



BIRMINGHAM COMMONWEALTH GAMES ACT REPORT

1 APRIL 2022 TO 31 DECEMBER 2022

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BIRMINGHAM 2022 COMMONWEALTH GAMES PROGRESS UPDATE

The Organising Committee for the Birmingham 2022 Commonwealth Games (the “Organising Committee”) is pleased to be able to share the third and final Games report following the granting of Royal Assent for the Birmingham Commonwealth Games Act 2020 (the “Act”). This report includes the content referred to below which is required under the terms of Section 2 of the Act for the reporting period from 1 April 2022 to 31 December 2022.

The aim of this report is to continue to address the points that were raised during the Act’s passage through Parliament and to continue to provide updates based on the comments and feedback that were received during this process.

This report will be sent to the Secretary of State who will lay it before Parliament in accordance with the Act.

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

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

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

During this reporting period, the final preparations for the Birmingham 2022 Commonwealth Games were made ahead of the event taking place from 28 July to 8 August 2022. The reporting period also covers the post-Games period which has seen the final events take place as part of the Birmingham 2022 Festival and has also seen a focus on the legacy of the event, seeking to ensure that benefits are maximised wherever possible.



During the period 1 April 2022 to 31 December 2022 the following key areas have been a focus for the Organising Committee and its partners:

Ticket Sales

At the beginning of this reporting period, we reached 100 days to go before the start of the Games and marked this milestone at the Sandwell Aquatics Centre, announcing that tickets were back on sale, following the ticket ballots. We were joined in our celebrations by Para swimmers Maisie Summers-Newton and Will Perry, Team England diver, Dan Goodfellow, and young swimmers from the new Sandwell Aquatics swimming club which will use the new centre as its base from the summer of 2023.

During this reporting period the ticketing resale site also went live, and the ticketing box offices were opened. Tickets (including details of specific seats, where relevant) were also issued to all customers in July.

Tickets continued to be sold in their thousands before and during the Games, with more than 1.5 million sold in total. This exceeded original ticketing targets and broke records for the number of tickets sold for a UK edition of the Games.

Other ticketing highlights include:

1. 47% of tickets (700k) were sold to people from the West Midlands
2. 1 in 7 tickets were bought for people under 16
3. 173k tickets were sold for women's cricket – the most ever for a women's cricket tournament
4. 323k tickets sold for athletics and Para athletics
5. 159k tickets sold for netball



Venues

The 100 days to go event at the Sandwell Aquatics Centre also highlighted that the centre, the only brand-new venue for the Games, was now complete.

The transformation of the Alexander Stadium was also completed and officially handed over to the Organising Committee near the start of the reporting period, so that the temporary overlay could be added to the venue in preparation for the Games. Both venues hosted successful test events in May 2022.

Final preparations took place at all other venues for the Games, and this included the Smithfield site which was transformed ready for the sporting action, with an arena added for basketball 3x3 and wheelchair basketball 3x3, a venue for beach volleyball constructed, and a festival site created. This site became a vibrant hub at Games time.



Commercial Programme

New partners at all levels continued to come onboard to support Birmingham 2022. By the start of the event there were a total of 53 companies sponsoring the Games including six partners, eight supporters and 39 providers who had all committed to supporting Birmingham 2022. Without their support, we could not have delivered the Games.

Volunteers and Workforce

During the final few months of the countdown to Birmingham 2022, members of the Commonwealth Collective (our 14,000 volunteers chosen from a total of more than 41,000 applicants) were selected and had their roles confirmed.

An official orientation event was held, and an extensive volunteering training plan was delivered. This included role and venue specific training. The official uniform was also unveiled and delivered to, or collected by, volunteers ahead of their first shift.

The final few months on the countdown to the Games saw the remaining Organising Committee roles filled and a campaign to support our contractors with their recruitment was delivered.

The dedication of our volunteers and the Birmingham 2022 team was instrumental in delivering a successful edition of the Games.

Readiness

An extensive readiness programme was also put in place ahead of Birmingham 2022 with detailed exercises helping all of the Games Partners to prepare for the event and ensuring co-ordination across the partnership.

Detailed procedures were devised, and operations centres were also set up ready for the Games, to ensure that everything ran smoothly, and that support was immediately available if required.

Community Engagement and the Get Set Programme

Community engagement continued to be a key area of work in this final reporting period with the Organising Committee delivering and supporting workshops and events within parks and venues across the region. The team also highlighted opportunities to get involved in the Games, providing assistance with applications for volunteering and paid roles.

Community engagement highlights have included:

- 34 community hubs delivered in Birmingham and the West Midlands
- 92 community radio broadcasts across the city and region in the nine months leading up to the Games
- 125 community roadshows across the region, which reached more than 183,000 people
- 18 community engagement forums engaging stakeholders from across the West Midlands and promoting opportunities for involvement and participation across the OC and Games Partnership
- 25 regional business forums hosted to showcase the ways in which local companies can benefit from the Games.

As part of the 'Get Set' campaign, we also worked closely with partners, especially Transport for West Midlands, Birmingham City Council and other relevant local authorities, to engage with residents and local businesses. We highlighted the potential impact of the Games, especially the road events, so that local people could be prepared for any disruption during this short period.



The Queen's Baton Relay

Following the launch of the relay in October 2021, the Queen's Baton continued its journey around the Commonwealth during this reporting period.

In April we announced the names of the 2022 Batonbearers (chosen from more than 8,000 nominations) who had been selected to carry the Baton during the English leg of the relay. Many were nominated because of the support they have given to local charities or because of their work in the community.

The English leg lasted 25 days and culminated in a tour of the host region, with thousands of people lining the streets and a huge crowd gathering in Victoria Square on the final day before the Opening Ceremony.

During the Opening Ceremony the Baton was opened and the message from Her Majesty the Queen was read to a packed stadium, with millions more watching across the Commonwealth.

Despite the global pandemic, over a period of 294 days, the Baton covered nearly 90,000 miles and visited all 72 nations and territories taking part in the Games.

Ceremonies

From April to July, preparations continued at pace for the Opening and Closing Ceremonies, with rehearsals at a specially created site in Longbridge beginning in May. Thousands of props and costumes were created with the help of local students and volunteers.

Choirs from across the host city continued to rehearse before they all came together to perform as one choir on 28 July. Major acts with links to the region were secured. The Closing Ceremony showcased talented artists from the region's past and present.

Birmingham 2022 Festival and Festival Sites

Launching in the month prior to this reporting period, the Birmingham 2022 Festival gathered momentum as the Games approached. The Festival included live performances, photo exhibitions, new artwork installations and even an album.

The Birmingham 2022 Festival was a six-month celebration of creativity continuing through until September 2022 when

the final event, PoliNations, which involved the installation of a garden with five towering trees, took over Birmingham's Victoria Square.

An audience of more than 2.4 million enjoyed the Festival, which included more than 100 'Creative City' projects generously funded by Birmingham City Council. The region-wide Festival worked with 993 organisations, 4954 creatives and had diversity at its heart.

During this reporting period, details for the Birmingham 2022 Festival Sites were announced and full programmes were created and delivered for the city centre sites in Victoria Square and Smithfield and the seven neighbourhood sites. Ten host festival sites were also staged across the region and further afield too.

The sites were a popular way for ticket purchasers and those without tickets to engage with the Games, with 1.7 million visitors across 12 days.

Economic Impact

An independent interim evaluation report covering the immediate impact of the Games, which was published in January 2023, has found that the West Midlands economy received a significant boost, with the Games contributing at least £870 million of gross GVA to the UK economy.

More than half of that economic impact generated (£453.7 million gross GVA) benefitted businesses and communities across the West Midlands region.

Recent evaluation reports for the Birmingham 2022 Festival have also shown that this six-month programme added £100 million in direct economic impact and attracted £87 million in GVA.

Additional economic impact benefit from the Birmingham 2022 Commonwealth Games will be highlighted in the final evaluation report which will be published in early 2024.

Thank You

We would like to thank everyone for their support in helping to deliver a successful edition of the Commonwealth Games. Birmingham 2022 brought people together, helped improve the health and wellbeing of local people, helped to support regional growth, has been a catalyst for change in the host city and region and has showcased Birmingham on the global stage - highlighting everything this wonderful city has to offer and challenging and changing long held perceptions.



JOHN CRABTREE
Chairman, Birmingham 2022



IAN REID
Chief Executive Officer,
Birmingham 2022

PROMOTING THE VALUES OF THE COMMONWEALTH GAMES FEDERATION

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

HUMANITY

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

During this reporting period, the Commonwealth Connections project continued to grow. This British Council project (supported by Birmingham Education Partnership and the Youth Sport Trust), was part of the Bring the Power youth programme, and twinned 60 schools in the West Midlands with schools from ten Commonwealth countries across the Caribbean, Africa and South Asia. The project explored creating connections between young people on shared Commonwealth values through sport and art.

The Birmingham 2022 **Hometown Heroes** continued to play a key role during the countdown to the Games, supporting community engagement work, the Bring the Power schools initiative and helping to prepare and motivate the Birmingham 2022 workforce ahead of the Games. Each Hometown Hero was also a Batonbearer during the Queen's Baton Relay.

The English route of the **Queen's Baton Relay** featured 2022 Batonbearers who were selected from more than 8,000 nominations. Many of those selected had taken on a challenge or cause or had made a positive impact within their community.

The final leg of the Queen's Baton Relay was completed at the Alexander Stadium as part of the **Opening Ceremony**, where the Baton was passed to Commonwealth Games medallists representing causes that are close to their hearts. This included Team England diver, Tom Daley, who was supported by a team of activists carrying pride flags and highlighting LGBTQ+ rights.



Both the **Opening and Closing Ceremonies** for Birmingham 2022 were a celebration of the Commonwealth, its citizens and the competing nations and territories. The Opening Ceremony featured 72 'dreamers' each one representing one of the nations and territories competing at the Games.

The Opening Ceremony also recognised and explored cultural migration, highlighting Birmingham's journey towards multiculturalism and how the city has overcome moments of tension and moved towards mutual tolerance to become a place for everyone.

The nine free **Festival Sites** in Birmingham welcomed thousands of people every single day of the Games and became locations for teams, international visitors and residents alike to come together to watch the Games, enjoy performances from a diverse range of local artists and to soak up the party atmosphere and celebrations. More than 1,500 artists performed, and an estimated 1.7 million people visited these sites during the Games.

Following on from the Organising Committee's work with a **human rights** consultancy, which identified modern slavery as a key area of focus, the team continued to work with PwC to conduct additional due diligence checks on suppliers, to ensure processes were being followed.



GAMES ACT REPORT





EQUALITY

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

The Organising Committee's Equality, Diversity and Inclusion team continued to drive the EDI agenda leading up to and during the Games. This was done against the five previously announced EDI priorities:

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

Activities delivered for each of the priorities are outlined below:

Developing a workforce reflective of the West Midlands

- Working with official recruiter, GI Group, we monitored the workforce EDI diversity data against West Midlands diversity data to establish trends and identified whether additional work was required to make improvements.
- The Organising Committee planned and delivered a successful 'Summer Jobs' campaign, to highlight contractor job opportunities available to people from the West Midlands and beyond
- Five Organising Committee employees joined the 'Get On The Board' Young Leaders programme which focuses on developing the next generation of board leaders and governance practitioners.
- We achieved the Silver Award under the Defence Employer Recognition Scheme in June 2022, with the help of Armed Forces and Families Working Group within the Organising Committee. This group was set up to support members of the Organising Committee who have served in the armed forces or have families who served in the armed forces.

Delivering a highly accessible and inclusive Games

Our aim was to deliver the most accessible and inclusive Games and achievements in this area have included:

- Ensuring a Pride House presence in all athletes' villages for the first time in the history of the Games. Supporting the production of the first LGBTQ+ media guide. This provided advice to the media about how to talk about the LGBTQ+ community
- Where possible, we introduced 'accessible' toilets at Games venues.
- 40,000 Games-time jobs, volunteering, and skills opportunities were created.
- Birmingham 2022 was the first major multi-sport event in history to award more medals to women than men
- The Birmingham 2022 Commonwealth Games had the biggest ever sports programme with 19 sports and eight Para sports integrated into the programme – more Para sport than ever before.

Creating a fair, supportive and open culture throughout the Games delivery

- We developed and delivered an EDI e-learning module as part of the 'Games 4 Everyone' series for volunteer training, covering a series of different scenarios
- Our safeguarding lead delivered an extensive safeguarding awareness programme for the Organising Committee, volunteers and Commonwealth Games Associations during the Games and a safeguarding triage team was set up to support, manage and resolve any safeguarding issues effectively and efficiently.
- To ensure athletes were supported throughout the Games, we worked with an organisation to monitor online abuse (i.e. discriminatory language/behaviour) towards athletes on social medial platforms.

Connecting communities to the Games through engagement and participation

- We continued to deliver community engagement activities across the region; 125 community roadshows and community events have engaged over 183,000 people; 34 Community Hub drop-in sessions; 18 Community Engagement Forums plus two Faith Forums and six EDI Forums
- We developed the internal Community Engagement Ambassador programme which encouraged Organising Committee employees to become ambassadors for Birmingham 2022 within their own community.
- We created and delivered a Large Festival Community Engagement Fund programme to support large, ethnically diverse festivals that have a long standing and established reach into communities of Birmingham and surrounding areas that could help to amplify the ambitions of the Games. The Large Festival Community Engagement Fund was established to support our community engagement objectives as follows:
 1. Celebrate diversity by **amplifying** our existing community engagement activity through a four-month campaign around a significant event/festival
 2. **Connect, inform, and inspire** local people to feel that the Games is something they feel part of and can actively participate in.
 3. Provide an **engagement platform** to support Games opportunities that include skills development, training and jobs
 4. Provide an **intergenerational / family engagement** opportunity that includes significant youth representation



Educating and developing our shared understanding on issues of inequality

- Our staff networks continued to deliver workshops and sessions addressing inequalities; gender equity, LGBTQ+ and racial inequalities were all covered
- We continued to monitor our actions captured against the Human Rights Strategy which noted some tangible successes including delivering a Modern Slavery statement, working with UNICEF and the Centre for Sport & Human Rights
- We delivered a number of round table sessions on LGBTQ+ issues including International Day Against Homophobia, Biphobia and Transphobia





DESTINY

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

The Organising Committee continued to use the Games to inspire people of all ages but there continued to be a focus on young people, connecting them to Birmingham 2022 and helping them to develop and achieve their ambitions.

At the start of this reporting period, the **100 days to go celebrations** at Sandwell Aquatics Centre, which celebrated the completion of this venue and saw Para swimmers and a Team England diver try out the facility, also featured a group of young swimmers from the new Sandwell Aquatics Club.

These swimmers were given the first opportunity to dive into the pool alongside Paralympians Maisie Summers-Newton and Will Perry and enjoyed testing out the facility that will become their home in the future.

The **official medals** for the Games were unveiled at the beginning of May. This followed a design competition involving students from Birmingham's School of Jewellery, with three young designers ultimately selected to design the medal, ribbon and the box.

With a tactile design, which represented the athlete journey, and the first ever adjustable ribbon, so the medal would sit comfortably on athletes of any height, inclusivity was a key consideration for the young designers.



In addition to the main volunteering programme, 500 14 to 17 year olds were recruited as part of the **young volunteering programme** and were allocated roles on the Games, providing them with a golden opportunity to discover what it's like to part of a major sporting event.

Young people continued to be involved in **Birmingham 2022 Festival** event and took part in the official Opening and Closing Ceremonies for the Games. This included those involved in the Critical Mass project which has been highlighted in previous reports.

Inspirational young people were also selected to be Batonbearers for the **Queen's Baton Relay**, during the international stage of the relay and the stages of the relay through the home nations. Children as young as 12 took part.



The last reporting period saw the official launch of **Bring the Power**, the youth engagement programme that has created pathways for children and young people to get closer to and to connect with the Games. The programme continued in this reporting period and has included events, educational resources, engagement projects and interactive workshops designed to develop pupils' knowledge and skills through fun physical and creative activity.

Ahead of the Games, the **Bring the Power School Festival** saw 563 schools from across England participate, with more than 171,000 students engaged in activity.

Overall, the Bring the Power programme has delivered 978,393 engagements with young people, reached 3,211 schools and engaged 7,446 teachers.

Young people were also involved in providing a warm welcome for the athletes as they arrived in the region for the Games, as students from Birmingham Ormiston Academy performed in the **welcome ceremonies** which took place at the athletes' villages.

The students also created the props for the ceremonies and used these in the performances. Extensive rehearsals took place throughout the summer with the performances in the villages taking place in the final few days before the Opening Ceremony.



ENSURING THE GAMES ARE ACCESSIBLE

Spectator Information

From April 2022, the accessibility team was involved in the process of developing spectator information. As a strategic objective was to improve accessible information, the team worked to ensure that the content mirrored the Games ethos with an integrated approach, making information about accessible facilities and services available to everyone.

The team worked with the other functional areas to ensure accessibility information was not only included, but available in an appropriate format. Consideration was given to font type and size, document types and contrasting.

This included written information, maps and tables for all competition venues, transport options and general Games information.

Test Events

In May, the Organising Committee held two test events which were an opportunity to test out some of our accessible facilities, services, processes, and procedures.

Having multiple test events across two venues allowed us to trial different ways of working, identify any gaps in training and application, and ensure facilities and services were fit for purpose. The test events provided us with confidence that our methods of working on venue and providing support remotely would work as planned.

We were also able to identify the additional support the Event Services Team required to ensure that a consistent level of service could be delivered for accessibility across all venues.

This led to the creation of an 'Accessibility Cheat Sheet' for the Event Services venue leads, which provided clarity of the "what, where and how" of accessible facilities and services.

Readiness

The accessibility team worked closely with the Games readiness programme run by the Organising Committee. Various sessions were held for venues, villages and operations to ensure all aspects of delivery had been sufficiently planned.

Operating as its own standalone function for the first time at a Games, the team worked with the readiness team to ensure accessibility scenarios were included within each of the sessions. This helped ensure a better understanding of the accessibility function across the Games and how other functional areas could best resolve any issues on venue or escalate appropriately.

Megastore

The Games megastore opened in July 2022. The team worked with the licensing and merchandising team to ensure the store was accessible. During the planning phase, principles adopted for other Games' merchandise stores were replicated. This included access into the store, navigation space inside the store, merchandise and counter heights, customer service principles etc.

The accessibility team provided further support prior to opening, conducting an audit to ensure the store was accessible when the doors opened for the first time.



Venue Checks and Sign Off

An important piece of work undertaken by the accessibility team just before the start of the Games (with support from the Organising Committee's health and safety, event services and venue management teams) was checking and signing off venues to ensure they were accessible.

This is where the accessibility team's relationship with other functional areas and decisions made during previous planning phases proved to be important, to ensure areas were checked and any final works implemented ready for Games time.

The Department for Digital, Culture, Media, and Sport (DCMS) also commissioned an independent review of the accessibility of competition venues. An independent consultant attended multiple venues across our clusters and also as a spectator at one of our Opening Ceremony dress rehearsals.

The feedback was compiled and shared to ensure last minute suggestions could be addressed to try and provide the best possible experience for all of our client groups.

Deaf Friendly Standard (National Deaf Children's Society)

The accessibility team were proud to achieve National Deaf Children's Society's Gold Deaf Friendly Standard certification just before the Games.

Birmingham 2022 has worked hard to achieve Bronze (October 2021) Silver (May 2022) and Gold (July 2022) certification, to show its commitment to being an accessible event and organisation for the Deaf community.



Games Delivery

During Games time, the accessibility team was responsible for supporting the delivery of accessibility across the Games. This included in locations such as athletes' villages, training venues, and competition venues.

The team's accessibility coordinators mostly operated on the ground, providing support to competition venues on competition days.

The Head of Accessibility was rostered to work between the Functional Area Command Centre (FACC) and out on the ground.





Accessibility Advisory Forum

Forum members were given the opportunity to visit the Alexander Stadium site in May 2022. The members were able to tour the venue and provide feedback on elements for final snagging ahead of Games time.

The Accessibility Advisory Forum met in April 2022. At this meeting Transport for West Midlands (TfWM) presented plans for the Games Journey Planner ahead of the platform's launch.

The Accessibility Advisory Forum met for the last time, in its current form in August 2022.

At the final meeting, the group fed back on their individual experiences of the Games and started making plans for how the forum will operate in legacy.

The Forum has been a fantastic asset for the Games, and it has been highly recommended that similar groups are implemented for future editions of the Games.

Key Achievements

1. Defining standards and setting levels for accessibility across the Games using The Birmingham Inclusive Games 'BIG' Standard

The Birmingham Inclusive Games (BIG) Standard was published at the end of September 2022, documenting lessons learned from accessibility planning across the Games. The BIG Standard will be available to future Games organisers and the across the region, with the authors outlining an ambition to assist with better accessibility planning and implementation.

2. Creating an 'Accessibility Advisory Forum'

Birmingham 2022's Accessibility Advisory Forum met every quarter from January 2020 until August 2022, moving meetings online during the COVID-19 pandemic.

Forum members represented various disability groups and provided feedback and opinion on various aspects of Games planning. The Forum provided a critical friend and influenced impactful accessibility best practice. The Forum will continue in legacy, to ensure accessibility advice and support to Games related projects post Games.

As part of our dissolution project, forum members have also benefited from the allocation of equipment such as wheelchairs.

3. Improved Games Accessible Information

The accessibility team worked across the Games to improve accessible information. This included website content, creating accessible communications guides, spectator information, and reviewing formatting.

Lessons were learned across the Games of what worked most effectively and what could be developed further which we hope can help better inform future Games and challenge others to make information more accessible across the region.

4. Commitment to reducing the Disability Employment Gap

In our commitment to reducing the disability employment gap, the accessibility team worked closely with our recruitment and volunteering teams, to ensure more accessible and inclusive solutions were implemented for both paid staff and volunteer recruitment phases.

New ways of working and provision for applicants was implemented which we hope can inform future processes with, this also included recruiting to new roles such as accessibility support assistants.

5. Achieved recognised certification which shapes and promotes accessibility and inclusion across the Games

Include Me West Midlands is an approach that has been devised to make the West Midlands an exemplar region for engaging disabled people, and people with long term health conditions, to be physically active. Birmingham 2022 signed up to the Include Me West Midlands pledge in 2020.

As mentioned above, Birmingham 2022 also achieved the National Deaf Children's Society's bronze, silver and gold standards.



PROMOTING SUSTAINABILITY

We wanted the Birmingham 2022 Commonwealth Games to have a significant, positive outcome for the city, its people and local communities. Our overarching sustainability goal was to host the first Commonwealth Games with a Carbon Neutral Legacy, setting the benchmark for future editions of the Games and driving long-term sustainable behaviour change.

This section focuses on the progress against the three environmental pillars – carbon and air quality, circular economy principles to minimise waste and conservation.

Environmental Sustainability initiatives included:

- Minimising waste by reusing and repurposing existing facilities and venues, hiring over buying where possible.
- Significantly reducing the use of single-use plastic, including Severn Trent providing 41 free water bars at Games venues to refill water bottles. Over half of our spectators reported to have used them.
- 72 tennis court-sized Tiny Forests have been planted by Severn Trent in urban areas across the West Midlands. Each Tiny Forest is named after a national flower or animal to represent each of the 72 Commonwealth nations and territories.
- 2,022 acres of Commonwealth Legacy Forest will be planted by 2024, which will over time rebalance the residual emissions of the Games.
- The Canals & Rivers Trust have cleared 22 miles of canals of rubbish and plastics, under the banner of the 'United by 2022' community programme.
- The Organising Committee used 252 fully electric vehicles as part of its fleet during the Games. 42% of the fleet were low-emission vehicles, including electric, hybrid and hydrogen.
- Supporting active travel at Games-time, including provision of two free 30-minute cycle hire rides each day, and a dedicated secure cycle parking provision at every venue.

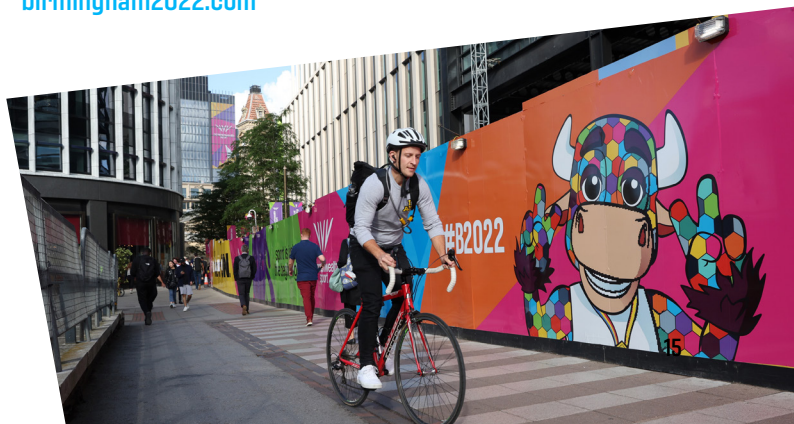
- Promotion of the sustainability efforts of the Games through BBC coverage, including a short video highlighting the key initiatives and an athlete interview on the importance of climate action.
- A dissolution strategy that has focused on redistributing to charities and community groups. £1.5 million (16,000 items) of sports equipment has been made available to community organisations, and signage, office furniture and village items have also been distributed to those in need.
- Two carbon literacy courses have been produced to help continue the learning for residents and sports clubs. This is focused on carbon and actions they can take.

Sustainability Legacy

The work we have done on sustainability does not start and end with the Games. Our actions are a cog in a larger wheel, aiming to catalyse long term behaviour change and support wider city, regional, and national sustainability ambitions, such as Net Zero carbon, conservation and nature recovery, an improved environment, a focus on human rights, and greater inclusivity and accessibility.

Post Games Environmental Sustainability Report

A full post Games sustainability report – which focuses on our environmental sustainability performance, our impact and our challenges and lessons learnt has been published at [birmingham2022.com](https://www.birmingham2022.com)



MAXIMISING THE BENEFITS FROM THE GAMES

During this reporting period, legacy activity has been focused on delivery of programmes and events before and during the Games, evaluation of the impact of these programmes, and influencing decision making to support the ongoing impact from 2023 onwards.

1. An overarching evaluation of Birmingham 2022 is ongoing to measure the impact of the Games and its associated legacy programmes. In support of this Games wide evaluation, many programmes have run their own specific evaluations, reporting on key statistics, performance indicators and financial spend. The second of three Games evaluation reports was published on 17th January 2023 setting out the immediate impacts of the Games as already providing £870.7m GVA (gross) to the UK economy.

The follow up publication to the Legacy Plan was published just before the Games began in the summer of 2022. Titled 'Our Legacy', it detailed the emerging impacts across all of the legacy programmes. As of December 2022, three programme evaluation reports have been finalised, including the Games Sustainability Report, Gen22 'Our Impact' Report, and the Bring the Power Evaluation Report.

2. In October 2022, it was publicly announced that the Organising Committee had delivered the Games well within the allocated budget and that the surplus would remain in the West Midlands region to support the ongoing legacy. The Organising Committee's Legacy team has worked collaboratively with other Games legacy partners to establish priorities which could be eligible for ongoing investment.

3. While the Games concluded in August, much of the operational legacy activity has continued through to December 2022. This has included:

- a. Delivery of 100 schools-based workshops under the Bring the Power programme. This was in response to demand from local schools who had not secured a Birmingham 2022 Youth Programme visit prior to the Games but were still keen to engage with the learning content.

- b. Delivery of youth social action assignments through the Gen22 scheme, in partnership with organisations including the Canal and River Trust and Positive Youth Foundation.
- c. Measurement, community upskilling and knowledge sharing of Social Value commitments made through the Organising Committee's own activities and that of its suppliers and contractors.
- d. Continued engagement with the Commonwealth Collective - the Birmingham 2022 volunteers - including development of the post-Games volunteer legacy approach in partnership with regional stakeholders.
- e. Continued engagement with community organisations connected with the Games, including distribution of Games sport equipment.

Beyond December 2022, milestones include the publication of several evaluation reports, including the Social Value Report, Birmingham 2022 Festival Evaluation. The second evaluation report, which outlined the immediate impact of the Games, was published on 17 January 2023. The final evaluation report will be published in early 2024 and will have a much broader focus, incorporating an assessment of the impact of the legacy programmes.





KEY HIGHLIGHTS

TOPIC	ACHIEVEMENT
Economic impact	Contribution of at least £870.7 million of gross GVA to the UK economy. 9,000 full time equivalent jobs were supported. The Birmingham 2022 Festival added £100 million in direct economic impact and also attracted £87 million in GVA.
Tickets and venues	15 competition venues packed with spectators, who created a great atmosphere - with over 1.5 million tickets sold, Birmingham 2022 was the most attended edition of the Commonwealth Games ever to take place in the United Kingdom.
Non-ticketed events	Thousands of people lined the routes for the road events in Birmingham, Warwick, Wolverhampton and the Black Country and for the Triathlon and Para Triathlon in Sutton Park and the mountain bike events in Cannock Chase Forest.
Spectators	Spectator satisfaction with 90% of the 23,000 survey respondents agreeing that tickets were value for money and with 84% of spectators rating their enjoyment as 9 or 10 out of 10. The Games also achieved a +82 plus net promoter score.
Nation and territories success	An event where 877 medals made in Birmingham's Jewellery Quarter were awarded to athletes from 43 different nations and territories. This included a first ever medal for Niue.
Sports programme	<p>The biggest ever sports programme with 19 sports and eight Para Sports (more Para sport than ever before) where the spectators witnessed 4 World Records and 97 Commonwealth Games records.</p> <p>Birmingham 2022 was the first major multi-sport event in history to have more medal events for women than men.</p>
Showcasing the city	A Games that the host city, region and nation could be proud of, with 93% of spectators who responded to the survey stating that the Games showcased Birmingham positively and with Team England securing a record number of medals (176 in total).
Jobs, skills and volunteering	40,000 jobs, skills and volunteering opportunities. The 14,000 volunteers, known as the Commonwealth Collective, helped the paid workforce and contractors to ensure that the Games ran smoothly.

TOPIC	ACHIEVEMENT
Ceremonies	Spectacular Opening and Closing Ceremonies that provided the perfect platform to showcase diverse local artists and performers to the world – the Opening Ceremony alone was broadcast live to 134 countries.
Broadcast coverage	An event that was broadcast across the globe, with BBC Sport’s coverage of the Birmingham 2022 Commonwealth Games alone streamed a record-breaking 57.1 million times during the 11 days of sport.
Pride House	Birmingham 2022 was the first Commonwealth Games to have a Pride House presence in the athletes’ villages.
Volunteers	For the first time ever, the Commonwealth Games featured an integrated volunteer programme with event volunteers and city volunteers all part of the ‘Commonwealth Collective’.
Festival sites	More than 750,000 people visited the nine free sites. The first ever relaxed Festival Site was also included in the programme, providing activities specifically for the neurodiverse.
Birmingham 2022 Festival	The six-month celebration of creativity that Birmingham 2022 delivered attracted an audience of over 2.4 million making it the largest cultural programme ever to have accompanied an edition of the Games.
Engagement and awareness	An event that inspired 3.8 million social posts, generating more than 56 million engagements around the world.
Youth programme	Overall, the Bring the Power programme has delivered 978,393 engagements with young people, reached 3,211 schools and engaged 7,446 teachers.



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