



EVALUATION OF THE BIRMINGHAM 2022 COMMONWEALTH GAMES

One Year Post-Games Evaluation Report - Executive Summary

Important Notice

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Glossary

Table 1: List of abbreviations

Abbreviation	Term
BATP	Business and Tourism Programme
BCC	Birmingham City Council
CCICP	Community Cohesion, Inclusion and Civic Pride
CGF	Commonwealth Games Federation
CGFP	Commonwealth Games Federation Partnerships
DBT	Department for Business and Trade
DCMS	Department for Culture, Media and Sport
DfT	Department for Transport
EAG	Evaluation Advisory Group
EIA	Economic impact assessment
EWG	Evaluation Working Group
EDI	Equality, Diversity and Inclusion
FTEs	Full-Time Equivalent Employees
GDP	Gross Domestic Product
GVA	Gross Value Added
IMD	Index of Multiple Deprivation
M&E	Monitoring and evaluation
ONS	Office for National Statistics
OC	Organising Committee
SMBC	Sandwell Metropolitan Borough Council
SIC	Standard industrial classification
TAWS	The Active Wellbeing Society
TfWM	Transport for West Midlands
WMCA	West Midlands Combined Authority
WMGC	West Midlands Growth Company

Table 2: Glossary

Key term	Definition
Activities	The material and human resources used to undertake the tasks which underpin a project or programme.
Additionality	The extent to which measured changes can be attributed to the Games.
Benefits	The economic, social, sporting and environmental impacts of the associated outcomes related to a project.
Birmingham 2022	The Birmingham 2022 Commonwealth Games, comprising both the Birmingham 2022 Games events and Legacy Programmes.
Birmingham 2022 Games events	The Birmingham 2022 Commonwealth Games sporting events held between 28 th July and 8 th August 2022.
Direct economic impacts	Impacts arising as a result of direct activity undertaken to deliver the Birmingham 2022 Games events and produce the goods and services purchased by Games-related visitors.
Evaluation	<p>Evaluation is a systematic assessment of the design, implementation and outcomes of an intervention. It involves understanding how an intervention is being, or has been, implemented and what effects it has, for whom and why. It identifies what can be improved and estimates its overall impacts and cost-effectiveness.</p> <p>In this report, evaluation refers to the independent evaluation of the Games and associated Programmes commissioned by the Department for Culture, Media and Sport and undertaken by KPMG, supported by 4GLOBAL and Dr Shushu Chen of the University of Birmingham.</p>
Economic impact	The impact on the economy, primarily measured by economic output (gross value added), productivity and employment, which results from an activity, organisation or intervention.
Environmental impact	The changes to the environment which result from an activity, organisation or intervention.
Games events	The Birmingham 2022 Commonwealth Games events held between 28 th July and 8 th August 2022, including the sporting events and Opening and Closing Ceremonies.
Games-related visitors	Visitors to Birmingham and the West Midlands (both from within and outside the area) whose main purpose of being in the area was to attend or participate in a Games-related event or activity (e.g. attending a ticketed event, free-to-view event or live site).
Impact	The changes which result from the project outcomes over the short, medium and long term that would not have happened otherwise.
Indicators	An observable and/or measurable quantity used to determine whether the intended outcome(s) and/or impact(s) have been achieved.

Indirect economic impacts	Impacts generated as a result of spending with suppliers providing goods and services as inputs to delivery of the Games events and as inputs to the goods and services purchased by Games-related visitors, as well as the wider supply chains supporting this activity.
Induced economic impacts	Impacts generated as a result of spending of wages in the UK economy by those directly and indirectly employed as a result of the planning and delivery of the Games events and as a result of Games-related visitor spending.
Legacy	The tangible and intangible short- and long-term impacts initiated or accelerated by the hosting of the event for people and the host city/region that remain longer than the event itself. ¹
Legacy Plan	The Legacy Plan refers to the Birmingham 2022 Commonwealth Games document, the latest version of which was published in July 2022 ² which describes the framework through which intended Games legacy will be delivered.
Legacy Programmes	Birmingham 2022 Commonwealth Games Legacy Programmes align to the Mission Pillars. Programmes include defined inputs, activities and intended outcomes and impacts which intend to maximise the legacy of Birmingham 2022.
Logic model	A logic model is a simple visual diagram that explains what the Programme plans to deliver and outcomes and impacts it seeks to achieve from this. Logic models are used to illustrate the presumed relationships between programme resources (inputs), activities, outputs and various outcomes and impacts.
Mission Pillar	Mission Pillars provide a framework through which the Missions have been organised, delivered and measured. The Birmingham 2022 Commonwealth Games has five Mission Pillars which are described in Section 1 of the report.
Organising Committee	The Birmingham Organising Committee for the 2022 Commonwealth Games; the organisation responsible for overseeing the planning and delivery of Birmingham 2022.
Outcomes	The changes which result from the project outputs over the short, medium and long term.
Outputs	The deliverables that directly result from the inputs and activities related to a project.
Partner	Partners refer to the organisations working together to maximise the opportunity and investment presented by Birmingham 2022. A list of Games partners is included in Annex 1.3.
Regeneration	The holistic process of reversing economic, social and physical decay in areas where it has reached a stage when market forces alone will not suffice. ³
Social impact	The impact on people and communities as a result of an activity, organisation or intervention.

¹ Preuss, H. (2007). The conceptualization and measurement of mega sport event legacies. *Journal of Sport & Tourism*, 12(3–4), 207–227.

² [Our Legacy \(birmingham2022.com\)](https://www.birmingham2022.com)

³ ODPM, Assessing the Impacts of Spatial Interventions. [3Rs guidance 4/5 \(publishing.service.gov.uk\)](https://www.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/614443/3Rs_guidance_4_5.pdf)

Social value	The market and non-market economic, social and environmental value to society created by an activity, organisation or intervention.
Stakeholder engagement	Consultation with representatives from Games partners, local Government bodies, Legacy Programmes and working groups relating to evaluation objectives and key deliverables.
Sustainability	Responsible interaction with the environment and society to deliver a fairer, greener, healthier society now and for the future, incorporating concepts such as environmental sustainability; accessibility; equality, diversity and inclusion; human rights; and social value.

Executive summary

Headline evaluation findings

From 28th July to 8th August 2022, Birmingham hosted the 22nd Commonwealth Games (“Birmingham 2022” or “the Games”), bringing together athletes from across the seventy-two Commonwealth nations and territories to participate in the largest multi-sport event held in England in the last 10 years.⁴

A total of £778 million of public funding was allocated, supplemented with £120 million of commercial income raised⁵, to enable the investment that went into preparations for and delivery of the Opening and Closing Ceremonies and 11 days of sporting events (the “Birmingham 2022 Games events” or “Games events”).⁶ The public investment into delivering the Games events also helped to unlock approximately £85 million in additional funding from a range of public and third sector bodies to support wider legacy activities, and accelerated the delivery of planned capital investment.

Birmingham was awarded the Games in late 2017 and planning commenced in early 2018, leaving just four and a half years to prepare, compared to the usual six and half years for a Commonwealth Games programme. This shortened preparatory period was also affected by a wide range of unprecedented circumstances including the UK’s exit from the European Union (Brexit), the COVID-19 global pandemic, and resultant challenges including delays to construction, increased supply chain costs, and workforce constraints.⁷ Despite these challenges, Birmingham 2022 was delivered on time and below its planned budget (taking into account both the public sector budget allocation and commercial income), and the UK Government took the decision to reinvest £70 million of surplus funding in the West Midlands region with the intention of further enhancing the legacy of the Games.

The planning and delivery of the Games was led by a partnership of organisations, including the Department for Culture, Media and Sport (DCMS) as the primary Government department; Birmingham City Council (BCC); the Organising Committee for Birmingham 2022 (“Organising Committee” or “OC”); West Midlands Combined Authority (WMCA); the Commonwealth Games Federation (CGF); and Commonwealth Games England (CGE). This partnership also worked together to plan for and deliver a longer-term legacy for the Games – set out in the Birmingham 2022 Legacy Plan (the “Legacy Plan”)⁸.

To assess whether the intended societal outcomes and impacts of Birmingham 2022 were achieved and to allow lessons to be learned, DCMS and the Games partners commissioned KPMG, supported by 4GLOBAL and Dr Shushu Chen of the University of Birmingham, to undertake an independent evaluation of Birmingham 2022 and its associated Legacy Programmes – the Games-wide evaluation.

In relation to the vision to deliver ‘*the Games for Everyone*’, the evaluation finds that the Games and Legacy Programmes provided a breadth of opportunities to engage and participate: from free and ticketed sporting and cultural events, to volunteering, employment and training opportunities, community events, and a range of targeted Legacy Programme activity covering physical activity, youth and learning.

Games-related activities engaged a total of 6.9 million attendees, participants, volunteers and employees, and participation data shows a large proportion were from Birmingham and the West Midlands. Evidence from the immediate post-Games Residents Survey suggests approximately three quarters of Birmingham residents engaged in the Games in some way (including attendance, participation, watching on TV or following on social media). **The reach of the Games was further**

⁴ [Birmingham 2022 Commonwealth Games: the highlights - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/news/birmingham-2022-commonwealth-games-the-highlights)

⁵ Including from ticket sales, commercial sponsorship and merchandise sales.

⁶ It should be noted these figures are presented in nominal terms and have not been adjusted for inflation.

⁷ Insights from stakeholder interviews. See Annex 1.3 for details.

⁸ [Our Legacy \(birmingham2022.com\)](https://www.birmingham2022.com/our-legacy)

extended to the wider UK and globally, with global TV viewership of the Games events of 834.9 million, over 215 million digital views and 141 million interactions on social media.⁹

The Games and Legacy Programmes sought to engage people and groups that reflected the diversity of the West Midlands. The evaluation finds that, based on available data on key priority groups¹⁰, this was largely achieved among Legacy Programme participants and OC employees, though it was noted by some stakeholders interviewed that more could have been done to fully engage and benefit all sub-groups of the population.

The overarching objective of the Games, set out in the Legacy Plan, was to have a positive impact and leave a positive lasting legacy for Birmingham, the West Midlands¹¹ and beyond. This was delivered through five Mission Pillars: Bring People Together; Improve Health and Wellbeing; Help the Region to Grow and Succeed; Be a Catalyst for Change; and Put Us on the Global Stage. The evaluation assessed evidence in relation to each of these Mission Pillars and the impacts and legacy that have been generated in the period up to one year post-Games.

The evaluation finds evidence that substantial short-term benefits have already been delivered one year post-Games. Analysis conducted as part of this evaluation estimates that as of August 2023, the **Games delivery and legacy activities have delivered approximately £1.2 billion of economic output¹² (measured in terms of gross value added (GVA)¹³), £79.5 million of social value¹⁴ and 22,380 FTE years of employment.**

This is against total costs to deliver this activity of £929.7 million (£985.5 million in 2023 prices), including £638.3 million of Games-related operating costs (of which £120.5 million was funded through commercial income), £172.7 million of Games-related capital spending, £69.0 million of discretionary operating spending on legacy activity and a £49.8 million cost of accelerated capital spending up to August 2023. Of the total costs, £780.0 million (£829.2 million in 2023 prices) were net additional public sector costs.¹⁵

Beyond the monetised impacts, evaluation **evidence from surveys of local residents, businesses, visitors and Legacy Programme participants identifies a range of positive outcomes of the Games including in relation to community cohesion, physical and mental wellbeing, skills, tourism, trade and investment, and regeneration.** Notably, when asked about the impact of the Games, the proportion of individuals reporting a positive impact significantly outweighed the proportion reporting a negative impact across the majority of outcome metrics collected as part of the Games-wide evaluation.

The Games also leaves a lasting legacy for the city and region beyond the impact generated up to one year post-Games:

- The new infrastructure, including housing and transport improvements delivered within Perry Barr is expected to regenerate the local area, with survey evidence showing early indications of changed perceptions among local residents and businesses. The new Aquatics Centre in Sandwell and the

⁹ Estimates based on data provided by Rights-holding Broadcasters, Nielsen and Games internal analysis

¹⁰ The Games and Legacy Programmes aimed to target the following priority groups: young people (5-30 year olds); women; Black, Asian and minority ethnic groups; those with a disability or limiting illness; unemployed people; and those living in the Perry Barr neighbourhood, the City of Birmingham, Sandwell and the wider West Midlands region.

¹¹ For details of the geographical coverage of the region see: [NUTS1 \(Jan 2018\) Super Generalised Clipped Boundaries in the UK](#)

¹² Figures are presented in net terms, taking account of expenditure and resultant economic activity which would have been incurred anyway had the Games events not taken place in the West Midlands.

¹³ GVA is a measure of the economic value of the goods and services produced at an individual company, industry or sector level, net of intermediate consumption (i.e. the goods and services that are used in the production process). A nation's GDP includes the sum of the GVA of all economic agents within the economy.

¹⁴ This includes through social value commitments made in the OC supply chain, the delivery of the Alexander Stadium and Sandwell Aquatics Centre, the redevelopment of Perry Barr, and through the social impacts generated through the OC Volunteering Programme and Jobs and Skills Academy. Results are reported in net terms.

¹⁵ Had the Games events not taken place in the West Midlands, Sandwell Metropolitan Borough Council (SMBC) would have made investments in a new leisure centre (rather than the Sandwell Aquatics Centre), therefore not all the spend incurred is considered additional. Within the total spend figure reported only the value of accelerated spend for the regeneration of Perry Barr has been included. See Appendix 1 for full details of costs of the Games.

redeveloped Alexander Stadium have been designed to facilitate community use as well as provide world-class facilities to host future major events.

- Supported by the activity undertaken as part of the Business and Tourism Programme (BATP), evidence shows that a pipeline of future trade and investment projects has been secured for the region, and it has been estimated by WMGC that projects landed as a result of the BATP may contribute a further £90.7 million in direct GVA to the West Midlands over the period between 2024 and 2027.
- Investment has also been made in long-term skills, including for the 20,982 individuals collectively supported through the Jobs and Skills Academy and apprenticeship and volunteering opportunities.
- Stakeholders expect ongoing benefits to be realised from the targeted physical activity programmes, and that improved systems and services to support physical activity participation will deliver longer term health and wellbeing benefits in the region, whilst the investment in the cultural sector, such as through the Creative City Grants programme, is expected to support the longer term resilience in the sector through the new skills and partnerships facilitated.
- Finally, by delivering a number of ‘Games firsts’, for example, the intention of being the first ever Commonwealth Games to deliver a carbon neutral legacy, and through establishing new policies and standards in terms of sustainability and EDI, the Games has provided a blueprint that can be adopted by future events.

The actual realisation of impacts from these will need to be monitored over time to assess the longer-term legacy of the Games.

The legacy impacts of the Games also may be enhanced going forward through additional funding allocations to further advance the legacy objectives in the region (evaluation of which was outside the scope of this study), including the £70 million of surplus Games funding that is being reinvested in the West Midlands region through the Commonwealth Games Legacy Enhancement Fund (CWGLEF). Any additional targeted local funding or investment aligned to the Legacy objectives would also be expected to build on the legacy of the Games, though it should be noted that in September 2023, BCC issued a s114 notice which paused all non-statutory spending by the Council whilst a plan is developed to balance its budget. Whilst this could influence the level of ongoing support and investment that can be provided by the city council, the commitment of the £70 million of funding through the CWGLEF is not affected and the Fund is already in delivery, with a range of programmes underway aimed at amplifying the legacy of the Games.

Overview of this report

Details of the scope of the Games-wide evaluation¹⁶ can be found in Section 1.4.2 of this report, and in the Pre-Games Evaluation Framework and Baseline Report¹⁷. In summary this one year post-Games evaluation report provides an assessment of the impact of the Birmingham 2022 Games and Legacy Programmes on Birmingham, the West Midlands and the UK one year on from the Games events. It follows the interim evaluation of the Birmingham Commonwealth Games¹⁸, published in January 2023, which reported on the outcomes and impacts generated through the delivery of the Birmingham 2022 Games events (excluding the Legacy Programmes and activities) up to September 2022.

The scope of this report is broader than the interim evaluation and includes impact evaluation of the planning and delivery of the Games events and the associated Legacy Programmes (see Table 6 in

¹⁶ This refers to the overall evaluation of the activity resulting from the full expenditure on the Birmingham 2022 Commonwealth Games events and Legacy Programmes.

¹⁷ 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

¹⁸ HM Government 2023. Evaluation of the Birmingham 2022 Commonwealth Games – Interim Evaluation Report. See:

<https://www.gov.uk/government/publications/evaluation-of-the-birmingham-2022-commonwealth-games-interim-evaluation-report>

Section 1.1 for details of these) that formed part of the B2022 Legacy Plan.¹⁹ The evaluation considers the outcomes and impacts generated up to end August 2023 as a result of spending incurred and activity undertaken between January 2018 and August 2023 to deliver the Birmingham 2022 Games events and Legacy Programmes. The scope of the evaluation does not include activity delivered through the CWGLEF, which is being evaluated separately, nor does it capture longer-term impacts from the Games that have not yet been realised and therefore cannot be analysed at this stage. Where evidence allows, the potential for such future impacts to be realised is considered within the report.

The evaluation seeks to draw on data and evidence from a range of sources (see Section 1.3) to address the evaluation research questions documented in Section 2.1 of this report. Aligned to the research questions, the report is structured by the five Mission Pillars of the Games detailed in the Legacy Plan.

It uses a mixed method approach, drawing on both quantitative and qualitative data, and applying the principles of contribution analysis to inform the assessment of the attribution of changes to the Games. Where there is sufficient evidence to indicate that the Games has contributed to changes in the outcome observed, the outcomes are reported as attributable to the Games. However, based on data available, it is not always possible to fully determine the extent to which a specific activity or programme linked to the Games has driven the outcomes observed. Where this is the case, this is reflected in the evaluation conclusions.

The economic impact analysis only captures economic activity resulting from expenditure which would not have been incurred had the Games events not taken place in the West Midlands. In line with the reporting of GVA and employment impacts within the CGF Commonwealth Games Value Framework²⁰, the analysis does not account for any knock-on displacement and substitution effects within the economy (e.g. whether employees would have been employed elsewhere) nor does it adjust for any changes in the structure of the economy over time.

All monetised social impacts are considered to be additional social impacts that would not have happened in the absence of the Games (see Section 1.4.3).

It should also be noted that, as a programme-level evaluation, the Games-wide evaluation relies heavily on data and information collected and collated from multiple input sources including the OC, Games partners, and Legacy Programme-level evaluation teams. Steps were taken to encourage data providers to use consistent approaches to data collection, including through the provision of data templates and supporting the development of survey questions, and to put in place structures for the implementation of quality assurance processes when preparing data and analysis for the evaluation. The Games-wide evaluation team relied on the verification and quality assurance mechanisms implemented by the data owners and secondary independent verification of the data was not undertaken by the Games-wide evaluators. See Section 1.5 for further consideration of key parameters and limitations of the evaluation.

Key evaluation findings by Mission Pillar

Summary key findings of the evaluation relating to each Mission Pillar are presented below. While outcomes and impacts are presented under individual Mission Pillars, it is acknowledged that they may contribute towards multiple pillars given the breadth of activity undertaken and the multiple ways in which they may benefit individuals, communities and geographies.

Full evaluation findings can be found in Sections 3 to 7 of the report.

¹⁹ [Our Legacy \(birmingham2022.com\)](https://www.birmingham2022.com).

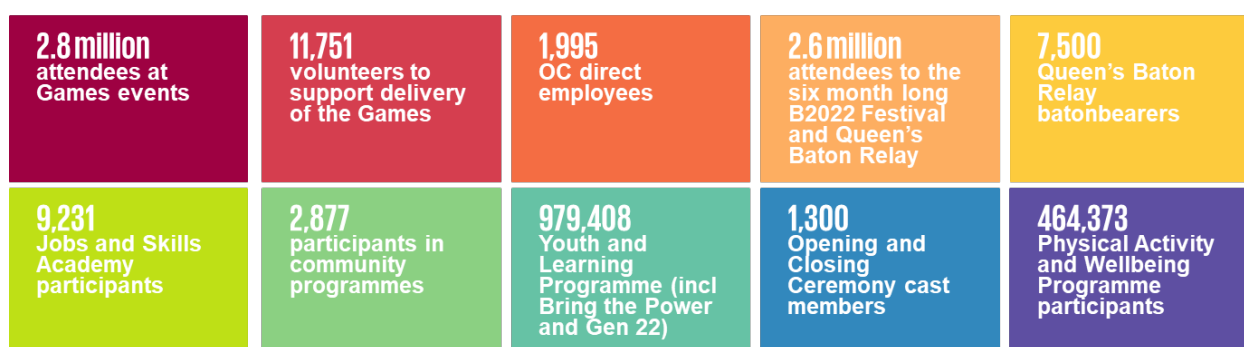
²⁰ Commonwealth Games Federation, 20. Commonwealth Games Value Framework, December 2019. See: [Commonwealth Games Value Framework](#)

Key findings: Bring People Together

The overarching objective of the *Bring People Together* Mission Pillar was to embrace and champion the youth, diversity, humanity and pride of the West Midlands region and the Commonwealth.²¹

Specifically, the Games aimed to bring people together through providing a breadth of engagement and participation opportunities for individuals from a range of backgrounds, with the short- to medium- term aims of: increasing inclusion among different groups; increasing feelings of connectedness and pride in Birmingham and the West Midlands; increasing skills and levels of participation among young people; and increasing awareness of, and participation in, cultural activities. These had the long term aims of enhancing community cohesion and civic pride, and supporting the cultural sector in the West Midlands.

Monitoring data shows that the 6.9 million attendees, participants, volunteers and employees²² directly engaged by the Games, comprised:



Source: OC and Legacy Programmes monitoring data

Through these routes, evaluation evidence shows that individuals from a breadth of targeted groups were engaged:

- The proportion of individuals from priority groups²³ among the OC workforce, Jobs and Skills Academy participants and B2022 Festival participants and attendees (where recorded), was largely in line with or higher than the proportions within the broader population of the West Midlands (e.g. 52% of Jobs and Skills Academy participants were from ethnic minority groups compared to 23% in the West Midlands).
- The OC Volunteering Programme reported that it achieved the original targets, and some of the stretch targets, it had set in terms of diversity,²⁴ although the data shows that the proportions of Games volunteers from each of the priority groups were in general slightly lower than the proportions of the broader population of the West Midlands (e.g. 21% of volunteers were from ethnic minorities compared to 23% in the West Midlands).
- Data sourced from the 2022 OC Spectators Survey²⁵ indicates that, in terms of ethnicity, the vast majority of attendees were White British or White Other (88%), compared to 49% of Birmingham residents, 77% of West Midlands residents and 81% England residents who are 'White'.²⁶ This reflects a higher proportion of attendance by individuals from outside the region than was the case among the Legacy Programmes.

²¹ Birmingham 2022 Commonwealth Games, Our Legacy (Summer 2022), See: https://resources.cwg-qbr.pulselive.com/qbr-commonwealth-games/document/2022/07/12/a37f0633-361d-49b1-9cca-d25043dcccff8/Birmingham-2022_Our_Legacy.pdf

²² These figures reflect the cumulative numbers of recorded attendances, programme participants and volunteers, and OC employees and do not necessarily reflect unique individuals engaged.

²³ Women; under 30s; those from ethnic minority groups; and/or with a disability.

²⁴ 63% of Games-time volunteers were from the West Midlands (stretch target of 62%), 21% were from ethnic minority groups (stretch target of 21%), 23% were aged under 30 (stretch target of 30%) and 5% identified as having a disability (target of 6%).

²⁵ A post-Games online survey of those who purchased tickets through Ticketmaster commissioned by the OC, with a sample of over 22,000 ticket holders.

²⁶ ONS, See: <https://www.ons.gov.uk/visualisations/censusareachanges/E08000025/>

- At least 985,390 young people were engaged through the OC Volunteering Programme, the Jobs and Skills Academy, and the youth and learning programmes, including Bring the Power and Gen22.²⁷

Despite this engagement, a number of stakeholders interviewed as part of the evaluation, including local government, community and cultural stakeholders, reported that not all communities felt represented in the Games.

In terms of outcomes related to bringing people together, the evaluation evidence suggests that the Games had positive impacts on community cohesion and civic pride, particularly for those individuals that participated in the delivery of the Games and in the Legacy Programmes. Results from the Residents Survey, Volunteers Survey and the B2022 Festival audience survey show that the majority of respondents reported a positive impact of the Games on indicators of community cohesion. For example, one year post-Games, approximately 59% of Birmingham respondents to the Residents Survey reported that the Games had a positive impact on the extent to which their local area was a place where people from different ethnicities, backgrounds, and ages²⁸ get on well together, a higher share than the 48% reporting this pre-Games. Also, 76% of volunteers surveyed one year post-Games reported that the Games had a positive impact on the extent to which they feel that they belong to their immediate neighbourhood.

Stakeholders interviewed as part of the evaluation anecdotally reported notable impacts on civic pride among the local population. This is in line with evidence from the Residents Survey, Volunteers Survey and survey of B2022 Festival audience showing that the majority of respondents reported a positive impact of the Games on their civic pride (e.g. 74% of Birmingham residents surveyed immediately post-Games reported that the Games had a positive impact on how proud they are to live in their area).

Such impacts are not reflected in comparison of pre- and post-Games Residents Survey results on levels of community cohesion and civic pride, which show no statistically significant change in the proportion of Birmingham respondents who felt that they belong in their local community; who felt that people from different ethnicities and backgrounds get on well together; and who were proud to live in their town/city. However, lack of longer-term survey data and comparable national data for the relevant period makes drawing robust conclusions from this data difficult, as other wider factors could have influenced the results.

The Games provided a number of opportunities for creative and cultural participation, in particular through the B2022 Festival and the supporting Cultural Programme. Evidence summarised above in relation to diversity shows that these activities brought together a diverse audience, and survey evidence suggests they had some impact on levels of cultural engagement (e.g. 39% of respondents to the one year post-Games Residents Survey reported that the Games had a positive impact on their participation in creative and cultural activities, and this proportion was higher among those who directly engaged in the Games at 60%).

Delivery of the B2022 Festival also meant substantial investment went into the cultural sector. This provided opportunities for local artists and organisations to showcase their practices; highlighted the cultural offer of the region; upskilled and enhanced the cultural workforce; and developed new partnerships and connections. For example, of the project staff surveyed as part of the Festival evaluation, 70% agreed the Festival resulted in them obtaining and/or improving new skills; and 91% (out of the 165 lead organisations) said they established new partnerships and strategic relationships.

Stakeholders interviewed reported that the impacts to the cultural sector were not only achieved through the delivery of the B2022 Festival programme, but also through the large-scale strategic development

²⁷ Bring the Power Programme aimed to create opportunities where children and young people were empowered, facilitated and encouraged to connect with their communities. Gen22 was a programme offering an opportunity for a thousand young people from the West Midlands to participate in employability boosting volunteering opportunities through the Birmingham 2022 Commonwealth Games.

²⁸ Sample size: 446

and bringing together of sector leaders that supported this. In the long term, stakeholders expect this partnership and workforce development to help guide future work and developments in the sector.

Key findings: Improve Health and Wellbeing Mission Pillar

The overarching objective of the *Improve Health and Wellbeing* Mission Pillar was to inspire, engage, and connect communities and athletes to realise their full potential and live happier, healthier lives.²⁹

Specifically, through a series of targeted Games-related programmes and initiatives, the Games aimed to increase opportunities for people to be physically active and ultimately reduce levels of physical inactivity for participants in priority groups; support improvements in participants' levels of mental health and wellbeing; and create system-level improvements between organisations, services and sectors that support positive physical and mental health. In addition, through the Infrastructure and Built Environment Programme, the Games aimed to improve access to, and quality of, local facilities that create opportunities for community physical activity, sport and active travel participation.

The programmes and initiatives delivered with the aim of supporting a local reduction in levels of physical inactivity for those directly involved included: support provided by 22 Games-related sport National Governing Bodies (NGBs) to over 402,300 participants through the rollout of various sports programmes and events; 70 Active Street festivals held with over 10,400 participants, that aimed to create free-to-access, safe spaces for the local community to engage with physical activity;³⁰ over 2,450 schools engaging with Games-related Daily Mile resources;³¹ and 16,000 pieces of used Games equipment provided free of charge to over 290 West Midlands organisations, to support the provision of inclusive and accessible sports, physical activity, and wellbeing activities.³²

In terms of outcomes relating to the Improving Health and Wellbeing Mission Pillar, evidence indicates that the initiatives delivered contributed to removing community barriers to being active and improving levels of physical activity for those involved – see examples in Figure 1 below:

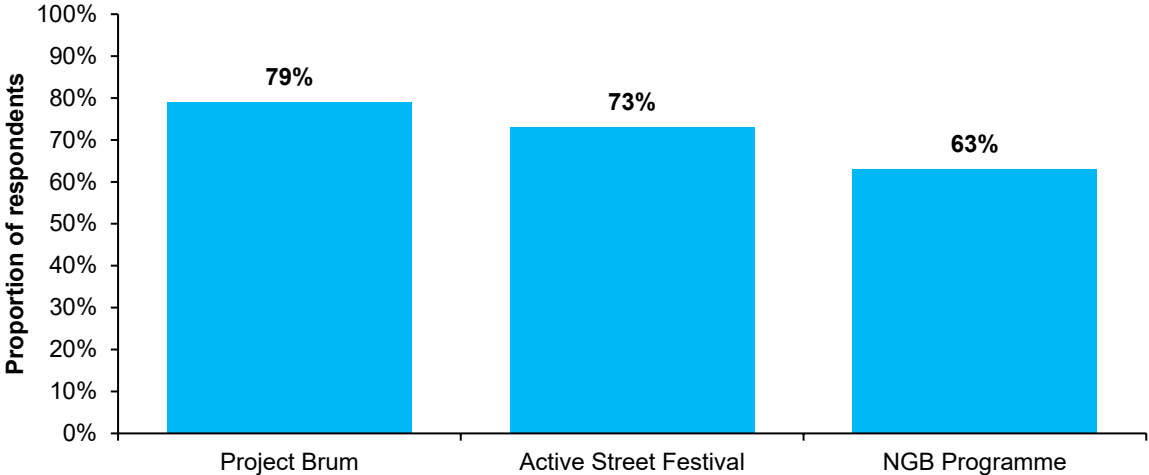
²⁹ Birmingham 2022 Commonwealth Games, Our Legacy (Summer 2022), See: https://resources.cwg-qbr.pulselive.com/qbr-commonwealth-games/document/2022/07/12/a37f0633-361d-49b1-9cca-d25043dcccff8/Birmingham-2022_Our_Legacy.pdf

³⁰ Funded by BCC and delivered by TAWS, the Active Streets initiative worked with communities and organisations to create free-to-access, safe spaces by closing roads or car parks or utilising open spaces, and training local volunteers to promote engagement with physical activity by priority groups.

³¹ An ongoing initiative run in primary schools that aims to increase the health and wellbeing of children through embedding 15-minutes of self-paced exercise into their physical activity offer.

³² More information on the various activities and initiatives under the Physical Activity and Wellbeing Programme is provided in Section 4.3.2.1 of the main report.

Figure 1: Percentage of respondents who retrospectively reported a positive impact of their participation in Games-related programmes on their levels of physical activity.



Source: 2023 BCC End of Programme Surveys (Active Street Festival and Project Brum)³³; NGB programme Survey.

In addition, an estimated 582 adult Beat the Street participants moved from being ‘inactive’ before they engaged, to ‘fairly active’ or ‘active’ following their involvement in the six week programme³⁴, and an estimated 4,053 children moved from being ‘less active’ to ‘active’.³⁵

Games-related investments were used to make a series of cycling infrastructure improvements and deliver active travel programmes, with the aim of supporting an increase in local levels of cycling and walking participation. Evidence indicates the success of these investments, particularly at Cannock Chase Forest and through Transport for West Midlands’ (TfWM) Cycling for Everyone programme, which over 3,450 people took part in, for example.³⁶

- Results from TfWM’s end of programme survey finds a notable increase of 17 percentage points in the proportion of participants who cycle following their involvement in the programme.
- Since opening in 2022, the new Perry’s Trail at Cannock Chase has seen an average of 21,084 users per quarter, while the Pedal and Play facilities have attracted an average of 14,130 users per quarter.

At the local population level, over half (52%) of the Birmingham residents surveyed in the one year post-Games Residents Survey perceived a positive impact of the Games on the quality of local infrastructure for walking and cycling. DfT statistics indicate a broader trend across the West Midlands of a slight decline in walking and cycling activities,³⁷ with the proportion of individuals walking at least once a week decreasing by 1.2 percentage points from 2021 to 2022 and cycling activity exhibiting a similar trend. This is however, in line with the national trends seen across England in relation to active travel, and can be partly explained by a continued impact of/ recovery from the COVID-19 pandemic.

The Games-related investment also appears to have substantially enhanced the quality, accessibility, and capacity of local sports facilities, and reduced proportions of ‘unmet demand’³⁸ across the Games Host Local Authorities. Projections suggest lasting positive impacts on community health and wellbeing.

³³ Delivered via TAWS, the Project Brum programme offered the opportunity for 44 young individuals from Birmingham to acquire work experience while collaborating with TAWS to deliver physical activity initiatives and events.
³⁴ An ongoing initiative that ‘turns towns into giant games’ and focuses on increasing physical activity in local communities. Funding through Sport England allowed four 6-week games to be delivered to over 40,000 participants in Commonwealth Games host areas.
³⁵ Out of a sample size of 1,011 (adult) and 536 (children aged under 18 years) matched pair pre- and post-programme survey respondents.
³⁶ A £2 million scheme set up by TfWM that aimed to increase cycling frequency, particularly within the most deprived areas across the West Midlands, by delivering over 190 cycling related sessions and events.
³⁷ Department for Transport (2022), Walking and cycling statistics, England 2022.
³⁸ Individuals that are projected to use a facility type, but are unable to do so due to supply constraints.

This is particularly evident through the investments and facility improvements made at Cannock Chase Forest, the Sandwell Aquatics Centre, and Alexander Stadium. Evidence from the one year post-Games Residents Survey shows over half of Birmingham, Perry Barr, and Sandwell residents reported satisfaction with their local sports facilities (55%, 52% and 57% respectively). 53% of Birmingham respondents also stated the Games had positively impacted the quality of local facilities for sports and physical activity.

The impact of the Games on community participation has been shown through Sport England’s Moving Communities platform data. One month after-opening the Sandwell Aquatics Centre had acquired 4,400 members and welcomed over 60,000 visitors, with 70% of these participants coming from Indices of Multiple Deprivation (IMD) 1-3 areas.³⁹ In addition, average monthly throughput across all leisure centres in the Games Host Local Authorities, as recorded on the platform,⁴⁰ saw a 17 percentage point increase from pre- to post-Games, in comparison to a five percentage point increase observed in statistically comparable neighbouring areas that did not host the Games.⁴¹

In terms of mental wellbeing, evidence suggests that the strategic investments in mental wellbeing initiatives, such as the Department for Health and Social Care’s (DHSC) mental wellbeing campaigns,⁴² and other programmes, yielded positive outcomes for the large majority of those directly involved. This included through improvements in individuals’ ability to look after their own and others’ mental health, as well as increased levels of life satisfaction. Examples are provided in Table 3 below:

Table 3: Programme-level survey results in relation to mental wellbeing

Survey	Area of impact	% of respondents who reported a positive impact
DHSC Survey	What impact the mental wellbeing training had on:	
	- The extent they can identify people who may need help after experiencing distress	91%
	- Their understanding of the different ways they can look after their mental wellbeing	90%
B2022 Festival Survey	What impact volunteering in the B2022 Festival had on their self-reported levels of mental wellbeing	89%
Birmingham City Council Survey	What impact the Active Street festival programme had on their self-reported levels of mental wellbeing	88%
Gen22 Survey	What impact the Gen22 programme had on their self-reported levels of subjective mental wellbeing	81%

Source: 2023 DHSC Pre- and Post- Mental Wellbeing Training Survey; 2023 B2022 Festival Evaluation Survey; 2023 BCC Programme Survey; 2023 Gen22 Survey.

While it was not a primary objective of the Games to impact wider population levels of inactivity and mental wellbeing, results of the Residents’ Survey provide some evidence of improvements to local perceptions of personal wellbeing and the availability of opportunities for being active. This, alongside the improvements seen through specific programme-level investments, has the potential to translate to wider improvements in levels of inactivity and wellbeing in the long term.

In addition, evaluation evidence indicates the success of the programmes of work that aimed to create change to local and regional systems that support physical activity, particularly through the

³⁹ Official measure of relative deprivation for small areas in England that ranks every area from 1 (most deprived area) to 32,844 (least deprived area). Deprivation ‘deciles’ range from the most deprived 10% (IMD 1) of neighbourhoods nationally, to the least deprived 10% (IMD 10).

⁴⁰ Data from 29 leisure facilities across Birmingham, Sandwell, Walsall, Solihull, Wolverhampton, and Coventry in the Moving Communities platform was used in the analysis. Note – at the time of analysis (October 2023) there were no leisure facilities in Dudley submitting data to Moving Communities and therefore are not included calculations.

⁴¹ CIPFA, Nearest Neighbours Model (England). See: <https://www.cipfa.org/services/cipfastats/nearest-neighbour-model>

⁴² Over 1,900 Games-time volunteers and 1,550 construction workers were involved in DHSC’s training and support.

Commonwealth Active Communities (CAC)⁴³ and Club Together programmes.⁴⁴ The CAC Evaluation Team⁴⁵ developed a calibrated System Maturity Scalar Matrix that assesses the extent to which organisations report positive progress in system change, with all four CAC areas reporting improvements in the extent to which their place enables active lives, when asked one year post-Games. Importantly, going forward the matrix approach will be used to inform national place-based working initiatives via Sport England.

Stakeholders interviewed acknowledged that the impact of these systemic changes and place-based approaches would likely emerge gradually, cultivated through ongoing engagement, partnerships, and strategic planning. In summary, the evidence suggests that the Games led to significant developments in local and regional systems and helped change the way organisations in the sector work collaboratively to form better integrated services. This should support the early outcomes seen through the other Physical Activity and Wellbeing programmes, helping influence the opportunity for priority groups to be regularly active and decrease inactivity levels in the long term.

Key findings: Help the Region to Grow and Succeed

The overarching objective of the *Help the Region to Grow and Succeed* Mission Pillar was to drive sustainable growth and aspiration, creating opportunities through skills, employment, GVA, trade, investment and tourism.⁴⁶

Specifically, the Games aimed to stimulate short-term economic activity in the local and regional economy and deliver social value back into the region through the delivery of the Games and legacy activity; improve perceptions of the region and generate an uplift in the number of domestic and international visitors to the region and increased trade and investment supported by the Business and Tourism programme and infrastructure improvements; and improve the skills of the local workforce through providing access to volunteering, training and employment opportunities supported by the Jobs and Skills Programme and OC Volunteering Programme.

The evaluation finds that through the planning and delivery of the Games events and wider legacy activity, Birmingham 2022 successfully generated positive economic impacts, including in terms of economic output and employment, in the city, region and wider UK.

⁴³ Tailored programmes of work in Birmingham, Solihull, Coventry, and the Black Country, that focused on addressing local health and activity inequities, building trusted partnerships, and designing physical activity options tailored to local preferences, in collaboration with communities and target groups.

⁴⁴ Funded by BCC and delivered by Sport Birmingham, the programme aimed to support community organisations, groups, and sports clubs, who use sport and physical activity as tools to engage their communities. As of September 2023, seven new networks had been established because of the programme, and 620 new beneficiaries and partners were operating in the nine local areas across Birmingham and the West Midlands.

⁴⁵ Led by academics at Coventry and Sheffield Hallam University.

⁴⁶ Birmingham 2022 Commonwealth Games, Our Legacy (Summer 2022), See: https://resources.cwg-qbr.pulselive.com/qbr-commonwealth-games/document/2022/07/12/a37f0633-361d-49b1-9cca-d25043dcff8/Birmingham-2022_Our_Legacy.pdf

Figure 2: Total GVA by geographical area, FY 2017/18 to FY 2023/24



Source: KPMG analysis, OC data, WMGC Visitor Survey data, SMBC data, BCC data, TfWM data, data received from the organisations that delivered the Legacy Programmes

Note: West Midlands includes Birmingham and UK includes West Midlands and Birmingham

The evaluation analysis estimates that the Games contributed approximately £1.2 billion GVA and approximately 22,380 FTE years of employment⁴⁷ in the UK economy between FY 2017/18 and FY 2023/24.⁴⁸ Of this total net GVA contribution at least £217.3 million of GVA is estimated to have been generated in Birmingham; and £516.3 million of GVA⁴⁹ is estimated to have been generated in the West Midlands (including Birmingham).

It has been estimated by WMGC that projects landed as a result of the BATP may contribute a further £90.7 million in GVA and 1,250 jobs in the West Midlands over the period between 2024 and 2027.

In addition to this economic value, the Games generated social impacts including those associated with volunteering, skills and apprenticeships delivered through the OC supply chain, the delivery of Alexander Stadium and Sandwell Aquatics Centre, the redevelopment of Perry Barr, and through the OC Volunteering Programme and the Jobs and Skills Academy. **In total it is estimated that, as of end August 2023, the Games contributed a total of £79.5 million of social value to the city and region.⁵⁰**

Over the longer term, Birmingham and the West Midlands is expected to benefit from increased tourism, trade and investment, in particular supported by the marketing campaigns and trade and investment events delivered through the BATP. The region is also expected to benefit from increased skills, largely driven by the activities delivered through the Jobs and Skills Academy. Specifically, social value is expected to be generated through future returns to the skills and apprenticeships delivered through the

⁴⁷ This refers to the number of full-time-equivalent jobs lasting an equivalent of one year created over the period assessed. One FTE year of employment is one full time job lasting for one year. Therefore a single employee working full time for two years would be captured as two FTE years of employment.

⁴⁸ Figures are presented in net terms, taking account of expenditure and resultant economic activity which would have been incurred anyway had the Games events not taken place in the West Midlands. See Annex 2 – Methodological Approach for details.

⁴⁹ It should be noted that the estimated GVA contribution in the West Midlands captures the impacts in Birmingham.

⁵⁰ Social impacts estimated as part of this evaluation include income and wellbeing impacts. These have been estimated based on existing literature and government guidance. Results are reported in net terms. Please see the methodological annex for additional details on the approach undertaken as part of the social impact analysis.

Games programmes, which based on existing literature are expected to equate to approximately £151.4 million of lifetime earning uplift. In addition, community use of the Alexander Stadium and Sandwell Aquatics Centre has the potential to generate a further £1.8 million of annual social value once the facilities are at full maturity.

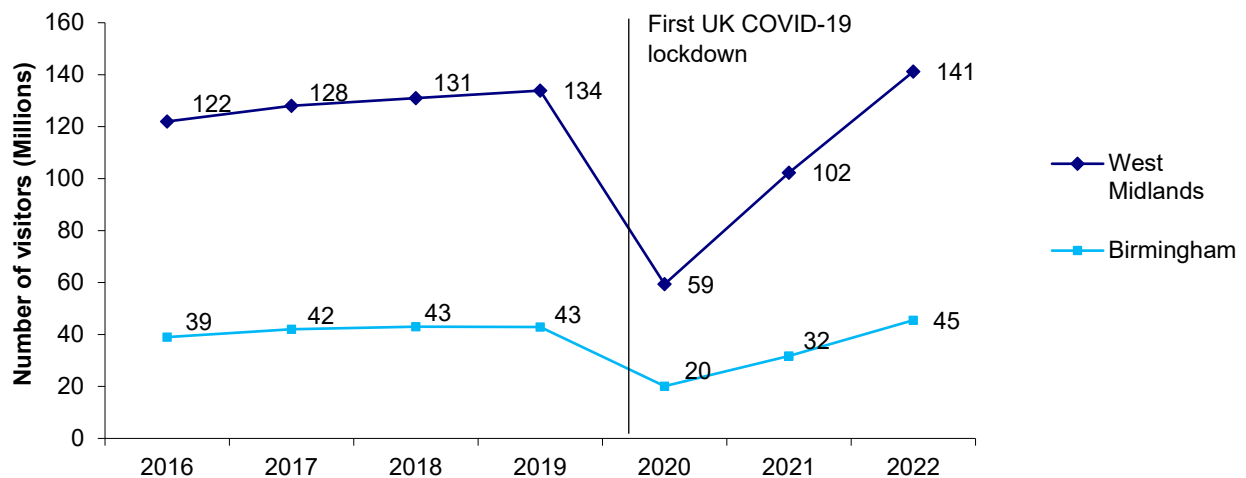
Tourism

The Games aimed to support a sustained increase in tourism both through attracting visitors to attend the Games events; and through specific BATP activity to deliver tourism information, marketing campaigns and events targeted at travel trade intermediaries.

Evidence shows that the Games events had a positive short-term impact on tourism in Birmingham and the West Midlands. Data provided by WMGC⁵¹, shown in Figure 3, estimates a total of 45 million visitors to Birmingham and 141 million to the West Midlands⁵² in 2022, representing a 6% increase in the number of visitors to Birmingham, and a 5% increase in the number of visitors to the West Midlands compared to 2019 (pre COVID-19).

As shown in Figure 3, visitor numbers to Birmingham and the West Midlands had been gradually growing up to 2019, but then dropped significantly in 2020 due to the impact of the COVID-19 pandemic. The impact of the pandemic on international travel in particular is likely to have had an effect on total international visitors attracted by the Games, with international visits to the UK in 2022 remaining below pre-pandemic levels.⁵³ Despite this, the overall number of visitors to Birmingham and West Midlands in 2022 were the highest on record since the data started to be collected.⁵⁴

Figure 3: Number of visitors to Birmingham and the West Midlands, 2016 to 2022



Source: STEAM 2022

Analysis undertaken as part of the evaluation indicates that at least some of the uplift in visitor numbers may have been due to the Games (for example evidence from the 2022 Visitor Survey⁵⁵ finds that 34% of West Midlands visitors surveyed were influenced to visit because of the Games), and that this was largely driven by domestic visitors (e.g. attendee data indicates that 2% of Games ticket holders were from outside of the UK).

⁵¹ Data is provided by Scarborough Tourism Economic Activity Monitor (STEAM) - a tourism economic impact modelling process owned and operated by Global Tourism Solutions (GTS). See: <https://www.globaltourismsolutions.co.uk/steam-model/>

⁵² It should be noted that the West Midlands STEAM data refers to the West Midlands Combined Authority (WMCA) area.

⁵³ ONS, 2023. Travel Trends: 2022.

⁵⁴ Data is available since 2005 for Birmingham and since 2016 for the West Midlands.

⁵⁵ A visitor survey commissioned by WMGC carried out on the ground in and around key Games venues and other visitor locations across the West Midlands with a sample of 1,026 visitors to the area.

There is also some evidence to suggest that this positive impact may be sustained over time. The latest data for 2023 on occupancy rates and bed places in the West Midlands suggests growth in the number of overnight visitors to the West Midlands between 2022 and 2023, though actual visitor number data for 2023 is not yet available to confirm this. Visitor Survey data suggests that this may have been contributed to by the Games – with data from the 2023 WMGC Visitor Survey indicating that 7% of visitors to the West Midlands surveyed in 2023 reported being influenced to visit by the Games.

Through tourism campaigns and building and influencing travel trade intermediaries as part of Legacy Programme activities, WMGC aimed to have a longer term impact on tourism to the region. Evidence from the 2023 WMGC Perceptions Survey⁵⁶ shows that 52% of all leisure travellers surveyed in 2023 reported they are likely to visit the West Midlands in the next three years, compared to 58% in 2022 and 57% in 2021. In stakeholder interviews, WMGC indicated that post the immediate impact on tourism of the Games events, the impact of its campaigns would take time to be realised and may grow over time.

Trade and investment

Through the B ATP in particular, the Games sought to enhance trade and investment in the West Midlands, for example through the delivery of targeted conferences and events in the UK and overseas, supporting the region's future growth and economic success. The evaluation finds evidence of an uplift in inward investment projects relative to historical trends for the West Midlands, attributable to the B ATP. Early indications from activity in the Meetings, Incentives, Conferences and Events (MICE) and sporting events sectors also show positive outcomes in terms of generation of new event prospects, though a lack of baseline data makes assessment of the incremental impact of the Games more challenging.

- Data from the B ATP shows that between January 2022 and end August 2023, 212 inward investment prospects were generated; 63 (30%) of these were converted to qualified projects⁵⁷, the largest share of which (approximately a third) were from India. Among all qualified projects, an estimated 50% would not have been generated without the support of the B ATP.
- Department for Business and Trade (DBT) data shows that between 2021/22 and 2022/23 there was a 27% increase in the number of FDI projects generated in the West Midlands, compared to a 4% increase in the rest of the UK. This proportionally larger increase in the number of FDI projects generated in the West Midlands indicates that the region generated ~30 more projects than it would have had it grown at the same rate as the UK – consistent with the B ATP monitoring data.
- The B ATP monitoring data shows that between FY 2020/21 and end of August 2023 the West Midlands received 41 new MICE enquiries, of which 16 (39%) have been secured; and 24 new sporting event bids were generated, of which 62% (15 bids) have been converted into landed events. Evidence reported by WMGC shows that in 2022 the West Midlands hosted 78% of the number of conferences and meetings held pre-pandemic, compared with 73% in the rest of the UK.⁵⁸

Broader evidence from the one year post-Games Business Survey⁵⁹ is consistent with these findings, with the majority of businesses surveyed (73%) reporting that the Games has positively impacted the level of business investment in Birmingham.

Skills and longer-term employment

The staging of the Games events and specific Legacy Programme activities, including the Jobs and Skills Academy and OC Volunteering Programme, provided a range of opportunities for individuals to

⁵⁶ A survey commissioned by WMGC carried out in 2021, 2022, and 2023 to measure: shifts in perceptions of the UK and the West Midlands as a business, investment and visitor destination required to drive in-flow of investment and tourism; Levels of awareness; Positive and negative sentiment; Consideration; Impact of the B ATP communications activities.

Sample size: Leisure travellers: 2021 (2,020), 2022 (2,030), 2023 (2,029), intermediaries 2021 (100), 2022 (101), 2023 (100).

⁵⁷ Qualified projects are defined by WMGC as those deemed as supported by the B ATP.

⁵⁸ West Midlands Growth Company. See: [West Midlands' business events sector bounces back quicker than UK average | WMGC \(wmgrowth.com\)](https://www.wmgrowth.com)

⁵⁹ It should be noted that, as the sample of businesses surveyed is limited and not representative of all businesses in the region, these results are indicative only. Sample size: 121.

develop new skills and provided opportunities to enhance their future employability. 9,231 Jobs and Skills Academy participants and 11,751 OC volunteers benefitted from the training opportunities provided.

Evidence gathered through the surveys of OC Volunteers and Jobs and Skills Academy participants finds that respondents reported an overall positive impact of the Games on their skills, confidence and employability.

Table 4: Volunteers and Jobs and Skills Academy Survey results in relation to confidence and employability, 2023

Survey	Area of impact	% of respondents who reported a positive impact	% of respondents who reported a negative impact
Volunteers Survey	What impact the Birmingham 2022 Volunteer Programme has had on the extent to which you feel confident in your ability to seek new employment or training/education opportunities?	82%	4%
Volunteers Survey	What impact the Birmingham 2022 Volunteer Programme has had on the extent to which you feel you have relevant experience to seek new employment or training/education opportunities?	83%	4%
Jobs and Skills Academy survey	Rating from Agree to Disagree, to what extent do you agree with the following statement 'I feel more confident in seeking employment'?	87%	2%

Source: 2023 Volunteer Survey; 2023 Jobs and Skills Academy Survey
 To note: the remainder of respondents reported no impact.

In terms of longer-term impacts, the objective was to enhance employability and participation in volunteering. At one year post-Games, there is early evidence that this has already been achieved for a number of individuals. For example, when surveyed one year post-Games, 19% of volunteers surveyed reported that their OC volunteer experience led them to apply for new employment or training/education opportunities they might not have otherwise applied for; and 29% of Jobs and Skills Academy participants who were unemployed pre-Games were in employment one year post-Games.

Key findings: Be a Catalyst for Change Mission Pillar

The overarching objective of the *Be a Catalyst for Change* Mission Pillar was to transform and strengthen local communities, working together to deliver new and improved homes, facilities and, transport links.⁶⁰

In the short- to medium-term the Games aimed to deliver enhanced transport infrastructure and facilities for active travel and new homes, improving satisfaction among local residents in their local area and supporting increased use of public transport and active travel and economic and social regeneration in Perry Barr. In addition, through its policies and practices relating to sustainability, inclusivity and accessibility the Games partners aimed to deliver the Games in a sustainable and accessible way and to provide a legacy of established standards and policies that could be adopted by future hosts of the Games and other events.

Infrastructure

The evaluation findings suggest that the Games catalysed large amounts of investment in the city and region which either would not have gone ahead or would have been delayed had it not been for the Games. These include transport improvements across the West Midlands, the creation of new sports and community facilities through the redevelopment of Alexander Stadium and Sandwell Aquatics centre, and

⁶⁰ Birmingham 2022 Commonwealth Games, Our Legacy (Summer 2022), See: https://resources.cwg-qbr.pulselive.com/qbr-commonwealth-games/document/2022/07/12/a37f0633-361d-49b1-9cca-d25043dcccff8/Birmingham-2022_Our_Legacy.pdf

the Perry Barr Regeneration Scheme. These investments remain as a legacy of the Games and were developed with the aim of improving the quality of public transport in the area, encouraging active travel and public transport use, and transforming Perry Barr into a thriving neighbourhood.

Residents and businesses surveyed through the evaluation indicated that the targeted activity and investment in Perry Barr has led to an overall positive impact in the area, as shown in Table 5.⁶¹

Table 5: Residents and Business Survey results on impacts for Perry Barr, 2023

Survey	Area of impact	% of respondents who reported a positive impact	% of respondents who reported a negative impact
Residents Survey: Perry Barr respondents	What has been the overall impact of the Games-related investment in Perry Barr (i.e. the redevelopment of Alexander Stadium, the roads and railways, and the residential scheme) on the area?	65%	16%
Business Survey	Thinking about the Perry Barr neighbourhood, what has been the impact of hosting the Games on the area, in relation to the overall impact the Games has had on the Perry Barr neighbourhood?	82%	6%
Residents Survey: Perry Barr respondents	What effect, if any, do you think that Birmingham hosting the Commonwealth Games has had on the quality of local infrastructure to support walking and cycling?	59%	15%
	What effect, if any, do you think that Birmingham hosting the Commonwealth Games has had on the quality of local facilities for sports and physical activity?	64%	10%

Source: 2023 Residents Survey; 2023 Business Survey
 To note: the remainder of respondents reported no impact.

In relation to wider transport impacts, residents and businesses surveyed also identified a positive impact of the Games on the quality of public transport, and there is evidence that the specific investments made as part of the Games (e.g. the bus interchange) are resulting in increased use of related services:

- 46% of Birmingham residents surveyed and 77% of businesses surveyed reported the Games had a positive impact on the quality of public transport in the area.
- TfWM data shows that the number of Swift Customer⁶² bus journeys (from the bus interchange) increased by 38% between 2021 and 2023; and bus patronage on the Sprint corridor has increased by around 16% more than on other similar routes.

Environmental sustainability, accessibility and inclusion

The OC aimed to deliver a positive legacy through the policies and processes it developed and implemented to limit the environmental impact of the Games, increase sustainability and promote diversity and inclusion.

In terms of environmental sustainability, the OC had an ambition to deliver the most sustainable Commonwealth Games to date and as part of this took steps to reduce its carbon impact. Evidence shows that the carbon footprint of the Games was 201,800 tonnes of carbon (CO₂e)⁶³, relative to the originally estimated footprint of 274,065 tonnes.⁶⁴ In order to achieve the first carbon-neutral Games, the

⁶¹ 65% of Perry Barr respondents reported the Games-related investment in Perry Barr had an overall positive impact in the area. Sample size: Resident’s Survey (49)
⁶² Swift is an electronic ticketing scheme developed by Transport for West Midlands for use on public transport in the West Midlands metropolitan area in England.
⁶³ Birmingham 2022 sustainability team data
⁶⁴ Estimated by Arcadis in 2020.

OC committed⁶⁵ to offsetting this residual carbon footprint of Birmingham 2022 through planting of Commonwealth Legacy Forest by Severn Trent. As of June 2023, 450 acres of the 2,022 acres Legacy Forests to be planted by the end of the planting season 2024/25 had been delivered.⁶⁶

Steps were also taken to minimise waste and promote biodiversity, for example through the OC's Share Shack programme⁶⁷ which distributed 800 items of used Games equipment across the community. Evidence suggests that wider Games-related equipment has also been reused where feasible, for example, volunteers used the B2022 uniforms and water bottles for the World Blind Games held in Birmingham in August 2023 – a tangible example of the legacy use.

The OC also delivered on a wider sustainability agenda in terms of accessibility and EDI. In line with the OC's Social Value Charter, the OC aimed to embed EDI and accessibility through its delivery of the Games, as well as through the programming of the sporting events – for example delivering an integrated para sports programme and being the first major multi-sport event to have more women's than men's medal events – with the intention of delivering an inclusive Games.

Across the board, the OC aimed to influence wider sustainable practices and behaviours by providing a benchmark for future Games and events, for example through development of a range of inclusive policies and processes. These included establishing the Birmingham 2022 Inclusive Games Standard⁶⁸ (the "BIG Standard"), membership of Include Me West Midlands (a programme with the intention of delivering more activity that is inclusive for disabled people, headed by West Midlands Combined Authority⁶⁹) and being a Disability Confident employer, as well as through its Environmental Sustainability Policy and Social Value Charter.

Through these policies and processes, many of which were 'Games firsts', the OC aimed to provide a blueprint for organisations and future events to adopt. Evidence of adoption of policies and practices in the event space is limited to date, though more time may be needed for this to be seen given event lead times. Evidence gathered through interviews conducted as part of this evaluation indicates that stakeholders expect future Commonwealth Games will adopt and build upon the latest best practice developed by Birmingham 2022, thus extending the legacy of the Games.

There is some evidence of the Games also having a wider influence, with almost half (44%) of Birmingham residents surveyed one year post-Games reporting that the Games had a positive impact on the extent to which they adopt sustainable behaviours.

Key findings: Put Us on the Global Stage Mission Pillar

The overarching objective of the *Put Us on the Global Stage* Mission Pillar was to deliver an unforgettable, global Games in partnership, on time and on budget to showcase the best of Birmingham, the West Midlands, the UK and the Commonwealth.⁷⁰

Specifically, through the successful delivery of the Games and associated media coverage, supported by international events and campaigns, including through the BATP and Queen's Baton Relay, the Games aimed to reach a large audience with positive content, leading to improved awareness and perceptions of the city, region and wider UK, particularly as an investment and visitor location.

⁶⁵ [Birmingham-2022-Sustainability-Report.pdf](#)

⁶⁶ Seven Trent 2023, Performance driven, Sustainability Led. See: <https://www.severntrent.com/content/dam/stw-plc/sustainability-2023/Severn-Trent-Plc-2023-Sustainability-Report.pdf>

⁶⁷ Share Shack is an initiative in Birmingham and North Solihull delivered by The Active Wellbeing Society and funded by Sport England as part of the Active Communities Programme. See: <https://theaws.co.uk/active-communities/share-shacks/>

⁶⁸ [Birmingham-2022-The-Birmingham-Inclusive-Games-Standard.pdf](#)

⁶⁹ Activity alliance. 2019. 'Include Me West Midlands launched'.

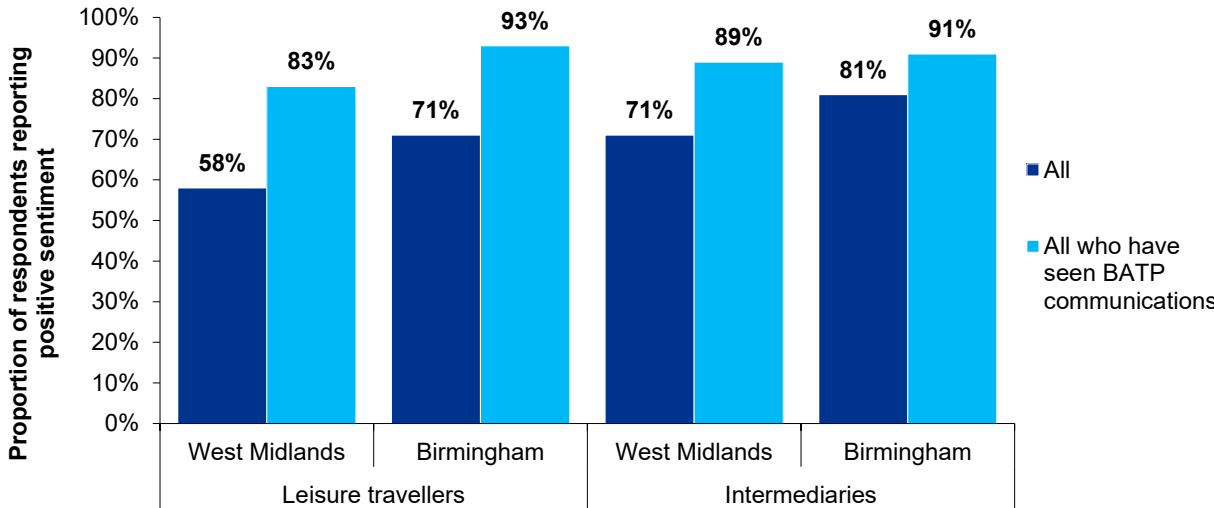
⁷⁰ Birmingham 2022 Commonwealth Games, Our Legacy (Summer 2022), See: https://resources.cwg-qbr.pulselive.com/qbr-commonwealth-games/document/2022/07/12/a37f0633-361d-49b1-9cca-d25043dcccff8/Birmingham-2022_Our_Legacy.pdf

The Games had a global reach, achieving an estimated total global TV viewership of 834.9 million⁷¹; over 215 million digital views and 141 million interactions on social media.⁷² Further engagement was achieved through the B ATP’s targeted events and campaigns, and by the journey of Queen’s Baton Relay through 72 nations and territories across the Commonwealth.

In terms of the outcomes of this international reach and influence, while it was noted by a Games stakeholder interviewed as part of the evaluation that changing perceptions of a region is a long process, and a step change would not be expected from one campaign, evaluation evidence finds a positive impact of the B ATP communications on awareness, perceptions and likelihood to visit among leisure travellers that had seen the communications – with over 90% of leisure travellers surveyed⁷³ reporting that the B ATP communications had positively impacted each of these outcomes. Similar results, albeit among a slightly smaller majority, were seen for intermediaries⁷⁴ surveyed.⁷⁵

Supporting these findings, leisure travellers and intermediaries that had seen the B ATP communications were consistently more likely to have a positive sentiment towards Birmingham and the West Midlands (see Figure 4). Similar results are also found in terms of levels of familiarity and likelihood to visit/ recommend/ consider visiting the city and region.

Figure 4: Sentiment towards the West Midlands and Birmingham from leisure travellers and intermediaries



Source: WMGC Perceptions Survey 2023
 Sample sizes: All leisure travellers (1,618), leisure travellers who have seen B ATP communications (515), all intermediaries (96), Intermediaries who have seen the B ATP communications (35)

More broadly, looking at all leisure travellers and intermediaries surveyed (including those that had not seen the communications), familiarity with, positive sentiment towards, and likelihood to visit/ recommend/ consider visiting the West Midlands and Birmingham were largely unchanged between 2021 and 2023, with no statistically significant changes identified. Notably however, data shows that in 2023 among intermediaries, sport event organisers had the highest level of familiarity with the West Midlands and 84% reported they were likely to consider the West Midlands as a place to hold sporting events, potentially driven by the nature of the Games events and the investment made through the Games in new ‘world class’ venues.

⁷¹ Estimate based on data provided by Rights-holding Broadcasters, Nielsen and Games internal analysis
⁷² Data provided by Rights-holding Broadcasters, Nielsen
⁷³ Sample size: 515
⁷⁴ Intermediaries include: travel trade professionals, conference organisers and investment intermediaries surveyed
⁷⁵ Sample size: 35

Concluding comments

Despite challenges created by the shortened preparatory period and unprecedented circumstances including the COVID-19 global pandemic, Birmingham 2022 has provided an example of how large events can be delivered at pace, within available budgets, and in a sustainable way. The lessons learned identified through the evaluation suggest that, in the case of Birmingham 2022, this was supported by the use of existing infrastructure, successful collaboration and joint working across partner organisations and by setting and delivering upon ambitious targets.

The evaluation evidence shows the Games delivered sizeable economic and social benefits for the city, region and wider UK and a breadth of positive impacts of the Games aligned to the five Legacy Mission Pillars, in particular for those closely engaged in the Games events and Legacy Programmes.

The Games also delivered a number of Games firsts including being the first ever Commonwealth Games with a Social Value Charter; the intention of being the first ever Commonwealth Games to deliver a carbon neutral legacy, and the development of the Birmingham 2022 Inclusive Games Standard⁷⁶. These provide a blueprint for future Games and other major events.

The West Midlands has gained a range of new infrastructure including housing and transport improvements within Perry Barr, a new Aquatics Centre and a redeveloped stadium. These should continue to generate lasting legacy impacts for the city and region, and there is also the potential for further future benefits to be realised through enhanced trade and investment activity and from the skills developed by individuals participating in programmes such as the Jobs and Skills Academy. Lessons from the evaluation highlight the importance of detailed legacy planning and upfront funding to achieve such impacts, including planning and design of new facilities with community use in mind and to support longer term tourism and investment.

The actual realisation of future impacts will need to be monitored over time to assess the longer-term impact of the Games, and in due course a subsequent further evaluation would enable a longer-term assessment of the impact and lasting legacy of B2022 to be obtained. This could include providing evidence of any sustained and enhanced economic and social impacts on the city and region, for example from regeneration, tourism, trade and investment, and health and wellbeing related investments.

⁷⁶ Birmingham 2022 Commonwealth games (2022), 'The Birmingham Inclusive Games Standard (the Big Standard)'. See: [Birmingham-2022-The-Birmingham-Inclusive-Games-Standard.pdf](#)