achieve their ambitions** and there are clear examples of this throughout the last 12 months.

Young people have been an important part of key announcements such as the activation of the **countdown clock**, the start of construction of the **Sandwell Aquatics Centre** and most notably young people were at the heart of the **virtual mascot summit** and mascot design competition. The young winner of this competition was celebrated across the globe when her winning design for the Birmingham 2022 mascot, Perry the bull, was unveiled.

Team England stars have helped to inspire people to be more active during lockdown through **the #22for22 campaign** and the **two years to go event** in July 2020 saw young local club basketballers play alongside their Team England heroes to help announce the Smithfield venue and celebrate this important milestone.

We recognise that the Games is not just about sporting performance and ambitions. A key theme for the Organising Committee has been to encourage young people from all communities to use the Games as a launch pad for a career in sport. The campaigns to search for **27 apprentices** to join the Organising Committee perfectly illustrates this approach.

The six-month **cultural festival** will also be a source of inspiration for local communities and Commonwealth citizens as funding that was recently announced will enable 300 disabled and non-disabled young people from the West Midlands to co-create a series of major dance performances and take centre stage at the Opening and Closing ceremonies for the Games.



Inspiring young people to achieve their ambitions

ENSURING THE GAMES IS ACCESSIBLE

Creating an accessible Games

The Organising Committee is committed to ensuring that the Games is accessible to disabled people. Outlined below is some of the work that has been undertaken to achieve this aim. Planning in this area has considered spectators, athletes, workforce, and anyone else involved in the Games.

Accessibility Advisory Forum

Despite the pandemic, the Accessibility Advisory Forum has continued to meet every quarter, with online meetings having started in April 2020.

Holding the forum online was initially challenging but has ultimately led to improvements so that it is more accessible to all members.

Forum members have recently formed supplementary working groups with organisations such as West Midlands Trains. This group has reviewed work plans for Games stations, providing input to proposals, to ensure truly inclusive designs.

Accessible and Inclusive Meeting Guides

As restrictions pushed meetings online, Accessible and Inclusive Meetings Guides were developed and published in July 2020. With versions for both meetings organisers and attendees, the guides provide information about accessible best practice and functionality on Microsoft Teams.

Accessibility Words and Language

An internal Accessibility Words and Language document was published in June 2020, to promote the use of accessible language and terminology within the Organising Committee. It was finalised following input from internal teams, the Accessibility Advisory Forum and the Organising Committee's accessibility consultant.

Certifications

To reinforce its commitment to accessibility, the Organising Committee has signed up to the following certifications:

- [Include Me West Midlands](#)
- [The Deaf Friendly Standard](#)

These certifications mean that Birmingham 2022 will need to meet specific accessibility standards. The ambition is that separate Games venues will also sign up to these initiatives, to continue this work in legacy.

Look and Wayfinding

The Organising Committee's accessibility team has been involved in the appointment of the Games 'Look and Wayfinding' supplier. Accessible look and wayfinding will be crucial at Games time, to ensure all spectators can navigate safely to all venues and sites.

Games Venues

The Organising Committee's Accessibility team is working with all operational functional areas to ensure that Games venues are accessible and inclusive to all spectators, workforce, athletes, and anyone involved in the Games. The team has also been focused on the provision of consistent and appropriate levels of accessible facilities and services across all sites. This includes:

- Ensuring that all temporary structures are accessible to wheelchair users
- Planning quiet spaces for spectators who may need some time away from noise and large crowds
- Ensuring facilities such as changing places toilets are available and/or signposted
- Scheduling accessible shuttle services, to assist with distances travelled to or across a site

Working to legislation, regulation, and guidelines, the Organising Committee aims to go beyond best practice, to ensure that anyone with a disability, from any user group, has the best possible experience in any of the Games venues.

The Organising Committee will also clearly communicate what facilities, services and transport links are available, as well as providing information about distances and terrain, so that all customers can make informed decisions.



Accessible Audio Services

In October 2020 the Accessible Audio Services proposal, which advises on how spectators with audio and visual impairments can best experience the Games, received internal approval. It includes considerations for spectators who wish to use hearing augmentation, audio description and British Sign Language.

Ticketing

The Organising Committee is aiming to give spectators with accessible requirements more options and a better customer experience. More accessible and inclusive purchase options will be available, as well as a purchase process collating customer requirements, to ensure suitable seating is allocated for each spectator.

During 'live' sales more accessible ticket options will be available to purchasers, based on the requirements they have provided. In a Games first, those purchasing wheelchair bay tickets will be able to do so online.

Website Audits

Website audits have recently taken place. Audited sites include the main Birmingham 2022 website and sites ticketing registration and the Games online shop. The audits monitor the Organising Committee's compliance with Web Content Accessibility Guidance (WCAG) 2.1.

Accessibility Toolbar

An accessibility toolbar was added to the Birmingham 2022 website in March 2021. The toolbar enables users to format information in a way which is most accessible to them.



SARAH RENNIE
Chair of the Birmingham 2022
Accessibility Advisory Forum

Recruitment and Onboarding

The Accessibility Team has been working closely with the Organising Committee's official recruiter, Gi Group, to ensure all Games roles are advertised, appointed, and onboarded in a more accessible and inclusive way. Guaranteed Interview and Assistance Request application processes have been improved and accessible FAQs have been added to guide applicants.

Athlete Village

All Athlete Village sites are considering the provision for athletes and employees with disabilities. Existing accommodation, facilities, and services have been audited to establish where extra provision and improvements may be required.



PROMOTING SUSTAINABILITY

The Organising Committee pledges to deliver the most sustainable Commonwealth Games in history

During the reporting period, the Organising Committee has made significant progress in promoting sustainability in the delivery of the Games. The main highlights from this work are outlined below.

Defining the strategy to make this the most sustainable Commonwealth Games yet;

- Broadened sustainability scope – the approach to sustainability focuses on seven key areas:
 1. Accessibility
 2. Equality, Diversity and Inclusion (EDI)
 3. Job creation and social value
 4. Human Rights
 5. Carbon and air quality
 6. Circular economy principles to minimise waste
 7. Conservation

Under each of these pillars, the Organising Committee has defined its commitments – see our [Sustainability Pledge](#).

- The first phase of the strategy gained Board approval in November 2020

With 500 days to go, the Organising Committee published its [Sustainability Pledge](#), where it confirmed the intention to make these the most sustainable Commonwealth Games yet. This was a joint announcement with Severn Trent Plc, the official nature and carbon-neutral supporter.

Set the ambition for this to be the first ever Games to create a carbon neutral legacy;

- In September 2020, the Organising Committee commissioned a piece of work to establish its carbon footprint baseline, using the best available data and following the International Olympic Committee's (IOC's) methodology.
- Priority areas of focus were identified as travel, overlay, temporary infrastructure, energy use, waste management, Games family accommodation, ceremonies, and merchandising.
- The Organising Committee is taking a reduction first approach and is working with independent consultants and industry experts to ensure everything possible is done to reduce the carbon footprint of our activities.
- The final carbon baseline will be established post Games, with third party verification sought.



Key activities include:

- Maximising the use of cleaner generators for temporary power across each of the venues
- Supplying a modern and cleaner bus fleet for both athletes and the general public, in conjunction with partners
- Aspiring to develop a car fleet using hybrid and electric vehicles
- Incorporating the Birmingham 2022 Social Values Charter into procurement
- Exploring more efficient ways for uniforms to be supplied
- Reduction of waste
- Setting the carbon neutrality ambition and building in a suitable contingency
- Establishing a credible route to offsetting residual emissions
- Agreeing a partnership with Severn Trent, which includes planting 2022 acres of Commonwealth forest and 72 Tiny Forests, to support the offsetting of the residual emissions of the Games

Establishing the right resources to deliver the Sustainability Pledge

- Recruitment of the Sustainability Team - Head of Sustainability, Sustainability Manager, ISO and Programme Manager and carbon coordinator have all been appointed during the reporting period
- Internal and external stakeholder engagement - sustainability champions are working with functional areas across the Organising Committee team
- The Organising Committee has established a Cross Partner Sustainability Working Group to discuss the environmental aspects of the Organising Committee’s sustainability programme. This is co-chaired by WMCA and the Organising Committee’s Head of Sustainability and will:
 - Provide strategic direction to ensure that the Organising Committee’s strategy is aligned with both Games delivery and legacy partners
 - Agree integrated plans with partners, to manage and prioritise aims and objectives
 - Support all aspects of the partner-aligned sustainability engagement, public-facing programmes, and communications
- Partnerships have been established to help deliver the plan, including the partnership with Severn Trent. You can read more about this partnership – [here](#).

Planned and implemented an ISO 20121 Sustainable Events Management System

- A gap analysis was performed, to identify key focus areas
- Defined the scope of system to make it ambitious yet achievable
- An operational manual was written to define the sustainability processes
- A sustainability legal compliance evaluation is currently ongoing

- Risks and opportunities discussed with all functional areas. Mitigation has begun where needed
- An external ISO certifying body has been appointed to conduct third party certification audits during 2021

Alignment to the UN Sustainable Development Goals (SDGs)

The Organising Committee’s 2022 strategy is aligned to the UN Sustainable Development Goals (“UN SDGs”). The UN SDGs are an internationally recognised call to action for countries and businesses to work in partnership to drive positive environmental and socio-economic outcomes by 2030.

Furthermore, each strand of the strategy has been aligned to one or more UN SDGs. These are detailed in the graphic as follows:



Figure 1: The United Nations Sustainable Development Goals

	Accessibility	EDI	Job creation and Social Value	Human Rights	Carbon and Air Quality	Circular Economy	Conservation
1 No Poverty			✓				
2 Zero Hunger						✓	
3 Good Health and Well-being					✓		
4 Quality Education	✓	✓		✓	✓	✓	✓
5 Gender Equality	✓	✓		✓			
6 Clean Water and Sanitation						✓	
7 Affordable and Clean Energy					✓		
8 Decent Work and Economic Growth			✓	✓			
9 Industry, Innovation and Infrastructure			✓			✓	
10 Reduced Inequalities	✓	✓	✓	✓			
11 Sustainable Cities and Communities	✓	✓	✓		✓	✓	✓
12 Responsible Consumption and Production						✓	
13 Climate Action					✓		
14 Life Below Water							✓
15 Life on Land							✓
16 Peace, Justice and Strong Institutions				✓			
17 Partnerships for the Goals		✓		✓			

Figure 2: Alignment of sustainability strategy priority areas to SDG

MAXIMISING THE BENEFITS FOR THE GAMES

The [full Legacy Plan](#) for Birmingham 2022 was published in March 2021 and this details how the benefits of the Games will be maximised and drawn on for years to come.

The Legacy Plan aims to deliver several Games “firsts” including:

- The first carbon-neutral Commonwealth Games
- The first time a social value requirement has been embedded in every tender for goods and services
- The first comprehensive and most ambitious community engagement programme
- The largest Business and Tourism programme of any Commonwealth Games






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

The Legacy of Birmingham 2022 will be delivered by teamwork

As with any sporting event of this size, the legacy ambition will be delivered by a strong partnership of organisations working together to maximise the opportunity and investment presented by the Games. The partners driving legacy include local, national, and international organisations as detailed in the Legacy Plan.

An extensive programme of collaborative work has already begun and this requires the partners to agree priorities, commit resources and integrate their work for several years.

LEGACY PROGRAMMES AND OUR MISSION PILLARS

How the programmes align to the B2022 Mission Pillars	 BRING PEOPLE TOGETHER	 IMPROVE HEALTH AND WELL-BEING	 HELP THE REGION TO GROW AND SUCCEED	 BE A CATALYST FOR CHANGE	 PUT US ON THE GLOBAL STAGE
LEARNING PROGRAMME	●	●	●	●	●
CREATIVE & CULTURAL PARTICIPATION	●	●	●	●	●
JOBS AND SKILLS		●	●	●	●
BUSINESS & TOURISM			●		●
COMMUNITY COHESION, INCLUSION & PRIDE	●	●	●	●	●
VOLUNTEERING	●	●	●	●	●
SUSTAINABILITY		●	●	●	●
PHYSICAL ACTIVITY & WELLBEING	●	●	●	●	●
SOCIAL VALUE		●	●	●	

The information below highlights the key benefits of the Games and outlines how these have been maximised in recent months.



A unique opportunity to unite the city and the region in a moment of celebration

Bringing People Together

One of the main benefits of the Games is that it provides a unique opportunity to unite the city and the region in a moment of celebration, more important than ever given the isolation experienced by many in recent months because of the global pandemic.

The cultural programme is providing incredible opportunities for collaboration, one of which was announced in March 2021, when £1 million funding was confirmed by Spirit of 2012, the London 2012 legacy charity, to support a mass participation dance programme. This programme will see 300 disabled and non-disabled young people from across the West Midlands coming together to form a new dance company and they will co-create a series of major dance performances.

The launch of Birmingham 2022's volunteer programme, the Commonwealth Collective, will provide another valuable opportunity to bring people together.

Improving health and wellbeing

The Games is also providing an invaluable opportunity to highlight the benefits of a healthy body and a healthy mind. Many of the projects that have been added to the community programme for the Games, United by Birmingham 2022, encourage physical activity and positively promote mental wellbeing. The community programme, which was launched in March 2020, shines a light on fantastic schemes that share the values of the Games.

The project leads submit a simple application form which is then assessed by a panel. If the application is successful, the project is endorsed by United by Birmingham 2022 and issued with a licence, allowing those running the project to use the community programme logo. Successful projects are then promoted via the Birmingham 2022 website and social media channels.

The Hometown Heroes campaign launched in October 2020 and has helped to highlight some of the many sports clubs and organisations across the region, as the campaign sought nominations to recognise inspiring local people who have dedicated their lives to grassroots sport.





Helping the region to grow and succeed

£778 million is being invested in Birmingham and the region for the Games alone, with the city attracting additional funding for related projects too.

Local companies have also received a timely boost from the Games, with contracts worth millions awarded over the last few months. For example, a bespoke marketing and creative services framework was set up with local PR and event companies winning work to help promote Birmingham 2022.

As well as the Organising Committee encouraging local business to become involved in the Games, other suppliers and partners have too. This move which has been strengthened by the introduction of the first ever Social Values Charter for a Commonwealth Games, which has led to suppliers making commitments that support local businesses and local people. For example, host broadcaster, Sunset and Vine's commitments include the creation of a West Midlands Host Broadcasting Training Initiative which will focus on encouraging more diversity in the creative sector.

Organising Committee representatives have continued to reach hundreds of local businesses through a series of briefings and have also helped to deliver capacity building sessions for over 50 SMEs through the Inclusive Commonwealth Legacy Programme, which was specifically designed to support business owners from across the host city's diverse communities.

But the Games is not just supporting local businesses, it is also creating jobs and training opportunities for local people. More and more West Midlands residents have started paid employment with the Organising Committee in recent months. A Birmingham 2022 apprenticeship scheme has also led to 27 new recruits joining the team at the start of 2021.

The West Midlands Combined Authority, with the support of partners and funding from the Government, created the Jobs and Skills Academy. This has been set up in order to:

- Support local people with training, including higher level skills training and high-quality work experience, to help them access key Games roles
- Help local people in priority groups (young people, those from disadvantaged groups, the unemployed and those with disabilities)
- Provide people in the West Midlands with a link to local opportunities that the Games will create and then utilise the benefits of that experience for years to come

Social value

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

The Social Values Charter has clear links to the Games' aims. The Birmingham 2022 Social Values Charter is a public statement of the OC's commitment to sustainability, health and wellbeing, inclusivity, human rights, and local benefit.

The Charter is the mechanism for setting out what is important as partners work towards delivering the Games and its legacy. It embeds and measure the value and impact of Social Value from suppliers seeking to secure contracts for Birmingham 2022 with bidding suppliers being rated in relation to how well they bring forward proposals for Social Value, particularly to create realistic opportunities for local people and businesses.

Measuring and Evaluating Social Value

The Organising Committee is committed to a performance and evidence-based approach to Social Value. In March 2021, the Organising Committee procured a supplier to assist it with the development of its Social Value evaluation framework which will identify credible targets against which performance will be monitored.

The Organising Committee's TOMs (Themes, Outcomes and Measures) framework for measuring Social Value has been developed in collaboration with key staff and regional stakeholders to reflect the objectives of the Social Values Charter and the West Midlands regional needs analysis.

The Games is a catalyst for change

Birmingham and the region are transforming and some of the changes can be directly attributed to the Commonwealth Games.

The Games has been a catalyst for the construction of the Sandwell Aquatics Centre in Smethwick, which post Games will be a world-class community facility, with a 50-metre pool, an international standard diving facility, sports hall, dance and cycling studios and a gym.

The Alexander Stadium is also being completely transformed ahead of Birmingham 2022 and the Games has brought forward plans for a new mountain bike trail at Cannock Chase Forest and has led to an upgrade to the facilities in Leamington Spa for lawn bowls.

The Games has also led to the acceleration of infrastructure projects across the region, with the introduction of Sprint, a bus priority corridor that links Walsall to Solihull, plus the construction of new and improved stations at the University of Birmingham and in Perry Barr. Work on all of these projects is well and truly under way.

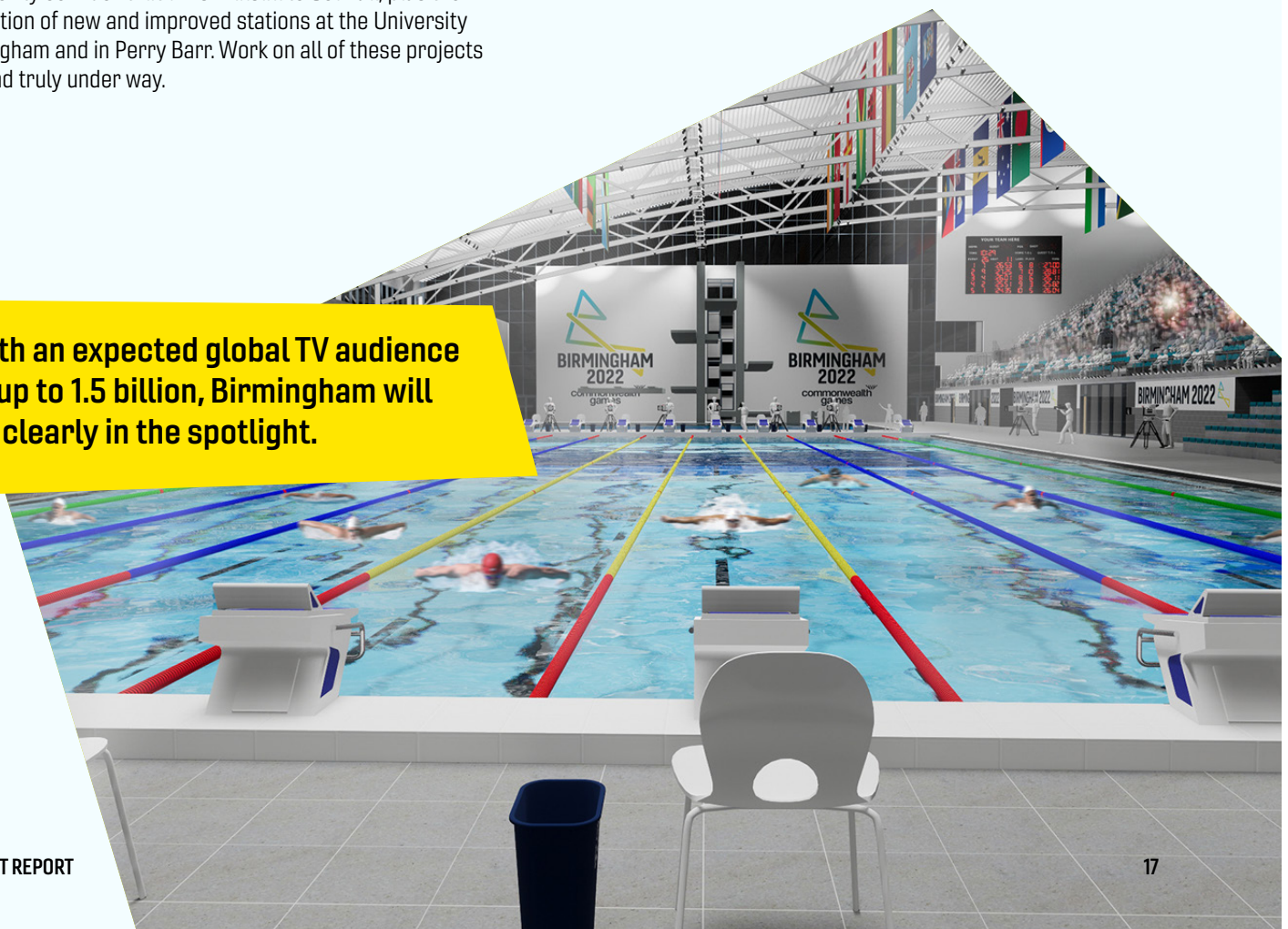


Putting the city and the region on the map

To ensure that this benefit is maximised, Games partners and stakeholders have worked closely to confirm the introduction of the Business and Tourism Programme. Plans are being finalised, but it is hoped that the programme will help attract even more capital investment, trade, visitors, events and business to the West Midlands and the wider UK.

Right now, awareness of the Games and the host city and region is clearly growing, following successful campaigns and announcements in recent months but come Games time, with an expected global TV audience of up to 1.5 billion, Birmingham's place on the map will be indisputable.

With an expected global TV audience of up to 1.5 billion, Birmingham will be clearly in the spotlight.



WITH THANKS TO THE BIRMINGHAM 2022 SPONSORS...

PARTNERS



UNIVERSITY OF
BIRMINGHAM

SUPPORTERS



NORTH



aggreko

Canon



PROVIDERS

Sunset + Vine

NVT Group

CSM Live

Incorporatewear

RGS Events

Kuehne+Nagel

Rosterfy

DRPG

OCS

Wiz-Team

EventsAIR

Sports Technology

Riedel

MTD

SLX

BMet

Microplus

Domestic & General

Aston University



Birmingham 2022
One Brindley Place
Birmingham
West Midlands
B12JB

generalenquiries@birmingham2022.com

Birmingham2022.com

#B2022

 [@birminghamcg22](https://twitter.com/birminghamcg22)
 [@birminghamcg22](https://www.instagram.com/birminghamcg22)
 [@Birmingham2022](https://www.facebook.com/Birmingham2022)

Copyright © Birmingham Organising Committee
for the 2022 Commonwealth Games Limited