



# EVALUATION OF THE BIRMINGHAM 2022 COMMONWEALTH GAMES

**One Year Post-Games Evaluation Report**

# 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
<b>Activities</b>	The material and human resources used to undertake the tasks which underpin a project or programme.
<b>Additionality</b>	The extent to which measured changes can be attributed to the Games.
<b>Benefits</b>	The economic, social, sporting and environmental impacts of the associated outcomes related to a project.
<b>Birmingham 2022</b>	The Birmingham 2022 Commonwealth Games, comprising both the Birmingham 2022 Games events and Legacy Programmes.
<b>Birmingham 2022 Games events</b>	The Birmingham 2022 Commonwealth Games sporting events held between 28 <sup>th</sup> July and 8 <sup>th</sup> August 2022.
<b>Direct economic impacts</b>	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.
<b>Evaluation</b>	<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>
<b>Economic impact</b>	The impact on the economy, primarily measured by economic output (gross value added), productivity and employment, which results from an activity, organisation or intervention.
<b>Environmental impact</b>	The changes to the environment which result from an activity, organisation or intervention.
<b>Games events</b>	The Birmingham 2022 Commonwealth Games events held between 28 <sup>th</sup> July and 8 <sup>th</sup> August 2022, including the sporting events and Opening and Closing Ceremonies.
<b>Games-related visitors</b>	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).
<b>Impact</b>	The changes which result from the project outcomes over the short, medium and long term that would not have happened otherwise.
<b>Indicators</b>	An observable and/or measurable quantity used to determine whether the intended outcome(s) and/or impact(s) have been achieved.

<b>Indirect economic impacts</b>	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.
<b>Induced economic impacts</b>	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.
<b>Legacy</b>	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. <sup>1</sup>
<b>Legacy Plan</b>	The Legacy Plan refers to the Birmingham 2022 Commonwealth Games document, the latest version of which was published in July 2022 <sup>2</sup> which describes the framework through which intended Games legacy will be delivered.
<b>Legacy Programmes</b>	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.
<b>Logic model</b>	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.
<b>Mission Pillar</b>	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.
<b>Organising Committee</b>	The Birmingham Organising Committee for the 2022 Commonwealth Games; the organisation responsible for overseeing the planning and delivery of Birmingham 2022.
<b>Outcomes</b>	The changes which result from the project outputs over the short, medium and long term.
<b>Outputs</b>	The deliverables that directly result from the inputs and activities related to a project.
<b>Partner</b>	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.
<b>Regeneration</b>	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. <sup>3</sup>
<b>Social impact</b>	The impact on people and communities as a result of an activity, organisation or intervention.

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

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

<sup>3</sup> ODPM, *Assessing the Impacts of Spatial Interventions. 3Rs guidance 4/5 (publishing.service.gov.uk)*

<b>Social value</b>	The market and non-market economic, social and environmental value to society created by an activity, organisation or intervention.
<b>Stakeholder engagement</b>	Consultation with representatives from Games partners, local Government bodies, Legacy Programmes and working groups relating to evaluation objectives and key deliverables.
<b>Sustainability</b>	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 28<sup>th</sup> July to 8<sup>th</sup> August 2022, Birmingham hosted the 22<sup>nd</sup> 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.<sup>4</sup>

A total of £778 million of public funding was allocated, supplemented with £120 million of commercial income raised<sup>5</sup>, 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”).<sup>6</sup> 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.<sup>7</sup> 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”)<sup>8</sup>.

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**

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

<sup>5</sup> Including from ticket sales, commercial sponsorship and merchandise sales.

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

<sup>7</sup> Insights from stakeholder interviews. See Annex 1.3 for details.

<sup>8</sup> [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.<sup>9</sup>**

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 groups<sup>10</sup>, 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 Midlands<sup>11</sup> 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 output<sup>12</sup> (measured in terms of gross value added (GVA)<sup>13</sup>), £79.5 million of social value<sup>14</sup> 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.<sup>15</sup>

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

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

<sup>10</sup> 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.

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

<sup>12</sup> 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.

<sup>13</sup> 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.

<sup>14</sup> 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.

<sup>15</sup> 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 evaluation<sup>16</sup> can be found in Section 1.4.2 of this report, and in the Pre-Games Evaluation Framework and Baseline Report<sup>17</sup>. 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 Games<sup>18</sup>, 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

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

<sup>17</sup> 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](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1033734/Birmingham_2022_Pre-Games_Evaluation_Framework_and_Baseline_Report.pdf)

<sup>18</sup> 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.<sup>19</sup> 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 Framework<sup>20</sup>, 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.

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

<sup>20</sup> 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.<sup>21</sup>

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 employees<sup>22</sup> 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 groups<sup>23</sup> 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,<sup>24</sup> 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 Survey<sup>25</sup> 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'.<sup>26</sup> This reflects a higher proportion of attendance by individuals from outside the region than was the case among the Legacy Programmes.

<sup>21</sup> 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](https://resources.cwg-qbr.pulselive.com/qbr-commonwealth-games/document/2022/07/12/a37f0633-361d-49b1-9cca-d25043dcccff8/Birmingham-2022_Our_Legacy.pdf)

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

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

<sup>24</sup> 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%).

<sup>25</sup> 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.

<sup>26</sup> 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.<sup>27</sup>

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 ages<sup>28</sup> 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

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<sup>27</sup> 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.

<sup>28</sup> 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.<sup>29</sup>

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;<sup>30</sup> over 2,450 schools engaging with Games-related Daily Mile resources;<sup>31</sup> 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.<sup>32</sup>

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:

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<sup>29</sup> 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](https://resources.cwg-qbr.pulselive.com/qbr-commonwealth-games/document/2022/07/12/a37f0633-361d-49b1-9cca-d25043dcccff8/Birmingham-2022_Our_Legacy.pdf)

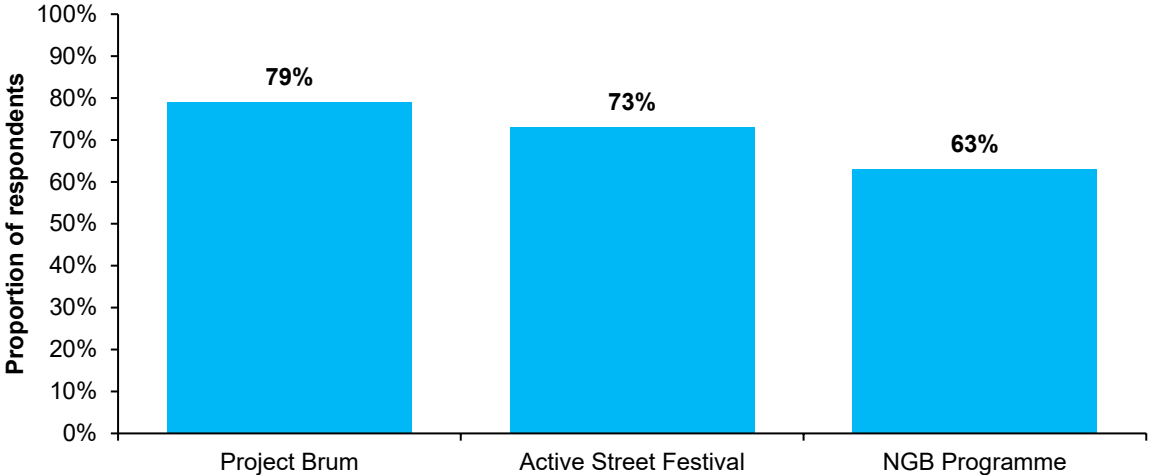
<sup>30</sup> Funded by BCC and delivered by TAWS, the Active Streets initiative worked with communities and organisations to create free-to-access, safe spaces by closing roads or car parks or utilising open spaces, and training local volunteers to promote engagement with physical activity by priority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

<sup>31</sup> 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.

<sup>32</sup> 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)<sup>33</sup>; 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 programme<sup>34</sup>, and an estimated 4,053 children moved from being ‘less active’ to ‘active’.<sup>35</sup>

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.<sup>36</sup>

- 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,<sup>37</sup> 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’<sup>38</sup> across the Games Host Local Authorities. Projections suggest lasting positive impacts on community health and wellbeing.

<sup>33</sup> 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.  
<sup>34</sup> 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.  
<sup>35</sup> Out of a sample size of 1,011 (adult) and 536 (children aged under 18 years) matched pair pre- and post-programme survey respondents.  
<sup>36</sup> 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.  
<sup>37</sup> Department for Transport (2022), Walking and cycling statistics, England 2022.  
<sup>38</sup> 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.<sup>39</sup> In addition, average monthly throughput across all leisure centres in the Games Host Local Authorities, as recorded on the platform,<sup>40</sup> 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.<sup>41</sup>

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,<sup>42</sup> 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

<sup>39</sup> 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).

<sup>40</sup> 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.

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

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

Commonwealth Active Communities (CAC)<sup>43</sup> and Club Together programmes.<sup>44</sup> The CAC Evaluation Team<sup>45</sup> 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.<sup>46</sup>

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.

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<sup>43</sup> 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.

<sup>44</sup> 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.

<sup>45</sup> Led by academics at Coventry and Sheffield Hallam University.

<sup>46</sup> 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](https://resources.cwg-qbr.pulselive.com/qbr-commonwealth-games/document/2022/07/12/a37f0633-361d-49b1-9cca-d25043dcccff8/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 employment<sup>47</sup> in the UK economy between FY 2017/18 and FY 2023/24.<sup>48</sup> 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 GVA<sup>49</sup> 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 B ATP 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.**<sup>50</sup>

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 B ATP. 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

<sup>47</sup> 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.

<sup>48</sup> 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.

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

<sup>50</sup> 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.

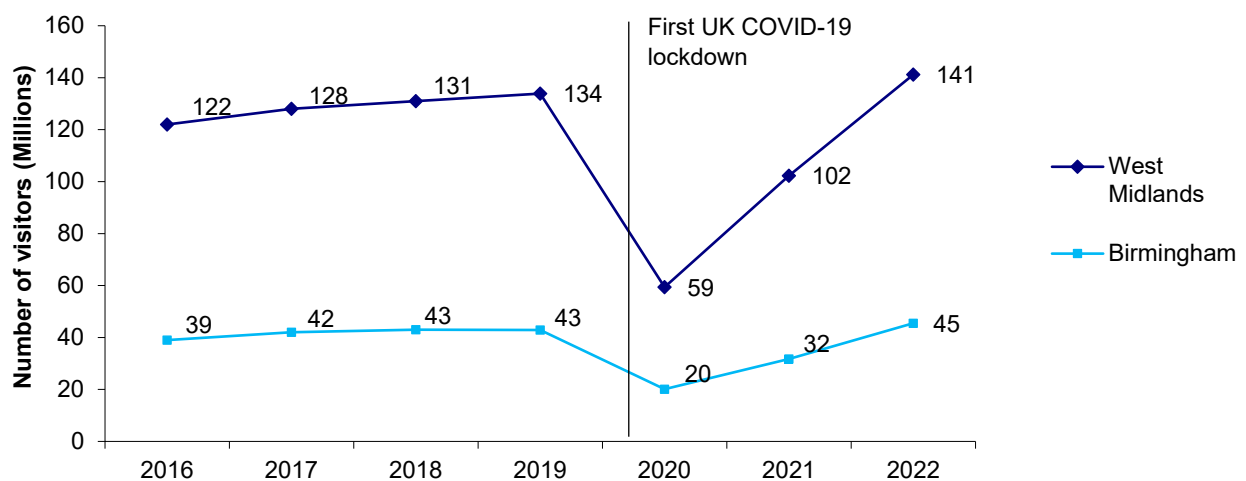
## Tourism

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 WMGC<sup>51</sup>, shown in Figure 3, estimates a total of 45 million visitors to Birmingham and 141 million to the West Midlands<sup>52</sup> 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.<sup>53</sup> 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.<sup>54</sup>

**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 Survey<sup>55</sup> 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).

<sup>51</sup> 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/>

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

<sup>53</sup> ONS, 2023. Travel Trends: 2022.

<sup>54</sup> Data is available since 2005 for Birmingham and since 2016 for the West Midlands.

<sup>55</sup> 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 Survey<sup>56</sup> 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 projects<sup>57</sup>, 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.<sup>58</sup>

Broader evidence from the one year post-Games Business Survey<sup>59</sup> 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

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<sup>56</sup> 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).

<sup>57</sup> Qualified projects are defined by WMGC as those deemed as supported by the B ATP.

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

<sup>59</sup> 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.<sup>60</sup>

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

<sup>60</sup> 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](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.<sup>61</sup>

**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 Customer<sup>62</sup> 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)<sup>63</sup>, relative to the originally estimated footprint of 274,065 tonnes.<sup>64</sup> In order to achieve the first carbon-neutral Games, the

<sup>61</sup> 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)  
<sup>62</sup> 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.  
<sup>63</sup> Birmingham 2022 sustainability team data  
<sup>64</sup> Estimated by Arcadis in 2020.

OC committed<sup>65</sup> 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.<sup>66</sup>

Steps were also taken to minimise waste and promote biodiversity, for example through the OC's Share Shack programme<sup>67</sup> 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 Standard<sup>68</sup> (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 Authority<sup>69</sup>) 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.<sup>70</sup>

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.

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<sup>65</sup> [Birmingham-2022-Sustainability-Report.pdf](#)

<sup>66</sup> 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>

<sup>67</sup> 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/>

<sup>68</sup> [Birmingham-2022-The-Birmingham-Inclusive-Games-Standard.pdf](#)

<sup>69</sup> Activity alliance. 2019. 'Include Me West Midlands launched'.

<sup>70</sup> 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](https://resources.cwg-qbr.pulselive.com/qbr-commonwealth-games/document/2022/07/12/a37f0633-361d-49b1-9cca-d25043dcccff8/Birmingham-2022_Our_Legacy.pdf)

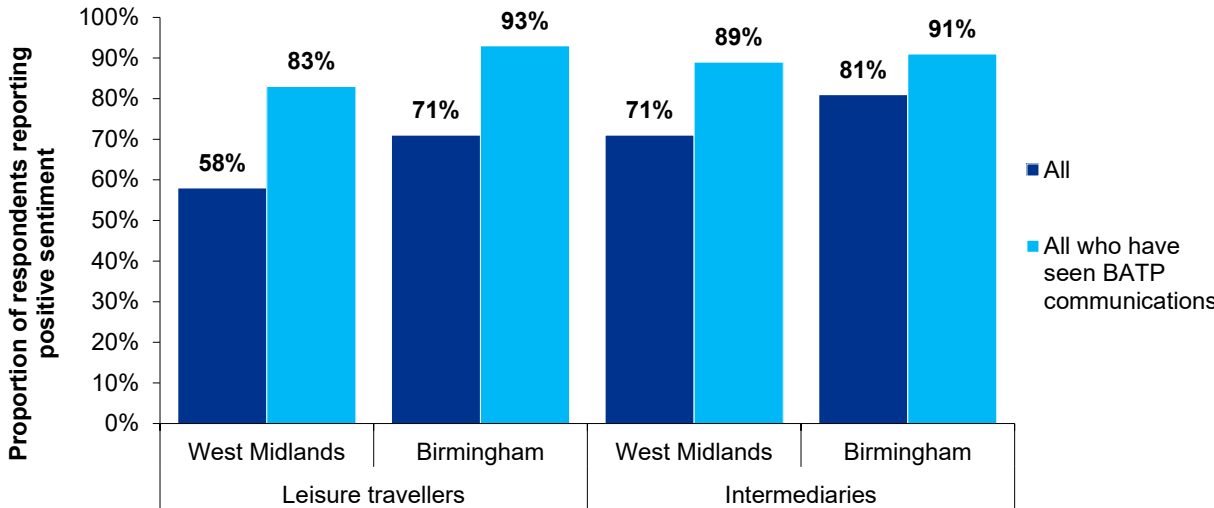


The Games had a global reach, achieving an estimated total global TV viewership of 834.9 million<sup>71</sup>; over 215 million digital views and 141 million interactions on social media.<sup>72</sup> Further engagement was achieved through the B ATP’s targeted events and campaigns, and by the journey 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 surveyed<sup>73</sup> reporting that the B ATP communications had positively impacted each of these outcomes. Similar results, albeit among a slightly smaller majority, were seen for intermediaries<sup>74</sup> surveyed.<sup>75</sup>

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.

<sup>71</sup> Estimate based on data provided by Rights-holding Broadcasters, Nielsen and Games internal analysis  
<sup>72</sup> Data provided by Rights-holding Broadcasters, Nielsen  
<sup>73</sup> Sample size: 515  
<sup>74</sup> Intermediaries include: travel trade professionals, conference organisers and investment intermediaries surveyed  
<sup>75</sup> 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 Standard<sup>76</sup>. 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.

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

# 1 Introduction

## 1.1 Context for the evaluation: About the Birmingham 2022 Commonwealth Games

From 28<sup>th</sup> July to 8<sup>th</sup> August 2022, Birmingham hosted the 22<sup>nd</sup> Commonwealth Games, bringing together athletes from across the seventy-two Commonwealth nations and territories to participate in the largest multi-sport event held in England for ten years<sup>77</sup>, accompanied by a programme of legacy activity to amplify the impact and legacy of the Birmingham 2022 Commonwealth Games (“Birmingham 2022” or “B2022”).

The Opening and Closing Ceremonies and 11 days of sporting events (“the Birmingham 2022 Games events” or “Games events”) attracted an estimated 1.24 million ticketed spectators.<sup>78</sup> In addition to ticket holders, an estimated 1.6 million visitors<sup>79</sup> attended Birmingham 2022 Festival sites<sup>80,81</sup> and free to view sporting events across Birmingham and the West Midlands during the Games events.

Approximately 6,600 athletes and team officials; 11,700 volunteers; 2,500 participants in the Opening Ceremony and 800 participants in the Closing Ceremony; 965 accredited media personnel; and over 2,000 Organising Committee (OC) delivery staff were involved in the delivery of the Birmingham 2022 Games events.

Birmingham was awarded the 2022 Commonwealth Games in December 2017. Having originally planned to bid for the 2026 Commonwealth Games, Birmingham stepped in to host the 2022 Games, replacing Durban which had originally secured the right to host the Games two years earlier but had been subsequently unable to meet the Commonwealth Games Federation’s (CGF) criteria.<sup>82</sup>

Following this award, planning for Birmingham 2022 commenced in 2018, leaving just four and a half years to prepare, compared to the usual six and a half years. 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 not faced by other Games.<sup>83</sup> A number of stakeholders interviewed also identified that planned and unplanned industrial action over the Games period added further obstacles to delivery.

The OC was set up in December 2017, with responsibility for the planning and operational delivery of the Birmingham 2022 Games events, including sport, venue and competition management, ticket sales, all ceremonies and the Queen’s Baton Relay.<sup>84</sup>

In addition, Games partners, including the OC, the Department for Culture, Media and Sport (DCMS); Birmingham City Council (BCC); West Midlands Combined Authority (WMCA); the CGF; and

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<sup>77</sup> [Birmingham 2022 Commonwealth Games: the highlights - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/news/birmingham-2022-commonwealth-games-the-highlights)

<sup>78</sup> This figure may be an underestimate as it would not include ticket holders with Games accreditation who may have entered into venues as workforce. These individuals would not be captured within the numbers on ticket holder entry.

<sup>79</sup> Estimated through survey and ticketing data – see Annex 1.3 for more details.

<sup>80</sup> Live sites were free to enter areas where the public could engage in Games-related activities and watch the Games live on big screens

<sup>81</sup> Analysis as part of the Birmingham 2022 Festival estimates total footfall at Festival sites during the Games of 1.65 million. This does not include those attending free to view sporting events. Of those attending Festival sites, some will have attended solely to engage in cultural activities, separate from the Games.

<sup>82</sup> [CGF Statement on 2022 Commonwealth Games Host City bid process | Commonwealth Games Federation \(thecgf.com\)](https://www.thecgf.com/news/2017/12/14/cgf-statement-on-2022-commonwealth-games-host-city-bid-process)

<sup>83</sup> Insights from stakeholder interviews. In total 29 stakeholders were engaged with as part of the immediate post-Games stakeholder engagement, including from local Government stakeholders, representatives and Chief Executives and Leaders from Games partners. See Annex 1.3 for more detail.

<sup>84</sup> [Management Agreement \(birmingham2022.com\)](https://www.birmingham2022.com/management-agreement)

Commonwealth Games England (CGE), together developed the vision, mission and the Birmingham 2022 Legacy Plan (the “Legacy Plan”).<sup>85</sup>

As set out in the Legacy Plan first published in March 2021<sup>86</sup> and updated in July 2022<sup>87</sup>, the objective amongst these stakeholders was for Birmingham 2022 to have a positive impact and leave a positive lasting legacy for Birmingham, the West Midlands and beyond, and for people from across society to be able to benefit from this.

The Legacy Plan details the vision to deliver ‘*the Games for Everyone*’, promoting equality, diversity and inclusion (EDI) across the UK and celebrating the diversity of Birmingham. As part of this, the Games events 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.

Under this vision, the Legacy Plan also sets out the five Mission Pillars of the Games:

- 1 Bring People Together
- 2 Improve Health and Wellbeing
- 3 Help the Region to Grow and Succeed
- 4 Be a Catalyst for Change
- 5 Put Us on the Global Stage

These Mission Pillars are reflected in the Social Value Charter<sup>88</sup> produced by the OC, and they provided the strategic focus for the planning and operational delivery of the Games.<sup>89</sup>

The five Mission Pillars also underpin the wider Legacy Programmes that were delivered in the run up to, during and following the Birmingham 2022 Games events with the aim of maximising the impact and legacy of the Games. These Legacy Programmes are being delivered and supported by Games partners to enhance the national and international profile of the region and maximise the social, economic and cultural benefits of the Games.

A summary of the Legacy Programmes is provided in Table 6 below. Further details of the Legacy Programmes can be found in the Birmingham 2022 Legacy Plan<sup>90</sup> and in the Pre-Games Evaluation Framework and Baseline Report.<sup>91</sup>

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<sup>85</sup> [Our Legacy \(birmingham2022.com\)](https://www.birmingham2022.com/our-legacy)

<sup>86</sup> Birmingham 2022 Legacy Plan, March 2021

<sup>87</sup> [Our Legacy \(birmingham2022.com\)](https://www.birmingham2022.com/our-legacy)

<sup>88</sup> [Social-Values-Charter.pdf](#)

<sup>89</sup> [Social-Values-Charter.pdf](#)

<sup>90</sup> [Our Legacy \(birmingham2022.com\)](https://www.birmingham2022.com/our-legacy)

<sup>91</sup> 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](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1033734/Birmingham_2022_Pre-Games_Evaluation_Framework_and_Baseline_Report.pdf)

**Table 6: Summary of Legacy Programmes**

Legacy Programme	Description
<p><b>Investment and the Built Environment</b></p>	<p><u>Venues</u></p> <p>Delivery of key Games venues, in particular Alexander Stadium and the Sandwell Aquatics Centre, alongside legacy activity to facilitate use of the venues post-Games which was intended to support community access, elite sporting opportunities and academic study.</p>
	<p><u>Perry Barr Regeneration</u></p> <p>Delivery of a programme of investment in the Perry Barr neighbourhood surrounding the Alexander Stadium, to deliver new homes, education and leisure facilities and transport and highway improvements, with the aim of creating a more attractive place for a wide range of people to live, work and visit.</p>
	<p><u>Transport</u></p> <p>Delivery of transport improvements which aimed to encourage use of public transport and walking and cycling during the Games, as well as supporting longer term behaviour change towards use of greener transport and active travel. This aimed to deliver a sustainable legacy supporting decarbonisation, air quality improvement and physical and mental wellbeing.</p>
<p><b>Jobs and Skills</b></p>	<p>Delivered through the Jobs and Skills Academy, the programme aimed to help connect the employment, volunteering and training opportunities created through the Games to local people, in particular young people and those from disadvantaged groups, the unemployed and disabled individuals. The goal of the Academy was to increase employment and skills in the region.</p>
<p><b>OC Volunteering</b></p>	<p>A programme to attract, recruit, train and manage the Games' volunteer team. Through an inclusive application process, the programme aimed to engage a volunteering team that is representative of Birmingham and the West Midlands. The objective of the programme was to enhance skills and employment, as well as increase community engagement.</p>
<p><b>Youth and Learning</b></p>	<p>The Youth and Learning Programme was delivered via Bring the Power Programme and Gen22 Programme.</p> <p>Bring the Power Programme aimed to create opportunities where children and young people, largely focused on the 5-25 age range, were empowered, facilitated and encouraged to connect with their communities, supporting them to make their communities and society a happier and healthier place to live. The programme aimed to impact one million young people across the West Midlands and the wider UK through a schools engagement programme, a series of community youth participation opportunities and a programme aimed at amplifying youth voice and youth action.</p> <p>Gen22 was a programme offering an opportunity for a thousand young people from the West Midlands, who might otherwise struggle to access Games-related opportunities, to participate in employability boosting volunteering opportunities through the Birmingham 2022 Commonwealth Games.</p> <p>In addition to the Games-time Gen22 Programme, Sport England funded six West Midlands Active Partnerships to deliver Gen22 activities over a two year period ending in January 2024.</p>
<p><b>Physical Activity and Wellbeing</b></p>	<p>A programme of activity including targeted community projects, campaigns and infrastructure improvements, all designed to increase opportunities for currently inactive individuals to become more active. The programme also included campaigns and projects to encourage actions and activity to improve mental wellbeing among the population and some specific targeted groups (e.g. construction workers). The</p>

	programme aimed to deliver longer-term impacts in terms of reducing health inequalities and enhancing quality of life.
<b>Community Cohesion, Inclusion, and Civic Pride (CCICP)</b>	Support for community-led activity and events to help local people, communities and organisations, with a specific focus on the Birmingham geography, engage in the Games and enhance community activities and programmes in a way that aimed to be accessible to all. The aim of the programme was to enable local people and communities to participate in the Games in a way that built cohesion, inclusion and civic pride, united the local population and reduce inequalities relating to access to opportunities and amenities.
<b>Culture, Ceremonies, and Queen's Baton Relay</b>	Birmingham 2022 Festival was a six-month arts festival aiming to disrupt the region's cultural sector and inspire lasting change. Birmingham 2022 included collaborative and original work by artists and communities and aimed to entertain and engage at least 2.5 million people.
<b>Business and Tourism Programme (BATP)</b>	A programme of targeted sales missions, events, marketing campaigns and a media programme with the aim of increasing visitors, investments and trade deals for the region by leveraging the global profile of the Games to showcase the West Midlands and the UK to a global audience.
<b>Sustainability</b>	<u>Environmental Sustainability</u> A programme of activity and actions to minimise the negative environmental impacts of the Games, specifically by reducing carbon emissions, maximising use of circular solutions to minimise waste and increasing conservation and biodiversity. The programme also included activities that aimed to encourage behavioural change among the local population in relation to environmental sustainability.
	<u>Accessibility and Equality, Diversity and Inclusion (EDI)</u> Activity by the OC to deliver a highly accessible and inclusive Games through the development and application of standards and activity to ensure that across the Legacy Programmes there were as many barrier free ways to access the Games and surrounding events as possible. The aim was to increase access and engagement among those who might not ordinarily take part. Whilst the programme was focused on activity of the OC, the theme of EDI spanned the entire legacy, linked to the Games Vision to be ' <i>the Games for Everyone</i> '.
	<u>Social Value</u> Activity of the OC, through its Social Value Charter, to increase its social impact through its own activity and through its supplier contracts. It also aimed to provide a model for embedding social value and ethical trading requirements (including human rights and modern slavery) into procurement processes, which could be adopted for future Games or other events.

The delivery of Birmingham 2022, including both the Games events and the Legacy Programmes (collectively referred to in this evaluation as 'the Games'), represents a large investment of public funding.

A total of £778 million of public funding was allocated, supplemented with £120 million of commercial income raised<sup>92</sup>, to enable the investment that went into the preparations for the Birmingham 2022 Games events. This included:

- the construction of a new Aquatics Centre in Sandwell;
- the redevelopment of Alexander Stadium in the Perry Barr neighbourhood of Birmingham;
- production of the Opening and Closing Ceremonies; and

<sup>92</sup> Including from ticket sales, commercial sponsorship and merchandise sales.

- the operational delivery of the Games including delivering athletes' facilities and accommodation, catering, security, transport and logistics, among many other activities.

The public investment into delivering the Games events also helped to unlock approximately £85 million of additional funding from a range of public and third sector bodies to support the delivery of the legacy objectives set out in the Legacy Plan.<sup>93,94</sup> Planned capital investment was also accelerated to exploit the momentum of the Games.

Despite the unprecedented circumstances in the run up to Birmingham 2022, the Games were delivered both on time and under the allocated budget, and the UK Government took the decision to reinvest £70 million of surplus funding in the West Midlands region to further enhance the legacy of the Games – resulting in the development of the Commonwealth Games Legacy Enhancement Fund (CWGLEF).<sup>95</sup>

The CWGLEF, which is now in delivery, aims to increase access to sport and culture, boost the West Midlands's reputation as a world-class host for major events and drive inward investment and tourism.

WMCA, working closely with local authorities and other regional partners, is leading the work on the Fund and has recently announced a number of projects to be supported by the funding, including a community grants programme, a jobs and skills programme, and funding for cultural and creative projects.

## 1.2 About the evaluation

Given the importance of the Games to Birmingham, the West Midlands region<sup>96</sup> and the UK, and in line with the requirements of the Host City Contract and UK Government requirements for public spending set out in the HM Treasury Magenta Book<sup>97</sup>, DCMS and Games partners commissioned KPMG, supported by 4GLOBAL and Dr Shushu Chen of the University of Birmingham (collectively the Games-wide evaluation team), to undertake an independent evaluation of the Games and associated Legacy Programmes.

This Games-wide evaluation has two main purposes:

- to inform Legacy Programme delivery and ensure lessons can be learned for future Commonwealth Games and mega event delivery; and
- to demonstrate accountability and transparency in the allocation of public funding by assessing whether the intended societal outcomes and impacts of the Games have been achieved.

It is primarily an impact evaluation, and seeks to assess the overall impact of the Games, as well as incorporating results from programme-level monitoring and evaluation undertaken for individual Legacy Programmes. It also draws on elements of process evaluation to understand what has worked and why, as well as identify lessons from across the Games-wide evaluation to inform future Games and comparable event and programme delivery.

The evaluation has been delivered over three phases:

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<sup>93</sup> [Our Legacy \(birmingham2022.com\)](https://www.birmingham2022.com)

<sup>94</sup> It should be noted that this does not include accelerated spend on the regeneration of Perry Barr.

<sup>95</sup> [£60 million fund to boost investment and access to sport and culture in the West Midlands - GOV.UK \(www.gov.uk\)](https://www.gov.uk)

<sup>96</sup> For details of the geographical coverage of the region see: [NUTS1 \(Jan 2018\) Super Generalised Clipped Boundaries in the UK \(statistics.gov.uk\)](https://statistics.gov.uk)

<sup>97</sup> HM Treasury 2020; Magenta Book: Central Government guidance on Evaluation. See:

[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/879438/HMT\\_Magenta\\_Book.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/879438/HMT_Magenta_Book.pdf)

## Phase 1: Pre-Games Evaluation Framework and Baseline Report<sup>98</sup>

Phase 1 of the evaluation was delivered from March – November 2021. During this phase, the Pre-Games Evaluation Framework was developed. This established the scope of the evaluation, the evaluation research questions that the one year post-Games evaluation seeks to answer, and the methodology for the evaluation, including approaches to data collection and analysis. A baseline for the evaluation was also established.

These are documented in the Pre-Games Evaluation Framework and Baseline Report<sup>99</sup>.

## Phase 2: Interim evaluation

Phase 2 was delivered from March 2022 and involved implementation of the Pre-Games Evaluation Framework<sup>100</sup> to set up data collection mechanisms and gather the data required for the evaluation, as well as conducting the analysis required for the interim evaluation<sup>101</sup>.

The interim evaluation focused on measuring the outcomes and impacts generated through the delivery of the Birmingham 2022 Games events themselves (*i.e. the 11 days of sporting events, not including the wider Legacy Programme activity delivered alongside the Games events core delivery*).

It included analysis of outcomes and impacts generated up to end September 2022 as a result of £668.7 million<sup>102</sup> of Games-related spending incurred between April 2018 and September 2022<sup>103</sup> to deliver the Birmingham 2022 Games events. It did not include economic impacts generated by spend on Games delivery incurred after September 2022 (e.g. associated with the wind down of the OC), spend for which data had not been provided by the OC by that time, or analysis of monetised social impacts.

Given its focus on the delivery of the Games events, reporting of outputs and outcomes in the interim evaluation goes into more depth in some areas more closely linked to Games delivery (e.g. impacts on OC suppliers, outputs and outcomes related to event programming and logistics, and OC internal policies) than the one year post-Games report.

## Phase 3: One year post-Games evaluation (this report)

Phase 3 commenced in May 2023 and has involved full implementation of the Pre-Games Evaluation Framework to produce a one year post-Games evaluation report.

This one year post-Games evaluation analyses the scale of impacts generated by the Games events and Legacy Programmes in the period before, during, and up to one year after the Games events, building on the results reported in the interim evaluation report (including through inclusion of: final data from the OC following its closure; data on wider legacy activity in the economic analysis; and inclusion of analysis of monetised social impacts). It also goes beyond the interim evaluation report by providing an assessment against each of the evaluation research questions that are linked to the Games Vision and Mission

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<sup>98</sup> 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](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1033734/Birmingham_2022_Pre-Games_Evaluation_Framework_and_Baseline_Report.pdf)

<sup>99</sup> 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](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1033734/Birmingham_2022_Pre-Games_Evaluation_Framework_and_Baseline_Report.pdf)

<sup>100</sup> This phase also included a review and update of the Evaluation Framework to reflect the latest plans for legacy programme activity and data collection. Details of updates to the Pre-Games Evaluation Framework are set out in Annex 1.1 and 1.2.

<sup>101</sup> 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>

<sup>102</sup> It should be noted figures have been adjusted for inflation and are reported in 2022 prices.

<sup>103</sup> The costs included in this figure exclude some security costs that had not been recorded at end September 2022, and a small value of OC payroll costs related to Games delivery incurred after September 2022.



Pillars, detailed in Table 7 below, and the overarching Games theory of change (see the interim evaluation<sup>104</sup>).

Bringing the headline research questions in Table 7 together, the overall research question that the evaluation seeks to answer is:

***To what extent has the Birmingham 2022 Commonwealth Games delivered a ‘Games for Everyone’ and created a positive impact and legacy for Birmingham, the West Midlands and the UK?***

**Table 7: Evaluation headline research questions<sup>105</sup>**

Mission Pillar	Headline Research Questions
<b>Bring People Together</b>	To what extent has the Games brought local people together strengthening community cohesion, inclusion, and creative and cultural participation, including for priority groups?
<b>Improve Health and Wellbeing</b>	To what extent has the Games supported a reduction in physical inactivity and improved mental wellbeing, particularly within targeted communities?
<b>Help the Region to Grow and Succeed</b>	To what extent has the Games created social and economic impacts for Birmingham, the West Midlands and the UK particularly in terms of employment, skills, gross value added (GVA), trade, investment and tourism?
<b>Be a Catalyst for Change</b>	To what extent has the Games regenerated the region, with particular focus on Perry Barr, and created the systems to support long-term sustainability and accessibility improvements?
<b>Put Us on the Global Stage</b>	To what extent has the Games contributed to a stronger global brand and positive image of Birmingham, the West Midlands, and the UK?

As part of answering the evaluation research questions, this one year post-Games evaluation provides an assessment of:

- the costs of the Games, including:
  - Games-related spending, including capital and operating expenditure;
  - discretionary operating spending to achieve the Games’ wider objectives (i.e. the Mission Pillars); and
  - accelerated discretionary capital investment partly influenced by the Games.
- the economic, social and environmental impacts of the Games and Legacy Programmes, aligned to the objectives of the Games Legacy Mission Pillars and consistent with the benefits identified in the CGF Commonwealth Games Value Framework<sup>106</sup>;
- the outputs, outcomes and impacts that have been generated by activity before, during and/or after the Games events took place; and

<sup>104</sup> 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>

<sup>105</sup> See the Pre-Games Evaluation Framework for details of the level of geography at which different impacts will be measured for each research question.

<sup>106</sup> Commonwealth Games Federation, 20. Commonwealth Games Value Framework, December 2019. See: [Commonwealth Games Value Framework](#)

- where data allows, the distribution of short-term and medium-term outcomes, looking at where, and who, has benefitted from the Games, and in what ways.

It should be noted that due to the timing of impacts linked to major events, whilst this one year post-Games evaluation seeks to capture a breadth of outcomes and impacts generated by the Games, it only captures a partial view of the full impact of the Games, due to a number of impacts expected to take longer to materialise, particularly in relation to regeneration and trade and investment.

### 1.3 Sources of information

To inform this evaluation we have drawn on a number of sources of information including:

- management account data from the OC, BCC, Sandwell Metropolitan Borough Council (SMBC) and Transport for West Midlands (TfWM), including data and information on supplier spending;
- financial and HR data from the OC;
- ticketing and attendance data from Ticketmaster and the OC;
- monitoring data relating to key outputs and outcomes of the Games events provided by the OC and Games partners;
- legacy Programme-level monitoring and evaluation data, including primary research conducted and/or commissioned by Legacy Programmes;
- primary research including<sup>107</sup>:
  - **Spectators Survey:** a one-wave survey of those who purchased B2022 tickets through Ticketmaster, conducted by the OC immediately post-Games;
  - **Visitor Survey:** a two-wave survey of visitors to Birmingham and the West Midlands commissioned by the West Midlands Growth Company (WMGC) during Games-time, and one year post-Games;
  - **Perceptions Survey:** a three-wave survey of leisure travellers (domestic and international) and intermediaries (including travel trade professionals, conference organisers, sporting event organisers, and investment intermediaries) commissioned by WMGC, conducted in 2021, 2022, and 2023;
  - **Residents Survey:** a three-wave survey of residents of Birmingham, Perry Barr, and Sandwell communities, conducted by the Games-wide evaluation team one year pre-Games, immediately post-Games and one year post-Games;
  - **Business Survey:** a two-wave survey of businesses, including suppliers to the B2022 Games events and businesses in the region, conducted by the Games-wide evaluation team immediately pre-Games and one year post-Games;
  - **Volunteers Survey:** a three-wave survey of B2022 volunteers, conducted immediately pre-Games, immediately post-Games, and one year post-Games; and
  - **Stakeholder engagement:** interviews and focus groups with key B2022 stakeholders.
- data and information from a number of external public sources, including:
  - official statistics published by the Office for National Statistics (ONS);
  - DCMS Participation Survey<sup>108</sup>;
  - DCMS Community Life Survey<sup>109</sup>; and

<sup>107</sup> See Annex 1.3 for details of the primary research undertaken alongside survey methodology and key caveats and limitations

<sup>108</sup> DCMS (2021), Participation Survey Guidance, <https://www.gov.uk/guidance/participation-survey> (accessed on 07/11/23)

<sup>109</sup> DCMS Community Life Survey. See: <https://www.gov.uk/government/statistics/community-life-survey-202122>

- Sport England Active Lives Survey.<sup>110</sup>

More details of the primary research and stakeholder engagement undertaken, alongside survey methodology and key caveats and limitations, can be found in Annex 2.

## 1.4 Overview of the evaluation methodology

### 1.4.1 Consideration of additionality/ attribution

When undertaking both impact and economic evaluations of public sector interventions it is important to be able to understand the extent to which any observed outcomes and impacts/ costs and benefits can be attributed to the intervention itself rather than to other external factors (i.e. the additionality of the intervention).

As detailed in the Pre-Games Evaluation Framework and Baseline Report,<sup>111</sup> experimental methods for establishing a counterfactual were considered as part of the initial Evaluation Framework developed by Ecorys in 2020. As acknowledged in the HMT Magenta Book<sup>112</sup>, estimating the extent to which observed effects are attributable to an event is difficult, particularly for intangible impacts<sup>113</sup> and in a dynamic environment involving complex causal pathways. It was, therefore, considered that these methods would be challenging to implement robustly at the Games-wide level, particularly in the context of significant and novel parallel influences of Brexit and COVID-19.

Within this context, for this evaluation and in line with methods set out in the HMT Magenta Book<sup>114</sup>, attribution of impacts to the Games as part of the evaluation is assessed through a theory-based method. Specifically in this evaluation we draw on the principles of the theory-based contribution analysis approach.<sup>115</sup>

The use of contribution analysis in the context of the Games-wide evaluation aims to identify the extent to which the observed outputs, outcomes and impacts are due to the Games and Legacy Programme activities rather than other factors. It does this by exploring the range of evidence to assess the strength of the cause-effect links identified within the theories of change, including through analysis of observed changes in end impacts (relative to a baseline), evidence on intermediate outputs and outcomes, and analysis of other influencing factors that could affect Games-related outcomes.

A combination of programme specific output and outcome data, survey-based self-reported change and attribution metrics, trends in secondary data compared to national comparators, and qualitative insights from local and Games stakeholders has been triangulated to draw conclusions in relation to the additionality of impacts and the attribution of measured changes to the Games.

In the evaluation, the specific cause-effect chains assessed through the contribution analysis are informed by the Mission Pillar theories of change presented in Sections 2 to 6 and the evaluation

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<sup>110</sup> Sport England Active Lives Survey. See: <https://www.sportengland.org/research-and-data/data/active-lives>

<sup>111</sup> 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](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1033734/Birmingham_2022_Pre-Games_Evaluation_Framework_and_Baseline_Report.pdf)

<sup>112</sup> HM Treasury 2020; Magenta Book: Handling Complexity in Policy Evaluation. See: [Magenta Book supplementary guide. Handling Complexity in policy evaluation.pdf \(publishing.service.gov.uk\)](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/879438/HMT_Magenta_Book.pdf)

<sup>113</sup> Chen, S., & Henry, I. (2016). Evaluating the London 2012 Games' impact on sport participation in a non-hosting region: a practical application of realist evaluation. *Leisure Studies*, 35(5), 685-707. <https://doi.org/10.1080/02614367.2015.1040827>

<sup>114</sup> HM Treasury 2020; Magenta Book. See:

[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/879438/HMT\\_Magenta\\_Book.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/879438/HMT_Magenta_Book.pdf)

<sup>115</sup> Mayne, J. (2008) Contribution Analysis: An approach to exploring cause and effect, ILAC methodological brief, available at [https://web.archive.org/web/20150226022328/http://www.cgjar-ilac.org/files/ILAC\\_Brief16\\_Contribution\\_Analysis\\_0.pdf](https://web.archive.org/web/20150226022328/http://www.cgjar-ilac.org/files/ILAC_Brief16_Contribution_Analysis_0.pdf) (archived link)

questions (as presented in Table 7). Data and evidence gathered as part of the evaluation is used to validate the theories of change in relation to the following three areas:

- Results of the Programme – assessment of the evidence to confirm whether the Programme was implemented as planned and whether expected outputs and outcomes have been observed.
- Evidence to support the assumptions within the theory of change and the logical links at each stage – assessment of the evidence to confirm, disconfirm, or call into question the causal assumptions.
- Analysis of other influencing factors – examination of the evidence in relation to whether other factors, non-Games-related, might have an influence on the final outcomes and impacts observed.

A critical assessment has been performed based on the available data and evidence, to build the 'contribution story'. The contribution story provides a summary of how the Programme delivers outcomes and impacts. This considered questions such as:

- Based on the evidence available, for which links in the theory of change is there a strong attribution case, and for which is the attribution case weaker?
- How credible is the case for attributing observed outcomes to the Programme overall?
- Does the pattern of results and evidence of linkages tend to validate or, conversely, call into question, the results chain?
- What is the main weakness in the case for attribution?

The aim of contribution analysis is to gather sufficient evidence such that a definitive assessment of the attribution of changes to the Games can be made, within the constraints of the Games-wide evaluation and the wider context of COVID-19 (e.g. through its impact on baseline data).

Throughout the report, where there is sufficient evidence to indicate that the Games has contributed to changes in the outcomes/ impacts observed, they 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 economic, social or environmental impacts observed. Where this is the case, this is reflected in the evaluation conclusions.

It should be noted that whilst theory-based methods can help confirm whether an intervention had an effect in the intended direction of impact, they cannot be used to determine the size of effects, nor to attribute a specific scale of impact back to the programme.

Further details on the consideration of additionality with respect to the economic and social impact analysis are included in the following sections.

## 1.4.2 Economic impact analysis

The scope of the one year post-Games evaluation includes:

- The economic impacts for Birmingham, the West Midlands and wider UK economy generated through the planning and delivery of the Birmingham 2022 Games events over the period between FY 2018/19 and FY 2023/24, comprising:
  - operational delivery of the Birmingham 2022 Games events including the Opening and Closing Ceremonies, the OC Volunteering Programme, Queen's Baton Relay;
  - venue construction and redevelopment (Alexander Stadium and Sandwell Aquatics Centre); and
  - provision of transport logistics and temporary infrastructure required for the Games events.
- The economic impacts for Birmingham, the West Midlands and wider UK economy generated through the planning and delivery of the wider Legacy Programmes over the period between FY 2017/18 and FY 2023/24, comprising:

- delivery of the Business and Tourism Programme (BATP), Community Cohesion, Inclusion, and Civic Pride (CCICP); Culture; Jobs and Skills; Physical and Wellbeing; and Youth & Learning Legacy Programmes; and
  - the accelerated regeneration of Perry Barr.
- The economic impacts for the West Midlands and wider UK economy generated as a result of the inward investment secured as a result of the BATP.
  - The economic impacts for the West Midlands and wider UK economy generated through spending by Games-related visitors during the Games-time period<sup>116</sup>.

This spending stimulates economic activity in the economy, with this increase in economic activity measurable in terms of increased gross value added<sup>117</sup> (GVA) and employment.

It should be noted that 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 (deadweight). Specifically:

- In relation to the planning and delivery of the Games events, estimated net impacts take account of plans by SMBC to invest in a new leisure centre, which were subsequently replaced by the new Aquatics Centre.
- In relation to the regeneration of Perry Barr, estimated net impacts take account of plans by BCC to regenerate the neighbourhood, which were brought three years forward due to Birmingham hosting the Games. We understand from stakeholder engagement that this was the likely counterfactual timescales had the Games not been hosted in Birmingham. Therefore, the net impacts capture the difference between the impacts generated by the spend incurred in the period between FY 2017/18 and FY 2023/24, and the impacts that would have been generated had the regeneration started three years later over the period between FY 2020/21 and FY 2026/27.
- Within the inward investment analysis, net impacts take account of inward investment projects that would have been landed without the support of the BATP activity.
- Within the visitor spend analysis, net impacts take account of spending by visitors within the area of interest that would have been incurred had the Games events not taken place in the West Midlands.

The figures presented also account for leakage of impacts outside the area of interest (Birmingham, the West Midlands or UK) but do not account for any knock-on displacement and substitution effects, nor do they adjust for any changes in the structure of the economy over time.

This approach is consistent with the analysis of GVA and employment economic impacts reported in the CGF Commonwealth Games Value Framework<sup>118</sup>;

It should also be noted that:

- all expenditure and GVA figures presented in the report are in 2023 prices;
- employment is reported in FTE terms, unless otherwise stated, which adjusts part time or temporary staff into annual full-time equivalents based on the proportion of full-time hours worked over a year; and
- all impacts presented refer to the period between FY 2017/18 and FY 2023/24.

<sup>116</sup> 28 July 2022 to 8 August 2022.

<sup>117</sup> 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). GVA estimates the difference between the value of goods and services produced and the cost of inputs, such as unprocessed materials, used to create those goods and services. A nation's GDP includes the sum of the GVA of all economic agents within the economy

<sup>118</sup> Commonwealth Games Federation, 20. Commonwealth Games Value Framework, December 2019. See: [Commonwealth Games Value Framework](#)

Further details of the approach followed are provided in Annex 2.

### 1.4.3 Social impact analysis

In addition to the analysis of the economic impacts associated with the Games, a social impact analysis has been undertaken to assess key elements of social value generated by the delivery of the Games and associated Legacy Programmes.

Specifically, the social impact analysis includes:

- Social value generated through the OC supply chain: this was estimated based on the social value commitments delivered by 33 OC contractors and suppliers (as reported in the OC Social Value Portal), and the approach detailed in the National Social Value Measurement Framework (also known as the National TOMS Framework<sup>119</sup>). It should be noted that:
  - The proxies detailed in the National TOM's Framework have been converted into 2023 prices using the ONS Gross Domestic Product (GDP) deflators<sup>120</sup>.
  - Local economic values have been excluded to avoid double counting with the economic impact analysis.
  - Social value associated with environmental sustainability savings (i.e. Carbon reduction; Waste reduction; Car miles saved) has been excluded as these are not 'benefits' but reductions in negative impacts, where those negative impacts are not valued.
- Social value to the individual and community generated through the OC, legacy and capital programmes as a result of gaining qualifications, completing apprenticeships, volunteering, gaining employment, and being physically active.

The estimated social value generated through these routes is estimated through:

- Bespoke analysis based on HMT Green Book Supplementary Guidance<sup>121</sup> and monitoring data from Legacy Programmes to estimate the wellbeing value associated with moving from unemployment to employment, and to volunteering.
- The National TOM's Framework to estimate the value to the community as a result of volunteering.
- 4GLOBAL's Social Value Calculator (SVC) to estimate the social impact as a result of individuals' participation in physical activity.
- Bespoke analysis based on the one year post-Games Jobs and Skill Academy participants survey and Volunteers Survey to estimate the value generated as a result of the income uplift as a result of participation in the Jobs and Skills Academy and volunteering.
- Evidence from existing literature on the returns to qualifications and apprenticeships<sup>122</sup>, and monitoring data from the OC, capital and Legacy Programmes, to estimate the value to the individual and Government as a result of an uplift to lifetime earnings for those individuals that gained qualifications and completed an apprenticeship.

All monetised social impacts are also presented in **net terms** and are considered to be additional social impacts that would not have happened in the absence of the Games. Specifically, the social value generated through the OC supply chain was reviewed and considered by the OC to be additional to business as usual activity. An assumption has been applied that volunteering at the Games would, in general, be additional to any other volunteering that volunteers would have been involved in, and the

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<sup>119</sup> Social Value Portal. 2022. 'The method behind the movement'.

<sup>120</sup> ONS 2023, GDP deflators 2023. See: <https://www.gov.uk/government/statistics/gdp-deflators-at-market-prices-and-money-gdp-march-2023-spring-budget>.

<sup>121</sup> HMT Green Book Wellbeing Guidance for Appraisal (2021). See: [Wellbeing guidance for appraisal - supplementary Green Book guidance.pdf \(publishing.service.gov.uk\)](#)

<sup>122</sup> BIS 2011, Returns to Intermediate and Low Level Vocational Qualifications. See: [Returns to Intermediate and Low Level Vocational Qualifications \(publishing.service.gov.uk\)](#)



update of training places as part of the Jobs and Skills Academy would have been in addition to other training provision. With regard to the social impacts as a result of individuals' participation in physical activity, adjustment has been made for the physical activity that would have been facilitated by a new alternative leisure centre in Sandwell.

In line with the economic impact analysis, it should be noted that the results from the social impact analysis are reported in 2023 prices.

Further details of the approaches followed are provided in Annex 2.

## 1.5 Key parameters and limitations of the evaluation

Given the nature of the Commonwealth Games and the breadth of activity delivered as part of the delivery of the Games events and Legacy Programmes, this evaluation was complex and required a range of different approaches and evidence sources to be used. An Evaluation Advisory Group (EAG), bringing together individuals with expertise and experience in the field of major events evaluations, was set up to provide expert advice, input and independent assurance in the design and delivery of the Games evaluation. In addition, an Evaluation Working Group (EWG), a cross partner forum, was set up to guide and provide input to the Games-wide evaluation. These groups worked with the Games-wide evaluation team to agree the appropriate data sources and methodologies to be applied to robustly capture the breadth of impact across the programme. This is reflected in the wide range of outcomes, linked to the Legacy Mission Pillars, assessed throughout this report.

There are a number of points in relation to the parameters of the evaluation and limitations to what it was possible to achieve that should be noted when interpreting the analysis and findings. The main factors driving the parameters and limitations to the evaluation are set out below.

### Timing of the evaluation

The evaluation covers the time period from January 2018 up to end of August 2023.

As the impact evaluation is based on data collected up to the end of this period, the evaluation focuses on articulating the short-term outcomes and impacts of the Games. For the Legacy Programmes that expect impacts over the longer term the evaluation therefore provides evidence of progress to date and an indicator of the direction of travel, rather than the full picture of end impacts. Indicators of the medium-term outcomes and longer-term impacts linked to the route to impact (e.g. based on short-term outputs and outcomes and planned actions or changes in behaviour relating to medium-term outcomes), have been analysed where evidence allows to determine the extent to which the expected outcomes and impacts might be generated in future, rather than through the measurement of the impacts themselves.

The scope of the evaluation does not include activity delivered through the CWGLEF, which is being evaluated separately.

### Attribution of impacts

As detailed in Section 1.4.1, in line with HM Treasury Magenta Book<sup>123</sup> guidance, a theory-based method – namely contribution analysis – is adopted to assess attribution.

It should be noted that whilst theory-based methods can help confirm whether an intervention had an effect in the intended direction of impact, they cannot be used to determine the size of effects, nor to attribute a specific scale of impact back to the programme.

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<sup>123</sup> HM Treasury 2020; Magenta Book. See:

[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/879438/HMT\\_Magenta\\_Book.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/879438/HMT_Magenta_Book.pdf)

## **Use of Legacy Programme-level data**

As it is 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 in Phase 1 of the project to provide guidance and data collection templates to encourage consistency in data collection and a structure for quality assurance and sign off processes to be implemented by each Games partner providing data inputs to the Games-wide evaluation. The Games-wide evaluation team worked closely with Games stakeholders over the course of the evaluation with the aim of obtaining robust and high quality data and has relied on the verification and quality assurance mechanisms implemented by the data owners in preparing the analysis. Secondary independent verification of the data has not been undertaken by the Games-wide evaluators as, due to the breadth of data received across multiple sources, this exercise would not have been proportionate, nor in some cases feasible, to undertake.

In addition, the Games-wide evaluation team provided detail and guidance on the data that would ideally be collected by Games partners as part of Legacy Programme monitoring and data collection. However, the associated data collection was undertaken by the Games partners and in some cases was constrained by their ability to obtain the full breadth of data requested. In such cases the Games-wide evaluation team worked with data owners to identify alternative data and/or tailor analysis based on data availability. Despite these steps, there remained some gaps and inconsistencies across data sources which affect the analysis and reporting, for example Legacy Programmes using different metrics to measure wellbeing and inconsistencies in how ages were categorised.

## **Survey limitations**

Due to the nature of outcomes being assessed as part of the evaluation and the limited availability of relevant secondary data to inform the evaluation analysis, the evaluation relies relatively heavily on survey data. Across the breadth of surveys used as part of the Games-wide evaluation (including those commissioned or undertaken by Games-partners), the survey methodologies and sample sizes vary. For this reason, throughout this report, the sample sizes associated with results are provided and any low sample sizes, where particular care should be taken in interpreting the data, are noted. In comparison, the qualitative evidence, obtained via interviews/ focus groups, should not be considered representative of the views of all stakeholders and should be considered indicative only.

The use of surveys and qualitative research carries inherent risks of potential bias in responses. The Games-wide evaluation team took steps to minimise the risk of bias in responses in the surveys and interviews they delivered and reviewed, for example avoiding leading or loaded questions, using balanced response scales and anonymising survey response, though the risk of bias will still exist.

In addition, in terms of drawing conclusions from before-and-after comparison of survey results, it should be noted that the limited time period over which surveys were conducted, and the resulting absence of longer term trend data, makes interpretation in isolation difficult and means that baseline responses may in some instances have been affected by the expected impact of the Games (anticipation effect). For this reason the analysis draws largely on self-reported changes or impacts of the Games (which can carry a greater risk of bias) alongside before-and-after comparison.

These limitations should be considered when interpreting the results of the evaluation and survey-based results should be seen as indicative of the strength and direction of outcomes of the Games, and not as definitive quantitative measures.



## 1.6 Structure of this report

The remainder of this one year post-Games evaluation reports on the findings from the analysis of the impacts of the Birmingham 2022 Games events, under each of the Legacy Mission Pillars, as below.

It should be noted that the Mission Pillars reflect broad principles guiding delivery of programmes and there are overlaps and interdependencies between each.

- Section 2 reports the findings in relation to the *Bring People Together* Mission Pillar;
- Section 3 reports the findings in relation to the *Improve Health and Wellbeing* Mission Pillar;
- Section 4 reports the findings in relation to the *Help the Region to Grow and Succeed* Mission Pillar;
- Section 5 reports the findings in relation to the *Be a Catalyst for Change* Mission Pillar;
- Section 6 reports the findings in relation to the *Put Us on the Global Stage* Mission Pillar;
- Section 7 reports the concluding comments.

This report should also be read in conjunction with the following annexes:

- Annex 1 which provides details of the indicators collected over the course of the evaluation.
- Annex 2 which provides details of the methodology applied within this report, including details of primary research undertaken as part of the overall Games-wide evaluation, and details of the economic and social impact analysis conducted as part of this evaluation.

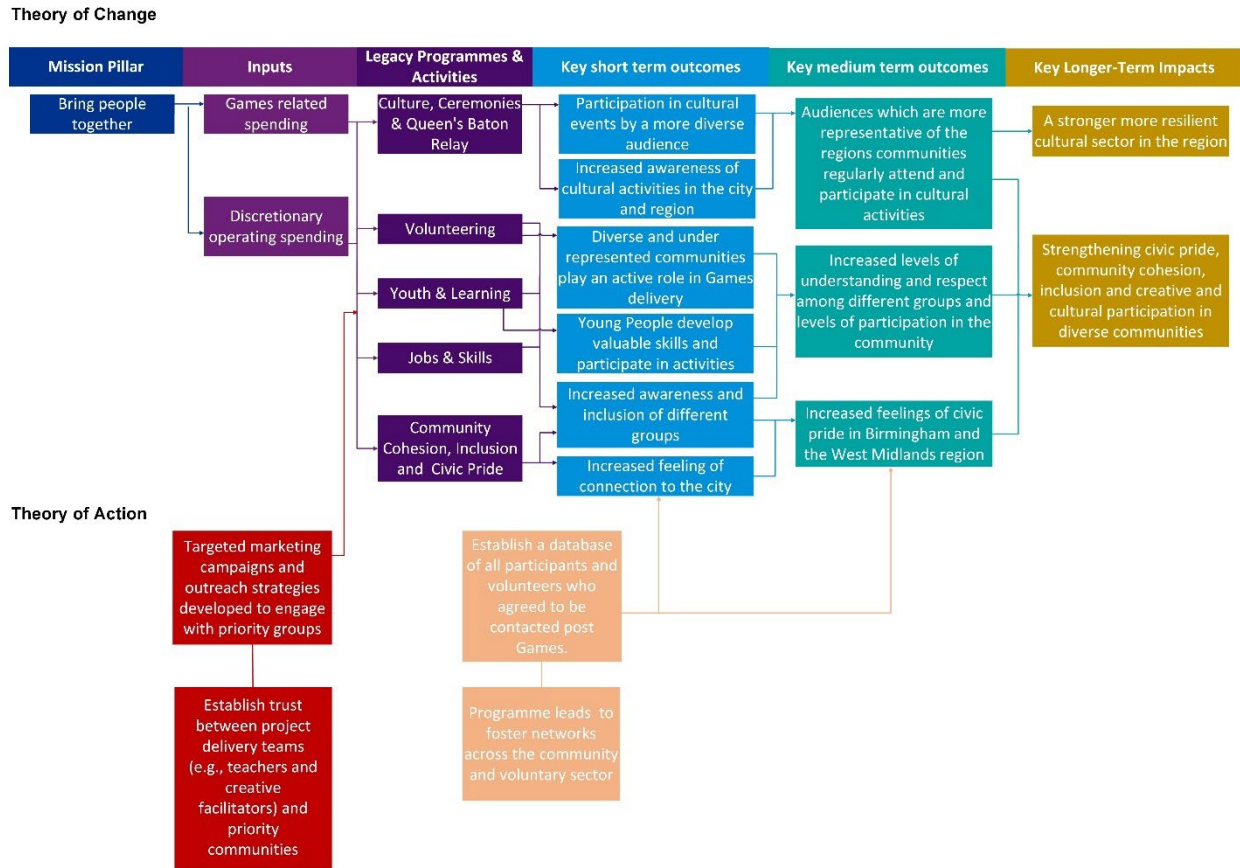
# 2 Bring People Together

## 2.1 Overview of the Mission Pillar

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.<sup>124</sup> Five Legacy Programmes directly contributed to the intended outcomes and impacts of the Mission Pillar.

A theory of change<sup>125</sup> for the Mission Pillar (shown in Figure 5 below) was developed as part of the Pre-Games Evaluation Framework<sup>126</sup>, and refined over the course of the evaluation. This shows that in the long term the *Bring People Together* Mission Pillar expected to strengthen civic pride, community cohesion, inclusion and creative and cultural participation among diverse communities, as well as create a stronger and more resilient cultural sector in the region.

Figure 5: Bring People Together Mission Pillar theory of change



<sup>124</sup> Birmingham 2022 Commonwealth Games, Our Legacy (Summer 2022), See: [https://resources.cwg-gbr.pulselive.com/gbr-commonwealth-games/document/2022/07/12/a37f0633-361d-49b1-9cca-d25043dccf8/Birmingham-2022\\_Our\\_Legacy.pdf](https://resources.cwg-gbr.pulselive.com/gbr-commonwealth-games/document/2022/07/12/a37f0633-361d-49b1-9cca-d25043dccf8/Birmingham-2022_Our_Legacy.pdf)

<sup>125</sup> This identifies the changes the Games and Legacy Programmes seek to make, how changes would happen, and the measurable outputs, outcomes and impacts associated with the intended changes.

<sup>126</sup> 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](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1033734/Birmingham_2022_Pre-Games_Evaluation_Framework_and_Baseline_Report.pdf)

Specifically, through **CCICP**, communities were expected to participate in activities and engage with each other, with an opportunity to talk about their differences and diversity of thought.<sup>127</sup> This, in the short term, had the objective of increasing awareness and inclusion of different community groups, as well as to increase feelings of connectedness to the city.

The **OC Volunteering Programme** coordinated the recruitment of Games volunteers, who played an important role in the delivery of the Games by providing support to Games spectators and athletes at every venue and village, and for every visitor interaction.<sup>128</sup> The Programme was expected to contribute, in the short-run, to increased awareness and inclusion of different community groups, by being *'the most inclusive Commonwealth Games volunteering programme ever'*<sup>129</sup>, and by having a cohort of volunteers who were representative of Birmingham and the West Midlands. The programme was also expected to encourage participation from diverse and under-represented communities in the delivery of the Games, and to be an opportunity for young people to develop valuable skills and participate in new activities.

The **Youth and Learning Programme**, through its workshops and educational activities, and the **Jobs and Skills Programme**, through its training activities, also aimed to contribute to the short-term objective of giving opportunities for young people to develop skills.

These programmes together aimed in the medium term to lead to increased levels of understanding and respect among different groups, as well as to increased levels of participation in the community. In the long term, this was expected to lead to a strengthening of civic pride, community cohesion, and inclusion.

In addition to this, through the **Culture, Ceremonies and Queen's Baton Relay Programme**, the *Bring People Together* Mission Pillar expected to increase participation in cultural events by a more diverse audience, and increase awareness of cultural activities in the city and region. This included the **Birmingham 2022 Festival** ('B2022 Festival'), a six-month cultural programme, which aimed to celebrate the hosting of the Birmingham 2022 Commonwealth Games and use the Games as a catalyst to *'spotlight the region's arts and cultural sector, while embracing the heritage of the area and its people'*<sup>130</sup>.

In the medium term, the programme aimed to have regular attendance and participation in cultural events by people representative of the region's population, with the expectation in the long term to develop a stronger and more resilient cultural sector in the region.

Findings in relation to the impact of the Games on outcomes under this Mission Pillar are presented in the following sections.

## 2.2 Headline findings of the Bring People Together Mission Pillar: Impact up to one year post-Games

Summarised below are the headline evaluation findings relating to the *Bring People Together* Mission Pillar. The detailed findings are set out in Section 2.3.

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.<sup>131</sup>

<sup>127</sup> Birmingham 2022 Commonwealth Games Legacy Plan, See: [https://resources.cwg-qbr.pulselive.com/qbr-commonwealth-games/document/2022/07/12/a37f0633-361d-49b1-9cca-d25043dcccff8/Birmingham-2022\\_Our\\_Legacy.pdf](https://resources.cwg-qbr.pulselive.com/qbr-commonwealth-games/document/2022/07/12/a37f0633-361d-49b1-9cca-d25043dcccff8/Birmingham-2022_Our_Legacy.pdf)

<sup>128</sup> Birmingham 2022 Commonwealth Games Legacy Plan, See: [https://resources.cwg-qbr.pulselive.com/qbr-commonwealth-games/document/2022/07/12/a37f0633-361d-49b1-9cca-d25043dcccff8/Birmingham-2022\\_Our\\_Legacy.pdf](https://resources.cwg-qbr.pulselive.com/qbr-commonwealth-games/document/2022/07/12/a37f0633-361d-49b1-9cca-d25043dcccff8/Birmingham-2022_Our_Legacy.pdf)

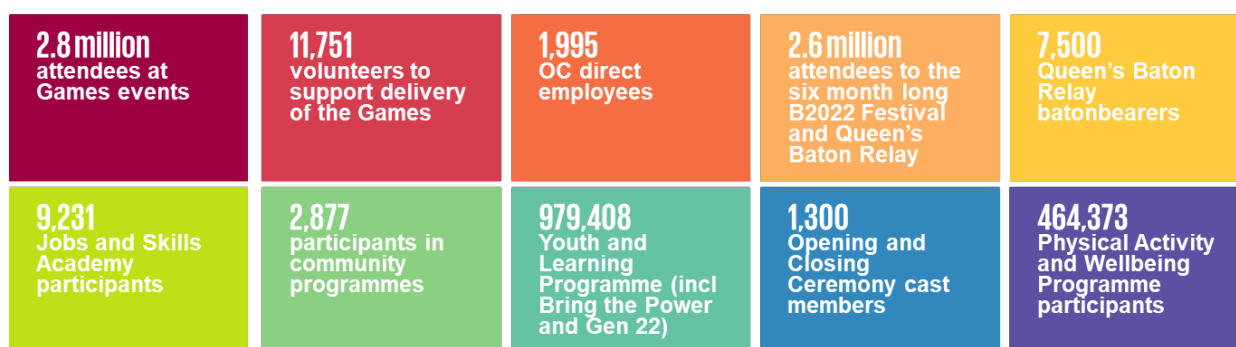
<sup>129</sup> Birmingham 2022 Commonwealth Games Legacy Plan, See: [https://resources.cwg-qbr.pulselive.com/qbr-commonwealth-games/document/2022/07/12/a37f0633-361d-49b1-9cca-d25043dcccff8/Birmingham-2022\\_Our\\_Legacy.pdf](https://resources.cwg-qbr.pulselive.com/qbr-commonwealth-games/document/2022/07/12/a37f0633-361d-49b1-9cca-d25043dcccff8/Birmingham-2022_Our_Legacy.pdf)

<sup>130</sup> Birmingham 2022 Festival, See: <https://www.birmingham2022.com/festival/evaluations>

<sup>131</sup> 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](https://resources.cwg-qbr.pulselive.com/qbr-commonwealth-games/document/2022/07/12/a37f0633-361d-49b1-9cca-d25043dcccff8/Birmingham-2022_Our_Legacy.pdf)

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 employees<sup>132</sup> 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 groups<sup>133</sup> 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,<sup>134</sup> 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 Survey<sup>135</sup> 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'.<sup>136</sup> This reflects a higher proportion of attendance by individuals from outside the region than was the case among the Legacy Programmes.
- 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.<sup>137</sup>

<sup>132</sup> These figures reflect the cumulative numbers of recorded attendances, programme participants and volunteers, and OC employees and do not necessarily reflect unique individuals engaged.

<sup>133</sup> Women; under 30s; those from ethnic minority groups; and/or with a disability.

<sup>134</sup> 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%).

<sup>135</sup> 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.

<sup>136</sup> ONS, See: <https://www.ons.gov.uk/visualisations/censusareachanges/E08000025/>

<sup>137</sup> 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.

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 ages<sup>138</sup> 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 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.

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<sup>138</sup> Sample size: 446

## 2.3 Detailed findings: Impact up to one year post-Games

### 2.3.1 Overview of the section

This section sets out the analysis of relevant available evidence to address the research question: *To what extent has the Games brought local people together, strengthening community cohesion, inclusion, and creative and cultural participation, including for priority groups*<sup>139</sup>?

It is structured as follows:

- Section 2.3.2 reports the descriptive statistics on **engagement with the Games and Legacy Programmes**, and seeks to address the sub-research question: *Through what means have local people, particularly priority groups, engaged with the Games and become involved in its delivery?*
- Section 2.3.3 reports the findings in relation to **youth inclusion**, and seeks to address the sub-research question: *To what extent has the Games encouraged young people to participate in new opportunities and develop their skills?*
- Section 2.3.4 reports the findings in relation to **community cohesion and civic pride**, and seeks to address the sub-research questions:
  - *Has the Games brought communities together and led to increased cohesion and understanding among different groups?*
  - *To what extent has the Games increased feelings of civic pride in Birmingham and the West Midlands particularly for priority groups?*
- Section 2.3.4 reports the findings in relation to **cultural engagement**, and seeks to address the sub-research questions:
  - *What has the impact been of Birmingham 2022 Festival on the resilience of the cultural sector and arts infrastructure throughout the West Midlands?*
  - *Has the Games helped to develop more representative audiences that regularly engage in cultural activity?*

### 2.3.2 Engagement with the Games

#### 2.3.2.1 Activities and outputs relating to engagement with the Games

As identified in Figure 5, one of the objectives of the *Bring People Together* Mission Pillar was to engage diverse and under-represented communities with the Games and offer opportunities for them to play an active role in Games delivery.

As the contextual evidence set out below demonstrates, Birmingham is an ethnically diverse, young city, thereby providing an opportunity for the Games to engage these populations.

Evidence from the 2021 Census shows that Birmingham is one of the first '*super diverse*' cities in the UK<sup>140</sup>, with over half of the city's population being ethnically diverse, making it one of the most multicultural cities in the UK.<sup>141</sup>

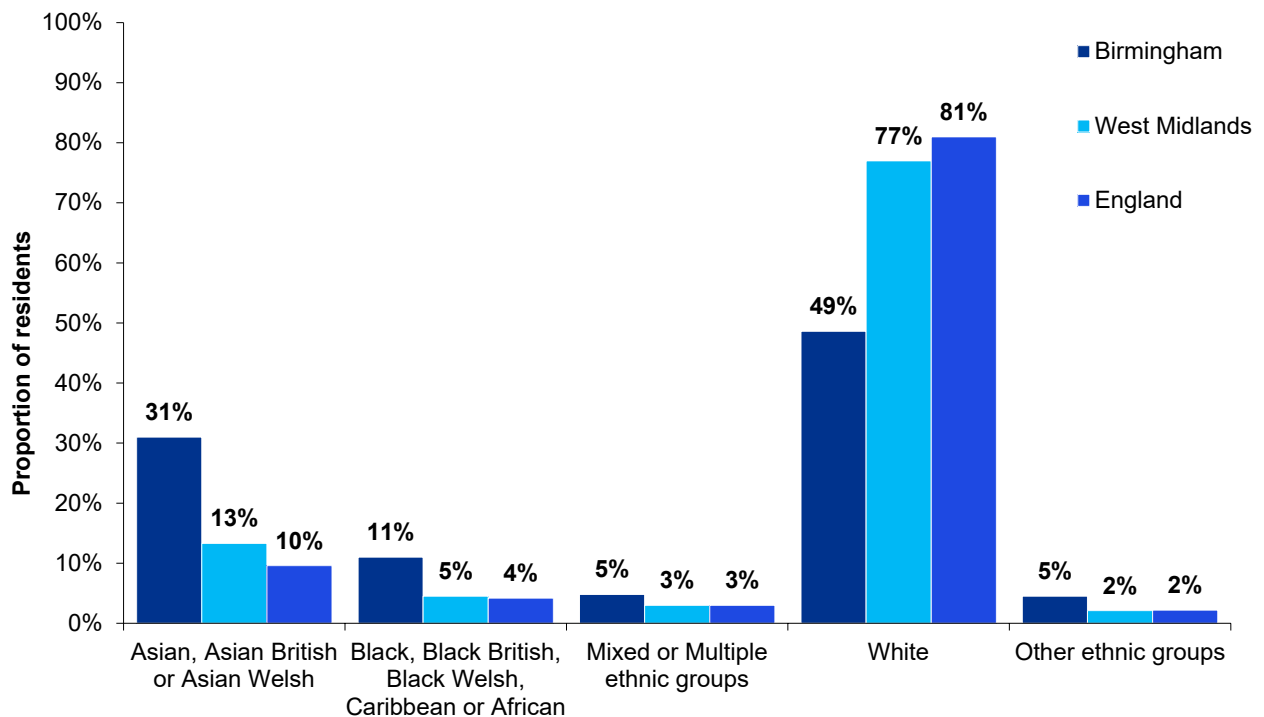
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<sup>139</sup> The Games events and Legacy Programmes aimed to target the following priority groups: young people (5-30 year olds); women; Black, Asian and minority ethnic groups; those with a disability or limiting illness; unemployed people; and those living in the Perry Barr neighbourhood, the City of Birmingham, Sandwell and the wider West Midlands region.

<sup>140</sup> ONS, See: <https://www.ons.gov.uk/visualisations/censusareachanges/E08000025/>

<sup>141</sup> University of Birmingham, See: <https://www.birmingham.ac.uk/university/city-and-region/in-birmingham.aspx#:~:text=Approximately%2042%20per%20cent%20of,multicultural%20cities%20of%20the%20UK.>

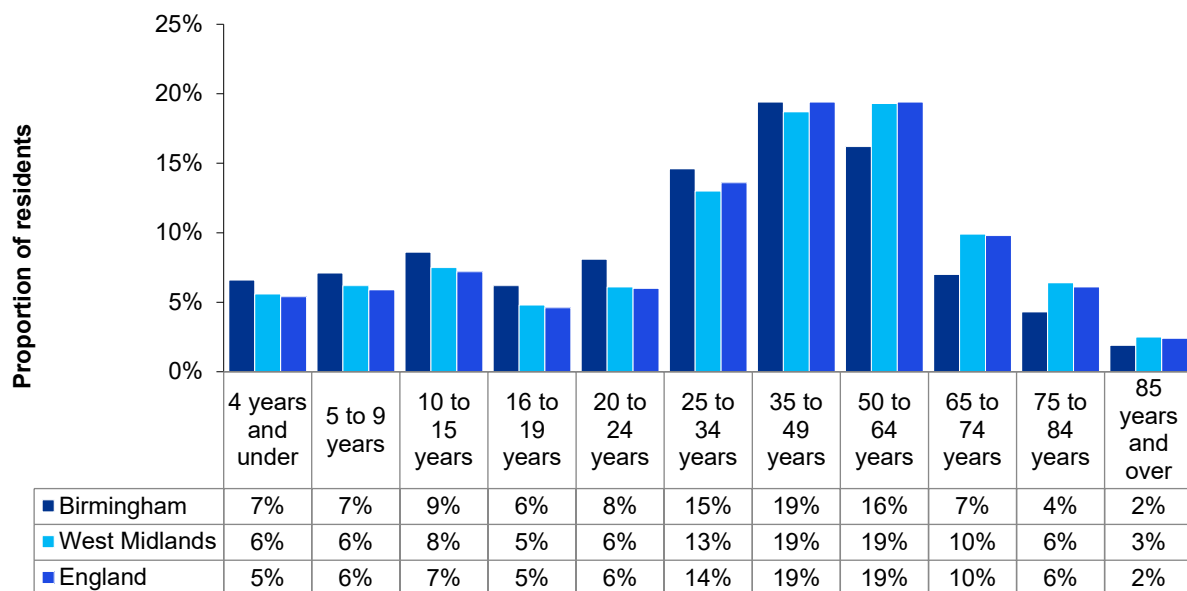
**Figure 6: Ethnic groups of residents, by geographic location, 2021 census data**



Source: ONS, 2021 Census data

Birmingham is also a young city, with 37% of residents under 25 years of age, compared to 30% in the West Midlands and 29% in the rest of England.

**Figure 7: Age distribution of residents, by geographic location, 2021 census data**



Source: ONS, 2021 Census data

Data collected as part of the evaluation indicates that through the Games delivery and Legacy Programmes, the Games Partners enabled a cross section of the Birmingham population (and populations beyond this) to engage. Residents from across the West Midlands were involved in the Games delivery, specifically through the OC Volunteering Programme, participation and volunteering for



the B2022 Festival, and OC employment, and were also involved in the Legacy Programmes delivered by the Games Partners.

Data collected over the course of the evaluation shows that, in total, approximately 6.9 million were directly engaged with the Games or involved in its delivery.<sup>142</sup>

**Table 8: Birmingham 2022 engagement statistics**

Activity	Number
Ticketed attendees to Games events <sup>143</sup>	1,237,616
Non-ticketed attendees <sup>144</sup>	1,605,148
OC direct employees	2,166
OC Volunteering Programme	11,751
Batonbearers	7,500
Attendees to official Queen's Baton Relay events held internationally	148,000
Volunteers at Opening Ceremony	676
Volunteers at Closing Ceremony	630
Cast members at Opening Ceremony	2,579
Cast members at Closing Ceremony	800
Total attendance at B2022 Festival	2,467,588
Jobs and Skills Academy	9,231
Engagements with young people through Bring the Power	978,393
Games-time Gen22 participants	1,015
Engagements through CCICP activities	2,887
Engagements through Physical Activity and Wellbeing Programme activities <sup>145</sup>	464,373

Source: OC and Legacy Programmes monitoring data

The Games engaged a larger audience through its media reach, with an estimated total global TV viewership of 834.9 million<sup>146</sup> across 134 countries; over 215 million digital views and 141 million interactions on social media.<sup>147</sup> BBC Sport's coverage of the Games was streamed 57.1 million times and 28.6 million people watched the Games on BBC TV.<sup>148</sup>

Evidence from the immediate post-Games Residents Survey shows that 76% of Birmingham residents reported that they engaged with the Games in some way.

As Table 8 shows, a key way individuals were able to engage with the Games was through attending the sporting events. Evidence from the 2022 OC Spectators Survey<sup>149</sup> shows that 86% of respondents

<sup>142</sup> These figures reflect the cumulative numbers of recorded attendances, programme participants and volunteers, and OC employees and do not necessarily reflect unique individuals engaged.

<sup>143</sup> Based on OC ticketing data and Ticketmaster. This figure may be an underestimate as it would not include ticket holders with Games accreditation who may have entered venues as workforce. These individuals would not be captured within the numbers on ticket holder entry.

<sup>144</sup> Estimated through survey and ticketing data. See Interim Evaluation Report Annex 1.3 for more details.

<sup>145</sup> This includes participation: initiatives delivered by 22 Games-related sport National Governing Bodies; Beat the Street; Active Street Festivals; Community Games; Project Brum; Cycling for Everyone programme.

<sup>146</sup> Estimate based on data provided by Rights-holding Broadcasters, Nielsen and Games internal analysis

<sup>147</sup> Data provided by Rights-holding Broadcasters, Nielsen

<sup>148</sup> Birmingham 2022 Commonwealth Games: the highlights - GOV.UK ([www.gov.uk](http://www.gov.uk))

<sup>149</sup> Sample size: 23,258.



reported to be White British, 2% White Other, 7% from ethnic minority groups, and 4% preferred not to say. When looking specifically at ticket holders from Birmingham<sup>150</sup>, the data shows that 17% were from ethnic minority groups, while the majority were white (79%).

In terms of broader engagement with the Games, data from the immediate post-Games Residents Survey also shows that the proportion of respondents who engaged with the Games in some form (including watching at home and following on social media) was higher among those respondents from ethnic minority groups compared to white backgrounds. Specifically, 81% of those from ethnic minority groups engaged with the Games events in some form compared to 74% of those respondents from white backgrounds.

The **OC Volunteering Programme** had the objective of delivering opportunities for 'under-represented communities'<sup>151</sup> to play an active role in the Games and to establish volunteering habits post-Games. The Programme started its recruitment process in June 2021, encouraging people to apply, including community organisations, grassroots sports clubs, and faith organisations.<sup>152</sup> Every applicant from the region was offered an interview at the Volunteer Selection Centre (VSC), and for those with accessibility needs, adjustments were made.<sup>153</sup> The Jobs and Skills Academy promoted the volunteering opportunities to those furthest from employment and used the National Lottery funded Stand-Out programme to offer support with applications.<sup>154</sup>

The OC Volunteering Programme recruited a total of 11,751 individuals. Data provided by the Programme, presented in Figure 8 below, shows that the OC achieved the original diversity targets it had set, and also achieved some, but not all, of its 'stretch' targets.

Specifically, 63% of Games-time volunteers were from the West Midlands (stretch target of 62%), 21% were from ethnic minority groups (stretch target of 20%), 23% were aged under 30 (stretch target of 30%) and 5% identified as having a disability (stretch target of 6%). In each case other than for age, both the original and stretch targets were lower than the average for the West Midlands population, which reflects the expected inclusion of volunteers from less diverse broader UK populations outside the West Midlands (for example with ethnic minority groups making up 19% of the England population compared to 23% in the West Midlands).

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<sup>150</sup> Sample size: 2,634.

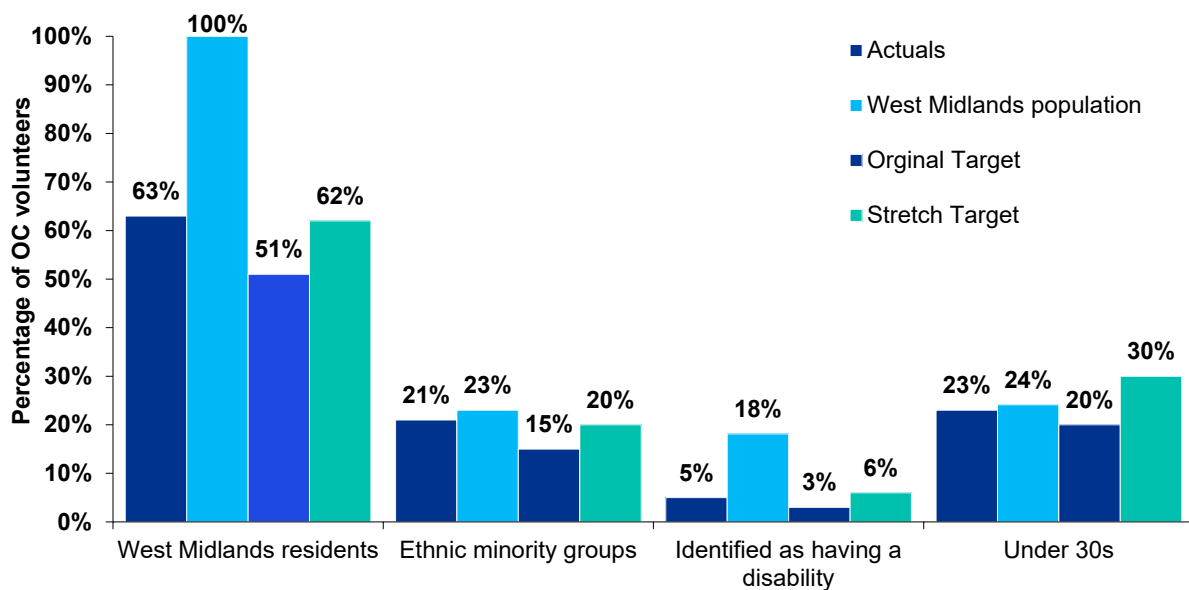
<sup>151</sup> These were not defined in the Legacy Plan but through engagement during Phase 1 of the evaluation these are understood to include those from the priority groups described in Section 1.1.

<sup>152</sup> Birmingham 2022 Commonwealth Games Legacy Plan, See: [https://resources.cwg-qbr.pulselive.com/qbr-commonwealth-games/document/2022/07/12/a37f0633-361d-49b1-9cca-d25043dccff8/Birmingham-2022\\_Our\\_Legacy.pdf](https://resources.cwg-qbr.pulselive.com/qbr-commonwealth-games/document/2022/07/12/a37f0633-361d-49b1-9cca-d25043dccff8/Birmingham-2022_Our_Legacy.pdf)

<sup>153</sup> Birmingham 2022 Commonwealth Games Legacy Plan.

<sup>154</sup> Birmingham 2022 Commonwealth Games Legacy Plan.

**Figure 8: Breakdown of OC volunteers by demographic characteristics**



Source: OC Volunteering Programme; 2021 Census data

In terms of the **employment at the OC**, data from the OC shows that its workforce was more diverse than the West Midlands population across all diversity strands recorded.<sup>155</sup> Approximately 35% of OC employees came from ethnic minority groups (compared to 23% in the West Midlands region); and 46% were under 29 years old (compared to 28% in the West Midlands region). To achieve this, the OC reported it had implemented a number of initiatives to reach out to local ethnic minority communities to encourage and support job applications.<sup>156</sup> This included having a dedicated Community Engagement team visiting local areas and publicising vacancies, focusing on disadvantaged wards and community hubs in ethnic minority communities.<sup>157</sup>

At the Board level, the OC was subject to criticism in the run-up to the Games due to lack of diversity in its board of directors.<sup>158</sup> In response to this early criticism of the makeup of the board of the OC, all Games partners committed to improving the diversity of the Board and as a result, three existing appointees were changed and two additional Non-Executive Directors were appointed by DCMS to ensure the board was more diverse.

Data from the OC also shows that of the 2,084 **Opening Ceremony cast volunteers**, approximately 76% were from the West Midlands, 26% were under 30 years old, 21% were from ethnic minority groups, and approximately 8% identified as having a disability<sup>159</sup>. This profile is broadly in line with the overall West Midlands population, though it under-represents those with a disability relative to the West Midlands population.

Data from the **B2022 Festival** also shows diversity amongst the Festival’s audience, participants and volunteers. Specifically, 37% of participants, 42% of audience, and 44% of volunteers were from ethnic minority groups. Stakeholders in the cultural sector interviewed as part of the evaluation reported, anecdotally, that the audience at the B2022 Festival was diverse and representative of Birmingham.

<sup>155</sup> Birmingham 2022 Commonwealth Games; See: <https://www.birmingham2022.com/corporate/governance/freedom-of-information-publication-scheme/equality-diversity-and-inclusion/workforce-data>

<sup>156</sup> Birmingham 2022 Commonwealth Games. See: <https://www.birmingham2022.com/corporate/governance/freedom-of-information-publication-scheme/equality-diversity-and-inclusion/workforce-data2>

<sup>157</sup> Birmingham 2022 Commonwealth Games.

<sup>158</sup> Birmingham Commonwealth Games 2022 diversity row - with 19 of 20 leaders white - Birmingham Live ([birminghammail.co.uk](mailto:birminghammail.co.uk))

<sup>159</sup> This compares to 18% of residents in the West Midlands reporting to have a disability. See: <https://www.ons.gov.uk/visualisations/censusareachanges/E08000025/>

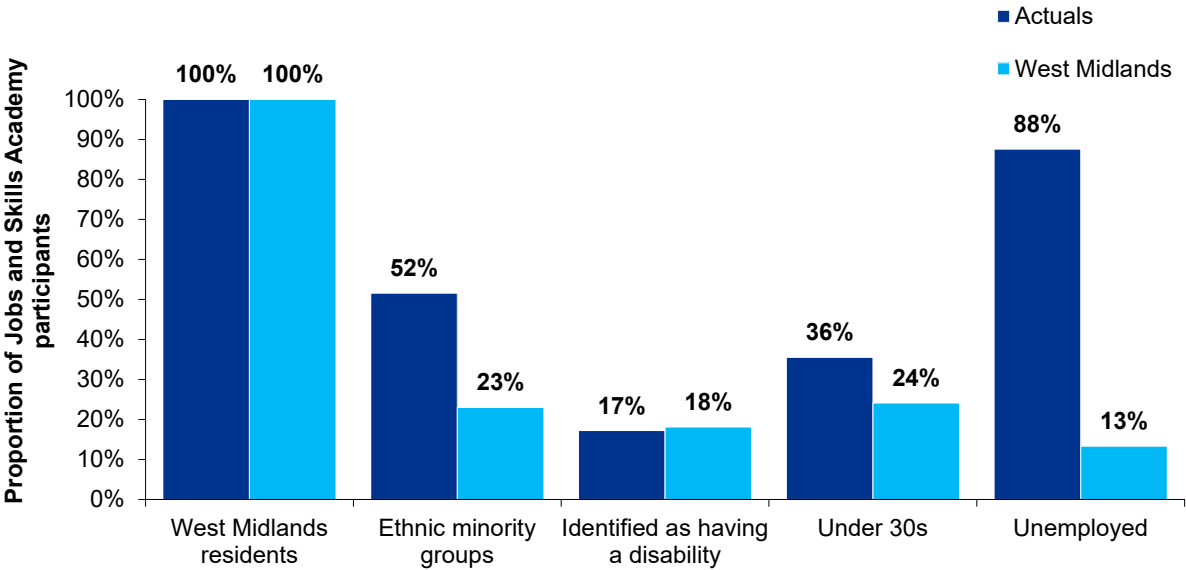
Through the **Queen’s Baton Relay**, wider populations of the region were also reached by the Games. Two community stakeholders interviewed as part of the evaluation reported that it helped raise awareness of the Games by passing through communities in the region on its way to Birmingham, including “disadvantaged pockets in the West Midlands”, some of which were hit hardest in the country by COVID-19. A stakeholder commented that the Baton Relay was a “*defining moment*” and a “*trigger*” for West Midlands residents to back the Games.

In addition to taking part in the delivery of the Games events and ceremonies, local people engaged in activities delivered by the Legacy Programmes.

The **Jobs and Skills Programme** aimed to increase the skills, opportunities and employment-preparedness of residents in the West Midlands. Specifically, it targeted people living in the most deprived wards within the region, particularly individuals from the following cohorts: young unemployed; unemployed 50+; long-term unemployed; economically inactive; residents with no/low skills.<sup>160</sup> To engage the targeted population in the programme, the Jobs and Skills Programme promoted its scheme via social media and printed media, as well as through engagement activities such as community fun days and open days/ job fairs delivered in partnership with other stakeholders e.g., housing associations.<sup>161</sup>

In total, 9,231 individuals participated in the Jobs and Skills Academy, of which 52% were from ethnic minority groups; 17% identified as being disabled, 33% were under 30 years old, and 88% were unemployed (see Figure 9).

**Figure 9: Breakdown of Jobs and Skills Academy participants by demographic characteristics**



Source: Jobs and Skills Programme; 2021 Census data

Overall, the data reported above shows that the Games engaged a large number of individuals from a cross-section of the Birmingham and wider West Midlands population. However, a number of stakeholders interviewed as part of the evaluation, including local government, community, and cultural

<sup>160</sup> Based on input received from WMCA.  
<sup>161</sup> Based on input received from WMCA.

stakeholders, noted that there had been a feeling among individuals within some subsets of the community that their communities had not been sufficiently represented in the Games.<sup>162</sup>

This is in line with findings from the University of Birmingham<sup>163</sup>, which reported that ‘to many individuals and communities from disadvantaged backgrounds (CIDBs), the Games felt distant and appeared to them to be ‘for the chosen few’. They also voiced their frustration regarding the absence of community engagement, particularly in areas where there were no Games sites.

A community stakeholder reported that some community groups did not know about the Games and its associated activity until they were on, and that they would have wanted to get involved but they were too late. The community stakeholder also reported that specifically ethnic minorities and minority religion groups felt they didn’t benefit from the Games to the extent that other groups did.

Another community stakeholder noted that in order to better engage with communities as part of major event delivery, communications strategies should put a stronger emphasis on community level engagement (e.g. through community media/newsletters), rather than focus primarily on the broader objective of ticket sales.

However, one stakeholder in the cultural sector said that ‘*every attempt was made to be as inclusive as possible*’, and a local government stakeholder noted that they felt the delivery of the Games has been successful at reaching a breadth of communities and it was always going to be impossible to reach every individual sub-group given the diversity of Birmingham.

It is also understood from DCMS and another Games partner stakeholder that the OC sought to respond to criticism about community engagement, for example members of the senior board at the OC and the Mayor of the West Midlands met with faith leaders and diversity organisations in the region before the Games to discuss concerns around the community engagement for the Games. The stakeholders also noted the steps the OC had taken to be inclusive, including ensuring that the volunteer workforce and wider Games workforce reflected the diversity of the region, and community initiatives aimed to reach a breadth of diverse community groups.

## 2.3.3 Youth inclusion

### 2.3.3.1 Activities and outputs delivered relating to youth inclusion

Data sourced from the ONS Annual Population Survey<sup>164</sup> shows that in the year between June 2017 and June 2018 (when the Birmingham 2022 Commonwealth Games were first announced), in Birmingham 21.5% young people aged between 16-24 were unemployed. This rate was higher than the one for the West Midlands (14.6%) and for the UK as a whole (11.8%).

Linked to this, one of the objectives of the Games and Legacy Programmes was to encourage young people to participate in new opportunities and develop their skills. The Youth and Learning Programme (through the delivery of the Bring the Power and Gen22 schemes), the Jobs and Skills Programme, the OC Volunteering Programme, and the Culture, Ceremonies, and Queen’s Baton Relay Programme each had specific activities that aimed to contribute towards this objective.

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<sup>162</sup> [Open Letter: The Not-So-Diverse Birmingham Commonwealth Games 2022 - Latest, Local, News, Top Stories - The Asian Today Online](#)

<sup>163</sup> Chen, S., Veldhuijzen van Zanten, J., Quinton, M., Lee, M., Ali, T., Heyes, A., Liang, X., Alharbi, A., Cater, B., Duan, Z. and Karamani, M. (2023). Perceptions of the Birmingham 2022 Commonwealth Games: Legacies for Individuals and Communities from Disadvantaged Backgrounds. [online] Birmingham: University of Birmingham. Available at: [https://www.majoreventlegacy.com/files/ugd/30c79f\\_cbbb7931e78e422ebcce93e6754cced4.pdf](https://www.majoreventlegacy.com/files/ugd/30c79f_cbbb7931e78e422ebcce93e6754cced4.pdf).

<sup>164</sup> ONS Annual Population Survey. See:

<https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/employmentandemployeetypes/methodologies/annualpopulationssurveyapsqmi>

To encourage youth engagement, the OC aimed to use the Games as a platform to inspire and engage thousands of children and young people through Games-wide youth engagement activities.<sup>165</sup> The **Bring the Power Programme** – a youth engagement programme delivered through collaboration with schools, community youth organisations, partner organisations and youth professionals – delivered a range of school and community-based activities in Birmingham, the West Midlands, the UK and in other nations participating in the Commonwealth Games.

As part of Bring the Power:

- more than 3,200 schools were engaged, of which 19% were in the West Midlands, 44% in England, the remaining 36% outside of England (including the rest of the UK and the Commonwealth);
- over 915,000 students and 7,500 teachers were engaged in the programme;
- an additional 11,000 young people were engaged in Youth Voices, an advocacy programme for young people; and
- approximately 53,000 were engaged through community youth engagement events/sessions.

The **Gen22 Programme** also aimed to engage young people, specifically those who might otherwise struggle to access Games-related opportunities, e.g. due to being a young carer or parent or having a criminal record. The aim of this was to increase inclusion and participation in Games-related opportunities for these groups.

Over 1,000 young people were recruited into Gen22, of which more than half lived in a disadvantaged community (falling within the most deprived 20% of areas using the Index of Multiple Deprivation), 22% had a disability or long-term health condition and 8% were not in education, employment or training (NEET).

In addition to the Games-time Gen 22 Programme, Sport England funded six West Midlands Active Partnerships to deliver Gen22 activities over a two year period ending in January 2024. Through these activities, approximately 220 participants were engaged. A bespoke evaluation of the impact of the Gen22 activities carried out by the six West Midlands Active Partnerships will be published in March 2024.

Young people were also engaged in the Games delivery and Legacy Programmes' activities through wider initiatives:

- The OC, as well as its direct suppliers and the contractors working on the capital projects, offered more than 185 apprenticeships<sup>166</sup> for young people.
- Through the Jobs and Skills Legacy Programme, specifically the Jobs and Skills Academy, approximately 3,300 people under 30 years of age were trained, 2,700 gained qualifications, and approximately 195 were supported into Games-related employment.
- Through the OC Volunteering Programme, approximately 2,700 young people (under 30) were recruited.
- Finally, approximately 550 young people (under 30) were cast volunteers in the Opening Ceremony.

As noted in Section 1.5, the output data reported throughout this report is based on monitoring data provided by each individual Legacy Programme over the evaluation period.

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<sup>165</sup><sup>165</sup> United by 2022; See: [https://www.unitedby2022.com/wp-content/uploads/2023/02/GWG-bring-the-power-digital-02-pages\\_removed.pdf](https://www.unitedby2022.com/wp-content/uploads/2023/02/GWG-bring-the-power-digital-02-pages_removed.pdf)

<sup>166</sup> It should be noted that this figure does not include the number of apprentices in the OC's direct supply chain. Information on this was not available, and only data on the number of weeks of apprenticeships completed at the OC direct suppliers was provided. This total number therefore is a lower bound estimate of the number of apprenticeships.

**2.3.3.2 Outcomes generated relating to youth inclusion**

As shown in the theory of change in Figure 5 the engagement of young people in the Games delivery and Legacy Programmes was intended to deliver a number of short-term outcomes, in particular the development of valuable skills, and subsequent increased participation in community activities, e.g. cultural, sporting or volunteering activities.

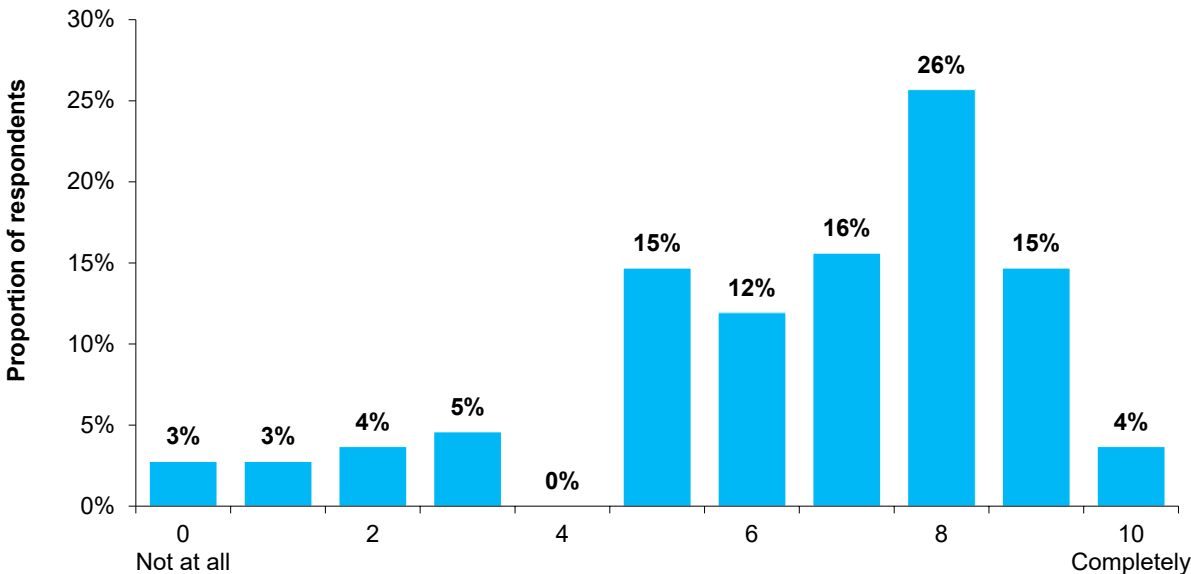
**Development of valuable skills**

In terms of skills development of young people, volunteers surveyed as part of the one year post-Games Volunteers Survey were asked the extent to which the OC Volunteering Programme gave them new skills that they could apply in new volunteering/ employment opportunities.

As illustrated in Figure 10, 60% of volunteer respondents aged under 35 rated the extent to which they learned new skills as at least 7 out of 10.<sup>167</sup>

Of those respondents under 35 that reported the OC Volunteering Programme had to some extent given them new skills (a rating of at least 1), 84% said that they have already used these skills.<sup>168</sup>

**Figure 10: Volunteers under the age of 35 that feel they have gained new skills from the OCT volunteering programme**



Source: Volunteers Survey 2023  
 Sample size: 2023 (109)  
 Note: Values may not sum to totals reported due to rounding

Evidence was also gathered from participants to the Bring the Power and Gen22 Programmes, although only immediately post-Games.

The survey results show that all Gen22 participants surveyed<sup>169</sup> and the majority of children that participated in the Bring the Power Programme that were surveyed (84% of Key Stage 1 students<sup>170</sup>, 90% of Key Stage 2 students<sup>171</sup>) reported having learnt new skills as a result of their participation in the

<sup>167</sup> On a scale from 0 to 10, where 0 is 'not at all' and 10 is 'completely'. 3% of volunteers surveyed rated 0, and 38% rated between 1 and 6. Sample size: 109.  
<sup>168</sup> Sample size: 91  
<sup>169</sup> Sample size: Gen22 (320).  
<sup>170</sup> Sample size: Key Stage 1 (290)  
<sup>171</sup> Sample size: Key Stage 2 (568)

programmes. Partner organisations delivering the Bring the Power Programme noted that these skills tended to be in the form of “soft(er) skills such as problem-solving, collaboration, leadership, communication, and creativity”.

Approximately half of surveyed Key Stage 3 students participating in the Bring the Power Programme reported they were satisfied with the new skills they had learned during the workshop.<sup>172</sup>

### Confidence, knowhow and tools, and relevant experience to seek new volunteering/ employment/ training opportunities

Through the delivery of the Jobs and Skills and OC Volunteering Programmes, the Games aimed to enhance young people's confidence in looking for employment.

A survey of Jobs and Skills Academy participants undertaken one year post-Games shows that the vast majority of surveyed trainees aged under 30 (86%) reported to have greater confidence in seeking employment as a result of their participation.<sup>173</sup>

This is in line with results from the one year post-Games Volunteers Survey, where 75% of volunteer respondents aged under 35 rated their confidence in their ability to seek new employment or training/ education opportunities as at least 7 out of 10.<sup>174</sup> Moreover, over 90% of volunteer respondents aged under 35 reported that the OC Volunteering Programme had a positive impact on how confident they feel in their ability to seek new volunteering/ employment/ training opportunities.<sup>175</sup>

Further evidence from the one year post-Games Volunteers Survey shows that the large majority of surveyed volunteers aged under 35 (89%) also reported a strong positive impact of the Games on the knowhow and tools they have to seek other volunteering opportunities, and the extent to which they felt they had the relevant experience to seek new employment or training/ education opportunities.<sup>176</sup>

Due to limited sample sizes, it is not possible to determine the extent to which surveyed volunteers aged under 35 have gained employment in the one year post-Games period. However, literature shows that self-esteem and self-perceived employability can have long run effects on an individual's participation in social and networking activities, job search behaviour and engagement in the labour market.<sup>177 178</sup>

### Participation in the community

As detailed in Figure 5, in the medium term, activities delivered as part of the *Bring People Together* Mission Pillar had the objective of increasing the level of participation in the community of targeted groups, including young people.

For a change in actual levels of participation in volunteering and employment in the longer-term among young people there needs to be sufficient opportunities available. Evidence from the one year post-Games Residents Survey shows that 33% of young residents (aged under 30) surveyed agreed that their local area provides them with opportunities to gain new skills, employment, and or volunteering opportunities while 34% disagreed.<sup>179</sup> 55% of young residents surveyed reported that the Games has positively affected the extent to which their local area provides them with volunteering opportunities<sup>180</sup>,

<sup>172</sup> 48% reported satisfaction; 42% reported neither satisfaction/dissatisfaction; 10% reported dissatisfaction. Sample size: Key Stage 3 students (404).

<sup>173</sup> Sample size: Under 30 JSA participants surveyed (222).

<sup>174</sup> On a scale from 0 to 10, where 0 is 'not at all' and 10 is 'completely'. It should be noted that 0% of volunteers surveyed rated 0, and 25% rated between 1 and 6. Sample size: 109.

<sup>175</sup> Sample size: 109

<sup>176</sup> Sample size: 109

<sup>177</sup> Filippin, A., & Paccagnella, M. (2012). Family background, self-confidence and economic outcomes. *Economics of Education Review*, 31(5), 824-834. Available at: [Family background, self-confidence and economic outcomes \(econstor.eu\)](#)

<sup>178</sup> Tett, L., & Maclachlan, K. (2007). Adult literacy and numeracy, social capital, learner identities and self-confidence. *Studies in the Education of Adults*, 39(2), 150-167. Available at: [Microsoft Word - 2007 paper.doc \(hud.ac.uk\)](#)

<sup>179</sup> Sample size: Birmingham residents (130).

<sup>180</sup> 33% of respondents under 30 reported it had little or no effect, and 12% reported it had a negative effect. Sample size: 108.

while 45% reported that the Games had a positive impact on the extent to which their local area provides them with employment opportunities.<sup>181</sup>

In terms of actual participation, as of one year post-Games, evidence from the volunteering survey and the Residents Survey shows that:

- 39% of surveyed volunteers aged under 35 reported that their Games volunteer experience led them to apply for new employment or training/ education opportunities that they might have not otherwise applied for.<sup>182</sup>
- 40% of surveyed residents aged under 30s reported that the Games had a positive impact on how much they engaged with their local community, with 16% reporting it had a negative impact.<sup>183</sup>

Collectively, the evidence indicates that the majority of young people that participated in the OC Volunteering Programme and the Jobs and Skills Academy reported positive outcomes; gaining new skills, and confidence. In addition, among both young volunteers and more broadly among young Birmingham residents surveyed, there is evidence of some positive impact of the Games on opportunities for and levels of engagement in skills, employment or volunteering. However, in spite of this, perceptions of the opportunities for such engagement remain low among young Birmingham residents suggesting more may need to be done in this space for the full potential impact of the Games to be realised.

## 2.3.4 Community cohesion and civic pride

### 2.3.4.1 Activities and outputs relating to community cohesion and civic pride

One of the main objectives of the Mission Pillar was to bring communities together with the intention of increasing community cohesion, inclusion and civic pride. A number of Legacy Programmes directly contributed to this objective:

- Activities delivered by the **CCICP Programme**, including through the Stronger Communities and Celebrating Communities funds, had the intention of supporting projects which would enable local people and communities, to participate in the Games in a way that would build cohesion, inclusion, and civic pride.
  - BCC allocated £2 million to Celebrating Communities, through which 316 grants were awarded across the city. 66% of these grants were issued to community organisations in wards in IMD deciles 1 or 2 (the highest level of deprivation).<sup>184</sup>
  - BCC allocated £0.5 million to Stronger Communities, which was then directly awarded to 73 community organisations.
  - Across the projects delivered using the grants, approximately 2,500 participants engaged in the Programme's activities, including volunteers, school children and local residents, and more than 300 community groups were involved.
  - A local government stakeholder interviewed one year post-Games reported that some of the community groups that were created and set-up through the Games funding were still ongoing after the Games.
- The **Youth and Learning Programme** also contributed to the objective of increasing community cohesion and understanding among different community groups. The Programme delivered a range of school and community-based activities in Birmingham, the West Midlands, the UK and in other Commonwealth nations, in collaboration with schools, community youth organisations, and partner organisations. Through its activities over 978,390 students and 7,500 teachers were engaged in the programme.

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<sup>181</sup> 32% of respondents under 30 reported it had little or no effect, and 23% reported it had a negative effect. Sample size: 111.

<sup>182</sup> Sample size: 99

<sup>183</sup> Sample size: 112

<sup>184</sup> The 316 grants resulted in 263 projects, as some wards came together to support multi-ward projects.



- The **OC Volunteering Programme** sought to increase levels of community volunteering, with the aim of increasing community cohesion by bringing people from different backgrounds together. The Programme recruited a total of 11,751 individuals.
- The **Culture, Ceremonies and Queen's Baton Relay Programme**, which included the B2022 Festival, the Opening and Closing Ceremonies, and the Queen's Baton Relay, aimed to bring people together to engage in arts activities in the community, with the intention of increasing civic pride and inclusion. There were approximately:
  - 2.5 million attendees at the B2022 Festival, including at the 56 commission projects (1.3 million), the 104 creative city grants projects (0.2 million), the nine festival sites (0.7 million) and 68 live digital streaming projects (0.3 million).
  - 148,000 attendees at official Queen's Baton Relay events internationally
  - 2,500 cast members who performed at the Opening Ceremony, and 800 individuals who took part in the Closing Ceremony.

### 2.3.4.2 Outcomes generated relating to community cohesion and civic pride

#### Feelings of inclusion and belonging in local community

As shown in the theory of change in Figure 5, through the activities delivered by the CCICP Programme, the Youth and Learning Programme, the OC Volunteering Programme, and the Culture, Ceremonies, and Queen's Baton Relay Programme, the Mission Pillar intended, in the short term, to increase awareness and inclusion of different groups.

In terms of overall levels of community cohesion in the region, evidence from the latest DCMS Community Life Survey<sup>185</sup>, undertaken in 2021/22, shows that 63% of West Midlands and England respondents reported they felt like they belonged strongly or fairly strongly to their immediate neighbourhood.<sup>186</sup>

In line with the question asked in the DCMS Community Life Survey, as part of the Resident Survey, undertaken pre-Games, immediately post-Games and one year post-Games, respondents were asked the extent to which they agreed or disagreed with the following statement: '*I really feel like I belong in my local community*'. Evidence from the one year post-Games Residents Survey shows that 49% of respondents agreed they really feel like they belong in their local community<sup>187</sup>. The result for Perry Barr was higher at 65%, and the difference is statistically significant. However, there were no statistically significant differences in these results for the Birmingham and Perry Barr samples, when compared to the results from the pre-Games and immediately post-Games, suggesting that the significantly higher share of respondents in Perry Barr feeling a greater sense of belonging may not be due to the Games.

That said, when interpreting this before-and-after data it is important to consider the influence of wider factors, such as the recovery from the COVID-19 pandemic, among other factors that could influence feelings of community cohesion. For example there is evidence that the impact of COVID-19 on feelings of belonging varied across different subsets of the community and could have, in particular, influenced responses to the pre-Games survey.<sup>188 189</sup>

To better understand the specific impact of the Games on feelings of cohesion among those more directly engaged in the Games, B2022 Festival audiences, participants and volunteers, surveyed

<sup>185</sup> DCMS Community Life Survey is a nationally representative annual survey of adults (16+) in England that aims to track the latest trends and developments across areas that are key to encouraging social action and empowering communities. See: <https://www.gov.uk/government/statistics/community-life-survey-202122>

<sup>186</sup> It should be noted that results from the different surveys undertaken as part of this evaluation should not be compared due to difference in survey design and methodology.

<sup>187</sup> 23% of respondents disagreed with the statement '*I really feel like I belong in my local community*', and 28% neither agreed nor disagreed.

<sup>188</sup> E.g. Derrer-Merk et al. (2022) Belongingness challenged: Exploring the impact on older adults during the COVID-19 pandemic

<sup>189</sup> Nalita James & Virginie Thériault (2021) Reimagining community and belonging amid COVID-19, *Studies in the Education of Adults*, 53:1, 1-3, DOI: [10.1080/02660830.2021.1889092](https://doi.org/10.1080/02660830.2021.1889092)

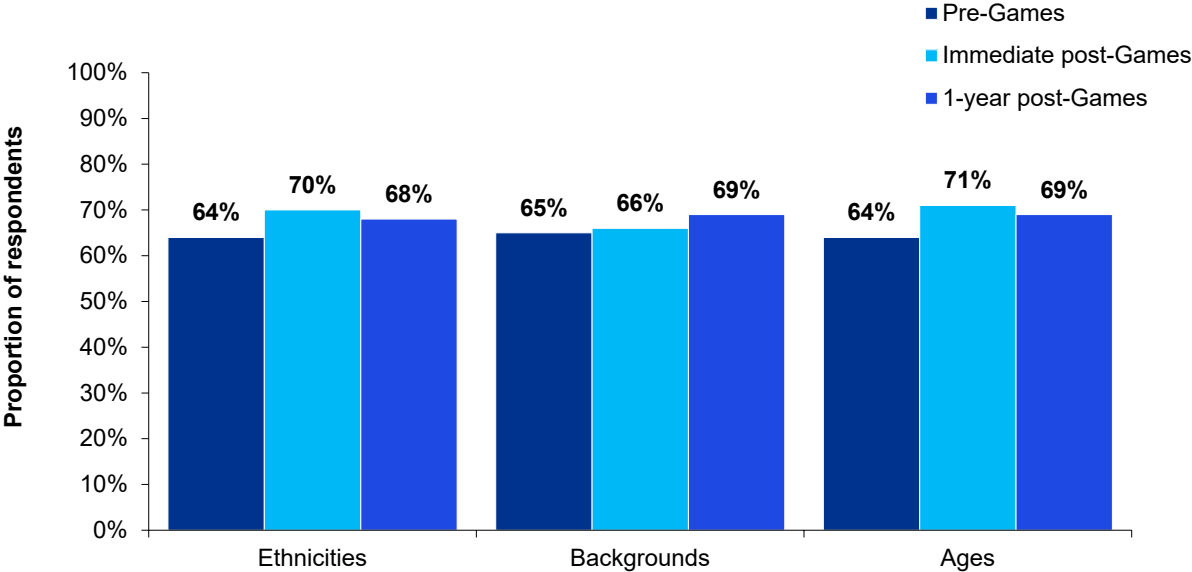
immediately post-Games, were asked to report the extent to which the B2022 Festival had an impact on their feelings of connection to people in their community. Survey results show that 84% of B2022 Festival audience surveyed and 91% of B2022 Festival participants and volunteers surveyed rated the extent to which the B2022 Festival helped them to feel connected to people in the community at 55 or above (on a scale from 0 to 100).<sup>190</sup>

Similarly, evidence from the Volunteers Survey shows that 76% of volunteers surveyed one year post-Games reported that the Games had a positive impact on the extent to which the respondents feel they belong to their immediate neighbourhood, and the extent to which they feel included and part of their local community.

**Understanding and respect among different community groups**

In line with the medium-term outcomes detailed in the Mission Pillar’s theory of change (see Figure 5), the programmes were also expected to lead to increased levels of understanding and respect among different groups in the community (as lead indicators of improved community cohesion), as well as increased levels of participation in the community. These outcomes have been assessed as part of this evaluation using indicators aligned to those used in the Community Life Survey<sup>191</sup>.

**Figure 11: Proportion of residents who agree that their local area was a place where people from different groups in the community got on well together, split by community group**



Source: KPMG Residents Survey 2021, 2022 and 2023  
 Sample size: Ethnicities 2021 (490), 2022 (490), 2023 (494), Backgrounds 2021 (489), 2022 (492), 2023 (490), Ages 2021 (491), 2022 (495), 2023 (493).

Results from the pre-Games, immediate post- and one year post-Games Residents Survey show that:

- 68% of respondents to the one year post-Games survey agreed that their local area was a place where people from different ethnicities get on well together.<sup>192</sup> This was an increase of four percentage point from 2021, and a two percentage point decrease from immediately post-Games, albeit neither changes are statistically significant.

<sup>190</sup> Sample: 1,137 < Audiences n < 4,661; 626 < Participants n < 1,297; 86 < Volunteer n < 149. See: <https://www.birmingham2022.com/news/3024890/successful-birmingham-2022-festival-evaluated>

<sup>191</sup> See: <https://www.gov.uk/government/statistics/community-life-survey-202122>

<sup>192</sup> Sample size: 494

- 69% of respondents to the one year post-Games survey agreed that their local area was a place where people from different backgrounds get on well together.<sup>193</sup> This was an increase of four percentage point from 2021, and a three percentage point increase from immediately post-Games, albeit neither changes are statistically significant.
- There was a statistically significant increase in the share of residents surveyed agreeing that their local area was a place where people from different ages get on well together (from 64% pre-Games<sup>194</sup> to 71% immediately post-Games<sup>195</sup>), to then decrease to 69%<sup>196</sup>, albeit this was not a statistically significant change.

To further support interpretation of this data, respondents were also directly asked whether the Games had positively impacted the extent to which their local area was a place where people from different ethnicities, backgrounds, and ages<sup>197</sup> get on well together. Results show that, one year post-Games, approximately 59% of Birmingham respondents reported that the Games had a positive impact on this, a higher share than pre-Games, when 48% of respondents reported a positive impact. The difference between the two results is statistically significant.

This provides some evidence to suggest the overall improvements in the results from 2021 to 2023 could be linked to the Games.

### Participation in the community

In terms of participation in the community, 38% of residents surveyed one year post-Games reported that the Games had a positive effect on how much they engage with their local community.<sup>198</sup> The results across all Birmingham respondents were lower than for residents from Perry Barr<sup>199</sup> (56%) and respondents from ethnic minority groups<sup>200</sup> (48%), but higher than respondents with disabilities<sup>201</sup> (28%). These differences are statistically significant.

Evidence was also obtained in relation to community participation through the stakeholder interviews/ focus groups conducted:

- One community group stakeholder reported that Games and community funding enabled people to come together in different ways and created a system for people to keep coming back together. The stakeholder reported that thanks to the Games funding and activities, different groups were able to network with each other, creating new opportunities for people to come together.
- Community group stakeholders reported that the CCICP-led activities played a significant role in the extent to which communities that were the most affected by the pandemic (in terms of isolation) were able to re-engage in the community. Two stakeholders commented that this was the case for those that were shielding for a long period of time, including people in care homes, who saw the CCICP led activities as safe and comfortable environments to go out again and engage with their community.
- Another community stakeholder reported that the Games were a catalyst for people with disabilities to participate in volunteering opportunities and engage with the community.
- As reported in Section 2.3.2, a number of community stakeholders reported that there was a missed opportunity of taking advantage of the enthusiasm and number of Games volunteers to engage them in other non-Games-related activities immediately post-Games. Stakeholders reported that organisations wanted to support volunteers and get them involved in other activities, but delays to the set-up of the volunteering platform meant “*lost momentum, and lost opportunity*”.

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<sup>193</sup> Sample size: 490

<sup>194</sup> Sample size: 491

<sup>195</sup> Sample size: 495

<sup>196</sup> Sample size: 493

<sup>197</sup> Sample size: 446

<sup>198</sup> Sample size: 453

<sup>199</sup> Sample size: 45

<sup>200</sup> Sample size: 114

<sup>201</sup> Sample size: 113

## Civic pride

In addition to increasing levels of community cohesion, activities delivered as part of the *Bring People Together* Mission Pillar also aimed to increase civic pride in Birmingham and in the West Midlands.

Evidence from the Residents Survey does not show any statistically significant change in the levels of civic pride amongst residents surveyed pre-Games and post-Games, with 61% of respondents surveyed one year post-Games agreeing that they were proud to live in their city.<sup>202</sup> It should be noted, however, that previous research from other major events has suggested civic pride is typically impacted pre-Games, in anticipation of the event (for example, due to winning hosting rights and by local residents looking forward to attending).<sup>203</sup> This is then not expected to increase during event but rather be maintained, or even drop off, and may explain the lack of statistically significant change between pre-Games and post-Games findings.

Indeed, evidence from the immediate post-Games B2022 Festival Survey, and the one year post-Games Volunteers and Residents Survey shows that the majority of respondents to the three surveys agreed that the Games had a positive impact on how proud they feel about their local area. Specifically:

- 86% of respondents to the B2022 Festival Survey agreed that the B2022 Festival made them feel proud of their local area;<sup>204</sup>
- 82% of volunteers surveyed said that the OC Volunteering Programme had a positive impact on how proud they are to live in their city;<sup>205</sup> and
- 64% of residents surveyed reported that the Games had a positive impact on how proud they are of where they live.<sup>206</sup>

This is supported by evidence gathered from stakeholders interviewed as part of the one year post-Games evaluation, which shows that the vast majority of stakeholders interviewed reported anecdotally a substantive impact on residents' civic pride:

- One local government stakeholder reported that “*the region has always struggled with a sense of identity*”, and that thanks to the Games there has been a sharp shift in civic pride, specifically in Birmingham and in the places that have hosted Games events.
- Another local government stakeholder reported that Birmingham was the main area benefiting from an increase in civic pride, and that even though the Games events were spread around the region, it was not seen as a regional event, but mainly a Birmingham event.
- A community stakeholder reported that “for the first time people saw the West Midlands as a village. They felt that Sandwell was a neighbour rather than not knowing anything about it. It was a similar feeling that people get when rooting for England in football”. The stakeholder also added that there was a surge of identity around Birmingham, and they witnessed (in social media, television and in public) pride to say where they were from – not embarrassment.
- The majority of stakeholders reported that ‘everything went well during the Games’ and that gave them a sense of achievement and pride that “Birmingham and the West Midlands delivered a great Games in time and under-budget”.
- The friendliness of volunteers was also mentioned by a community stakeholder and a local government stakeholder as one element that contributed to civic pride. According to the local government stakeholder, volunteers contributed significantly to making the city ‘*friendly and upbeat*’, and that they made the attendees feel ‘*special*’.

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<sup>202</sup> Sample size: 492

<sup>203</sup> Gibson, H. J., Walker, M., Thapa, B., Kaplanidou, K., Geldenhuys, S., & Coetzee, W. (2014). Psychic income and social capital among host nation residents: A pre-post analysis of the 2010 FIFA World Cup in South Africa. *Tourism Management*, 44, 113–122.

<sup>204</sup> Sample size: 739 < Audiences n < 2,759; 298 < Participants n < 657

<sup>205</sup> Sample size: 1,768

<sup>206</sup> Sample size: 464

- In term of legacy of the civic pride, the majority of stakeholders reported that the placement of the Bull in the New Street Station in Birmingham is a tangible demonstration of the civic pride that residents feel. A stakeholder reported that: *“people love the Bull, it marks the place. The Bull is the icon of the Games, and a reminder of how great it was and the great feedback received. This generates civic pride, and it will continue having an impact”*.

Together, this evidence indicates the Games had a positive impact on levels of community cohesion and civic pride among local communities, and these impacts were felt most strongly among programme participants.

## 2.3.5 Cultural engagement

### 2.3.5.1 Activities and outputs delivered relating to cultural engagement

Contributing to the *Bring People Together* Mission Pillar the Games aimed to inspire lasting change in the arts and cultural sector by increasing the proportion of the local and regional population who regularly engage with and participate in sector-related activities. An ambitious and well-developed cultural programme was part of the vision for the success of the Games and its cultural legacy,<sup>207</sup> and followed on from previous major sporting events that ‘showed when sport and culture come together, they achieve more than the sum of their parts’.<sup>208</sup>

The principal activities designed to meet this objective of the Games included the **Culture, Ceremonies and Queen’s Baton Relay Programme**, and **B2022 Festival**.

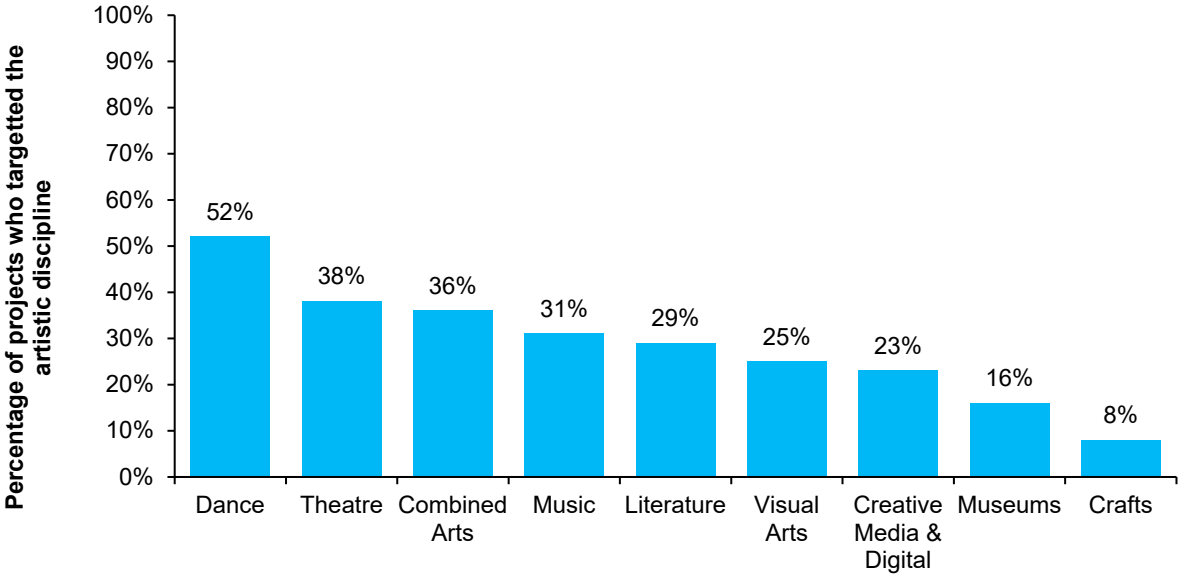
A total of 165 projects were delivered across the West Midlands as part of the B2022 Festival programme which included delivery of 11,506 separate activities, including individual theatre performances and co-creation workshops. The range of artistic disciplines covered by Festival projects is outlined in Figure 12 below.

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<sup>207</sup> Birmingham 2022 (2022), 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-d25043dccc8/Birmingham-2022\\_Our\\_Legacy.pdf](https://resources.cwg-qbr.pulselive.com/qbr-commonwealth-games/document/2022/07/12/a37f0633-361d-49b1-9cca-d25043dccc8/Birmingham-2022_Our_Legacy.pdf)

<sup>208</sup> Birmingham 2022 (2022), A Cultural Programme for the Games. See: <https://resources.cwg-qbr.pulselive.com/qbr-commonwealth-games/document/2022/02/17/b1187463-15ec-4a9f-a916-a5ad35d4c60e/A-Cultural-Programme-for-the-Games.pdf>

**Figure 12: Breakdown of B2022 Festival Programme project artistic disciplines**



Source: B2022 Cultural Festival pre-activity reporting survey (multi-code response)

There were:

- nine B2022 Festival Sites in Birmingham for audiences to come together during the two weeks of the Games to enjoy sport broadcasts and wider entertainment (as well as a further nine across the region and one at the Queen Elizabeth Olympic Park in London);
- 104 Creative City Grant projects (a £2 million scheme funded by BCC to deliver a variety of presentation and activity types to community groups); and
- 56 commissioned projects in a variety of formats from large scale public realm activations to mass participatory activities and performing arts.

In the six-months between March and September 2022, the B2022 Festival was attended by an audience of approximately 2.5 million, with 267,000 of these attending digitally; and almost 42,000 participants actively engaged with projects (for example through the Creative City Grants programme and Direct Commissioning work). In addition, across the Festival programme, 4,954 people were employed in its delivery, including 3,647 artists (78% of whom were local to Birmingham and the West Midlands). To deliver the Festival there were a total of 993 delivery partner organisations, 478 of whom were paid partners, (73% of the paid partners were from Birmingham and the West Midlands).<sup>209</sup>

The Birmingham Festival 23 was also staged to mark the one year anniversary of the Games.<sup>210</sup> Analysis of this is out of the scope for this evaluation and report. However, cultural stakeholders engaged as part of the Games evaluation noted how this event helped to enhance the legacy of B2022 by reminding Birmingham residents and local stakeholders of the success of the Games and providing an opportunity to continue to develop the sector and put a spotlight on the diversity and talent of local artists.

**2.3.5.2 Outcomes generated relating to cultural engagement**

The key outcomes that the cultural engagement activities, in particular the B2022 Festival, aimed to deliver were growing engagement with, and diversifying the profile of audiences for, arts and heritage in

<sup>209</sup> Birmingham Festival 22 Impact Report. See: <https://www.birmingham2022.com/festival/evaluations>  
<sup>210</sup> Birmingham Festival 23, <https://www.birminghamfestival23.co.uk/> (accessed on 06/11/23)

Birmingham and the West Midlands, and strengthening the resilience of the cultural sector throughout the West Midlands.

To analyse whether these outcomes were delivered in the period up to one year post-Games, the primary source of information used for analysis was provided by the B2022 Cultural Programme Evaluation team, including data from the 623 surveys capturing over 8,100 responses from projects across the Festival.<sup>211</sup> In addition, evidence was obtained through the Residents Survey, DCMS' Participation Survey,<sup>212</sup> and from focus groups with key Games cultural sector stakeholders.

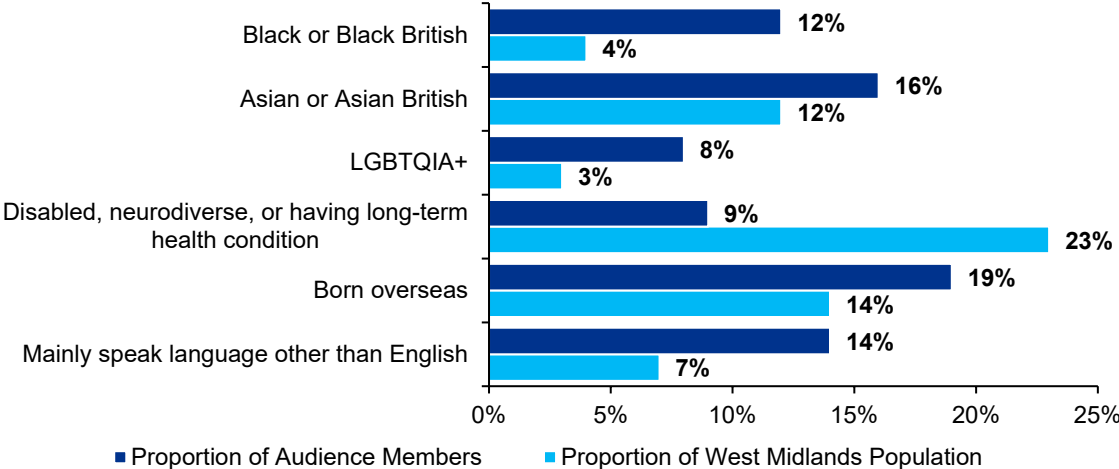
The findings are detailed below.<sup>213</sup>

**2.3.5.2.1 Profile and growth of cultural audiences**

The intercept interviews<sup>214</sup> conducted with over 2,000 Festival audience members provides evidence of how the Games and B2022 Festival helped deliver against the outcome of growing participation in, and diversifying the profile of audiences for, arts and heritage in Birmingham and the West Midlands. These interviews formed part of the B2022 Festival's evaluation, and although based on a sample of survey respondents, provide insight into, and an indication of, the demographic profile of the audience.

Figure 13 shows the profile of attendees based on a number of demographic groupings and the equivalent figures for the West Midlands population. It shows that against a number of categories the proportion of audience members was higher than amongst the underlying population of the region, although not for all, most notably amongst those individuals who are disabled, neurodiverse or have a long-term health condition.

**Figure 13: Demographic profile of B2022 Festival audience members, compared to the West Midlands baseline**



Source: B2022 Festival Evaluation Impact Report, Audience Intercept Interviews, ONS<sup>215</sup>, and DWP<sup>216</sup>.  
 Sample size: Ethnic group categories (2,178), LGBTQIA+, disability, overseas and language categories (2,183)

<sup>211</sup> Birmingham Festival 22 Impact Report. See: <https://www.birmingham2022.com/festival/evaluations>  
<sup>212</sup> DCMS (2021), Participation Survey Guidance, <https://www.gov.uk/guidance/participation-survey> (accessed on 07/11/23)  
<sup>213</sup> Note, A separate series of nine independent reports created by the B2022 Festival evaluation team were published in 2023 and evaluated the success and impact of the B2022 Festival, which included insights and learnings on individual projects and initiatives. Our secondary analysis draws out some of the key findings from this work, however for more information and for the full findings and methodology of the Festival evaluation please visit <https://www.birmingham2022.com/festival/evaluations>.  
<sup>214</sup> A market research technique designed to collect live feedback from respondents during or after the experience/ an event happening.  
<sup>215</sup> Office for National Statistics (2019), Experimental Statistics: Population estimates by ethnic group, England and Wales; Office for National Statistics (2021), 2021 Census, Population estimates of West Midlands region by gender identity and sexual orientation; Office for National Statistics (2021), Population of the UK by country of birth and nationality; Office for National Statistics (2021), 2011 Census: Main language.  
<sup>216</sup> Department for Work & Pensions (2021), Family Resources Survey 2019/20.



However, in relation to disability in particular, data<sup>217</sup> on the characteristics of audiences of National Portfolio Organisations<sup>218</sup> shows that 7% of these audiences identified as disabled, compared to 18% of the population of England and Wales<sup>219</sup>, suggesting more systematic under engagement by these audiences. This suggests that while individuals with disabilities were under-represented among B2022 Festival attendees, this may be typical of wider under-engagement with the arts among those with disabilities. Specific efforts were made to include representation from disabled people through creating tailored projects. For example, the 'Cog in the Wheel' project,<sup>220</sup> which engaged a higher level of participant respondents identifying as disabled, neurodiverse, or living with a long-term health condition that the festival average (18% in comparison to 12% respectively).

In addition, 25% of audience members attended the Festival with children aged under 14 years; and 28% came from the 'Financially Stretched' and 17%<sup>221</sup> from the 'Urban Adversity' geo-demographic Acorn classification profiles (a segmentation tool which categorises the UK's population into demographic types)<sup>222</sup> - suggesting the B2022 Festival was successful in reaching residents on a lower income and from more deprived areas.

The audience intercept interview survey also finds that the B2022 Festival audiences had similar levels of past engagement with the arts and cultural sector as West Midlands residents, with a greater proportion having high historical engagement.<sup>223</sup> Figure 14 below indicates that nearly one quarter (23%) of the Festival audience came from traditionally low art-engagement areas (in comparison to a 25% West Midlands baseline),<sup>224</sup> but that 31% came from high engagement areas (compared to the West Midlands baseline of 15%). 7% of B2022 Festival audiences surveyed reported they had not engaged with any art activities in the year prior to attending the B2022 Festival (during 2021), in comparison to the 12% baseline for the West Midlands population.<sup>225</sup>

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<sup>217</sup> Arts Council England. Equality, Diversity, and Inclusion Data Report 2020-2021.

<sup>218</sup> [The data: 2018-22 | Arts Council England](#)

<sup>219</sup> ONS. 2023. '[Disability, England and Wales: Census 2021](#)'.

<sup>220</sup> A co-created live performance between Billy Read (Deaf choreographer), a team of d/Deaf and hearing professional dancers and a deaf community cast, performed across five locations in Birmingham between 21 May to 8 July 2022. See the Birmingham 2022 Festival Impact Report for more information.

<sup>221</sup> Sample size: 1,269

<sup>222</sup> HM Land Registry (2020), Acorn Consumer Classification (CACI). See: <https://www.gov.uk/government/statistics/quality-assurance-of-administrative-data-in-the-uk-house-price-index/acorn-consumer-classification-caci>

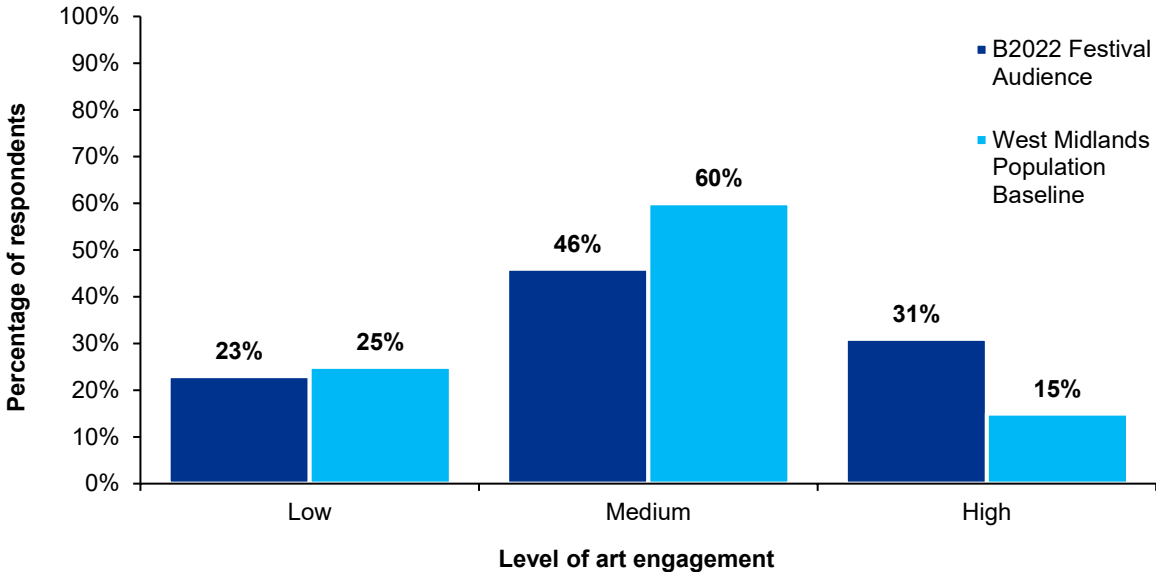
<sup>223</sup> The B2022 Festival evaluation team created an 'Expected Cultural Engagement Profile' to assess the levels of cultural engagement from their audience survey respondents in comparison to that seen by the overall West Midlands Population. As outlined in their Birmingham 2022 Festival Impact Report, the team used a 'place profiler' approach to determine the expected arts engagement profile (low, medium, or high expected engagement with arts activities), for each Middle Layer Super Output Area (MSOA). This was then associated with each respondents' respective MSOA, as determined by the postcode provided as part of survey responses; and extrapolated to show the picture across all B2022 Festival audience members, i.e. what percentage of respondents came from MSOAs with low, medium and high expected cultural engagement classifications. Broadly speaking, respondents from a high expected cultural engagement MSOA are more likely to engage with arts activities compared to those from a low engagement MSOA. See: <https://www.birmingham2022.com/festival/evaluations>

<sup>224</sup> West Midlands baseline source: Indigo-Ltd/Baker Richards (2021), Identity-Confidence-Connection (Place Profiler)

<sup>225</sup> DCMS (2022), Participation Survey, April-June 2022.



**Figure 14: Percentage of B2022 Festival audience respondents by art engagement levels, compared to West Midlands baseline**



Source: B2022 Festival Evaluation Impact Report, Audience Intercept Interviews

Anecdotal evidence obtained through focus groups with cultural sector stakeholders who were ‘on the ground’ during Games-delivery supports the findings from the intercept interviews. Stakeholders generally commented that the Games and B2022 Festival did well to achieve a diverse mix of both audience and participation groups. They also mentioned the difficulties in being able to measure and compare the diversity achieved within audience members, given a lack of comparative studies from other cultural festivals and the cost of appropriate audience measurement techniques.

The above evidence indicates the B2022 Festival and the supporting programmes delivered some positive short-term benefits through the diverse audience members and workforce involved. In some cases the representation of priority groups was similar, if not higher than, the averages for the West Midlands population, showing the benefits of linking a major sporting event with cultural and art activities.

**2.3.5.2.2 Engagement with cultural and arts activities**

Findings from the Residents Survey allow for an assessment of the impact of the Games and Games-related events on levels of engagement with cultural and art activities in the wider population. The Residents Survey specifically provides the following findings (as shown in Figure 15):

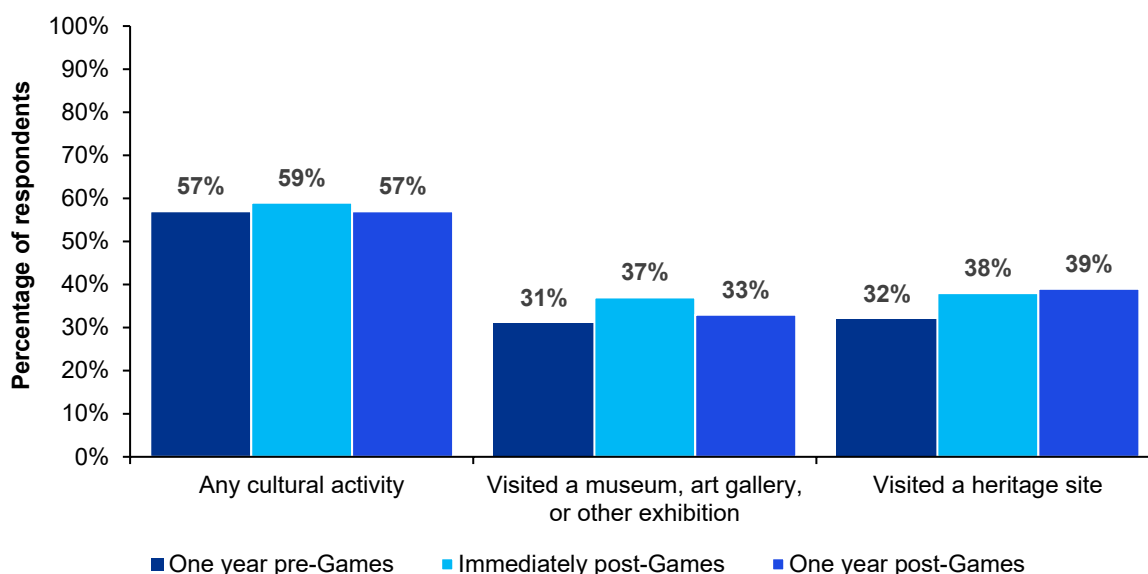
- 57% of residents surveyed one year post-Games reported having attended/ participated in a cultural activity<sup>226</sup> at least once in the 12 months before the survey was undertaken.<sup>227</sup> There is not a statistically significant difference in the share of respondents reporting to have attended/ participated in a cultural activity in the 12 months before the one year pre-Games survey compared to the immediately post-Game survey.

<sup>226</sup> This includes: Visited a museum, art gallery or other exhibition; Visited a heritage site (e.g. historic monument, park, building, town or city); Visited a community arts or creative space; Attended a live performance (e.g. a music concert, festival, theatrical performance, spoken word or dance); Took part in a rehearsal or was a performer in a live performance (e.g. drama, music, spoken word or dance); Participated in music, drama, dance, spoken word or other performance art as part of an organised group; Attended or competed in a live sports event; Been a member of a sports or recreation club; Participated in another form of artistic or creative activity as part of any organised group; Other type of creative activity in a non-organised setting like at home (e.g. crafts, creative writing, painting or drawing, singing, playing music or DJ’ing, dancing).

<sup>227</sup> Sample size: 504

- There was a statistically significant increase in the percentage of residents surveyed who reported visiting heritage sites in the 12-months prior to taking part in the survey. This increased by seven percentage points from 32% of residents surveyed one year pre-Games to 39% one year post-Games.<sup>228</sup>
- A statistically significant increase of six percentage points relative to the pre-Games baseline was seen in the Residents Survey immediately post-Games for respondents who reported visiting a museum, art gallery or exhibition in the previous year (31% one year pre-Games compared to 37% immediately post-Games), however this increase was not maintained one year post-Games (dropping to 33%, although differences from the one year pre-Games and immediately post-Games survey results were not statistically significant).<sup>229</sup>

**Figure 15: Year on year change in cultural activity participation**



Source: KPMG 2021, 2022, and 2023 residents survey

Sample size: One year pre-Games (500), immediate post-Games (500), one year post-Games (504)

As contextual information, DCMS' Participation Survey<sup>230</sup> during the same evaluation period indicates similar improvements in physical engagement with the heritage sector, but greater improvements in engagement in the arts sector across the broader West Midlands region and England in the year post-Games.<sup>231</sup>

- For the West Midlands, engagement with heritage sites increased by two percentage points between 2021/22 and 2022/23 (59% to 61%), and for England, rates increased by four percentage points (63% to 67%).<sup>232</sup>
- Similarly, for physical engagement with art activities, rates for West Midlands residents increased by four percentage points (84% to 88%), and England residents by two percentage points in the year post-Games (87% to 89%).<sup>233</sup>

<sup>228</sup> *Ibid.* (Sample size: Residents Survey 2021 (500) and 2022 (204).

<sup>229</sup> *Ibid.*

<sup>230</sup> DCMS (2023), Participation Survey, Annual Publication Data from April 2021 to March 2022, and April 2022 to March 2023.

See: <https://www.gov.uk/government/statistics/participation-survey-2022-23-annual-publication>

<sup>231</sup> Note the Participation Survey was introduced in October 2021 which therefore restricts the ability to make a comparison to one year pre-Games findings. Its predecessor was the Taking Part Survey, which finalised its fieldwork prior to the COVID-19 pandemic.

<sup>232</sup> Sample size: Participation Survey 2021/22 (32,987) and 2022/23 (33,034) respectively.

<sup>233</sup> Sample size: Participation Survey 2021/22 (33,311) and 2022/23 (33,231) respectively.

It is noted, however, that broader factors could be influencing levels of cultural activity within the Birmingham and West Midlands populations, beyond the impact of the Games. Therefore to assist in assessing the impact of the Games, respondents were also directly asked in the Resident Survey whether the Games positively impacted their level of participation in creative and cultural activities.

- 39% of respondents to the one year post-Games survey<sup>234</sup> reported that the Games had a positive impact on their participation, compared to 43% of respondents to the same question in the immediate post-Games Residents Survey.<sup>235</sup>
- Over half (52%) of respondents felt the Games had ‘little or no’ effect on how much they participate in cultural activities one year post-Games; while the remainder (9%) reported a negative impact of the Games.

The evidence set out above suggests the Games contributed to an immediate impact on local engagement with the heritage and arts sector among residents; but that the impact may be weakening one year on. Residents Survey results relating to the impact specifically of the Games provide evidence that this increase may in part have been driven by the Games, though the increase also observed at the national level over this period (from the Participation Survey) suggests that it may also have been influenced by broader national trends. Furthermore, it should also be noted that other factors and broader trends at the regional/local level could have also come into play and influenced cultural engagement levels in the West Midlands, such as Coventry being chosen as the UK City of Culture in 2021.<sup>236 237</sup>

### 2.3.5.2.3 Resilience of the cultural sector

A further objective of the Games was to strengthen the resilience of the cultural sector throughout the West Midlands, including by encouraging new relationships between lead organisations, freelancers, and artists; and enhancing their ongoing engagement with communities, venues and arts infrastructure.

Overall, the B2022 Festival saw 1,024 new partnerships generated for coordinating the delivery of Festival activities. Most commonly these were creative and community partnerships (83% and 77% respectively), with examples including partnerships between local project-lead organisations and artists, schools, venues, events, major institutions and authorities. When interviewed, as part of the B2022 Festival evaluation, 91% out of the 165 lead organisations in the Festival Programme said they established new partnerships and strategic relationships through their participation; and 100% intended to continue to develop and nurture these partnerships and/or relationships going forward.

Co-creation and inclusive practice were key focus points for the cultural programme, with the aim of having processes that directly involve the local communities to shape delivery of their cultural activities, and be inclusive of the skills and talents of under-represented groups. B2022 Festival evaluation monitoring data identified that 83% of projects directly involved residents from the local community in their planning and delivery, and 61% involved inclusive practices to shape the activities delivered and increase levels of relevance and engagement in both the short and long term.<sup>238</sup>

In addition, the B2022 Festival aimed to strengthen the sector by encouraging skill development, building workforce capacity and encouraging new employment:

- Of the project staff and freelancers surveyed as part of the Festival evaluation, over half (52%) of respondents said their B2022 Festival work represented ‘new employment’ for them,<sup>239</sup> and 70%

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<sup>234</sup> Sample size: 442

<sup>235</sup> Sample size: 457

<sup>236</sup> Coventry City Council (2023), UK City of Culture 2021. See: <https://www.coventry.gov.uk/coventry-first-choice-investment/uk-city-culture-2021>

<sup>237</sup> Note the higher levels of engagement rates seen for findings from the Participation Survey in comparison to the Residents Survey (e.g. 67% vs 39% heritage site engagement in 2023) may be down to disparities in the two survey data collection and response grouping methods, such as number of engagement response options to choose from.

<sup>238</sup> Sample size: 165.

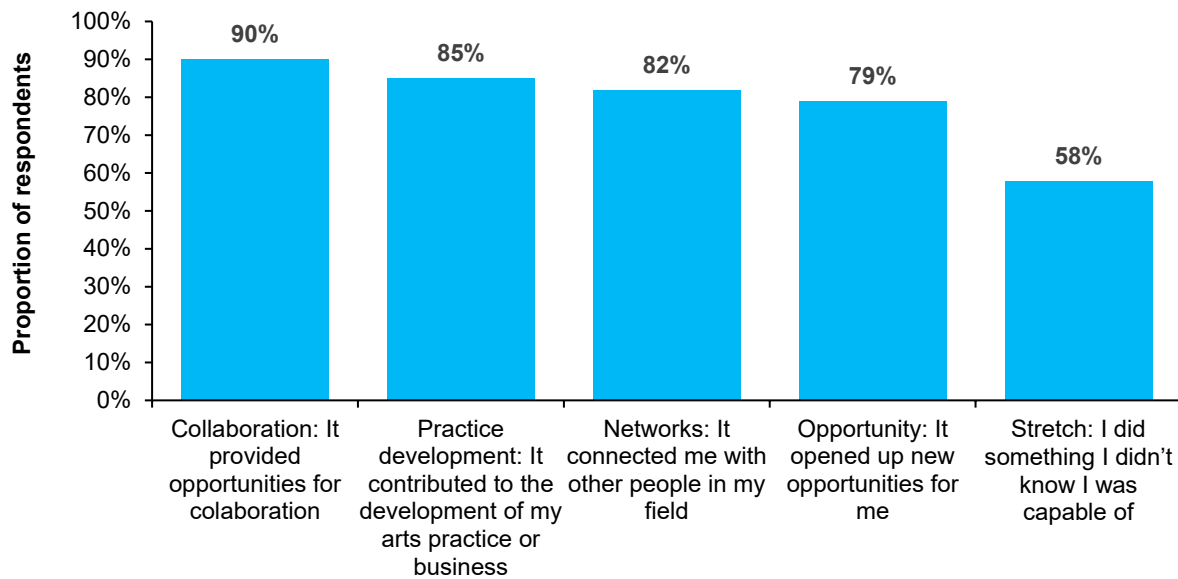
<sup>239</sup> Sample size: Freelancer (638 < n < 760) and project staff respondents (445 < n < 537).

agreed the Festival resulted in them obtaining, improving, and/or retaining the skills, knowledge, tools, equipment, and other resources needed to do their jobs competently.<sup>240</sup>

- The evaluation reveals specific areas of skills development, with the most frequently reported being collaboration and management skills (31%) followed by an improved proficiency in working with different people (24%).

As illustrated in Figure 16, when asked about their experience working on their B2022 Festival project, 82% agreed ‘it connected them to people in their field’, 85% agreed ‘it contributed to the development of their arts practice or business’, and 79% agreed ‘it opened new opportunities’.<sup>241</sup>

**Figure 16: Aggregate survey agreement scores for dimensions relating to staff experience of working on the B2022 Festival Project**



Source: B2022 Festival Evaluation Impact Report  
 Sample size: 1,037 < n < 1,155.

The positive impact of sector capacity building was collectively noted by local cultural stakeholders when interviewed as part of the one year post-Games evaluation. It was commented that due to the Games, there is a new vitality, profile and respect for the sector – staff and participants have developed skills, and more opportunities have opened up for local artists and businesses. For example, some organisations who supported the delivery of the B2022 Festival have now gained the confidence to apply to support other events, and work with larger organisations. Stakeholders reported that this is something they wouldn't have been able to do, or had the confidence to do, without the Games. In addition, the majority of stakeholders noted the positives bought about by the new partnerships, relationships, ways of working and sharing of practice that was established through the B2022 Festival. For example, one stakeholder spoke about the new connections with the University of Birmingham, another spoke about the bringing together of key sector leaders to address how they can support the sector, and a third stakeholder spoke about how the Arts Council application process can now be used as learnings for future applications.

Finally, engagement with stakeholders identified that ambition in the sector has been raised, but a challenge will now be sustaining the legacy impact and securing more funding opportunities to support this outside Games-related investment, especially considering current public sector financial difficulties of Birmingham City Council. Stakeholders commented how these insights underscore the need for clear

<sup>240</sup> Note, further breakdowns of survey responses were not available at the time of reporting.

<sup>241</sup> Sample size: 1,037 < n < 1,155.

financial strategies, investment and long-term planning to ensure the enduring success of such cultural integrations with major sporting events.

Findings also highlight the substantial level of investment that went into the cultural sector which provided opportunities for local artists and organisations to be more creative, raise the profile of the cultural offer of the region, upskill and enhance their workforce, and develop new partnerships and connections. This was not only achieved through the delivery of the B2022 Festival programme itself, but the large-scale strategic and sector development and coming together of sector leaders that supported this – something that it was considered by stakeholders would not have been possible without the encouragement of the Games. While the long-term impact of this partnership and workforce development cannot be assessed at one year post-Games, findings suggest they may help guide future efforts and develop new work in the sector going forward.

### 2.3.6 Conclusions for the Bring People Together Mission Pillar

The Games aimed to bring people together through providing a breadth of engagement opportunities for individuals from a range of backgrounds, with the aim of enhancing community cohesion and civic pride, and supporting the cultural sector in the West Midlands.

Overall, the evaluation finds that the Games engaged an estimated 6.9 million attendees, participants, volunteers and employees<sup>242</sup>, and participation data shows a large proportion were from Birmingham and the West Midlands. This reach was extended globally through engagement through TV broadcast, online and social media.

The Games and Legacy Programmes aimed to target and reflect the diversity of the West Midlands, which, based on available data, was largely achieved among Legacy Programme participants and OC employees. Some stakeholders noted that some communities felt more could have been done to fully engage and benefit all sub-groups of the population, though others felt that the Games overall did a good job at engaging communities.

In terms of specific opportunities for young people, the Games engaged at least 985,390 young people through the OC Volunteering Programme, Jobs and Skills Academy, Bring the Power and Gen22. Evaluation evidence finds that the majority of young people that participated in the OC Volunteering Programme and the Jobs and Skills Academy reported positive outcomes as a result of the programmes, including gaining new skills, and confidence. Evidence also shows that some participants have already benefited from new or enhanced employment which they self-reported was a result of the Games. In addition, among young volunteers and more broadly among young Birmingham residents surveyed, there is evidence of a positive impact of the Games on perceived opportunities for, and levels of engagement in, skills, employment or volunteering,

Surveys of local residents and OC volunteers provide evidence of the Games having positively impacted their feelings of community cohesion and civic pride particularly among programme participants, with the majority of respondents reporting impacts of the Games in these areas.

Stakeholders interviewed as part of the evaluation also anecdotally reported notable impacts on civic pride among the local population. Such impacts were not, however, reflected in comparison of pre- and post-Games Residents Survey results, which shows no statistically significant change in indicators of community cohesion and civic pride at the Birmingham population level.

In relation to creative and cultural participation, the evaluation finds that the B2022 Festival and supporting Cultural Programme brought together an audience and workforce from a range of backgrounds<sup>243</sup> and provided a number of opportunities for creative and cultural participation. Whilst evidence of impacts of the Games on overall levels of cultural engagement within the Birmingham and

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<sup>242</sup> There reflect the number of 'engagements' and do not necessarily reflect unique individuals engaged.

<sup>243</sup> This was based on a number of demographic groupings including: ethnicity; disability; main language spoken; sexual orientation; and whether individual was born overseas.

West Midlands populations were limited in the data available at one year post-Games, through delivery of the Festival a substantial level of investment went into the cultural sector. Survey evidence and monitoring data provide evidence that 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.

In terms of lessons for future events, in relation to the observation made by stakeholders that some groups did not feel included in the Games, it was suggested in the stakeholder interviews that community engagement could have been improved through earlier engagement with communities and more targeted communication through community channels.

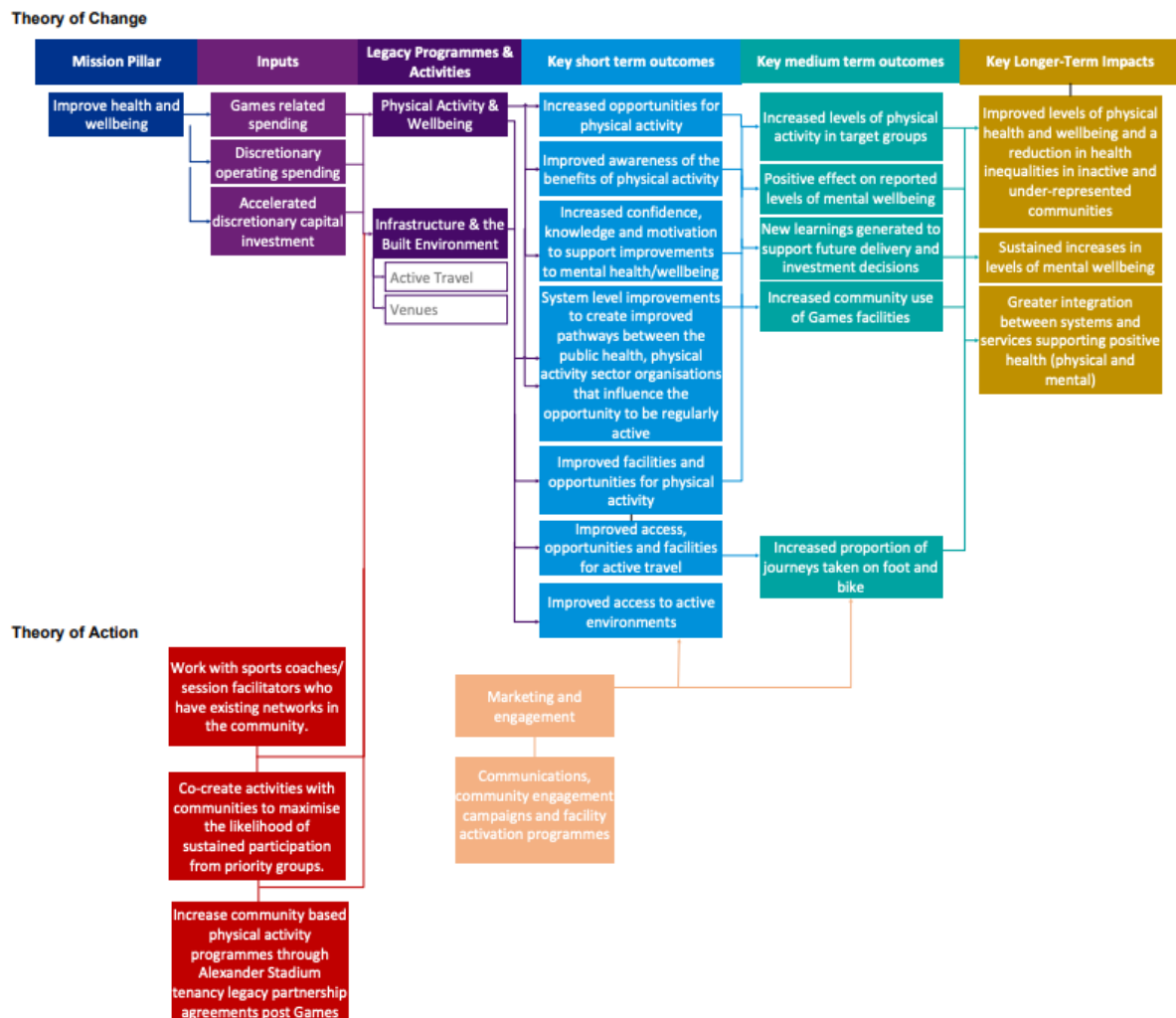
# 3 Improve Health and Wellbeing

## 3.1 Overview of 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. Two key Legacy Programmes directly contributed to the intended outcomes and impacts of the Mission Pillar, specifically Physical Activity and Wellbeing; and Infrastructure and the Built Environment.<sup>244</sup>

As detailed in Figure 17 below, the *Improve Health and Wellbeing* Mission Pillar expected to have long-term impacts on people’s levels of physical activity and wellbeing; including through reducing inequalities in inactive and under-represented communities, encouraging sustained improvements in mental wellbeing, and through creating greater integration between the systems and services that support physical health.

Figure 17: Improve Health and Wellbeing Mission Pillar theory of change



<sup>244</sup> 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](https://resources.cwg-qbr.pulselive.com/qbr-commonwealth-games/document/2022/07/12/a37f0633-361d-49b1-9cca-d25043dcccff8/Birmingham-2022_Our_Legacy.pdf)



Specifically, through a series of targeted programmes aimed at reducing physical inactivity in priority groups, efforts were made to increase both the opportunities available for people to engage with physical activity, and people's awareness of the benefits of being physically active.

In addition, targeted programmes aimed to lead to positive impacts on reported levels of mental health and wellbeing for participants, through highlighting its importance, and improving people's confidence, knowledge and motivation to support any longer-term improvements.

In addition to supporting behaviour change at the individual level, the programmes of work aimed to create greater integration between the systems and services that support positive health and people's opportunities to be active, by creating improved connections, pathways and system-level improvements between the public health and physical activity sectors.

Through the Infrastructure and Built Environment Programme, the Games aimed to deliver direct benefits to not only athletes, but also to the local community, by providing improved quality, access and opportunity of facilities that support physical activity, sport, and active travel engagement in the long term. This included through investment in the legacy of Games venues, e.g. Sandwell Aquatics Centre, the Alexander Stadium, and Cannock Chase, to support an increase in community participation levels post-Games; and through investment in infrastructure and programmes that aimed to increase the proportion of journeys taken by bike or on foot.

The activities and evidence set out in the section below details the extent to which these programmes have contributed to achieve the outcomes and impacts outlined in the *Improve Health and Wellbeing* theory of change.

## 3.2 Headline findings of the Improve Health and Wellbeing Mission Pillar: Impact up to one year post-Games

Summarised below are the headline evaluation findings relating to the *Improve Health and Wellbeing* Mission Pillar. The detailed findings are set out in Section 3.3.

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.<sup>245</sup>

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;<sup>246</sup> over 2,450 schools engaging with Games-related Daily Mile resources;<sup>247</sup> and 16,000 pieces of used Games equipment

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<sup>245</sup> Birmingham 2022 Commonwealth Games, Our Legacy (Summer 2022), See: [https://resources.cwg-gbr.pulselive.com/gbr-commonwealth-games/document/2022/07/12/a37f0633-361d-49b1-9cca-d25043dcccff8/Birmingham-2022\\_Our\\_Legacy.pdf](https://resources.cwg-gbr.pulselive.com/gbr-commonwealth-games/document/2022/07/12/a37f0633-361d-49b1-9cca-d25043dcccff8/Birmingham-2022_Our_Legacy.pdf)

<sup>246</sup> 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.

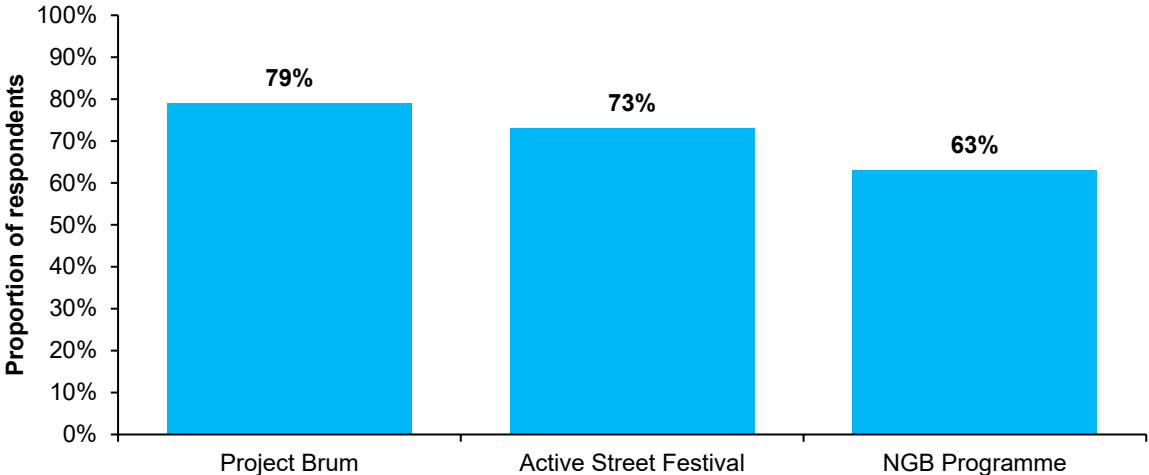
<sup>247</sup> An ongoing initiative run in primary schools that aims to increase the health and wellbeing of children through embedding 15-minutes of self-paced exercise into their physical activity offer.



provided free of charge to over 290 West Midlands organisations, to support the provision of inclusive and accessible sports, physical activity, and wellbeing activities.<sup>248</sup>

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 18 below:

**Figure 18: 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)<sup>249</sup>; 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 programme<sup>250</sup>, and an estimated 4,053 children moved from being ‘less active’ to ‘active’.<sup>251</sup>

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:<sup>252</sup>

- 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

<sup>248</sup> 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.  
<sup>249</sup> 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.  
<sup>250</sup> 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.  
<sup>251</sup> Out of a sample size of 1,011 (adult) and 536 (children aged under 18 years) matched pair pre- and post-programme survey respondents.  
<sup>252</sup> 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.

decline in walking and cycling activities,<sup>253</sup> 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’<sup>254</sup> across the Games Host Local Authorities. Projections suggest lasting positive impacts on community health and wellbeing. 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.<sup>255</sup> In addition, average monthly throughput across all leisure centres in the Games Host Local Authorities, as recorded on the platform,<sup>256</sup> 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.<sup>257</sup>

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,<sup>258</sup> 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 9 below:

**Table 9: 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.

<sup>253</sup> Department for Transport (2022), Walking and cycling statistics, England 2022.  
<sup>254</sup> Individuals that are projected to use a facility type, but are unable to do so due to supply constraints.  
<sup>255</sup> 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).  
<sup>256</sup> 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.  
<sup>257</sup> CIPFA, Nearest Neighbours Model (England). See: <https://www.cipfa.org/services/cipfastats/nearest-neighbour-model>  
<sup>258</sup> Over 1,900 Games-time volunteers and 1,550 construction workers were involved in DHSC’s training and support.

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 Commonwealth Active Communities (CAC)<sup>259</sup> and Club Together programmes.<sup>260</sup> The CAC Evaluation Team<sup>261</sup> 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.

### 3.3 Detailed findings: Impact up to one year post-Games

#### 3.3.1 Overview of the section

Through the analysis of available evidence this section will address the research question: *To what extent has the Games supported a reduction in physical inactivity and improved mental wellbeing, particularly within targeted communities?*

This section reports on the findings from the analysis of the impacts of the *Improve Health and Wellbeing* Mission Pillar, as follows:

- Section 3.3.2 reports the findings in relation to **physical activity and sports infrastructure**, and seeks to address the sub-research question:
  - *How has the Games supported a reduction in physical inactivity and an increase in physical activity, particularly amongst targeted and priority groups?*
  - *To what extent have the Games increased levels of walking and cycling?*
  - *To what extent have relevant sport facilities, including those prepared for hosting the Games, positively impacted the community through sports participation?*
- Section 3.3.3 reports the findings in relation to **mental wellbeing**, and seeks to address the sub-research question: *What has been the effect of Programmes which aim to support people to improve their mental wellbeing?*
- Section 3.3.4 reports the findings in relation to **local and regional systems change**, and seeks to address the sub-research question: *To what extent has the Games led to improvements in the local and regional systems supporting physical activity and wellbeing?*

<sup>259</sup> 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.

<sup>260</sup> 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.

<sup>261</sup> Led by academics at Coventry and Sheffield Hallam University.

### 3.3.2 Physical activity and sports infrastructure

This sub-section analyses the evidence from Games initiatives aimed at increasing physical activity levels. It examines their effects on the short-, medium-, and long-term outcomes outlined in the Mission Pillar's theory of change. Specifically, these initiatives aimed to broaden opportunities for physical activity participation, raise awareness of its benefits, and invest in sport facilities and infrastructure that supports active travel, cycling and walking, and community engagement in physical activity. This includes the use of Games venues in their legacy capacity.

#### 3.3.2.1 Levels of inactivity

##### Activities and outputs relating to physical inactivity

The Games Legacy Programmes were designed to implement a series of activities, community projects and campaigns, aimed at providing increased opportunities for physical activity among currently inactive populations. Two organisations were key in driving the funding allocation and delivery of this activity; Sport England and BCC. Both were supported by a range of other organisations, including a complementary mix of commissioned activities delivered by Games partners, notably Sport Birmingham, Active Black Country, The Active Wellbeing Society (TAWS), sporting NGBs, and other relevant West Midlands Active Partnerships and Local Authorities.

Data from the above-mentioned programmes and their relevant programme-level surveys, alongside data from the Birmingham Residents Survey, Sport England Adult Active Lives Surveys (ALS), and insights from focus group interviews with key Birmingham 2022 physical activity sector stakeholders, has been used to analyse the outputs, outcomes and impacts of these programmes up to one year post-Games. Conclusions regarding the impact of the activities delivered through the Games, and the outcomes measured, are categorised by short-, medium- and long-term, in accordance with the theory of change for the Mission Pillar and supporting research questions.<sup>262</sup>

Efforts to address physical inactivity were based on three foundational principles: financial support; place activation; and awareness-raising. Financial resources were allocated to areas with high rates of inactivity to enhance accessibility to sports facilities and opportunities, and place activation initiatives aimed to repurpose underutilised spaces into areas conducive to physical activity.

A series of activities were organised and delivered as part of the Games, with the objective of enhancing awareness of the benefits of being physically active and reducing inactivity levels. These activities showcased methods of engaging in physical activity in a manner that aimed to be enjoyable, cost-free, and accessible to all. Whilst this report does not detail every activity delivered, Box 1 summarises some of the programmes funded by Games-related investment.

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<sup>262</sup> DCMS (2021), Evaluation of the Birmingham 2022 Commonwealth Games: Pre-Games Evaluation Framework and Baseline Report. See: [https://assets.publishing.service.gov.uk/media/6193a8f1e90e070449d49cb9/Birmingham\\_2022\\_Pre-Games\\_Evaluation\\_Framework\\_and\\_Baseline\\_Report.pdf](https://assets.publishing.service.gov.uk/media/6193a8f1e90e070449d49cb9/Birmingham_2022_Pre-Games_Evaluation_Framework_and_Baseline_Report.pdf)

## Box 1: Activities delivered under the Physical Activity and Wellbeing Programme

Sport England invested into two major schemes – Places and Spaces (£3.5 million fund) and Commonwealth Active Communities (£3 million fund).<sup>263</sup> The **Places and Spaces** scheme was a specific match-funding initiative that aimed to assist community sport and physical activity groups in creating or improving facilities (places and spaces) in their local areas. **Commonwealth Active Communities (CAC)** was made available across Birmingham, Solihull, the Black Country, and Coventry. This scheme adopted a place-based approach, aiming to unite multiple partners in each locale to work in a more coordinated way, with the goal being to work systematically to tackle physical activity inequalities across the West Midlands.

Sport England also provided financial support through the **B2022 Small Grants Programmes**. Programmes that received funding focussed on increasing participation and tackling issues that contribute to inequalities leading to physical inactivity. Six active partnership organisations across the West Midlands contributed to the delivery of these programmes. Overall, 307 awards were made, with £563,020 invested in community organisations, and over 40,900 expected participants. The main beneficiaries were under-represented community groups including lower-socioeconomic groups (28% of all beneficiaries), women and girls as well as young people (both 18%). In addition, 51% of the projects were allocated to areas within IMD 1-3.

Sport England also allocated £6.5 million of funding to 22 Games-related **sport NGBs**. The funding aimed to amplify participation opportunities, particularly for under-represented groups, and tackle inequalities. A wide range of activities were delivered across 2022 and 2023 by NGBs to over 402,300 participants, with the delivery approach co-designed through workshops with each NGB, and delivery ongoing. Notably, 33% of these participants identified as belonging to ethnic minority groups, 80% fell within the 5-15 age bracket, 51% were from the most deprived areas (IMD 1-4), and 23% had a disability or long-term illness. The scope of activities included comprehensive training and onboarding of partners and personnel to streamline activity delivery, alongside the rollout of various sports programmes and events designed for diverse audiences. This was complemented by targeted marketing and digital content to engage under-represented groups and funding initiatives to help clubs enhance their offerings.

**Beat the Street** is an ongoing initiative that 'turns towns into giant games' and focuses on increasing physical activity in local communities.<sup>264</sup> Funding through Sport England allowed four six-week games to be delivered to over 40,100 participants in Commonwealth Games host areas, with efforts made to support priority groups, such as communities with high proportions of inactive populations and ethnic minorities. 89 primary schools in Dudley participated, with 25,534 players covering 100,169 miles. 63% of Dudley participants were aged under 30, 65% were women and girls, and 64% had a disability. In Shrewsbury, 20 primary schools were involved with 6,764 players. The Birmingham programme registered 3,519 players from 18 schools, with 40% of participants coming from ethnic minority groups. Finally, in Walsall, primary schools have involved 4,284 players to date, with 20% of registrations by individuals from ethnic minority groups.<sup>265</sup>

**Active Streets** was a Games-related initiative funded by BCC and facilitated by TAWS. The 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 ensure safety. In total, there were 70 Active Street festivals, involving over 10,400 participants, targeting areas with higher levels of deprivation and lower physical activity. Among participants 87% were from ethnic minority backgrounds, 61% were female, and 90% of Active Streets were in IMD areas 1 and 2. 35 community asset organisations, and over 50 'street leads' from the local community, also supported the initiative.

<sup>263</sup> Sport England (2021), *New funding to help secure Commonwealth Games legacy for West Midlands*.

See: <https://www.sportengland.org/news/new-funding-help-secure-commonwealth-games-legacy-west-midlands>

<sup>264</sup> Beat the Street. See: <https://www.beatthestreet.me/>

<sup>265</sup> All data as of September 2023.

Funded by Sport England, the **School Games** ran in 2022, with the National Finals taking place at Loughborough University. The Games consisted of Commonwealth Games-inspired events ranging from county-wide, large-participation events to smaller, targeted events for children and young people who need the most support to be active. 950 athletes competed in the 2022 National Finals over 4 days of competition, 58% of whom were female and 16% from ethnically diverse communities. In addition, 135 volunteers, 260 staff and 228 officials supported the delivery of events. For the local School Games, there was an average of 2924 opportunities offered/ schools engaged each quarter, with around 13% being activities delivered by schools in the West Midlands.

The **Community Games** programme was revived by BCC via Sport Birmingham and made free to access around the city during the Commonwealth Games. The events celebrated the arrival of the Games and encouraged local people to be physically active through fun, safe, family-focused activities and sports. The Community Games team collaborated with over 180 partner organisations, including 99 local sports clubs, 55 primary schools, 9 charities, and 6 venues to customise each event to its local area. In total, eight Community Games were held across Birmingham, attracting 8,179 participants, with 47% being aged under 11, and 44% over 18 years old.

The **Daily Mile** is 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.<sup>266</sup> As part of the Commonwealth Games legacy, additional investment of £100,000 was made by Sport England into the programme, which allowed for resources to be provided to schools to educate children about the Games, and motivate schools to do their Daily Mile; but also to help further integrate the programme into national policy and local investment. Children aimed to earn badges for each of the athletics/para-athletics disciplines at the Games. There were over 2,450 schools who engaged with the initiative and downloaded the free, online pre- and post-Games resources, with more than 840 new schools registering with the Daily Mile (11% of which were schools in the West Midlands).

Used **Commonwealth Games equipment** was provided free of charge/ donated to community organisations and charities as part of an agreement between the Games Organising Committee, DCMS, and Sport England. A total of 290 organisations across the West Midlands who provide inclusive and accessible sports, physical activity, and wellbeing activities, received the 16,000 items for distribution. Work primarily focused on supporting community groups and clubs most in need and addressing inequalities. 60% of awardee organisations were in IMD areas 1-3. Awardee organisation project leads estimated that there were over 13,700 participants who benefited from the equipment giveaway up to one year post-Games. 70% of these participants were children and young people, 65% women and girls, and 57% came from culturally diverse communities.

BCC's **City of Nature** Plan, approved in February 2022, is now recognised as Birmingham's national award-winning Green Infrastructure Strategy. £150,000 helped develop and pilot a City of Nature delivery model including the establishment of an alliance of existing organisations to help deliver activities on the ground in parks and green spaces, with a conscious effort to positively impact participants' health and wellbeing. The City of Nature Pilot project consisted of 50 micro-projects delivered across five targeted parks in Bordesley and Highgate, and allowed a range of alternative physical activity programmes to be delivered.

**Project Brum**, delivered via TAWS and funded by BCC, offered the opportunity for 44 individuals, aged 16-24 years, from Birmingham, to acquire work experience while collaborating with TAWS to orchestrate engaging physical activity initiatives and events such as Active Streets. Moreover, they had access to employability sessions and a tailored support program designed to foster their personal and professional growth.

Finally, a series of the volunteering assignments as part of the **Gen22 Programme** were connected to Physical Activity and Wellbeing.<sup>267</sup> Activities were led by Active Partnerships across the West Midlands, ongoing until January 2024, and included supporting the delivery of lifeguarding and sport coaching sessions, holiday camps, after school clubs, and supporting community events. Over 860 young people were recruited to undertake the volunteering assignments from February 2022 to September 2023, which amounted to over 14,800 hours of volunteering and social action.

<sup>266</sup> The Daily Mile. See: <https://thedailymile.co.uk/>

<sup>267</sup> Birmingham 2022, What is Gen22? See: <https://www.birmingham2022.com/gen22>



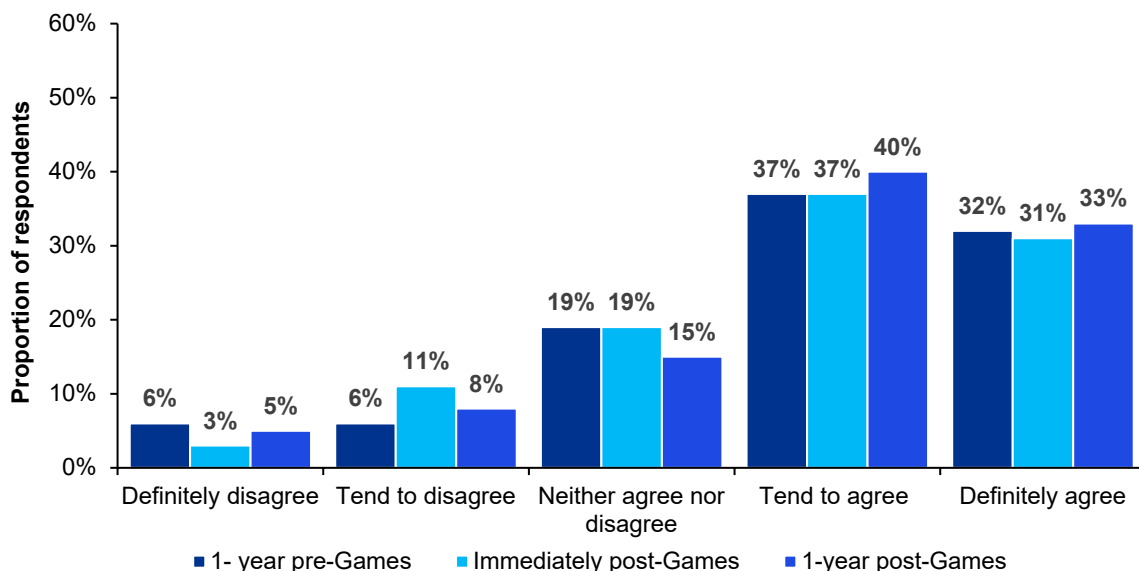
## Outcomes generated relating to physical inactivity

### Increased opportunities for physical activity and awareness of the benefits of physical activity

To support a reduction in physical inactivity and increase in physical activity levels, a series of targeted programmes aimed to increase the opportunities available to priority groups.<sup>268</sup> These programmes also aimed to increase people’s awareness of the benefits of being physically active and increase their confidence to get involved in activities. The expectation among Games partners was that a changed awareness of the benefits of, and increased opportunities for, physical activity in the short term, would help remove some of the barriers that prevent people getting active, and lead to improvements in activity levels in the longer-term.

The Residents Survey indicates a slight increase in the positive perceptions regarding opportunities to be physically active among respondents from pre-Games figures to post-Games. Specifically, 69% of Resident Survey respondents ‘tended to agree, or ‘definitely agreed’, that they felt they had the opportunity to be physically active one year pre-Games<sup>269</sup>, rising to 73% of respondents one year post-Games.<sup>270</sup>

**Figure 19: Percentage of survey respondents who feel they have the opportunity to be physically active**



Source: 2021, 2022 and 2023 Residents Survey

While the results of the Residents Survey indicating an increase in the opportunities to be physically active may be driven by a range of factors, including those beyond the Games, data from two other sources suggests that the Games played a role:

- A follow-up survey with project leads, conducted one year post-Games, reveals that 54% of the beneficiaries from Sport England’s Equipment Giveaway said the initiative had created opportunities for the local community to engage in physical activity; 40% reported that it helped the local community try new activities; and 37% said it helped them run more sessions.<sup>271</sup>

<sup>268</sup> Including those who are currently inactive and from under-represented communities.

<sup>269</sup> Out of a sample size of 493 respondents (2021 Residents Survey).

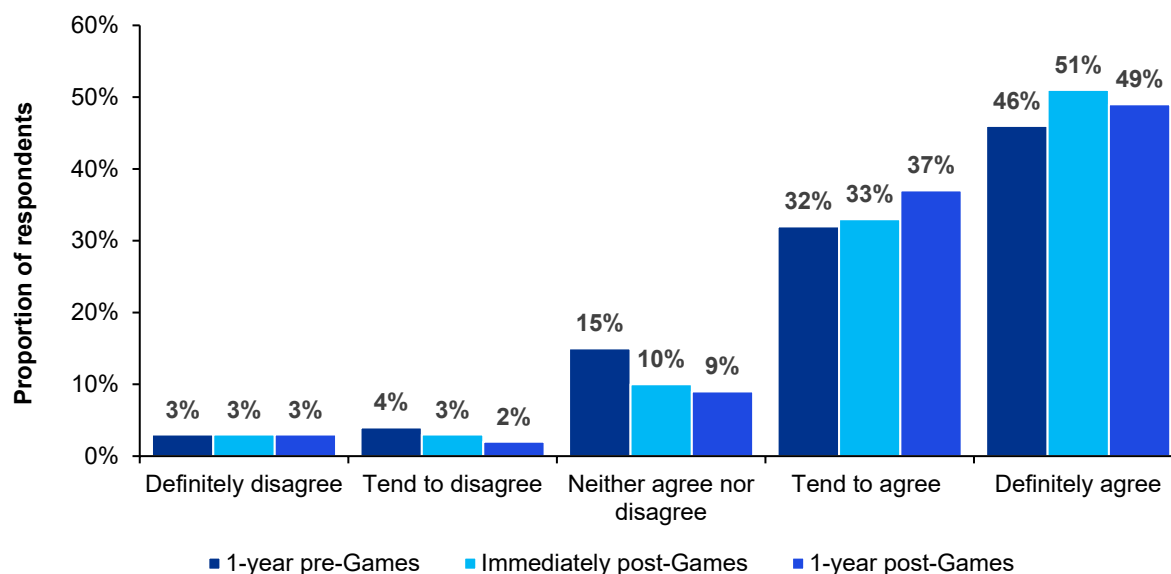
<sup>270</sup> Out of a sample size of 498 and 501 respondents for 2022 and 2023 Residents Surveys respectively.

<sup>271</sup> Out of a sample size of 151 respondents (multi-code response question).

— NGB Programme Surveys conducted in the one year post-Games finds that 76% of participants felt they had access to more opportunities to participate in sport and physical activity.<sup>272</sup>

In addition, the Residents Survey results indicate an uplift in awareness of the benefits and importance of being involved in physical activity. One year post-Games data shows a statistically significant eight percentage point increase in the number of respondents acknowledging the importance of physical activity for their wellbeing, compared to pre-Games figures (78% one year pre-Games versus 86% one year post-Games) – as presented in Figure 20 below.<sup>273</sup>

**Figure 20: Percentage of survey respondents who recognise the importance of physical activity for their wellbeing**



Source: 2021, 2022 and 2023 Residents Survey<sup>274</sup>

A similar trend is observed in people’s perception of the importance of physical activity for their health, with 87% of one year post-Games Residents Survey respondents agreeing its importance for their health, which was 10 percentage points higher than findings from the one year pre-Games survey (77%).<sup>275</sup>

This analysis of post-Games data indicates an improvement in the public’s perception of available physical activity opportunities in Birmingham, and a positive trend in public consciousness concerning physical health. There has been a noticeable but gradual increase in awareness of the health benefits of physical activity. However, the connection between increased awareness and actual participation (as outlined in the section below) is not clearly evidenced.

### Changes in levels of physical inactivity

It is widely recognised that physical inactivity is a precursor to chronic ill health, and tackling those who are the least active can provide the most benefits. Levels of activity vary by place, with high levels of inactivity being strongly associated with those from the most deprived, lower socio-economic groups.<sup>276</sup> The West Midlands area has particularly high levels of deprivation; with Birmingham ranked as the 7<sup>th</sup>

<sup>272</sup> Out of a sample size of 594 respondents from seven sports (archery, badminton, hockey, netball, rugby union, squash, wrestling).

<sup>273</sup> Out of a sample size of 496 and 501 respondents for 2021 and 2023 Residents Survey respectively.

<sup>274</sup> *Ibid.* (and out of a sample size of 497 respondents for the 2022 residents survey).

<sup>275</sup> Out of a sample size of 496 and 501 respondents for 2021 and 2023 Residents Survey respectively.

<sup>276</sup> Farrell, L., Hollingsworth, B., Propper, C., & Shields, M. A. (2014). The socioeconomic gradient in physical inactivity: evidence from one million adults in England. *Social science & medicine*, 123, 55-63.



most deprived out of England's 317 local authorities (2019 indices of deprivation), and Walsall, Wolverhampton and Sandwell also falling within the top 25 most deprived.<sup>277</sup>

While activity levels fell across most places during the COVID-19 pandemic, the impact was greatest on the most deprived areas (IMD 1-3).<sup>278</sup> Sport England's ALS 2022 data shows that the Games Host Local Authorities saw an average increase of 0.8 percentage points in the proportion of inactive adults, when comparing figures pre- to immediately post-Games (November 2021-22), and these figures still remain 1.9% lower than pre-pandemic levels (November 2018-19).<sup>279</sup> This recovery from COVID-19 reflects the average trend seen nationally in IMD areas 1-3 for the same time period (November 2021-22), which show adult activity levels remain 3.1% below pre-pandemic levels,<sup>280</sup> and suggests these areas had not fully recovered from the pandemic.

In addition, the Active Lives Children and Young People Survey shows no recorded change in the proportion of children classified as 'less active'<sup>281</sup> for Games Host Local Authorities. Games Host Local Authorities saw an average decrease of 0.3 percentage points in the proportion of less active children, when comparing figures from immediately post- to one year post-Games (academic year 2021-22 versus 2022-23).<sup>282</sup> While this change was in line with the direction of change seen among those going to school in the most deprived areas across England (IDACI groups 1-3<sup>283</sup>) which saw a 1.6% decrease, neither finding is statistically significant, and the proportions of less active children remain 1.6% and 0.9% higher than pre-pandemic (2018-19) levels (for Games Host Local Authorities and IDACI groups 1-3 respectively).

The evidence suggests that focusing efforts at the local community level, through targeted place-based working to create appropriate conditions and deliver physical activity initiatives to specific demographic groups, particularly to those most deprived areas, could be expected to make the biggest impact on inactivity levels. This was the objective of the Games, an ambition that was in line with the empirical evidence seen from other major events, whereby an overall population-level change in inactivity levels leading up to and immediately following the Games was not seen/achieved through hosting.<sup>284</sup>

While it is important to acknowledge the findings from the above data as they provide context for the change in physical inactivity levels across local populations around Games-time, establishing an impact on the wider local population was not a primary objective for the Games.

The outcomes and impacts of the local initiatives that were targeted by the Games-related investment are highlighted through the evidence reported by programme leads as part of evaluation monitoring. Findings from programme-level pre- and post- participation surveys are summarised below:<sup>285</sup>

- The Community Games post-programme survey shows that 77% of respondents felt empowered by their participation in the Games and intended to visit a sports club in the future.<sup>286</sup>

<sup>277</sup> West Midlands Combined Authority. Equality and Inclusion Scheme 2022-24. See:

<https://www.wmca.org.uk/documents/inclusive-communities/equity-and-inclusion-scheme/equity-and-inclusion-scheme-2022-24/social-inequality/#:~:text=area%2C%20ranking%20th%20out%20of,falling%20within%20the%20top%2025>.

<sup>278</sup> Sport England (2023). See: <https://www.sportengland.org/news/adults-activity-levels-england-bounce-back-pre-pandemic-levels>

<sup>279</sup> Sport England (2022), Active Lives Survey, November 2020 – November 2021 (achieved sample size of 177,273 respondents aged 16+) and November 2021 – November 2022 (achieved sample size of 177,551 respondents aged 16+).

<sup>280</sup> Sport England (2023). See: <https://www.sportengland.org/news/adults-activity-levels-england-bounce-back-pre-pandemic-levels>

<sup>281</sup> Defined as fewer than an average of 30 minutes a day

<sup>282</sup> Sport England (2023). Active Lives Children and Young People Survey, Academic Year 2022-23 report. Achieved sample size of 122,347 respondents aged 5-16 (school years 1-11). See: <https://www.sportengland.org/research-and-data/data/active-lives/active-lives-data-tables?section=children-and-young-people-surveys>

<sup>283</sup> Income Deprivation Affecting Children Index – a supplementary index to the Index of Multiple Deprivation (IMD), that measures the proportion of all children aged 0 to 15 living in income deprived families in different local areas. See:

[https://assets.publishing.service.gov.uk/media/5dfb3d7ce5274a3432700cf3/loD2019\\_FAQ\\_v4.pdf](https://assets.publishing.service.gov.uk/media/5dfb3d7ce5274a3432700cf3/loD2019_FAQ_v4.pdf)

<sup>284</sup> Weed, M., E. Coren, J. Fiore, I. Wellard, D. Chatziefstathiou, L. Mansfield, and S. Dowse. 2015. "The Olympic Games and Raising Sport Participation: A Systematic Review of Evidence and an Interrogation of Policy for a Demonstration Effect." *European Sport Management Quarterly* 15 (2): 195–226.

<sup>285</sup> Note, further breakdowns of responses were not provided through data collection and therefore available at the time of analysis.

<sup>286</sup> Out of a sample size of 546 respondents.

- According to the Active Streets post-programme survey, 73% of participants retrospectively reported an increase in their physical activity as a result of attending the programme Festival.<sup>287</sup>
- BCC's post-programme survey revealed that 79% of respondents participating in the Project Brum retrospectively stated their physical activity levels had increased as a result of participating in the programme.<sup>288</sup>
- Among the Sport England Equipment Giveaway beneficiaries, 98% of surveyed organisations confirmed the equipment provided had benefited their project participants and local clubs/ organisations when asked one year post-Games. Of these, when asked about specific benefits, respondents noted the equipment programme has helped the local community increase their activity levels (51%); enjoy activities more (49%); bring families and the local community together to be active (22% and 32% respectively); and improve the sporting performance of their club or organisation (27%).<sup>289</sup>
- 63% of NGB programme participants retrospectively reported higher levels of physical activity compared to before their involvement in the programme.<sup>290</sup>
- An estimated 582 of the total 20,494 registered adult Beat the Street programme participants (27%) moved from being 'inactive' before they engaged with the programme, to 'fairly active' or 'active' following their involvement.<sup>291</sup> Additionally, an estimated 4,053 children (under 18 years) moved from being 'less active' to 'active' following the six week Beat the Street games period.<sup>292</sup>

The evidence reported above outlines the enhanced physical activity opportunities and outcomes the Games facilitated, especially for priority demographic groups who were targeted through focused campaigns. Participation levels were supported by specific programmes and initiatives delivered as part of the Games, as shown through the survey evidence and anecdotally reported by local physical activity stakeholders, and will support the creation of a step-change to wider local population-level impacts in the long term.

Although it was not the primary objective of the Games, additional evidence from the Residents Survey allows changes in physical activity more generally among local residents to be assessed. This indicates a slight overall improvement in physical activity levels immediately post-Games but that this dropped off post-Games.

- When asked immediately after the Games about their levels of physical activity 'in comparison to this time last year', 31% of Birmingham residents said they 'do more' physical activity, 44% said they 'do the same amount', and 23% of respondents reported that they 'do less' physical activity.<sup>293</sup>
- When asked one year post-Games, the proportion of respondents reporting that they 'do' more, reduced to 23%, while the proportion reporting that they 'do the same amount' and 'do less' physical activity increased to 48%, and 27% respectively.<sup>294</sup>
- Immediately post-Games, the percentage of respondents who were members of a sports or recreation club was 22%, which dropped to 14% one year later.<sup>295</sup>

Considering the similar adult ALS trends, it might be explained that the Games itself was not effective in overturning the COVID-19 pandemic's impact on physical activity, however this was never the expectation.

<sup>287</sup> Out of a sample size of 104 respondents.

<sup>288</sup> Out of a sample size of 33 respondents.

<sup>289</sup> Out of a sample size of 151 respondents.

<sup>290</sup> Out of a sample size of 17,854 respondents from 10 sports (archery, athletics, badminton, boxing, hockey, netball, rugby union, squash, weightlifting, wrestling).

<sup>291</sup> Out of a sample size of 1,011 matched pair pre- and post-programme survey respondents.

<sup>292</sup> Out of a sample size of 536 matched pair pre- and post- programme survey respondents.

<sup>293</sup> Out of a sample size of 240 respondents.

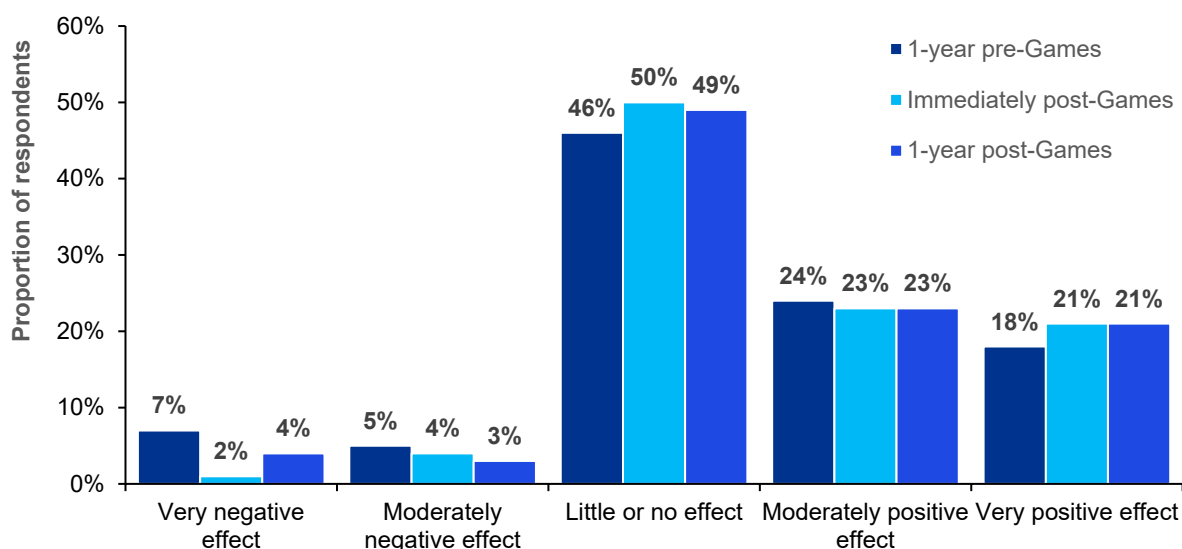
<sup>294</sup> *Ibid.*

<sup>295</sup> Out of a sample size of 502 respondents.

Further evidence from the Residents Survey provided evidence specifically on the perceived impact of the Games on physical activity levels among local residents, shown in Figure 21. Whilst some Birmingham residents reported little or no change, and/or little to no effect of the Games, almost half reported that the Games had increased their levels of physical activity after the Games and a similar proportion expected the Games to have a future beneficial improvement:

- Immediately post-Games, 44% of respondents reported the Games had positively impacted their levels of physical activity, a two percentage point increase from one year pre-Games. This increase was sustained one year-post Games (44%) (see Figure 21).<sup>296 297</sup>
- Those reporting that the Games had little to no effect, or a negative effect, on their levels of physical activity decreased slightly from 58% one year pre-Games, to 56% immediately post-Games and one year after.

**Figure 21: Percentage of respondents who report the Games has directly impacted their levels of physical activity**



Source: 2021, 2022 and 2023 Residents Survey<sup>298</sup>

In addition, in the one year post-Games Residents Survey, participants were asked about the Games' influence on their future physical activity levels. 45% of respondents believed that the Games would have a beneficial impact, 49% thought the Games would have minimal or no effect, and 6% anticipated a negative impact.<sup>299</sup>

Anecdotal evidence obtained through interviews with local and regional physical activity stakeholders to the Games echoed the positive short-term outcomes reported by community programmes on improving the physical activity levels of the participants who engaged. The majority of stakeholders spoke about the benefits of these programmes in engaging members in areas of greatest need, such as in the most-deprived wards and ethnic minority communities, who would not otherwise participate and who tend to be less active. Stakeholders emphasised that their primary goal and focus was to make an impact on the activity levels of the local community and those directly engaged in Games-related programmes. For example, the Coventry CAC programme's key strategy was underpinned by local people's needs in order to increase activity in their community. They used a whole city approach and worked with over 20

<sup>296</sup> Out of a sample size of 407 and 465 respondents for 2021, 2022 and 2023 Residents Surveys respectively.

<sup>297</sup> The remainder reported little to no effect, or a negative on their physical activity levels

<sup>298</sup> *Ibid.* (and out of a sample size of 468 respondents for the 2022 Residents Survey).

<sup>299</sup> Out of a sample size of 456 respondents (2023 Residents Survey).

different partners who were delivering initiatives with young people engaging with sport and physical activity across green spaces in the local area.

*“A good example would be the prospectuses we put out for both CACs and NGBs, and approach to B2022 small grants in terms of focus on inactive people and areas of deeper need which underpinned all the investment made through those approaches and built on learning from place work over recent years”.*<sup>300</sup>

A number of stakeholders participating in interviews/ focus groups also discussed how the Games can support medium and longer-term reductions in inactivity through removing some of the local barriers to participation – including opening up community spaces to bring people together to get involved; providing access to new equipment and exposure to new sports that they didn’t have previously; and educating members of the community on how to engage (for example, that they don’t need exercise clothing to be involved). In addition, stakeholders noted that the funding meant that providers were able to tailor services based on people’s needs, such as their physical and mental capacities, which helped get more people involved in activities that they wouldn’t have otherwise. Importantly, one stakeholder noted that impacts are being sustained at one year post-Games through the continued use of equipment and the ongoing delivery of physical activity sessions, including to youth groups, those with special educational needs and disabilities (SEND), and over 65-year-olds. Another stakeholder who was involved in the Beat the Street initiative, emphasised how the success of the programme didn’t purely come from behaviour change, but the fact the work generated a mass participation event in each area that catalysed efforts locally by bringing together partners, agencies schools, and members of the community.

When probed on some of the challenges in maximising impacts, stakeholders raised that the context in which the Games were delivered must be considered, such as the COVID-19 pandemic and the cost-of-living crisis. These factors impacted the length of programmes, potential reach of the work, and may also impact the ability of those programmes to result in sustained behaviour change. They also emphasised that 12-months post-Games is also ‘still early days’ to see a wider impact on activity levels.

It is important to consider that while the anecdotal evidence provides qualitative insight into the positive impacts of the Games and challenges experienced, it is important for this to be interpreted alongside the quantitative data in order to ascertain robustness of findings.

### 3.3.2.2 Increase in walking and cycling

#### Activity and outputs relating to cycling and walking

Cycling and walking were recognised as key activities within the Games Legacy Plan - acknowledged for their accessibility and potential as tools to address disparities in physical activity levels, along with their contribution to supporting wider Games-related sustainability goals. Using the Games as the catalyst, the Games Legacy Plan explicitly aimed to leverage the event to ‘encourage and support walking and cycling as modes of transport and for health and activity’, by introducing a series of initiatives/programmes that specifically targeted these activities and by improving local infrastructure.<sup>301</sup>

The primary organisations and activities that drove delivery against this objective over the course of the Games were Cannock Chase Forest and the Cycling for Everyone scheme, funded by TfWM, and described below. In addition, some of the CAC areas delivered their own walking and cycling initiatives through local parks and canal networks to promote outdoor based physical activity. A series of projects across Birmingham also worked to improve local infrastructure, including through highway improvements for pedestrians and cyclists in Perry Barr; and wider infrastructure and transport developments in and

<sup>300</sup> Taken from a consultation discussion with Games-related physical activity stakeholders, September 2023.

<sup>301</sup> Birmingham 2022 Commonwealth Games Legacy Plan, See: [https://resources.cwg-qbr.pulselive.com/qbr-commonwealth-games/document/2022/07/12/a37f0633-361d-49b1-9cca-d25043dcccff8/Birmingham-2022\\_Our\\_Legacy.pdf](https://resources.cwg-qbr.pulselive.com/qbr-commonwealth-games/document/2022/07/12/a37f0633-361d-49b1-9cca-d25043dcccff8/Birmingham-2022_Our_Legacy.pdf)

around the Sandwell Aquatics Centre, including the creation of a new segregated cycling route and introduction of pedestrian and cycle crossings.<sup>302</sup>

**Cycling for Everyone** was a £2 million scheme set up by TfWM, and funded by the Department for Transport (DfT),<sup>303</sup> that aimed to increase cycling frequency, particularly within the most deprived areas across the West Midlands. This initiative was a key component of TfWM's existing strategy to augment cycling and walking and enhancing public health. The programme delivered 192 sessions to over 3,450 participants during the period of the Games. Sessions varied in focus and the level of support offered, it included:

- adult and child cycle training, including ride leader and volunteer training;
- free West Midlands cycle hire for people on lower incomes;
- adapted cycle loans that support disabled people to cycle;
- community events; and
- workplace and school active travel challenges

**Cannock Chase** was selected as a host venue for the Games which acted as a catalyst to secure new funding to improve facilities and build new trails as part of 2021 Trail Improvement Project. This investment included:

- the creation of the new 'Perry's Trail' – a blue trail aimed at moderate level cyclists;
- the launch of the Pedal and Play Trail – a green-graded mountain bike adventure trail with play areas along the way, aimed at children aged 3-11 years;
- the introduction of additional trails and a new facility for bike washing; and
- the removal of old blue trail 'Sherbrook Trail', that was used for cycling and walking, in order to protect the Cannock Chase landscape and its ecological attributes.

These activities were supported by £1 million of funding and delivered in partnership with Sport England, British Cycling, Birmingham City Council, Staffordshire County Council, Cannock District Council and the OC.

One family provided a valuable insight into the new facilities from a visitor's perspective, highlighting Cannock Chase's potential to engage young children. The family commented on the quality and impact of the local facility, stating, *"We're privileged to have such a great facility on our doorstep. I'm confident that replicating the facility in other locations will have an immensely positive impact on children's interest in cycling, as well as the forest"*. They further noted that *"the layout, design and visibility across the trails allow families with more than one child to watch one in the play areas, while the other is going around the trails... and feel that both are perfectly safe"*.<sup>304</sup>

The Games-related investment at Cannock Chase also enabled for the venue to work with British Cycling and employ a Community Coach, who delivered new six week learn to ride programmes to three local primary schools who had high levels of inactivity or children who had limited experience of cycling. The 'Go Ride' programme ran for 18 months and consisted of skill coaching on site at schools, with final sessions taking place on the new Pedal and Play Trail at Cannock Chase. Using the facilities, riders

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<sup>302</sup> Sandwell Council (2023), Delivering our Commonwealth Games Legacy. See: <https://www.sandwell.gov.uk/downloads/file/295/sandwell-council-delivering-our-commonwealth-games-legacy-july-2023>

<sup>303</sup> West Midlands Combined Authority (2021). £2m Birmingham 2022 Commonwealth Games legacy funding to get more people cycling. See: <https://www.wmca.org.uk/news/2m-birmingham-2022-commonwealth-games-legacy-funding-to-get-more-people-cycling/>

<sup>304</sup> Anecdotal case study evidence provided by Forestry England in September 2023.

were able to learn mountain bike techniques which will enable them to progress to blue and red mountain bike trails. Over 100 children were involved, with 57% of the riders being female.

Finally, two days of School Games cycling took place at Cannock Chase, with both primary and secondary pupils taking part. Participants received coaching and had a taste of competition in a mini-Mountain Bike race. Then they took to the trails and practiced their skills on the new Pedal and Play trail, learning how to negotiate the features on the mountain bike trails at Cannock Chase.

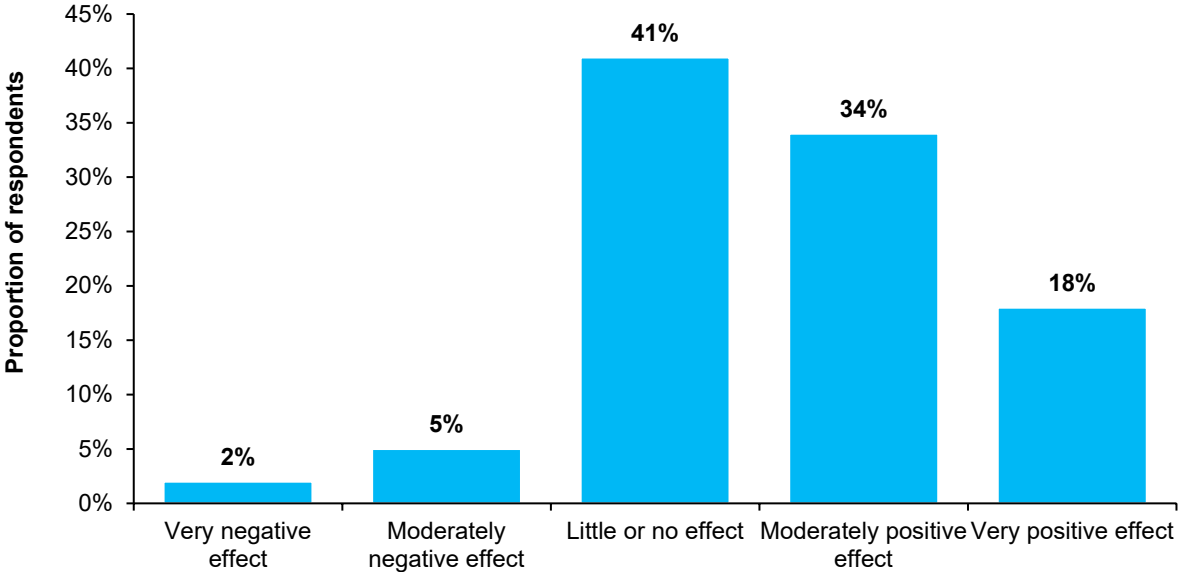
**Outcomes generated relating to cycling and walking**

**Improved infrastructure to support cycling and walking activities**

An objective of the Games was to remove barriers to engagement by improving the surrounding infrastructure and creating better environmental conditions that can support behaviour change, and ultimately an increase in local population levels of cycling, walking and active travel.

When asked one year post-Games about the impact of the Games on the quality of local infrastructure for walking and cycling, over half (52%) of respondents from the Residents Survey perceived a positive impact, 41% of respondents stated the Games had little or no impact, and 7% stated a negative effect. (see Figure 22). Demographic breakdowns revealed that respondents aged 31 to 50 years were more likely to report positive impacts on the infrastructure enhancements (62%). This difference is statistically significant.

**Figure 22: Percentage of respondents who report the Games has directly impacted the quality of local infrastructure to support walking and cycling**



Source: 2023 Residents Survey

**Increased proportion of journeys taken on foot and bike**

Data from Cannock Chase Forest (up to September 2023) revealed an increase in throughput on the trails that were introduced and developed for the Games and a sustained number of visitors and bikes hired at the facility:

- Since opening in 2022, there has been a quarterly average of 21,084 people using Perry’s Trail and 14,130 using Pedal and Play (measured based on throughput data from pedal counters). Perry’s Trail saw an increase of 52 percentage points when comparing the total throughout of Q2 2022 to Q2 2023 (17,399 vs 26,436).

- Pedal and Play witnessed a 13 percentage point increase when comparing the total throughout of Q2 2022 to Q2 2023 (17,967 vs 20,309).
- More than 11,000 bikes have been hired at Cannock Chase since the start of 2021 (up until Q2 2023), an average of 371 bikes hired each month.

Key delivery stakeholders from Cannock Chase interviewed as part of the evaluation reported a positive impact of the Games on the quality of the facilities and services they provide, and the resultant impact this has had on levels of cycling and walking uptake at the centre, particularly by children and young people (for example, by bringing new families learning to ride by using the park). They spoke about how the Games-related investment allowed opportunities to be provided to many who had not ridden at or visited Cannock Chase Forest before. Anecdotal evidence from stakeholder focus groups revealed that a consensus of riders who took part in the 'Go Ride' programme said they felt more confident to ride bikes after the sessions and come back to ride independently both off-road and back at Perry's Trail. In addition, stakeholders spoke about how the Community Coach worked to bring over 45 other events and 'mini races' to the site that weren't happening before and formed ongoing relationships with local schools to support the delivery of more events and programmes in the future.

TfWM's Cycling for Everyone end of programme survey also reveals positive impacts in a number of areas:

- There was a 17 percentage point increase in the proportion of respondents who cycled following their involvement in the programme (37% at baseline in comparison to 54% post-programme).<sup>305</sup>
- The proportion of those cycling for work purposes increased by 20 percentage points (39% to 59%) and for personal business increased by 24 percentage points (43% to 67%). However, cycling for educational purposes dropped by 17 percentage points (28% to 11%).<sup>306</sup>
- TfWM also completed a final one year post-programme survey over summer 2023. Although there was a low response rate (13 respondents), findings imply the positive impacts of the programme for those respondents have continued, with 12 of the 13 respondents reporting to have continued to cycle, with all 13 respondents cycling for work, education, and business purposes.<sup>307</sup>

The above data suggests the TfWM scheme increased cycling participation, including for work and personal business, and points to the effectiveness of targeted initiatives in promoting cycling as a mode of transport beyond leisure. However, a limitation of these findings was the low response rate for the programme follow-up surveys (see footnotes 264, 265 and 266), which reduces the statistical power of the findings, and it is not possible to conclude that the impacts reported by these respondents would apply to wider programme participants.

Analysis of the DfT statistics indicates the broader trend across England and the West Midlands shows a slight decline in overall levels of walking and cycling activities, which was expected given the heightened levels of cycling and walking as a consequence of the pandemic. The proportion of individuals walking at least once a week (any purpose) exhibited a 1.2 percentage point decrease (from 65.4% to 64.2%) in the West Midlands, and a lesser 0.6 percentage point decrease across England (from 69.7% to 69.1%) between 2021 to 2022.<sup>308</sup> Cycling somewhat mirrored this trend with a 0.9 percentage point decline in weekly participation (any purpose) in the West Midlands (from 6.9% to 6.0%), and a 0.2 percentage point increase in England for the same period (from 9.1% to 9.3%).<sup>309</sup>

It is important to note, for the purpose of this report we have assessed overall levels of walking and cycling activities (any purpose, once per week). There was a spike in the levels of cycling and walking 'for leisure purposes' as a consequence of the COVID-19 pandemic, which supported a shift towards increased overall levels of walking and cycling, whereas cycling and walking 'for travel purposes'

<sup>305</sup> Out of a survey sample size of 512 respondents at baseline, and 35 respondents programme follow-up.

<sup>306</sup> Out of a survey sample size of 765 respondents at baseline, and 27 respondents programme follow-up.

<sup>307</sup> Out of a survey sample size of 13 respondents

<sup>308</sup> Department for Transport (2022), Walking and cycling statistics, England 2022.

<sup>309</sup> Ibid.



decreased over this same period; highlighting the change in personal travel trends during the pandemic. Therefore, whilst for walking, overall figures (any purpose, once a week) remain 2% (England) and 1.7% (West Midlands) lower than pre-COVID (2019) levels (of 71.1% and 65.9% respectively), this is to be expected given the impact of the pandemic. Similarly for cycling, 2022 figures were 1.9% (England) and 2.5% (West Midlands) lower than 2019 figures (of 11.2% and 8.5% respectively).

Findings revealed that overall population levels of cycling and walking slightly declined over the Games-period at both the national, and to a greater degree the regional, level. However, this was likely influenced by the change in personal travel trends witnessed during the COVID-19 pandemic, which the Games programmes specifically aimed to address and support recovery from. In addition, a large proportion of the 2022 DfT findings related to the period pre-Games, with figures for 2023 not available at the time of reporting. It is therefore too soon to interpret what impact, if any, the Games had on population-level trends in levels of cycling and walking.

Therefore, while evidence is insufficient to assert a significant overall effect on the local population's levels of active travel behaviour (walking and cycling), a notable positive pattern is observed in areas and programmes that received direct investment – another focus of the Games. Cannock Chase and participants involved in the Cycling for Everyone programme reported an increase in activity, with evidence suggesting the Games played a role in this through stimulating the creation of new infrastructure. However, the lack of comprehensive data to clearly attribute changes in behaviours, such as increases in the use or hire of bicycles, updates in walking and cycling routines, and limited responses to programme follow-up, poses challenges in assessing the impact in the year following the Games. In addition, there is limited targeted data for priority groups, which makes it difficult to evaluate whether the strategic approach has effectively yielded increased participation in walking and cycling activities.

While it remains to be observed in the evidence currently available, there is potential for the work to catalyse positive outcomes in terms of engagement with active travel modes and associated health benefits in the West Midlands. The full scale of the Games' legacy, particularly concerning active travel, will only become clear with the passage of time, full completion of infrastructure improvements, and the emergence of more robust monitoring data sets.

### 3.3.2.3 Impact of sport facilities and infrastructure

#### Activities and outputs relating to sport facilities and infrastructure

In line with *'the Games for Everyone'* principle, a key aspiration of the Games was to create a lasting sporting legacy for all. This vision within the Legacy Plan sets out that the infrastructure developments spurred by the Games will help accelerate levelling-up plans for both the city and region'.<sup>310</sup> The Games-related investment has not only 'helped create a physical legacy but acted as a catalyst for additional and accelerated investment benefitting local people and communities for many years to come.'<sup>311</sup>

Central to achieving the intended legacy impacts are the two flagship Games venues: the Alexander Stadium and the Sandwell Aquatics Centre; the Aquatics Centre being a brand-new facility, and the Alexander Stadium having significant refurbishment as a result of Games investment.

Alongside these facilities, Sport England provided investment into a range of **capital projects** and facilities in and around Birmingham. This included: Cannock Chase Forest (discussed above); the introduction of a floodlight Multi-Use Games Area (MUGA) at Holford Drive Community Hub; provision of a modular clubhouse, groundworks and service connections for Birmingham BMX club; and facility improvements, including the upgrade of the existing floodlit full-size hockey Artificial Grass Pitch and running track, and provision of a new Throws Cage at Wyndley Leisure Centre. In addition, Wyndley

<sup>310</sup> 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](https://resources.cwg-qbr.pulselive.com/qbr-commonwealth-games/document/2022/07/12/a37f0633-361d-49b1-9cca-d25043dcccff8/Birmingham-2022_Our_Legacy.pdf)

<sup>311</sup> Ibid.



Leisure Centre funding helped to deliver a series of private track events, such as school sports days, athletics championships, and community use of facilities to over 75,500 participants.

The analysis presented further below aims to evaluate the impacts of the creation and enhancement of sports facilities on the local community as a consequence of Games-based investment. This includes an assessment of individuals' intentions to use these facilities, and the extent to which there are changes in sports and physical activity participation amongst the local community attributable to these developments. The key information sources that informed the analysis included early participation/ usage data from both central Games-venues; the Sandwell Aquatics Centre Launch Survey; Sport England's Moving Communities data; the Birmingham Residents Survey; and 4GLOBAL's supply and demand modelling calculations. While the Sandwell Aquatics Centre and Alexander Stadium are the main areas of focus for the analysis, all Games-related investment is considered in the analysis.

The **Alexander Stadium** underwent a major upgrade, with the improvements providing enhanced facilities for the local community and existing tenants to use for generations to come, and establishing a new teaching base for Birmingham City University. The refurbishment has transformed the venue into the 'largest facility of its kind in the UK', presenting Birmingham with a prime opportunity to reinforce its status as the 'national home of athletics'.<sup>312</sup>

The redevelopment includes the replacement of previously existing stands with a new west stand, the introduction of a state-of-the-art International Amateur Athletic Federation (IAAF) Category 1 track, and enhanced public amenities including parking, landscaping, and lighting. These developments have created a multi-use venue for sports, cultural, and music events, as well as improved conferencing facilities, and improved safety and accessibility, creating a multi-purpose community asset.<sup>313</sup>

The **Sandwell Aquatics Centre** was the only new, purpose-built venue for the Games. When the construction of Phase One of the facility in Smethwick was completed for the Games in 2022, it became the 13th Olympic-sized pool in the United Kingdom, and established a brand new, 'world-class' facility for elite and community swimming and diving in Sandwell.<sup>314</sup>

Following the Games events, a period of legacy construction work began to convert the Aquatics Centre from a competition venue into a world-class aquatics and leisure centre to serve the local community. Facilities at the centre include: an Olympic-sized 50m swimming pool; 25m diving pool and a dry diving centre; seats for up to 1,000 spectators; three activity studios; two four-court sports halls; 108-station gym and a 25-station ladies-only gym.<sup>315</sup> The venue opened to the public in July 2023, operated by Sandwell Leisure Trust (SLT), and will aim to create a lasting legacy for health and wellbeing in Sandwell and provide a community venue that improves access to aquatics sports for local residents for years to come.<sup>316</sup>

A focus group conducted as part of the one year post-Games evaluation with key sport-sector stakeholders involved in establishing a legacy for the Aquatics Centre, revealed that consulting the local community and understanding their needs was crucial in the design and development phase. The legacy group, partnering with locals, identified aquatic priorities and ensured the facility was designed to incorporate features such as: village-style changing spaces; facilities for disabled people; Poolpods for swimmers with mobility issues; and a dedicated community pool.

Some stakeholders reflected that SMBC and other partners underestimated the time it would take to turn the facility into its legacy form. Others noted that for those who do not have a background in Aquatics, a facility like the Sandwell Aquatics Centre could be an intimidating environment. The consensus view of

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<sup>312</sup> Birmingham City Council, 'Alexander Stadium', See: <https://www.bebirmingham.co.uk/info/10/transforming-city/7/alexander-stadium>

<sup>313</sup> Birmingham Alexander Stadium, The Stadium, <https://www.alexander-stadium.co.uk/> (accessed on 10/10/2023).

<sup>314</sup> Sandwell Council (2023), Delivering our Commonwealth Games Legacy. See: <https://www.sandwell.gov.uk/downloads/file/295/sandwell-council-delivering-our-commonwealth-games-legacy-july-2023>

<sup>315</sup> *Ibid.*

<sup>316</sup> Sandwell Council, Sandwell Aquatics Centre, See: <https://www.sandwell.gov.uk/leisure-culture/sandwell-aquatics-centre-1>

stakeholders was that the inclusion of facilities such as a community pool and accessible changing facilities have allowed the whole community to utilise and enjoy the facilities.

The hosting of the Games and the development of the Sandwell Aquatics Centre led to the creation of the Aquatics Legacy Governance Group. The group influenced the design of the Centre, aiming to ensure an inclusive and accessible environment was developed, in line with Swim England’s Water Wellbeing Accreditation standards and Three Frontier framework.<sup>317</sup> In addition, the group developed an outcomes framework that focused on enhancing swimming proficiency, workforce diversity and community engagement; and delivered a series of ‘test and learn’ swimming and diving events, pop-up interventions, and aquatic recruitment and training activities in the year prior to and post the Games.

**Outcomes relating to sport facilities and infrastructure**

**Facilities and opportunities for physical activity**

In assessing the impact of the Games’ facility investment, this evaluation firstly aimed to assess if and how the Games has impacted people’s perception of their local sports facilities, including in the quality of facilities and the opportunities they provide.

Findings from the Residents Survey are detailed in Table 10 below:

**Table 10: Residents Survey results in relation to respondents satisfaction with local facilities for sport, fitness and physical activity**

Survey	Area of impact	One year pre-Games	Immediately post-Games	One year post-Games
Residents Survey: Perry Barr respondents	% of respondents that ‘agreed’ that they were satisfied with local facilities for sport, fitness and physical activity <sup>318</sup>	38%	57%	52%
Residents Survey: Sandwell respondents	% of respondents that ‘agreed’ that they were satisfied with local facilities for sport, fitness and physical activity <sup>319</sup>	55%	61%	57%
Residents Survey: Birmingham respondents	% of respondents that ‘agreed’ that they were satisfied with local facilities for sport, fitness and physical activity <sup>320</sup>	55%	57%	55%

Source: 2021, 2022 and 2023 Residents Survey’s

Whilst the results of the Residents Survey suggest that in Birmingham, there were no overall changes in the levels of satisfaction with local sports, fitness and physical activity facilities pre-Games versus post-Games, Sandwell and Perry Barr both saw positive changes. Perry Barr witnessed a 14 percentage point increase in levels of satisfaction from pre-Games levels to post-Games, and Sandwell witnessed a two percentage point increase. Despite the lack of change in levels of satisfaction in Birmingham, the Resident’s survey also reveals that a majority of Birmingham residents (53%) stated that the Games had a positive impact on the quality of local facilities for sport, fitness and physical activity (see Table 11 below).<sup>321</sup>

<sup>317</sup> Swim England (2023), The Three Frontiers, <https://www.swimming.org/swimengland/frontiers-toolkit/>  
<sup>318</sup> Out of a sample size of 50, 63 and 48 survey respondents (2021, 2022 and 2023 residents surveys respectively).  
<sup>319</sup> Out of a sample size of 55, 71 and 47 survey respondents (2021, 2022 and 2023 residents surveys respectively).  
<sup>320</sup> Out of a sample size of 479, 494 and 485 survey respondents (2021, 2022 and 2023 residents surveys respectively).  
<sup>321</sup> It should be noted, all waves of the Residents Survey were conducted before the facilities at Sandwell Aquatics Centre, and the majority of facilities at the Birmingham Alexander Stadium, were open to the public for community use, which may have impacted results and perceptions of change.

**Table 11: Residents Survey results in relation to the Games impact on the quality of local facilities for sport, fitness and physical activity**

Survey	Area of impact	% of respondents who reported a positive impact	% of respondents who reported a negative impact
Residents Survey: Birmingham respondents	What has been the overall impact of the Games on the quality of local facilities for sport, fitness and physical activity? <sup>322</sup>	53%	7%
Residents Survey: Perry Barr respondents	What has been the overall impact of the Games on the quality of local facilities for sport, fitness and physical activity? <sup>323</sup>	64%	10%
Residents Survey: Sandwell respondents	What has been the overall impact of the Games on the quality of local facilities for sport, fitness and physical activity? <sup>324</sup>	48%	13%

Source: 2023 Residents Survey

Note: the remainder of respondents reported 'Little or no effect'.

The findings show that residents from Birmingham, Perry Barr and Sandwell reported a mostly positive impact of the Games on the quality of their local facilities, with barriers to participation reducing as a consequence of the increased quality of facilities. Indeed, 18% of Birmingham Residents Survey respondents that felt there was limited availability to use their local facilities when asked one year pre-Games decreased to 10% of respondents immediately post-Games.<sup>325</sup> This suggests an increased capacity of local facilities, and is confirmed by the supply and demand modelling analysis set out below.

**Supply and demand modelling**

To understand the impact that the developments of the Sandwell Aquatics Centre and Alexander Stadium had on the opportunities for local residents to be physically active across the seven Games Host Local Authorities, 4GLOBAL undertook a supply and demand modelling exercise using a gravity model latent demand approach.<sup>326</sup> Two iterations of the model were executed – one for the pre-Games analysis (control scenario), assessing the existing facility provision prior to any Games-related investment, and one year post-Games investment, after the addition of the Sandwell Aquatics Centre and Alexander Stadium, to assess any direct attributable difference of introducing the new facilities. Details of the supply and demand modelling methodology, including any analytical assumptions are in Annex 2.

The analysis focused on assessing the change in levels of unmet demand<sup>327</sup> due to one of three supply constraints – accessibility, quantity and quality,<sup>328</sup> and across five key facility types: health and fitness suites; studios; swimming pools; athletic tracks; and sports halls.

<sup>322</sup> Out of a sample size of 442 respondents.

<sup>323</sup> Note, the robustness of these findings are limited by the small sample size of 42 respondents.

<sup>324</sup> Note, the robustness of these findings are limited by the small sample size of 40 respondents.

<sup>325</sup> Out of a sample size of 394 and 389 survey respondents (2021 and 2022 residents surveys respectively).

<sup>326</sup> ukactive (2018), Data insight service to revolutionise fitness facility planning, <https://www.ukactive.com/news/data-insight-service-to-revolutionise-fitness-facility-planning/>

<sup>327</sup> **Unmet demand:** Individuals that are projected to use a facility type, but are unable to do so due to supply constraints.

<sup>328</sup> **Accessibility:** People that cannot reach a facility within the willingness to travel range; **Quantity:** People who can't use a facility because there is not enough capacity for them to visit; **Quality:** Whereby the quality of facilities does not meet the expected standard observed by the 75<sup>th</sup> percentile nationally.

Results of the analysis show an improvement in many aspects of opportunity and reduction in unmet demand as a result of the Games investment into the Sandwell Aquatics Centre and Alexander Stadium. Specifically:

- Across all facilities pre-Games, there were 14,034 users with an unmet demand, with this decreasing by 18 percentage points post-Games to 11,510 users with an unmet demand.
- There were 567 users with an unmet demand for swimming facilities in Sandwell pre-Games, with this decreasing to 0 users post-Games as a consequence of a 105 percentage point increase in the quantity index score of swimming facilities, driven by the new Aquatics Centre facilities.
- There were 1,687 users with an unmet demand for studio space in Birmingham pre-Games, which decreased to 780 users post-Games as a consequence of a 53 percentage point increase in the quantity index score of studio facilities, primarily driven by the enhancements to Alexander Stadium.
- The 1,350 users with an unmet demand for sports halls seen in Birmingham pre-Games decreased by 36 percentage points to 863 users post-Games, as a consequence of a 25 percentage point increase in sports hall quality index score from both facility investments.

### **Use of community facilities**

The evaluation aimed to understand the extent to which the Games Legacy Programmes and investment supported an increase in community participation levels post-Games, based on both actual usage and intended usage of local facilities. The usage of the Alexander Stadium, Sandwell Aquatics Centre, and other local public leisure facilities following the Games, and their legacy conversion to community facilities, is the focus of the analysis set out below.

The Alexander Stadium's site has continued to operate since the Games, although it was not fully operational at the time of one year post-Games evaluation analysis (September 2023).<sup>329</sup> Since the Games events in Summer 2022, the stadium has:

- been running training sessions, classes and the athletics track is available for public use.
- generated positive sources of income through the utilisation of the conference and meeting spaces;
- been open for limited use, with attendance data from BCC showing that there has been a monthly average of 14,238 course bookings, 674 distinct members and 828 class members between May and October 2023. Data obtained via the Residents Survey shows that 37% of respondents from Perry Barr intend to use the Alexander Stadium in the next 12 months.<sup>330</sup>

A key legacy ambition of the stadium was to secure new tenants at the site and partnering agreements as a commitment to delivering a number of key community-based activities in support of the stadium legacy plan. As of August 2023, the site had three contracted tenants and a further two in discussion. With the gym and fitness offer currently being closed, BCC Alexander Stadium Operations Team reported the site cannot progress with these discussions until the site is fully operational, however it intends to continue to develop these arrangements going forward.

Since its opening, the Sandwell Aquatics Centre has generated significant community engagement, as evidenced by Moving Communities platform KPI data provided by SLT in August 2023.

- In August 2023, the centre had over 4,400 members, and a total throughput exceeding 60,000, however these throughput figures were inflated from opening tours and additional launch functions at the site.<sup>331</sup> Notably, 70% of these visitors were from the most deprived areas (IMD 1-3).
- The educational initiatives have garnered attention, as evidenced by the enrolment of over 2,000 individuals in 'Learn to Swim' programmes, 46 schools booked into swimming sessions, and 362 attendees in diving programmes within the first month, facilitated by Swim England and SLT.

<sup>329</sup> BCC reported that the gym and fitness offer was closed and expected to open within the next 12 months.

<sup>330</sup> Out of a sample size of 51 respondents.

<sup>331</sup> Note, these numbers were inflated by tours and opening functions at the site.

- Over 122 hours are dedicated to public swimming per week.
- Membership at the Sandwell Aquatics Club totalled 718 in September 2023.

Pre-opening opinions of the proposed Aquatics Centre developments were assessed through the Sandwell Aquatics Centre Launch survey, led by University of Wolverhampton. Results show that 67% of respondents intended to use the new facility once it opened.<sup>332</sup> Additionally, 81% of those who visited the previous Smethwick and Langley Swimming Centres expected to transition to the new centre and use it in the same manner.<sup>333</sup>

The presence of an Olympic-sized pool was also a focal point for community interest, with many survey respondents expressing enthusiasm about the opportunity to use such a facility, and others pointed to the centre's potential role in promoting swimming and wellbeing within the community. For example, one respondent stated:

*“I cannot wait to swim in an Olympic sized pool. I haven’t done it since I was a child”, and “I think it’s great location for many to get to, and it’s a massive opportunity for the area to thrive, with jobs and opportunities for mental health and wellness for people to access, it’s definitely a credit to Sandwell”.*<sup>334</sup>

The Games-wide evaluation team was able to conduct comparative analysis to project how the centres may perform in the future by examining the performance (throughput) of equivalent new-build and renovated facilities in 4GLOBAL’s DataHub over their initial 30 months period post-opening, while adjusting for seasonality variations.

Figure 23 below shows the typical growth to maturity, indicated by throughput percentage against time post-opening, at the example new-build and renovated facilities studied. By applying these trends to the Sandwell Aquatics Centre and Alexander Stadium the following projections can be made:

- The Sandwell Aquatics Centre is expected to maintain a steady monthly footfall once the site reaches maturity (around 15 months post-opening indicated by Figure 23), and operate with an average of 60,806 visits per month on. Specifically, the swimming facilities are expected to attract an average of 24,874 visitors per month.
- Footfall at the Alexander Stadium is projected to sustain around 15,804 visits per month, with the athletics facilities forecasted to attract an average of 539 visits per month.

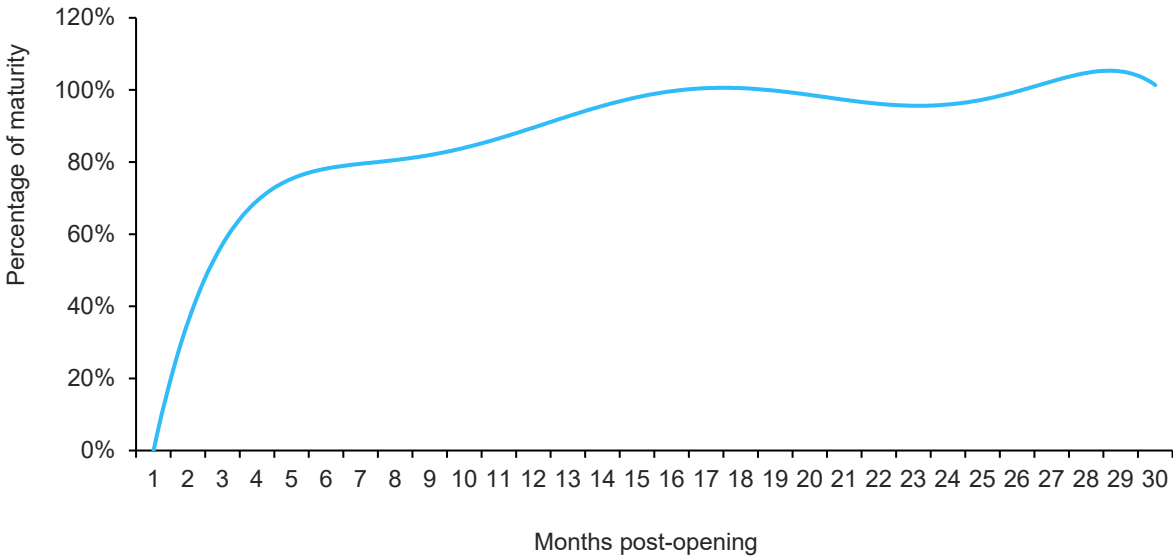
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<sup>332</sup> Out of a sample size of 450 survey respondents.

<sup>333</sup> Out of a sample size of 397 survey respondents.

<sup>334</sup> Direct quotes from survey respondents who completed the 2023 Sandwell Aquatics Centre Launch Survey, University of Wolverhampton.

**Figure 23: Percentage growth to maturity of new-build and renovated facilities in the months post-opening**



Source: Sport England, Moving Communities Data.

Although the focus of this report has been to provide an assessment of the impact of the Games at the one year post-Games timepoint, additional months of data from the Moving Communities platform, were used to review how the Sandwell Aquatics Centre has started to mature post-opening. Findings reveal the average monthly throughput of the Sandwell Aquatics Centre in the months post-August was around 40,000 (September and October 2023).<sup>335</sup> This shows that the site has been performing at around 65% of maturity, which aligns with the trends observed in the comparative analysis.

Overall, the above analysis indicates that the investment made for the Games has led to improvements in the quality, accessibility and capacity of sport facilities, which is expected to result in increased usage after the Games once the facilities are fully operational. Looking ahead, the Alexander Stadium is set to emerge as a leading venue for athletics in the West Midlands, that can be used to support local talent development and host international events, including the 2026 European Athletics Championships. Similarly, the Sandwell Aquatics Centre provides the facilities to host competitive swimming and diving events, and serve as a hub for community use to help support the health and wellbeing of local residents and promote a culture of physical fitness.

**Impact on public leisure facility throughput**

Sport England’s Moving Communities platform provides a real-time view of public leisure facility performance.<sup>336</sup> The platform allows insights to be drawn from high quality data and provides opportunities for improvement to be identified. Submission of participation data into the platform allows an analysis of throughput trends and community use of leisure facilities at the site, Local Authority and national level. The platform was used by the Games-wide evaluation team to assess the change in throughput across public leisure facilities in Commonwealth Games Host Local Authorities across the period of the Games.

<sup>335</sup> Note, the average throughput from the second- and third-months post-opening (September and October 2023) was used for analysis due to the first month’s data (August 2023) being inflated from opening tours and additional launch functions at the site, and is therefore not reflective of the typical month-on-month trend in throughput.

<sup>336</sup> Sport England, Moving Communities. See: <https://www.sportengland.org/research-and-data/data/moving-communities>

Data from 29 leisure facilities across Birmingham, Sandwell, Walsall, Solihull, Wolverhampton, and Coventry<sup>337</sup> (with data from over 3,000,000 unique participants) in the Moving Communities platform was used in the analysis.<sup>338</sup> Details of the methodology used are provided in Annex 2.

Findings reveal that the total annual throughput across all Games Host Local Authorities for one year pre-Games (September 2021 – June 2022) was 8,146,740 and one year-post-Games (between September 22 - August 2023) was 9,551,855, indicating a 17 percentage point increase between the two time periods.

In order to assess whether this throughput increase could be attributed to the Games, analysis of statistically comparable Local Authority neighbours was conducted to understand the trends outside of the Games Host Local Authorities during the same period. The comparable neighbours were identified using the CIPFA Nearest Neighbours Model which uses over 40 metrics to determine the most statistically similar Local Authorities to Birmingham.<sup>339</sup> The analysis shows:

- The average monthly throughput across all Games Host Local Authority public leisure centres saw a 17 percentage point rise from pre-Games figures of 19,397 to 24,124 post-Games.
- In comparison, the statistically comparable neighbours experienced a five percentage point increase in average monthly throughput, from 9,251 pre-Games to 9,708 post-Games.

The increases in throughput at Games Host Local Authorities leisure centres was driven by a 15 percentage point increase in the total number of unique members from within the 1–15-year-old age group from pre- to post-Games.<sup>340</sup> Conversely, statistically comparable neighbours saw a six percentage point increase (see Figure 24 below).<sup>341</sup>

There was also a nine percentage point increase in the total number of unique members from IMD groups 1-3 pre-Games to one year post-Games amongst Games Host Local Authorities.<sup>342</sup> In contrast, the statistically comparable neighbours saw a four percentage point decrease in the total number of unique members from IMD group 1-3 pre-Games to post-Games.<sup>343</sup>

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<sup>337</sup> 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 in Social Value calculations.

<sup>338</sup> Note, sites were only included if they reported consistent data via their Leisure Management Systems into Sport England's Moving Communities platform for the 12 months both pre-Games (between September 2021 – June 2022) and post-Games (between September 22 - August 2023).

<sup>339</sup> CIPFA, Nearest Neighbours Model (England). See: <https://www.cipfa.org/services/cipfastats/nearest-neighbour-model>

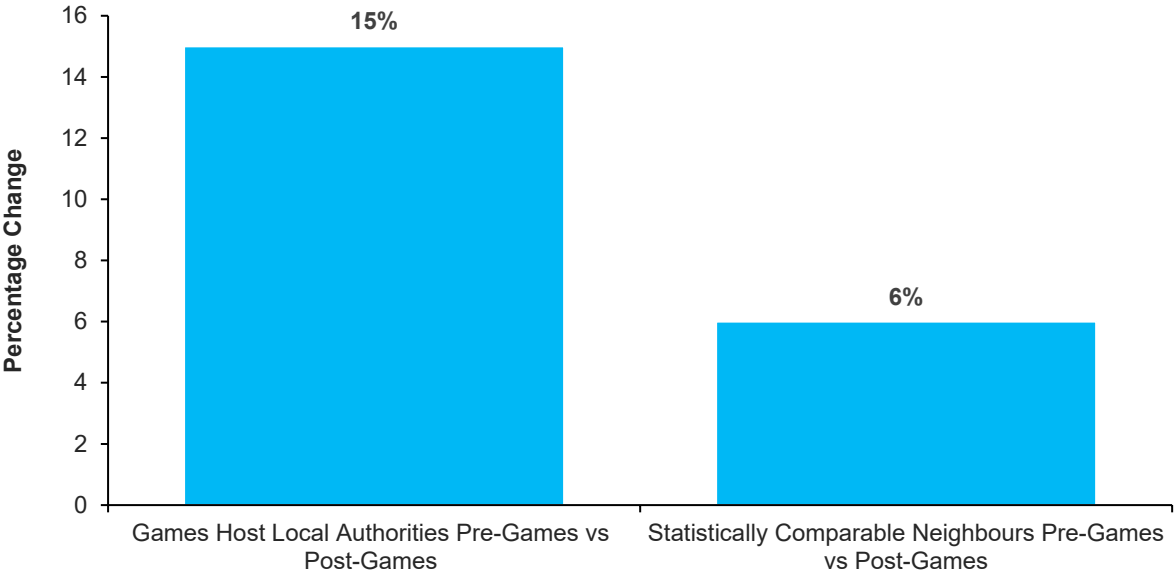
<sup>340</sup> Average unique members increased from 461,392 pre-Games to 530,778 post-Games.

<sup>341</sup> Average unique members increased from 161,223 pre-Games to 170,919 post-Games.

<sup>342</sup> Average unique members increased from 628,055 pre-Games to 685,430 post-Games.

<sup>343</sup> Average unique members decreased from 299,257 pre-Games to 287,506 post-Games.

**Figure 24: 1-15-year-olds unique member percentage change at public leisure facilities**



Source: Sport England, Moving Communities

The increased throughput at Games Host Local Authorities leisure centres shows that there was an increased use of community facilities by members of the public, a key intended medium-term outcome of the Games; but also suggests the Games may have had a positive role in prompting an increase in physical activity levels from IMD groups 1-3 and for those aged 1-15 years old, both key target groups for the investment. It is important to note a full econometric analysis has not been conducted to control for wider factors that potentially could drive difference across the local authority areas.

**3.3.3 Mental wellbeing**

**3.3.3.1 Activities and outputs relating to mental wellbeing**

Alongside physical activity, cycling and walking, a series of programmes aimed to improve mental wellbeing across the region, both over the short and long term. This included using mental wellbeing awareness campaigns during Games-time to highlight the importance of mental wellbeing to specific target groups, such as project staff and participants.

The Department of Health and Social Care (DHSC) supported this objective through its mental wellbeing campaigns and activities. Their campaigns focused on encouraging the population to get active as a means of improving their mental wellbeing. Their core target audience was those who worked on, or were involved in, the Games.<sup>344</sup>

Activities, primarily delivered in 2022, included:

- providing mental health awareness and literacy training to over 1,900 Games-time volunteers and volunteer managers, with many going on to complete the OC’s Learning Management System (LMS) course;
- working across the West Midlands to develop campaign toolkits and position mental health as equal importance as physical health, which resulted in over 5300 downloads of resources, with 740 partners ordering materials since the campaign launched in June 2022. DHSC estimated this had an aggregate audience reach of over 62,000 Games-staff;

<sup>344</sup> DHSC, Commonwealth Games Mental Health Campaign Partner FAQ, [https://refreshbwd.com/wp-content/uploads/2022/06/Partner-FAQ-250522\\_in-circulation-002.pdf](https://refreshbwd.com/wp-content/uploads/2022/06/Partner-FAQ-250522_in-circulation-002.pdf) (accessed in 31/10/23)



- supporting construction workers by running mental health awareness campaigns at key Games sites and providing training to 43 construction managers, including by sharing simple toolkits to help them to improve their staff wellbeing, with an estimated indirect reach to 1,550 construction staff.

A range of other organisations delivered programmes with a sub-focus of supporting improvements in mental wellbeing of participants as a sub-focus of their work. This included: the Sport England funded Beat the Street and their NGB Equipment Giveaway, BCC's Active Street programme; the Cultural Festival Programme; Youth and Learning Programme; Jobs and Skills Programme; and the OC Volunteering Programme. Further detail of all activities are outlined in other sections of this report.

The following section provides an analysis of the outcomes generated by the above-mentioned programmes. The primary source of information used to conduct this analysis is individual programme survey data, alongside data from the Birmingham Residents Survey, ONS personal wellbeing measures, and insights from focus groups with key Birmingham 2022 health and wellbeing sector stakeholders.

### 3.3.3.2 Outcomes generated relating to mental wellbeing

Research on previous major sporting events has found that following hosting, the events can have a positive impact on some aspects of mental well-being, such as quality of life<sup>345</sup> and civic pride at the personal level.<sup>346</sup> Mental wellbeing outcomes that were expected to be targeted by the Games-related Legacy Programmes included improvements in recipients' ability to recognise and manage mental health issues, alongside changes in self-reported levels of mental wellbeing

Analysis of programme-level survey findings reveals a distinct positive effect of Games-related programmes on reported levels of mental wellbeing. Results from DHSC's post-training survey reveal that a large majority (89.5%) of Games volunteers involved in the training reported their expectations from the course were either met or exceeded.<sup>347</sup> In particular, respondents said they were better able to identify people who may need help after experiencing distress (91.4%) and learn about the different ways they could look after their mental wellbeing (90.3%) – see Figure 25.

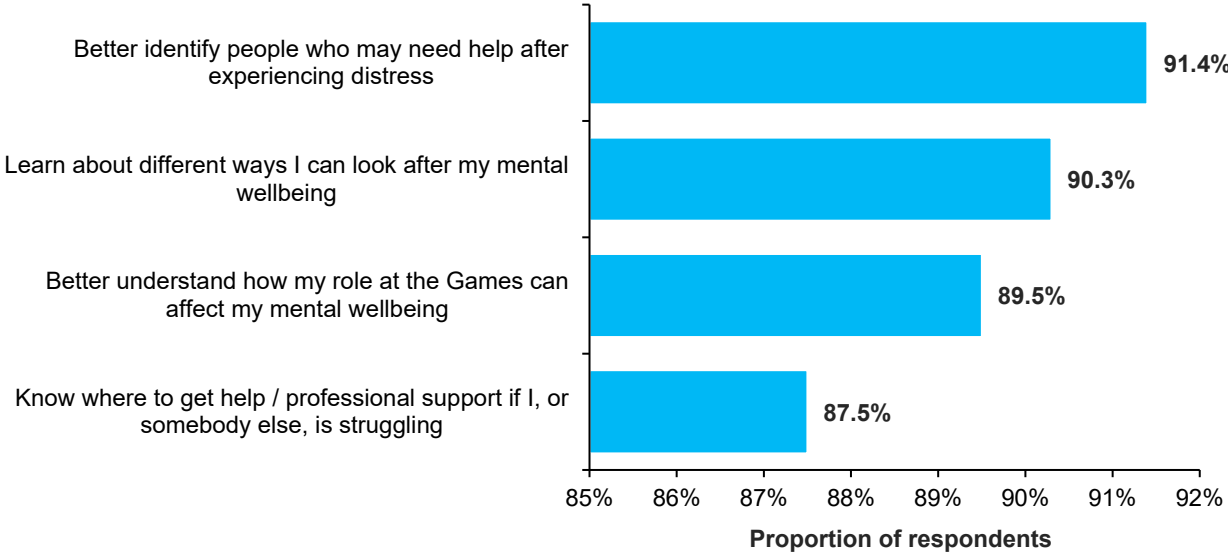
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<sup>345</sup> Kaplanidou, K. (2012). The importance of legacy outcomes for Olympic Games four summer host cities residents' quality of life: 1996-2008. *European Sport Management Quarterly*, 12(4), 397-433.

<sup>346</sup> Gibson, H. J., Walker, M., Thapa, B., Kaplanidou, K., Geldenhuys, S., & Coetzee, W. (2014). Psychic income and social capital among host nation residents: A pre-post analysis of the 2010 FIFA World Cup in South Africa. *Tourism Management*, 44, 113-122.

<sup>347</sup> Out of a sample size of 105 respondents.

**Figure 25: Percentage of survey respondents who said their expectations from the DHSC course were either met or exceeded**



Source: DHSC post-mental wellbeing and literacy training survey

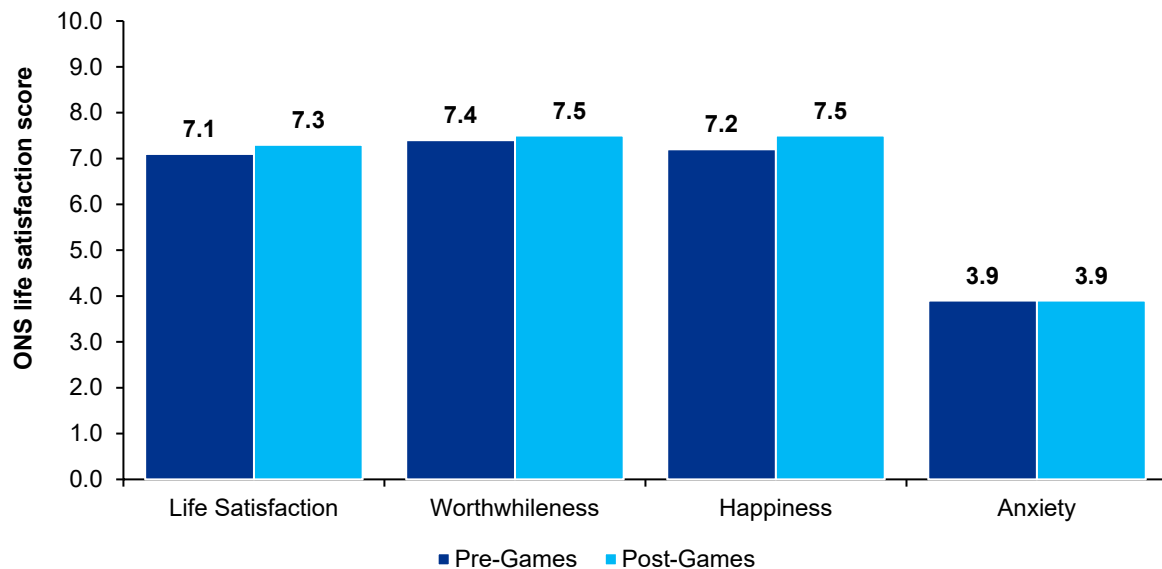
Further evidence relating to individuals’ experience of taking part in Games-funded programmes was obtained via participant surveys conducted prior to and following the activities. The results of these surveys indicate positive mental wellbeing outcomes for the majority of participants.

- 81% of Gen22 participants felt their mental wellbeing improved through participating in the programme.<sup>348</sup>
- 67% of respondents who participated in the Jobs and Skills Academy felt generally happier with their current situation, and 64% believed their mental health improved over the 6-12 months since engaging with the course.<sup>349</sup> This included for respondents from Black, Asian or Minority Ethnic groups (68%) and those previously unemployed (69%). While differences were not statistically significant, it highlights the impact of the programme on under-represented communities.
- 87% of audience members<sup>350</sup> and 89% of volunteers<sup>351</sup> from the Cultural Festival Programme said their participatory experience had a positive impact on their levels of physical health and mental wellbeing.
- 88% of the Active Street festival participants who were surveyed agreed participating in the initiative had a positive impact on their wellbeing.<sup>352</sup>
- There was an overall improvement in wellbeing scores among people who were surveyed in all Beat the Street games that were delivered for the Commonwealth Games. Aggregate findings from participants involved in the Walsall, Dudley, and Shrewsbury Games are highlighted in Figure 26 below, with mean life satisfaction, worthwhileness and happiness (measured on a scale of 0 to 10, using the ONS wellbeing measures) increased following involvement in the Beat the Street games.<sup>353</sup> For Birmingham there was a statistically significant improvement in the proportion of people reporting high wellbeing as a result of their involvement in the Beat the Street games (24% pre-Games vs 33%

<sup>348</sup> Out of a sample size of 320 respondents.  
<sup>349</sup> Out of a sample size of 694 respondents.  
<sup>350</sup> Out of a sample size of 1,250 < n < 6,077 survey respondents.  
<sup>351</sup> Out of a sample size of 1,265 < n < 1,321 survey respondents.  
<sup>352</sup> Out of a sample size of 104 respondents.  
<sup>353</sup> Out of a sample size of 943 matched-pair respondents.

post-Games), but no change in those feeling low wellbeing (both 24% pre- and post), as measured using the Warwick-Edinburgh Mental Wellbeing Scale.<sup>354 355</sup>

**Figure 26: Aggregate change in average participant self-reported wellbeing scores for Walsall, Dudley and Shrewsbury Beat the Street games areas**



Source: Intelligent Health Beat the Street Survey

These findings were supported by anecdotal evidence obtained through interviews with local and regional health and wellbeing stakeholders to the Birmingham 2022 Games, who reported positive outcomes on Physical Activity and Wellbeing Programme participants. One stakeholder spoke about how the exercise programmes delivered within community hubs had ‘turned the participants’ mood around’, and opened up new social opportunities that they wouldn’t have been involved in otherwise.

The above evidence suggests that the Games-related Legacy Programmes were successful in contributing to a positive improvement in levels of mental wellbeing among direct programme participants. This included on increasing their confidence, knowledge and motivation and ability to look after their own and others’ mental health, and on levels of life satisfaction and general mental health. These improvements from the Games-related work will help amplify existing national mental wellbeing efforts and initiatives, that remain a national policy priority particularly since the COVID-19 pandemic and in light of the cost of living crisis.

Anecdotal evidence from interviews with health and wellbeing stakeholders as part of the Games evaluation provided insight into the potential sustained impact of Games-related mental wellbeing programmes of work in the year post-Games. The consensus view of stakeholders was that the Games brought a general ‘sense of positivity’ and improved mood around the region and ignited a mental health approach and focus of work, particularly when linking to physical activity participation, which stakeholders mentioned has continued post-Games. For example, one community-based stakeholder who delivered mental health roadshows in clinics during the Games, mentioned how they have since been asked to deliver support on an ongoing basis due to the staff having seen the value and impact on attendee wellbeing. Many stakeholders also spoke about how partners in the industry now better recognise the importance of a mental health focus and need to work in collaboration to connect physical and mental health services and further develop a linked pathway for interventions. They noted this takes time to develop, and while findings suggesting positive outcomes, one year post-Games is too early to

<sup>354</sup> Out of a sample size of 46 matched-pair respondents.

<sup>355</sup> Note, each Beat the Street game was a separate delivery, co-designed with each local area. Birmingham used a different measure of mental wellbeing to keep in line with their typical requirements and data collection processes.

provide a complete reflection of the full impact on the sector but also on any sustained increases in mental wellbeing driven through programme participation.

Although wider improvements in population-levels of mental wellbeing was not targeted, nor expected, as part of the Games, additional data available from the Residents Survey and ONS allows an assessment of whether there was an impact more broadly, and provides important contextual information.

- When asked in the Residents Survey specifically about the impact of the Games, just over half of Birmingham respondents felt the Games had positively impacted their levels of wellbeing when asked immediately post- (59%)<sup>356</sup> and one year post-Games (51%).<sup>357</sup> 43% of respondents reported 'little or no effect' of the Games on the mental wellbeing one year post-Games, whilst only 6% reported a negative impact.
- Results from the Residents Survey show no statistically significant change in average levels of self-reported life satisfaction amongst the Birmingham population – the one year pre- and post-Games mean life satisfaction rating was 6.7.<sup>358</sup>
- Data from ONS for 2021-22 and 2022-23 show a decrease in mean life satisfaction by 0.08 (from 7.51 to 7.43) in the West Midlands, compared to a slightly greater decrease of 0.11 (from 7.55 to 7.44) for England.<sup>359</sup>

It is important to note, other factors such as the COVID-19 pandemic and the cost of living crisis, could impact results at the population level. In addition, previous research from other major events has suggested wellbeing is typically impacted pre-Games, in anticipation of the event (for example, due to winning hosting rights and by local residents looking forward to attending).<sup>360</sup> <sup>361</sup> This is then not expected to increase during event but rather be maintained, or even drop off, and may explain the lack of statistically significant change between immediately post- and one year post-Games findings.

### 3.3.4 Local and regional systems

#### 3.3.4.1 Activities and outputs relating to systems change

Contributing to the *Improve Health and Wellbeing* Mission Pillar, the Games aimed to create lasting change through local and regional system-level improvements that enhanced pathways between local stakeholders at an organisational level, through greater integration between systems and services, but also by creating conditions in places and communities, to support positive health and physical activity participation in the long term.

Key organisations driving the investment and delivery against this objective were Sport England and BCC, specifically through their Commonwealth Active Communities (CAC) programme, community equipment giveaway, Places and Spaces fun, Team England Futures (TEF) programme, Club Together initiative and the Places and Spaces fund.

The **CAC** fund was made available across four areas: Birmingham, Solihull, Coventry, and the Black Country. The funding scheme aimed to unite multiple partners in each locale to work in a more systematic, coordinated fashion, and in doing so, tackle inequalities and enhance access to community sport and physical activity across the West Midlands. The programme focused on addressing health and activity inequities, building trusted partnerships, and designing physical activity options tailored to local preferences in collaboration with communities and target groups. Activities focused on: physical spaces and places to be active in - from active streets and park initiatives to utilisation of local canal networks; networks and organisations working together to support people to get active; people giving their time to

<sup>356</sup> Out of a sample size of 481 survey respondents (2022 residents survey).

<sup>357</sup> Out of a sample size of 467 survey respondents (2023 residents survey).

<sup>358</sup> Out of a sample size of 500, 500 and 504 respondents (2021, 2022, 2023 Residents Survey respectively).

<sup>359</sup> Office for National Statistics (2023), Personal Wellbeing Estimates (Adults 16+) for April 2021 to March 2022, and for April 2022 to March 2023.

<sup>360</sup> Kaplanidou, K. (2012). The importance of legacy outcomes for Olympic Games four summer host cities residents' quality of life: 1996-2008. *European Sport Management Quarterly*, 12(4), 397-433.

<sup>361</sup> Gibson, H. J., Walker, M., Thapa, B., Kaplanidou, K., Geldenhuys, S., & Coetzee, W. (2014). Psychic income and social capital among host nation residents: A pre-post analysis of the 2010 FIFA World Cup in South Africa. *Tourism Management*, 44, 113-122.

support others; leaders across communities working more closely together; and policy and strategy changes to sustain approaches and roll out in the future.<sup>362</sup>

As of August 2022, there were over 73,100 registered visits to CAC events in the four areas.<sup>363</sup> As of September 2023:

- Birmingham CAC had over 3,500 organisations signed up to their digital platform, 686 young people engaged within their ‘youth voice consultation sessions’, over 140 partners brought together through meetings, and had delivered over 100 new activities for the local community;
- Black Country CAC had over 1,300 people using their blue and green spaces, eight platforms developed to support signposting of residents to activity opportunities, and over 60 community partners engaging with their wayfinding platform;
- Coventry CAC had over 3,000 attendees in their sessions delivered in eight care homes across Coventry, over 2,100 attendees to their Go Parks activity sessions delivered in local parks across Coventry, and over 11,000 attendees at their street closure events;
- Solihull CAC had an average of 14 partners attend each touchpoint session and 27 attend each network meeting (delivered between Q1 22/23 and Q2 23/24), 20 stakeholders attended a workshop in early 2023 to support place-based work.
- It is contextually important to note that each CAC is unique and started this process from their own place-specific starting point. Each CAC has their own unique history of working relationships between stakeholders, demographics, political landscapes, geographical and infrastructural conditions.

The **Places and Spaces** National Lottery (£7 million) funding was a specific match-funding initiative, executed in partnership with Crowdfunder, to assist community sport and physical activity groups in creating or improving facilities (places and spaces) in their local areas. The programme started in November 2021 and is ongoing until the end of 2023. This initiative particularly targeted areas facing high levels of deprivation and improving capability and capacity in community organisations. Over 180 awards were provided to organisations from 30 sports over the course of the programme. 18% of awards went to organisations that fell within the top 3 most deprived areas (IMD 1-3), and 39% to IMD 1-5.

The **Club Together** programme, funded by BCC, worked to support community organisations, groups and sports clubs, who use sport and physical activity as tools to engage their communities. Delivered by Sport Birmingham, the programme aimed to: create stronger provisions to engage with inactive and more diverse audiences; develop effective collaboration, connection and innovation across local areas; and empower local clubs and organisations to develop locally owned networks, build new relationships and develop a united voice for their communities. As of September 2023, 46 clubs and organisations had been engaged via delivery of Sport Hubs.

**Team England Futures (TEF)** was an educational and experiential games programme funded by Sport England and delivered by Sports Aid in partnership with Team England. The programme aimed to better prepare young athletes and aspiring practitioners to take part in international multi-sport competitions and deliver medal-winning performances for Team England.<sup>364</sup> Participants were able to visit the Athletes’ Village, attend pre-Games camps and a variety of sports events, receive access to an online Learning Hub and attend online workshop sessions with expert advice and on nutrition, health and wellbeing. An average of 45 sports were represented across the different tiers of TEF cohort, with over 800 athletes and 100 support staff in attendance. 30% of athletes came from culturally diverse backgrounds, and 23% identified as having a disability.

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<sup>362</sup> Sport England (2022), Delivering a place-based legacy for local people, See: <https://www.sportengland.org/blogs/delivering-place-based-legacy-local-people>

<sup>363</sup> DCMS (2022), Birmingham 2022 Commonwealth Games: The Highlights, See: [https://assets.publishing.service.gov.uk/media/631073e5e90e076ec2d473e7/CCS0422715588-002\\_Snapshot\\_Report\\_Commonwealth\\_Games\\_accessible.pdf](https://assets.publishing.service.gov.uk/media/631073e5e90e076ec2d473e7/CCS0422715588-002_Snapshot_Report_Commonwealth_Games_accessible.pdf)

<sup>364</sup> Sports Aid (2022), Team England Futures, <https://www.sportsaid.org.uk/our-work/our-programmes/team-england-futures>

Data used to support the analysis against each outcome area was drawn from the CAC System Maturity Index, programme-level evaluation surveys, and focus group sessions with local and regional health and physical activity sector stakeholders, who had a primary role in the delivery of the system improvements.

### 3.3.4.2 Outcomes generated relating to systems change

#### Impact on system level improvements

With the ambition to get more people active and healthy in the long term, the Games aimed to support a greater integration and connection at the system level between organisations and services that deliver sports participation programmes and public health teams.

In order to measure the impact of their work, the CAC Evaluation Team, led by academics at Coventry University and Sheffield Hallam University, developed a calibrated System Maturity Scalar Matrix that assesses the extent to which CAC organisations report positive progress in system change to enable active lives. The matrix was co-designed with system stakeholders, and ranks organisations on a scale that assesses how their organisations have matured from 'Status Quo/Maintained', to 'Emerging', 'Establishing', and finally having 'Embedded' ways of working/improvements in their CAC areas.<sup>365</sup> An assessment was conducted across three key aspects of system change: sector integration of physical activity; community and individual capacities; and tackling structural inequalities.

Annual guided interviews using a survey tool, and collective sense-making sessions with key stakeholders conducted immediately post-Games and one year post-Games reveal that each CAC area had developed at differing rates among the aspects of system change, primarily explained by the different focuses for their work. For example, some CACs focussed on their actual place and the assets in that place, while others focussed on local systems and the opportunities available. Stakeholders perceive marginal improvements in all CACs.

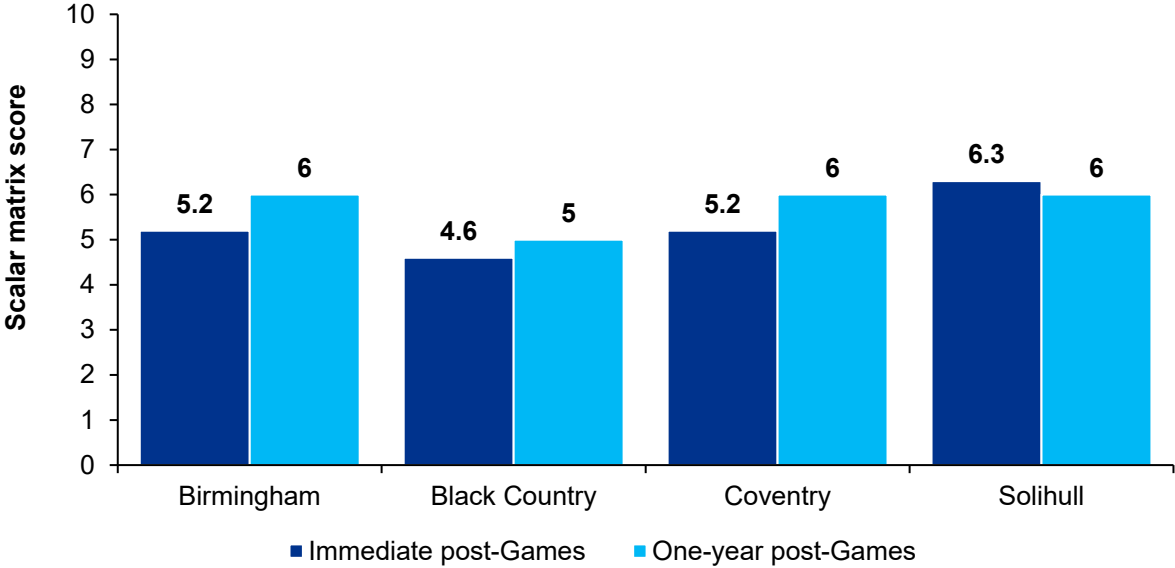
- Sector integration of physical activity – Many organisations, particularly Birmingham CAC, had worked to make their processes more transparent and create greater cross-sector linkages in their planning and partnerships, including by creating steering and network groups. As of September 2023, Birmingham and Black Country sat in the 'Establishing' category, while Coventry and Solihull sat in the 'Emerging' category.
- Community and individual capacities – Organisations are moving to establish themselves in this area by working on introducing community-centred activities and creating regular feedback loops within their communities; including on how to disseminate this learning to wider partners and distribute funding. As of September 2023, Birmingham and Coventry sat in the 'Establishing' category, while Black Country and Solihull sat in the 'Emerging' category.
- Tackling structural inequalities – All CAC areas sat in the 'Emerging' category at the one year post-Games mark (September 2023), due to their work which has allowed them to have a more conscious recognition of and connection to cross-place partners regarding the underlying barriers and inequalities to participation in their area.

In addition, the CAC annual stakeholder survey asked respondents to rank their perception about how much their place enables active lives (from 0 being 'not enabling active lives yet', to 10 being 'fully enabling active lives'). The index score increased by an average of 0.5 from immediate post-Games to one year post-Games (5.3 to 5.8); with Birmingham, Black Country and Coventry showing an increase, and Solihull a slight decrease (as outlined in Figure 27 below). The CAC evaluation team reported that they consider that this increase is in part due to a better sense of coordination, a promising summer of activity, and better understanding of local conditions for physical activity.

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<sup>365</sup> The System Maturity Scalar Matrix ranks organisations on a 1–7-point matrix scale that assesses how their organisations have matured: from 'Status Quo/Maintained' (low score of 1-2); to 'Emerging and Establishing' (medium 3-5); and 'Embedded' (high 6-7).

**Figure 27: Stakeholders from CAC areas who report ‘their place enables active lives’, 2022 and 2023**



Source: Annual CAC Stakeholder Survey

Going forward, the above System Maturity Scalar Matrix approach that has been developed will be used to inform national place-based working initiatives via Sport England. The CAC programmes in each place are also receiving extension funding from the WMCA to further develop their work over the next three years, which will continue to be evaluated and reported on.

Evidence provided by Sport Birmingham additionally shows the impact to date on the new networks and ways of working established through the Club Together initiative. As of September 2023, seven networks (out of a target of 12) had been established, with five of the established networks based in areas of high deprivation.<sup>366</sup> Five networks also reported they are now ‘working towards a common goal and feel positive about their local connectivity’ as a result of the initiative. Club Together areas reported their work to date has focused on creating and delivering local opportunities for young people, women and girls, and building connections and trusted pathways in their local communities for people to be active.

In addition, Sport Birmingham reported as of September 2023, 620 new beneficiaries and delivery partners were operating across Birmingham and the West Midland areas involved in the Club Together initiative,<sup>367</sup> as a result of these networks – highlighting the impact on the programme on stimulating wider conversations with regional and national partners.<sup>368</sup> Going forward, Sport Birmingham reported that the funding should provide resource and capacity to test approaches to engaging communities, and upskill Club Together partners.

*“As a result of the Club Together programme, we have successfully applied for circa £32,000 from the Rugby Football Union to support the delivery of new rugby/multi-sport activities for the Erdington and Hall Green/Selly Oak networks. The funding will provide resource and capacity to test innovative approaches to engaging communities in their local environments i.e. parks, car parks etc. using rugby as the tool. The funding will also look to upskill Club Together partners, giving them the skills to undertake community engagement.”<sup>369</sup>*

<sup>366</sup> Sport Birmingham, Club Together Quarterly KPI Reporting, September 2023  
<sup>367</sup> Club Together areas included Edgbaston, Erdington, Handsworth, Northfield, Perry Barr, Sutton Coldfield, Selly Oak-Hall Green, Yardley and Alum Rock.  
<sup>368</sup> *Ibid.*  
<sup>369</sup> Sport Birmingham, Club Together Quarterly KPI Reporting, June 2023.

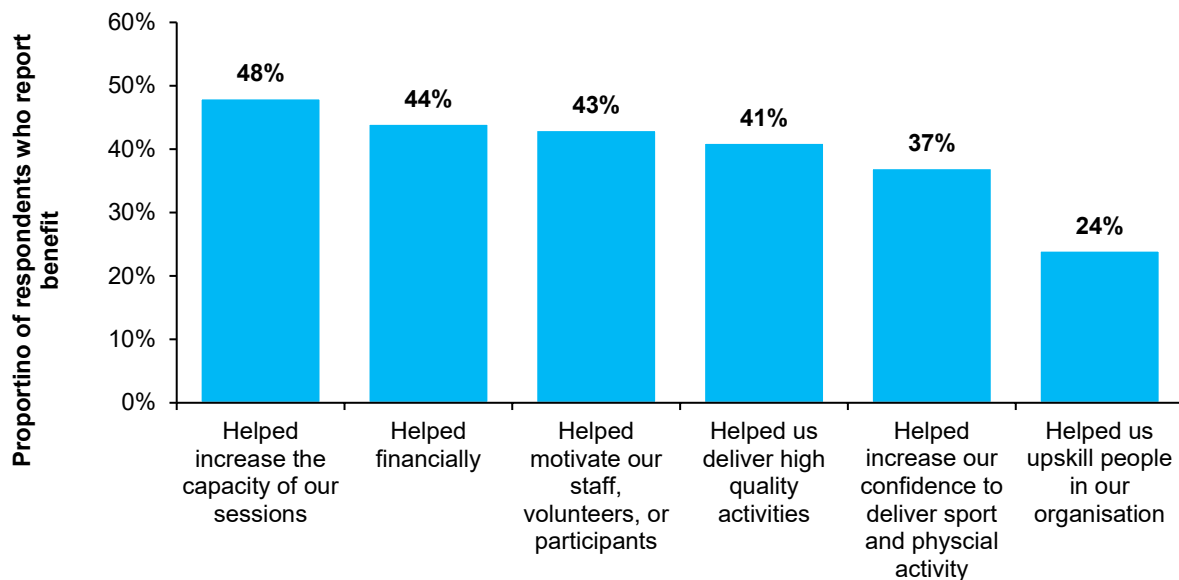


## Learnings to support future delivery

Further evidence collected via programme-level surveys highlights the impact of the Games-related investment on generating new learnings within organisation that will support future delivery. In particular:

- The **Places and Spaces** awardee evaluation survey shows that one year post-Games, all organisations interviewed said they had ‘somewhat’ or ‘significantly’ improved skills as a consequence of being involved in the programme.<sup>370</sup> An average of 76% of respondents said their marketing skills had improved, 83% their fundraising skills, and 78% their content writing.
- In addition, the provision of **Commonwealth Games equipment** delivered system-level benefits to organisations. When surveyed up to one year post-Games, nearly half (48%) of the project leads who reported their organisation had benefited from the equipment, felt this helped increase the capacity of the sessions they can run, and 41% felt they can now deliver higher quality activities.<sup>371</sup> Project leads also reported the equipment helped improve internal skills and confidence of staff in their organisation to support future delivery of activities (see Figure 28).

**Figure 28: Percentage of respondents who reported the equipment provided had provided benefits to their organisation, by benefit type**



Source: Sport England Equipment Giveaway Project Lead Survey (multi-code responses)

Collectively, the evidence highlights the contributions of the Games-related investments and initiatives, such as the CAC and Club Together programmes, in creating systemic changes from their multifaceted and place-based approaches, including through improved networks, organisational structure and capacity building. Stakeholders expect these improvements, alongside the community engagement and strategic planning that was inherent to these activities, will help to lay the groundwork for sustained positive impact and long-term change that supports physical activity uptake within local and regional settings.

## Integration between systems

Anecdotal evidence gathered from interviews with local and regional physical activity and community stakeholders to the Games supports the wider evidence of short-term outcomes of the activities

<sup>370</sup> Out of a sample of 115 respondents.

<sup>371</sup> Out of a sample of 151 survey responses.

undertaken to improve system level pathways between public health and physical activity organisations. Stakeholders spoke about the substantial developments across the sector in terms of better integrated ways of working and capacity of pathways, citing work done to improve quality and responsiveness of in-place system pathways:

*“The Sport England CWG investment has facilitated changes to systems and ways of working within place that are necessary for enabling long-term, sustainable reductions in inactivity i.e. strengthening leadership and building capacity within local systems, improvements in relationships and collaboration, local people-led initiatives, changes in the physical environment etc.”*<sup>372</sup>

*“CWG legacy investment provided a catalyst for change, it has helped strengthen relationships and collaboration and connecting up in place, evaluation is helping to build our understanding of how systems function and change. There is a backstory to this in terms of the direction of challenge and travel for the sector that has informed place-based working and our Strategy Uniting the Movement.”*<sup>373</sup>

Stakeholders also spoke about improved connectivity of pathways, citing greater linkage between organisations, partners, alignment and cross-system coordination, in ways that they hadn't seen before the Games. For example, the CAC programme was cited as being a catalyst for *'sharing and connecting the areas better'*, improving relationships and more efficient ways-of-working between places. One CAC stakeholder commented that *'we have seen better relationships created, i.e. Coventry, Birmingham and Wolverhampton working collaboratively around bidding for events and community impact'*. In addition, Club Together representatives reported that the community networks are well-placed to direct new investment due to an understanding of their local community and an ability to deliver on local needs.

Stakeholders from Team England also spoke about the benefits bought about by the Games in bringing together different community and NGB representatives to ensure the TEF programme was representative of the needs for the sports and the cultural diversity of the community. They reported that this sense of local collaboration hadn't happened to the same extent before. In addition, the need for better communication and support for upcoming athletes was noted, in particular regarding what the high-performance sport system looks like, the range of organisations involved, and who to go to for information; which is something stakeholders reported has been worked on and developed in the year post-Games.

*“Many of the athletes have shared the joy and excitement of connecting with other athletes – noticing how their challenges are very similar and they can learn from those. And also building a network – and having that opportunity to connect early in your career will pay dividends in the long run.”*<sup>374</sup>

Stakeholders also emphasised that while these partnerships, relationships and connections have been established, and the Games were a catalyst for this, they take time to mature. Collaboration is key and must be built on a shared purpose. While partners reported they are still committed one year post-Games, this needs to be maintained in the long term to realise a 'true legacy for the Games'.

Overall, the findings highlight the importance of adopting a long-term approach to maintaining and developing the partnerships and relationships that have been established through the Games in order to realise the full potential of systemic improvements. While it is evident that progress has been made any longer-term outcomes are not clear at this stage. The findings suggest that the Games have provided the opportunity to focus on making systemic improvements to tackle inequalities, through targeted investment and catalysing joint working. The findings also suggest that this impact is likely to be short-lived unless this system-led work is intentionally targeted and sustained. Stakeholders interviewed recognise that work and coordination will need to continue to *'turn the dial'* and *achieve a lasting legacy for the Games, address inequalities in activity levels and the strategic issues of inclusion, access, and*

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<sup>372</sup> Insight from focus group with physical activity sector stakeholders as part of the one year post-Games evaluation, September 2023.

<sup>373</sup> *Ibid.*

<sup>374</sup> Leon Taylor, Sports Aid, Team England Futures. See: <https://www.sportsaid.org.uk/our-work/our-programmes/team-england-futures>

*opportunity.*"<sup>375</sup> Outcomes are likely to manifest through a ripple effect, whereby positive changes in system integration that support physical activity and wellbeing may become evident over time.

### 3.3.5 Conclusions for the Improve Health and Wellbeing Mission Pillar

The Games aimed to inspire, engage, and connect communities in order to provide greater opportunities for people to be physically active, improve health and wellbeing, and reduce health inequalities in inactive groups, with a particular focus on those inactive populations and under-represented communities in Games Host Local Authorities.

Overall, the evaluation reveals a clear and direct contribution of the Games to positive health and wellbeing impacts at the Games programme-level for individuals directly involved. Evidence from surveys of programme participants suggests that the delivery of targeted programmes helped to raise awareness about the health benefits of physical activity and address specific local community barriers to being active. The Physical Activity and Wellbeing Mission Pillar supported various organisations, such as sport NGBs, in promoting their respective sports. Additionally, evidence reported from Cannock Chase Forest and the TfWM's Cycling for Everyone schemes also shows that investments in cycling and walking-related infrastructure improvements and the delivery of the two schemes have attracted public use of Games cycling trails, generated positive perceptions of the quality of those infrastructures, and supported those programme participants to continue cycling.

Positive impacts of Games-related investments on the accessibility, capacity and perceived quality of local sports facilities were evident among surveyed residents' and through the Games-wide evaluation team's supply/demand modelling exercise. Particularly, the supply/demand modelling suggests the development of the Sandwell Aquatics Centre and Alexander Stadium will reduce unmet demand across the Games Host Local Authorities, beyond what would have happened without the Games.

In terms of impacts on improving levels of mental wellbeing, the Games-related mental health and wellbeing programmes of work were integrated with a range of other legacy activities. Insights from programme stakeholders interviewed as part of the evaluation provide anecdotal evidence that these activities have helped increase confidence, knowledge, and motivation amongst programme participants to support change, and led to improvements in mental wellbeing for the participants involved. In addition, results of the one year post-Games Residents Survey suggest there was also some positive impact of the Games on self-reported levels of mental wellbeing among the majority of Birmingham respondents.

An additional intention of the Games was to use the opportunity of hosting to create lasting change through local and regional system-level improvements, aiming to create conditions that support long-term positive health and physical activity behaviour change in communities. This involved a wide range of partnership working across the Games Host Local Authorities and wider West Midlands, under the leadership of Sport England and BCC, such as through the ongoing CAC programme. The evaluation finds that this activity enhanced integration, working pathways, and connections between organisations and services across the sector that deliver sports participation programmes alongside other public service delivery teams.

In terms of lessons learned for future sporting events, the evaluation provides evidence of the effectiveness of a Games Legacy Plan and subsequent Legacy Programme activities and investments that specifically target localised, community initiatives and priority groups. This supports findings from existing literature on previous major sporting events, which show less effective results in stimulating population-level positive sport and physical activity participation change. In addition, the improvements to local and regional systems that support physical activity, identified as part of the evaluation, were considered by stakeholders to have been attributed to place-based approaches and enhanced system-level connections (including those between the public health and sport sectors) – an approach that could be replicated in future programmes.

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<sup>375</sup> Insight from interview with physical activity sector stakeholder as part of one year post-Games evaluation, October 2023.

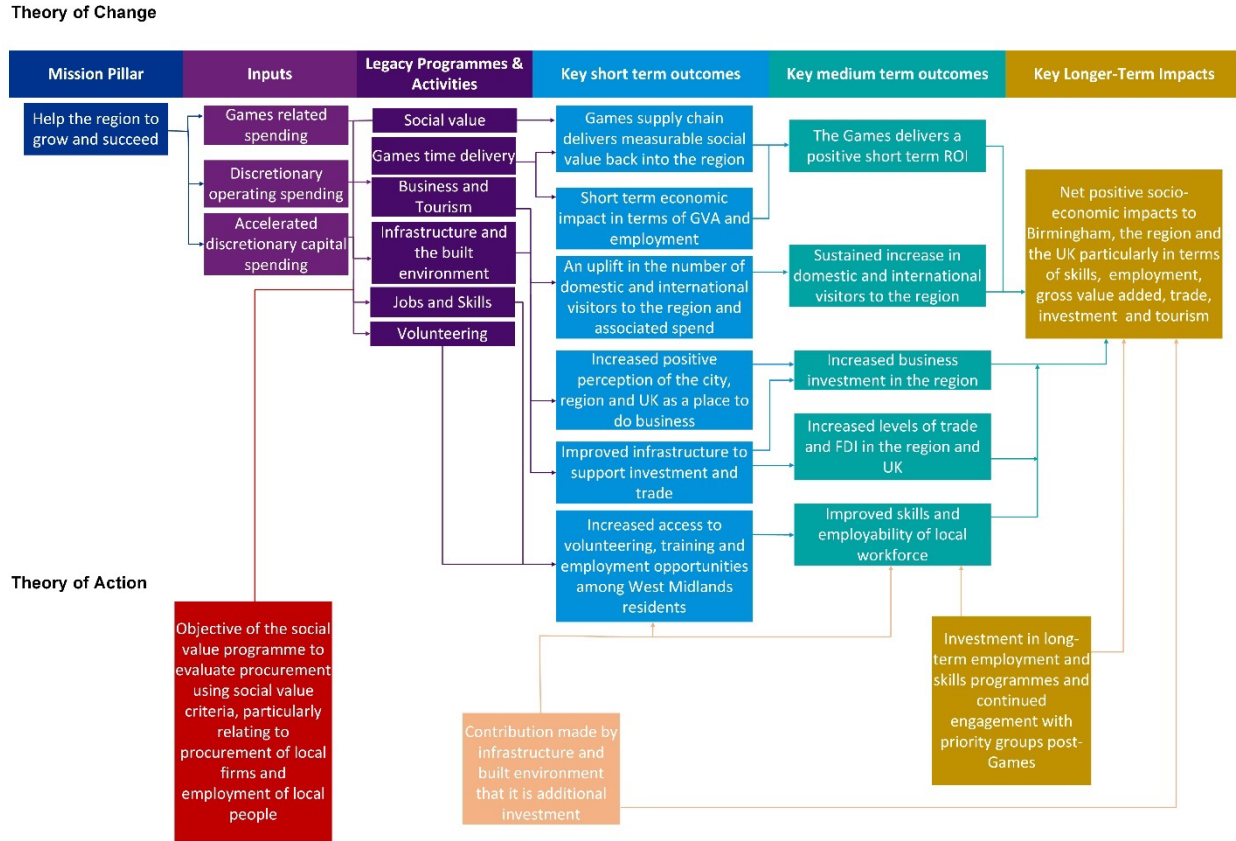
# 4 Help the Region to Grow and Succeed

## 4.1 Overview of the Mission Pillar

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.<sup>376</sup>

As detailed in Figure 29, the *Help the Region to Grow and Succeed* Mission Pillar objectives were contributed towards by the spending in the local and regional economy through the operational delivery of the Games events and legacy activities as well as by the activities delivered by five Legacy Programmes (the B ATP; Infrastructure and the Built Environment; Jobs and Skills; Social Value; and Volunteering).

Figure 29: Help the Region to Grow and Succeed Mission Pillar theory of change



As shown in the theory of change, the Games were expected to help the West Midlands region to grow and succeed through a number of routes:

<sup>376</sup> 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-d25043dccc8/Birmingham-2022\\_Our\\_Legacy.pdf](https://resources.cwg-qbr.pulselive.com/qbr-commonwealth-games/document/2022/07/12/a37f0633-361d-49b1-9cca-d25043dccc8/Birmingham-2022_Our_Legacy.pdf)

First, the spend incurred to **deliver the Games events and wider legacy activity**, was expected to generate short-term economic impacts for the region in terms of gross value added (GVA) and employment.

This was expected to be enhanced through the OC-led **Social Value Programme**, which aimed to deliver additional social value for the region through the delivery of the Games, by developing and implementing a Social Value Charter<sup>377</sup>, and by requiring Games suppliers to make social value commitments as part of the OC procurement process.

Through its marketing campaigns, the **BATP** aimed to support the Mission Pillar by attracting additional visitors to Birmingham and the West Midlands and increase visitor spend in the city and region. In the medium term, by attracting repeat visitors and changing longer term perceptions of the region, the campaigns were intended to lead to a sustained increase in domestic and international visitors to the region, thereby contributing in the long term to positive socio-economic impact to the city, region and the UK through increased visitor spend.

Linked to this, the BATP marketing campaigns, together with the delivery of the Games events and the investment in the infrastructure and built environment, also had the objective, in the short term, to increase the positive perceptions of the city, region and the UK as a place to visit, to do business, and to invest. This, in the medium to long term, had the objective of increasing levels of business investment, trade and foreign direct investment (FDI) in the region and in the UK.

Finally, the **Jobs and Skills** and **OC Volunteering Programmes** aimed to support the Mission Pillar by increasing access to volunteering, training and employment opportunities among West Midlands residents. In the medium term this had the objective of improving the skills and employability of the local workforce, contributing in the long term to overall positive socio-economic impact to the city, region and the UK through increase employment and productivity.

Details of the activities undertaken by each of these Legacy Programmes, and the extent to which the evidence available in the period up to one year post-Games indicates that they have contributed to achieving the outcomes and impacts detailed in the theory of change, are detailed in the sections below.

## 4.2 Headline findings of the Help the Region to Grow and Succeed Mission Pillar: Impact up to one year post-Games

Summarised below are the headline evaluation findings relating to the *Help the Region to Grow and Succeed* Mission Pillar. The detailed findings are set out in Section 4.3.

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.<sup>378</sup>

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.

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<sup>377</sup> The Birmingham 2022 Social Values Charter sets out the values of the Birmingham 2022 Organising Committee. See: [Social-Values-Charter.pdf](#)

<sup>378</sup> 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](https://resources.cwg-qbr.pulselive.com/qbr-commonwealth-games/document/2022/07/12/a37f0633-361d-49b1-9cca-d25043dcccff8/Birmingham-2022_Our_Legacy.pdf)

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.

**Figure 30: 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 employment<sup>379</sup> in the UK economy between FY 2017/18 and FY 2023/24.<sup>380</sup> 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 GVA<sup>381</sup> 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.**<sup>382</sup>

<sup>379</sup> 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.

<sup>380</sup> 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.

<sup>381</sup> It should be noted that the estimated GVA contribution in the West Midlands captures the impacts in Birmingham.

<sup>382</sup> 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.



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 B ATP. 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 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.

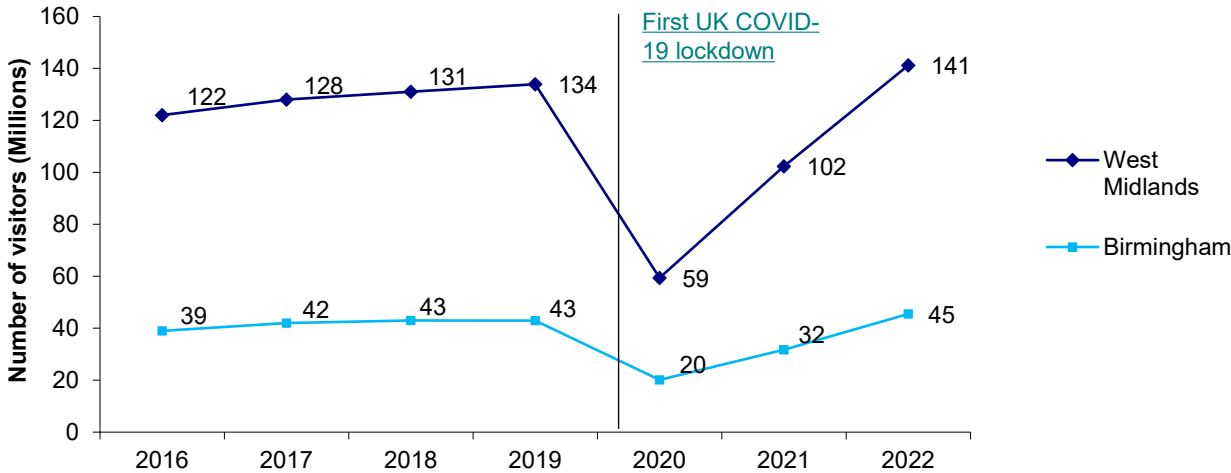
**Tourism**

The Games aimed to support a sustained increase in tourism both through attracting visitors to attend the Games events; and through specific B ATP 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 WMGC<sup>383</sup>, shown in Figure 31, estimates a total of 45 million visitors to Birmingham and 141 million to the West Midlands<sup>384</sup> 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 31, 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.<sup>385</sup> 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.<sup>386</sup>

**Figure 31: 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 Survey<sup>387</sup> finds that 34%

<sup>383</sup> 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>

<sup>384</sup> It should be noted that the West Midlands STEAM data refers to the West Midlands Combined Authority (WMCA) area.

<sup>385</sup> ONS, 2023. Travel Trends: 2022.

<sup>386</sup> Data is available since 2005 for Birmingham and since 2016 for the West Midlands.

<sup>387</sup> 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.



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).

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 Survey<sup>388</sup> 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 projects<sup>389</sup>, 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.<sup>390</sup>

Broader evidence from the one year post-Games Business Survey<sup>391</sup> 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.

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<sup>388</sup> 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).

<sup>389</sup> Qualified projects are defined by WMGC as those deemed as supported by the B ATP.

<sup>390</sup> West Midlands Growth Company. See: [West Midlands' business events sector bounces back quicker than UK average | WMGC \(wmgrowth.com\)](https://www.wmgrowth.com)

<sup>391</sup> 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.

## 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 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 12: 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.

## 4.3 Detailed findings: Impact up to one year post-Games

### 4.3.1 Overview of the section

Through the analysis of available evidence collected over the course of the evaluation this section brings together the detailed evidence and analysis relating to the research question: *To what extent has the Games created social and economic impacts for Birmingham, the West Midlands and the UK particularly in terms of employment, skills, gross value added, trade, investment, and tourism?*

This section reports on the findings from the analysis of the impacts of the *Help the Region Grow and Succeed* Mission Pillar, as follows:

- Section 4.3.2 reports the **economic impacts** of the delivery of the Games and Legacy Programmes, and seeks to address the following sub-research questions:
  - *What have been the short-term economic impacts of preparing for and staging the Games?*

- *What have been the identifiable overall economic impacts of the Games on Birmingham, the West Midlands and the UK?*
- Section 4.3.3 reports the findings in relation to **tourism**, and seeks to address the following sub-research question: *To what extent has the Games encouraged an uplift in the number of domestic and international visitors to the West Midlands and associated spend?*
- Section 4.3.4 reports the findings in relation to **trade and investment**, and seeks to address the following sub-research questions: *What has been the impact of the Games on trade and investment?*
- Section 4.3.5 reports the findings in relation to **skills and longer-term employment**, and seeks to address the following sub-research questions: *To what extent has the Games led beneficiaries to secure work experience, onward progression along the pathway to employment or employment?*
- Section 4.3.6 reports the findings in relation to **social value**, and seeks to address the following sub-research questions: *How has the procurement model used for the Games created a positive legacy and social impact?*
- Section 4.3.7 reports the **wider social impacts** of the delivery of the Games and Legacy Programmes, specifically in relation to gaining qualifications, completing apprenticeships, volunteering, gaining employment, and being physically active.

#### 4.3.2 Short-term economic impacts of the delivery of the Games events and wider legacy activity

This section reports the costs of the Games and the estimated economic impacts (in terms of GVA and employment) generated in the period up to one year post-Games through spending on the delivery of the Birmingham 2022 Games events and wider legacy activity, the inward investment secured as a result of the BATP, as well as the impacts generated through attracting visitors to the West Midlands and their visitor spending. Further breakdowns of the economic impacts are included in Appendix 1.

The economic impacts assessed include:

- The economic impacts for Birmingham, the West Midlands and wider UK economy generated through the delivery of the Birmingham 2022 Games events (see Section A1.3), comprising:
  - operational delivery of the Birmingham 2022 Games events including the Opening and Closing Ceremonies, the OC Volunteering Programme, Queen's Baton Relay;
  - venue construction and redevelopment (Alexander Stadium and Sandwell Aquatics Centre); and
  - provision of transport logistics and temporary infrastructure required for the Games events.
- The economic impacts for Birmingham, the West Midlands and wider UK economy generated through the delivery of wider legacy activity (see Section A1.3), comprising:
  - delivery of the BATP, CCICP, Culture; Jobs and Skills; Physical Activity and Wellbeing; and Youth & Learning Legacy Programmes; and
  - the accelerated regeneration of Perry Barr.
- The economic impacts for the West Midlands and wider UK economy generated as a result of the inward investment secured as a result of the BATP.
- The economic impacts for the West Midlands and wider UK economy generated through spending by Games-related visitors in 2022 (see Section A1.3.2).

Economic impacts are presented in net terms, and account for spending and activity that would have been generated had the Games not gone ahead. Specifically, the analysis accounts for investment that would have been made in a new leisure centre in Sandwell had the Games not taken place; the longer term planned investment in Perry Barr, that was accelerated as a result of the Games; the inward investment projects that would have been landed without the support of the BATP activity; and the

spending by visitors in the region that would have been incurred had the Games not taken place in the West Midlands.

### Cost of the Games

The short-term economic impacts of the planning and delivery of the Games events and Legacy Programmes were largely driven by the spending in the city and region and wider UK economy incurred to deliver the Games. The activity generated by this spending has generated wider economic impacts through increased tourism and inward investment.

The original budget allocation of £778 million to deliver the Games leveraged commercial income of £120 million, including through ticket sales, commercial sponsorship and merchandise sales. As a result of this upfront funding, approximately £85 million of additional funding was leveraged from third parties including BCC, WMCA and SMBC to support legacy objectives. In addition to this, planned capital investment was accelerated to build on the momentum of the Games.

The Games were delivered under budget. Financial data provided during the course of this evaluation shows that between FY 2017/18 and FY 2023/24 approximately £810.9 million (£858.7 million in 2023 prices) of Games-related spending was incurred to deliver the Games, including:

- £638.3 million (£670.8 million in 2023 prices) of operating spending to deliver the Games, of which £120.5 million (£124.5 million in 2023 prices) was funded through commercial income, resulting in a net operating cost of the Games of £517.8 million (£546.3 million in 2023 prices); and
- £172.7 million (£187.9 million in 2023 prices) of capital spending on sporting and other infrastructure needed to host the Games, providing assets for future use, of which approximately £25.0 million (£27.2 million in 2023 prices) would have been invested by SMBC in a new alternative leisure centre had the Games not taken place in the West Midlands and is therefore not considered an additional cost of the Games.

This equates to a net Games-related public sector cost of £665.5 million (£707.0 million in 2023 prices).

In addition to this Games-related spending, additional spending was incurred to achieve wider legacy objectives, including:

- £69.0 million (£72.3 million in 2023 prices) of discretionary operating spending as of August 2023<sup>392</sup> to deliver wider legacy activity, of which £64.8 million (£67.7 million in 2023 prices) was publicly funded; and
- £490.9 million of accelerated discretionary capital investment, equating to a cost of accelerating this investment of £49.8 million (£54.5 million in 2023 prices).<sup>393</sup>

Overall, this equates to a **net total public sector cost of Games delivery and legacy activity, as of August 2023, of £780.0 million (£829.2 million in 2023 prices).**

### Gross value added

As a result of the delivery the Games, economic activity was generated in the UK (measured in terms of GVA). In total, it is estimated that the delivery of the Games events and wider legacy activity, the spending of Games-related visitors to the West Midlands and the inward investment secured as a result of the Games generated approximately £1,264.5 million of gross GVA (in the UK economy over the period between FY 2017/18 and FY 2023/24).<sup>394</sup>

<sup>392</sup> The Physical Activity and Wellbeing Legacy Programme was still delivering activity in August 2023 and therefore the full value of the funding allocated had not been spent. The impact of any spending, and associated activity after August 2023 is not included in this evaluation report.

<sup>393</sup> This accounts for the difference in the net present value of costs as a result of bringing forward investment.

<sup>394</sup> It should be noted results reported in this section have been adjusted for inflation and are reported in 2023 prices.

Adjusting the spend and resultant economic activity to take account of impacts that would have been generated in the absence of the Games<sup>395</sup>, in net terms, it is estimated **£1,156.3 million of GVA was contributed to the UK economy over the period between FY 2017/18 and FY 2023/24**, against net public sector costs of £829.2 million.

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 GVA is estimated to have been generated in the West Midlands (including Birmingham).<sup>396</sup>

The total GVA impact is comprised of:

- £1,070.4 million of GVA generated through the delivery of the Games events and Legacy Programmes, specifically:
  - £936.7 million of GVA generated through the planning and delivery of the Games events over the period between FY 2018/19 and FY 2022/23; and
  - £133.7 million of GVA generated through the delivery of legacy activity (including the accelerated regeneration of Perry Barr (£58.5 million of GVA) that took place between FY 2017/18 and FY 2023/24, and the delivery of Legacy Programmes (£75.2 million of GVA) over the period between FY 2018/19 and FY 2023/24).
- £45.7 million of direct GVA is estimated by WMGC to have been generated over the period between 2021 and 2023 as a result of the inward investment secured as a result of the BATP.
- £40.1 million of GVA generated through the spending in the economy of visitors and attendees to the Games events over the Games period.

The total economic contribution has been generated over the period between FY 2017/18 and FY 2023/24, with the scale of contribution building over the years.

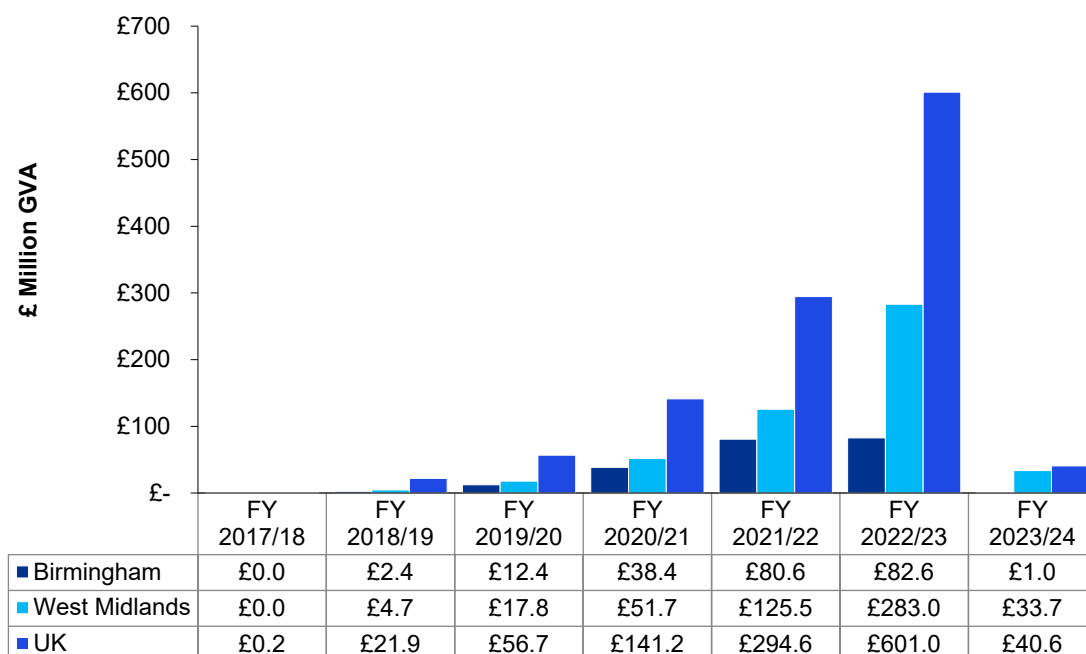
The estimated profile of GVA contribution of the Games events is shown below.

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<sup>395</sup> Specifically, estimated net impacts take account of plans by Sandwell Metropolitan Borough Council (SMBC) to invest in a new leisure centre, which were subsequently replaced by the new Aquatics Centre.

<sup>396</sup> It should be noted that the estimated GVA contribution in the West Midlands captures the impacts in Birmingham.

**Figure 32: Total UK GVA, by geographic location, FY 2017/17 to FY 2023/24**



Source: KPMG analysis, OC 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

Note: Values may not sum to total due to rounding

The total net GVA contribution of £1,156.3 million GVA<sup>397</sup>, includes direct, indirect (supply chain) and induced (direct and indirect employee wage spending) GVA impacts:

- £266.4 million of direct GVA is estimated to have been generated in the UK economy as a result of the delivery of the Birmingham 2022 Games events and the wider legacy activity, investment secured as a result of the BATP and the spending of Games-related visitors;
- £630.4 million of indirect GVA was generated in the UK economy as a result of the supply chain spending to support this direct economic activity; and
- £259.5 million of induced GVA was generated in the UK economy as a result of the wage spending of employees in roles supporting the direct and indirect economic activity associated with the delivery of the Games events and wider legacy activity, and the visitor spending.

## Employment

The evidence shows that the Games also supported considerable employment.

**In total it is estimated that the Games supported approximately 22,380 FTE years of employment in the UK economy.<sup>398</sup>**

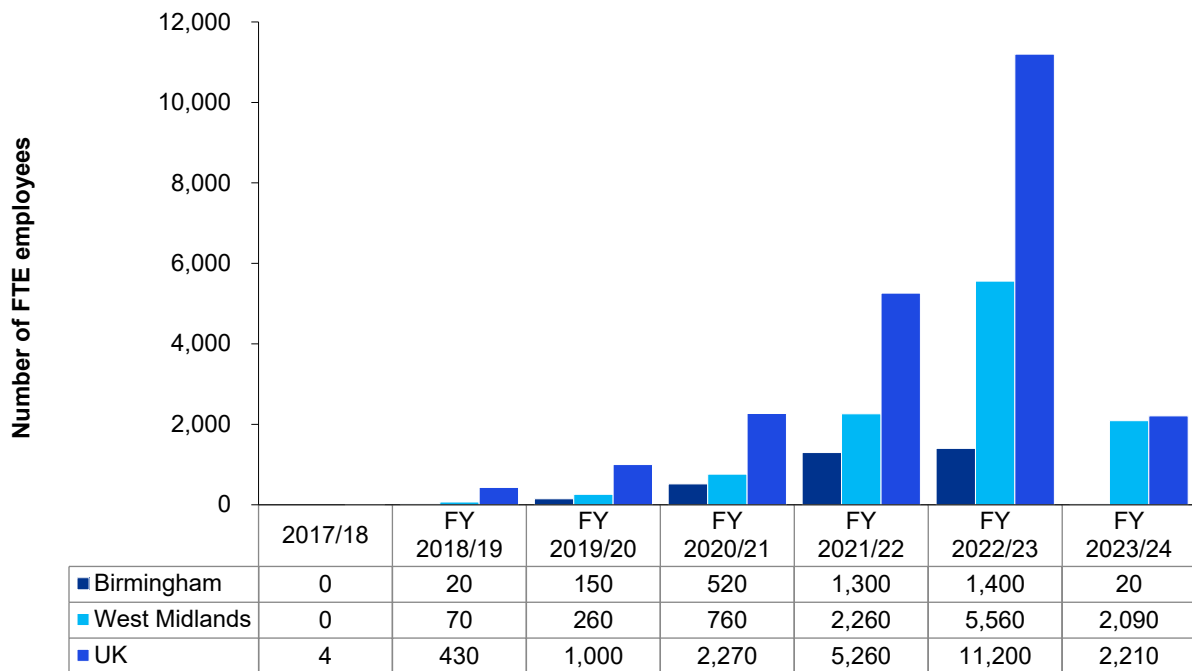
<sup>397</sup> It should be noted that values may not sum to total due to rounding.

<sup>398</sup> 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. It should be noted that whilst employment is reported in FTE terms, given the nature of the activity being delivered, many of the jobs associated with the Games events were short-term and/ or part time, and therefore the total number of individuals employed (in headcount terms) as part of the delivery of the Games would likely be far higher than the annual FTE numbers presented. It is not, however, possible to report the total number of individuals employed in headcount terms as the data needed to report on or estimate this is not available.

The total employment<sup>399</sup> supported by the delivery of the Games events and wider legacy activity, investment secured as a result of the BATH as well as of the spending of Games-related visitors, is estimated to have grown from 4 annual FTE jobs in FY 2017/18 to 11,210 annual FTE jobs at the peak of Games-related activity in FY 2022/23. Employment reduced to an estimated 2,210 annual FTE jobs in FY 2023/24 as the activity tailed off and focused on the close out of the Games and the conclusion of the majority of the intensive legacy activity.

Of the total employment, it is estimated that, over the period between FY 2017/18 and FY 2023/24 at least 15% of total employment was supported in Birmingham, and 49% of total employment was supported in the West Midlands.

**Figure 33: Total UK employment (in FTE terms) by geographic location, FY 2017/18 to FY 2023/24**



Source: KPMG analysis, OC 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

Note: It should be noted that FTE figures are rounded to the nearest 10, except for figures under 10 where the exact figure has been provided. Figures may not sum due to rounding.

Of the total employment contribution<sup>400</sup>, it is estimated that:

- Direct employment grew from approximately 2 FTEs in FY 2017/18 to approximately 2,410 FTEs in FY 2022/23, reducing to 2,090 in FY 2023/24;
- Indirect employment grew from approximately 1 FTEs in FY 2017/18 to approximately 7,070 FTEs in FY 2022/23, reducing to 90 in FY 2023/24; and
- Induced employment grew from approximately 1 FTEs in FY 2017/18 to approximately 1,730 FTEs in FY 2022/23, reducing to 30 in FY 2023/24.

<sup>399</sup> It should be noted that FTE figures are rounded to the nearest 10, except for figures under 10 where the exact figure has been provided. Figures may not sum due to rounding.

<sup>400</sup> It should be noted that FTE figures are rounded to the nearest 10, except for figures under 10 where the exact figure has been provided. Figures may not sum due to rounding.



### 4.3.3 Tourism

#### 4.3.3.1 Activities and outputs relating to tourism

As detailed in Figure 29, one of the main objectives under the *Help the Region to Grow and Succeed* Mission Pillar was, in the short term, to increase the number of domestic and international visitors to the region and their associated spend. By attracting visitors to attend the Games events; and through specific **BATP** activity to deliver tourism information and marketing campaigns, the aim was to enhance visitors' experiences and improve leisure travellers' awareness and perceptions of Birmingham and the West Midlands. Alongside additional activity through the BATP workshop and events targeted at travel trade intermediaries, this aimed to support a sustained increase in visitors in the longer term.

Specifically, as detailed in the Birmingham 2022 Commonwealth Games Legacy Plan, the BATP aimed to '*harness the global spotlight of the Games to transform the West Midlands from an undiscovered gem to a must-visit, global destination*' as well as '*celebrate the West Midlands' cultural and tourism offers, attracting visitors from around the world and supercharging the region's recovery*'.<sup>401</sup>

Specifically, the BATP monitoring data reports that as a result of the BATP activity to enhance visitors' experiences of the region:

- 13,396 visitors obtained information through visitor information pop-ups which were established across the West Midlands with the aim of ensuring that visitors experienced the best possible welcome and assistance with wayfinding, booking tickets and enjoying their time in the region.<sup>402</sup>
- 2.7 million individuals accessed visitor information provided by the BATP via digital platforms.

In addition, the BATP delivered targeted tourism events and campaigns, achieving the following outputs:

- 57 leisure tourism events in the UK and 19 overseas were funded by the BATP;
- 30 travel trade workshops were hosted by the BATP, of which 19 were organised in collaboration with VisitBritain, attended by 1,020 travel distributors.
- 22 travel trade external events were attended by the BATP;
- 33 'bookable travel products' were developed by travel businesses with the support of the BATP; and
- an estimated 3.7 billion were reached and via media articles placed through the BATP.

#### 4.3.3.2 Outcomes generated relating to tourism

##### Short-term impacts on tourism

As reported in the interim evaluation<sup>403</sup>, based on results from the 2022 WMGC Visitor Survey<sup>404</sup> and the 2022 OC spectators survey<sup>405</sup>, it is estimated that the Games attracted approximately 2.8 million Games-related visitors<sup>406</sup> to Birmingham and the West Midlands during the Games-time period<sup>407</sup> (including

<sup>401</sup> Birmingham 2022 Commonwealth Games Legacy Plan, See: [https://resources.cwg-gbr.pulselive.com/gbr-commonwealth-games/document/2022/07/12/a37f0633-361d-49b1-9cca-d25043dcccff8/Birmingham-2022\\_Our\\_Legacy.pdf](https://resources.cwg-gbr.pulselive.com/gbr-commonwealth-games/document/2022/07/12/a37f0633-361d-49b1-9cca-d25043dcccff8/Birmingham-2022_Our_Legacy.pdf)

<sup>402</sup> Information sourced through WMGC.

<sup>403</sup> HM Government 2023. Birmingham 2023 Commonwealth Games Interim Evaluation Report. See: [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/1128687/Interim\\_Evaluation\\_of\\_the\\_Birmingham\\_2022\\_Commonwealth\\_Games\\_-\\_Interim\\_Evaluation\\_Report.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1128687/Interim_Evaluation_of_the_Birmingham_2022_Commonwealth_Games_-_Interim_Evaluation_Report.pdf)

<sup>404</sup> 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.

<sup>405</sup> 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.

<sup>406</sup> The interim evaluation estimated that there were approximately 1.24 million ticketed attendees to the Games events over the 12 days of events, and an estimated 1.6 million visitors attended Birmingham 2022 Festival sites and free to view sporting events.

<sup>407</sup> 28 July 2022 to 8 August 2022.

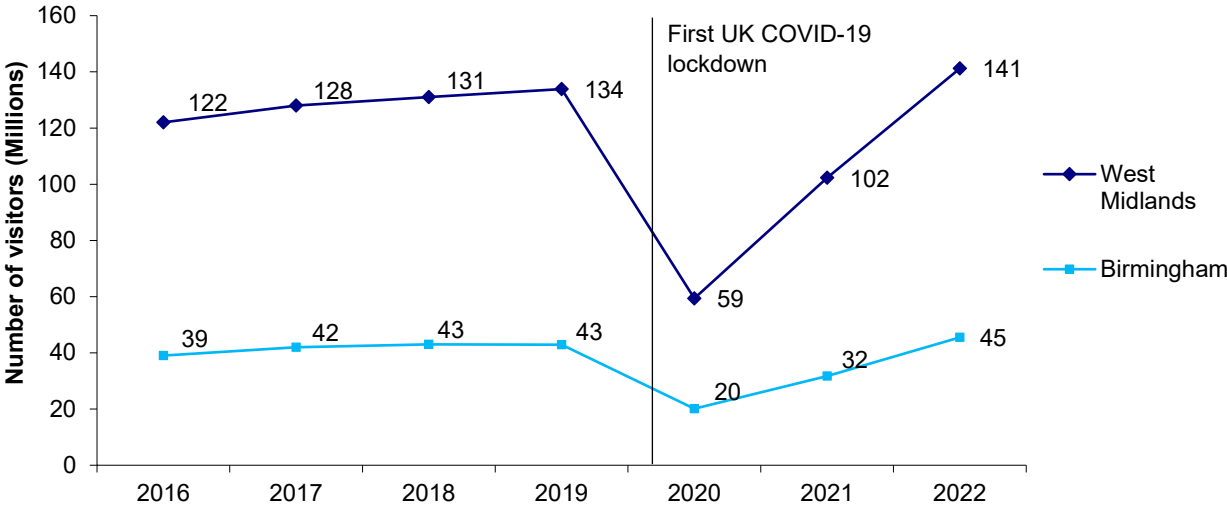
ticket holders and attendees to other Games-related events). Of these, it is estimated that approximately 38% (1.1 million) came from outside the West Midlands.

To understand the impact of the Games on total visitors to Birmingham and the West Midlands over the course of 2022 (rather than the Games-time period alone), analysis has been undertaken of 2022 STEAM<sup>408</sup> data provided by WMGC, which became available in spring 2023. It should be noted that STEAM data for the West Midlands refers to the WMCA area only as is used as a proxy for changes in levels of tourism in the West Midlands region.

This latest STEAM data shows that in 2022 there were a total of approximately 45 million visitors to Birmingham, and 141 million to the West Midlands<sup>409</sup>. In terms of visitor spend, the STEAM data shows that in 2022 £7.1 billion was spent by visitors to Birmingham, and a total of £14.1 billion was spent by visitors to the West Midlands as a whole.

As shown in Figure 34, looking at the visitor data in comparison to historical trends shows that visitor numbers to Birmingham and the West Midlands had been growing steadily before the COVID-19 pandemic: from 122 million in 2016 to 134 million in 2019 in the West Midlands, and from 39 million in 2016 to 43 million in 2019 in Birmingham. Visitor numbers then dropped significantly in 2020 and 2021 due to the impact of COVID-19.

**Figure 34: Number of visitors to Birmingham and the West Midlands, 2016 to 2022**



Source: STEAM 2022

Comparison between the latest STEAM data from 2022 and data from 2019 (the latest data where visitor numbers are unaffected by COVID-19) suggests there was a 6% increase in the number of visitors to Birmingham, and a 5% increase in the number of visitors to the West Midlands. The visitor numbers in Birmingham and West Midlands in 2022 were the highest on record since the data has started to be collected.<sup>410</sup>

Evidence sourced from the 2022 and 2023 WMGC Visitors Surveys shows that the proportion of first-time visitors to the locations in the West Midlands where respondents were surveyed increased from 23% in 2022 to 29% in 2023 which could indicate the success of the Games in attracting new visitors.

<sup>408</sup> STEAM is a tourism economic impact modelling process owned and operated by Global Tourism Solutions (GTS). STEAM provides estimates of the annual value, volume and economic impact of tourism, broken down into multiple categories, for any defined geographic area. See: <https://www.globaltourismsolutions.co.uk/steam-model>

<sup>409</sup> This figure includes visitors to Birmingham.

<sup>411</sup> Sample size: WMGC Visitor Survey (1,799)

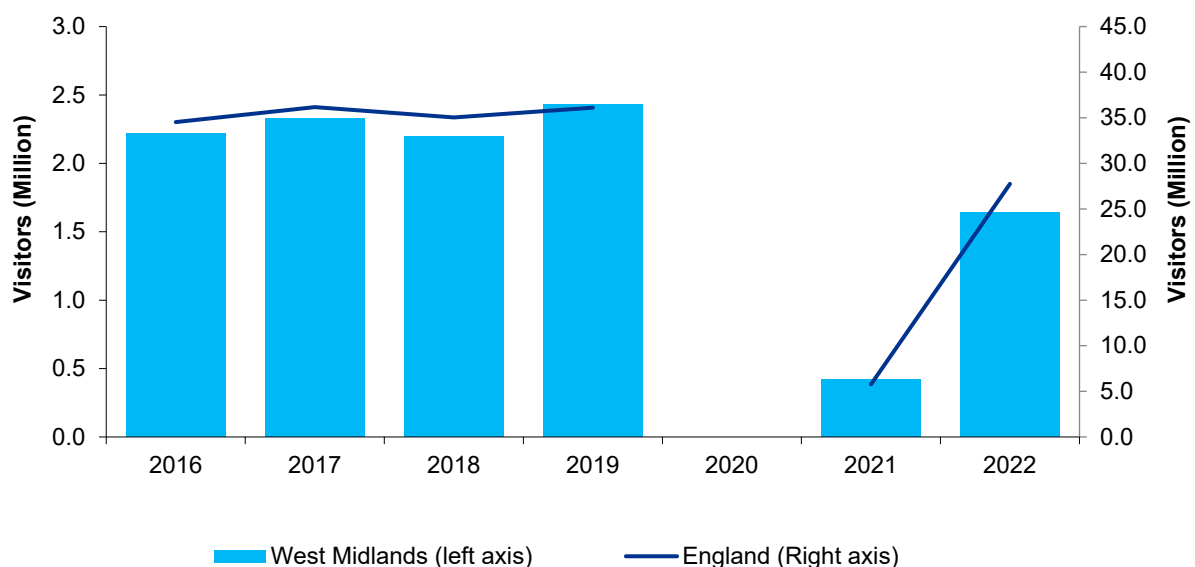
Due to not being able to access STEAM data for England as a whole, it was not possible to review the Birmingham and West Midlands' data against this a national level trend. However, evidence gathered from the 2022 WMGC Visitor Survey shows that 34% of visitors surveyed over the Games-time period were influenced to visit the West Midlands because of the Games, providing evidence of the likely contribution of the Games to this growth.<sup>411</sup>

In addition, in the absence of the availability of STEAM data at the national level for the purpose of the evaluation, alternative data sources were used to assess whether the trends observed in Birmingham and the West Midlands differed from broader national trends.

As illustrated in Figure 35, evidence gathered from the IPS<sup>412</sup> shows that in 2022 the number of international visitors to the West Midlands remained 33% below pre-pandemic levels (1.6 million international visitors in 2022 compared to 2.4 million in 2019). Equivalent data for England shows that international visitors to England were 23% below pre-pandemic levels in 2022 (27.8 million in 2022 compared to 36.1 million in 2019). This suggests that the West Midlands remained more impacted by post-COVID travel restrictions and changes to travel choices than England as a whole, and that the impact of the pandemic on international travel is likely to have also had a limiting effect on total international visitors attracted by the Games.

It should be noted, however, that due to the limited sample size of the IPS in the West Midlands, the post COVID-19 recovery of international tourism numbers in the West Midlands should be viewed as indicative evidence only.

**Figure 35: Number of inbound visitors to West Midlands and England, 2016 to 2022**



Source: International Passenger Survey 2022

Note: Due to the COVID-19 pandemic, the survey was not undertaken in 2020.

Taken at face value, this could indicate a lack of impact of the Games on international visitors. However, it is important to account for the wider context, and the role that other large events, such as the Queen's Platinum Jubilee and the UEFA Women's Euro 2022, may have had on international visitors at the England-wide level and which may mask the potential impact of the Games on international visitors to Birmingham and the West Midlands. That said, evidence from the 2022 OC Spectators Survey shows

<sup>411</sup> Sample size: WMGC Visitor Survey (1,799)

<sup>412</sup> Office for National Statistics, International Passenger Survey (IPS) 2022, See: [Inbound Tourism Spend & Trends By UK Town | VisitBritain.org](#)

that only 2% of ticket holders were from outside of the UK suggesting the short-term impact of the Games on international visitors may have been limited.

Although specific analysis of trends in domestic visitors has not been possible, the data presented above indicates that at least some of the uplift in the number of visitors to Birmingham and the West Midlands in 2022 relative to pre-pandemic (seen when reviewing the STEAM data) may have been driven by the Games, and that this is likely to have been mainly due to an increase in visits by domestic leisure travellers.

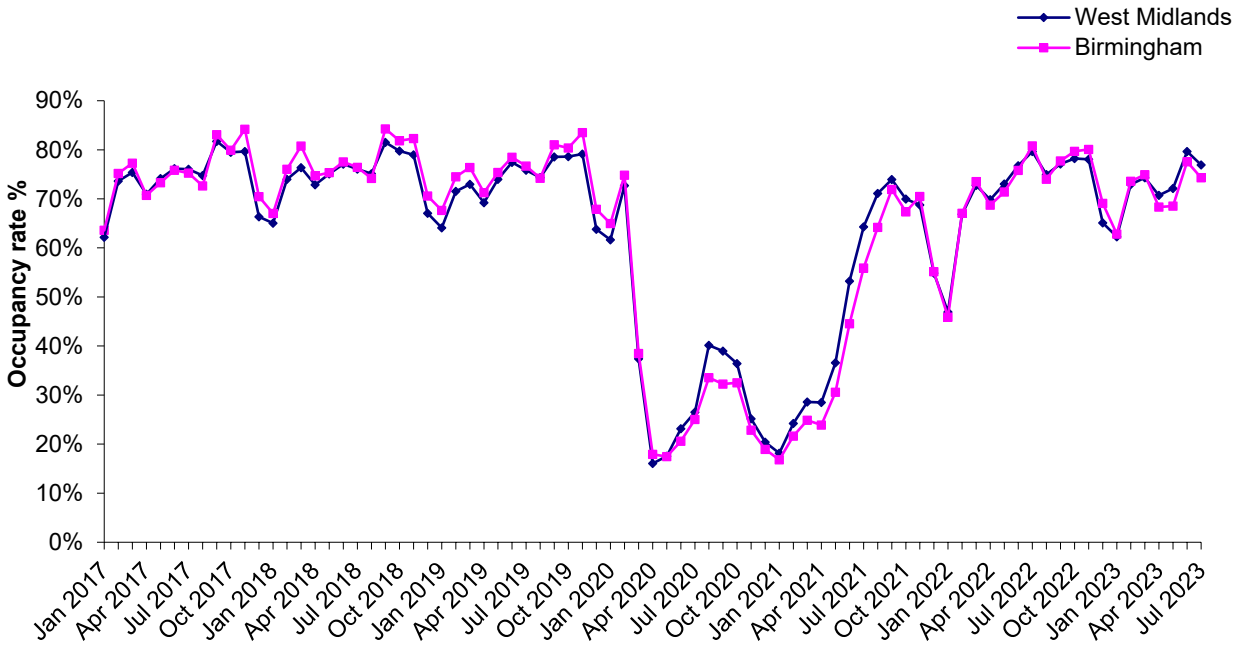
**Longer term impacts on tourism**

Through delivery of international marketing campaigns and collaboration with travel trade intermediaries, the B ATP activity aimed to result in sustained increases in the number of visitors to Birmingham and the West Midlands, and their associated spend, in the medium to long term.

Due to STEAM data for 2023 not yet being available<sup>413</sup>, alternative data sources were used to provide an indication of trends in visitor numbers in 2023.

Data on occupancy rates of the serviced accommodation in the West Midlands from January 2017 up to July 2023 was available from WMGC (see Figure 36). This shows that, aside from seasonal fluctuations, occupancy rates had remained relatively steady over the period, other than for years impacted by COVID-19.

**Figure 36: Occupancy rate for Birmingham and West Midlands available accommodation (serviced and non-serviced accommodation), 2017 to July 2023**



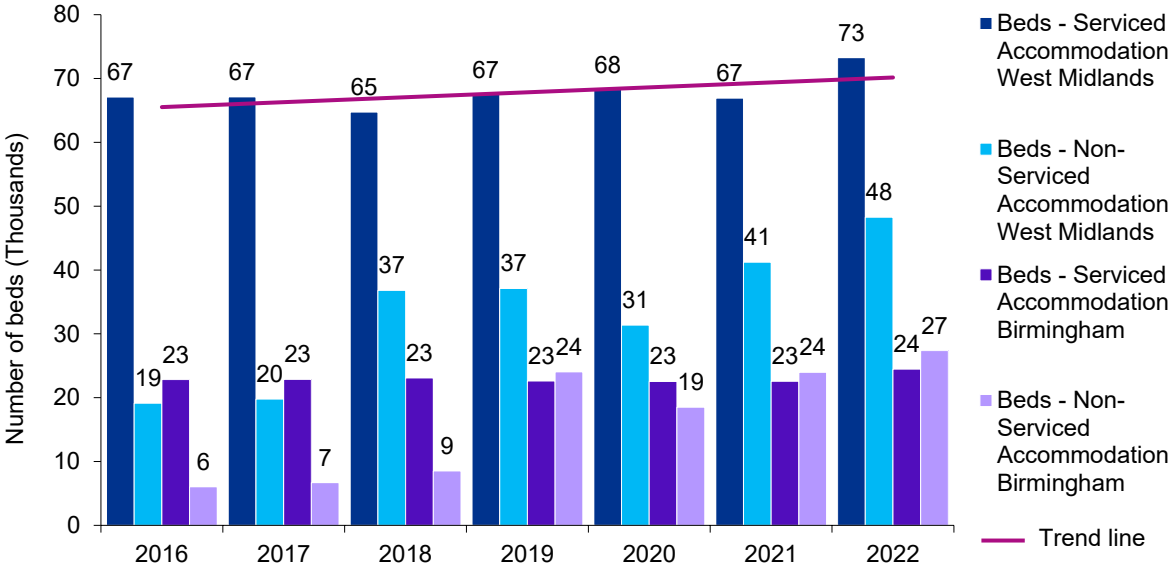
Source: West Midlands Growth Company and CoStar

WMGC also provided data on the number of bed places in Birmingham and the West Midlands from 2017 to 2022 (shown in Figure 37 below). This shows growth in the number of bed places in 2022 relative to previous years (including an 12% increase from 2021 to 2022). Whilst equivalent data for 2023 is not yet available, as part of the one year post-Games stakeholder engagement, WMGC reported that

<sup>413</sup> 2023 STEAM data is expected to be published in spring 2024.

anecdotally, based on their engagement with the serviced accommodation sector<sup>414</sup>, the number of bed places was expected to grow overall in 2023 compared to 2022, with 329 new rooms expected to be provided over the course of 2023. This, combined with steady occupancy rates for the serviced sector, suggests overall growth in demand for the serviced accommodation sector. It is noted, however, that the non-serviced accommodation sector<sup>415</sup> may not follow the same trend and availability may fluctuate more in response to short-term increases in demand.

**Figure 37: Number of available beds (serviced and non-serviced accommodation) in Birmingham and the West Midlands, 2017 to 2022**



Source: Birmingham STEAM 2017 – 2022  
 Please note: the trend line for Beds – Serviced accommodation for the West Midlands is shown in pink

In the absence of equivalent data at the UK level for comparison, it cannot be determined the extent to which this expected growth is due to the Games. To assist with this assessment, as part of the 2023 WMGC Visitor survey<sup>416</sup>, visitors to Birmingham and the West Midlands were asked the extent to which their visit was influenced by the 2022 Commonwealth Games.

Evidence shows that approximately 3% of visitors surveyed reported to have been strongly influenced and 5% slightly influenced to visit the WMCA location where they were surveyed by their experience of attending the Commonwealth Games in 2022, or by the media coverage of the Games, suggesting that the Games contributed to some degree to visitor numbers in 2023, though other factors may also have contributed.

Finally, to assess whether the increase in tourism seen in 2022 in Birmingham and the West Midlands will be sustained in the longer-term, results from the 2023 WMGC Perceptions Survey<sup>417</sup>, the 2023

<sup>414</sup> Serviced accommodation typically includes hotels, guesthouses, and bed and breakfasts.  
<sup>415</sup> A non-serviced accommodation is short- or long- stay accommodation which may be privately owned and let (e.g. Airbnb).  
<sup>416</sup> A visitor survey commissioned by WMGC carried out in 2023 in visitor locations across the West Midlands with a sample of 1,455 visitors to the area.  
<sup>417</sup> 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 BATP communications activities.  
 Sample size: Leisure travellers: 2021 (2,020), 2022 (2,030), 2023 (2,029), intermediaries 2021 (100), 2022 (101), 2023 (100).

WMGC Visitor Survey and the one year post-Games Business Survey have been analysed, showing that:

- The likelihood of survey respondents to visit the West Midlands fell in 2023 compared to 2021 and 2022, with 52% of all leisure travellers surveyed reporting they are likely to visit the West Midlands in the next three years, compared to 58% in 2022 and 57% in 2021.
- The likelihood to visit Birmingham in the next three years by UK domestic leisure travellers has fallen from 55% in 2022 to 46% in 2023, while it remained unchanged for international leisure travellers (65%).
- 87% of the 2023 WMGC Visitor Survey respondents will likely recommend the WMCA location where they were surveyed as a place to visit to their friends and family.<sup>418</sup>
- 75% of businesses surveyed in 2023 reported that the Games had a positive impact on the attractiveness of Birmingham as a place to visit, while 67% reported it had a positive impact on the West Midlands.<sup>419</sup>

Collectively, the evidence analysed indicates that the Games contributed to an increase in tourism in Birmingham and the West Midlands in 2022, driven primarily by an increase in the number of domestic tourists. WMGC data on occupancy rates of the serviced accommodation sector and the number of beds available in 2023 in Birmingham and the West Midlands, suggests that the increase in tourism seen in 2022 may have been sustained in 2023 although actual visitor number data is not yet available.

Evidence on leisure tourists' likelihood to visit the region over the next three years, gathered through the 2023 WMGC Perceptions Survey, suggests that the immediate impact of the Games may be weakening over time. However, in terms of the impact of the BATP's longer term tourism campaigns, WMGC reported as part of evaluation consultation that the impact on tourism as a result of the new BATP-acquired relationships with travel agencies may grow over time.

## 4.3.4 Trade and investment

### 4.3.4.1 Activities and outputs relating to trade and investment

To support the *Help the Region to Grow and Succeed* Mission Pillar, the activities of the **BATP**, as well as the Infrastructure and Built Environment investments made as a result of hosting the 2022 Commonwealth Games, had the medium- to long-term objective of increasing levels of business investment, trade and FDI in the region and in the UK.

Specifically, as detailed in the Birmingham 2022 Commonwealth Games Legacy Plan<sup>420</sup>, the BATP delivered the following strands of work which aimed to contribute to legacy outcomes, concentrating its efforts on nations and territories across the Commonwealth, plus the domestic UK market:

- **Inward investment:** the Programme aimed to harness the international profile of the Games to strengthen trade, and aimed to position the West Midlands and wider UK as attractive locations for foreign direct investment.
- **Capital investment:** the Programme aimed to capitalise on the international profile generated by the Games to position the West Midlands as home to the '*UK's most transformational regeneration schemes*', and ready for investment.

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<sup>418</sup> Respondents that answered 7 or above to the following question: *How likely are you to recommend <place name from interview location> to friends or family? Please use the following scale where 10 is extremely likely and 0 is not at all likely.*

<sup>419</sup> Thinking about Birmingham, what has been the impact of hosting the Games on the area, in relation to each of the following aspects? 'The attractiveness of Perry Barr as a place to visit'. Scale: 1 to 5 where 1 is Very negative impact and 5 is very positive impact. Sample 130 businesses.

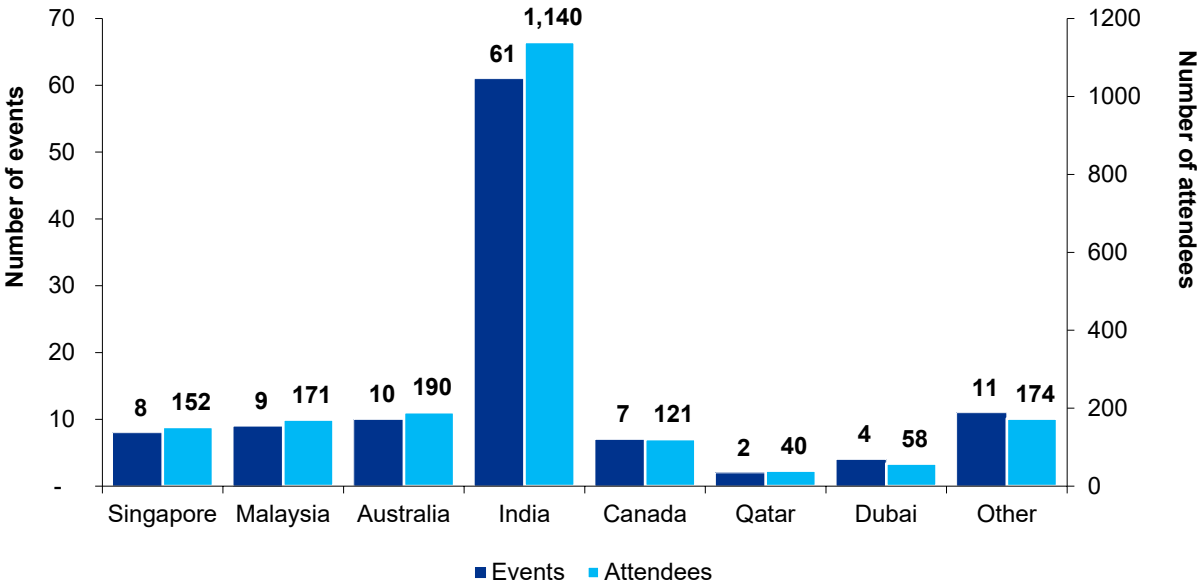
<sup>420</sup> Birmingham 2022 Commonwealth Games Legacy Plan, See: [https://resources.cwg-qbr.pulselive.com/qbr-commonwealth-games/document/2022/07/12/a37f0633-361d-49b1-9cca-d25043dcccff8/Birmingham-2022\\_Our\\_Legacy.pdf](https://resources.cwg-qbr.pulselive.com/qbr-commonwealth-games/document/2022/07/12/a37f0633-361d-49b1-9cca-d25043dcccff8/Birmingham-2022_Our_Legacy.pdf)

- **Sports events and conferences:** the Programme aimed to build on the West Midlands’ and UK’s profile as an international destination for events, capitalising on the global profile provided by the Games to attract major conferences to the region. In addition to this, the programme aimed to support the promotion of the region as a world class sports tourism destination.
- **Exports:** the Programme aimed to deliver an international campaign to drive UK exports and promote the West Midlands to a Commonwealth Business Audience. In addition to this, the Programme also aimed to connect UK businesses to overseas buyers across multiple sectors.
- **UK House:** was an eight day international trade and investment conference, delivered with the aim for it to be the focal point of the export and investment programmes, as well as an additional platform for the Government to deliver events connecting UK companies to international opportunities. Through this conference, the Programme aimed to showcase UK capability and innovation and drive investment.

BATP monitoring data received over the course of the evaluation, shows that the Programme delivered a total of 331 events over the period between January 2022 and end August 2023, with a total of over 6,000 attendees and it has reported to have engaged approximately 1,600 businesses.<sup>421</sup>

In addition and as illustrated in Figure 38, the Programme delivered 112 overseas events, attended by more than 1,900 people and 1,000 businesses, of which over 40% were based in Singapore.

**Figure 38: Total number of events and attendees delivered by the BATP, by overseas country**



Source: Business and Tourism Programme data

Of the total events delivered by the BATP in the UK and overseas:

- 49% were inward investment events;
- 12% were capital investment events;
- 16% were export events;
- 6% were MICE and major sporting events; and

<sup>421</sup> Data was not available from the BATP on the breakdown of these attendees and businesses by country or UK/overseas.



— 17% were leisure tourism events.

#### 4.3.4.2 Outcomes generated relating to trade and investment

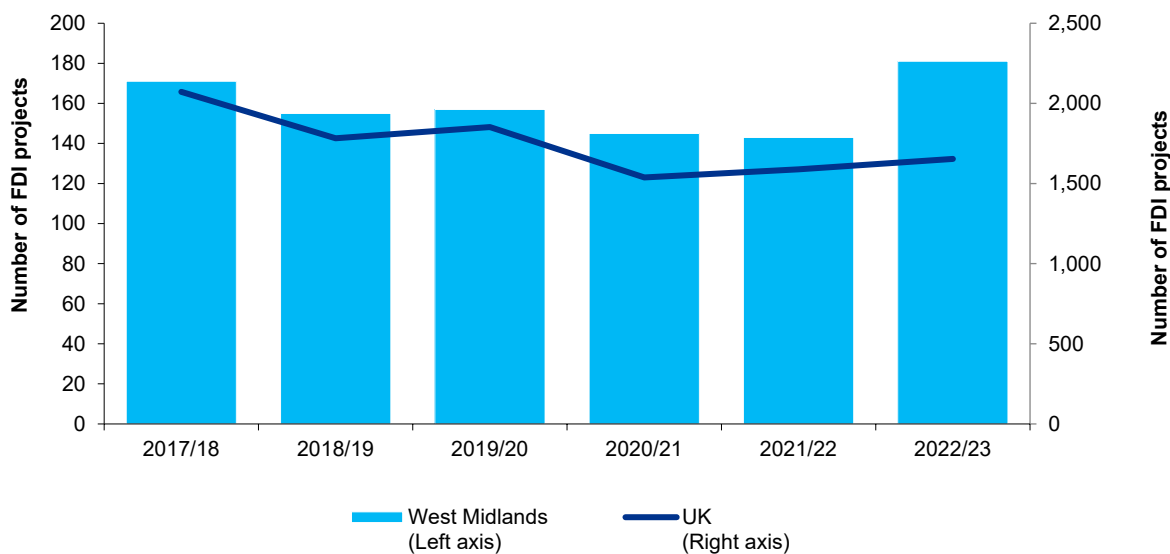
##### Inward investment

To assess the extent to which the B ATP has contributed to the generation of new inward investment projects in the West Midlands, publicly available data on the regional and national number of inward investment projects generated over the period between 2016 and 2023 was reviewed in addition to the B ATP monitoring data.

The monitoring data from the B ATP shows that over the period between January 2022 and end of August 2023, 212 inward investment prospects were generated, of which 63 (30%) were converted to qualified projects. Among these qualified projects, the largest share (35%) were from India.

Aligned to this, as illustrated in Figure 39, data sourced from the Department for Business and Trade (DBT)<sup>422</sup> shows that, in total, the West Midlands generated 181 inward investment projects in FY 2022/23, while the UK generated 1,654 projects.

**Figure 39: Number of inward investment projects in West Midlands and UK, FY 2017/18 to FY 2022/23**



Source: Department for Business and Trade

The DBT data shows that the West Midlands saw an increase of 15% when comparing the number of inward investment projects generated in FY 2019/20 (the latest year unaffected by COVID-19) to FY 2022/23, while the UK saw a decrease of 11% over the same period. This could suggest that the B ATP-led inward investment projects were additional, and would have not been generated in the absence of the Programme.

To further support assessment of the additionality, as part of the evaluation of the Programme, WMGC commissioned a survey of inward investors who had been supported by the B ATP. 18 of the 63 inward

<sup>422</sup> Department for Business and Trade 2023, See: <https://www.gov.uk/government/statistics/dbt-inward-investment-results-2022-to-2023>

investors attracted to the region via the B ATP were surveyed, corresponding to just under 30% of the total inward investors.<sup>423</sup>

Evidence from the survey shows that of the 18 respondents that were asked about the extent to which the engagement with and support by the B ATP influenced their decision to locate or expand in the West Midlands, 16 said that the B ATP had made a difference to their plans. Of these, nine respondents said that without the B ATP they would not have brought their business to the UK or West Midlands, and seven respondents said that the B ATP had accelerated their progress in expanding into the UK.

This evidence suggests that of the total qualified inward investment projects generated in the West Midlands, 50% would not have been generated without the support of the B ATP i.e. can be considered additional. Amongst the other 50%, whilst it was acknowledged they would have gone ahead without the B ATP funded support, in many cases this support was considered to have helped accelerate or increase the scope of investment.

Furthermore, as part of the one year post-Games stakeholder engagement, WMGC also reported anecdotally that the pipeline of projects in the West Midlands right before the 2022 Games was three times bigger than before the pandemic, and that through the B ATP activities they generated the most interest in the region and city in the last 30 years.

The new inward investment projects supported by the B ATP are expected to generate economic impacts to the region, in the form of employment and GVA, by directly recruiting individuals to cover the organisations' roles. To assess this, as part of the 2023 WMGC survey of inward investors, WMGC gathered information on the number of FTE jobs<sup>424</sup> that inward investors expect their new operation to create in the West Midlands.

Economic analysis undertaken by WMGC estimates that the inward investment projects landed by the B ATP will generate approximately £90.7 million of GVA, and will support 1,250 direct FTE jobs over the period between 2024 and 2027.

In addition to the broader B ATP activity, DBT reported that UK House generated between 57 and 115 high-potential inward investment leads<sup>425</sup> and between 29 and 57 potential inward investment leads.<sup>426</sup> However, no evidence is currently available on the additionality of these leads (i.e. what proportion may have been generated in the absence of UK House), or on the likelihood of being converted into delivered investment projects, meaning the ability to draw conclusions from this data is limited.

Further evidence gathered from the one year post-Games Business Survey<sup>427</sup> provides indicative insights on the impact of the Games on investment in Birmingham and the West Midlands. It shows that 46% of businesses surveyed reported the Games has positively impacted their ability to secure new investment in the business. This is higher (with the results being statistically significant) for:

- businesses located within the West Midlands;
- businesses that were involved in any Legacy Programmes; and
- businesses that had a Games contract.

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<sup>423</sup> Although the sample was not strictly representative, the B ATP evaluation team reported that the sample sought to be broadly representative of all investors with coverage across sectors and countries.

<sup>424</sup> It should be noted that FTE figures are rounded to the nearest 10, except for figures under 10 where the exact figure has been provided. Figures may not sum due to rounding.

<sup>425</sup> Range is based on the method used by DBT to adjust survey response to account for the higher likely participation rate in surveys and interviews among those who had generated an inward investment lead through UK House.

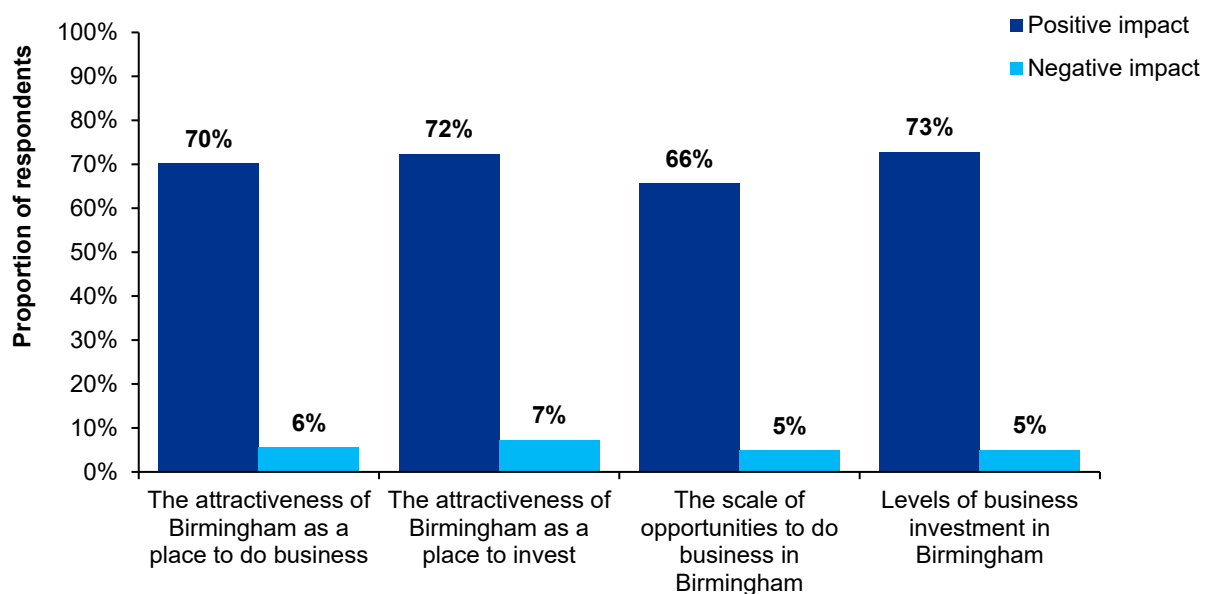
<sup>426</sup> It should be noted that there may be some overlap between UK House leads and the B ATP leads, but this is expected by the B ATP and DBT to be minimal.

<sup>427</sup> It should be noted, however, that the sample of businesses surveyed is limited and not representative, and as such the results are indicative only.

In addition, as shown in Figure 40:

- 66% of businesses surveyed one year post-Games reported the Games had a positive impact on the scale of opportunities to do business in Birmingham, while 30% of businesses surveyed reported it had no impact, and 5% reported it had a negative impact.<sup>428</sup>
- 73% of businesses surveyed one year post-Games reported that the Games has positively impacted the level of business investment in Birmingham (22% reported it did not have any impact and 5% reported it had a negative impact), and 63% reported a positive impact in the West Midlands.<sup>429</sup>

**Figure 40: Percentage of Business Survey respondents who report the Games had a positive/ negative impact on...**



Source: KPMG Business Survey

Sample size: The attractive of Birmingham as a place to business (127), the attractiveness of Birmingham as a place to invest (126), the scale of opportunities to do business in Birmingham (125) and the levels of business investment in Birmingham (121)

Anecdotal insights provided by WMGC as part of the one year post-Games stakeholder engagement, also indicate a positive impact of the Games on attractiveness of Birmingham as a place to invest and do business. Specifically, WMGC reported anecdotally that international investors that have been in Birmingham for a significant amount of time now have more confidence in their presence in the West Midlands over the next 20 years compared to what they had before the Games. In addition, WMGC reported anecdotally of new interest among UK institutions to invest in West Midlands capital infrastructure.

### Sporting events and Meetings, Conferences & Event Services (MICE)

In addition to the activity dedicated to increasing inward investment in Birmingham and in the West Midlands, the BATH also aimed to increase the city and region's attractiveness to sporting event organisers and MICE organisations.

BATH monitoring data shows that over the period between FY 2020/21 and end of August 2023, the region received 41 new MICE enquiries. From these, a total of 16 events have been secured in the West Midlands – 14 of which had taken place by the end of 2023, with the remaining two scheduled for 2026 and 2028. Such events generate economic impacts in the West Midlands through the spending of delegates during their visit and in staging the events themselves. As it has not been possible to estimate

<sup>428</sup> Sample size: 125

<sup>429</sup> Sample size: 121

the precise level of additionality associated with these MICE events, their associated benefits have not been included in the economic impact analysis. However, it has been estimated by WMGC that these events will generate an economic impact of £1.2 million in GVA for the region (£785,000 up to 2023 and £424,000 in future years). Taking into account additionality, WMGC estimate that the additional economic impact to the region as a result of the BATP is likely to be in excess of £500,000 of GVA (£179,000 up to 2023 and a further £321,000 between 2024 and 2028).

The data also shows that, over the same period, 24 new sporting event bids were generated, of which 62% (15 bids) have been converted into landed events. These landed events include the British Open Squash Championships and the World Supercross British Grand Prix held in 2023 and the European Athletics Championships that will be held in 2026. Birmingham will also be host city for the 18<sup>th</sup> edition of the SportAccord, which will be held in April 2024 bringing together global sports business leaders and key decision makers. As part of the one year post-Games stakeholder engagement, WMGC reported anecdotally that Birmingham would not have been considered if it were not for the Games. WMGC noted that this event represents an important opportunity to build a pipeline of sporting events in the years to follow.

Lack of baseline data on the number of sporting events and MICE leads in the West Midlands means that it is not possible to assess whether the BATP led prospects are additional. However, WMGC noted anecdotally that in a number of cases where events had been secured, the West Midlands was competing with other locations across the world to host these events and would have been unlikely to have secured the events without the BATP support. Furthermore, evidence reported by WMGC suggests that activity through the BATP supported a quicker post-pandemic bounce-back of the MICE sector in the West Midlands than the rest of the UK – identifying 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.<sup>430</sup>

## Trade

Alongside the UK House investment leads, DBT reported that UK House generated between 48 and 96 high-potential export leads<sup>431</sup> and between 215 and 431 potential export leads.

However, as with the DBT inward investment data, no evidence is currently available on the additionality of these leads, or on the likelihood of being converted into actual exports, meaning the ability to draw conclusions from this data is limited.

### 4.3.5 Skills and longer-term employment

#### 4.3.5.1 Activities and outputs relating to skills and longer-term employment

In support of the *Help the Region Grow and Succeed* Mission Pillar, the Jobs and Skills and OC Volunteering Programmes had the short-term objective of increasing access to volunteering, training and employment opportunities among West Midlands residents. In the medium term the programmes aimed to improve the skills and employability of the local workforce, and in the long term to lead programme participants to secure employment.

In the planning and delivery of the Games events and Legacy Programmes, direct employment was supported through the operations at the OC, through the delivery of the Legacy Programmes, the construction of the new Aquatics Centre in Sandwell, the redevelopment of Alexander Stadium, the regeneration of Perry Barr, and the provision of Games-time transport services. Employment generated through these activities has been estimated as part of this evaluation and reported in Section 4.3.2.

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<sup>430</sup> West Midlands Growth Company. See: [West Midlands' business events sector bounces back quicker than UK average | WMGC \(wmgrowth.com\)](https://www.wmgrowth.com)

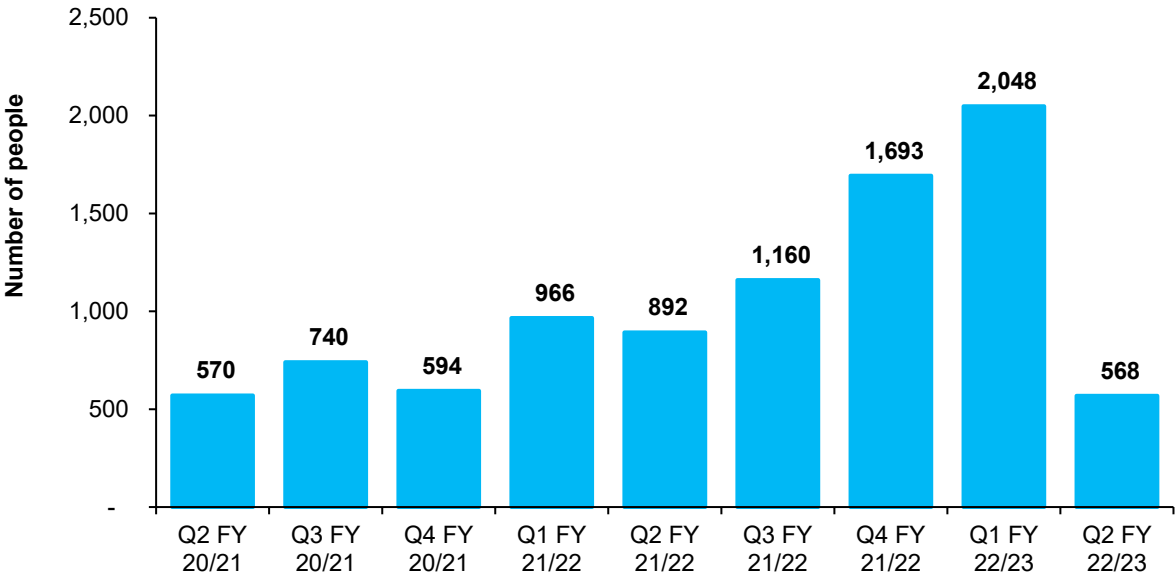
<sup>431</sup> Range is based on the method used by DBT to adjust survey response to account for the higher likely participation rate in surveys and interviews among those who had generated an export lead through UK House.

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

Supporting the ability of West Midlands residents to fill Games-related roles, the Jobs and Skills Academy provided training in construction, logistics, security, catering, cleaning and waste, as well as higher-level training in Games-related skills to support residents to access the higher level jobs created by the Games, with focus on subjects such as project management.

Through the delivery of the Jobs and Skills Academy (see Section 2.3.2 for details), 9,231 individuals, all West Midlands residents, were trained over the period between FY 2020/21 and FY 2022/23.

**Figure 41: Number of people trained, FY 2020/21 to FY 2022/23**

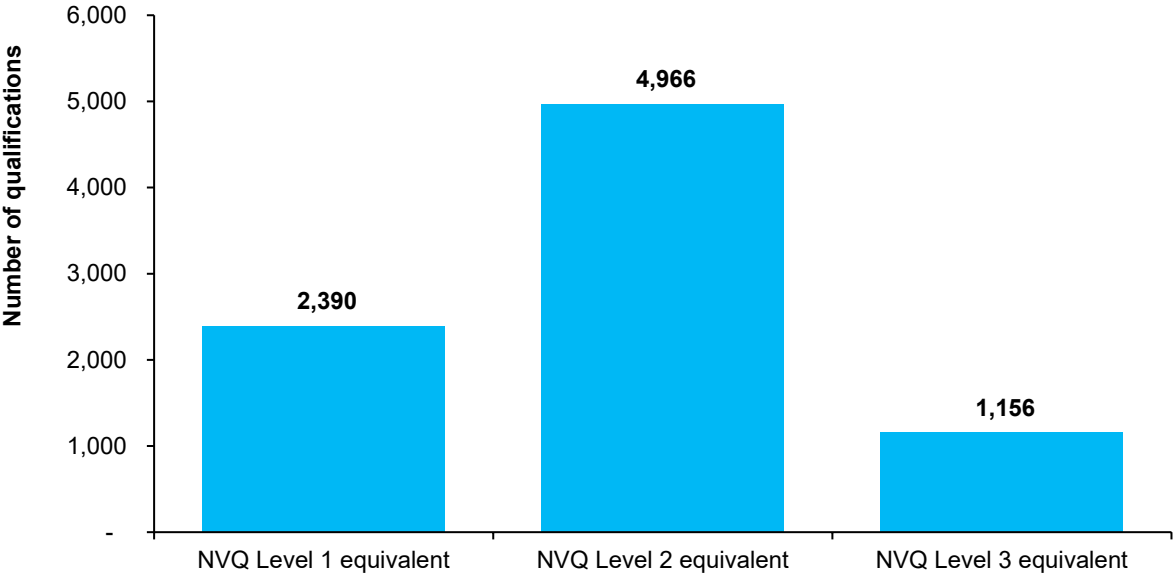


Source: Jobs and Skills Academy

A total of 7,640 individuals gained qualifications through the Academy, with 8,512 qualifications gained,<sup>432</sup> of which 28% gained a Level 1 NVQ equivalent, 58% gained a Level 2 NVQ equivalent, and 14% gained a Level 3 NVQ equivalent.

<sup>432</sup> With some participants gaining more than one qualification

**Figure 42: Number of qualifications gained by JSA participants, split by qualification**



Source: Jobs and Skills Programme

Finally, through the Jobs and Skills Programme, 472 individuals were supported into Games-related roles.

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

As detailed in Section 2.3.2, the OC Volunteering Programme offered Games volunteering opportunities with the aim to support skills, training and employment in the region.<sup>433</sup> The Programme provided volunteering training to 14,075 individuals, of which 62% were West Midlands residents. In total the Games recruited a total of 11,751 volunteers, of which 63% were West Midlands residents, who completed 1.25 million hours of volunteering as part of the Games.

After the Games ended, United By 2022, the official charity of Birmingham 2022 Commonwealth Games, supported by Spirit of 2012, launched the ‘Volunteers Collective’, a new digital match-making service that coordinates people looking for volunteering opportunities with organisations looking for volunteers.<sup>434</sup> The platform aims to work with regional organisations to connect West Midlands’ prospective volunteers with areas of need, and it also aims to be the starting point for new entrants to volunteering.<sup>435</sup>

As of September 2023, 2,209 individuals had signed-up to the platform, of which 2,135 were UK based, and a total of 14 volunteering opportunities have been posted on the platform.

<sup>433</sup> Birmingham 2022 Commonwealth Games Legacy Plan, See: [https://resources.cwg-qbr.pulselive.com/qbr-commonwealth-games/document/2022/07/12/a37f0633-361d-49b1-9cca-d25043dcccff8/Birmingham-2022\\_Our\\_Legacy.pdf](https://resources.cwg-qbr.pulselive.com/qbr-commonwealth-games/document/2022/07/12/a37f0633-361d-49b1-9cca-d25043dcccff8/Birmingham-2022_Our_Legacy.pdf)

<sup>434</sup> See: <https://www.unitedby2022.com/blog/volunteers-collective-launch/>

<sup>435</sup> Birmingham 2022 Commonwealth Games Legacy Plan, See: [https://resources.cwg-qbr.pulselive.com/qbr-commonwealth-games/document/2022/07/12/a37f0633-361d-49b1-9cca-d25043dcccff8/Birmingham-2022\\_Our\\_Legacy.pdf](https://resources.cwg-qbr.pulselive.com/qbr-commonwealth-games/document/2022/07/12/a37f0633-361d-49b1-9cca-d25043dcccff8/Birmingham-2022_Our_Legacy.pdf)

### 4.3.5.2 Outcomes generated relating to skills and longer-term employment

As illustrated in Figure 29, the Jobs and Skills Programme and the OC Volunteering Programme aimed to increase access to volunteering, training and employment opportunities among West Midlands residents.

To achieve these, the programmes aimed first to improve the participants' skills and preparedness for work, as well as increase their confidence in future employability.

#### Impacts on skills development, confidence levels and self-perceived employability of Legacy Programmes participants

In terms of skills, evidence from the Volunteers Survey shows that:

- 61% of volunteers surveyed immediately post-Games rated the extent to which the OC Volunteering Programme gave them new skills that they could apply in new volunteering/ employment opportunities at least 7 out of 10, with 7% reporting they gained no such skills (a rating of 0 out of 10).<sup>436</sup> <sup>437</sup> The percentage of volunteer respondents who rated the extent to which the OC Volunteering Programme gave them new skills that they could apply in new volunteering/ employment opportunities at 7 or above decreased to 50% one year post-Games.<sup>438</sup>
- Of those respondents that reported that the OC Volunteering Programme had to some extent given them new skills (a rating of at least 1), 58% said that they have already used these skills.<sup>439</sup> This is higher for respondents from ethnic minority groups, with 68% respondents from these groups reporting to have already used the new skills acquired. This difference is statistically significant.<sup>440</sup>

In terms of confidence:

- evidence gathered from the one year post-Games survey of Jobs and Skills Academy participants shows that 87% of participants surveyed reported to have greater confidence in seeking employment as a result of their participation in the Jobs and Skills Academy;<sup>441</sup>
- 82% of volunteers surveyed in the one year post-Games Volunteers Survey reported that the OC Volunteering Programme had a positive impact on the extent to which they feel confident in their ability to seek new employment and or training/ education opportunities;<sup>442</sup> and
- 91% of volunteers surveyed reported the OC Volunteering Programme had a positive impact on the extent they feel inspired and confident to seek other volunteering opportunities.<sup>443</sup>

Together, this evidence suggests that the Jobs and Skills Programme and the OC Volunteering Programme had a positive impact on participants' confidence in their employability.

Evidence from the one year post-Games Volunteers Survey and the Jobs and Skills Academy participants survey also shows positive impacts of the Games on respondents' self-perceived employability and ability to seek new opportunities (see Table 13 below).

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<sup>436</sup> Sample size: 1,669

<sup>437</sup> This is the proportion of volunteers surveyed that answered 7 or above to the question: *To what extent did the Birmingham 2022 Volunteer Programme give you new skills that you could apply in new volunteering, employment or training/education opportunities? (Where 0 is 'Not at all' and 10 is 'Completely').*

<sup>438</sup> Sample size: 1,768

<sup>439</sup> Sample size: 1,377

<sup>440</sup> Sample size: 164

<sup>441</sup> Sample size: 689

<sup>442</sup> Sample size: 1,768

<sup>443</sup> Sample size: 1,768



**Table 13: Volunteers and Jobs and Skills Academy Survey results in relation to experience, opportunities 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 you have relevant experience to seek new employment or training/education opportunities?	83%	4%
Volunteers Survey	What impact the Birmingham 2022 Volunteer Programme has had on the extent to which you feel you have the knowhow and tools to seek other volunteer opportunities	90%	3%
Jobs and Skills Academy survey	Rating from Agree to Disagree, to what extent do you agree with the following statement 'I have better job opportunities'?	75%	6%

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

Together, this evidence suggests that the Jobs and Skills Programme and the OC Volunteering Programme had a positive impact on the extent to which participants feel they have the right tools and experience to seek new employment and volunteering opportunities, and the extent to which they feel they are employable. The OC Volunteering Programme also had a positive impact, in general, on participants' confidence levels and gave them new skills which the majority of volunteers have gone on to utilise.

**Employment impacts for Legacy Programme participants**

One of the legacy objectives of the Games programmes was to have positive impacts on the employment prospects of programme participants. As noted further above, this was supported through the development of new skills and enhancing confidence levels. In terms of actual employment impacts that have been observed one year post-Games, data from the Jobs and Skills Programme and results from the Jobs and Skills Academy participants survey show that:

- 29% of Jobs and Skills Academy participants who were unemployed before participating in the Academy (2,313 individuals) reported that they were in employment one year post-Games.
- 4% of all Jobs and Skills Academy participants are estimated to have had a salary increase when comparing their salary from before their participation in the Academy to one year post-Games.<sup>444</sup>

There is also anecdotal evidence from a local government stakeholder interviewed that one year post-Games individuals that have participated in the Jobs and Skills Academy have been included in wider WMCA systems, such that the Combined Authority can follow up with them and deliver targeted job campaigns, which could be expected to support longer term impacts on employment.

Furthermore, while not a direct objective of the Programme, the OC Volunteering Programme is also estimated to have contributed to increased employment prospects for volunteers, specifically:

- 19% of volunteers surveyed as part of the one year post-Games Volunteers Survey reported that their OC volunteer experience led them to apply for new employment or training/education opportunities they might not have otherwise applied for.<sup>445</sup>

<sup>444</sup> Sample size: 692  
<sup>445</sup> Sample size: 1,698

- An estimated<sup>446</sup> 28 individuals who participated in the OC Volunteering Programme and who were unemployed before their volunteering experience were in employment one year post-Games, which they self-reported was as a result of their OC Volunteering experience.
- 2.6% of volunteers surveyed one year post-Games reported to have had a salary increase which they attributed to their participation in the OC Volunteering Programme.<sup>447</sup>

### Wider participation in volunteering opportunities

Beyond the participation in Games-time volunteering, the Legacy Programmes aimed to increase the extent to which individuals participate in volunteering opportunities in the long term. As part of this, to support future volunteering activity, as a legacy to the region, the Volunteer Collective platform was launched post-Games to connect prospective volunteers with volunteering opportunities in the region, with the aim to grow the region's volunteering capacity.<sup>448</sup>

Evidence from the one year post-Games surveys shows that:

- 83% of volunteers surveyed have participated in volunteering opportunities in the 12 months after the Games, and did not see a statistically significant change from the 12 months pre-Games;<sup>449</sup>
- 63% of volunteers surveyed reported that the OC Volunteering Programmes had a positive impact on the frequency with which they volunteer;<sup>450</sup>
- 42%<sup>451</sup> of volunteers surveyed were aware of the volunteer platform, and 60% of these respondents had already registered.<sup>452</sup>
- Of those that had registered to the platform, 48% had already applied to at least one volunteering opportunity.<sup>453</sup>
- Of those that reported having browsed opportunities on the platform, 85% said that it helped them identify opportunities that they were unlikely to have found otherwise.<sup>454</sup>

In addition to the above, evidence gathered from the 2021/22 Active Live Adult Survey suggests that the Games had a positive impact on sport and physical activity volunteering. Specifically, the survey shows that the percentage of respondents from Commonwealth Games local authorities who had volunteered in the 12 months prior the survey was the same as the share in 2019/20 (pre COVID-19), while in all other local authorities the proportion of respondents who had volunteered in the previous 12 months in 2021/22 was lower than pre COVID-19.

Together this evidence suggests that the Games and Legacy Programmes had a positive impact on the frequency with which Games-time volunteers volunteer and their ability to access opportunities.

### Wider impacts on Birmingham residents' opportunities to gain new skills, employment and/or volunteering experiences

While improved skills, confidence and self-perceived employability may contribute to the extent to which individuals who participated in the Legacy Programmes seek to participate in volunteering and employment opportunities, this alone would not necessarily be sufficient to see a change in actual levels of participation particularly across the wider population of Birmingham residents. For a change in actual

<sup>446</sup> See Annex 2 for details of the methodology used to estimate this impact.

<sup>447</sup> Sample size: 312

<sup>448</sup> See: <https://www.unitedby2022.com/blog/volunteers-collective-launch/>

<sup>449</sup> Sample size: 1,777

<sup>450</sup> Sample size: 1,768

<sup>451</sup> Sample size: 1,777

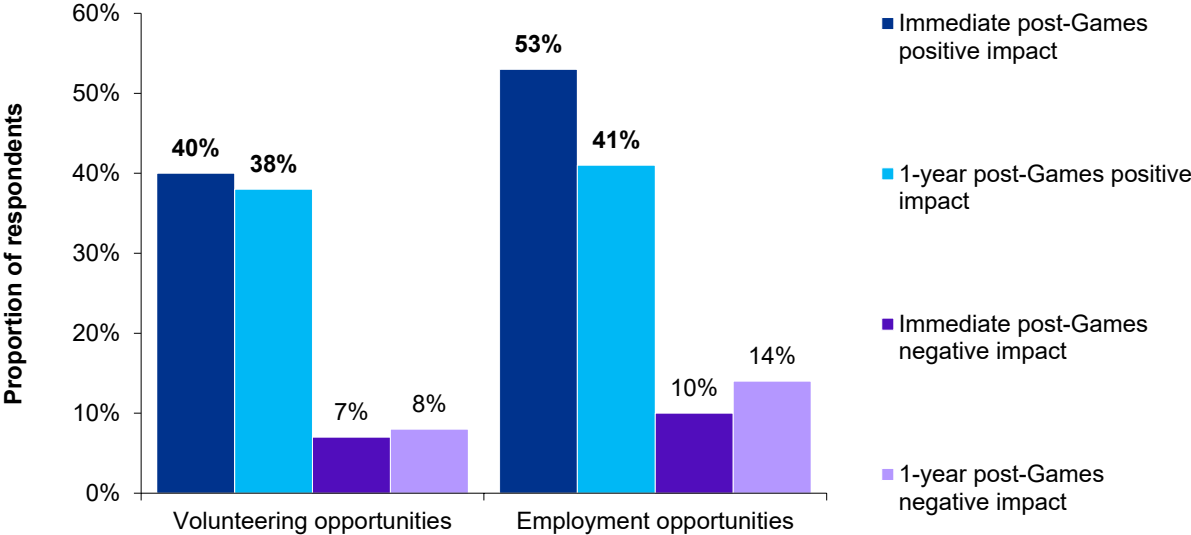
<sup>452</sup> Sample size: 754

<sup>453</sup> Sample size: 329

<sup>454</sup> Sample size: 287

levels of participation among individuals to be seen there would need to be sufficient volunteering and employment opportunities for them to get involved with in their local areas.

**Figure 43: The extent residents feel the Games has positively and negatively impacted opportunities to gain new skills, employment and/or volunteering experiences**



Source: KPMG 2022 and 2023 Residents Survey  
 Sample size: volunteering opportunities: immediate post-Games (455), one year post-Games (426)  
 Sample size: employment opportunities: immediate post-Games (441), one year post-Games (422)

Evidence from the one year post-Games Residents Survey shows that there was no statistically significant change in the extent to which respondents felt their local area provides them with opportunities to gain new skills, employment and/ or volunteering experience when comparing results from the pre-Games survey to those from the post-Games surveys.

Evidence from the one year post-Games Residents Survey, however, shows that when asked specifically about the impact of the Games, a proportion of respondents reported that the Games had a positive impact on the extent to which their local area provides them with opportunities to gain new skills, employment and/or volunteering opportunities. Specifically, as shown in Figure 43:

- 41% of residents surveyed one year post-Games<sup>455</sup> reported the Games had a positive impact on the extent to which they can participate in employment opportunities (and 15% reported a negative impact). A stronger impact was reported immediately post-Games, with 53% of respondents<sup>456</sup> reporting a positive impact.
- 38% of residents surveyed one year post-Games<sup>457</sup> reported that the Games had a positive impact on the extent to which they can participate in volunteering opportunities (and 8% reported a negative impact). There was no statistically significant difference with immediately post-Games survey results.

Together this evidence suggests that the Games may have had a small but overall positive impact on the extent to which Birmingham residents can participate in volunteering or employment opportunities.

<sup>455</sup> Sample size: 422  
<sup>456</sup> Sample size: 441  
<sup>457</sup> Sample size: 426

## 4.3.6 Social value through supply chain

### 4.3.6.1 Activities and outputs relating to social value through supply chain

With the aim of generating a positive impact through its activities, the OC introduced a Social Value Charter<sup>458</sup> which documented the organisation's commitment to sustainability, health and wellbeing, inclusivity, human rights and local benefit.

This commitment was implemented through the **OC's Social Value Programme**, which embedded social value into the procurement process.

At a minimum, all OC contracts required suppliers to adhere to the Social Value Charter, including adhering to the CGF Human Rights Policy, the OC's Modern Slavery Statement, International Labour Organisation standards, the OC's Anti-Corruption, Counter Fraud, Bribery, Gifts and Gratuities Policy and the OC's Whistleblowing Policy.

In addition, through the OC's procurement process, contracts of £50k or more had a minimum of 10% weighting allocated to social value as part of the contract bid process, and required specific social value commitments to be made by suppliers. Linked to this, in total 33 OC contractors and suppliers were set up on the Social Value Portal and made a social value commitment that was entered onto the portal.

BCC and SMBC implemented similar requirements as part of BCC's Charter for Social Responsibility<sup>459</sup>, and SMBC's social value policies<sup>460</sup> - requiring contractors to consider and set out how they could improve the economic, social and environmental wellbeing of local residents.

To track the delivery of social value, commitments were recorded by the OC in a portal (the Social Value Portal) and then mapped against the National Social Value Measurement Framework (also known as the National TOMS Framework<sup>461</sup>). Social value commitments delivered by the OC and Games suppliers include local employment and spend, spend with SMEs and VCSEs and the provision of apprenticeships, work experience and volunteering opportunities.

Table 14 reports the outputs delivered by the OC supply chain sourced from the OC's Social Value reporting.

**Table 14: Social value delivered by the OC supply chain, by measure**

Measure	Delivered (Measure unit)
Apprenticeships (weeks)	2,034
Career Support Sessions (hours)	416.50
Education Sessions (hours)	1,157
Training Opportunities (weeks)	281
Ex-Offenders (number)	0.41
Not in employment, education or training (NEETs) (number)	16.96
Work Experience (weeks)	2,024
Long-term Unemployed (number)	1.00
Expert Hours (hours)	3,777
Staff Support (hours)	1,449
Community Support (£)	£1,583,790
Volunteer Hours (hours)	3,591

Source: Birmingham 2022 Commonwealth Games

<sup>458</sup> [Social-Values-Charter.pdf](#)

<sup>459</sup> [Birmingham Business Charter for Social Responsibility | Birmingham City Council](#)

<sup>460</sup> [Social value | Think Sandwell](#)

<sup>461</sup> Social Value Portal. 2022. 'The method behind the movement'.

In addition to the above commitments, the OC supply chain also delivered the outputs detailed in Table 15 below.

**Table 15: Local economic outputs and environmental savings delivered by the OC supply chain, by measure**

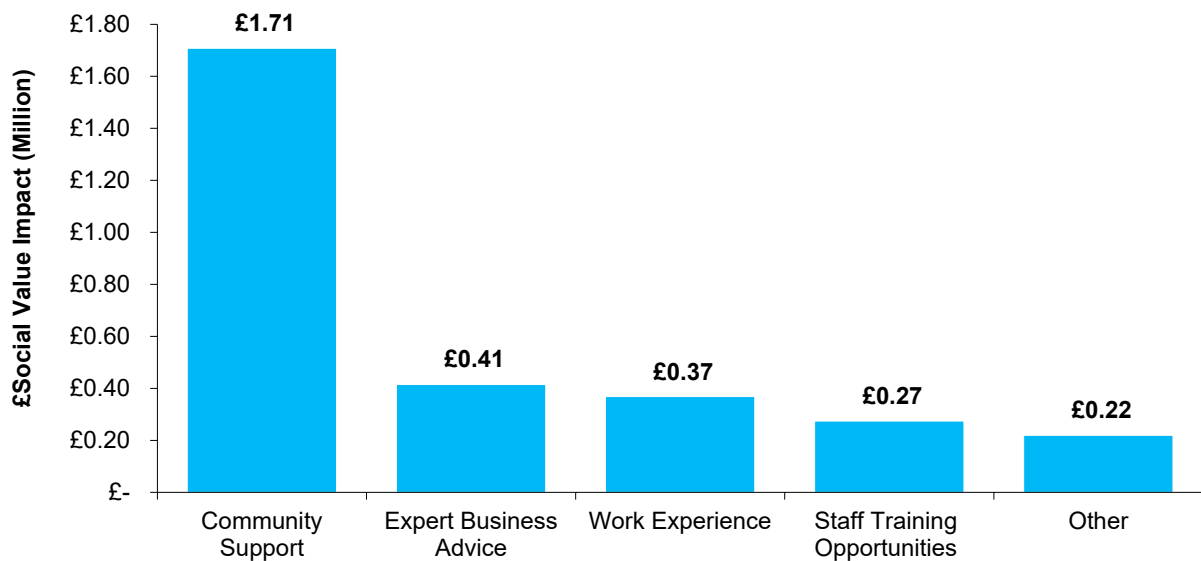
Measure	Delivered (Measure unit)
Local Employment (number)	142.33
Voluntary, Community and Social Enterprise (VCSE) Spend (£)	£137,896
Local Spend (£)	£10,373,768
Micro, Small and Medium Enterprises (MSME) Spend (£)	£4,041,713
Carbon Reduction (tCO2e)	156.50
Waste Reduction (tonnes)	562.40
Car Miles Saved (miles)	140,624

Source: Birmingham 2022 Commonwealth Games

#### 4.3.6.2 Outcomes generated relating to Social value through supply chain

The social impact analysis undertaken as part of this evaluation based on data from the OC's Social Value Portal, estimates that, in addition to the economic impacts generate for Birmingham and the West Midlands by the OC's activities and through its supply chain (as reported in Section A1.3), the OC generated **£3.0 million** of social value through its supply chain.<sup>462</sup>

**Figure 44: Social value generated by the OC supply chain, split by theme**



Source: KPMG analysis, OC data, National TOM's framework

<sup>462</sup> This figure excludes local economic values (i.e. local employment; VCSE spend; local spend; and MSME spend) to avoid double counting with the economic impact analysis and any social value associated with environmental sustainability savings (i.e. carbon reduction; waste reduction; car miles saved) as these are reductions in negative impacts not positive social value impacts.

As well as generating its own social impact, in support of the *Be a Catalyst for Change* Mission Pillar, the OC aimed to contribute to a “*sustained change towards sustainable procurement practices in relation to social value and human rights.*”

Albeit based on a limited sample of businesses, evidence from the one year post-Games Business Survey shows that, of those businesses surveyed that had delivered new additional social value commitments as part of their Games-related contract, half of them implemented these as business as usual following the contract.

There is also some limited evidence from the stakeholder interviews/ focus groups:

- One stakeholder reported that they found the OC's Social Value Programme provided a useful guide for their future commitments and noted that United By 22 is helping local businesses to embed social value commitments.
- A Games partner reported that it was expected that future Commonwealth Games hosts would adopt a similar system, taking on learnings from B2022, but due to the timing of this evaluation specific examples of this could not yet be provided.

B2022 was also the first Games to create an Ethical Trading Management role within the Procurement functional area. The Ethical Trading Manager was responsible for overseeing an Ethical Trading Risk Assessment programme to support the Human Rights strategy that the OC implemented, and the independent Ethical Trading audit on suppliers identified as high risk.<sup>463</sup> These activities contributed to B2022 being the first Games to achieve ISO20121 Sustainable Event Management accreditation<sup>464</sup>, reflecting that a system of checks and balances through which to deliver a Games had been established. These can subsequently be used as a blueprint for future Games.

Together the evidence suggests that: the OC generated some social value, in addition to the local economic value, through its procurement system; the systems in place helped businesses to identify commitments that could be used in the future; and some businesses were continuing to deliver on commitments past the end of their Games contracts. In addition, wider Games firsts from B2022 in relation to ethical trading and human rights provide a blueprint for future events. Currently available evidence of these practices and policies being adopted by other organisations or events is limited suggesting this wider impact for future hosts and other organisations has not been achieved to date.

#### **4.3.7 Wider social value generated through the delivery of the Games events and wider legacy activity**

The evidence set out in this section of the report details the estimated wider social impacts, beyond those generated by OC procurement, through the delivery of the Birmingham 2022 Games events and wider legacy activity, including:

- social impacts generated as a result of volunteering;
- social impacts generated as a result of people moving from unemployment to employment;
- expected lifetime social impact generated as a result of individuals gaining qualifications and completing apprenticeships; and
- social impacts generated as a result of people being physically active.

In total it is estimated that, as of end August 2023, £76.5 million of social value was generated through the activities delivered by the OC Volunteering Programme and Jobs and Skills Academy.

In addition, in the longer term, social value is expected to be generated through future returns to the skills and apprenticeships delivered through the Games programmes, which based on existing literature are

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<sup>463</sup> B2022 Sustainability Report

<sup>464</sup> B2022 Sustainability Report

expected to equate to approximately £151.4 million of lifetime earning uplift. 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.

### Social impacts generated as a result of volunteering

The Games provided a range of volunteering opportunities, including through the OC Volunteering Programme and the Games capital programmes, reported on in Section 4.3.5.<sup>465</sup> Time dedicated to volunteering generates value to the community. Specifically, the opportunity cost of an individual's time spent volunteering is the value of how that time could otherwise be spent – assumed to be either leisure or working time. To estimate the value of this alternative use of time, the analysis uses an estimated mean wage rate for volunteers.<sup>466</sup> This hourly wage value is applied on the basis that the volunteer must value their time spent volunteering by at least as much as they could otherwise earn by working during that time. This is an approach that has been used to value volunteering in a number of existing evaluations<sup>467</sup> and as a proxy for the value of leisure time.<sup>468</sup>

As a result of the 1.25 million hours of volunteering by Games-time volunteers, the 3,909 hours delivered by staff at the capital programmes' contractors, it is estimated that:

- a total of **£14.4 million** of social value was generated to the community as a result of Games-time volunteers dedicating their time volunteering; and
- approximately **£67,800** of social value to the community was generated as a result of staff at the capital programmes' contractors dedicating their time to volunteering activities.

In addition to this, as set out in the HMT Supplementary Green Book Wellbeing Guidance for Appraisal<sup>469</sup>, individuals that participate in volunteering opportunities are expected to gain wellbeing benefits. Specifically, existing literature identifies evidence that volunteering is positively linked to enhanced wellbeing, including improved life satisfaction, increased happiness and decreases in symptoms of depression.<sup>470</sup> The evidence suggests these benefits are generated through increased self-efficacy, social connectedness and sense of purpose.

Based on the approach detailed in the HMT Supplementary Guidance, it is estimated that **£4.1 million** of social value specifically associated with the wellbeing of volunteers themselves was generated as a result of volunteering by Games-time volunteers (see Annex 2 for details).<sup>471</sup>

### Social impacts generated as a result of people moving from unemployment to employment

Section 4.3.5.2 reports the impact of the Jobs and Skills Programme and OC Volunteering Programme on participant's employment prospects in terms of moving from unemployment to employment, and earnings growth. Based on these results, in total, it is estimated that **£43.6 million** was generated as a result of the income uplift for those that gained employment, or had a salary increase (by end August 2023), which would have not occurred had it not been for the participation in the Jobs and Skills Academy or the OC Volunteering Programme (see Annex 2 for details). Of this:

<sup>465</sup> These include: the redevelopment of Alexander Stadium, the construction of Sandwell Aquatics Centre; and the regeneration of Perry Barr.

<sup>466</sup> This wage rate, sourced from the TOMs Framework, is based on typical volunteering activities based on analysis of results from the Community Life Survey, valued at the closest market equivalent rate from the Annual Survey of Hours and Earnings. See: Social Value Portal. 2022. 'The method behind the movement'.

<sup>467</sup> For example, Hull University (2018), The Impacts of the Hull UK City of Culture 2017

<sup>468</sup> Surdam, David George, 'The Economics of Leisure', *Century of the Leisured Masses: Entertainment and the Transformation of Twentieth-Century America* (New York, 2015; online edn, Oxford Academic, 22 Jan. 2015), <https://doi.org/10.1093/acprof:oso/9780190211561.003.0004>, accessed 16 Jan. 2023.

<sup>469</sup> HMT Green Book Wellbeing Guidance for Appraisal (2021). See: [Wellbeing guidance for appraisal - supplementary Green Book guidance.pdf \(publishing.service.gov.uk\)](#)

<sup>470</sup> What Works Wellbeing, 2020. The Impacts of Volunteering on the Subjective Wellbeing of Volunteers: A Rapid Evidence Assessment. See: [Volunteer-wellbeing-technical-report-Oct2020-a.pdf \(whatworkswellbeing.org\)](#)

<sup>471</sup> Due to lack of data on the number of staff at the capital programmes' contractors that volunteered (only the number of volunteering hours were provided as part of this evaluation), it has not been possible to estimate the wellbeing impact generated as a result of contractors dedicating their time to volunteering as part of this analysis.



- **£1.0 million** relates to the income uplift of Games-time volunteers; and
- **£42.6 million** relates to the income uplift of JSA participants.

As well as the associated income uplift, gaining employment is also shown to be associated with wellbeing benefits. Following the approach set out in the HMT Green Book Wellbeing Guidance for Appraisal<sup>472</sup>, it is estimated that **£18.5 million** of wellbeing value was generated as a result of Jobs and Skills Academy participants gaining employment within the one year post-Games.

### Expected lifetime social impacts as a result of people gaining qualifications and completing apprenticeships

There are a number of existing studies and reports that cite evidence of the positive impact education, qualifications and skills development can have on individuals' future employment and earning potential. For example, evidence presented in a 2011 paper published by the Department for Business, Innovation and Skills (BIS)<sup>473</sup> shows that there are positive employment and earnings returns for qualifications gained in adulthood and from completion of apprenticeships. Using the quantitative evidence included in the 2011 BIS paper it is estimated that:

- **£139.7 million** of social value is expected to be generated as a lifetime impact to individuals and the Government as a result of an uplift to lifetime earnings for the 7,640 of Jobs and Skills Academy participants who gained NVQ equivalent qualifications over the period FY 2020/21 and FY 2022/23 (see Annex 2 for details).
- **£11.7 million** of social value is expected to be generated to individuals and the Government as a result of an uplift to lifetime earnings for individuals that completed an apprenticeship. Of this:
  - **£1.8 million** of social value is expected to be generated to the individual and Government as a result of an uplift to lifetime earnings for the 28 individuals that completed apprenticeships with the OC; and
  - **£9.9 million** of social value is expected to be generated to the individual and Government as a result of an uplift to lifetime earnings for the 157 individuals<sup>474</sup> that completed apprenticeships with contractors working on the capital programmes.

### Social impacts generated as a result of people being physically active

The evaluation also aimed to understand the social value generated through community use of the new Games venues – specifically Sandwell Aquatics Centre and Alexander Stadium.<sup>475</sup>

Sport and physical activity are widely perceived to generate benefits to society. There is a long history of evaluation and academic research into the social impacts of sport and recreation but attempts to measure and value these impacts in monetary terms have been more limited. In 2014, the Sport Industry Research Centre (SIRC) at Sheffield Hallam University (SHU) developed a national model for measuring the Social Return on Investment (SROI) in sport in England. The research was funded by the Higher Education Innovation Fund (HEIF), Department for Culture, Media & Sport (DCMS) and Sport England

<sup>472</sup> HMT Green Book Wellbeing Guidance for Appraisal (2021). See: [Wellbeing guidance for appraisal - supplementary Green Book guidance.pdf \(publishing.service.gov.uk\)](#)

<sup>473</sup> BIS 2011, Returns to Intermediate and Low Level Vocational Qualifications. See: [Returns to Intermediate and Low Level Vocational Qualifications \(publishing.service.gov.uk\)](#)

<sup>474</sup> 24 apprenticeships at the main contractor working on the redevelopment Alexander Stadium; 36 apprenticeships at the main contractor working on the construction of Sandwell Aquatics Centre; 97 apprenticeships at the main contractor working on the regeneration of Perry Barr.

<sup>475</sup> Note, other legacy programmes, initiatives, and leisure centres, beyond the central Games venues, may have supported people to be more physically active and may therefore have generated additional social value. However, this value has not been estimated for the purpose of this report and evaluation due to data limitations.

(Davies et al, 2019<sup>476</sup>). The 2014 national SROI sport model for England (the Social Value Calculator (SVC)) was built on population level evidence linking sports participation and social outcomes.<sup>477</sup>

To assess the expected incremental social value generated through the Games venues, the Games-wide evaluation team estimated the social value that would be generated through use of the Sandwell Aquatics Centre and Alexander Stadium sites once they reach maturity. This was estimated using 4GLOBAL's SVC that is integrated into the Moving Communities platform,<sup>478</sup> and by taking the average Social Value from sites in DataHub<sup>479</sup> with consistent data and who are of a similar size, with similar facility type/mix.

To account for the fact the Sandwell Aquatics Centre replaced the previous Smethwick and Langley Swimming Centres, analysis of the average annual Social Value generated by statistically comparable sites to Smethwick and Langley Swimming Centres was conducted in order to understand the Social Value impact of introducing the new Sandwell Aquatics Centre for the Games. The average annual Social Value generated by the old facilities was then deducted from what is expected to be generated at the new, replacement, Sandwell Aquatics Centre.

Accounting for this adjustment, it is estimated that the Games venues can expect to generate an average Social Value of approximately £1.8 million per year at maturity, including:

- a net Social Value of approximately £900,000 each year through use of the Sandwell Aquatics Centre; and
- a Social Value of approximately £871,800 each year through use of the Alexander Stadium.<sup>480</sup>

#### 4.3.8 Conclusions for the Help the Region to Grow and Succeed Mission Pillar

The Games aimed to help the West Midlands region to grow and succeed by generating short-term social and economic impacts through the staging and delivery of the Games, as well as delivering longer-term social and economic impacts, supported by the Legacy Programme activities, including in terms of tourism, trade and investment and skills.

The evaluation estimates that, through the planning and delivery of the Games events and wider legacy activity, the Games contributed approximately £1.2 billion in economic output (measured in terms of GVA) and approximately 24,030 FTE years of employment<sup>481</sup> in the UK economy between FY 2017/18 and FY 2023/24.<sup>482</sup> A further £79.5 million of social value was estimated to have been contributed to the city and region as of August 2023.

More broadly there is evidence of an uplift in the number of visitors to Birmingham and the West Midlands in 2022 relative to both 2021 and 2019 (pre-COVID 19) and that at least some of this uplift may have been due to the Games. More recent data from a range of sources, such as data on occupancy rates and bed places in the West Midlands, provides early indications that the increase in visitors in 2022 has been at least sustained in 2023. Due to a lack of equivalent comparative data to assess broader trends in visitor numbers in the UK, attributing this sustained tourism impact to the Games is difficult, however evidence from visitor surveys suggests the Games may contributed to the uplift.

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<sup>476</sup> Davies, L. E., Taylor, P., Ramchandani, G., Christy, C. (2019). Social Return on Investment in Sport: A model for measuring the value of participation in England. *International Journal of Sport Policy and Politics* [Online 24 April]. DOI: 10.1080/19406940.2019.1596967.

<sup>477</sup> DCMS (2015). See: <https://www.gov.uk/government/publications/a-review-of-the-social-impacts-of-culture-and-sport>

<sup>478</sup> Sport England, Moving Communities. See: <https://www.sportengland.org/research-and-data/data/moving-communities>

<sup>479</sup> DataHub, 4GLOBAL. See: <https://web.datahubclub.com/>

<sup>480</sup> Note, for the purpose of report, a net social value calculation was not calculated for the Alexander Stadium due to limited data availability.

<sup>481</sup> 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.

<sup>482</sup> These impacts 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.

In terms of trade and investment impacts, the evaluation finds evidence of an uplift in inward investment projects over the period between January 2022 and end of August 2023 relative to historical trends for the West Midlands and at a level beyond the growth rate seen across the UK as a whole. There is some evidence of this increase being attributable to the B ATP. It has been estimated by WMGC that projects landed as a result of the B ATP may contribute a further £90.7 million in GVA and 1,250 jobs in the West Midlands over the period between 2024 and 2027. Early indications from activity in the MICE and sporting events sectors also shows 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 challenging.

In relation to supporting longer term employment, evidence gathered through the surveys of OC Volunteers and Jobs and Skills Academy participants finds the majority of respondents reported a positive self-reported impact of the Games on their skills, confidence and employability. This provides early indicative evidence of a potential longer term impact on movement into employment, which would in turn be expected to support the economic growth and productivity of the region. Based on available literature<sup>483</sup> it is estimated that £151.4 million of future benefits, in the form of lifetime earnings uplift, may be realised as a result of qualifications and apprenticeships individuals gained through the Games. There is also evidence of the Jobs and Skills Academy and the OC Volunteering Programme having already contributed to a limited number of their participants gaining new or enhanced employment, and new volunteering opportunities at one year post-Games.

Finally, the facilities developed for the Games are expected to provide a lasting legacy for the region, and could generate an estimated £1.8 million of annual social value as a result of increased physical activity participation through use of Alexander Stadium and Sandwell Aquatics Centre once the facilities are at full maturity. This would be delivered as a result of planning the development of these facilities with future community and wider use, post-Games, in mind. Proactively doing this was a key lesson identified both by stakeholders and in literature relating to previous major events in order to drive sustained positive legacy impacts. The design of the Sandwell Aquatics and redevelopment of the Alexander Stadium were intended to enable this, and the potential benefit of doing so is reflected in these findings.

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<sup>483</sup> BIS 2011, Returns to Intermediate and Low Level Vocational Qualifications. See: [Returns to Intermediate and Low Level Vocational Qualifications \(publishing.service.gov.uk\)](https://publishing.service.gov.uk)

# 5 Be a Catalyst for Change

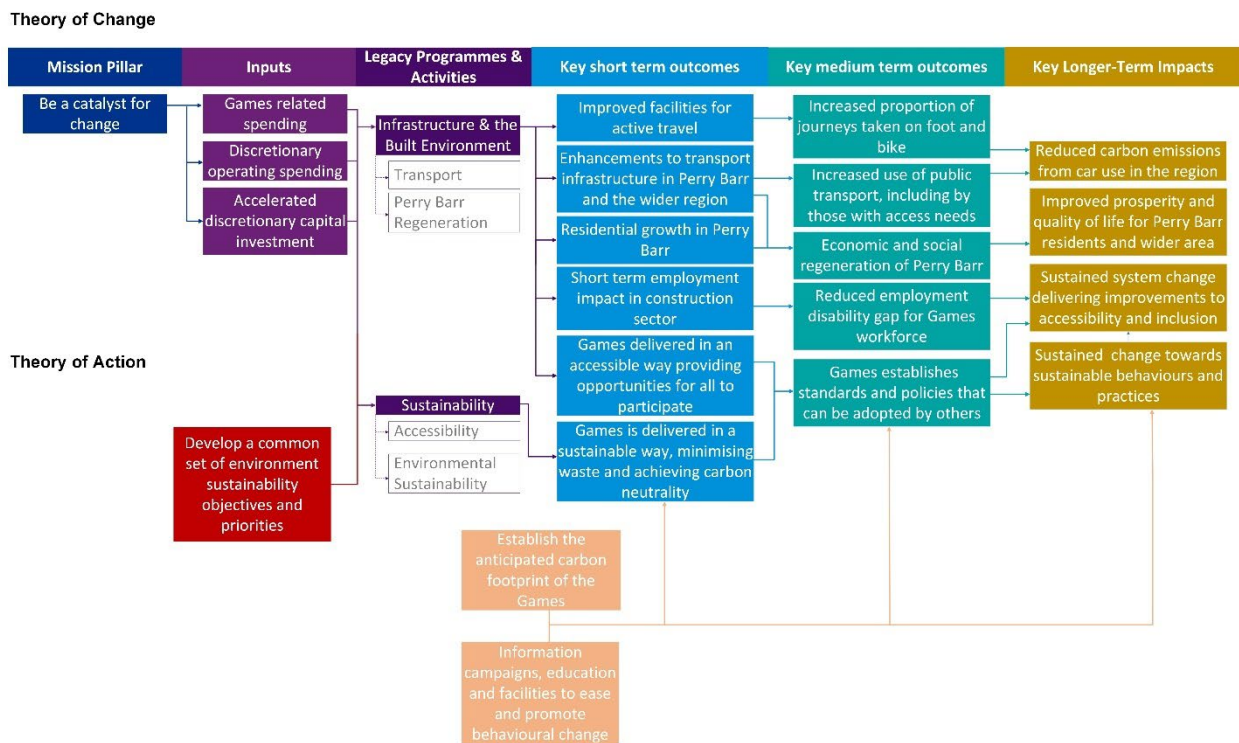
## 5.1 Overview of Mission Pillar

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.<sup>484</sup>

As shown in the theory of change in Figure 45, in support of the *Be a Catalyst for Change* Mission Pillar, Legacy Programmes under the themes of Infrastructure and the Built Environment and Sustainability aimed to achieve the following long-term objectives:

- reduced carbon emissions from car use in the region;
- improved prosperity and quality of life for Perry Barr residents and wider area;
- sustained system change delivering improvements to accessibility and inclusion;
- sustained change towards sustainable behaviours and practices; and
- sustained change towards sustainable procurement practices in relation to social value and human rights.

Figure 45: Be a Catalyst for Change Mission Pillar theory of change



<sup>484</sup> 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](https://resources.cwg-qbr.pulselive.com/qbr-commonwealth-games/document/2022/07/12/a37f0633-361d-49b1-9cca-d25043dcff8/Birmingham-2022_Our_Legacy.pdf)

The **Transport** Programme aimed, in the short term, to improve facilities for active travel, as well as to enhance the transport infrastructure in Perry Barr and in the wider region. These, in the medium term, were intended to lead to an increase in proportion of journeys taken by foot and bike by residents, and to an increase in the use of public transport. These, in the long term, aimed to lead to a reduction in carbon emissions from car use in the region.

The **Perry Barr Regeneration Scheme** aimed to drive residential growth in the neighbourhood, which was expected to generate short-term employment impacts in the construction sector. These were intended to lead in the medium term to economic and social regeneration of Perry Barr, and in the long term to improved prosperity and quality of life for Perry Barr residents.

Finally, the **Accessibility, Environmental Sustainability, and Social Value** Programmes aimed to deliver the Games events in an ethical and environmentally sustainable way, protecting human rights and delivering social value. In the medium term this was aimed to lead to the establishment of standards and policies that can be adopted by future hosts of the Games, as well as by other events and organisations. In the longer-term, this would contribute to sustained changes towards accessibility and inclusion; sustainable behaviours and practices; and procurement practices in relation to social value and human rights.

The activities undertaken by each of these Legacy Programmes, and the extent to which these contributed to achieve the outcomes and impacts detailed in the theory of change, are detailed in the sections below.

## 5.2 Headline findings of the Be a Catalyst for Change Mission Pillar: Impact up to one year post-Games

Summarised below are the headline evaluation findings relating to the *Be a Catalyst for Change* Mission Pillar. The detailed findings are set out in Section 5.3.

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.<sup>485</sup>

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 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.

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<sup>485</sup> 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](https://resources.cwg-qbr.pulselive.com/qbr-commonwealth-games/document/2022/07/12/a37f0633-361d-49b1-9cca-d25043dcccff8/Birmingham-2022_Our_Legacy.pdf)

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 16.<sup>486</sup>

**Table 16: 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 Customer<sup>487</sup> 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 (CO<sub>2</sub>e)<sup>488</sup>, relative to the originally estimated footprint of 274,065 tonnes.<sup>489</sup> In order to achieve the first carbon-neutral Games, the OC committed<sup>490</sup> to offsetting this residual carbon footprint of Birmingham 2022 through planting of

<sup>486</sup> 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)

<sup>487</sup> 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.

<sup>488</sup> Birmingham 2022 sustainability team data

<sup>489</sup> Estimated by Arcadis in 2020.

<sup>490</sup> [Birmingham-2022-Sustainability-Report.pdf](#)



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.<sup>491</sup>

Steps were also taken to minimise waste and promote biodiversity, for example through the OC's Share Shack programme<sup>492</sup> 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 Standard<sup>493</sup> (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 Authority<sup>494</sup>) 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.

## 5.3 Detailed findings: Impact up to one year post-Games

### 5.3.1 Overview of the section

Through the analysis of available evidence collected over the course of the evaluation this section brings together the detailed evidence and analysis relating to the research question: *To what extent has the Games regenerated the region, with particular focus on Perry Barr, and created the systems to support long-term sustainability and accessibility improvements?*

This section reports on the findings from the analysis of the impacts of the *Be a Catalyst for Change* Mission Pillar, as follows:

- Section 5.3.2 reports the findings in relation to **infrastructure**, and seeks to address the sub-research questions:

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<sup>491</sup> Severn Trent 2023, Performance driven, Sustainability Led. See: <https://www.severntrent.com/content/dam/stw-plc/sustainability-2023/Severn-Trent-Plc-2023-Sustainability-Report.pdf>

<sup>492</sup> 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/>

<sup>493</sup> [Birmingham-2022-The-Birmingham-Inclusive-Games-Standard.pdf](#)

<sup>494</sup> Activity alliance. 2019. 'Include Me West Midlands launched'.



- *To what extent have transport infrastructure investments and operational improvements delivered for the Games made a positive and sustainable contribution to post-COVID-19 community and economic development?*
  - *To what extent have the infrastructure investments in the Games contributed to the regeneration of Perry Barr and the wider area?*
- Section 5.3.3 reports the findings in relation to **environmental sustainability** seeks to address the sub-research question: *In what ways has delivery of the Games made a positive contribution and/or legacy in terms of environmental sustainability for the area?*
- Section 5.3.4 reports the findings in relation to **accessibility and inclusion**, and seeks to address the sub-research question: *Has the Games been delivered in an accessible way and has it led to a positive legacy in relation to accessibility and inclusion for all?*

## 5.3.2 Infrastructure

### 5.3.2.1 Activities and outputs relating to infrastructure

As detailed in the 2022 Legacy Plan<sup>495</sup>, the delivery of the Birmingham 2022 Commonwealth Games has accelerated planned infrastructure improvements in the West Midlands. The Legacy Plan<sup>496</sup> reports that *'public investment of £778 million has not only helped create a physical legacy but acted as a catalyst for additional and accelerated investment benefitting local people and communities for many years to come'*.

This infrastructure includes the transport improvements across the West Midlands, creation of new sports and community facilities through the redevelopment of **Alexander Stadium** and **Sandwell Aquatics Centre**, and **the Perry Barr Regeneration Scheme**, which sought to transform Perry Barr – where the Alexander Stadium is situated – into a thriving neighbourhood and *'a place to live with parks and green spaces... [and a community]... supported by excellent infrastructure, both physical and social, driven by strong resident engagement.'*<sup>497</sup>

The Perry Barr regeneration investments are all part of a larger plan set out by BCC. Specifically, the council has developed a masterplan for the area ('Perry Barr 2040: A vision for Legacy'<sup>498</sup>) to build on the Games-related investment and aim to maintain the momentum created by the Games. BCC reports that the masterplan sets out how the area should evolve over the next 20 years.<sup>499</sup>

Details set out in the Legacy Plan<sup>500</sup> and data received from TfWM and BCC over the course of this evaluation indicate that a number of infrastructure improvements have been delivered:

- the delivery of 968 new homes, including 312 affordable homes in Perry Barr;
- the delivery of a new 1,200 place secondary school and sixth form, Prince Albert High School, opened in September 2021;
- the redevelopment of Perry Barr station, with the aim to increase station capacity and enhance user experience;
- the improvement to Perry Barr bus interchange, with the aim to increase bus stop capacity, and enhance the existing pedestrian facilities;

<sup>495</sup> 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](https://resources.cwg-qbr.pulselive.com/qbr-commonwealth-games/document/2022/07/12/a37f0633-361d-49b1-9cca-d25043dcccff8/Birmingham-2022_Our_Legacy.pdf)

<sup>496</sup> Birmingham 2022 Commonwealth Games, Our Legacy (Summer 2022).

<sup>497</sup> See: <https://www.birmingham2022.com/about-us/our-purpose/our-legacy/venues-infrastructure>

<sup>498</sup> Birmingham City Council 2022, 'Perry Barr 2040: A Vision for Legacy' masterplan. See: [https://www.birmingham.gov.uk/downloads/file/21865/perry\\_barr\\_2040\\_a\\_vision\\_for\\_legacy\\_masterplan](https://www.birmingham.gov.uk/downloads/file/21865/perry_barr_2040_a_vision_for_legacy_masterplan)

<sup>499</sup> Birmingham City Council. See: <https://www.birmingham.gov.uk/perry-barr-regen>

<sup>500</sup> 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](https://resources.cwg-qbr.pulselive.com/qbr-commonwealth-games/document/2022/07/12/a37f0633-361d-49b1-9cca-d25043dcccff8/Birmingham-2022_Our_Legacy.pdf)

- the delivery of rail station upgrades at University of Birmingham, Leamington Spa, and Coventry rail stations;
- the addition of new ‘Sprint’ bus routes, with the aim to provide quicker journey times and improved reliability, to key venues, Alexander Stadium, and the NEC;
- the delivery of A34 and A45 highway improvements aimed to prioritise public transport and active travel, including through an enhanced public realm, segregated cycle lanes, enhanced pedestrian crossings and bus priority routes;
- the extension of West Midlands Metro Westside in Birmingham city centre; and
- the set-up of a Regional Transport Coordination Centre, with the objective of bringing together real time information across all modes of transport in one place, providing regional coordination, greater resilience, and incident management to reduce congestion.

### 5.3.2.2 Outcomes generated relating to infrastructure

The transport and highways improvements delivered through the Legacy Plan intended to improve the quality of public transport in the area and encourage active travel and public transport use – aiming to support the ‘Route to Zero agenda’, Birmingham City Council’s response to the climate emergency; and the regional sustainability strategy, WM2041.<sup>501</sup>

Evidence from stakeholders suggests these improvements would not have been delivered or would have been significantly delayed had it not been for the Games. In relation to the improvement to the Perry Barr rail station and bus interchange, a transport stakeholder interviewed as part of the one year post-Games stakeholder engagement, noted that if it were not for Birmingham hosting the 2022 Commonwealth Games, the redevelopment of the station would not have happened. The stakeholder believed that it was unlikely that the redevelopment would have been prioritised for funding, due to not enough passengers travelling through that station, but they noted that it had been an important part of the Perry Barr regeneration – “*creating a much improved facility and safer and more welcoming environment*”.

In terms of the impact of this on public transport use, while data from the Office of Rail and Road (ORR) regarding station patronage after the improvements is not available at the time of this evaluation, TfWM provided data regarding the use of the Perry Barr bus interchange based on Swift card<sup>502</sup> tap-ons.

The data presented in Table 17 shows that between April 2021 and April 2023, there was an increase of approximately 49% in the number of Swift tap-ons around the Perry Barr bus interchange, and an increase of 38% in the number of journeys. It should be noted, however, that this may in part reflect a bounce-back following lower use of public transport during and immediately following the COVID-19 pandemic, therefore it is not possible to determine the impacts of the station and bus interchange improvements specifically.

**Table 17: Use of Perry Barr bus interchange**

Swift tap ons around Perry Barr bus interchange	April 2021	April 2023
Number of Swift Customers (Cards)	3,839	5,705
Number of Swift Journeys (Frequency)	9,980	13,801

Source: TfWM 2023

In addition to the improvements to the Perry Barr station and bus interchange, the Perry Barr Regeneration Scheme also included improvements to the A34 and A45 highways, which created new road layouts to support the wider regeneration of Perry Barr, with the aim of providing better access to

<sup>501</sup> Birmingham 2022 Commonwealth Games, Our Legacy (Summer 2022).

<sup>502</sup> 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.

public transport and improving facilities for cycling and walking.<sup>503</sup> While these were planned ahead of the Games being awarded to Birmingham, a transport stakeholder interviewed one year post-Games noted that the Games had significantly accelerated their delivery.

A local government stakeholder interviewed reported that A34 improvements, specifically removal of the flyover, contributed to making the local community feel safer and that by taking away the underpasses, there was less opportunity for anti-social behaviour.

The one year post-Games Residents Survey, specifically results for Perry Barr residents, indicates positive impacts of the Games in relation to the quality of public transport and the infrastructure to support walking and cycling. Specifically:

- 59% of Perry Barr residents surveyed reported the Games had a positive impact on the quality of local public transport services;<sup>504</sup>
- 59% of Perry Barr residents surveyed reported the Games had a positive impact on quality of local infrastructure to support walking and cycling.<sup>505</sup>

TfWM also delivered the A34 Sprint programme, which provides a bus priority intervention across the A34 and A45 corridors, including additional bus lanes, upgraded bus stops and enhanced operations of traffic signals. TfWM reported that the improvements have led to more reliable services, with their monitoring data showing that evening peak time variability had reduced by 31% between May 2022 and May 2023 on the A34 corridor between Birmingham and Walsall and by 35% over the same period on the A45 corridor from Birmingham to Sheldon. In addition to this, TfWM reported that in terms of use, whilst recent changes to bus patronage levels are distorted by the impact of COVID-19 which could impact the reliability of the results, monitoring data shows that bus patronage on the Sprint corridor has increased by around 16% more than on other similar routes between May 2022 and May 2023.<sup>506</sup>

Despite the investments made in transport improvements, as illustrated in Figure 46, data received from the Transport Programme over the course of the evaluation shows that the level of satisfaction among West Midlands respondents with bus services has remained unchanged over the last six years.<sup>507</sup>

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<sup>503</sup> [A34 Perry Barr highways improvement scheme – Phase 2 update | Birmingham City Council](#)

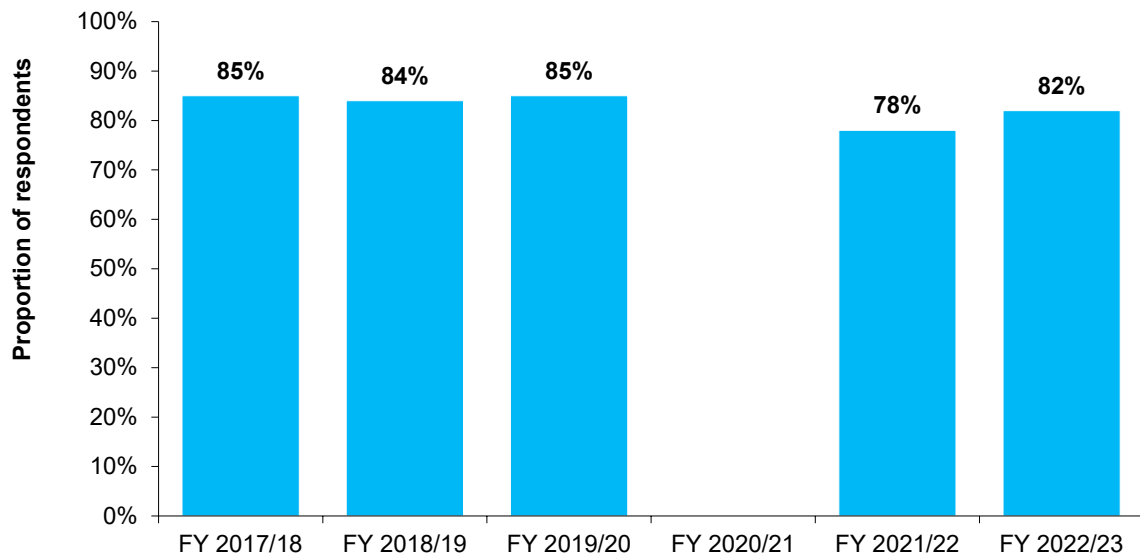
<sup>504</sup> Sample size: 46

<sup>505</sup> Sample size: 46

<sup>506</sup> It should be noted that this information was provided by TfWM and the underlying analysis was not undertaken as part of this evaluation.

<sup>507</sup> No data was provided for 2020/21.

**Figure 46: Satisfaction with bus services, FY 2017/18 to FY 2022/23**



Source: Transport Programme

However, evidence from the primary research undertaken as part of this evaluation provides further insights on the impact of the Games on the quality of transport services in Birmingham overall:

- When asked about the impact of the Games on the quality of public transport, almost half of respondents (46%) to the one year post-Games Residents Survey reported the Games had a positive impact on this.<sup>508</sup>
- 77% of businesses surveyed one year post-Games, reported that the Games had a positive impact on the quality of transport and connectivity in Birmingham<sup>509</sup>.
- Results from the one year post-Games Residents Survey show that 69% of residents surveyed agreed that they were satisfied with the public transport services/ links in their local area, however there was no statistically significant change when this is compared to pre-Games and immediate post-Games survey results.<sup>510</sup>

The transport improvements were intended in the medium term to lead to an increase in use of public transport by residents. However, evidence from the one year post-Games Residents Survey shows there was no statistically significant change in the use of public transport among Birmingham resident respondents when comparing the share of trips made by public transport, car and active travel pre-Games, immediately post-Games and one year post-Games.

This finding is also supported by the results from the TfWM 2022/23 Travel Trends and Behaviours Survey<sup>511</sup> (see Figure 47) which shows that there was no significant change in preferred modes of travel across West Midlands residents, with car remaining the main mode of travel utilised over the last 7 days<sup>512</sup>, followed by walking and bus. The data shows that between 2021/22 and 2022/23 there was a slight increase in car use (from 59% to 62% of respondents) and decrease in bus use (from 45% to 35%

<sup>508</sup> Sample size: 451

<sup>509</sup> Sample size: 115

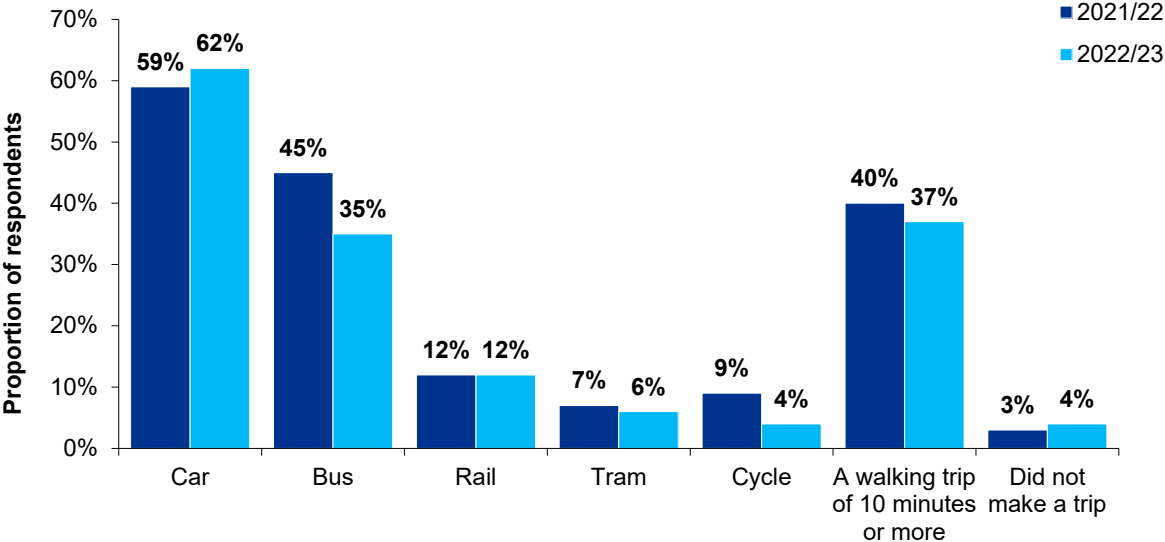
<sup>510</sup> Sample size: 489

<sup>511</sup> The Travel Trends and Behaviours Survey (TTABS) monitors travel patterns amongst residents in the West Midlands and their opinions on different modes of travel. 2000 interviews are conducted annually. Fieldwork began in April 2022 and was complete by the end of March 2023.

<sup>512</sup> Question: *Thinking about the journeys you made in the last seven days did you travel in any of the following ways within the West Midlands?* Base 1512 respondents.

of respondents), cycle use (from 9% to 4%) and walking (from 40% to 37%). Use of other modes remained broadly flat.

**Figure 47: Mode of travel used in last 7 days, FY 2021/22 and FY 2022/23**



Source: TfWM 2023, Travel Trends and Behaviours Survey

More broadly, beyond the transport improvements, the Perry Barr Regeneration Scheme aimed to lead to economic and social regeneration of the neighbourhood, and in the long term to improved prosperity and quality of life for Perry Barr residents.

To assess the extent to which the Perry Barr Regeneration Scheme overall had an impact on the area, evidence was gathered through the Residents and Business Surveys undertaken one year post-Games.

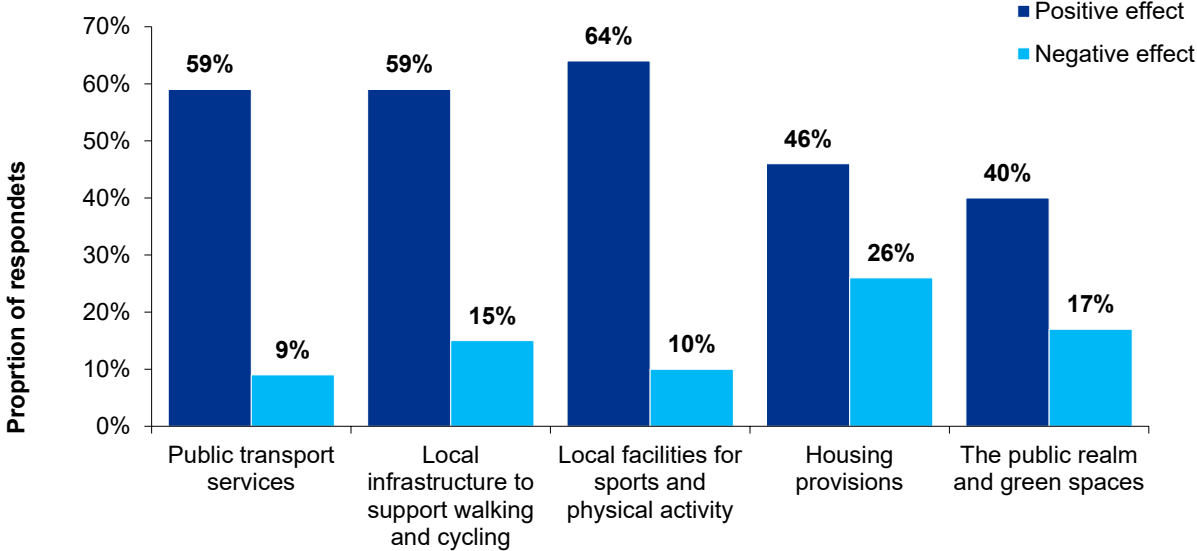
Figure 48 below presents findings from the one year post-Games Residents Survey, specifically results for Perry Barr residents in relation to the quality of local facilities and infrastructure (including results aligned to quality of local transport services and local infrastructure to support walking and cycling reported above). These additional findings indicate positive impacts of the Games on the quality of other non-transport local facilities and infrastructure for Perry Barr residents:

- 64% of Perry Barr respondents surveyed reported that the Games had a positive impact on the quality of local facilities for sports and physical activity;<sup>513</sup>
- 46% of Perry Barr residents surveyed reported a positive impact of the Games on housing provision in their local area;<sup>514</sup> and
- 40% of Perry Barr residents surveyed reported a positive impact of the Games on the quality of the public realm and green spaces in their local area.<sup>515</sup>

In addition, further evidence from the Residents Survey shows that just over half of Perry Barr respondents (54%) reported that the Games had a positive impact on their overall satisfaction with the local area in which they live, and 65% reported the Games-related investment in Perry Barr had an overall positive impact in their local area.<sup>516</sup>

<sup>513</sup> Sample size: 42  
<sup>514</sup> Sample size: 46  
<sup>515</sup> Sample size: 47  
<sup>516</sup> Sample size: 49

**Figure 48: The extent to which Perry Barr residents feel the Games has had an impact on the quality of...**



Source: KPMG 2023 Residents Survey  
 Sample size: Public transport services (46), local infrastructure to support walking and cycling (46), local facilities for sports and physical activity (42), housing provisions (46) and the public realm and green spaces (47)

Evidence from the one year post-Games Business Survey supports the Residents Survey findings and also indicates that businesses surveyed consider the Games had a positive impact on Perry Barr. Specifically:

- 70% of businesses surveyed reported a positive impact of the Games on attractiveness of Perry Barr as a place to do business<sup>517</sup> and invest<sup>518</sup>;
- 69% of businesses surveyed reported a positive impact of the Games on the scale of opportunities to do business in Perry Barr;<sup>519</sup>
- 64% of businesses surveyed reported a positive impact of the Games on the level of business investment in the area.<sup>520</sup>
- 82% of businesses surveyed reported the Games positively impacted Perry Barr,<sup>521</sup> with the majority (68%) expecting to see a positive impact over the next one to three years.<sup>522</sup>

Together the evidence shows that there have been significant changes to the transport systems in Birmingham, and specifically in Perry Barr, and there is some evidence of improved reliability and patronage from TfWM data. In addition, evidence from the local residents and businesses surveyed suggests that there has been some positive impact on the quality of public transport, though overall no change was seen in overall levels of satisfaction with transport services and there was no evidence of an increase in use of public transport between 2021 and 2023. Given car use remains the preferred mode of travel, up to this point there is no evidence to suggest that the Games will achieve its intended long-term impact on carbon emissions from car use in the region.

<sup>517</sup> Sample size: 89  
<sup>518</sup> Sample size: 87  
<sup>519</sup> Sample size: 88  
<sup>520</sup> Sample size: 86  
<sup>521</sup> Sample size: 89  
<sup>522</sup> Sample size: 200

In relation to the broader regeneration of Perry Barr, evidence suggests that the Games had a positive impact on Perry Barr in terms of the perceptions and experience of residents and businesses. Due to the timing of this evaluation, it is too early to assess the longer term impact on the area, for example in terms of measurable investment and job opportunities.

### 5.3.3 Environmental sustainability

#### 5.3.3.1 Activities and outputs relating to environmental sustainability

As reported in the Interim Evaluation Report<sup>523</sup>, the OC had an ambition to deliver the most sustainable Commonwealth Games to date. As part of this, the OC took steps to reduce its carbon impact, including through the reuse of existing buildings, inclusion of public transport within spectator tickets and initiatives such as the free cycle hire and cycle storage; a low carbon fleet; and a focus on lower carbon technology within temporary energy production. Evidence shows that the carbon footprint of the Games was 201,800 tonnes of carbon (CO<sub>2</sub>e)<sup>524</sup>, relative to the originally estimated footprint of 274,065 tonnes.<sup>525</sup>

As set out in the Birmingham 2022 Commonwealth Games Sustainability Report<sup>526</sup> (the “Sustainability Report”), a commitment has been made for the residual carbon footprint of Birmingham 2022 to be offset over time, through planting of the Commonwealth Legacy Forest by Severn Trent, and further steps were also taken to minimise waste and promote biodiversity.

Specifically, as part of their partnership with the Commonwealth Games, Seven Trent committed to planting 2,022 acres of Legacy Forests by the end of planting season in 2024/25, with the aim to offset the residual emissions from the Games. As of June 2023, 450 acres of Legacy Forests were planted.<sup>527</sup> Seven Trent reports that it continues to promote, campaign and engage at all levels to encourage contributors to come forward and join the scheme in order to deliver to targets.

In addition to this, as part of their partnership with the Commonwealth Games, Seven Trent planted 74 Tiny Forests as a legacy to the community. The intention of the Tiny Forests was to give access to green space for communities in urban locations, to provide shade in hot weather and reduce noise pollution, and also help to improve the biodiversity in a local area.<sup>528</sup> Seven Trent has reported that all 74 Tiny Forests have been monitored on an ongoing basis, with the majority reported to be ‘*thriving*’ and that steps have been taken to manage the forests. Monitoring of the Tiny Forests will continue via the partnership with Earthwatch Europe and the network of ‘tree keepers’.

The Sustainability Programme also sought opportunities to drive positive environmental impacts, for example through new biodiversity programmes, educational training, upcycling and dissolution in order to reuse Games equipment and support local charities, and encouraged sustainable practices within its supply chain through the OC’s Social Value Charter.

The Programme collaborated with TAWS to redistribute more than 800 items that were donated by the Games to the Share Shack programme<sup>529</sup> for redistribution across the community. These items include cleaning consumables, PPE equipment, personal hygiene, fitness equipment, catering consumables, gardening equipment, stationery, and household electricals. Approximately 40 organisations have since received these items, and on average 130 unique participants using different projects and existing provision have demonstrably benefitted from these items.<sup>530</sup> In addition to this, as detailed in Section

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<sup>523</sup> HM Government 2023. Birmingham 2023 Commonwealth Games Interim Evaluation Report. See: [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/1128687/Interim\\_Evaluation\\_of\\_the\\_Birmingham\\_2022\\_Commonwealth\\_Games\\_-\\_Interim\\_Evaluation\\_Report.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1128687/Interim_Evaluation_of_the_Birmingham_2022_Commonwealth_Games_-_Interim_Evaluation_Report.pdf)

<sup>524</sup> Birmingham 2022 sustainability team data

<sup>525</sup> Estimated by Arcadis in 2020.

<sup>526</sup> [Birmingham-2022-Sustainability-Report.pdf](#)

<sup>527</sup> Seven Trent 2023, Performance driven, Sustainability Led.

<sup>528</sup> Seven Trent 2023, Performance driven, Sustainability Led. See: <https://www.severntrent.com/content/dam/stw-plc/shareholder-resources/2023-reports/ara-report-2023.pdf>

<sup>529</sup> 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/>

<sup>530</sup> Information received by the Active Wellbeing Society in September 2023.



3.3.2, used Commonwealth Games equipment was given-away to community organisations as part of an agreement between the Games Organising Committee, DCMS, and Sport England. A total of 290 organisations across the West Midlands who provide inclusive and accessible sports, physical activity, and wellbeing activities, received the 16,000 items for distribution.

One of the sustainability education initiatives included a Carbon Literacy training, which has been delivered by the WMCA, as part of the Games' sustainability ambition to create a carbon neutral legacy for the region.<sup>531</sup> The training was developed using the legacy funding from the Department for Business, Energy & Industrial Strategy (BEIS), and has been rolled out to organisations under a programme that is now broader than just the Games, including to at least 70 different sports organisations. It is understood from WMCA that by participating in the course, participants learn about the science behind climate change, how it is affecting the world, how to influence others to take action and what actions can they personally take. On completion of the course, participants receive accreditation as formally Carbon Literate. As of September 2023, 129 individuals have completed the training and 101 individuals have been accredited as Carbon Literate.

A further carbon literacy toolkit was developed for the sports industry and delivered by UK Sport to the sector, recognising the role the sector can play in the climate conversation.

### **5.3.3.2 Outcomes generated relating to environmental sustainability**

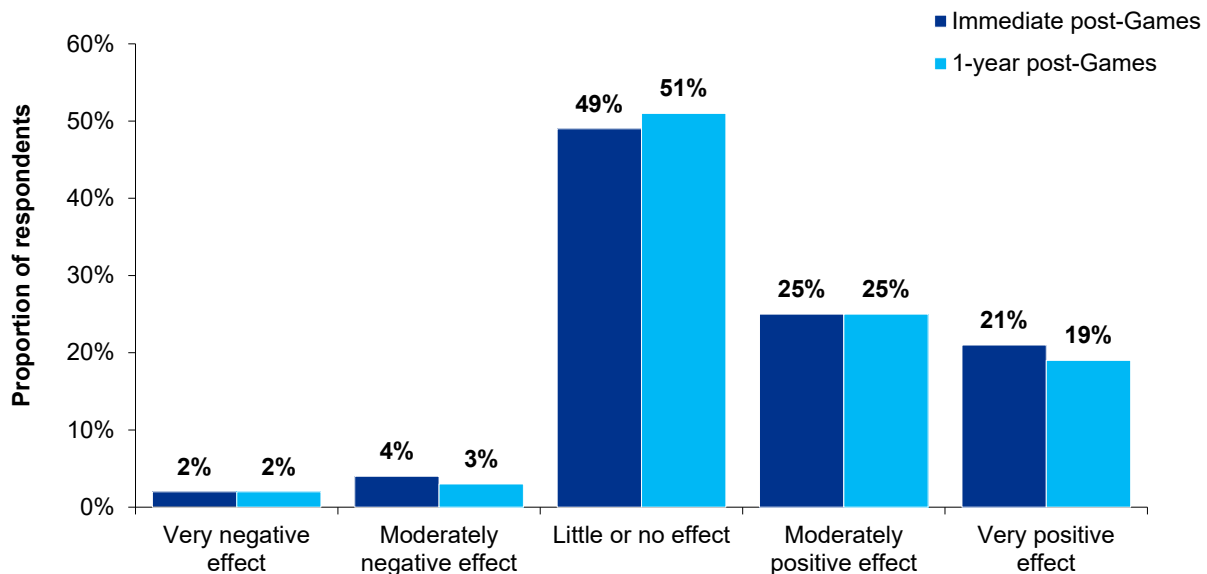
As well as delivering benefits through the delivery of the Games, the OC aimed to deliver a legacy in terms of environmental sustainability, including through changing behaviours among individuals and businesses in the region.

To assess the impact of the Games on behavioural change among local residents, the one year post-Games Residents Survey asked Birmingham residents the extent to which the Games had an impact on their adoption of sustainable behaviours (e.g. reducing waste, reducing car use etc.). As shown in Figure 49, around half of residents surveyed one year post-Games reported a positive effect of the Games, compared to 5% of respondents that reported that the Games had a negative effect on the extent to which they adopt sustainable behaviours.

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<sup>531</sup> See: <https://www.wmca.org.uk/what-we-do/environment-and-energy/carbon-literacy-training/>

**Figure 49: Proportion of Birmingham residents who report the Games have impacted the extent to which they adopt sustainable behaviours, immediate post-Games and one year post-Games**



Source: KPMG 2022 and 2023 Residents Survey  
 Sample size: Immediate post-Games (473), one year post-Games (461)

Limited evidence was available on future adoption of B2022 policies and practices by other events, however, anecdotal evidence gathered as part of the one year post-Games stakeholder engagement provides some insights. For example, one Games partner interviewed reported that as part of the World Blind Games held in Birmingham in August 2023, volunteers used the B2022 uniforms and water bottles - a tangible evidence of the legacy use of B2022 material. The stakeholder also added that, while not part of the initial plans for the Games, the use of the University of Birmingham student accommodation as the athlete village demonstrated the potential to deliver more sustainably and provided an example that could be adopted in other future Commonwealth Games and mega sporting events.

### 5.3.4 Accessibility and inclusion

#### 5.3.4.1 Activities and outputs relating to accessibility and inclusion

In addition to its environmental sustainability activities, the OC also delivered 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, with the intention of delivering an inclusive Games. Furthermore, according to the Birmingham 2022 Legacy Plan<sup>532</sup>, the OC aimed not only for the Games themselves to be inclusive – through the actions and policies implemented as part of the delivery of Birmingham 2022 – but to also establish new standards and benchmarks for future Games and events and set an example of the principles of equality, diversity and inclusion which should be adhered to in every-day life.

<sup>532</sup> 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](https://resources.cwg-qbr.pulselive.com/qbr-commonwealth-games/document/2022/07/12/a37f0633-361d-49b1-9cca-d25043dcccff8/Birmingham-2022_Our_Legacy.pdf)

As detailed in the Interim Evaluation Report<sup>533</sup>, the OC adopted the following approaches as part of the delivery of the Games:

- From a gender perspective, Birmingham 2022's integrated para sport programme featured more women's medal events than men's – a first for any major multi-sport event. Furthermore, the event programme included 13 mixed events, more than ever before; and more para sports than any previous Commonwealth Games, with wheelchair basketball 3 x 3 included for the first time.<sup>534</sup>
- From an LGBTQIA+ perspective, the focus of the OC on driving inclusivity at the Games events extended to the inclusion of Pride House, a Games-time hub which was primarily located in Southside, Birmingham, known as Birmingham's Gay Village. For the first time at a Commonwealth Games, Pride House was also located within three of the Athletes' Villages.<sup>535</sup>
- From an accessibility perspective, the OC also aimed to make venues accessible and barrier free where possible to enable everyone to visit them.<sup>536</sup> Data received from the OC shows that a total of 47,666 tickets with access requests were sold, while data from the Transport Programme shows that 8,135 blue badge parking spaces were available during Games-time, with data indicating that 88% of these had been taken up.
- To support the aim to have an accessible Games, the OC established the Birmingham 2022 Inclusive Games Standard<sup>537</sup> (the "BIG Standard"), with the intention to provide a blueprint for future Commonwealth Games and other major events held in the West Midlands or further afield.<sup>538</sup>
- To further support and inform the development of accessibility policy and practice in relation to Birmingham 2022, the OC also established the Birmingham 2022 Accessibility Advisory Forum, a group that included accessibility specialists, along with representatives from charities, official competition venues and some of the Games partners.<sup>539</sup>
- In terms of inclusivity it is understood from stakeholders engaged that it was the intention of the OC to underpin the operational delivery of the Birmingham 2022 Games events with various inclusivity initiatives, including through its recruitment and employment practices.
- Birmingham 2022 was a member 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 Authority<sup>540</sup>) and holds Silver Deaf-friendly Standard certification. The Games is also a Disability Confident employer, which requires guaranteed interviews for applicants who qualify as having a disability according to the Equality Act 2010.
- Through its recruitment processes, the OC aimed to recruit a workforce that was representative of the diversity of West Midlands.<sup>541</sup> See Section 2.3.2 for details.

#### 5.3.4.2 Outcomes generated relating to accessibility and inclusion

In terms of accessibility and inclusion, by establishing new policies and standards, the OC aimed to create a lasting legacy and blueprint for future events. Insights from the one year post-Games stakeholder engagement show that:

- A number of stakeholders interviewed one year post-Games commented on the positive impact of the integration of para and non-para sports during the Games schedule. A stakeholder reported that

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<sup>533</sup> M Government 2023. Birmingham 2023 Commonwealth Games Interim Evaluation Report. See: [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/1128687/Interim\\_Evaluation\\_of\\_the\\_Birmingham\\_2022\\_Commonwealth\\_Games\\_-\\_Interim\\_Evaluation\\_Report.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1128687/Interim_Evaluation_of_the_Birmingham_2022_Commonwealth_Games_-_Interim_Evaluation_Report.pdf)

<sup>534</sup> [Home of the Birmingham 2022 Commonwealth Games; Birmingham 2022 will be the first global multi-sport event to award more medals to women](#)

<sup>535</sup> [Venue - Pride House Birmingham \(pridehousebham.org.uk\)](#)

<sup>536</sup> [Birmingham 2022 Accessibility and Inclusion Commitment](#)

<sup>537</sup> [Birmingham-2022-The-Birmingham-Inclusive-Games-Standard.pdf](#)

<sup>538</sup> [Birmingham 2022 Accessibility and Inclusion Commitment](#)

<sup>539</sup> [Birmingham 2022 Accessibility and Inclusion Commitment](#)

<sup>540</sup> Activity alliance. 2019. 'Include Me West Midlands launched'.

<sup>541</sup> [Our Workforce \(birmingham2022.com\)](#)

this was *“very unique and special”* while another reported that *“lots of people enjoyed it and now think differently about it”*.

- A community stakeholder reported that the 2022 Commonwealth Games were specifically inclusive for people with complex disability, and reported that “for the first time there was a live site for people with complex disabilities” and that the Games showed how inclusive sports can be.

In terms of the legacy, one Games Partner interviewed highlighted that the greatest learnings from the B2022 Games for future events were expected to be in relation to the policies and standards (i.e. Social value, and EDI requirements). They reported that due to these being adopted of the B2022 Games, they expect there to be a step change in terms of equality for future Games.

The stakeholder also shared anecdotally that in the Trinidad and Tobago 2023 Commonwealth Youth Games organisers used systems, processes and learning from the Birmingham 2022 Commonwealth Games, for example, in terms of medal policies, and safeguarding practices. The stakeholder reported that this was the first time that these types of standards were transferred and applied to a youth games context.

## Conclusions for the Be a Catalyst for Change Mission Pillar

The Games sought to act as a catalyst for change by regenerating the region through investment in new and improved infrastructure, including new homes, facilities and transport links, particularly around Perry Barr. Legacy Programme activity and the Games delivery approach also sought to accelerate behaviour change to support long-term sustainability and accessibility improvements.

The evaluation finds that in relation to the investment in transport infrastructure, there is evidence of a positive impact of the Games on residents’ views of the quality of public transport, and an uplift in use of the specific services invested in as a result of the Games relative to changes seen in other similar services, suggesting this has been driven by the Games-related investment. Evidence from the TfWM 2022/23 Travel Trends and Behaviours Survey<sup>542</sup> shows little change in overall levels of satisfaction among West Midlands respondents with and use of public transport services across the West Midlands more broadly, consistent with longer term trends, suggesting the Games’ investments in transport infrastructure improvements did not have a measurable impact at the overall West Midlands level.

In terms of broader regeneration in Perry Barr, the evaluation provides evidence of a strong positive impact on Perry Barr residents - in particular in relation to the perceived quality of infrastructure for walking and cycling and local sports facilities, as well as in relation to the perceived overall impact of the Games on the neighbourhood for residents and businesses. This is based on surveys of local residents and businesses. More time elapsing post-Games and further research would be needed to understand how this translates into a longer term impact on the area, for example in terms of additional new investment and job opportunities.

With regard to factors supporting these on Perry Barr residents, stakeholders interviewed as part of the evaluation noted that bringing forward key elements of the wider Perry Barr Regeneration Plan to align with the timing of the Games provided both Games-time benefits and enabled the impact of the Games-related investment (e.g. redevelopment of Alexander Stadium) to be enhanced through coordination with wider regeneration activity.

In terms of environmental sustainability, the OC took steps to reduce its carbon impact, limiting the carbon footprint of the Games to 201,800 tonnes of CO<sub>2</sub>e<sup>543</sup> relative to the originally estimated footprint of 274,065 tonnes of carbon (CO<sub>2</sub>e).<sup>544</sup> Steps are in place to offset this residual carbon footprint of the Games, in order to deliver a carbon neutral Games, through planting of 2,022 acres Commonwealth

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<sup>542</sup> The Travel Trends and Behaviours Survey (TTABS) monitors travel patterns amongst residents in the West Midlands and their opinions on different modes of travel. 2000 interviews are conducted annually. Fieldwork began in April 2022 and was complete by the end of March 2023.

<sup>543</sup> Birmingham 2022 sustainability team data

<sup>544</sup> Estimated by Arcadis in 2020.

Legacy Forest by end of the planting season 2024/25. As of June 2023, 450 acres of Legacy Forests were planted.<sup>545</sup> Further steps were also taken to minimise waste and promote biodiversity and there is evidence of materials and equipment from the Games being re-used by community groups and for other sporting events. More broadly, based on responses to the Residents Survey, there is some evidence that Games-related activity has promoted environmental sustainability and influenced behaviours among local residents.

In addition to its environmental sustainability practices, the OC embedded inclusive practices into the event programming and wider activity, including through the development of several new policies and standards which can be adopted by future Games and other events. Limited evidence is available to date of these practices being adopted by other major events. This may be due to the long lead times for event planning, but may also indicate that the legacy could be further enhanced by more proactive engagement with organisations in order to increase adoption of best practice and change behaviours.

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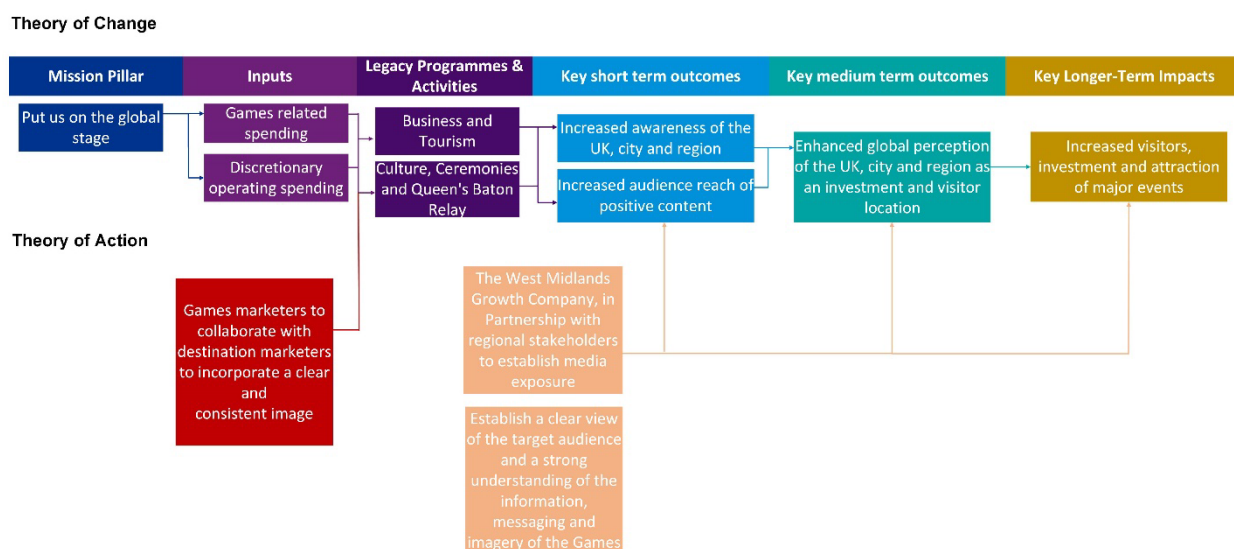
<sup>545</sup> Seven Trent 2023, Performance driven, Sustainability Led.

# 6 Put Us on the Global Stage

## 6.1 Overview of 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.<sup>546</sup>

Figure 50: Put Us on the Global Stage Mission Pillar theory of change



As detailed in Figure 50, under the *Put Us on the Global Stage* Mission Pillar, the **BATP** and **Culture, Ceremonies and Queen's Baton Relay** Programmes aimed to increase the awareness and enhance the perception of Birmingham, the West Midlands and the UK.

In the short term, the Games aimed to increase awareness of Birmingham and the West Midlands as a desirable place to visit and invest, with the objective to improve perceptions of the region over the medium term. The BATP aimed to achieve this by delivering targeted campaigns and activities, such as:

- industry conferences and priority sector business development strategies focussed on both domestic and international markets to increase awareness of business opportunities offered by the region; and
- provision of promotional visitor information and material to increase awareness and interest among visitors.

The **Culture, Ceremonies and Queen's Baton Relay Programme** also aimed to enhance the perception of Birmingham and the West Midlands on the domestic and global stage. The Programme aimed to achieve this by delivering the following activities:

- **The Queen's Baton Relay:** the baton relay travelled through 72 nations and territories across the Commonwealth, supported by civic and associated diplomacy events and provided an opportunity to promote Birmingham, the West Midlands and the UK across these nations and territories.
- **The Opening and Closing Ceremonies:** the ceremonies also aimed to portray the character of the region, highlighting its history and assets. The Opening and Closing Ceremony events themselves

<sup>546</sup> 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](https://resources.cwg-qbr.pulselive.com/qbr-commonwealth-games/document/2022/07/12/a37f0633-361d-49b1-9cca-d25043dcccff8/Birmingham-2022_Our_Legacy.pdf)

had the intention to develop and promote the UK as a world leader in major events production, aiming to lead to an increase in major events being staged in the UK in future years.

## 6.2 Headline findings of the Put Us on the Global Stage Mission Pillar: Impact up to one year post-Games

Summarised below are the headline evaluation findings relating to the *Put Us on the Global Stage* Mission Pillar. The detailed findings are set out in Section 6.3.

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.<sup>547</sup>

Specifically, through the successful delivery of the Games and associated media coverage, supported by international events and campaigns, including through the B ATP 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.

The Games had a global reach, achieving an estimated total global TV viewership of 834.9 million<sup>548</sup>; over 215 million digital views and 141 million interactions on social media.<sup>549</sup> 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 surveyed<sup>550</sup> reporting that the B ATP communications had positively impacted each of these outcomes. Similar results, albeit among a slightly smaller majority, were seen for intermediaries<sup>551</sup> surveyed.<sup>552</sup>

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 51). Similar results are also found in terms of levels of familiarity and likelihood to visit/ recommend/ consider visiting the city and region.

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<sup>547</sup> Birmingham 2022 Commonwealth Games, Our Legacy (Summer 2022), See: [https://resources.cwg-gbr.pulselive.com/gbr-commonwealth-games/document/2022/07/12/a37f0633-361d-49b1-9cca-d25043dcccff8/Birmingham-2022\\_Our\\_Legacy.pdf](https://resources.cwg-gbr.pulselive.com/gbr-commonwealth-games/document/2022/07/12/a37f0633-361d-49b1-9cca-d25043dcccff8/Birmingham-2022_Our_Legacy.pdf)

<sup>548</sup> Estimate based on data provided by Rights-holding Broadcasters, Nielsen and Games internal analysis

<sup>549</sup> Data provided by Rights-holding Broadcasters, Nielsen

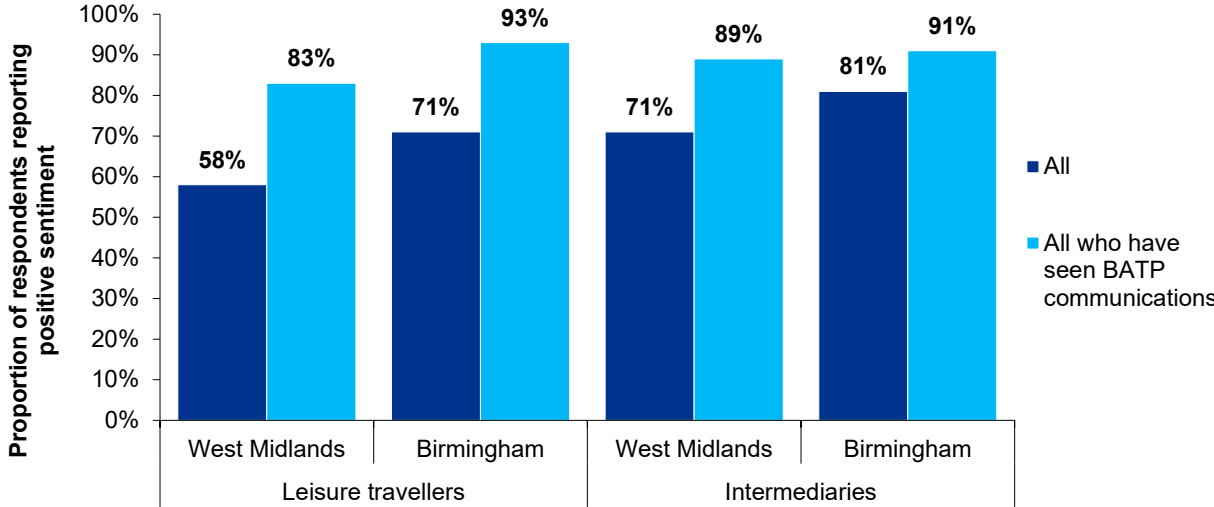
<sup>550</sup> Sample size: 515

<sup>551</sup> Intermediaries include: travel trade professionals, conference organisers and investment intermediaries surveyed

<sup>552</sup> Sample size: 35



**Figure 51: 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 BATP communications (515), all intermediaries (96), Intermediaries who have seen the BATP 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.

### 6.3 Detailed findings: Impact up to one year post-Games

#### 6.3.1 Overview of the section

Through the analysis of available evidence collected over the course of the evaluation this section addresses the research question: *To what extent has the Games contributed to a stronger global brand and positive image of Birmingham, the West Midlands, and the UK?*

Section 6.3.2 reports on the findings in relation to **awareness and perceptions of Birmingham, the West Midlands and the UK**, and addresses the sub-research questions:

- *To what extent has the Games created more positive perceptions of the Birmingham and West Midland brand for UK and international audiences?*
- *Has the Games stimulated greater awareness of Birmingham, the West Midlands and the UK from global audiences?*

#### 6.3.2 Awareness and perceptions of Birmingham, the West Midlands and UK

##### 6.3.2.1 Activities and outputs relating to awareness and perceptions of Birmingham, the West Midlands, and the UK

The impact of the Games on the global awareness and perceptions of Birmingham, the West Midlands and the UK was enhanced by the wide reach of the Games.

In addition to the estimated 1.24 million ticketed spectators<sup>553</sup> to Games events and the Opening and Closing Ceremonies, the 1.6 million visitors<sup>554</sup> who attended Birmingham 2022 Festival sites<sup>555</sup><sup>556</sup> and free to view sporting events across Birmingham and the West Midlands during the Games events, and the 2.5 million of attendees to the B2022 Festival, the Games achieved an estimated total global TV viewership of 834.9 million<sup>557</sup>; over 215 million digital views and 141 million interactions on social media.<sup>558</sup>

This reach and engagement showcased what Birmingham and the West Midlands had to offer, thus building the reputation of Birmingham as an event-hosting city – contributed to by the significant capital investment in the Games venues, including in the redevelopment of the Alexander Stadium and in the construction of the Sandwell Aquatics Centre<sup>559</sup>.

The international reach of the Games was furthered by the journey of the Queen's Baton Relay. In the year running up to the Games, the Queen's Baton Relay travelled nearly 90,000 miles to 72 Commonwealth nations and territories, across six continents, carried by 7,500 Batonbearers. Events were held across the nations and territories the relay visited and brought an estimated total of 150,000 attendees together to celebrate themes of the relay in the run up to the Games.

The B2022 activities, specifically the 331 events, the international marketing campaign and in-person and virtual sales missions to Canada, India, Australia, Singapore, Malaysia, and Dubai, tracing the route of the Queen's Baton Relay also sought to expand the international reach of the B2022 Games. In parallel, WMGC secured global coverage with over 1,000 media articles<sup>560</sup>, and 30 travel trade workshops were hosted by the B2022, of which 19 were organised in collaboration with VisitBritain, attended by 1,020 travel distributors.

### 6.3.2.2 Outcomes generated relating to awareness and perceptions of Birmingham, the West Midlands

To assess the extent to which the Games, and the activities detailed above, had an impact on awareness and perceptions of Birmingham and the West Midlands, the results from the WMGC Perceptions Survey have been analysed.

In 2023 WMGC conducted a Perceptions Survey, following two previous waves conducted in Autumn 2021 and immediately after the Games in 2022. The survey aimed to gather information on awareness and perceptions of Birmingham, the West Midlands, and the UK across a sample of leisure travellers (both international and domestic) and intermediaries, including travel trade professionals, conference organisers, sporting event organisers, and investment intermediaries.

#### Awareness

Figure 52 shows the levels of awareness of Birmingham, the West Midlands and the UK among domestic and leisure travellers on an annual basis over the three waves of the survey, in 2021, 2022 and 2023.

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<sup>553</sup> This figure may be an underestimate as it would not include ticket holders with Games accreditation who may have entered into venues as workforce. These individuals would not be captured within the numbers on ticket holder entry.

<sup>554</sup> Estimated through survey and ticketing data – see Annex 1.3 for more details.

<sup>555</sup> Live sites were free to enter areas where the public could engage in Games-related activities and watch the Games live on big screens

<sup>556</sup> Analysis as part of the Birmingham 2022 Festival estimates total footfall at Festival sites during the Games of 1.65 million. This does not include those attending free to view sporting events. Of those attending Festival sites, some will have attended solely to engage in cultural activities, separate from the Games.

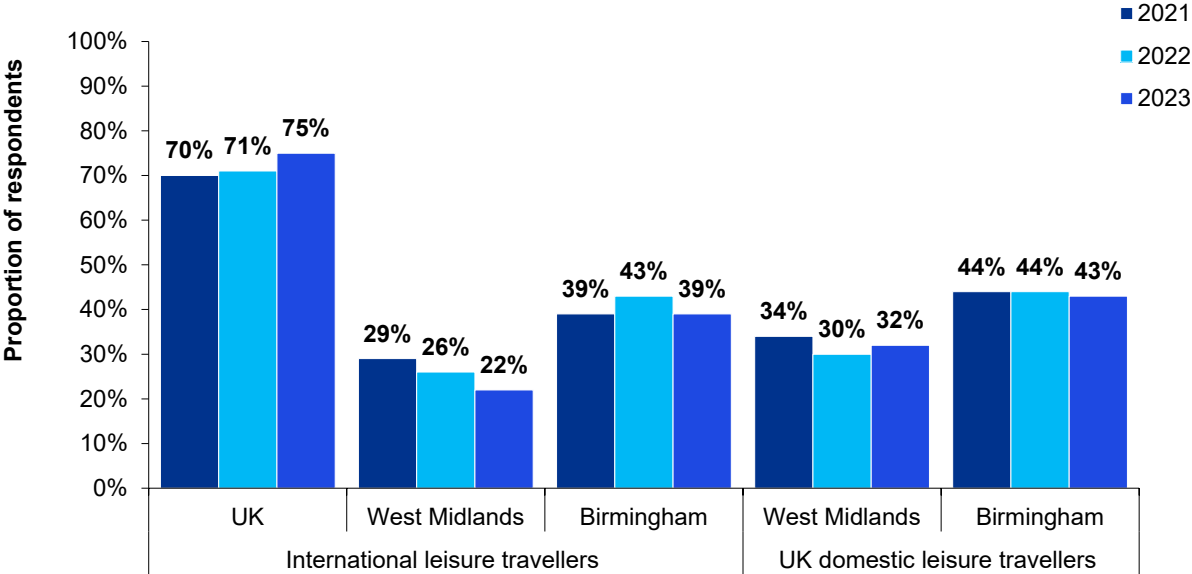
<sup>557</sup> Estimate based on data provided by Rights-holding Broadcasters, Nielsen and Games internal analysis

<sup>558</sup> Data provided by Rights-holding Broadcasters, Nielsen

<sup>559</sup> This includes investment that Sandwell Metropolitan Borough Council (SMBC) would have made in a new leisure centre (rather than the Sandwell Aquatics Centre) had the Games events not taken place in the West Midlands.

<sup>560</sup> As of August 2022.

**Figure 52: Proportion of international leisure travellers and UK domestic leisure travellers who are familiar (know a lot / fair amount) with the UK, the West Midlands and Birmingham, split by year**



Source: WMGC Perceptions Survey 2023  
 Sample sizes: International leisure travellers 2021 (1,512), 2022 (1,522), 2023 (1,526). UK domestic leisure travellers 2021 (508), 2022 (508), 2023 (503).

The data from the 2023 WMGC Perceptions Survey in relation to familiarity shows that:

- familiarity with the UK among international leisure travellers is reasonably high and has seen a statistically significant increase year-on-year to 75% in 2023 (compared to 71% in 2022 and 70% in 2021);<sup>561</sup>
- familiarity with the West Midlands and Birmingham has remained largely unchanged between 2021 and 2023 among domestic leisure travellers;
- familiarity with the West Midlands has declined among international leisure travellers from 29% in 2021 to 22% in 2023, but there is evidence of a short-term uplift in familiarity with Birmingham in 2022, increasing to 43% in 2022<sup>562</sup> before declining back to 2021 levels of 39% in 2023 (a statistically significant decrease).

To understand better the specific impact of the Games-related marketing campaigns on awareness, survey results were analysed based on respondents who had seen the BATP or Commonwealth Games communications. This analysis finds that in 2023 leisure travellers who had seen the communications were more likely to be familiar with Birmingham and the West Midlands. Specifically:

- 66% of leisure travellers who had seen the communications were familiar with Birmingham, compared to 40% of the wider sample of leisure travellers; and
- 44% of leisure travellers who had seen the communications were familiar with the West Midlands, compared to 24% of the wider sample of leisure travellers.

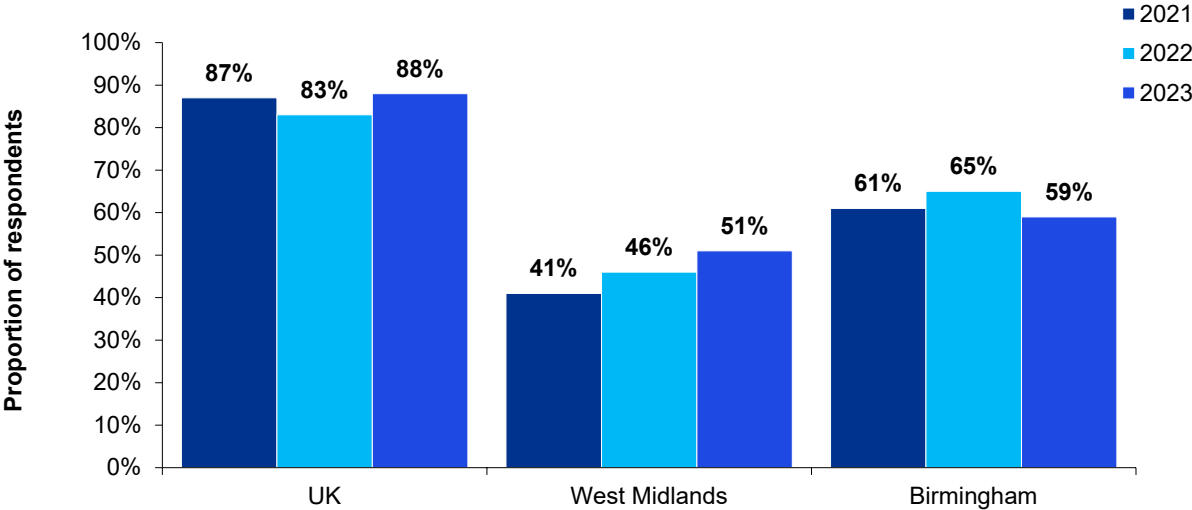
<sup>561</sup> Sample sizes: 2022 (1,522), 2021 (1,512)  
<sup>562</sup> Sample sizes: Oof those targeted with the international marketing campaign: Pre-Wave Baseline (n218); FY 21/22 (n217), . Overall sample: Pre-Wave Baseline (n331); and FY 22/23 (n928).

Further to this, the 2023 WMGC Perceptions Survey also finds that 94% of all those leisure travellers exposed to the BATP communications said it improved their awareness of what the West Midlands has to offer.

These results are in line with findings from VisitBritain’s perceptions survey undertaken in Australia among international travellers over the period between FY 2021/22 and FY 2022/23.<sup>563</sup> The survey’s results show that those surveyed who had been targeted with VisitBritain’s international consumer marketing campaign saw a bigger positive change in awareness of the West Midlands, compared to the overall sample of leisure travellers surveyed (12 percentage points statistically significant increase among those targeted with the campaign, compared to a three percentage point non-statistically significant decrease among the overall sample surveyed).<sup>564</sup>

The survey also asked intermediaries (travel trade professionals, conference organisers, sporting event organisers, and investment intermediaries) about their level of familiarity with Birmingham, the West Midlands and UK, as shown in Figure 53 below.

**Figure 53: Proportion of intermediaries who are familiar (know a lot / fair amount) with the UK, the West Midlands and Birmingham, split by year**



Source: WMGC Perceptions Survey 2023  
 Sample sizes: All intermediaries 2021 (100), 2022 (101), 2023 (100)

Results from the 2023 WMGC Perceptions Survey in relation to familiarity show that:

- familiarity with the UK amongst intermediaries is high and has not seen a statistically significant change between 2021 and 2023, with 88% of intermediaries reporting being familiar with the UK in 2023;<sup>565</sup>
- familiarity with the West Midlands amongst intermediaries increased from 41% of intermediaries reporting being familiar with the region in 2021 to 51% in 2023,<sup>566</sup> though this change was not statistically significant<sup>567</sup>; and

<sup>563</sup> Sample sizes: Of those targeted with the international marketing campaign: Pre-Wave Baseline (218); FY 21/22 (217), Overall sample: Pre-Wave Baseline (331); FY 22/23 (928).

<sup>564</sup> It should be noted that, due to sample restrictions, it was not possible to draw conclusions from VisitBritain’s perceptions surveys undertaken in India and Canada over the period between FY 2021/22 and FY 2022/23.

<sup>565</sup> Sample size: 100

<sup>566</sup> Sample sizes: 2023 (100), 2022 (100)

<sup>567</sup> Statistical significance may be limited by sample sizes.

— familiarity with Birmingham amongst intermediaries has also not seen a statistically significant change between 2021 and 2023, with 59% of intermediaries familiar with the city in 2023<sup>568</sup>.

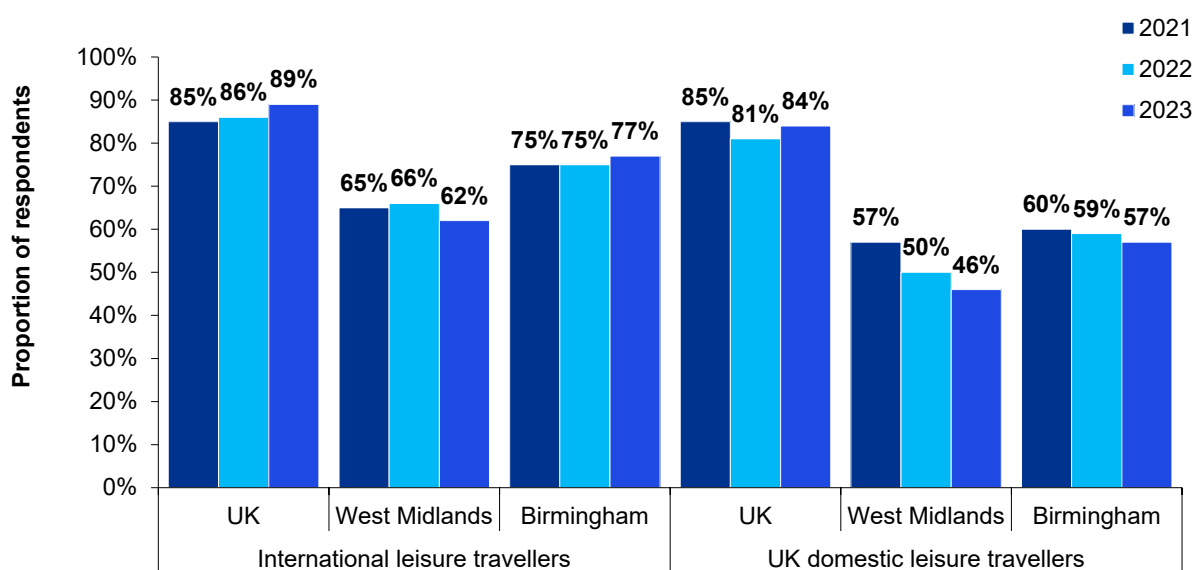
Further evidence from the 2023 WMGC Perceptions Survey shows that familiarity with the UK, West Midlands and Birmingham among each group of intermediaries (travel trade professionals, conference organisers, sport event organisers and investment intermediaries) has not changed significantly compared with 2022. However, the data shows that sport event organisers have the highest level of familiarity of the West Midlands and Birmingham compared to other intermediaries, with 70% of sports organisers reporting to be familiar with the West Midlands, compared to 51% of the wider sample of intermediaries.

The 2023 WMGC Perceptions Survey also finds that 74% of intermediaries surveyed felt that the BATP communications and activities had improved their awareness of Birmingham and the West Midlands.<sup>569</sup>

## Perception

In terms of perceptions, Figure 54 shows the survey results on the level of positive sentiment towards Birmingham, the West Midlands and the UK among domestic and leisure travellers on an annual basis from 2021 to 2023.

**Figure 54: Proportion of international leisure travellers and UK domestic leisure travellers with a positive (very/ fairly positive) sentiment towards the UK, the West Midland and Birmingham, split by year**



Source: WMGC Perceptions Survey 2023

Sample sizes: International leisure travellers: UK 2021 (1,512), 2022 (1,522), 2023 (1,526), West Midlands 2021 (1,209), 2022 (1,236), 2023 (1,168), Birmingham 2021 (1,036), 2022 (1,091), 2023 (1,042). Domestic leisure travellers: UK 2021 (508), 2022 (508), 2023 (503), West Midlands 2021 (459), 2022 (453), 2023 (450), Birmingham 2021 (408), 2022 (415), 2023 (410).

The results from the WMGC Perceptions Survey shows that:

— positive sentiment towards the UK is generally high and saw a small increase among international leisure travellers between 2021 and 2023, from 85% to 89%.<sup>570</sup>

<sup>568</sup> Sample size: 100

<sup>569</sup> Sample size: 100

<sup>570</sup> Sample sizes: 2023 (2,029), 2022 (2,030)

- positive sentiment towards the West Midlands is lower than towards the UK and was relatively stable among international leisure travellers but fell between 2021 and 2023 among domestic leisure travellers from 57% of respondents in 2021 reporting feeling positively about the region to 46% in 2023, though this is not a statistically significant change.<sup>571</sup>
- positive sentiment towards Birmingham is generally higher than for the West Midlands and remained relatively stable year-on-year between 2021 and 2023 among both international<sup>572</sup> and domestic leisure travellers.<sup>573</sup>

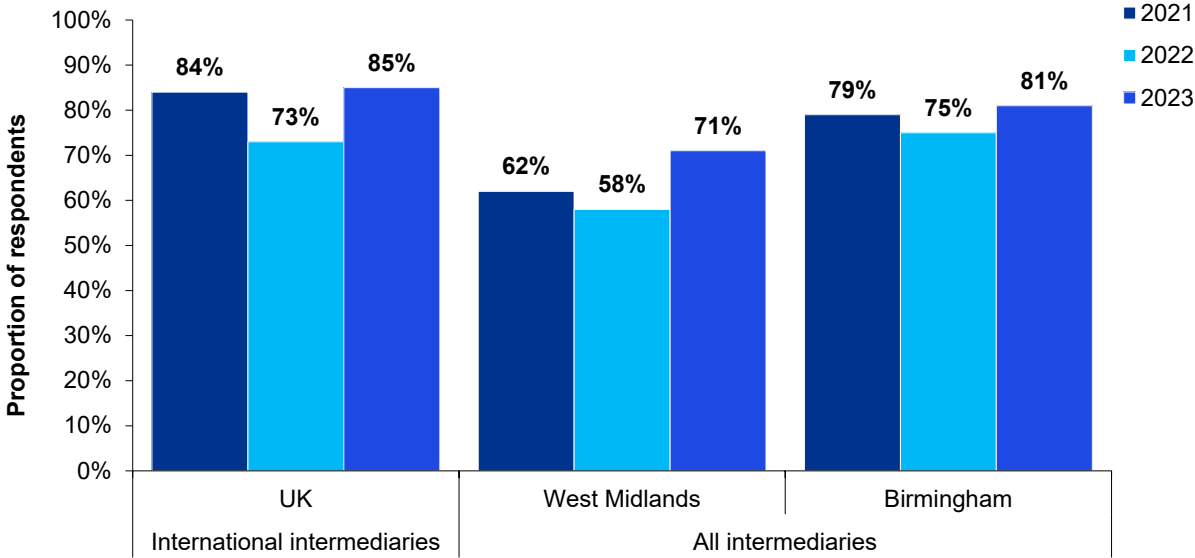
As with the survey results relating to familiarity, in order to better understand the impact of the Games and Legacy Programmes specifically, data on the responses of those who had seen the B ATP or wider Commonwealth Games communications was analysed. In line with the evidence on familiarity, the survey results show that positive sentiment towards Birmingham and the West Midlands is significantly higher among the subgroup of leisure travellers exposed to the B ATP communications:

- 83% of leisure travellers who had seen the communications reported to feel positively towards the region,<sup>574</sup> compared to 58% of the wider sample of leisure travellers;<sup>575</sup> and
- 93% of leisure travellers who had seen the communications reported to feel positively about the city,<sup>576</sup> compared to 71% of the wider sample of leisure travellers.<sup>577</sup>

Survey results also show that 93% of all those leisure travellers exposed to the B ATP communications agreed that the B ATP communications made them feel more positive about the West Midlands.

The 2023 WMGC Perceptions Survey also asked intermediaries about their perceptions of Birmingham and the West Midlands, the results of which are presented in Figure 55 below:

**Figure 55: Proportion of intermediaries with a positive (very/ fairly positive) sentiment towards the UK, the West Midland and Birmingham, split by year**



Source: WMGC Perceptions Survey 2023  
 Sample sizes: International intermediaries: UK 2021 (74), 2022 (71), 2023 (72). All intermediaries: West Midlands 2021 (91), 2022 (96), 2023 (96), Birmingham 2021 (86), 2022 (94), 2023 (94)

<sup>571</sup> Sample size: ~450  
<sup>572</sup> Sample size: 1,042  
<sup>573</sup> Sample size: 410  
<sup>574</sup> Sample size: 515  
<sup>575</sup> Sample size: 1,618  
<sup>576</sup> Sample size: 515  
<sup>577</sup> Sample size: 1,452

Results from the 2023 WMGC Perceptions Survey in relation to perceptions show that, among intermediaries, sentiment is positive for the majority of respondents although there have been no statistically significant changes between 2021 and 2023:

- 85% of intermediaries surveyed in 2023 reported to feel positively about the UK;<sup>578</sup>
- 71% of intermediaries surveyed in 2023 reported to feel positively about the West Midlands;<sup>579</sup> and
- 81% of intermediaries surveyed in 2023 reported to feel positively about Birmingham.<sup>580</sup>

Further evidence from the 2023 WMGC Perceptions Survey shows that perceptions towards the West Midlands among sport event organisers has increased from 63% in 2022 to 90% in 2023, and this difference is statistically significant.<sup>581</sup> This may reflect Birmingham's improved status as a sport event host city through its investment in 'world-class' venues and now proven ability to delivery major events - illustrated by its entry into the Burson Cohn & Wolfe (BCW) 2023 Ranking of Sports Cities, with Birmingham ranked 33th out of 100 ranked cities having previously not been featured.<sup>582</sup>

No statistically significant changes in perceptions were seen among other groups of intermediaries.

In addition, similar to the findings in relation to familiarity, the 2023 WMGC Perceptions Survey results show that 71% of intermediaries agreed that the B ATP communications improved their perception of the West Midlands.

In line with this, positive sentiment towards the West Midlands is significantly higher among the subgroup of intermediaries exposed to the B ATP communications. Specifically, 89% of intermediaries who had seen the communications reported to feel positively towards the region, compared to 71% of the wider sample of intermediaries.

Providing additional insight, stakeholders spoken to as part of the one year post-Games stakeholder engagement overwhelmingly felt that, anecdotally, the Games had a significant positive impact on changing the perception of Birmingham. The stakeholders reported that historically Birmingham has been seen as an industrial city, but thanks to the Games, and aided by the good weather during the 12 days of Games events, the perception of the city and region has been positively impacted. However, it should be noted that this may have been on a more localised level and may reflect the perceptions of those close to the Games rather than wider UK or international populations of travellers.

#### Likelihood to visit/ recommend/ consider<sup>583</sup>

In terms of individuals likelihood to visit, Birmingham, the West Midlands and the UK over the next three years among domestic and leisure travellers on an annual basis from 2021 to 2023, WMGC Perceptions Survey results are presented in Figure 56 below.

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<sup>578</sup> Sample size: 72

<sup>579</sup> Sample size: 96

<sup>580</sup> Sample size: 94

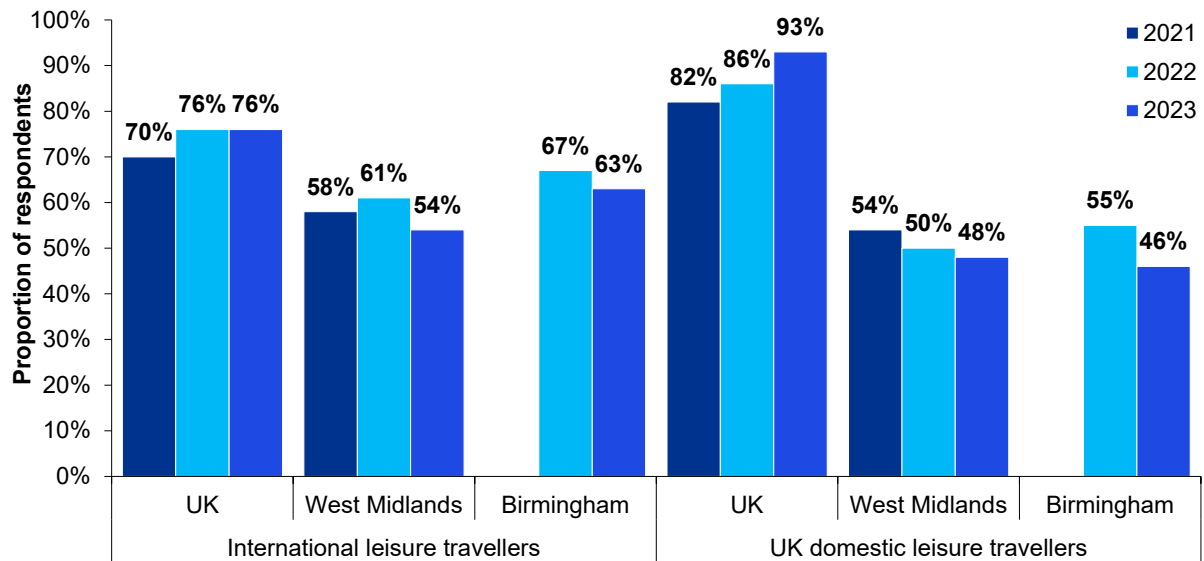
<sup>581</sup> It should be noted that 19 sport event organisers responded to 'How positive or negative do you feel about the West Midlands as a place to hold sporting events?'

<sup>582</sup> The 2023 Ranking of Sports Cities ranks the top 100 cities that are most strongly associated with sport from around the world. See: [https://www.bcw-global.com/assets/BCW-Ranking-Sports-Cities\\_Report2023.pdf](https://www.bcw-global.com/assets/BCW-Ranking-Sports-Cities_Report2023.pdf)

<sup>583</sup> Consider the West Midlands or UK as a place to visit, as a place to hold conferences or events, as a place to hold sporting events, or as a place to invest in, locate to, or do business with



**Figure 56: Proportion of leisure travellers who are likely to visit the UK, West Midlands and Birmingham, split by year<sup>584</sup>**



Source: WMGC Perceptions Survey 2023

Sample sizes: International leisure travellers: UK 2021 (1,512), 2022 (1,522), 2023 (1,526), West Midlands 2021 (1,230), 2022 (1,236), 2023 (1,168), Birmingham 2022 (1,091) 2023 (1,042). UK domestic leisure travellers: UK 2021 (508), 2022 (508), 2023 (503), West Midlands 2021 (450), 2022 (453), 2023 (450), Birmingham 2022 (415), 2023 (410).

Results from the 2023 WMGC Perceptions Survey in relation to likelihood to visit show that:

- likelihood to visit the UK amongst international leisure travellers has increased (albeit not a statistically significant change) since 2021 (from 70% to 76% with no change seen between 2022 and 2023) and it increased for domestic travellers (from 82% in 2021 to 93% in 2023, and this increase is statistically significant),<sup>585</sup>
- there was a statistically significant decrease in the likelihood to visit the West Midlands among international leisure travellers (from 58% in 2021 to 54% in 2023, having increased slightly in 2022 to 61%)<sup>586</sup> and a decrease (albeit not a statistically significant one) among domestic leisure travellers (from 54% in 2021 to 48% in 2023);<sup>587</sup>
- there was a statistically significant decrease in the likelihood to visit Birmingham amongst UK domestic travellers, from 55% in 2022 to 46% in 2023,<sup>588</sup> but it remained unchanged amongst international leisure travellers at 63% in 2023.<sup>589</sup>

In line with the sentiment and perception results, the likelihood to visit Birmingham and the West Midlands is significantly higher among the subgroup of leisure travellers exposed to the BATP communications:

- 86% of leisure travellers who had seen the communications reported to be likely to visit the West Midlands in the next three years,<sup>590</sup> compared to 58% of the wider sample of leisure travellers;<sup>591</sup> and

<sup>584</sup> Consider the West Midlands or UK as a place to visit, as a place to hold conferences or events, as a place to hold sporting events, or as a place to invest in, locate to, or do business with

<sup>585</sup> Sample size: international leisure travellers 2023 (1,526), 2022 (1,522), 2021 (1,512); domestic travellers: 2023 (508), 2022 (508), 2021 (503).

<sup>586</sup> Sample sizes: 2023 (1,168), 2022 (1,236), 2021 (1,230)

<sup>587</sup> Sample sizes: 2023 (450), 2021 (450)

<sup>588</sup> Sample sizes: 2023 (410), 2022 (415)

<sup>589</sup> Sample size: 1,042

<sup>590</sup> Sample size: 515

<sup>591</sup> Sample size: 1,618

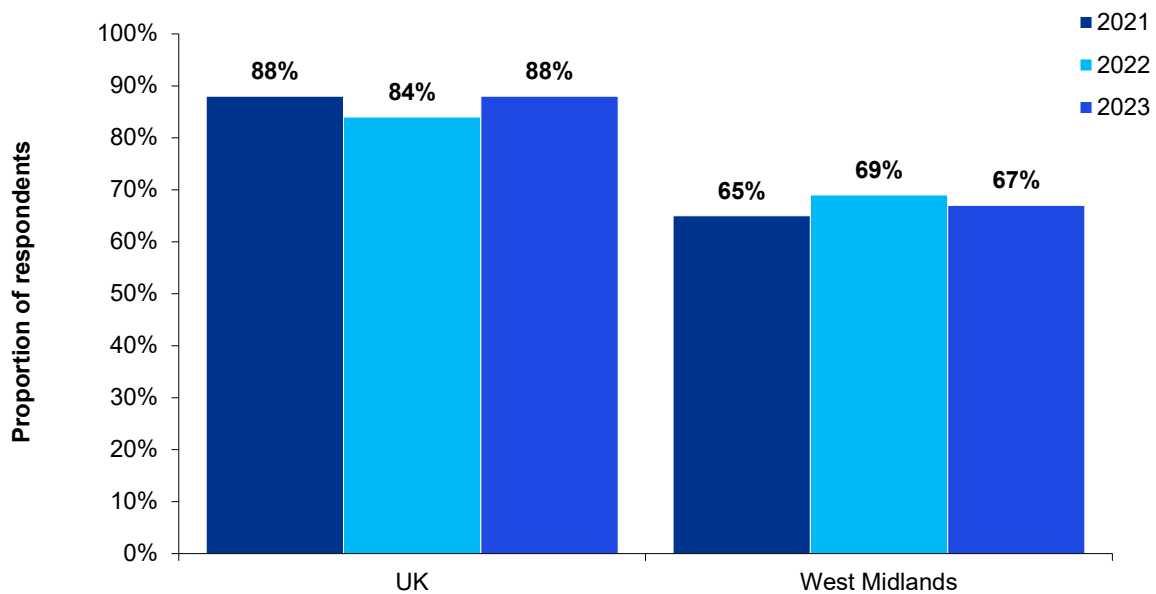
— 82% of leisure travellers who had seen the communications reported to be likely to visit the Birmingham in the next three years,<sup>592</sup> compared to 52% of the wider sample of leisure travellers.<sup>593</sup>

The 2023 WMGC Perceptions Survey results also show that 90% of all those leisure travellers exposed to the BATH communications say it made them more likely to consider visiting the West Midlands.

These results are in line with findings from VisitBritain’s perceptions survey undertaken in Australia among international travellers over the period between FY 2021/22 and FY 2022/23.<sup>594</sup> The survey’s results show that those surveyed who had been targeted with VisitBritain’s international consumer marketing campaign saw a bigger positive change in likelihood to visit the West Midlands, compared to the overall sample of leisure travellers surveyed (22 percentage points statistically significant increase among those targeted with the campaign, compared to a two percentage point non-statistically significant increase among the overall sample surveyed).<sup>595</sup>

The WMGC Perceptions Survey also asked different types of intermediaries their likelihood to recommend/ consider the West Midlands or UK as a place to visit, as a place to hold conferences or events, as a place to hold sporting events, or as a place to invest in, locate to, or do business with, asked respectively to travel trade intermediaries, conference organisers, sporting event organisers, and investment intermediaries.

**Figure 57: Proportion of intermediaries who are likely to recommend/ consider the UK<sup>596</sup> and the West Midlands, split by year**



Source: WMGC Perceptions Survey 2023

Sample sizes: UK 2021 (100), 2022 (101), 2023 (100), West Midlands 2021 (91), 2022 (96), 2023 (96)

Results from the 2023 WMGC Perceptions Survey in relation to likelihood to recommend/ consider show:

<sup>592</sup> Sample size: 515

<sup>593</sup> Sample size: 1,452

<sup>594</sup> Sample sizes: Of those targeted with the international marketing campaign: Pre-Wave Baseline (218); FY 21/22 (217), Overall sample: Pre-Wave Baseline (331); FY 22/23 (928).

<sup>595</sup> It should be noted that, due to sample restrictions, it was not possible to draw conclusion from VisitBritain’s perceptions surveys undertaken in India and Canada over the period between FY 2021/22 and FY 2022/23.

<sup>596</sup> As a place to visit, as a place to hold conferences or events, as a place to hold sporting events, or as a place to invest in, locate to or do business with, asked respectively to travel trade intermediaries, conference organisers, sporting event organisers, and investment intermediaries.

- overall, 88% of intermediaries would recommend/ consider the UK, but there was no statistically significant year-on-year differences when compared to 2022 and 2021 results;<sup>597</sup>
- 67% of intermediaries would recommend/ consider the West Midlands, which is largely unchanged from 2021<sup>598</sup>.

Further analysis of the survey evidence shows sporting event organisers are the most likely to consider the West Midlands, with 84% reporting they were likely to consider the West Midlands as a place to hold sporting events, compared to 67% of the wider sample of intermediaries.

Although lower than the equivalent findings in relation to awareness and perceptions, the 2023 WMGC Perceptions Survey finds that 66% of intermediaries felt that the B ATP communications and activities increased their likelihood to recommend/ consider the city and region.

In addition, among travel trade intermediaries specifically, evidence from VisitBritain's surveys finds that those that attended VisitBritain's workshops were looking to develop or modify existing travel products so as to include Birmingham and the West Midlands. Specifically, 15% of Canadian travel trade intermediaries surveyed<sup>599</sup>, 87% of Indian travel trade intermediaries surveyed<sup>600</sup>, and 41% of travel trade intermediaries surveyed<sup>601</sup> stated that they were developing new or modifying existing product to include Birmingham and the West Midlands.

### 6.3.3 Conclusions for the Put Us on the Global Stage Mission Pillar

The Games events, including the Opening and Closing Ceremonies, were viewed by people across the world. Specific activities as part of the B ATP and Queen's Baton Relay also engaged individuals from across the Commonwealth and beyond.

The evaluation finds evidence that the targeted activity of the B ATP had a positive impact on the awareness of, perceptions of, and likelihood to visit, Birmingham and the West Midlands among leisure travellers that had seen the relevant communications. The Games and B ATP communications also had an observable positive impact on intermediaries' awareness of, perceptions of, and likelihood to consider or recommend, the West Midlands as a place to visit or do business.<sup>602</sup> Among intermediaries, sport event organisers had the highest level of familiarity with, and were most likely to consider, the West Midlands as a place to host sporting events, potentially driven by the nature of the Games events and the investment made through the Games in new 'world class' venues.

Broader WMGC Perceptions Survey results on the overall levels of awareness and perceptions of Birmingham and the West Midlands among the total populations of leisure travellers and intermediaries surveyed in 2021, 2022 and 2023 (including those who did not recall seeing the campaign material) shows mixed results, with no clear trend that could be attributed to the Games. While there is some evidence of improved outcomes at the UK level, these may also reflect wider activity and events in the UK in 2022, for example the Queen's Platinum Jubilee and the UEFA Women's Euro 2022, which alongside the Games, may have influenced awareness and perceptions of the UK.

This is consistent with the expectations of stakeholders spoken to as part of the Games evaluation, who stated that a step change would not be expected from one campaign. It also highlights the importance of making sure campaigns are as effective as possible at targeting the right groups, reaching as large a target population as possible and with as many impressions as possible to extend and maximise impact.

<sup>597</sup> Sample sizes: 2022 (101), 2021 (100)

<sup>598</sup> Sample size: 96

<sup>599</sup> Sample size: 35

<sup>600</sup> Sample size: 62

<sup>601</sup> Sample size: 20

<sup>602</sup> Intermediaries include: travel trade professionals, conference organisers and investment intermediaries surveyed

## 7 Concluding comments

The Legacy Plan for the Birmingham 2022 Games set out the vision of the Games partners to deliver ‘*the Games for Everyone*’, promoting equality, diversity and inclusion across the UK and celebrating the diversity of Birmingham. Under this vision, the Games had five Mission Pillars: To 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.

As part of the evaluation, research questions were posed relating to the overarching vision for the Games and each of these Mission Pillars, with the evidence available up to one year post-Games relating to each question assessed.

The evidence shows that the Games engaged an estimated 6.9 million attendees, participants, volunteers and employees from a cross-section of the Birmingham and West Midlands populations through the Games events themselves, including the Opening and Closing Ceremonies, and the range of Legacy Programmes. These Legacy Programmes included the Volunteering Programme, the Cultural Festival and wider Cultural Programme, the Queen’s Baton Relay, the Community Cohesion, Inclusion and Pride Programme, Bring the Power, Gen22, the Jobs and Skills Academy and the Physical Activity and Wellbeing Programme.

The reach of the Games events was also expanded through the media, with it achieving an estimated total global TV viewership of 834.9 million<sup>603</sup>; over 215 million digital views and 141 million interactions on social media<sup>604</sup>. Further engagement was achieved through the BATP’s targeted events and campaigns, helping to put Birmingham and the West Midlands on the global stage.

Through the Legacy Programmes in particular, participation data shows that individuals from a cross-section of the Birmingham and wider West Midlands population were engaged with the Games. This included individuals from targeted priority groups, including women, under 30s, those from ethnic minority groups and/or with a disability. Many of the Programmes reached these groups and achieved shares of participation higher than the groups’ representativeness in the wider population. For example, 52% of Jobs and Skills Academy participants were from ethnic minority groups compared to 23% in the West Midlands. However, this was not consistently the case and 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, and there were suggestions that more could have been done to address this.

Notwithstanding this, there is evidence that the Games helped to both bring people together and generate positive impacts on community cohesion and civic pride, with survey data showing this was particularly the case for those individuals that participated in the delivery of the Games and Legacy Programmes. Local stakeholders interviewed as part of the evaluation anecdotally reported that there were notable impacts of the Games on civic pride among the broader population.

The original budget allocation of £778 million was supplemented with commercial income of £120 million and catalysed additional public and third sector funding of approximately £85 million for legacy activity as well as accelerating planned capital investment. The Games were delivered under this total budget with a net Games-related public sector cost of approximately £665.5 million<sup>605</sup> (£707.0 million in 2023 prices). Taking account of the wider activity associated with the Games, including operational and capital Games-related spending as well as the discretionary spending on the Legacy Programmes funded by additional leveraged investment and the cost of accelerated capital spending, the total cost was

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<sup>603</sup> Estimate based on data provided by Rights-holding Broadcasters, Nielsen and Games internal analysis

<sup>604</sup> Data provided by Rights-holding Broadcasters, Nielsen

<sup>605</sup> This includes a total Games-related operating spend of £638.3 million, total Games-related capital costs of £172.7 million (of which £25.0 million would have been spent by SMBC on a new leisure centre rather than on the Sandwell Aquatics Centre and is therefore not additional spending) and total commercial income of £120.5 million.

approximately £929.7 million (£985.5 million in 2023 prices) as of August 2023<sup>606</sup>, of which £780.0 million (£829.2 million in 2023 prices) were net additional public sector costs.<sup>607</sup>

In support of helping the region to grow and succeed and the Games being a catalyst for change in the region, this one year post-Games evaluation indicates that the activity delivered through the Games events and Legacy Programmes generated a breadth of economic and social impacts in the lead up to the Games, during the Games-time period and in the year since. These include:

- A total of £1.2 billion GVA in the UK economy between FY 2017/18 and FY 2023/24 as a result of activity to deliver the Games events and wider Legacy Programmes, the accelerated capital investment, and increased tourism and inward investment in the region.<sup>608</sup>
- Approximately 22,380 FTE years of employment<sup>609</sup> in the UK over the same period, of which at least 15% of total employment was supported in Birmingham, and 49% of total employment was supported in the West Midlands.
- A total of £79.5 million of social value as of end August 2023, through the 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.

In addition, there is already some evidence that there are likely to be some ongoing, sustained economic and social impacts, not yet fully realised, including as a result of increased tourism, trade and investment, through improved employment prospects as a result of skills and training provision and through use of the new sports facilities. For example, it is estimated:

- 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, according to estimates from WMGC.
- Based on available literature, £151.4 million of future benefits, in the form of lifetime earnings uplift, is expected to be realised as a result of qualifications and apprenticeships individuals gained through the Games.
- £1.8 million of annual social value may be generated by increased physical activity participation through use of Alexander Stadium and Sandwell Aquatics Centre once the facilities are at full maturity.

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

Beyond monetised impacts, positive outcomes have been generated through the Legacy Programmes linked to each of the Mission Pillars. For example, the majority of young people that participated in the OC Volunteering Programme and the Jobs and Skills Academy reported gaining new skills and confidence and there is already evidence, obtained through the surveys conducted as part of the evaluation, of some positive impact of the Games on opportunities for, and levels of participation in, skills, employment or volunteering opportunities among volunteers and young Birmingham residents more broadly. Similarly, evidence from a number of the Physical Activity and Wellbeing Programmes, such as provision of Games equipment to 290 West Midlands organisations, 70 Active Street Festivals,

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<sup>606</sup> The Physical Activity and Wellbeing Legacy Programme was still delivering activity in August 2023 and therefore the full value of the funding allocated had not been spent. The impact of any spending, and associated activity after August 2023 is not included in this evaluation report.

<sup>607</sup> 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.

<sup>608</sup> 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.

<sup>609</sup> 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.

and TfWM's Cycling for Everyone programme, indicates that these contributed to removing community barriers to be active and helped to improve levels of participant physical activity.

In general there is evidence of positive impacts of the Games for those individuals who engaged with the Games and directly benefitted from the Legacy Programmes through their participation, e.g. in the Jobs and Skills Academy, OC Volunteering Programme, and Physical Activity and Wellbeing Programmes. At the population level, whilst evidence of a step change in outcome metrics, for example from the Residents Survey or other population level data, is limited, when asked about the impact of the Games specifically, the Residents Survey identified a net positive impact across all outcome metrics analysed.

Further benefits are expected to be generated through the legacy left by the Games, including through the significant infrastructure investments supporting regeneration in Perry Barr, and the development of the Sandwell Aquatics Centre and Alexander Stadium (which were designed for future use as both community venues and for other major events). The relationships with travel trade professionals, conference organisers and investment intermediaries generated through the BATP, improved systems and services to support physical activity participation, investment in the cultural sector, and the policies and standards in terms of sustainability and EDI that can be adopted by future events also have potential future legacy benefits.

As detailed in the Evaluation Framework<sup>610</sup>, and reported in literature relating to previous major events<sup>611</sup>, evidence suggests that some of the longer-term benefits from major sporting events can accrue many years after the event takes place. This is particularly the case with benefits that are dependent on significant behavioural change, for example changes in the perception of a destination for visitors. Likewise, based on the experience of previous major sporting events, a full picture of investment and trade impacts may not emerge until three to five years post-Games.<sup>612</sup> This is expected to be the case for the Birmingham 2022 Games and therefore the one year post-Games evaluation does not present the full scale of its potential impact.

A further evaluation, in due course, would enable a longer-term assessment of the impact and lasting legacy of B2022 to be obtained, including 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.

As well as assessing the impact of the Games, the evaluation also highlights a number of lessons learned from the delivery of the Games and Legacy Programmes, largely identified through feedback from stakeholders consulted with as part of the evaluation. These can usefully inform future event planning.

— The need for detailed legacy planning ahead of investments being made, and ongoing activity that builds on the positive momentum that the Games has created in the region, was acknowledged by some stakeholders as important for sustaining positive impacts and enhancing these going forward. Whilst it was recognised that the Games had to be delivered in a shorter timeframe than usual (four and a half years rather than the usual six and a half years), it was noted by a number of stakeholders that to optimise the legacy of major events, legacy programme funding needs to be built in the budget from the start and that upfront funding can support stakeholders' ability to leverage further investment. This was the intention of the initial allocation of £778 million to deliver the Games, though some stakeholders noted that upfront allocations of funding to specific Legacy Programmes would have been beneficial and this was a suggestion for future Games or major events hosts. In terms of continuing the legacy going forward, one stakeholder noted the importance of factoring in team

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<sup>610</sup> 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](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1033734/Birmingham_2022_Pre-Games_Evaluation_Framework_and_Baseline_Report.pdf)

<sup>611</sup> IOC (2021), Legacy strategic approach 2021-2024 objectives, International Olympic Committee, <https://stillmed.olympics.com/media/Documents/Olympic-Games/Olympic-legacy/IOCLegacy-Strategic-Approach-2021-2024-objectives.pdf>.

<sup>612</sup> HM Government, 2016. Inspired by 2012: the legacy from the Olympic and Paralympic Games — Fourth Annual Interim Report.

resourcing in the period post-Games, to support knowledge transfer and transition to covering legacy delivery as part of business as usual.

- The delivery of the Games on time and to budget under challenging circumstances illustrates the importance of effective joint working and collaboration across partners in order to successfully deliver major events. A number of stakeholders noted that adopting these ways of working had significantly contributed to their ability to successfully deliver the Games in this context. Indeed one stakeholder noted that the compressed timescales for delivery forced greater collaboration and decisive action. Furthermore, stakeholders reported that having developed the cross-organisation relationships and ways of working they would continue to collaborate and work together for future events/ programmes, with the Games having left a legacy of improved partnership working.
- It was also noted that partnership working was stimulated through local partners (e.g. BCC, WMCA, TfWM) being actively involved in Games delivery and decision making. It was noted by local stakeholders that by decentralising decision making, local partners felt more empowered to drive forward legacy activity and investment. The experience of the Games demonstrates how this can be used to further specific local objectives (e.g. BCC used the Games as a means to support underprivileged children by giving them free tickets to the Games, and local health services implemented pop-up immunisation sites around Games venues/events in Birmingham to increase take-up).
- In part driven by the accelerated timescales and upfront agreement of the available central Government funding, the Games has also provided an example of how large events can be successfully delivered at pace and within available budgets including through use of existing infrastructure. Birmingham 2022, for example, used existing university student accommodation for the Athlete Village and existing venues where feasible such as Birmingham Arena, Edgbaston, and Coventry Stadium, as well as Alexander Stadium which was redeveloped for the Games, demonstrating how this approach can enable targeted investment where it is specifically needed for hosting the event (e.g. for Birmingham in the Sandwell Aquatics Centre).
- Linked to the above, a further lesson identified both by stakeholders and in literature relating to previous major events, is that planning venues with future community and wider use in mind is important. The design of the Sandwell Aquatics and redevelopment of the Alexander Stadium were intended to enable this. Although the venues have only recently opened for public use, there are early indications of positive benefits coming from this for local citizens.
- Finally, in relation to setting a benchmark for future Games, it was noted by stakeholders that by setting ambitious targets, Birmingham 2022 has created a legacy in terms of environmental sustainability, social value, and diversity and inclusion, delivering new approaches that can be adopted for other major events. These include: being the first ever Commonwealth Games with a Social Value Charter; the intention of being the first ever Commonwealth Games to deliver carbon neutral legacy; and the development of the Birmingham 2022 Inclusive Games Standard.<sup>613</sup> However, the evaluation has not identified evidence to date of these being adopted elsewhere which, notwithstanding the lead times for major events that could result in a lag in adoption, may suggest that more proactive engagement with prospective event hosts is needed to fully realise the longer term benefits of this legacy.

Overall, stakeholders interviewed as part of the evaluation considered the Birmingham 2022 Games to have been a success and this evaluation provides evidence of positive impacts in a number of areas. While there are some lessons to be learned and areas where the intended impacts, particularly for the wider populations of Birmingham and West Midlands (beyond attendees and programme participants) have not yet been observed, at only one year post-Games there are indications of the potential for ongoing legacy benefits as a result of the programmes and infrastructure delivered. The Games has also already supported short-term economic growth and employment at a time of particularly challenging economic circumstances.

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<sup>613</sup> Birmingham 2022 Commonwealth games (2022), 'The Birmingham Inclusive Games Standard (the Big Standard)'. See: [Birmingham-2022-The-Birmingham-Inclusive-Games-Standard.pdf](#)



# A1 Appendix 1: Breakdown of economic and social impact results

## A1.1 Introduction

The following sections present more detailed breakdowns of results reported in Sections 4.3.2 and 4.3.7 of the evaluation report. Specifically it includes details of:

- the breakdown of total costs and GVA impacts of the Games (section A1.2);
- the short-term economic impacts generated through the delivery of Games events and wider legacy activity (Section A1.3); and
- the social value generated through increased physical activity linked to the Games (Section A1.4).

## A1.2 Summary of total costs incurred and impacts generated by the Birmingham 2022 Games

A description of the costs associated with the Games and legacy activity are reported in Section 4.3.2. A summary of the breakdown of these costs is set out in Table 18 below.

**Table 18: Summary of spending incurred (in £million) to deliver the Birmingham 2022 Games**

		Costs in gross terms (Nominal prices) (million)	Costs in gross terms (2023 prices) (million)	Costs in net terms (Nominal prices) (million)	Costs in net terms (2023 prices) (million)
<b>Games-related spending</b>	<i>Operating spending to deliver the Games</i>	£638.3	£670.8	£638.3	£670.8
	<i>Commercial income</i>	-£120.5	-£124.5	-£120.5	-£124.5
	<i>Net operating cost to deliver the Games</i>	£517.8	£546.3	£517.8	£546.3
	<i>Capital spending on sporting and other infrastructure needed to host the Games</i>	£172.7	£187.9	£147.7	£160.7
	<b>Total Games-related spending</b>	<b>£810.9</b>	<b>£858.7</b>	<b>£785.9</b>	<b>£831.4</b>
	<b>Of which publicly funded</b>	<b>£690.5</b>	<b>£734.2</b>	<b>£665.5</b>	<b>£707.0</b>
<b>Discretionary operating spending to achieve Birmingham's wider objectives</b>	<i>Other operating spending to deliver wider legacy activity</i>	£69.0	£72.3	£69.0	£72.3
	<i>Of which publicly funded</i>	£64.8	£67.7	£64.8	£67.7
<b>Accelerated discretionary capital investment</b>	<i>Capital investment to support wider objectives partly influenced by the Games</i>	£49.8	£54.5	£49.8	£54.5
<b>Total</b>	<b>Total spend</b>	<b>£929.7</b>	<b>£985.5</b>	<b>£904.7</b>	<b>£958.3</b>
	<b>Of which publicly funded</b>	<b>£805.0</b>	<b>£856.4</b>	<b>£780.0</b>	<b>£829.2</b>

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

The activity funded by the Games has generated a range of economic and social impacts. These are detailed in Table 19 below.

**Table 19: Summary of total impacts generated (in £million) by the Birmingham 2022 Games**

	Impacts in gross terms (2023 prices) (million)	Impacts in net terms <sup>614</sup> (2023 prices) (million)
<b>Economic impact - delivery of the Games events</b>	£761.5	£761.5
<b>Economic impact - delivery of capital programmes</b>	£206.3	£175.2
<b>Economic impact - delivery of the Legacy Programmes<sup>615</sup></b>	£75.2	£75.2
<b>Economic impact - accelerated delivery of Perry Barr Regeneration Scheme</b>	£58.5	£58.5
<b>Total economic impacts from delivery of the Games events and wider legacy activity</b>	<b>£1,101.5</b>	<b>£1,070.4</b>
<b>Economic impact from BATP landed inward investment projects</b>	£45.7	£45.7
<b>Economic impact from Games-related visitors spend</b>	£117.3	£40.1
<b>Total economic impacts</b>	<b>£1,264.5</b>	<b>£1,156.3</b>
<b>Social impacts</b>	£79.5	£79.5
<b>Total impacts</b>	<b>£1,344.0</b>	<b>£1,235.8</b>

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

## A1.3 Short-term economic impacts

### A1.3.1 Short-term economic impacts generated through the delivery of the Birmingham 2022 Games events and the wider legacy activity

#### Gross value added

Of the £958.3 million<sup>616</sup> of additional spend in delivering the Games events and the wider legacy activity, £952.2 million was spent in the UK and £6.0 million was foreign spend.

As a result of this UK spend, over the period between FY 2017/18 and FY 2023/24, an estimated total GVA contribution of £1,070.4 million was generated in the UK economy.

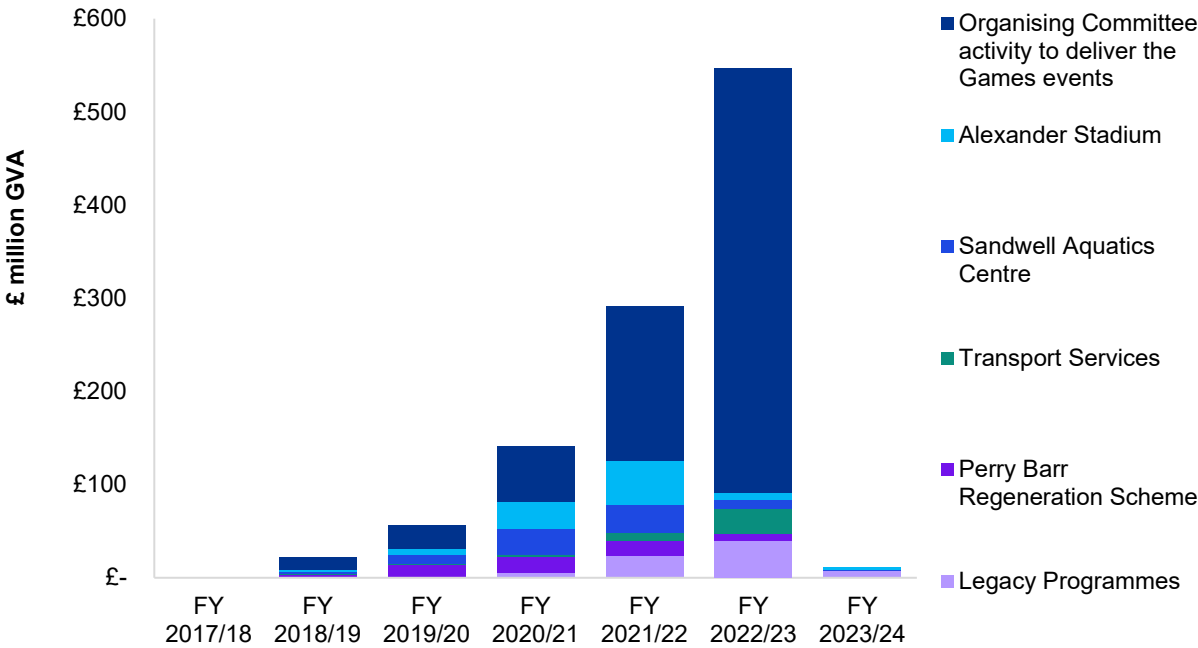
Figure 58 below shows the total UK GVA generated through the delivery of the Games and the wider legacy activity, over the period FY 2017/18 to FY 2023/24, split by activity.

<sup>614</sup> It should be noted that estimated net impacts take account of plans by SMBC to invest in a new leisure centre, which were subsequently replaced by the new Aquatics Centre.

<sup>615</sup> It should be noted that the economic impacts generated through the delivery of the Legacy Programme do not include impacts generated as a result of £8 million of spend incurred by DIT and Visit Britain as part of the delivery of BATP for which data was not available at the time of the evaluation.

<sup>616</sup> It should be noted figures have been adjusted for inflation and are reported in 2023 prices.

**Figure 58: Total UK GVA generated through the delivery of the Games events and the wider legacy activity, FY 2017/18 to FY 2023/24**



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

Of the total £1,070.4 million GVA generated in the UK economy, it is estimated that:

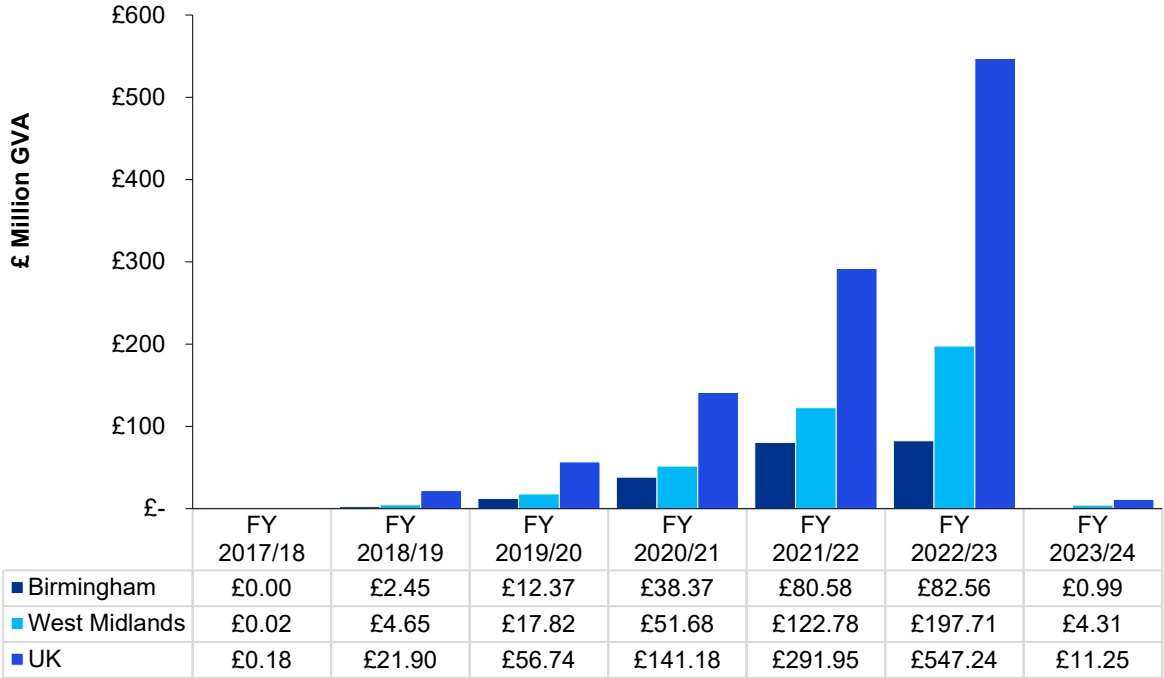
- £202.1 million of direct GVA was generated in the UK economy through the delivery of the Birmingham 2022 Games events and the wider legacy activity over the period between FY 2017/18 and FY 2023/24;
- £618.5 million of indirect GVA was generated in the UK economy as a result of the supply chain spending to support this direct economic activity; and
- £249.8 million of induced GVA was generated in the UK economy as a result of the spending of wages by those employees involved in the delivery of the Games events and wider legacy activity, including OC staff, those directly employed in the organisations delivering the Legacy Programmes, those employed as part of wider Games delivery (e.g. venue development) and those employed in the supply chains.

The GVA impacts associated with the delivery of the Birmingham 2022 Commonwealth Games events and the wider legacy activity have been analysed at three spatial levels: nationally across the UK; regionally, at the West-Midlands level; and locally, at the Birmingham level.

Of the £1,070.4 million of GVA generated in the UK economy as a result of the delivery of the Games events and wider legacy activity, it is estimated that £399.0 million was generated in the West Midlands, and within this, £217.3 million in Birmingham.

Figure 59 presents a summary of the total GVA contributions generated over the period between FY 2017/18 and FY 2023/24, at each of the three spatial levels. It should be noted that the impacts are not cumulative across the three spatial levels, i.e. the GVA contribution in the West Midlands captures the impacts in Birmingham, and the UK wide impacts include the impacts generated in the West Midlands.

**Figure 59: Total UK, West Midlands and Birmingham GVA generated through the delivery of the Games events and the wider legacy activities, FY 2017/18 to FY 2023/24**



Source: KPMG analysis, OC 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

Note: Values may not sum to total due to rounding

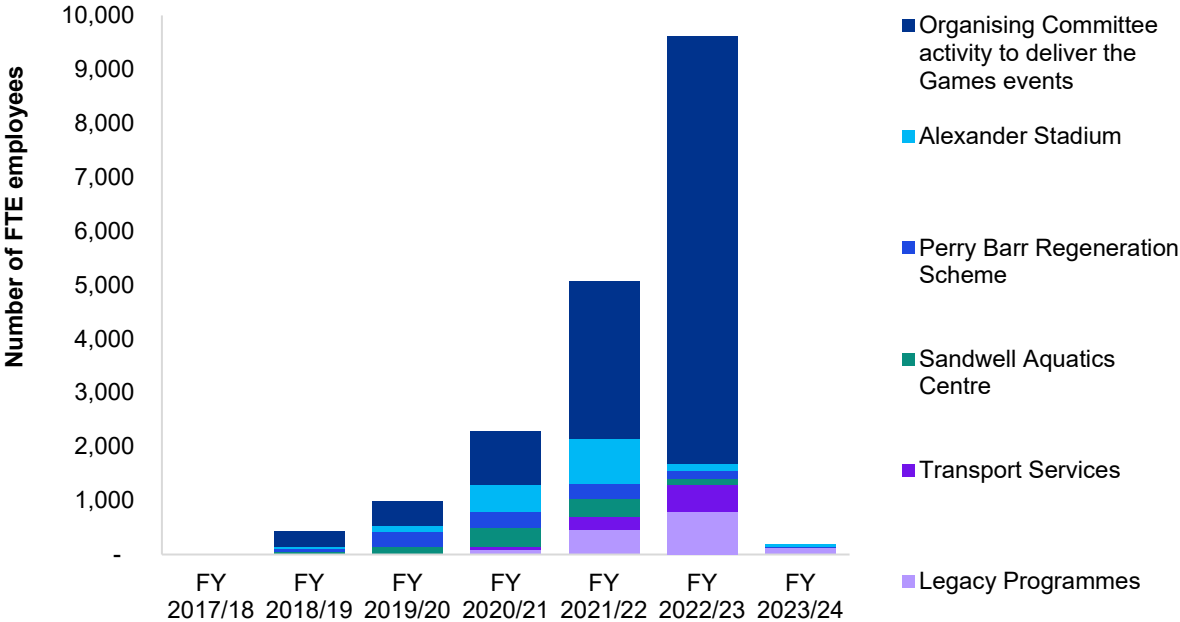
**Employment**

In summary, the activity involved in the delivery of the Games events and wider legacy activity is, in total, estimated to have supported approximately:

- 4 FTEs in the UK in FY 2017/18 when activity to plan the Games events had just started<sup>617</sup>;
- 9,600 FTEs in the UK in FY 2022/23 when activity to deliver the Games events was at its peak; and
- 180 FTEs in the UK in FY 2023/24 during the final year of delivery of the wider legacy activity.

<sup>617</sup> It should be noted that FTE figures are rounded to the nearest 10, except for figures under 10 where the exact figure has been provided. Figures may not sum due to rounding.

**Figure 60: Total UK employment (in FTE terms) supported through the delivery of Games events and wider legacy activity, split by activity, FY 2017/18 to FY 2023/24**



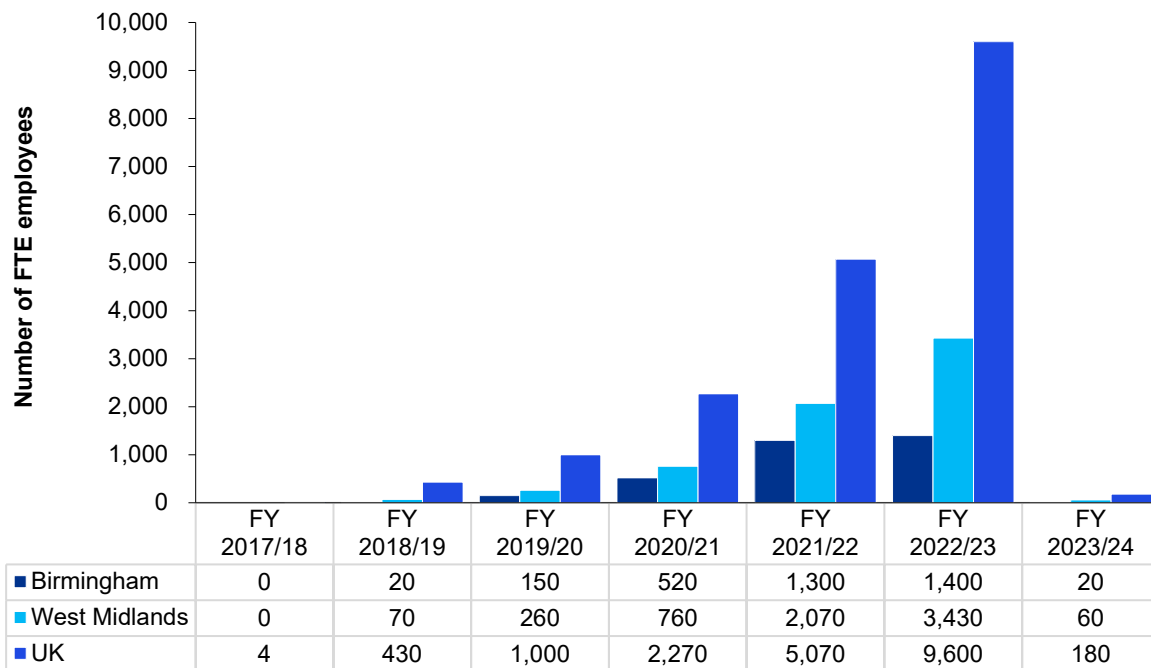
Source: KPMG analysis, OC data, SMBC data, BCC data, TfWM data, data received from the organisations that delivered the Legacy Programmes

Of the direct employment generated through the delivery of the Legacy Programmes, Sport England informed that a significant proportion of the direct jobs in the Sport England funded programmes (e.g. CAC and NGB) have been maintained after the Games.

As part of the analysis, the employment impacts associated with the planning and delivery of the Birmingham 2022 Commonwealth Games events have been analysed at three spatial levels: nationally across the UK; regionally, at the West-Midlands level; and locally, at the Birmingham level. Figure 61 below illustrates the annual total net employment contribution, over the period between FY 2017/18 and FY 2023/24, across Birmingham, the West Midlands, and the UK.

It should be noted that the employment impacts are not cumulative across the three spatial levels. The employment contribution in the West Midlands captures the employment impact in Birmingham, and the UK wide employment impact includes the employment impact supported in the West Midlands, and within that Birmingham.

**Figure 61: Total UK, West Midlands and Birmingham employment (in FTE terms) supported through the delivery of Games events and wider legacy activity, FY 2017/18 to FY 2023/24**



Source: KPMG analysis, OC 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

Note: Values may not sum to total due to rounding

### A1.3.2 Short-term economic impacts generated through spending by Games-related visitors in 2022

#### Gross value added

As detailed in the Interim Evaluation Report<sup>618</sup>, additional spending in the local area by Games-related visitors (including residents attending the events) generated a short-term boost to the local economy in terms of GVA and employment.

It is estimated that the additional spend to the West Midlands (i.e. where spend would otherwise have been incurred elsewhere in the UK but not within the West Midlands) and the UK (i.e. where spend would not otherwise have been incurred either at the West Midlands or UK level) by Games-related visitors generated a total net GVA of:

- £71.7 million GVA at the West Midland level; and
- £40.1 million GVA at the UK level.

Of the £40.1 million GVA at the UK level, it is estimated:

- £18.6 million of direct GVA was generated by the spending of Games-related visitors;
- £11.9 million of indirect GVA was generated as a result of the wider UK supply chain support the spending of Games-related visitors; and

<sup>618</sup> HM Government 2023. Birmingham 2023 Commonwealth Games Interim Evaluation Report. See:

[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/1128687/Interim\\_Evaluation\\_of\\_the\\_Birmingham\\_2022\\_Commonwealth\\_Games\\_-\\_Interim\\_Evaluation\\_Report.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1128687/Interim_Evaluation_of_the_Birmingham_2022_Commonwealth_Games_-_Interim_Evaluation_Report.pdf)



- £9.7 million of induced GVA was generated as a result of the wage spending of employees in roles supporting the direct and indirect economic activity associated the Games-related visitor spend.

## Employment

In addition to the GVA impacts, the spend by Games-related visitors support additional temporary employment effects.

It is estimated that employment supported by the Games-related visitor spend was the equivalent of 660 FTE, including:

- 390 direct FTE;
- 160 indirect FTE; and
- 110 induced FTE.

## A1.4 Additional social value of physical activity results

The following section presents a more detailed analysis and breakdown of the expected Social Value generated by the Games through community participation at public leisure facilities.

### A1.4.1 Annual Social Value generated by Games Host Venues

As detailed in Section 4.3.6, the Games-wide evaluation team aimed to understand the annual return and savings (Social Value) that may be generated as a result of people being physically active through use of the new Sandwell Aquatics Centre and Alexander Stadium once they reach maturity. Further breakdowns of this analysis are provided below. It is important to note, other Games-related legacy activities and programmes of work, or other leisure centres, beyond the central Games venues, may also have supported people to be more physically active and therefore have generated additional social value. However, this value has not been estimated in the evaluation due to data limitations.

The expected Social Value from the venues was estimated using 4GLOBAL's Social Value Calculator (SVC) that is integrated into Sport England's Moving Communities platform, and by taking the average Social Value from sites in 4GLOBAL's DataHub with consistent data and who are of a similar size, with similar facility type/mix to the Games venues.

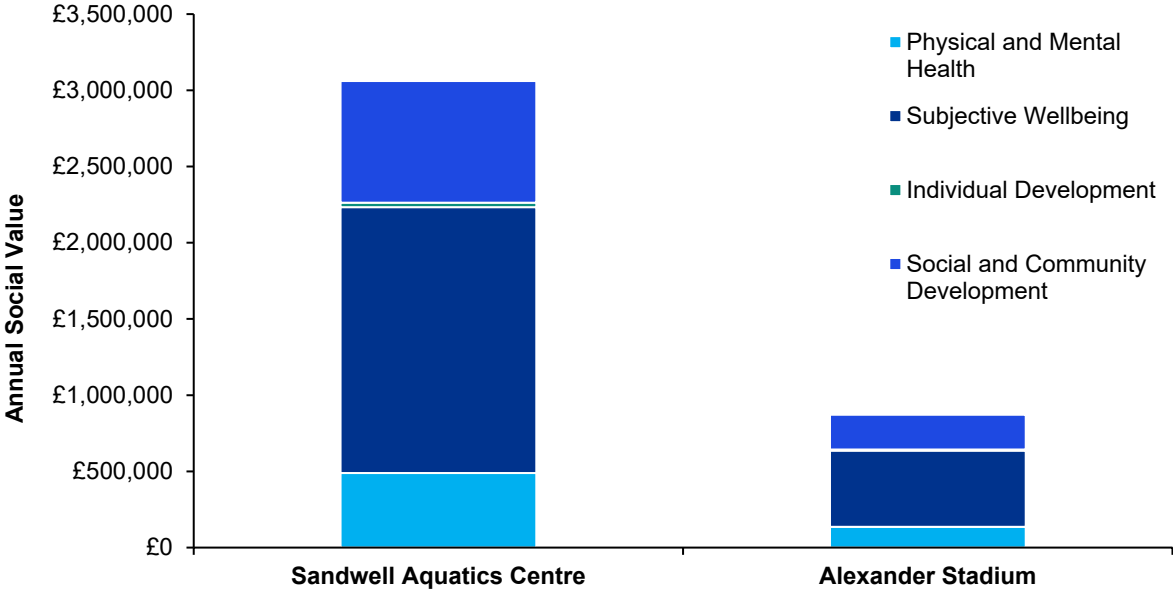
Details of the full methodology are provided in Annex 2.

The analysis shows that:

- The Sandwell Aquatics Centre can expect an average Social Value of around £3 million per year, and an average of £136 of Social Value generated annually per person;
- The Alexander Stadium can expect an average annual Social Value of £871,800, and an average of £123 of Social Value generated annually per person.

For both sites, the majority of Social Value will be driven by improvements in participants subjective wellbeing (57%). This was followed by social and community development (26%), physical and mental health (16%), and individual development (1%) – see Figure 62.

**Figure 62: Projected annual Social Value generated by the Sandwell Aquatics Centre and Alexander Stadium at site maturity (after one to two years post-opening)**



Source: 4GLOBAL DataHub

To account for the fact the Sandwell Aquatics Centre replaced the previous Smethwick and Langley Swimming Centres, analysis of the average annual Social Value generated by statistically comparable sites to Smethwick and Langley Swimming Centres was conducted in order to understand the Social Value impact of introducing the new Sandwell Aquatics Centre for the Games. The average annual Social Value generated by the old facilities was then deducted from what is expected to be generated at the new, replacement, Sandwell Aquatics Centre.

Accounting for this adjustment, it is estimated that the Games venues can expect to generate an average Social Value of approximately £1.8 million per year at maturity, including:

- a net Social Value of approximately £900,000 each year through use of the Sandwell Aquatics Centre; and
- a Social Value of approximately £871,800 each year through use of the Alexander Stadium.<sup>619</sup>

Additional analysis was conducted to estimate the incremental Social Value generated through the change in annual throughput across Games Host Local Authorities from one year pre-Games (September 2021 – June 2022) to one year post-Games (September 22 - August 2023) – reported in Section 3.3.2.2. Given the challenges in solely attributing the change in total Social Value from physical activity participation across Games Host Local Authorities to the Games (as detailed below), this analysis is not incorporated into the overall estimated Social Value of the Games reported in the main body of the report.

This additional Social Value analysis estimates that an increase of £1.3 million (2.77 percentage points) in total annual Social Value was generated by physical activity participation in public leisure centres across the Games Host Local Authorities, in the year following the Games in comparison to that generated in the year pre-Games (£48,485,000 in comparison to £49,827,058).<sup>620</sup>

<sup>619</sup> Note, for the purpose of report, a net social value calculation was not calculated for the Alexander Stadium due to data availability.

<sup>620</sup> Note, these findings only account for the Social Value generated by public leisure facilities included in the Moving Communities platform. Therefore any Social Value from physical activity participation leisure facilities, outside of leisure facilities, and in programmes of work that were funded by the Games, is not accounted for.

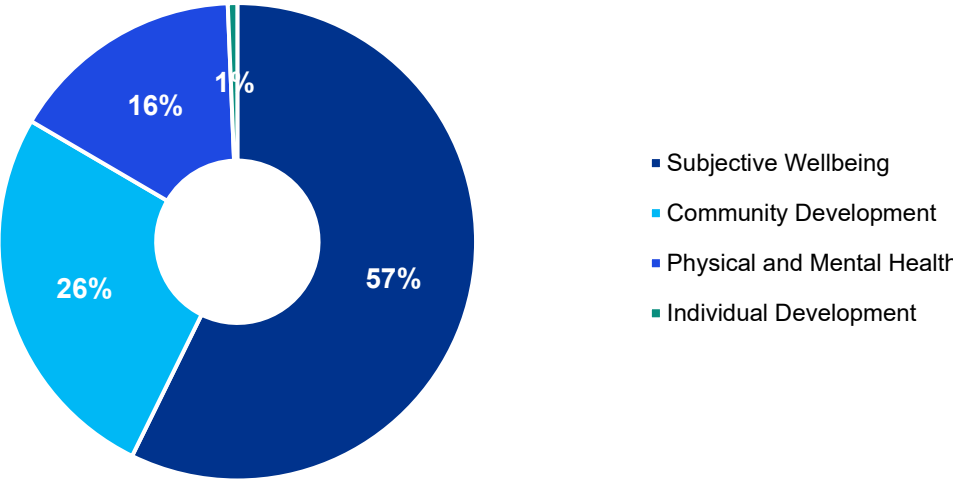
The 2.7 percentage point growth in Social Value, in comparison to the 17-percentage point growth in throughput seen at the same sites (see Section 3.3.2.2), is due to a significant proportion of overall throughput growth occurring from the 1-15-year olds age group (see Figure 24). This demographic group generate limited Social Value (as explained in the full Social Value methodology in Annex 2) based on the current research findings available. Furthermore, the current research evidences that once an individual achieves the required number of minutes to be classified as “Active”, any additional activity participation beyond this threshold does not result in extra returns on Social Value in a given month. Therefore, an increase in an individual’s throughput to a facility would derive limited additional Social Value if they were already meeting the minimum activity threshold required.

The change in Social Value was driven by a change in the proportion of users hitting activity thresholds, and the subsequent levels of Social Value generated. An increase of 2.85 percentage points in the proportion of those hitting ‘active’ the physical activity threshold was witnessed following the Games (37.41% pre-Games to 40.26% post-Games), compared to ‘fairly active’ thresholds.

The primary driver of the change in Social Value was an improvement in subjective wellbeing, contributing to 57% of the total Social Value (see Figure 63).

- £0.77 million was generated by improvements in participant’s subjective wellbeing;
- £0.35 million was generated by improvements in participant’s community development;
- £0.21 million was generated by improvements in participant’s physical and mental health;
- £0.01 thousand was generated by improvements in participant’s individual development.

**Figure 63: Proportion of change in Social Value generated by the Commonwealth Games host Local Authorities in the year post-Games, by driver of Social Value**



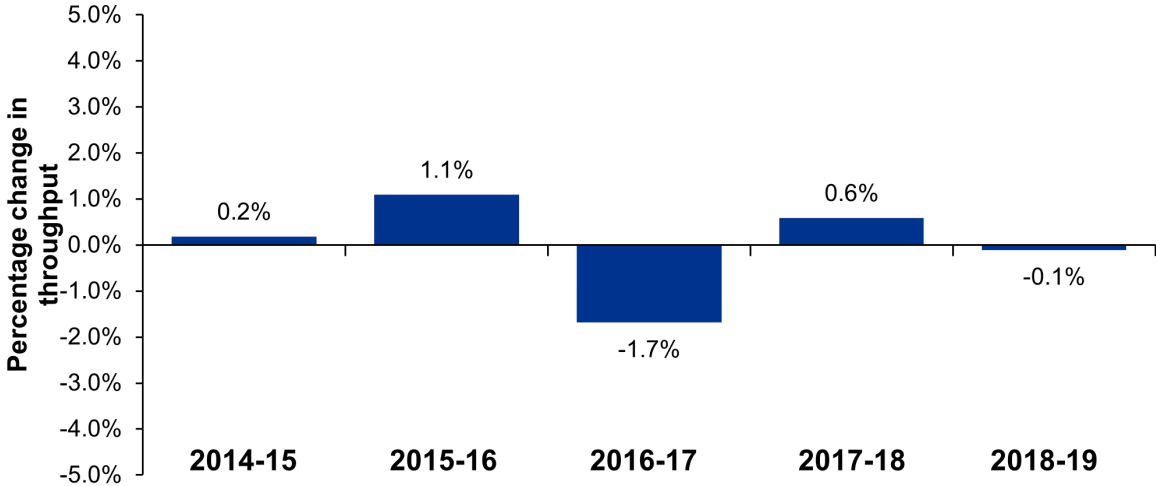
Source: Sport England, Moving Communities

An analysis of typical trends in annual physical activity participation was conducted to determine whether the 2.77 percentage point increase in total Social Value can be attributed to a result of the Games. Figure 64 below shows the average annual change in participation levels at leisure facilities, sourced from 4GLOBAL’s DataHub over for the years 2014 to 2019 (pre-COVID times used as a control comparison). This data is represented by the average throughput.<sup>621</sup>

<sup>621</sup> Analysis consisted of 113 total consistent sites over this five year period from a variety of locations across England.

While throughput at leisure centres typically varies, the findings show an average annual growth rate of 0.02%. This growth rate is considered the standard expectation for Local Authorities as a year-on-year trend. Therefore, the 2.77% increase in Social Value observed in the Games Host Local Authorities might signify a positive influence of the Games on encouraging people to engage in physical activities at their local leisure centres.

**Figure 64: Average year-on-year change in throughput generated at sites in 4GLOBAL’s DataHub, 2014 to 2019**



Source: 4GLOBAL DataHub

To further support this evidence, Sport England’s Adult ALS findings were used to examine overall population trends and the average year-on-year change in the proportion of respondents meeting ‘active’ physical activity participation threshold (at least 150 minutes per week). The results from 2016 to 2019 highlighted that, across the seven Games Host Local Authorities, there was an average annual increase in participation of 0.43 percentage points; this is in comparison to a 0% average change seen in the West Midlands for those years, and 0.40 percentage point increase at the national level for England.<sup>622</sup>

The increase of physical activity levels at public leisure facilities in Games Host Local Authorities, and the resultant change in Social Value generated, suggests the Games may have played a role in driving these trends. While comparative analysis of changes in Social Value delivered by other similar Local Authorities over the same period, and of typical historic year on year changes within the Games host Local Authorities, suggests that at least some of this change could be due to the Games. However, at this stage there is insufficient data to robustly quantify this level of attribution.

In addition, when interpreting the findings, it is important to consider the many reasons Social Value generated by a single leisure site or area may fluctuate. For example, any new competition in an area or a centre upgrading existing facilities will cause reverberations in membership and potentially decrease the Social Value returns at the given leisure centre; or the success of marketing campaigns and introduction of new programmes of activity on boosting participation and consequently Social Value returns. Factors such as these have not been analysed on a site-by-site basis and may outweigh the impact the Games has specifically on given leisure centres captured within Moving Communities. Nevertheless, findings indicate the positive impact the Games had on getting members of the local community involved in physical activity and public leisure facilities’ contribution to this.

<sup>622</sup> Sport England (2023), Active Lives Online Tool, adult data 2015 to 2019.