



INTERIM EVALUATION OF THE BIRMINGHAM 2022 COMMONWEALTH GAMES

Annex 1.2: Evaluation Framework Update - Theories of Change and Evaluation Indicators

January 2023

Important Notice

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1 Updated Mission Pillar theories of change

The Birmingham 2022 Commonwealth Games (“the Games”) Pre-Games Evaluation Framework and Baseline Report was published in November 2021¹ (the “Evaluation Framework”).

As explained in the Evaluation Framework, theories of change were developed for the Games overall as well as for each Mission Pillar by the Games-wide evaluation team in consultation with the Games Legacy Programme workstream leads, via engagement with national and regional stakeholders, and were also informed by evidence gathered through the literature review. These theories of change identify the changes the Games and Legacy Programmes seek to make, how changes would happen, and the measurable outputs, outcomes and impacts associated with the intended changes.

As set out in Annex 1.1 of the interim evaluation report, since the Evaluation Framework was published there have been some updates to the activities within the Legacy Programmes. These updates have not changed the overall aims and objectives of the Games and Legacy Programmes. Therefore, the overarching theory of change for the Games, presented in Figure 3 on page 48 of the Evaluation Framework, does not need updating.

However, in some cases, these Legacy Programme updates have resulted in changes to the detail of the individual Mission Pillar level theories of change documented in the Evaluation Framework. This is the case for the *Bring People Together* and *Catalyst for Change* Mission Pillars. It should be noted that the changes to the detail of the theory of change narratives do not fundamentally change the objectives of the Mission Pillars or the main routes through which these objectives will be achieved.

The full set of updated Mission Pillar Theories of Change and Theories of Action are detailed below. These replace Sections 5.3.1 – 5.3.5 of the Evaluation Framework. As noted above, much of this detail is unchanged from the original Evaluation Framework and changes have only been made to some specific details of the *Bring People Together* and *Catalyst for Change* Mission Pillars, reflecting changes to these Legacy Programmes as set out in Annex 1.1 of the interim evaluation report. Similar to the original theories of change, the updates were made by the Games-wide evaluation team in consultation with the Games Legacy Programme workstream leads.

1.1.1 Mission Pillar: Bring People Together

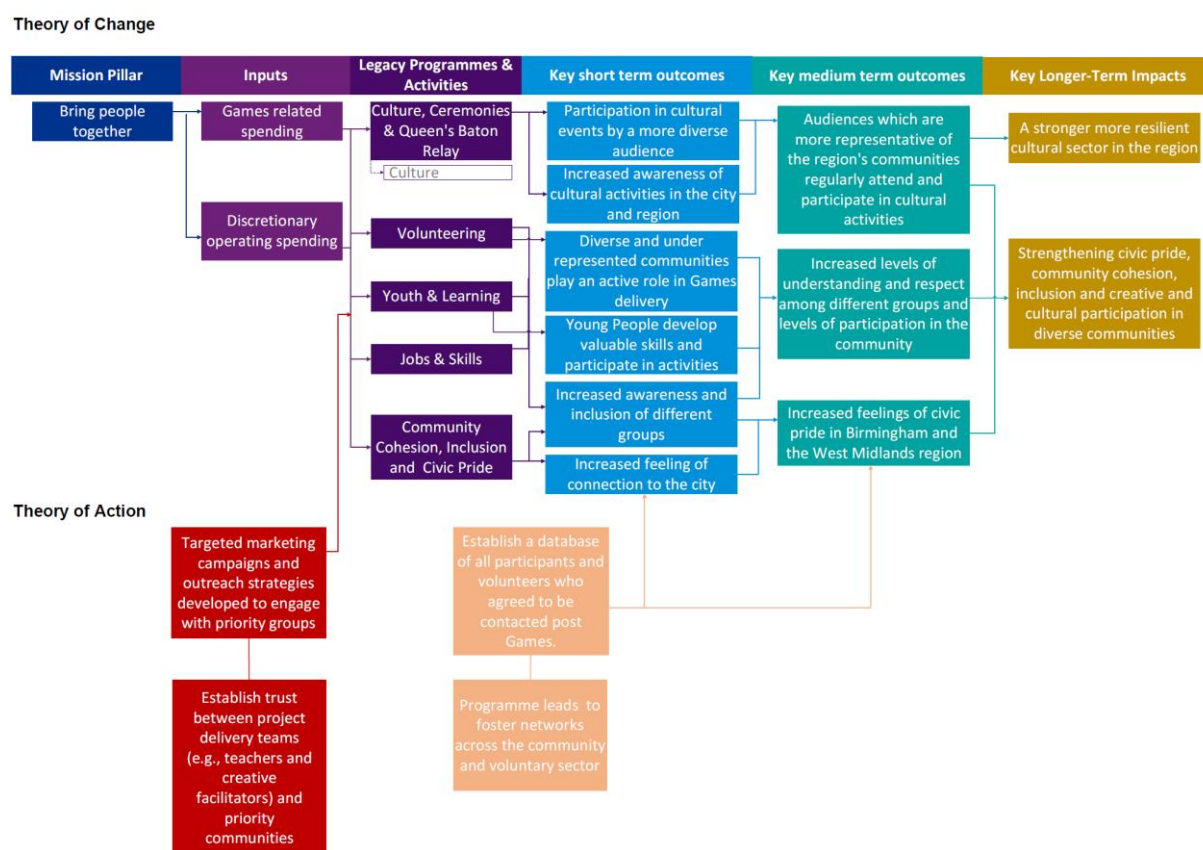
Theory of Change

The objective of the *Bring People Together* Mission Pillar is to embrace and champion the youth, diversity, humanity and pride of the region and the Commonwealth.²

¹ HM Government, 2021. Birmingham 2022 Commonwealth Games Pre-Games Evaluation Framework and Baseline Report. November 2021. See: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1033734/Birmingham_2022_Pre-Games_Evaluation_Framework_and_Baseline_Report.pdf

² Birmingham 2022 Legacy Plan, March 2021

Figure 1: Bring People Together Mission Pillar theory of change



As shown in the theory of change Figure above, five Legacy Programmes are intended by the Games Partners responsible for their delivery to directly contribute to the desired outcomes and impacts of the Mission Pillar:

Community Cohesion, Inclusion and Pride

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

Creative and Cultural Participation

- Birmingham 2022 Festival aims to inspire lasting change in the creative and cultural sector by entertaining and engaging at least 2.5 million people. The Festival's community activities aim to "increase the percentage of the local and regional population who regularly engage in arts

activity, as audiences and as participants.”³, bringing people together to engage in arts activities in the community, leading to increased civic pride and inclusion benefits. The Festival also aims to help the creative and cultural sector’s recovery from the impact of COVID-19 by increasing the income of cultural organisations in the region, particularly those supported by the Festival, and providing volunteering and employment opportunities which are hoped by those delivering the Festival to lead to an increase in the skills and experience of the workforce and the financial viability of the sector.

Youth and Learning

- Bring the Power is a youth engagement programme based on collaboration with schools, community youth organisations, partner organisations and youth professionals. The programme consists of three main groups of activities:
 - school engagement and learning activities;
 - community youth participation activities; and
 - youth voice advocacy activities.
- The aim of the Programme is to directly engage with children and young people from all different socio-economic backgrounds and boost young people’s confidence and resilience, and contribute to increased community cohesion and participation. It will aim to do this by:
 - creating opportunities for those least likely to engage with the Games to feel included and part of the cultural and sporting events;
 - bringing young people from different backgrounds together and enabling them to learn from and celebrate the similarities and differences between them;
 - improving skills and widening access to sport and exercise, encouraging participation among young people; and
 - giving young people a voice, and encouraging and empowering them to take action to make their communities and society happier and healthier.
- Gen 22 aims to engage young people who might otherwise struggle to access Games related opportunities, e.g. due to being a young carer or parent or having a criminal record, increasing inclusion and participation in opportunities for these groups.

Jobs and Skills

- The Jobs and Skills Academy project aims to support priority groups to access volunteer opportunities created by the Birmingham Organising Committee for the 2022 Commonwealth Games (OC). This has the aim of establishing volunteering habits, improving workforce skills and preparedness for work, increasing levels of community volunteering and improving levels of cohesion by bringing together different groups. The planned activities and intended outcomes and impact of the Jobs and Skills Academy span a number of Mission Pillars and the activities referenced have specific linkages to the Bring People Together Mission Pillar.

³ <https://images.birmingham2022.com/wp-content/uploads/2020/10/A-Cultural-Programme-for-the-Games.pdf>

Volunteering

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

Theory of Action: Assumptions and Actions

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

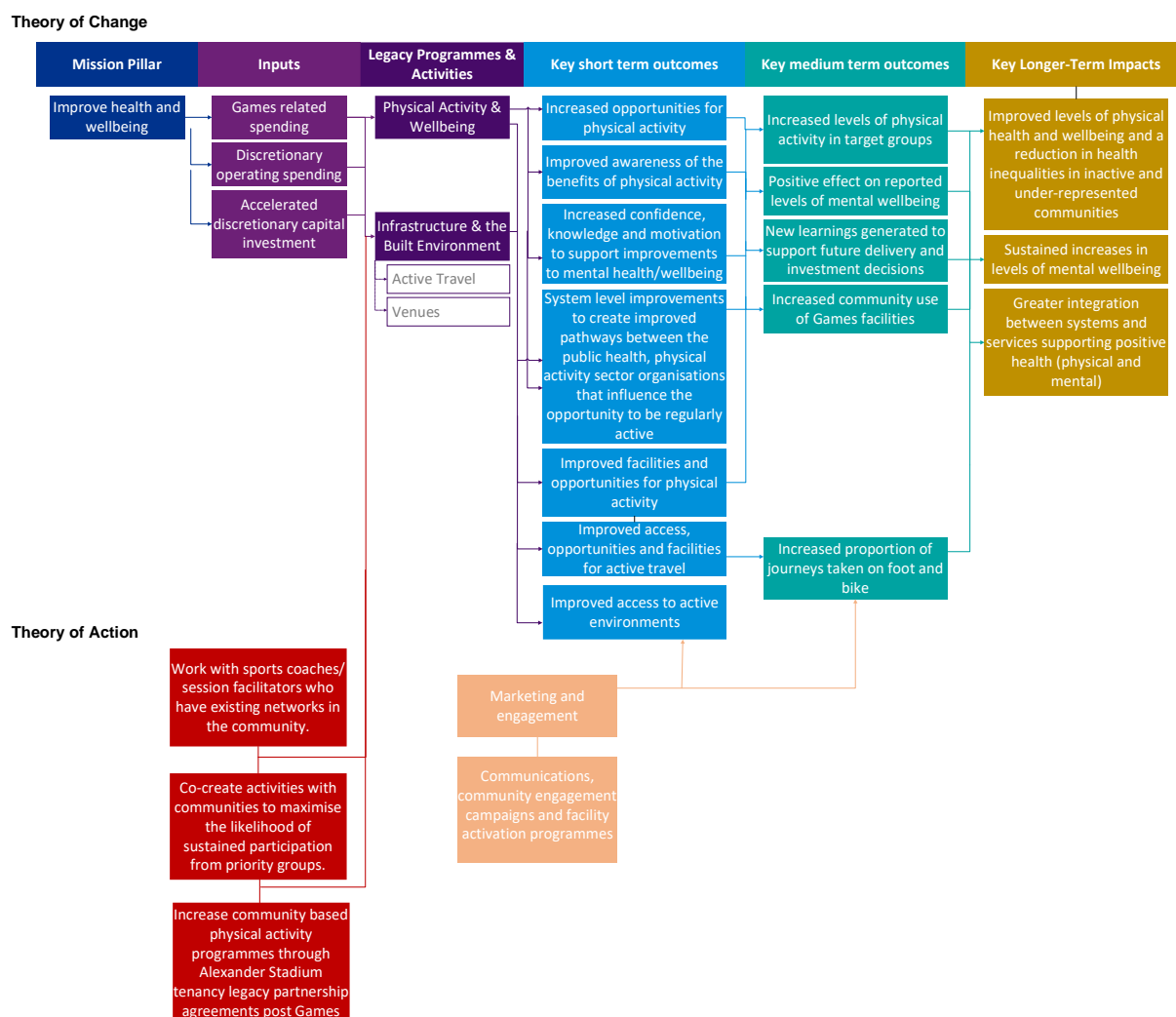
- Focused marketing campaigns and outreach strategies can support programmes to reach target groups. Different marketing strategies will appeal to different types of individuals and communities and should therefore be reflective of their needs, aspirations and perceptions.
- Efforts made by programme leads to continue to foster networks across the community and voluntary sector can support future volunteering opportunities and pathways post-Games. This will increase the likelihood of achieving the aim of establishing long-term habits in volunteering post-Games.
- Partnering and co-creating with trusted community leaders (e.g., teachers and creative facilitators) is expected to help to maximise participants' engagement in projects and increase retention rates.

1.1.2 Mission Pillar: Improve Health and Wellbeing

Theory of Change

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

Figure 2: Improve Health and Wellbeing Mission Pillar theory of change



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

Physical Activity and Wellbeing

- Through a series of targeted programmes in the West Midlands and nationally, the Physical Activity and Wellbeing programme intends to decrease physical inactivity both by increasing the physical activity and sports participation opportunities available to priority groups⁴ and by increasing awareness of the benefits of being physically active. It is expected by Sport England and Games Partners that targeted community investments and programmes such as ‘Cycling for Everyone’, led by Transport for the West Midlands (TfWM), will increase the activity levels in the most inactive populations leading to longer-term reductions in the health inequalities resulting from inactivity. In addition to supporting behavioural change at the individual and community level, the Physical Activity and Wellbeing programme intends to support greater integration between the systems and services underpinning health benefits for

⁴ Key priority groups include: young people (5-25 year olds); women; Black, Asian and minority ethnic groups; those with a disability or limiting illness; unemployed; and those living in the Perry Barr neighbourhood, the City of Birmingham, Sandwell and the wider West Midlands region.

example improving linkages between sports participation programmes and public health teams or GP exercise referral programmes.

Investment and the Built Environment

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

Theory of Action: Assumptions and Actions

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

- Ongoing marketing and engagement methods to increase participation levels in sport and physical activity amongst priority groups. Learning from previous Games⁵ suggests that sports participation programmes are more effective in enhancing and sustaining sport participation levels amongst those who are already active prior to the Games taking place.
- The Programme will aim to continue to work with locally trusted sports coaches/ session facilitators, partners/ stakeholders who have existing networks in the community.
- The Programme will establish respect with priority participants by working with locally trusted partners/stakeholders who have existing networks in the community.
- The Programme will continue to co-create activities with communities to maximise the likelihood of sustained participation from priority groups.

1.1.3 Mission Pillar: Help the Region to Grow and Succeed

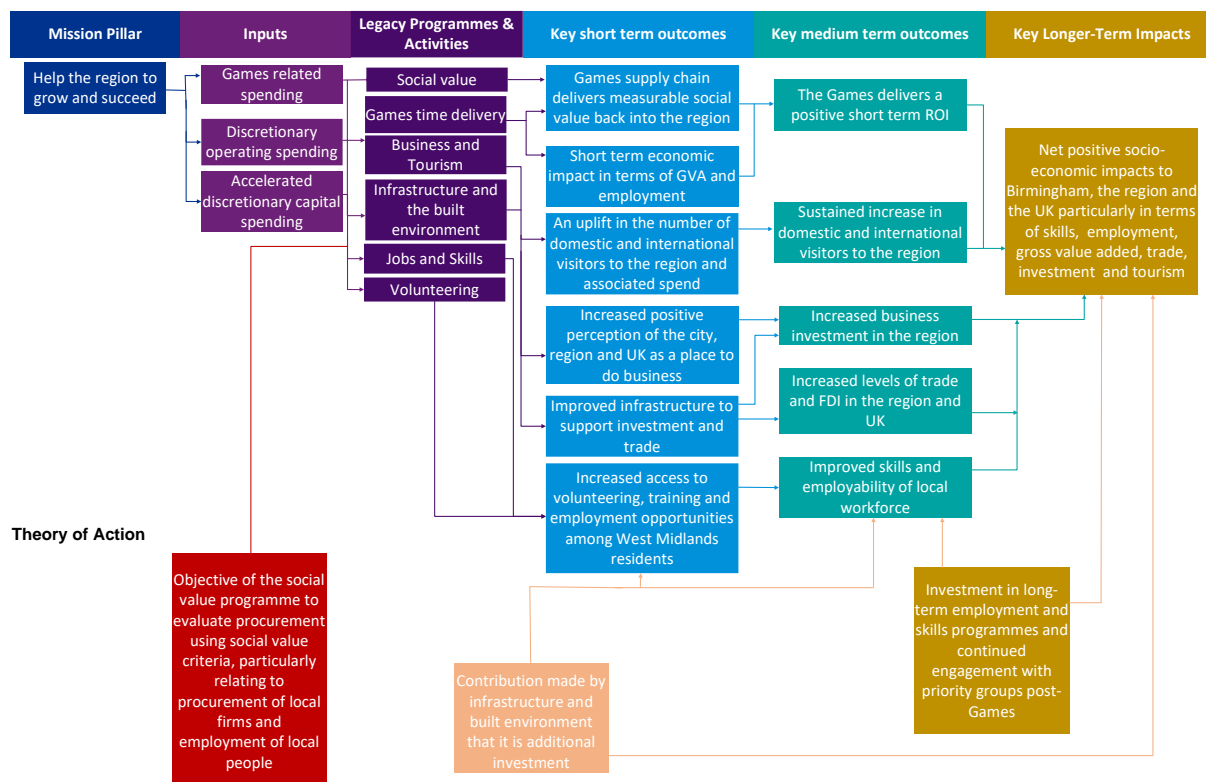
Theory of Change

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

⁵ Evaluating the London 2012 Games' impact on sport participation in a non-hosting region: a practical application of realist evaluation, Chen, S & Henry, I (2015)

Figure 3: Help the Region to Grow and Succeed Mission Pillar theory of change

Theory of Change



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

Games time delivery

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

Business and Tourism Programme (BATP)

- The BATP will build on the profile created by the Games to aim to attract more visitors, trade, events and investment into Birmingham, the West Midlands and the UK, as well as promote the Birmingham 2022 Festival to key markets. It will concentrate on nations and territories across the Commonwealth, plus the domestic UK market. The BATP's trade and investment strands will focus on four key sectors: data-driven healthcare; creative technologies; future mobility; and modern business services. The UK has been identified as a global leader in each industry, which should help to create new trading relationships and attract overseas investment. The programme will also support sectors including e-commerce and the sports economy. As the Games approaches, a business readiness campaign will be run to aim to help local hospitality businesses prepare the best welcome. Tourists will be able to use a digital visitor platform and pop-up information sites to identify and access the experiences on offer. After the Games, BATP activity will focus on supporting businesses looking to locate in

the region, confirming export contracts, and securing capital investments. Tourists will be encouraged to visit again through targeted marketing activity, while bids will be made (where considered appropriate) to host more sports tournaments and major events that will aim to capitalise on the exposure from the Games.

Jobs and Skills

- The Jobs and Skills Academy is designed to help the region grow and succeed through increasing the skills, opportunities and employment preparedness of residents in the West Midlands. By providing training in Games-related skills, supporting access to Games-related opportunities, and supporting access to future employment pathways for West Midlands residents, the Jobs and Skills Academy is expected to increase the employment, productivity and GVA of Games-related sectors in the region.⁶

Volunteering

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

Social Value

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

Investment and the Built Environment

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

Theory of Action: Assumptions and Actions

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

- Previous studies of the impact of major sports events on the level of employment in host cities suggest that jobs arising from mega events can be short-term and low-skilled⁷ meaning that post-Games employment is limited. To avoid this there will therefore need to be investment in long-term employment and skills programmes and continued engagement with priority groups

⁶ The Games target sectors are the tourism, e-commerce, sports and the creative industries

⁷ Economic and Tourism Expectations of the 2010 FIFA World Cup – A Resident Perspective, Briedenhann (2011)

post-Games to support them into longer term employment and to maximise the potential benefits associated with the Games and Legacy Programmes.

- Studies of the economic benefits of previous major sporting events have identified that the economic benefits were often limited by displacement of existing business away from local/regional firms to the national or international firms benefiting in some way from the Games⁸. The Social Value Programme to evaluate procurement using social value criteria, particularly relating to procurement of local firms and employment of local people, will help to mitigate this risk.
- The contribution made by infrastructure and built environment assumes that it is additional investment and not business as usual development that would go ahead regardless of the Games. To the extent that development is brought forward, there will be a benefit to impacts being realised earlier but the additional impacts will be more limited.
- Literature⁹ suggests that where there have been positive impacts in terms of the perception of the host City brand, these can often be short-term. Therefore, investment in long-term destination marketing campaigns and business engagement strategies will be required to maximise the legacy of the Games in terms of trade and investment.

1.1.4 Mission Pillar: Be a Catalyst for Change

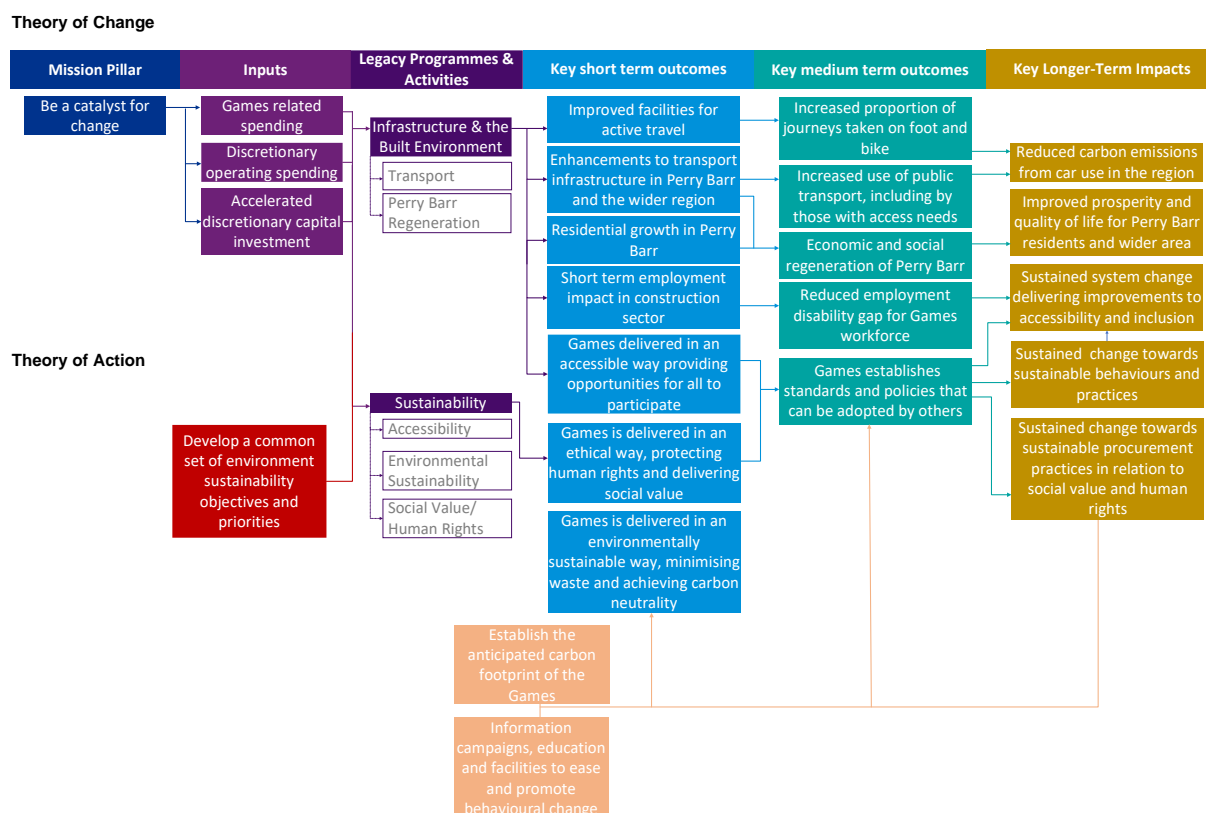
Theory of Change

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

⁸ The Commonwealth Games 2002 A Cost and Benefit Analysis - Final Report, Cambridge Policy Consultants (2019)

⁹ The Olympic Games Impact on South Korea's Image - Jeeyeon (Jeannie) Hahm, Asli D.A. Tasci, Deborah Breiter Terry (2019)

Figure 4: Be a Catalyst for Change Mission Pillar theory of change



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

Investment and the Built Environment

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

Accessibility and Equality, Diversity and Inclusion (EDI)

- The Accessibility and EDI activity has a focus on making the Games as accessible and inclusive as possible. Accessibility has been embedded within planning for all processes, procedures, facilities, and services across all client groups for the Games. Examples of this include the development of an accessible ticketing system and engagement with the Games Accessibility Advisory Forum. The EDI functional area’s purpose is to embed equality, diversity and inclusion into the OC’s policies, practices and procedures, aiming to ensure the Games are accessible and inclusive for everyone. By providing a best practice example and acting as a blueprint for others, the Legacy Programme activity aims to deliver a legacy of promoting and celebrating diversity and inclusion in the West Midlands and the Commonwealth.

Environmental Sustainability

- This Programme intends to deliver Games-time benefits in terms of enhanced environmental sustainability, including through the stated aim of being the first Commonwealth Games to create a carbon neutral legacy. To generate sustained behaviour and system change, the Programme intends to support education and advisory activities, e.g., among OC employees as well as through engagement with future host cities, with the plan to capitalise on the profile generated by the Games to raise awareness of environmental sustainability issues. Specific projects such as the planting of Tiny Forests aim to both improve the physical environment, increasing levels of pride in the community and deliver improved biodiversity impacts.

Social Value

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

Theory of Action: Assumptions and Actions

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

- The Delhi 2010 Organising Committee's post-Games report¹⁰ references the importance of key stakeholders developing a common set of environmental sustainability objectives, priorities, roles and responsibilities to meet objectives during and post Games.
- To deliver a carbon neutral Games, the OC will need to establish the anticipated carbon footprint of the Games (drawing on evidence from previous major sports events). As Games scenarios change the anticipated carbon footprint should be revised. Establishing the expected carbon footprint will enable the OC to develop its carbon off-setting plan.

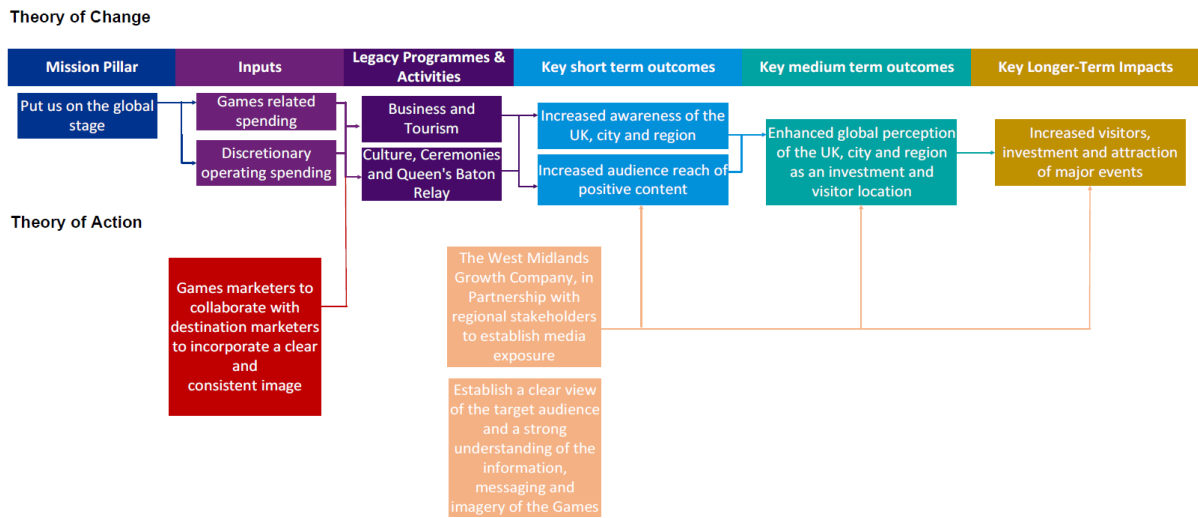
1.1.5 Mission Pillar: Put us on the Global Stage

Theory of Change

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

¹⁰ Delhi 2010 Post Games report. See: <https://thecgf.com/sites/default/files/2018-03/D2010-Post-Games-Report.pdf>

Figure 5: Put us on the Global Stage Mission Pillar theory of change



The following Legacy Programmes will contribute to this Mission Pillar:

Business and Tourism

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

Creative and Cultural Participation

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

Theory of Action: Assumptions and Actions

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

- Capitalising on the pre-event period, for example through media campaigns, can increase the visibility of the City and region on the global stage. Media exposure will increase awareness of

the City and region as a destination for leisure and business visitors and showcase its ability to host international sporting and other mega events.

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

2 Updated evaluation indicators

Since the Evaluation Framework was published, as well as refining plans for their Legacy Programmes, which in some cases changed the specific outputs and outcomes expected, legacy teams have also further developed their planned monitoring and evaluation activity, including details of what outputs, outcomes and impacts will be measured and how.

These developments have resulted in some changes to the indicators that will be used to monitor and report on outputs, outcomes and impacts of the Legacy Programmes in the overarching evaluation.

The table below sets out the full updated set of indicators which will be used in the Games-wide evaluation, and includes changes to indicators where required. This table replaces Table 8 in Appendix 3 of the Evaluation Framework. Within this (in the final column) the timing of when each indicator will be reported (whether in the interim or one year post-Games evaluation) is also identified. It should be noted that some indicators have been identified that it will not be possible to report against for the interim or one year post-Games evaluations, but would serve as useful indicators for a long term legacy evaluation (marked in the final column as long-term legacy).

Updated Table 8 from the Evaluation Framework: Evaluation Indicators

Mission Pillar/Vision and Evaluation Research Questions	Output/ Outcomes/ Impacts	Indicator	Indicator type ¹¹	Source	Source category	Frequency of data collection	Responsible data provider	Use ¹²	Evaluation reporting timing
The Games for Everyone									
To what extent has the Birmingham 2022 Commonwealth Games delivered the 'Games for Everyone' and created a positive impact and legacy for Birmingham, the West Midlands and the UK?									
To what extent has the Games delivered the Games for Everyone?	Output	Number of tickets sold to priority groups, split by demographic characteristics	Headline	OC Monitoring data	Programme monitoring	One-off post-Games	OC	Evaluation	Interim
To what extent has the Games delivered the Games for Everyone?	Output	Number of jobs created, split by demographic characteristics	Headline	OC Monitoring data	Programme monitoring	Quarterly	OC	Evaluation	Interim
To what extent has the Games delivered the Games for Everyone?	Output	Number of Games volunteers, split by priority characteristics	Headline	Volunteering workstream	Programme monitoring	One-off post-Games	OC	Evaluation	Interim
To what extent has the Games delivered the Games for Everyone?	Output	Media viewing figures	Headline	OC Monitoring data	Programme monitoring	One-off post-Games	OC	Evaluation	Interim
To what extent has the Games delivered the Games for Everyone?	Output	Number of attendees to Birmingham 2022 Festival, split by characteristics	Headline	Culture, Ceremonies and QBR workstream	Programme monitoring	One-off post-Games	OC	Evaluation	One year on
Bring People Together									
To what extent has the Games brought local people together strengthening community cohesion, inclusion, and creative and cultural participation, including for priority groups?									
Has the Games brought communities together and led to increased cohesion and understanding among different groups?	Outcome	% of volunteers who feel greater sense of belonging	Secondary	Volunteer survey	Primary Research	Immediately post-Games and ~12 months post-Games	Games-wide evaluation team	Evaluation	One year on

¹¹ Headline indicators will be used to measure the changes in outcomes and impacts which are needed to understand the impact of the Games in relation to each of the Mission Pillars.

Secondary indicators (intermediate indicators) will be used as part of the assessment of the extent to which the measured changes can be attributed to the Games, rather than wider factors.

¹² The indicators include those that will be used for the purpose of the 'evaluation' – as a measure of change associated with the Games, and those which will be used to understand the current situation 'the baseline' and 'context' to help assess and attributed observed changes in Games outcomes and impacts as part of the contribution analysis.

Mission Pillar/Vision and Evaluation Research Questions	Output/ Outcomes/ Impacts	Indicator	Indicator type ¹¹	Source	Source category	Frequency of data collection	Responsible data provider	Use ¹²	Evaluation reporting timing
Has the Games brought communities together and led to increased cohesion and understanding among different groups?	Outcome	% of volunteers who feel included and represented in the Games	Secondary	Volunteer Survey	Primary Research	Immediately post-Games and ~12 months post-Games	Games-wide evaluation team	Evaluation	One year on
Has the Games brought communities together and led to increased cohesion and understanding among different groups?	Outcome	% of participants (not young people) who report that they feel more aware of how to engage with young people	Secondary	Youth/ Learning workstream	Programme monitoring	Quarterly	OC	Evaluation	One year on
Has the Games brought communities together and led to increased cohesion and understanding among different groups?	Outcome	% of participants (young people and adults) who feel that different community groups get along	Secondary	Youth/ Learning workstream	Programme monitoring	Quarterly	OC	Evaluation	One year on
Has the Games brought communities together and led to increased cohesion and understanding among different groups?	Outcome	% of Gen 22 participants) who feel that different community groups get along	Secondary	Youth/ Learning workstream	Programme monitoring	Quarterly	OC	Evaluation	One year on
Has the Games brought communities together and led to increased cohesion and understanding among different groups?	Impact	% survey respondents who feel that different community groups get along	Headline	Residents Survey	Primary Research	One year pre-Games, immediately post-Games and one year post-Games	Games-wide evaluation team	Evaluation	One year on
Has the Games brought communities together and led to increased cohesion and understanding among different groups?	Impact	% survey respondents who feel that different community groups get along	Headline	Community Life Survey	Secondary data	Annual	Games-wide evaluation team	Baseline/ Contextual	One year on
Has the Games brought communities together and led to increased cohesion and understanding among different groups?	Impact	% of survey respondents who feel they belong in their local community	Headline	Residents Survey	Primary Research	One year pre-Games, immediately post-Games and one year post-Games	Games-wide evaluation team	Evaluation	One year on

Mission Pillar/Vision and Evaluation Research Questions	Output/ Outcomes/ Impacts	Indicator	Indicator type ¹¹	Source	Source category	Frequency of data collection	Responsible data provider	Use ¹²	Evaluation reporting timing
Has the Games brought communities together and led to increased cohesion and understanding among different groups?	Impact	% of survey respondents who feel they belong in their local community	Headline	Community Life Survey	Secondary data	Annual	Games-wide evaluation team	Baseline/ Contextual	One year on
Has the Games helped to develop more representative audiences that regularly engage in cultural activity?	Outcome	% of employees, freelancers, participants, volunteers, audiences by socio-economic profile compared to baseline: age; gender identity; disability and limiting illness; ethnicity; place of residence (post code)	Secondary	Culture, Ceremonies and QBR workstream	Programme monitoring	Quarterly	OC	Evaluation	One year on
Has the Games helped to develop more representative audiences that regularly engage in cultural activity?	Outcome	Birmingham Audience Spectrum Engagement Rating compared to the West Midlands (WM) and UK	Secondary	Culture, Ceremonies and QBR workstream	Programme monitoring	Quarterly	OC	Evaluation	One year on
Has the Games helped to develop more representative audiences that regularly engage in cultural activity?	Outcome	% of Birmingham residents who attended an arts event OR spent time doing an arts activity in the 12 months prior to interview (not including events or activities linked to the Festival)	Secondary	Culture, Ceremonies and QBR workstream	Programme monitoring	Quarterly	OC	Evaluation	One year on
Has the Games helped to develop more representative audiences that regularly engage in cultural activity?	Outcome	% of Birmingham residents who attended an arts event OR museum or gallery OR spent time doing an arts activity in the 12 months prior to interview (not including events or activities linked to the Festival)	Secondary	Culture, Ceremonies and QBR workstream	Programme monitoring	Quarterly	OC	Evaluation	One year on
Has the Games helped to develop more representative audiences	Outcome	% of West Midlands residents who attended an	Secondary	Culture, Ceremonies	Programme monitoring	Quarterly	OC	Evaluation	One year on

Mission Pillar/Vision and Evaluation Research Questions	Output/ Outcomes/ Impacts	Indicator	Indicator type ¹¹	Source	Source category	Frequency of data collection	Responsible data provider	Use ¹²	Evaluation reporting timing
that regularly engage in cultural activity?		arts event OR spent time doing an arts activity in the 12 months prior to interview (not including events or activities linked to the Festival)		and QBR workstream					
Has the Games helped to develop more representative audiences that regularly engage in cultural activity?	Outcome	% of West Midlands residents who attended an arts event OR museum or gallery OR spent time doing an arts activity in the 12 months prior to interview (not including events or activities linked to the Festival)	Secondary	Culture, Ceremonies and QBR workstream	Programme monitoring	Quarterly	OC	Evaluation	One year on
Has the Games helped to develop more representative audiences that regularly engage in cultural activity?	Outcome	% of survey respondents who participate in cultural activities in the 12 months prior, split by characteristics	Headline	Residents Survey	Primary Research	One year pre-Games, immediately post-Games and one year post-Games	Games-wide evaluation team	Evaluation	One year on
Has the Games helped to develop more representative audiences that regularly engage in cultural activity?	Impact	Birmingham Audience Spectrum Engagement Rating compared to the WM and UK	Secondary	Culture, Ceremonies and QBR workstream	Programme monitoring	Quarterly	OC	Evaluation	One year on
Has the Games helped to develop more representative audiences that regularly engage in cultural activity?	Impact	% of survey respondents who visited a heritage site in the 12 months prior	Headline	Residents Survey	Primary Research	One year pre-Games, immediately post-Games and one year post-Games	Games-wide evaluation team	Evaluation	One year on
Has the Games helped to develop more representative audiences that regularly engage in cultural activity?	Impact	% of survey respondents who visited a heritage site in the 12 months prior	Headline	DCMS - Taking Part Survey	Secondary data	Annual	Games-wide evaluation team	Baseline/ Contextual	One year on
Has the Games helped to develop more representative audiences	Impact	% of survey respondents who visited a museum, art	Headline	Residents Survey	Primary Research	One year pre-Games, immediate	Games-wide evaluation team	Evaluation	One year on

Mission Pillar/Vision and Evaluation Research Questions	Output/ Outcomes/ Impacts	Indicator	Indicator type ¹¹	Source	Source category	Frequency of data collection	Responsible data provider	Use ¹²	Evaluation reporting timing
that regularly engage in cultural activity?		gallery or other exhibition in the 12 months prior				post-Games and one year post-Games			
Has the Games helped to develop more representative audiences that regularly engage in cultural activity?	Impact	% of survey respondents who visited a museum, art gallery or other exhibition in the 12 months prior	Headline	DCMS - Taking Part Survey	Secondary data	Annual	Games-wide evaluation team	Baseline/ Contextual	One year on
Through what means have local people, particularly priority groups, engaged with the Games and become involved in its delivery?	Output	Number of volunteers, split by priority characteristics	Headline	Volunteering workstream	Programme monitoring	Quarterly	OC	Evaluation	Interim
Through what means have local people, particularly priority groups, engaged with the Games and become involved in its delivery?	Output	Number of participants to the opening and closing ceremony, broken down by priority characteristics	Headline	Culture, Ceremonies and QBR workstream	Programme monitoring	One-off post-Games	OC	Evaluation	Interim
To what extent has the Games increased feelings of civic pride in Birmingham and the West Midlands particularly for priority groups?	Outcome	% of audience who feel engaged with/part of their local community, Birmingham and/or the West Midlands	Secondary	Culture, Ceremonies and QBR workstream	Programme monitoring	Quarterly	OC	Evaluation	One year on
To what extent has the Games increased feelings of civic pride in Birmingham and the West Midlands particularly for priority groups?	Outcome	% of participants who feel positive about participating in their community	Secondary	Culture, Ceremonies and QBR workstream	Programme monitoring	Quarterly	OC	Evaluation	One year on
To what extent has the Games increased feelings of civic pride in Birmingham and the West Midlands particularly for priority groups?	Outcome	Case studies of projects/activities/historical themes delivered as part of the Festival that reveal or reimagine untold stories	Secondary	Culture, Ceremonies and QBR workstream	Programme monitoring	Quarterly	OC	Evaluation	One year on
To what extent has the Games increased feelings of civic pride in Birmingham and the West Midlands particularly for priority groups?	Outcome	% of audience who agree their knowledge of and understanding of the city and region's history and heritage has increased	Secondary	Culture, Ceremonies and QBR workstream	Programme monitoring	Quarterly	OC	Evaluation	One year on
To what extent has the Games increased feelings of civic pride in Birmingham and the West Midlands particularly for priority groups?	Outcome	% of audience who state that using the arts to present the city and	Secondary	Culture, Ceremonies	Programme monitoring	Quarterly	OC	Evaluation	One year on

Mission Pillar/Vision and Evaluation Research Questions	Output/ Outcomes/ Impacts	Indicator	Indicator type ¹¹	Source	Source category	Frequency of data collection	Responsible data provider	Use ¹²	Evaluation reporting timing
Midlands particularly for priority groups?		region's history and heritage had made it more interesting and/or easier to understand		and QBR workstream					
To what extent has the Games increased feelings of civic pride in Birmingham and the West Midlands particularly for priority groups?	Outcome	% of survey respondents who regularly engage in civic activities	Headline	Residents Survey	Primary Research	One year pre-Games, immediately post-Games and one year post-Games	Games-wide evaluation team	Evaluation	One year on
To what extent has the Games increased feelings of civic pride in Birmingham and the West Midlands particularly for priority groups?	Outcome	% of survey respondents who regularly engage in civic activities	Headline	Residents Survey	Primary Research	One year pre-Games, immediately post-Games and one year post-Games	Games-wide evaluation team	Evaluation	One year on
To what extent has the Games increased feelings of civic pride in Birmingham and the West Midlands particularly for priority groups?	Outcome	% of survey respondents who regularly engage in civic activities	Headline	Community Life Survey	Secondary data	Annual	Games-wide evaluation team	Baseline/ Contextual	One year on
To what extent has the Games increased feelings of civic pride in Birmingham and the West Midlands particularly for priority groups?	Impact	% of survey respondents who are proud to live in their town/city	Headline	Residents Survey	Primary Research	One year pre-Games, immediately post-Games and one year post-Games	Games-wide evaluation team	Evaluation	One year on
To what extent has the Games increased feelings of civic pride in Birmingham and the West Midlands particularly for priority groups?	Impact	% of survey respondents who are proud to live in their town/city	Headline	Community Life Survey	Secondary data	Annual	Games-wide evaluation team	Baseline/ Contextual	One year on
To what extent has the Games increased feelings of civic pride in Birmingham and the West Midlands particularly for priority groups?	Impact	% of survey respondents who feel that they can influence decision making in their local community	Headline	Residents Survey	Primary Research	One year pre-Games, immediately post-Games and one year post-Games	Games-wide evaluation team	Evaluation	One year on

Mission Pillar/Vision and Evaluation Research Questions	Output/ Outcomes/ Impacts	Indicator	Indicator type ¹¹	Source	Source category	Frequency of data collection	Responsible data provider	Use ¹²	Evaluation reporting timing
To what extent has the Games increased feelings of civic pride in Birmingham and the West Midlands particularly for priority groups?	Impact	% of survey respondents who feel that they can influence decision making in their local community	Headline	Community Life Survey	Secondary data	Annual	Games-wide evaluation team	Baseline/ Contextual	One year on
To what extent has the Games encouraged young people to participate in new opportunities and develop their skills?	Output	Number and hours of apprenticeships delivered by the OC/ hours of apprenticeships delivered through SVP	Secondary	OC Monitoring data	Programme monitoring	Quarterly	OC	Evaluation	Interim
To what extent has the Games encouraged young people to participate in new opportunities and develop their skills?	Output	Number of people up to 30 years of age in volunteering roles	Secondary	Volunteering workstream	Programme monitoring	One-off post-Games	OC	Evaluation	Interim
To what extent has the Games encouraged young people to participate in new opportunities and develop their skills?	Output	Number of individuals logging in to the B Smart Open University platform	Secondary	Volunteering workstream	Programme monitoring	One-off post-Games	OC	Evaluation	One year on
To what extent has the Games encouraged young people to participate in new opportunities and develop their skills?	Output	Number of individuals logging in to the B Bright Learning Management System	Secondary	Volunteering workstream	Programme monitoring	One-off post-Games	OC	Evaluation	One year on
To what extent has the Games encouraged young people to participate in new opportunities and develop their skills?	Output	Number of people up to 30 years of age in OC roles	Secondary	OC Monitoring data	Programme monitoring	Quarterly	OC	Evaluation	Interim
To what extent has the Games encouraged young people to participate in new opportunities and develop their skills?	Output	Number of people up to 30 years of age trained through Jobs and Skills Academy	Secondary	Jobs & Skills workstream	Programme monitoring	Quarterly	WMCA	Evaluation	One year on
To what extent has the Games encouraged young people to participate in new opportunities and develop their skills?	Output	Number of people up to 30 years of age who gain qualifications through the Jobs & Skills Academy	Secondary	Jobs & Skills workstream	Programme monitoring	Quarterly	WMCA	Evaluation	One year on
To what extent has the Games encouraged young people to participate in new opportunities and develop their skills?	Output	Number of people up to 30 years of age that have been supported into Games-related employment	Secondary	Jobs & Skills workstream	Programme monitoring	Quarterly	OC	Evaluation	One year on

Mission Pillar/Vision and Evaluation Research Questions	Output/ Outcomes/ Impacts	Indicator	Indicator type ¹¹	Source	Source category	Frequency of data collection	Responsible data provider	Use ¹²	Evaluation reporting timing
To what extent has the Games encouraged young people to participate in new opportunities and develop their skills?	Output	Number of people up to 30 years of age connected to Partner volunteering organisations	Secondary	Volunteering workstream	Programme monitoring	One-off post-Games	OC	Evaluation	One year on
To what extent has the Games encouraged young people to participate in new opportunities and develop their skills?	Output	Number of Host Delivery partner volunteers	Secondary	Volunteering workstream	Programme monitoring	One-off post-Games	OC	Evaluation	One year on
To what extent has the Games encouraged young people to participate in new opportunities and develop their skills?	Output	Number of young people (up to 25 years of age) engaged in Youth and Learning Programmes	Secondary	Youth/ Learning workstream	Programme monitoring	Quarterly	OC	Evaluation	One year on
To what extent has the Games encouraged young people to participate in new opportunities and develop their skills?	Outcome	% of participants who have gained creative and cultural skills through participation in the Festival	Secondary	Culture, Ceremonies and QBR workstream	Programme monitoring	Quarterly	OC	Evaluation	One year on
To what extent has the Games encouraged young people to participate in new opportunities and develop their skills?	Outcome	% of participants who have gained other skills through participation in the Festival	Secondary	Culture, Ceremonies and QBR workstream	Programme monitoring	Quarterly	OC	Evaluation	One year on
To what extent has the Games encouraged young people to participate in new opportunities and develop their skills?	Outcome	% of participants who more likely to take part in similar activity in future as a result of participating in the Festival	Secondary	Culture, Ceremonies and QBR workstream	Programme monitoring	Quarterly	OC	Evaluation	One year on
To what extent has the Games encouraged young people to participate in new opportunities and develop their skills?	Outcome	% of young people who feel they have more confidence	Headline	Youth/ Learning workstream	Programme monitoring	Quarterly	OC	Evaluation	One year on
To what extent has the Games encouraged young people to participate in new opportunities and develop their skills?	Outcome	% of young people who feel they have learnt new skills	Headline	Youth/ Learning workstream	Programme monitoring	Quarterly	OC	Evaluation	One year on
To what extent has the Games encouraged young people to participate in new opportunities and develop their skills?	Outcome	% of young people who feel their local area provides them with opportunities to gain new skills,	Secondary	Residents Survey	Primary Research	One year pre-Games, immediately post-Games,	Games-wide evaluation team	Evaluation	One year on

Mission Pillar/Vision and Evaluation Research Questions	Output/ Outcomes/ Impacts	Indicator	Indicator type ¹¹	Source	Source category	Frequency of data collection	Responsible data provider	Use ¹²	Evaluation reporting timing
		employment, and/or volunteering experiences				and one year post-Games			
To what extent has the Games encouraged young people to participate in new opportunities and develop their skills?	Outcome	% of young people who gave up their free time at least once to support their local community	Secondary	Residents Survey	Primary Research	One year pre-Games, immediately post-Games, and one year post-Games	Games-wide evaluation team	Evaluation	One year on
To what extent has the Games encouraged young people to participate in new opportunities and develop their skills?	Outcome	% of beneficiaries up to 30 years of age who have greater confidence in seeking employment	Secondary	Jobs & Skills workstream	Programme monitoring	Quarterly	WMCA	Evaluation	One year on
To what extent has the Games encouraged young people to participate in new opportunities and develop their skills?	Outcome	% of young people who report that they feel they have had greater ambitions to do sport activities linked to the Games	Headline	Youth/ Learning workstream	Programme monitoring	Quarterly	OC	Evaluation	One year on
To what extent has the Games encouraged young people to participate in new opportunities and develop their skills?	Outcome	% of young people who report that they feel they have greater ambitions to do creative activities linked to the Games	Headline	Youth/ Learning workstream	Programme monitoring	Quarterly	OC	Evaluation	One year on
To what extent has the Games encouraged young people to participate in new opportunities and develop their skills?	Outcome	% of young people who report that they have greater ambitions to do cultural activities linked to the Games	Headline	Youth/ Learning workstream	Programme monitoring	Quarterly	OC	Evaluation	One year on
To what extent has the Games encouraged young people to participate in new opportunities and develop their skills?	Outcome	% of young people who feel more motivated to participate in educational activity	Headline	Youth/ Learning workstream	Programme monitoring	Quarterly	OC	Evaluation	One year on
To what extent has the Games encouraged young people to participate in new opportunities and develop their skills?	Outcome	% of Gen 22 participants who feel they have learnt new skills	Secondary	Youth/ Learning workstream	Programme monitoring	Quarterly	OC	Evaluation	One year on
To what extent has the Games encouraged young people to	Impact	% young people (16-24) not in education, employment or training (NEET)	Headline	ONS Labour Force Survey	Secondary data	Annual	Games-wide evaluation team	Baseline/ Contextual	One year on

Mission Pillar/Vision and Evaluation Research Questions	Output/ Outcomes/ Impacts	Indicator	Indicator type ¹¹	Source	Source category	Frequency of data collection	Responsible data provider	Use ¹²	Evaluation reporting timing
participate in new opportunities and develop their skills?									
To what extent has the Games encouraged young people to participate in new opportunities and develop their skills?	Impact	Youth unemployment rate in West Midlands	Headline	ONS	Secondary data	Monthly	Games-wide evaluation team	Evaluation	One year on
What has the impact been of Birmingham 2022 Festival on the resilience of the cultural sector and arts infrastructure throughout the West Midlands?	Outcome	Number of co-creation projects/activities delivered as part of the Festival	Secondary	Culture, Ceremonies and QBR workstream	Programme monitoring	Quarterly	OC	Evaluation	One year on
What has the impact been of Birmingham 2022 Festival on the resilience of the cultural sector and arts infrastructure throughout the West Midlands?	Outcome	Case studies of innovative co-creation projects/activities delivered as part of the Festival	Secondary	Culture, Ceremonies and QBR workstream	Programme monitoring	Quarterly	OC	Evaluation	One year on
What has the impact been of Birmingham 2022 Festival on the resilience of the cultural sector and arts infrastructure throughout the West Midlands?	Outcome	Number of artists/organisations who have established new partnerships through their participation in the Festival, including examples of these relationships and the benefits they bring	Secondary	Culture, Ceremonies and QBR workstream	Programme monitoring	Quarterly	OC	Evaluation	One year on
What has the impact been of Birmingham 2022 Festival on the resilience of the cultural sector and arts infrastructure throughout the West Midlands?	Outcome	Number and case studies of projects/activities involving inclusive practice delivered as part of the Festival	Secondary	Culture, Ceremonies and QBR workstream	Programme monitoring	Quarterly	OC	Evaluation	One year on
What has the impact been of Birmingham 2022 Festival on the resilience of the cultural sector and arts infrastructure throughout the West Midlands?	Outcome	Number of artists who have gained skills in co-creation and/or inclusive practice through working on the Festival, including examples of the skills gained	Secondary	Culture, Ceremonies and QBR workstream	Programme monitoring	Quarterly	OC	Evaluation	One year on
What has the impact been of Birmingham 2022 Festival on the	Outcome	Number of jobs created to develop and deliver the	Headline	Culture, Ceremonies	Programme monitoring	Quarterly	OC	Evaluation	One year on

Mission Pillar/Vision and Evaluation Research Questions	Output/ Outcomes/ Impacts	Indicator	Indicator type ¹¹	Source	Source category	Frequency of data collection	Responsible data provider	Use ¹²	Evaluation reporting timing
resilience of the cultural sector and arts infrastructure throughout the West Midlands?		Festival (includes Birmingham 2022, external partners and participating artists/organisations)		and QBR workstream					
What has the impact been of Birmingham 2022 Festival on the resilience of the cultural sector and arts infrastructure throughout the West Midlands?	Outcome	% of people in new jobs created by socio-economic profile: age; gender identity; neurodiversity; disability; impairment; ethnicity; sexual orientation	Headline	Culture, Ceremonies and QBR workstream	Programme monitoring	Quarterly	OC	Evaluation	One year on
What has the impact been of Birmingham 2022 Festival on the resilience of the cultural sector and arts infrastructure throughout the West Midlands?	Outcome	Total number of professional development and training opportunities offered to the cultural workforce, and number of people taking up them	Secondary	Culture, Ceremonies and QBR workstream	Programme monitoring	Quarterly	OC	Evaluation	One year on
What has the impact been of Birmingham 2022 Festival on the resilience of the cultural sector and arts infrastructure throughout the West Midlands?	Outcome	Number and % of the region's cultural workforce who agree the Festival has resulted in them obtaining, improving, and/or retaining the skills, knowledge, tools, equipment, and other resources needed to do their jobs competently	Headline	Culture, Ceremonies and QBR workstream	Programme monitoring	Quarterly	OC	Evaluation	One year on
Improve Health and Wellbeing									
To what extent has the Games supported a reduction in physical inactivity and improved mental wellbeing, particularly within targeted communities?									
To what extent have relevant sport facilities prepared for hosting the Games positively impacted the community through sports participation?	Outcome	% of survey respondents who report that the Games has increased the quality of local facilities for sports physical activity	Headline	Residents Survey	Primary Research	One year pre-Games, immediately post-Games and one year post-Games	Games-wide evaluation team	Evaluation	One year on
To what extent have relevant sport facilities prepared for hosting the Games positively impacted the community through sports participation?	Outcome	Visits to local sports facilities from community members as a % of overall visits	Headline	Moving Communities	Secondary data	Quarterly	Games-wide evaluation team	Evaluation	One year on

Mission Pillar/Vision and Evaluation Research Questions	Output/ Outcomes/ Impacts	Indicator	Indicator type ¹¹	Source	Source category	Frequency of data collection	Responsible data provider	Use ¹²	Evaluation reporting timing
To what extent have relevant sport facilities prepared for hosting the Games positively impacted the community through sports participation?	Outcome	Visits to local sports facilities from community members as a % of overall visits	Headline	Moving Communities	Secondary data	Quarterly	Games-wide evaluation team	Evaluation	One year on
To what extent have relevant sport facilities prepared for hosting the Games positively impacted the community through sports participation?	Impact	Number of existing tenants to the site on an increased financial agreement	Secondary	Venues	Programme monitoring	Quarterly	BCC	Evaluation	One year on
To what extent have relevant sport facilities prepared for hosting the Games positively impacted the community through sports participation?	Impact	Number of new tenants to the site	Secondary	Venues	Programme monitoring	Quarterly	BCC	Evaluation	One year on
To what extent have relevant sport facilities prepared for hosting the Games positively impacted the community through sports participation?	Impact	Securing a partnering agreement with each tenant as a commitment to delivering a number of key community-based activities in support of the stadium legacy plan	Secondary	Venues	Programme monitoring	Quarterly	BCC	Evaluation	One year on
To what extent have relevant sport facilities prepared for hosting the Games positively impacted the community through sports participation?	Impact	Monthly online memberships sold	Secondary	Venues	Programme monitoring	Quarterly	BCC	Evaluation	One year on
To what extent have relevant sport facilities prepared for hosting the Games positively impacted the community through sports participation?	Impact	Monthly online class bookings	Secondary	Venues	Programme monitoring	Quarterly	BCC	Evaluation	One year on
To what extent have relevant sport facilities prepared for hosting the Games positively impacted the community through sports participation?	Impact	Monthly online bookings made (conference, meeting and event spaces specifically)	Secondary	Venues	Programme monitoring	Quarterly	BCC	Evaluation	One year on

Mission Pillar/Vision and Evaluation Research Questions	Output/ Outcomes/ Impacts	Indicator	Indicator type ¹¹	Source	Source category	Frequency of data collection	Responsible data provider	Use ¹²	Evaluation reporting timing
To what extent have relevant sport facilities prepared for hosting the Games positively impacted the community through sports participation?	Impact	Monthly participation broken down by area/function	Secondary	Venues	Programme monitoring	Quarterly	BCC	Evaluation	One year on
To what extent have relevant sport facilities prepared for hosting the Games positively impacted the community through sports participation?	Impact	Monthly throughput total (including members and casuals) split by: Health and fitness; Group exercise; Swimming; Sports Hall; Other	Secondary	Venues	Secondary data	Quarterly	Games-wide evaluation team	Evaluation	One year on
To what extent have relevant sport facilities prepared for hosting the Games positively impacted the community through sports participation?	Impact	Monthly visits from unique individuals split by: Total; Female participation; Lowseg (Index of Multiple Deprivation (IMD) group 1 and 2); Older adults (65+)	Secondary	Venues	Secondary data	Quarterly	Games-wide evaluation team	Evaluation	One year on
To what extent have relevant sport facilities prepared for hosting the Games positively impacted the community through sports participation?	Impact	Net operating profit of Sandwell Aquatics Centre (SAC) (commercial viability)	Secondary	Venues	Programme monitoring	Quarterly	SMBC	Evaluation	One year on
To what extent have relevant sport facilities prepared for hosting the Games positively impacted the community through sports participation?	Output	Number of (initial) membership sales, including by people from the local area, age, gender	Secondary	Venues: Sandwell Aquatics Centre	Secondary data	Quarterly	Sandwell Council	Evaluation	One year on
To what extent have relevant sport facilities prepared for hosting the Games positively impacted the community through sports participation?	Output	Total monthly throughput at SAC (including by people from local area and priority groups)	Secondary	Venues: Sandwell Aquatics Centre	Moving Communities	N/A	Games-wide evaluation team	Evaluation	Long-term legacy
To what extent have relevant sport facilities prepared for hosting the Games positively impacted the community through sports participation?	Outcome	Member intentions - % of launch survey respondents who report that SAC has increased the quality of local facilities and	Secondary	Venues: Sandwell Aquatics Centre	Programme monitoring	One-year post-Games	Sandwell Council	Evaluation	One year on

Mission Pillar/Vision and Evaluation Research Questions	Output/ Outcomes/ Impacts	Indicator	Indicator type ¹¹	Source	Source category	Frequency of data collection	Responsible data provider	Use ¹²	Evaluation reporting timing
		opportunities or sports physical activity							
To what extent have relevant sport facilities prepared for hosting the Games positively impacted the community through sports participation?	Outcome	% launch survey respondents reporting increased intended levels of physical activity (with breakdown by priority groups)	Secondary	Venues: Sandwell Aquatics Centre	Programme monitoring	One-year post-Games	Sandwell Council	Evaluation	One year on
To what extent have relevant sport facilities prepared for hosting the Games positively impacted the community through sports participation?	Output	Dive Programme: Total attendance at early engagement sessions (number of participants and clubs), including by geographical area	Secondary	Venues: Sandwell Aquatics Centre	Programme monitoring	One-year post-Games	Sandwell Council	Evaluation	One year on
To what extent have relevant sport facilities prepared for hosting the Games positively impacted the community through sports participation?	Output	Dive Programme: Total participants involved in programme (number of participants and schools), including by geographical area, age, gender, and those new to diving	Secondary	Venues: Sandwell Aquatics Centre	Programme monitoring	N/A	Sandwell Council	Evaluation	Long-term legacy
To what extent have relevant sport facilities prepared for hosting the Games positively impacted the community through sports participation?	Output	Aquatics Club: (early engagement) Indicative sign-up and target participant numbers to 'learn to swim programme' and Aquatics Club (including by priority groups and location)	Secondary	Venues: Sandwell Aquatics Centre	Programme monitoring	One-year post-Games	Sandwell Council	Evaluation	One year on
To what extent have relevant sport facilities prepared for hosting the games positively impacted the community through sports participation?	Output	Aquatics Club: Total Aquatic Club members, including by priority groups and location, and compared to baseline	Secondary	Venues: Sandwell Aquatics Centre	Programme monitoring	N/A	Sandwell Council	Evaluation	Long-term legacy

Mission Pillar/Vision and Evaluation Research Questions	Output/ Outcomes/ Impacts	Indicator	Indicator type ¹¹	Source	Source category	Frequency of data collection	Responsible data provider	Use ¹²	Evaluation reporting timing
To what extent have relevant sport facilities prepared for hosting the games positively impacted the community through sports participation?	Impact	Aquatics Club: Number of children and adults able to swim 25m through the programme (including % who are Sandwell/local residents, and compared to baseline)	Headline	Venues: Sandwell Aquatics Centre	Programme monitoring	N/A	Sandwell Council	Evaluation	Long-term legacy
To what extent have relevant sport facilities prepared for hosting the games positively impacted the community through sports participation?	Outcome	Aquatics Club: % of programme participants who feel they have the more opportunities to be physically active and take part in aquatics sports as a result of the new club and programme	Secondary	Venues: Sandwell Aquatics Centre	Programme monitoring	N/A	Sandwell Council	Evaluation	Long-term legacy
To what extent have relevant sport facilities prepared for hosting the games positively impacted the community through sports participation?	Outcome	Sport development: % of sports participants who feel they have the more opportunities to be physically active and develop in sport as part of the SAC programme, including by local area and priority groups	Secondary	Venues: Sandwell Aquatics Centre	Programme monitoring	N/A	Sandwell Council	Evaluation	Long-term legacy
To what extent have relevant sport facilities prepared for hosting the Games positively impacted the community through sports participation?	Impact	% reduction in operating subsidy for Alexander stadium	Secondary	Venues	Programme monitoring	Quarterly	BCC	Evaluation	One year on
How has the Games supported a reduction in physical inactivity and an increase in physical activity, particularly amongst targeted and priority groups?	Outcome	% of survey respondents who feel they have the opportunity to be physically active	Headline	Residents Survey	Primary Research	One year pre-Games, immediately post-Games and one year post-Games	Games-wide evaluation team	Evaluation	One year on

Mission Pillar/Vision and Evaluation Research Questions	Output/ Outcomes/ Impacts	Indicator	Indicator type ¹¹	Source	Source category	Frequency of data collection	Responsible data provider	Use ¹²	Evaluation reporting timing
How has the Games supported a reduction in physical inactivity and an increase in physical activity, particularly amongst targeted and priority groups?	Impact	Active Lives Survey (ALS) Adult: % adults in the games region that strongly agree they have the opportunity to be physically active	Secondary	Active Lives survey - Adults	Secondary data	One year post-Games	Sport England	Evaluation	One year on
How has the Games supported a reduction in physical inactivity and an increase in physical activity, particularly amongst targeted and priority groups?	Impact	ALS Adult: Reduction in % of adults in the games region that are inactive (1 year post Games evaluation)	Secondary	Active Lives survey - Adults	Secondary data	One year post-Games	Sport England	Evaluation	One year on
How has the Games supported a reduction in physical inactivity and an increase in physical activity, particularly amongst targeted and priority groups?	Impact	ALS Children: Reduction in % of children and young people in the games region that are inactive (1 year post Games evaluation)	Secondary	Active Lives survey - Children & Young People	Secondary data	One year post-Games	Sport England	Evaluation	One year on
How has the Games supported a reduction in physical inactivity and an increase in physical activity, particularly amongst targeted and priority groups?	Outcome	% rise in physical activity levels of the participants of the Project Brum programmes incl. gender, ethnicity & age	Headline	Physical Activity & Wellbeing workstream	Programme monitoring	Quarterly	BCC & TAW	Evaluation	One year on
How has the Games supported a reduction in physical inactivity and an increase in physical activity, particularly amongst targeted and priority groups?	Outcome	% of local people who report feeling empowered and/or inspired to undertake physical activity as a result of the Games	Headline	Physical Activity & Wellbeing workstream	Programme monitoring	Quarterly	BCC & TAW	Evaluation	One year on
How has the Games supported a reduction in physical inactivity and an increase in physical activity, particularly amongst targeted and priority groups?	Outcome	% increase in participation by priority groups in public leisure centre usage compared with national benchmark	Secondary	Moving Communities	Programme monitoring	Quarterly	Sport England	Evaluation	One year on
How has the Games supported a reduction in physical inactivity and an increase in physical activity, particularly amongst targeted and priority groups?	Outcome	Beat the Street - Number of participants who go from 'inactive' to 'fairly active' or 'active' following involvement in a BTS B2022 game	Headline	Physical Activity & Wellbeing workstream	Programme monitoring	Quarterly	Sport England	Evaluation	One year on

Mission Pillar/Vision and Evaluation Research Questions	Output/ Outcomes/ Impacts	Indicator	Indicator type ¹¹	Source	Source category	Frequency of data collection	Responsible data provider	Use ¹²	Evaluation reporting timing
How has the Games supported a reduction in physical inactivity and an increase in physical activity, particularly amongst targeted and priority groups?	Outcome	Sports Participation (National Governing Bodies (NGBs)), including Digital and Innovation - Number of participants reporting reduced levels of inactivity following involvement in the project	Headline	Physical Activity & Wellbeing workstream	Programme monitoring	Quarterly	Sport England	Evaluation	One year on
How has the Games supported a reduction in physical inactivity and an increase in physical activity, particularly amongst targeted and priority groups?	Impact	ALS Adult: % adults in the games region that strongly agree it is important for them to exercise regularly	Secondary	Active Lives survey - Adults	Secondary data	One year post-Games	Sport England	Evaluation	One year on
How has the Games supported a reduction in physical inactivity and an increase in physical activity, particularly amongst targeted and priority groups?	Impact	ALS Adult: % adults in the games region that strongly agree they are capable of being physically active	Secondary	Active Lives survey - Adults	Secondary data	One year post-Games	Sport England	Evaluation	One year on
How has the Games supported a reduction in physical inactivity and an increase in physical activity, particularly amongst targeted and priority groups?	Outcome	NGB: Priority groups feel they are more capable and motivated to participate in sport and physical activity as a result of involvement in the NGB project	Headline	Physical Activity & Wellbeing workstream	Programme monitoring	Quarterly	Sport England	Evaluation	One year on
How has the Games supported a reduction in physical inactivity and an increase in physical activity, particularly amongst targeted and priority groups?	Outcome	NGB: Priority groups feel they have access to more opportunities to participate in sport and physical activity as a result of the NGB project	Headline	Physical Activity & Wellbeing workstream	Programme monitoring	Quarterly	Sport England	Evaluation	One year on
How has the Games supported a reduction in physical inactivity and an increase in physical activity, particularly amongst targeted and priority groups?	Impact	% of survey respondents who recognise the importance of being active for physical health and wellbeing	Headline	Residents Survey	Primary Research	Immediately post-Games and one year post-Games	Games-wide evaluation team	Evaluation	One year on
How has the Games supported a reduction in physical inactivity and an increase in physical activity,	Impact	Levels of physical activity (adults)	Headline	Residents Survey	Primary Research	Immediately post-Games	Games-wide evaluation team	Evaluation	One year on

Mission Pillar/Vision and Evaluation Research Questions	Output/ Outcomes/ Impacts	Indicator	Indicator type ¹¹	Source	Source category	Frequency of data collection	Responsible data provider	Use ¹²	Evaluation reporting timing
particularly amongst targeted and priority groups?						and one year post-Games			
How has the Games supported a reduction in physical inactivity and an increase in physical activity, particularly amongst targeted and priority groups?	Impact	Levels of physical activity (adults)	Headline	Active Lives survey - Adults	Secondary data	Annual	Sport England	Evaluation	One year on
How has the Games supported a reduction in physical inactivity and an increase in physical activity, particularly amongst targeted and priority groups?	Impact	Levels of physical activity (children)	Secondary	Active Lives survey - Children & Young People	Secondary data	Annual	Sport England	Baseline/ Contextual	One year on
To what extent has the Games increased levels of cycling and walking?	Outcome	Number of people from local community taking part in cycling compared to the same time period in the previous year	Headline	Physical Activity & Wellbeing workstream	Programme monitoring	Quarterly	Cannock Chase	Evaluation	One year on
To what extent has the Games increased levels of cycling and walking?	Outcome	% of adults that cycle/walk, by frequency, purpose	Headline	Department for Transport	Secondary data	Annual	Games-wide evaluation team	Baseline/ Contextual	One year on
To what extent has the Games increased levels of cycling and walking?	Outcome	% of adults that cycle, by frequency, purpose	Headline	Physical Activity & Wellbeing workstream	Programme monitoring	Quarterly	TfWM	Evaluation	One year on
To what extent has the Games increased levels of cycling and walking?	Outcome	% of journeys to school / work by local residents that are undertaken by bike	Headline	Physical Activity & Wellbeing workstream	Programme monitoring	Quarterly	TfWM	Evaluation	One year on
To what extent has the Games increased levels of cycling and walking?	Outcome	% of journeys by local residents that are undertaken by foot/bike as main mode of travel	Secondary	Residents Survey	Primary Research	One year pre-Games, immediately post-Games and one year post-Games	Games-wide evaluation team	Evaluation	One year on
To what extent has the Games increased levels of cycling and walking?	Outcome	% of survey respondents who report that the Games has had a positive effect on the quality of local facilities	Secondary	Residents Survey	Primary Research	One year pre-Games, immediately post-Games	Games-wide evaluation team	Evaluation	One year on

Mission Pillar/Vision and Evaluation Research Questions	Output/ Outcomes/ Impacts	Indicator	Indicator type ¹¹	Source	Source category	Frequency of data collection	Responsible data provider	Use ¹²	Evaluation reporting timing
		to support walking and cycling				and one year post-Games			
To what extent has the Games increased levels of cycling and walking?	Impact	Number of people from local community taking part in active travel initiatives compared to the same time period pre-Games, including by priority groups, and travel mode.	Headline	Venues: Sandwell Aquatics Centre	Programme monitoring	N/A	Sandwell Council	Evaluation	Long-term legacy
To what extent has the Games increased levels of cycling and walking?	Outcome	% of survey respondents who feel they have the opportunity to take part in active travel, and facilities to facilitate this, compared to the same period pre-Games	Headline	Venues: Sandwell Aquatics Centre	Programme monitoring	N/A	Sandwell Council	Evaluation	Long-term legacy
What has been the effect of Programmes which aim to support people to improve their mental wellbeing?	Outcome	Survey respondents (volunteers / managers) reporting an improvement in Wellbeing	Headline	Physical Activity & Wellbeing workstream	Programme monitoring	One-off post-Games	DHSC	Evaluation	One year on
What has been the effect of Programmes which aim to support people to improve their mental wellbeing?	Outcome	Life satisfaction rating among survey respondents	Headline	Residents Survey	Primary Research	One year pre-Games, immediately post-Games and one year post-Games	Games-wide evaluation team	Evaluation	One year on
What has been the effect of Programmes which aim to support people to improve their mental wellbeing?	Outcome	Life satisfaction rating among survey respondents	Headline	Volunteer Survey	Primary Research	Immediately post-Games and ~12 months post-Games	Games-wide evaluation team	Evaluation	One year on
What has been the effect of Programmes which aim to support people to improve their mental wellbeing?	Outcome	Life satisfaction rating among survey respondents	Headline	ONS	Secondary data	Annual	Games-wide evaluation team	Baseline/ Contextual	One year on
What has been the effect of Programmes which aim to support	Outcome	Life satisfaction rating among Gen 22 participants	Secondary	Youth/ Learning workstream	Programme monitoring	Annual	OC	Evaluation	One year on

Mission Pillar/Vision and Evaluation Research Questions	Output/ Outcomes/ Impacts	Indicator	Indicator type ¹¹	Source	Source category	Frequency of data collection	Responsible data provider	Use ¹²	Evaluation reporting timing
people to improve their mental wellbeing?									
What has been the effect of Programmes which aim to support people to improve their mental wellbeing?	Outcome	% of volunteer survey respondents reporting improved capability to manage MH crisis in others as a result of OC volunteer training.	Secondary	Physical Activity & Wellbeing workstream	Programme monitoring	Annual	DHSC	Evaluation	One year on
What has been the effect of Programmes which aim to support people to improve their mental wellbeing?	Outcome	% of participants agreeing that participating in BCC wellbeing programmes has had a positive outcome on their wellbeing	Headline	Physical Activity & Wellbeing workstream	Programme monitoring	One-off post-Games	BCC & TAW	Evaluation	One year on
What has been the effect of Programmes which aim to support people to improve their mental wellbeing?	Outcome	% respondents that believe their mental health has improved over the last 6-12 months since engaging with the course	Secondary	Jobs & Skills workstream	Programme monitoring	Annual	WMCA	Evaluation	One year on
What has been the effect of Programmes which aim to support people to improve their mental wellbeing?	Outcome	% of respondents who feel generally happier with the current situation, compared to their situation when they enrolled on the course	Secondary	Jobs & Skills workstream	Programme monitoring	Annual	WMCA	Evaluation	One year on
What has been the effect of Programmes which aim to support people to improve their mental wellbeing?	Outcome	% of respondents who believe their participatory experience had a positive impact on their physical health and mental wellbeing	Secondary	Culture, Ceremonies and QBR workstream	Programme monitoring	Annual	OC	Evaluation	One year on
What has been the effect of Programmes which aim to support people to improve their mental wellbeing?	Outcome	% of survey respondents who recognise importance of being active for physical health and wellbeing	Headline	Residents Survey	Primary Research	One year pre-Games, immediately post-Games and one year post-Games	Games-wide evaluation team	Evaluation	One year on
What has been the effect of Programmes which aim to support people to improve their mental wellbeing?	Outcome	Dive Programme: % of participants agreeing participating in programme	Secondary	Venues: Sandwell Aquatics Centre	Programme monitoring	One-year post-Games	Sandwell Council	Evaluation	Long-term legacy

Mission Pillar/Vision and Evaluation Research Questions	Output/ Outcomes/ Impacts	Indicator	Indicator type ¹¹	Source	Source category	Frequency of data collection	Responsible data provider	Use ¹²	Evaluation reporting timing
		has had a positive impact on their wellbeing							
To what extent has the Games led to improvements in the local and regional systems supporting physical activity and wellbeing?	Impact	% of clubs / orgs agreeing this is a positive step (& detailing their experience)	Secondary	Physical Activity & Wellbeing workstream	Programme monitoring	One-off post-Games	BCC	Evaluation	One year on
To what extent has the Games led to improvements in the local and regional systems supporting physical activity and wellbeing?	Impact	Places and Spaces: % of organisations reporting improved skills following involvement in the project	Secondary	Physical Activity & Wellbeing workstream	Programme monitoring	Quarterly	Sport England	Evaluation	One year on
To what extent has the Games led to improvements in the local and regional systems supporting physical activity and wellbeing?	Impact	CAC: Organisations reporting positive progress in system change to enable active lives	Headline	Physical Activity & Wellbeing workstream	Programme monitoring	Quarterly post-Games	Sport England	Evaluation	One year on
To what extent has the Games led to improvements in the local and regional systems supporting physical activity and wellbeing?	Impact	Views of relevant local stakeholders on the systems in place to support active lifestyles	Secondary	Stakeholder engagement	Stakeholder engagement	One-off post-Games	DCMS	Evaluation	One year on
To what extent has the Games led to improvements in the local and regional systems supporting physical activity and wellbeing?	Outcome	Aquatics Club: % of sports clubs and organisations agreeing involvement in programme and work has been a positive step to create improved coordination between local organisations that influence the opportunity to be active, and improved access to active environments.	Secondary	Venues: Sandwell Aquatics Centre	Programme monitoring	One-year post-Games	Sandwell Council	Evaluation	One year on
To what extent has the Games led to improvements in the local and regional systems supporting physical activity and wellbeing?	Impact	% relevant stakeholders agreeing positive system change to support sport development	Secondary	Venues: Sandwell Aquatics Centre	Programme monitoring	One-year post-Games	Sandwell Council	Evaluation	One year on
To what extent has the Games led to improvements in the local and regional systems supporting physical activity and wellbeing?	Output	Number of partnerships established with NGBs to support sport development	Secondary	Venues: Sandwell Aquatics Centre	Programme monitoring	N/A	Sandwell Council	Evaluation	Long-term legacy

Help the Region Grow and Succeed

Mission Pillar/Vision and Evaluation Research Questions	Output/ Outcomes/ Impacts	Indicator	Indicator type ¹¹	Source	Source category	Frequency of data collection	Responsible data provider	Use ¹²	Evaluation reporting timing
To what extent has the Games created social and economic impacts for Birmingham, the West Midlands and the UK particularly in terms of employment, skills, gross value added, trade, investment, and tourism?									
To what extent has the Games encouraged an uplift in the number of domestic and international visitors to the West Midlands and associated spend?	Outcome	% of visitors who will recommend visiting the UK/the region to a friend	Secondary	BATP workstream	Primary Research	Annual	WMGC	Evaluation	One year on
To what extent has the Games encouraged an uplift in the number of domestic and international visitors to the West Midlands and associated spend?	Impact	Number of domestic leisure tourists	Secondary	Great Britain Tourism Survey (GBTS) and Great Britain Day Visitors Survey (GBDVS)	Secondary data	Annual	Games-wide evaluation team	Baseline/ Contextual	One year on
To what extent has the Games encouraged an uplift in the number of domestic and international visitors to the West Midlands and associated spend?	Impact	Number of tourists, split by domestic and international, leisure and business	Headline	BATP workstream	Primary Research	Annual	WMGC	Evaluation	One year on
To what extent has the Games encouraged an uplift in the number of domestic and international visitors to the West Midlands and associated spend?	Impact	Value of spend by visitors to the region	Headline	BATP workstream	Primary Research	Annual	WMGC	Evaluation	One year on
To what extent has the Games encouraged an uplift in the number of domestic and international visitors to the West Midlands and associated spend?	Impact	Value of spend by visitors to the region	Headline	International Passenger Survey (IPS); GBTS and GBDVS	Secondary data	Annual	Games-wide evaluation team	Baseline/ Contextual	One year on
To what extent has the Games led beneficiaries to secure work experience, onward progression along the pathway to employment or employment?	Output	Number of people trained through the Jobs and Skills Academy	Secondary	Jobs & Skills workstream	Programme monitoring	Quarterly	WMCA	Evaluation	One year on
To what extent has the Games led beneficiaries to secure work experience, onward progression	Output	Number of individuals receiving volunteering training	Secondary	Volunteering workstream	Programme monitoring	Quarterly	WMCA	Evaluation	Interim

Mission Pillar/Vision and Evaluation Research Questions	Output/ Outcomes/ Impacts	Indicator	Indicator type ¹¹	Source	Source category	Frequency of data collection	Responsible data provider	Use ¹²	Evaluation reporting timing
along the pathway to employment or employment?									
To what extent has the Games led beneficiaries to secure work experience, onward progression along the pathway to employment or employment?	Output	Number of individuals supported into long term employment	Secondary	Jobs & Skills workstream	Programme monitoring	Quarterly	WMCA	Evaluation	One year on
To what extent has the Games led beneficiaries to secure work experience, onward progression along the pathway to employment or employment?	Output	Number of people supported into Games-related roles	Secondary	Jobs & Skills workstream	Programme monitoring	Quarterly	WMCA	Evaluation	Interim
To what extent has the Games led beneficiaries to secure work experience, onward progression along the pathway to employment or employment?	Output	Total number of volunteering roles filled	Secondary	Volunteering workstream	Programme monitoring	Quarterly	OC	Evaluation	Interim
To what extent has the Games led beneficiaries to secure work experience, onward progression along the pathway to employment or employment?	Outcome	% of OC volunteers that are WM residents	Secondary	OC Monitoring data	Programme monitoring	Quarterly	WMCA	Evaluation	Interim
To what extent has the Games led beneficiaries to secure work experience, onward progression along the pathway to employment or employment?	Outcome	% of survey respondents who feel their local area provides opportunities to gain new skills, employment and/or volunteering experiences	Headline	Residents Survey	Primary Research	One year pre-Games, immediately post-Games and one year post-Games	Games-wide evaluation team	Evaluation	One year on
To what extent has the Games led beneficiaries to secure work experience, onward progression along the pathway to employment or employment?	Outcome	% of survey respondents who feel that the Games has positively impacted the opportunities to gain new skills, employment and/or volunteering experiences	Secondary	Residents Survey	Primary Research	One year pre-Games, immediately post-Games and one year post-Games	Games-wide evaluation team	Evaluation	One year on
To what extent has the Games led beneficiaries to secure work experience, onward progression	Outcome	Total number of jobs filled by OC	Secondary	OC Monitoring data	Programme monitoring	Quarterly	OC	Evaluation	Interim

Mission Pillar/Vision and Evaluation Research Questions	Output/ Outcomes/ Impacts	Indicator	Indicator type ¹¹	Source	Source category	Frequency of data collection	Responsible data provider	Use ¹²	Evaluation reporting timing
along the pathway to employment or employment?									
To what extent has the Games led beneficiaries to secure work experience, onward progression along the pathway to employment or employment?	Outcome	% of targeted sector Games-related employment that are WM residents	Secondary	Business Survey	Primary Research	Immediately post-Games and ~12 months post-Games	Games-wide evaluation team	Evaluation	One year on
To what extent has the Games led beneficiaries to secure work experience, onward progression along the pathway to employment or employment?	Outcome	% of targeted sector Games-related employment that are WM long-term unemployed residents	Secondary	Business Survey	Primary Research	Immediately post-Games and ~12 months post-Games	Games-wide evaluation team	Evaluation	One year on
To what extent has the Games led beneficiaries to secure work experience, onward progression along the pathway to employment or employment?	Outcome	% of volunteers who have greater confidence in seeking employment	Secondary	Volunteer Survey	Primary Research	Immediately post-Games and ~12 months post-Games	Games-wide evaluation team	Evaluation	One year on
To what extent has the Games led beneficiaries to secure work experience, onward progression along the pathway to employment or employment?	Outcome	% of those who have been trained who have greater confidence in seeking employment	Secondary	Jobs & Skills workstream	Programme monitoring	Quarterly	WMCA	Evaluation	One year on
To what extent has the Games led beneficiaries to secure work experience, onward progression along the pathway to employment or employment?	Outcome	% of volunteers who feel they have better job opportunities	Secondary	Volunteer Survey	Primary Research	Immediately post-Games and ~12 months post-Games	Games-wide evaluation team	Evaluation	One year on
To what extent has the Games led beneficiaries to secure work experience, onward progression along the pathway to employment or employment?	Outcome	% of those who have been trained who feel they have better job opportunities	Secondary	Jobs & Skills workstream	Programme monitoring	Quarterly	WMCA	Evaluation	One year on
To what extent has the Games led beneficiaries to secure work experience, onward progression along the pathway to employment or employment?	Outcome	% of volunteers who feel they have better skills as a result of their volunteering in the Games	Secondary	Volunteer Survey	Primary Research	Immediately post-Games and ~12 months post-Games	Games-wide evaluation team	Evaluation	One year on

Mission Pillar/Vision and Evaluation Research Questions	Output/ Outcomes/ Impacts	Indicator	Indicator type ¹¹	Source	Source category	Frequency of data collection	Responsible data provider	Use ¹²	Evaluation reporting timing
To what extent has the Games led beneficiaries to secure work experience, onward progression along the pathway to employment or employment?	Impact	% of volunteers in education, employment or training a year post-Games split by type of intervention	Headline	Volunteer Survey	Primary Research	Immediately post-Games and ~12 months post-Games	Games-wide evaluation team	Evaluation	One year on
To what extent has the Games led beneficiaries to secure work experience, onward progression along the pathway to employment or employment?	Impact	% of those who have been trained in education, employment or training a year post-Games split by type of intervention	Headline	Jobs & Skills workstream	Programme monitoring	Quarterly	WMCA	Evaluation	One year on
To what extent has the Games led beneficiaries to secure work experience, onward progression along the pathway to employment or employment?	Impact	Average salaries of volunteers in education, employment a years post-Games split by type of intervention, compared to pre-intervention	Secondary	Volunteer Survey	Primary Research	Immediately post-Games and ~12 months post-Games	Games-wide evaluation team	Evaluation	One year on
To what extent has the Games led beneficiaries to secure work experience, onward progression along the pathway to employment or employment?	Impact	Average salaries of those who have been trained in education, employment a years post-Games split by type of intervention, compared to pre-intervention	Secondary	Jobs & Skills workstream	Programme monitoring	Quarterly	WMCA	Evaluation	One year on
To what extent has the Games led beneficiaries to secure work experience, onward progression along the pathway to employment or employment?	Impact	% of volunteers who participate in other volunteering opportunities in the 12 months post-Games	Secondary	Volunteer Survey	Primary Research	Immediately post-Games and ~12 months post-Games	Games-wide evaluation team	Evaluation	One year on
To what extent has the Games led beneficiaries to secure work experience, onward progression along the pathway to employment or employment?	Impact	% of volunteers who are likely to volunteer again	Secondary	Volunteer Survey	Primary Research	Immediately post-Games and ~12 months post-Games	Games-wide evaluation team	Evaluation	One year on
What has been the impact of the Games on trade and investment?	Outcome	Number of events bid by programme participants	Secondary	BATP workstream	Programme monitoring	Quarterly	WMGC	Evaluation	One year on
What has been the impact of the Games on trade and investment?	Outcome	Number of new event enquiries received	Secondary	BATP workstream	Programme monitoring	Quarterly	WMGC	Evaluation	One year on

Mission Pillar/Vision and Evaluation Research Questions	Output/ Outcomes/ Impacts	Indicator	Indicator type ¹¹	Source	Source category	Frequency of data collection	Responsible data provider	Use ¹²	Evaluation reporting timing
What has been the impact of the Games on trade and investment?	Outcome	Number of new prospects generated, split by type of prospect / B ATP workstream	Secondary	B ATP workstream	Programme monitoring	Quarterly	WMGC	Evaluation	One year on
What has been the impact of the Games on trade and investment?	Outcome	Number of new sporting event leads	Secondary	B ATP workstream	Programme monitoring	Quarterly	WMGC	Evaluation	One year on
What has been the impact of the Games on trade and investment?	Outcome	Number / % of prospects converted, split by type of prospect / B ATP workstream	Secondary	B ATP workstream	Programme monitoring	Quarterly	WMGC	Evaluation	One year on
What has been the impact of the Games on trade and investment?	Outcome	Number of qualified inward investment projects generated by B ATP Programme	Headline	B ATP workstream	Programme monitoring	Quarterly	WMGC	Evaluation	One year on
What has been the impact of the Games on trade and investment?	Outcome	Value of qualified inward investment projects generated by B ATP Programme	Secondary	B ATP workstream	Programme monitoring	Quarterly	WMGC	Evaluation	One year on
What has been the impact of the Games on trade and investment?	Outcome	% of investment intermediaries who are actively considering investing in the UK and the region	Headline	B ATP workstream	Primary Research	Annual	WMGC	Evaluation	One year on
What has been the impact of the Games on trade and investment?	Outcome	% of target audience who are actively considering hosting a sporting event in the region	Secondary	B ATP workstream	Primary Research	Annual	WMGC	Evaluation	One year on
What has been the impact of the Games on trade and investment?	Outcome	% of investment intermediaries who are actively considering trading with the UK and the region	Headline	B ATP workstream	Secondary data	Annual	WMGC	Evaluation	One year on
What has been the impact of the Games on trade and investment?	Outcome	Awareness among businesses of export opportunities	Secondary	B ATP workstream	Primary Research	Annual	WMGC	Evaluation	One year on
What has been the impact of the Games on trade and investment?	Outcome	% of businesses supported that feel better prepared to export	Secondary	B ATP workstream	Primary Research	Annual	WMGC	Evaluation	One year on

Mission Pillar/Vision and Evaluation Research Questions	Output/ Outcomes/ Impacts	Indicator	Indicator type ¹¹	Source	Source category	Frequency of data collection	Responsible data provider	Use ¹²	Evaluation reporting timing
What has been the impact of the Games on trade and investment?	Outcome	% of target audience who are actively considering hosting a conference in the region	Secondary	BATP workstream	Primary Research	Annual	WMGC	Evaluation	One year on
What has been the impact of the Games on trade and investment?	Outcome	Number of new export deals as a result of the BATP Programme	Secondary	BATP workstream	Programme monitoring	Quarterly	WMGC	Evaluation	One year on
What has been the impact of the Games on trade and investment?	Outcome	Value of new export deals as a result of the BATP Programme	Secondary	BATP workstream	Programme monitoring	Quarterly	WMGC	Evaluation	One year on
What has been the impact of the Games on trade and investment?	Impact	Number of jobs created by export deals for the region as a result of the BATP programme	Secondary	BATP workstream	Programme monitoring	Quarterly	WMGC	Evaluation	One year on
What has been the impact of the Games on trade and investment?	Impact	Number of jobs created by FDI projects through the BATP programme	Secondary	BATP workstream	Programme monitoring	Quarterly	WMGC	Evaluation	One year on
What has been the impact of the Games on trade and investment?	Impact	Reduction in market barriers	Secondary	BATP workstream	Programme monitoring	Quarterly	WMGC	Evaluation	One year on
What has been the impact of the Games on trade and investment?	Impact	Regional value of exports	Headline	HMRC - Regional Trade Statistics	Secondary data	Quarterly	Games-wide evaluation team	Evaluation	One year on
What has been the impact of the Games on trade and investment?	Impact	Regional value of inward investments	Headline	Department for International Trade (DIT)	Secondary data	Annual	Games-wide evaluation team	Evaluation	One year on
What have been the identifiable overall economic impacts of the Games on Birmingham, the West Midlands and the UK?	Impact	Number of jobs created from tourism through the BATP programme	Headline	BATP workstream	Primary Research	Annual	WMGC	Evaluation	One year on
What have been the identifiable overall economic impacts of the Games on Birmingham, the West Midlands and the UK?	Impact	Regional number of jobs created as a result of visitor spending	Secondary	BATP workstream	Primary Research	Quarterly	WMGC	Evaluation	One year on
What have been the identifiable overall economic impacts of the	Impact	Regional number of jobs created as a result of inward investment	Secondary	DIT	Secondary data	Annual	Games-wide evaluation team	Evaluation	One year on

Mission Pillar/Vision and Evaluation Research Questions	Output/ Outcomes/ Impacts	Indicator	Indicator type ¹¹	Source	Source category	Frequency of data collection	Responsible data provider	Use ¹²	Evaluation reporting timing
Games on Birmingham, the West Midlands and the UK?									
What have been the identifiable overall economic impacts of the Games on Birmingham, the West Midlands and the UK?	Impact	Regional GVA	Headline	ONS	Secondary data	Annual	Games-wide evaluation team	Baseline/ Contextual	One year on
What have been the identifiable overall economic impacts of the Games on Birmingham, the West Midlands and the UK?	Impact	Regional employment and unemployment	Headline	ONS Business Register and Employment Survey	Secondary data	Annual	Games-wide evaluation team	Baseline/ Contextual	One year on
What have been the identifiable overall economic impacts of the Games on Birmingham, the West Midlands and the UK?	Impact	Regional GVA per employee	Headline	ONS	Secondary data	Annual	Games-wide evaluation team	Baseline/ Contextual	One year on
What have been the identifiable overall economic impacts of the Games on Birmingham, the West Midlands and the UK?	Impact	Regional GVA by for the Meetings, Incentives, Conferences and Exhibitions (MICE) sector	Headline	BATP workstream	Primary Research	Annual	WMGC	Evaluation	One year on
What have been the identifiable overall economic impacts of the Games on Birmingham, the West Midlands and the UK?	Impact	Regional visitor spend	Headline	BATP workstream	Primary Research	Annual	WMGC	Evaluation	One year on
What have been the identifiable overall economic impacts of the Games on Birmingham, the West Midlands and the UK?	Impact	Regional visitor spend	Headline	GBTS and GBDVS	Secondary data	Annual	Games-wide evaluation team	Baseline/ Contextual	One year on
What have been the identifiable overall economic impacts of the Games on Birmingham, the West Midlands and the UK?	Impact	% of businesses in target sectors reporting a skills gap	Headline	Business Survey	Primary Research	Immediately post-Games and ~12 months post-Games	Games-wide evaluation team	Evaluation	One year on
What have been the identifiable overall economic impacts of the Games on Birmingham, the West Midlands and the UK?	Impact	Games time GVA and employment	Headline	Economic Impact Assessment	Economic Impact Assessment	Bespoke for evaluation	Games-wide evaluation team	Evaluation	Interim

Mission Pillar/Vision and Evaluation Research Questions	Output/ Outcomes/ Impacts	Indicator	Indicator type ¹¹	Source	Source category	Frequency of data collection	Responsible data provider	Use ¹²	Evaluation reporting timing
How has the procurement model used for the Games created a positive legacy and social impact?	Output	Number and % of OC contractor job opportunities that go to local residents (Birmingham and West Midlands)	Secondary	Social Value workstream	Programme monitoring	Quarterly	OC	Evaluation	One year on
How has the procurement model used for the Games created a positive legacy and social impact?	Output	Number and % of contracts delivered by businesses in Birmingham, and in the West Midlands	Secondary	Social Value workstream	Programme monitoring	Quarterly	OC	Evaluation	One year on
How has the procurement model used for the Games created a positive legacy and social impact?	Output	Number and % of contracts delivered by businesses which are ethnic minority owned	Secondary	Social Value workstream	Programme monitoring	Quarterly	OC	Evaluation	One year on
How has the procurement model used for the Games created a positive legacy and social impact?	Output	Number of apprenticeships delivered through OC contracts	Secondary	Social Value workstream	Programme monitoring	Quarterly	OC	Evaluation	One year on
How has the procurement model used for the Games created a positive legacy and social impact?	Output	Number of work experience placements provided through OC contracts	Secondary	Social Value workstream	Programme monitoring	Quarterly	OC	Evaluation	One year on
How has the procurement model used for the Games created a positive legacy and social impact?	Output	Social Enterprise spend	Secondary	Social Value workstream	Programme monitoring	Quarterly	OC	Evaluation	One year on
How has the procurement model used for the Games created a positive legacy and social impact?	Output	Local spend	Secondary	Social Value workstream	Programme monitoring	Quarterly	OC	Evaluation	One year on
How has the procurement model used for the Games created a positive legacy and social impact?	Output	SME spend	Secondary	Social Value workstream	Programme monitoring	Quarterly	OC	Evaluation	One year on
How has the procurement model used for the Games created a positive legacy and social impact?	Output	% of OC contracts which include a human rights, modern slavery and ethical trading commitment	Secondary	Social Value workstream	Programme monitoring	Quarterly	OC	Evaluation	One year on
How has the procurement model used for the Games created a positive legacy and social impact?	Output	Number of people upskilled	Secondary	Perry Barr Regeneration workstream	Programme monitoring	Quarterly	BCC	Evaluation	One year on
How has the procurement model used for the Games created a positive legacy and social impact?	Output	Number of people upskilled	Secondary	Venues	Programme monitoring	Quarterly	SMBC	Evaluation	Interim

Mission Pillar/Vision and Evaluation Research Questions	Output/ Outcomes/ Impacts	Indicator	Indicator type ¹¹	Source	Source category	Frequency of data collection	Responsible data provider	Use ¹²	Evaluation reporting timing
How has the procurement model used for the Games created a positive legacy and social impact?	Output	Number of people upskilled	Secondary	Venues	Programme monitoring	Quarterly	BCC	Evaluation	Interim
How has the procurement model used for the Games created a positive legacy and social impact?	Output	Number of employment opportunities created	Secondary	Perry Barr Regeneration workstream	Programme monitoring	Quarterly	BCC	Evaluation	One year on
How has the procurement model used for the Games created a positive legacy and social impact?	Output	Number of employment opportunities created	Secondary	Venues	Programme monitoring	Quarterly	SMBC	Evaluation	Interim
How has the procurement model used for the Games created a positive legacy and social impact?	Output	Number of employment opportunities created	Secondary	Venues workstream	Programme monitoring	Quarterly	BCC	Evaluation	Interim
How has the procurement model used for the Games created a positive legacy and social impact?	Output	Number of young people engaged with	Secondary	Perry Barr Regeneration workstream	Programme monitoring	Quarterly	BCC	Evaluation	One year on
How has the procurement model used for the Games created a positive legacy and social impact?	Output	Number of young people engaged with	Secondary	Venues workstream	Programme monitoring	Quarterly	SMBC	Evaluation	Interim
How has the procurement model used for the Games created a positive legacy and social impact?	Output	Number of young people engaged with	Secondary	Venues workstream	Programme monitoring	Quarterly	BCC	Evaluation	Interim
How has the procurement model used for the Games created a positive legacy and social impact?	Output	Number of volunteering hours to support school and community activities	Secondary	Perry Barr Regeneration workstream	Programme monitoring	Quarterly	BCC	Evaluation	One year on
How has the procurement model used for the Games created a positive legacy and social impact?	Output	Number of volunteering hours delivered	Secondary	Venues workstream	Programme monitoring	Quarterly	SMBC	Evaluation	Interim
How has the procurement model used for the Games created a positive legacy and social impact?	Output	Number of volunteering hours to support school and community activities	Secondary	Venues workstream	Programme monitoring	Quarterly	BCC	Evaluation	Interim
How has the procurement model used for the Games created a positive legacy and social impact?	Output	Social Enterprise spend	Secondary	Perry Barr Regeneration workstream	Programme monitoring	Quarterly	BCC	Evaluation	One year on
How has the procurement model used for the Games created a positive legacy and social impact?	Output	Social Enterprise spend	Secondary	Venues workstream	Programme monitoring	Quarterly	SMBC	Evaluation	Interim

Mission Pillar/Vision and Evaluation Research Questions	Output/ Outcomes/ Impacts	Indicator	Indicator type ¹¹	Source	Source category	Frequency of data collection	Responsible data provider	Use ¹²	Evaluation reporting timing
How has the procurement model used for the Games created a positive legacy and social impact?	Output	Social Enterprise spend	Secondary	Venues workstream	Programme monitoring	Quarterly	BCC	Evaluation	Interim
How has the procurement model used for the Games created a positive legacy and social impact?	Output	Local spend	Secondary	Perry Barr Regeneration workstream	Programme monitoring	Quarterly	BCC	Evaluation	One year on
How has the procurement model used for the Games created a positive legacy and social impact?	Output	Local spend	Secondary	Venues workstream	Programme monitoring	Quarterly	SMBC	Evaluation	Interim
How has the procurement model used for the Games created a positive legacy and social impact?	Output	Local spend	Secondary	Venues workstream	Programme monitoring	Quarterly	BCC	Evaluation	Interim
How has the procurement model used for the Games created a positive legacy and social impact?	Output	SME spend	Secondary	Perry Barr Regeneration workstream	Programme monitoring	Quarterly	BCC	Evaluation	One year on
How has the procurement model used for the Games created a positive legacy and social impact?	Output	SME spend	Secondary	Venues workstream	Programme monitoring	Quarterly	SMBC	Evaluation	Interim
How has the procurement model used for the Games created a positive legacy and social impact?	Output	SME spend	Secondary	Venues workstream	Programme monitoring	Quarterly	BCC	Evaluation	Interim
How has the procurement model used for the Games created a positive legacy and social impact?	Impact	Social Value Portal figure for Social Value including local economic value	Headline	Social Value workstream	Programme monitoring	Quarterly	OC	Evaluation	One year on
How has the procurement model used for the Games created a positive legacy and social impact?	Impact	Social Value Portal figure for Social Value including local economic value	Headline	Venues workstream	Programme monitoring	Quarterly	SMBC	Evaluation	Interim
How has the procurement model used for the Games created a positive legacy and social impact?	Impact	Social Value Portal figure for Social Value including local economic value	Headline	Venues workstream	Programme monitoring	Quarterly	BCC	Evaluation	Interim
How has the procurement model used for the Games created a positive legacy and social impact?	Impact	% of contract employees in work a year post-Games	Secondary	OC Monitoring data	Programme monitoring	Quarterly	OC	Evaluation	One year on
How has the procurement model used for the Games created a positive legacy and social impact?	Impact	Number of Commonwealth Games or mega sporting events implementing or developing Social Value practices aligned to B2022	Secondary	Social Value workstream	Programme monitoring	Quarterly	OC	Evaluation	One year on

Mission Pillar/Vision and Evaluation Research Questions	Output/ Outcomes/ Impacts	Indicator	Indicator type ¹¹	Source	Source category	Frequency of data collection	Responsible data provider	Use ¹²	Evaluation reporting timing
How has the procurement model used for the Games created a positive legacy and social impact?	Impact	% of Games suppliers that have maintained Social Value and/or Human Rights practices beyond the Games contract period	Headline	Social Value workstream	Programme monitoring	~12 months post-Games	OC	Evaluation	One year on
How has the procurement model used for the Games created a positive legacy and social impact?	Impact	Number of Commonwealth Games or mega sporting events implementing or developing Human Rights best practice aligned to B2022	Secondary	Social Value workstream	Programme monitoring	Quarterly	OC	Evaluation	One year on
What have been the short-term economic impacts of preparing for and staging the Games?	Impact	GVA	Headline	Economic Impact Assessment	Economic Impact Assessment	Bespoke for evaluation	Games-wide evaluation team	Evaluation	Interim
What have been the short-term economic impacts of preparing for and staging the Games?	Impact	Employment	Headline	Economic Impact Assessment	Economic Impact Assessment	Bespoke for evaluation	Games-wide evaluation team	Evaluation	Interim
What have been the short-term economic impacts of preparing for and staging the Games?	Impact	Number of new FDI projects in the region in the six months post-Games	Secondary	BATP workstream	Programme monitoring	Quarterly	WMGC	Evaluation	One year on
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?									
Has the Games been delivered in an accessible way and has it led to a positive legacy in relation to accessibility and inclusion for all?	Output	Number of tickets sold with access requests	Headline	OC Monitoring data	Programme monitoring	Quarterly	OC	Evaluation	Interim
Has the Games been delivered in an accessible way and has it led to a positive legacy in relation to accessibility and inclusion for all?	Outcome	Opinion / feedback / perspective of Games Accessibility Advisory Forum members, including feedback on the usefulness of the Policy and Guidance documents, and the likelihood of these being adopted/ drawn upon in future similar events	Secondary	Accessibility workstream	Programme monitoring	Quarterly	OC	Evaluation	One year on

Mission Pillar/Vision and Evaluation Research Questions	Output/ Outcomes/ Impacts	Indicator	Indicator type ¹¹	Source	Source category	Frequency of data collection	Responsible data provider	Use ¹²	Evaluation reporting timing
Has the Games been delivered in an accessible way and has it led to a positive legacy in relation to accessibility and inclusion for all?	Outcome	% of Games attendees with a disability that consider the Games to have been 'accessible'	Secondary	OC Spectators Survey	Primary Research	Quarterly	OC	Evaluation	One year on
Has the Games been delivered in an accessible way and has it led to a positive legacy in relation to accessibility and inclusion for all?	Outcome	% of Games spectators with a disability that consider the Games website to have been 'accessible'	Secondary	OC Spectators Survey	Primary Research	Quarterly	OC	Evaluation	One year on
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?	Impact	% of survey respondents who feel included and part of their local community	Headline	Residents Survey	Primary Research	One year pre-Games, immediately post-Games and one year post-Games	Games-wide evaluation team	Evaluation	One year on
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?	Impact	Business views/awareness in relation to issues of accessibility, diversity and inclusion	Secondary	Business Survey	Primary Research	Immediately post-Games and ~12 months post-Games	Games-wide evaluation team	Evaluation	One year on
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?	Impact	Number of sporting events implementing or planning to implement B2022 standards and practices	Secondary	Stakeholder engagement	Primary Research	One year post-Games	OC	Evaluation	One year on
In what ways has delivery of the Games made a positive contribution and/or legacy in terms of environmental sustainability for the area?	Output	Number of tiny forests planted	Headline	Sustainability workstream	Programme monitoring	Quarterly	OC	Evaluation	One year on
In what ways has delivery of the Games made a positive contribution and/or legacy in terms of environmental sustainability for the area?	Output	Number of acres planted	Secondary	Sustainability workstream	Programme monitoring	Quarterly	OC	Evaluation	One year on
In what ways has delivery of the Games made a positive contribution and/or legacy in terms	Output	Number of miles of canals cleared	Secondary	Sustainability workstream	Programme monitoring	Quarterly	OC	Evaluation	One year on

Mission Pillar/Vision and Evaluation Research Questions	Output/ Outcomes/ Impacts	Indicator	Indicator type ¹¹	Source	Source category	Frequency of data collection	Responsible data provider	Use ¹²	Evaluation reporting timing
of environmental sustainability for the area?									
In what ways has delivery of the Games made a positive contribution and/or legacy in terms of environmental sustainability for the area?	Output	Percentage of fleet that meet BCC Clean Air Zone	Secondary	Sustainability workstream	Programme monitoring	Quarterly	OC	Evaluation	Interim
In what ways has delivery of the Games made a positive contribution and/or legacy in terms of environmental sustainability for the area?	Output	Percentage of electric vehicle fleet	Secondary	Sustainability workstream	Programme monitoring	Quarterly	OC	Evaluation	Interim
In what ways has delivery of the Games made a positive contribution and/or legacy in terms of environmental sustainability for the area?	Output	Final energy usage	Secondary	Sustainability workstream	Programme monitoring	Quarterly	OC	Evaluation	Interim
In what ways has delivery of the Games made a positive contribution and/or legacy in terms of environmental sustainability for the area?	Output	Percentage of equipment hired	Secondary	Sustainability workstream	Programme monitoring	Quarterly	OC	Evaluation	Interim
In what ways has delivery of the Games made a positive contribution and/or legacy in terms of environmental sustainability for the area?	Output	Number of people undertaking the carbon literacy training	Secondary	Sustainability workstream	Programme monitoring	Quarterly	OC	Evaluation	One year on
In what ways has delivery of the Games made a positive contribution and/or legacy in terms of environmental sustainability for the area?	Output	Total number of items that OC donate to Share-Shack	Secondary	Sustainability workstream	Programme monitoring	Quarterly	OC	Evaluation	Interim
In what ways has delivery of the Games made a positive contribution and/or legacy in terms of environmental sustainability for the area?	Output	Number of beneficiaries of charitable distribution during dissolution	Secondary	Sustainability workstream	Programme monitoring	Quarterly	OC	Evaluation	One year on

Mission Pillar/Vision and Evaluation Research Questions	Output/ Outcomes/ Impacts	Indicator	Indicator type ¹¹	Source	Source category	Frequency of data collection	Responsible data provider	Use ¹²	Evaluation reporting timing
In what ways has delivery of the Games made a positive contribution and/or legacy in terms of environmental sustainability for the area?	Output	Final carbon footprint	Headline	Sustainability workstream	Programme monitoring	Quarterly	OC	Evaluation	Interim
In what ways has delivery of the Games made a positive contribution and/or legacy in terms of environmental sustainability for the area?	Output	Percentage of Games-time waste diverted from landfill	Headline	Sustainability workstream	Programme monitoring	Quarterly	OC	Evaluation	Interim
In what ways has delivery of the Games made a positive contribution and/or legacy in terms of environmental sustainability for the area?	Output	Percentage of different waste streams	Headline	Sustainability workstream	Programme monitoring	Quarterly	OC	Evaluation	Interim
In what ways has delivery of the Games made a positive contribution and/or legacy in terms of environmental sustainability for the area?	Output	% Waste diversion from landfill by supply chain	Secondary	Venues workstream	Programme monitoring	Quarterly	SMBC	Evaluation	One year on
In what ways has delivery of the Games made a positive contribution and/or legacy in terms of environmental sustainability for the area?	Output	% Waste diversion from landfill by supply chain	Secondary	Venues workstream	Programme monitoring	Quarterly	BCC	Evaluation	Interim
In what ways has delivery of the Games made a positive contribution and/or legacy in terms of environmental sustainability for the area?	Output	% Renewable energy use by supply chain	Secondary	Venues workstream	Programme monitoring	Quarterly	SMBC	Evaluation	Interim
In what ways has delivery of the Games made a positive contribution and/or legacy in terms of environmental sustainability for the area?	Output	% Renewable energy use by supply chain	Secondary	Venues workstream	Programme monitoring	Quarterly	BCC	Evaluation	Interim
In what ways has delivery of the Games made a positive contribution and/or legacy in terms of environmental sustainability for the area?	Outcome	Evidence of CWG or mega sporting events organisations drawing on	Headline	Sustainability workstream	Programme monitoring	Quarterly	OC	Evaluation	One year on

Mission Pillar/Vision and Evaluation Research Questions	Output/ Outcomes/ Impacts	Indicator	Indicator type ¹¹	Source	Source category	Frequency of data collection	Responsible data provider	Use ¹²	Evaluation reporting timing
of environmental sustainability for the area?		best practices and lessons from B2022 CWG							
In what ways has delivery of the Games made a positive contribution and/or legacy in terms of environmental sustainability for the area?	Outcome	Number of people who have signed up to a shareshack	Secondary	Sustainability workstream	Programme monitoring	Quarterly	OC	Evaluation	One year on
In what ways has delivery of the Games made a positive contribution and/or legacy in terms of environmental sustainability for the area?	Outcome	Evidence of use of sports sector carbon literacy toolkit	Secondary	Sustainability workstream	Programme monitoring	Quarterly	OC	Evaluation	One year on
In what ways has delivery of the Games made a positive contribution and/or legacy in terms of environmental sustainability for the area?	Outcome	% of respondents feeling better equipped to take action following their participation to the carbon literacy programme	Secondary	Volunteer Survey	Primary Research	Immediately post-Games	Games-wide evaluation team	Evaluation	One year on
In what ways has delivery of the Games made a positive contribution and/or legacy in terms of environmental sustainability for the area?	Outcome	% of respondents who gained accreditation through full participation in carbon literacy and submission of an effective action plan	Secondary	Volunteer Survey	Primary Research	One year post-Games	Games-wide evaluation team	Evaluation	One year on
In what ways has delivery of the Games made a positive contribution and/or legacy in terms of environmental sustainability for the area?	Outcome	% of survey respondents who are satisfied with access to green spaces in local area	Headline	Residents Survey	Primary Research	One year pre-Games, immediately post-Games and one year post-Games	Games-wide evaluation team	Evaluation	One year on
To what extent have the infrastructure investments in the Games contributed to the regeneration of Perry Barr and the wider area?	Outcome	% of survey respondents who are satisfied with access to green spaces in local area	Headline	Residents Survey	Primary Research	One year pre-Games, immediately post-Games and one year post-Games	Games-wide evaluation team	Evaluation	One year on
To what extent have the infrastructure investments in the Games contributed to the	Outcome	% of survey respondents who are satisfied with their local area as a place to live	Secondary	Residents Survey	Primary Research	One year pre-Games, immediately	Games-wide evaluation team	Evaluation	One year on

Mission Pillar/Vision and Evaluation Research Questions	Output/ Outcomes/ Impacts	Indicator	Indicator type ¹¹	Source	Source category	Frequency of data collection	Responsible data provider	Use ¹²	Evaluation reporting timing
regeneration of Perry Barr and the wider area?						post-Games and one year post-Games			
To what extent have the infrastructure investments in the Games contributed to the regeneration of Perry Barr and the wider area?	Outcome	% of survey respondents who are satisfied with their local area as a place to live	Secondary	Community Life Survey	Secondary data	Annual	Games-wide evaluation team	Baseline/ Contextual	One year on
To what extent have the infrastructure investments in the Games contributed to the regeneration of Perry Barr and the wider area?	Outcome	% of survey respondents who are satisfied with housing provision in local area	Headline	Residents Survey	Primary Research	One year pre-Games, immediately post-Games and one year post-Games	Games-wide evaluation team	Evaluation	One year on
To what extent have the infrastructure investments in the Games contributed to the regeneration of Perry Barr and the wider area?	Outcome	% of survey respondents who are satisfied with sports facilities in the local area	Headline	Residents Survey	Primary Research	One year pre-Games, immediately post-Games and one year post-Games	Games-wide evaluation team	Evaluation	One year on
To what extent have the infrastructure investments in the Games contributed to the regeneration of Perry Barr and the wider area?	Outcome	% of survey respondents who are satisfied with public transport services/links in the local area	Secondary	Residents Survey	Primary Research	One year pre-Games, immediately post-Games and one year post-Games	Games-wide evaluation team	Evaluation	One year on
To what extent have the infrastructure investments in the Games contributed to the regeneration of Perry Barr and the wider area?	Outcome	% of survey respondents who report their local area provides them with opportunities to gain new skills, employment and/or volunteering experiences	Secondary	Residents Survey	Primary Research	One year pre-Games, immediately post-Games and one year post-Games	Games-wide evaluation team	Evaluation	One year on
To what extent have the infrastructure investments in the Games contributed to the regeneration of Perry Barr and the wider area?	Outcome	% of survey respondents who report the Games had an impact on the quality of local public transport services	Secondary	Residents Survey	Primary Research	One year pre-Games, immediately post-Games and one year post-Games	Games-wide evaluation team	Evaluation	One year on

Mission Pillar/Vision and Evaluation Research Questions	Output/ Outcomes/ Impacts	Indicator	Indicator type ¹¹	Source	Source category	Frequency of data collection	Responsible data provider	Use ¹²	Evaluation reporting timing
To what extent have the infrastructure investments in the Games contributed to the regeneration of Perry Barr and the wider area?	Outcome	% of survey respondents who report the Games had an impact on the quality of local facilities to support walking and cycling	Secondary	Residents Survey	Primary Research	One year pre-Games, immediately post-Games and one year post-Games	Games-wide evaluation team	Evaluation	One year on
To what extent have the infrastructure investments in the Games contributed to the regeneration of Perry Barr and the wider area?	Outcome	% of survey respondents who report the Games had an impact on the quality of local facilities for sports and physical activity	Secondary	Residents Survey	Primary Research	One year pre-Games, immediately post-Games and one year post-Games	Games-wide evaluation team	Evaluation	One year on
To what extent have the infrastructure investments in the Games contributed to the regeneration of Perry Barr and the wider area?	Outcome	% of survey respondents who report the Games had an impact on their satisfaction with the local area in which they live	Secondary	Residents Survey	Primary Research	One year pre-Games, immediately post-Games and one year post-Games	Games-wide evaluation team	Evaluation	One year on
To what extent have the infrastructure investments in the Games contributed to the regeneration of Perry Barr and the wider area?	Impact	% of survey respondents who report the Games had an impact on the opportunities for them to gain new skills, employment and/or volunteering experiences	Secondary	Residents Survey	Primary Research	One year pre-Games, immediately post-Games and one year post-Games	Games-wide evaluation team	Evaluation	One year on
To what extent have the infrastructure investments in the Games contributed to the regeneration of Perry Barr and the wider area?	Impact	Number of permanent dwellings completed	Secondary	Ministry of Housing, Communities and Local Government	Secondary data	Quarterly	Games-wide evaluation team	Evaluation	One year on
To what extent have the infrastructure investments in the Games contributed to the regeneration of Perry Barr and the wider area?	Impact	House prices	Secondary	ONS	Secondary data	Quarterly	Games-wide evaluation team	Evaluation	One year on
To what extent have transport infrastructure investments and operational improvements	Outcome	Number of annual trips, split by mode	Headline	Residents Survey	Primary Research	One year pre-Games, immediately	Games-wide evaluation team	Evaluation	One year on

Mission Pillar/Vision and Evaluation Research Questions	Output/ Outcomes/ Impacts	Indicator	Indicator type ¹¹	Source	Source category	Frequency of data collection	Responsible data provider	Use ¹²	Evaluation reporting timing
delivered for the Games made a positive and sustainable contribution to post-COVID-19 community and economic development?						post-Games and one year post-Games			
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?	Outcome	Number of annual trips, split by mode	Headline	Transport workstream/ TfWM	Secondary data	Annual	TfWM	Baseline/ Contextual	One year on
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?	Outcome	Number of annual trips, split by mode	Headline	National Travel Survey (NTS)	Secondary data	Annual	Games-wide evaluation team	Baseline/ Contextual	One year on
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?	Outcome	% of survey respondents who are satisfied with public service transport/links in local area	Headline	Residents Survey	Primary Research	One year pre-Games, immediately post-Games and one year post-Games	Games-wide evaluation team	Evaluation	One year on
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?	Outcome	Level of satisfaction with public transport services	Secondary	Transport workstream/ TfWM	Programme monitoring	Quarterly	TfWM	Evaluation	One year on

Mission Pillar/Vision and Evaluation Research Questions	Output/ Outcomes/ Impacts	Indicator	Indicator type ¹¹	Source	Source category	Frequency of data collection	Responsible data provider	Use ¹²	Evaluation reporting timing
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?	Impact	Number of passengers on public transport in the region	Secondary	Office of Rail and Road	Secondary data	Annual	Games-wide evaluation team	Baseline/ Contextual	One year on
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?	Impact	% of adults that cycle/walk, by frequency, purpose	Secondary	Department for Transport	Secondary data	Annual	Games-wide evaluation team	Baseline/ Contextual	One year on
Put us on the Global Stage									
To what extent has the Games contributed to a stronger global brand and positive image of Birmingham, the West Midlands and the UK?									
Has the Games stimulated greater awareness of Birmingham, the West Midlands and the UK from global audiences?	Output	Audience, broadcast viewing figures and ticket sales of the Games across different geographies and sectors	Secondary	OC monitoring data	Programme monitoring	Quarterly	OC	Evaluation	Interim
Has the Games stimulated greater awareness of Birmingham, the West Midlands and the UK from global audiences?	Outcome	% of respondents with a good level of awareness of the region's conference venues	Secondary	BATP workstream	Primary Research	Annual	WMGC	Evaluation	One year on
Has the Games stimulated greater awareness of Birmingham, the West Midlands and the UK from global audiences?	Outcome	% of respondents with a good level of awareness of the region's sporting venues	Secondary	BATP workstream	Primary Research	Annual	WMGC	Evaluation	One year on
Has the Games stimulated greater awareness of Birmingham, the West Midlands and the UK from global audiences?	Outcome	% of investment intermediaries with a good level of awareness of the UK and the region as an investment option	Headline	BATP workstream	Primary Research	Annual	WMGC	Evaluation	One year on
Has the Games stimulated greater awareness of Birmingham, the	Outcome	% of leisure travellers with a good level of awareness	Headline	BATP workstream	Primary Research	Annual	WMGC	Evaluation	One year on

Mission Pillar/Vision and Evaluation Research Questions	Output/ Outcomes/ Impacts	Indicator	Indicator type ¹¹	Source	Source category	Frequency of data collection	Responsible data provider	Use ¹²	Evaluation reporting timing
West Midlands and the UK from global audiences?		of the UK and the region as a leisure tourism destination							
Has the Games stimulated greater awareness of Birmingham, the West Midlands and the UK from global audiences?	Outcome	% of businesses in target markets with a good level of awareness of the UK and the region as a trading partner	Headline	BATP workstream	Primary Research	Annual	WMGC	Evaluation	One year on
To what extent has the Games created more positive perceptions of the Birmingham and West Midland brand for UK and international audiences?	Outcome	% of respondents that have a positive sentiment about Birmingham, West Midlands and the UK, split by target audience	Headline	BATP workstream	Primary Research	Annual	WMGC	Evaluation	One year on
To what extent has the Games created more positive perceptions of the Birmingham and West Midland brand for UK and international audiences?	Outcome	% of respondents with a positive perception of Birmingham and the region as an event hosting City	Secondary	BATP workstream	Primary Research	Annual	WMGC	Evaluation	One year on
To what extent has the Games created more positive perceptions of the Birmingham and West Midland brand for UK and international audiences?	Outcome	% of respondents with a positive perception of the region's conference offer	Secondary	BATP workstream	Primary Research	Annual	WMGC	Evaluation	One year on
To what extent has the Games created more positive perceptions of the Birmingham and West Midland brand for UK and international audiences?	Outcome	% of respondents with a positive perception of the region's sporting offer	Secondary	BATP workstream	Primary Research	Annual	WMGC	Evaluation	One year on
To what extent has the Games created more positive perceptions of the Birmingham and West Midland brand for UK and international audiences?	Outcome	% of leisure travellers with a positive perception of the UK and the region as a leisure tourism destination	Secondary	BATP workstream	Primary Research	Annual	WMGC	Evaluation	One year on
To what extent has the Games created more positive perceptions of the Birmingham and West Midland brand for UK and international audiences?	Outcome	% of leisure travellers who are actively considering visiting the UK and the region	Secondary	BATP workstream	Primary Research	Annual	WMGC	Evaluation	One year on

Mission Pillar/Vision and Evaluation Research Questions	Output/ Outcomes/ Impacts	Indicator	Indicator type ¹¹	Source	Source category	Frequency of data collection	Responsible data provider	Use ¹²	Evaluation reporting timing
To what extent has the Games created more positive perceptions of the Birmingham and West Midland brand for UK and international audiences?	Outcome	% of investment intermediaries with a positive sentiment of the UK and the region as a trading Partner	Secondary	BATP workstream	Primary Research	Annual	WMGC	Evaluation	One year on
To what extent has the Games created more positive perceptions of the Birmingham and West Midland brand for UK and international audiences?	Outcome	% of respondents with a positive perception of the region as place for doing business	Secondary	Business Survey	Primary Research	Immediately post-Games and ~12 months post-Games	Games-wide evaluation team	Evaluation	One year on
To what extent has the Games created more positive perceptions of the Birmingham and West Midland brand for UK and international audiences?	Outcome	% of investment intermediaries with a positive sentiment of the UK and the region as an investment option	Secondary	BATP workstream	Primary Research	Annual	WMGC	Evaluation	One year on

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