



DELIVERING A **BOLD LEGACY** FOR BIRMINGHAM





LONGINES
OFFICIAL TIMEKEEPER

DAYS HOURS MINUTES SECONDS

BIRMINGHAM
2022
commonwealth
games

ICC

THE RE

REF

CONTENTS

WE WILL BE BOLD FOR BIRMINGHAM

A legacy shaped by our people

OUR PROMISE TO YOU

Cllr Ian Ward, Leader, 5
Birmingham City Council
and Deborah Cadman,
Chief Executive

SECTION 1

The Host City Legacy

The Host City	8
Our Host City Vision and Mission	9
The Role of the Host City	10
The Birmingham Journey	13
Our Framework and Strategy	15

SECTION 2

Realising the Legacy

A Thriving city	18
An Aspiring city	24
A Healthy city	30
A Welcoming city	36
A Green Growth city	42
Our organisation	50

SECTION 3

Monitoring Progress

Monitoring Progress	56
Return on Investment	58
Case study: Community Fund	59
Future Engagement and Structure	61
Plan on a page	63
Programme for Legacy Initiatives	64

Appendix

References	68
Glossary	69

WE WILL BE BOLD FOR BIRMINGHAM

A legacy shaped by our people

“ We want a city that supports and celebrates what makes us different. An inclusive and united city.

We want to live in a safe and accessible city. One that connects people and place.

We want access to jobs and skills – we want a chance to succeed.

We want facilities in our communities which help us be more healthy, more active, more creative.

We want a clean and green city.

We want people to see us, hear us, come and visit and experience this great city with us. We want to put this city **”** on the map.

Thank you to all the citizens who took part in a virtual forum to help shape this plan, along with the Youth Empowerment Squad.

OUR PROMISE TO YOU

On 21 December 2017 Birmingham committed to host the 2022 Commonwealth Games. We also made a promise to seize this moment to invest in the future of our city and our young people. We set out to Be Bold in our plans for the Games and its legacy so we benefit every household.

This plan is our promise to you to deliver a bold legacy for Birmingham.

TO BE BOLD FOR BIRMINGHAM WE WILL:

- B**oost investment in Birmingham, creating thousands of jobs and become a world-leader in hosting international events
- E**ngage every child and young person in the Games, including all 400+ schools in the city
- B**uild programmes and community projects to kickstart an accessible fitness and wellbeing boom
- O**pen our city to the world and connect our communities for and after the Games
- L**aunch an era of green growth through high-quality sports facilities, thousands of new sustainable homes and green transport links to become a carbon neutral city by 2030
- D**eliver our promise to the city and become a leading local authority with bold ambitions

Cllr Ian Ward, Leader, Birmingham City Council
and Deborah Cadman, Chief Executive





SECTION 1 **THE HOST CITY** **LEGACY PLAN**

THE HOST CITY

The context for this Legacy Plan

In 2022, our city will stage a celebration of culture, sport and unity. A bold and diverse Birmingham will flourish on the world stage, reflecting on the strength and resilience of the people that make the city's neighbourhoods and communities truly great. The Birmingham 2022 Commonwealth Games provides a platform to showcase and propel the very best of the people who make our city the beating heart of this country.

As the Host City, Birmingham City Council (the Council) is playing a central role in ensuring all residents and communities of Birmingham have the opportunity to embrace the Games and realise its long-term benefits, just as we have seen other host cities across the world prosper. Birmingham's legacy will be realised in three ways:

- Physical assets ranging from new facilities to enhanced infrastructure alongside better, more sustainable public spaces;
- Community, social and economic opportunities such as increased access to and availability of apprenticeships leading to a better skilled workforce, as well as thousands of volunteering roles that will build capacity for future events;

- Organisational change on the part of the Council through enhanced city and regional partnerships, as well as innovative practice.

Preparations for the Games proceed against a backdrop of the ongoing COVID-19 pandemic. We've seen the very best of our brilliant and bold city, with families pulling together, neighbours looking out for each other and communities showing real strength and spirit. We feel it is incredibly important that the city's residents are given the chance to celebrate the Games, our history, heritage, diversity and everything that make Birmingham unique.

This Birmingham City Council Legacy Plan provides a strategy and detailed plan to capture the benefits of hosting this world class event while supporting the acceleration of the City Council's ambitions to respond to the city's challenges as enshrined in our Corporate Plan.

For too many, the opportunities in the city are out of reach. There is also increasing pressure on public services and driving up of costs. Tackling inequalities is therefore at the heart of our city mission and at the centre of everything we do.

All of our work, including, the response to hosting the Games will focus on responding to the main challenges that the city faces:

- 1. Employment, Skills and the Local Economy**
- 2. Opportunities for Children and Young People**
- 3. Health and Wellbeing**
- 4. Community Resilience and Cohesion**
- 5. The Climate Emergency**

HOW WILL THIS LEGACY PLAN HELP THE CITY TACKLE THE BIGGEST ISSUES FACING CITIZENS TODAY?

THE HOST CITY VISION AND MISSION

Vision

To unveil the beating heart of the UK to the world.

Our vibrant and brilliantly diverse Commonwealth city will flourish with a celebration of culture, sport and unity.

Together we will inspire a new era of equality and opportunity in Birmingham for today and tomorrow.

Where the Commonwealth holds common ground in every neighbourhood from Northfield to Newtown, Small Heath to Sutton Coldfield.

We welcome you to a youthful city of a thousand trades, where our ambition is as bold as our character.

BE BOLD BE BIRMINGHAM

Mission Statement

The Birmingham 2022 Commonwealth Games provides a catalyst to help achieve our aspiration of a fair and thriving city for all.

Our aim is to leverage our role in hosting the Games for the benefit of our diverse city; to strengthen connections between communities; to build on partnerships old and new and sustain community involvement.

Our resilient and vibrant city will use the Games to help people lead healthier lives. In Europe's youngest city, we will promote and champion positive mental and physical health.

We will use the Games as a platform to advance our ambitions in active travel and better connectivity for a cleaner, greener Birmingham.

From our vast network of canals to our open green spaces, our unrivalled setting will flourish on the world stage.

Through the transformative regeneration of Perry Barr and districts across the city, to providing training, volunteering and employment opportunities, we will help our communities and businesses prosper.

The Alexander Stadium will be redeveloped into a world-class venue. Embedded in the community from grassroots sports to Commonwealth champions, the Alexander Stadium will be their home.

We will rise to the challenge, be bold in our aspirations and strive for a better Birmingham.

We're the birthplace of the Balti and the homeland of heavy metal, our passion and progression have no limit. We're on a revival, come and witness our journey.

Together in our homes, schools and communities, we will proudly deliver a global display of sporting and cultural endeavour in the heart of the UK.

THE ROLE OF THE HOST CITY

WHO IS INVOLVED IN DELIVERING THE COMMONWEALTH GAMES IN BIRMINGHAM?

Setting the stage for the Games

In December 2017, Birmingham was announced as the Host City for the 2022 Commonwealth Games (the Games). In order to ensure the deliverability of the global event a partnership was established. The Council signed up to a legal framework, known as the Host City Contract, to deliver the Games in partnership with several organisations. As the Host City, Birmingham is responsible for ensuring the city recognises and feels the benefits of the Games, yet as a partnership (funding one quarter of the pot), it also requires the engagement of Partners.

The core partnership includes: Birmingham City Council (BCC), Commonwealth Games Federation (CGF), Department for Digital, Culture, Media and Sport (DCMS), Commonwealth Games England (CGE), Birmingham 2022 Organising Committee (OC) and West Midlands Combined Authority (WMCA).

There are numerous other key organisations, national bodies and neighbouring host local authorities involved in delivering a successful Commonwealth Games. Each partner has a lead responsibility for the main delivery programmes (as shown in the diagram).

Fostering a council wide response

The Games are fundamentally a sporting and cultural event which the city has signed a contract to host.

The Council has a range of commitments set out in the contract, including the preparation of venues and the city operations, engagement with a range of people and defining and delivering a tangible Games legacy.

But our collective ambitions go way beyond the commitments set out in the contract. Every team within the Council is playing an important role to in either the direct delivery of the Games or in sustaining its legacy. We've established a 'one team' approach which enables all of us to:

- Work collaboratively to prepare the stage for a successful Commonwealth Games;
- Build capability and capacity across the Council through knowledge transfer and professional development opportunities, and
- Co-create a lasting legacy for the city of Birmingham, grounded in local insight and experience commitments set out in the contract.



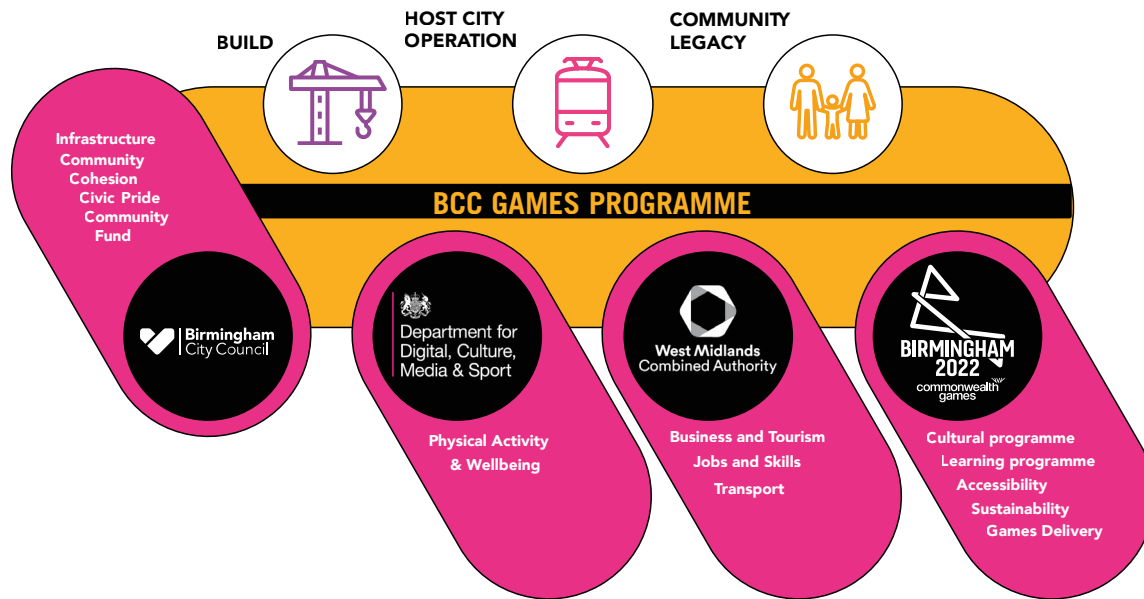


FIGURE 1: RESPONSIBILITIES FOR DELIVERING THE GAMES AND LEGACY

Alexander Stadium



Host city vision, mission and campaign



Celebrating Communities Small Grants Fund

THE BIRMINGHAM JOURNEY

The need for a Birmingham City Council Legacy Plan

While Birmingham City Council (the Council) has a role to support the delivery of all partner workstreams, it is leading on specific legacy programmes. This plan provides an framework for delivery and accountability. It identifies initiatives which are either directly associated with the Games Programme or exist within council directorates that could be accelerated by the Games. Figure 2 below (Games journey to date) shows some highlights already achieved.

'We will partner in the most effective, productive & impactful way'

The Birmingham 2022 Partner Legacy Plan, produced by the Birmingham 2022 Organising Committee and partners, contains shared objectives covering a broad geographic area. Getting the best outcomes for Birmingham is at the heart of what we want to achieve from hosting the Games, and we can only do that together with key partners.

Birmingham 2022 partners have agreed to combine efforts for maximum impact in five ways:

- 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.

By doing this we create an environment for continued successful future collaborations, ultimately bringing more benefits to the city and the region.

Cross partner Legacy Plan



Commonwealth Collective Games Volunteers



Ticket ballot

'Get Set for the Games' Readiness engagement — planning with partners

FIGURE 2: (GAMES JOURNEY TO DATE)



OUR FRAMEWORK & STRATEGY

Our plan is built around the Games accelerating the Council response to the challenges facing our city and the aspirations of our people:

1. The Games can enable a **THRIVING** city, creating opportunities accessible to all.
2. The Games can open up opportunities to which our younger population can **ASPIRE** to achieve.
3. Games initiatives and facilities will support the development of a **HEALTHY** society, both physically and mentally.
4. Hosting the Games creates a platform for a more **WELCOMING**, diverse place to live and invest.
5. The Games can and will accelerate our **GREEN GROWTH** plans to grow Birmingham in a sustainable and resilient way.

This framework will be used as the basis to evaluate the legacy benefit. There are indicators identified under each theme which will be used as the basis for monitoring and reporting. We have organised the specific initiatives in action plans under timescales to develop a long-term programme of activity:

- **Short term** programmes
(in the run up to & including Games-time in July-August 2022)
- **Medium term** goals
(From 2021 to 1 year after the Games)
- **Long term** aspirations
(From 2021 to 2+ years after the Games)

Each item in the action table is either an identified programme under one of the Games partner legacy workstreams that the Council is supporting, or a Council own initiative (run at a local level - not part of the formal Partner legacy programme). A flagship scheme or initiative for each theme is also shown.

Each action is linked directly to the Commonwealth Games Legacy Pillars as well as the Council's related city challenges to show an integrated approach. A set of indicators will be used to measure progress, positive benefits and economic impact (see section 3).

The Strategy

The combined legacy for the Council, is focused on being the best city in the UK to live, work, invest and play.

We will enable delivery of outcomes, set out in the framework, by following a clear strategy with partners and providing appropriate investment against our plan in terms of legacy, through physical infrastructure, community social and economic legacy and organisational legacy.





SECTION 2 **REALISING** **THE LEGACY**

A THRIVING CITY

Employment, skills and the local economy

'Boost investment in Birmingham, creating thousands of jobs and become a world-leader in hosting international events.'

We want Birmingham to be an entrepreneurial city to learn, work and invest in, where people from all parts of the city can prosper and succeed.

The significant capital investment of £145m associated with the Games presents an opportunity to support key economic sectors and upskill citizens to access new employment opportunities.

Working with our partners we are already putting in place the programmes and initiatives to ensure the right people are connected to the right opportunities. These initiatives must be sustained once the Games is over and must be linked with other strategies across the city, such as the East Birmingham Inclusive Growth Strategy.

The Games presents the single biggest opportunity in a generation to position Birmingham as a major sporting events city.

To capitalise on this, we recently published our Major Sporting Events Strategy 2022-2032, which aims to enhance our existing portfolio of major sporting events, while helping us to prioritise, plan and bid for future opportunities. Our approach includes a 10-year indoor events deal with UK Athletics.

Alongside major sporting events, the Games provides an opportunity to promote tourism, trade and inward investment into Birmingham. We will support the West Midlands Growth Company to deliver a targeted tourism and inward investment campaign, promoting Birmingham as the world class city it is. A new Visitor Destination Plan will continue to share the positive messages about the city encouraging both residents and tourists to explore Birmingham's hidden gems in a way that is accessible to everyone.

It is also imperative that we continually review how the services we procure can maximise opportunities and benefits across the city. We will continue to secure benefits for local people through the Birmingham Business Charter for Social Responsibility, as well as through planning and development commitments which are secured via planning conditions or contributions.

Objectives

- Drive long-term economic benefit and boost the reputation of the city
- Promote Birmingham as a world-class destination for tourism, trade and inward investment
- Use the Games as a catalyst to accelerate and amplify the delivery of more skills and jobs for local people
- Seek opportunities to provide volunteering and employment opportunities and training through Commonwealth Games related contracts
- Establish conditions for future major sports, cultural and community events

Key Partners

- West Midlands Combined Authority
- West Midlands Growth Company
- Department for Work and Pensions (HMG)
- Department for International Trade (HMG)
- UK Sport
- Sport England



BUILDING BIRMINGHAM'S GLOBAL REPUTATION AS A CITY THAT DELIVERS WORLD-CLASS EVENTS

The big idea

Birmingham has a proud history of hosting major international events and recognises the significant economic, social and cultural contribution the 2022 Commonwealth Games and other major events will make to Birmingham's economic recovery.

We have set out an ambitious 10-year [Major Sporting Events Strategy \(2022-2032\)](#), which aims to capitalise on the springboard provided by Birmingham's status as Proud Host City for the 2022 Commonwealth Games. This bold, new strategy provides a portfolio approach to aid the city in attracting and hosting events that deliver positive social, economic and environmental impacts for the residents of Birmingham, its businesses, national governing bodies and wider regional economy.

Aligned to this, we have invested in centrepiece key sporting facilities and have a significant improvement programme to enhance our range of venues to support events from national cultural events to school sports days. We also have a large-scale improvement programme with partners to ensure the transport and accessibility to events is as effective and inclusive as possible.

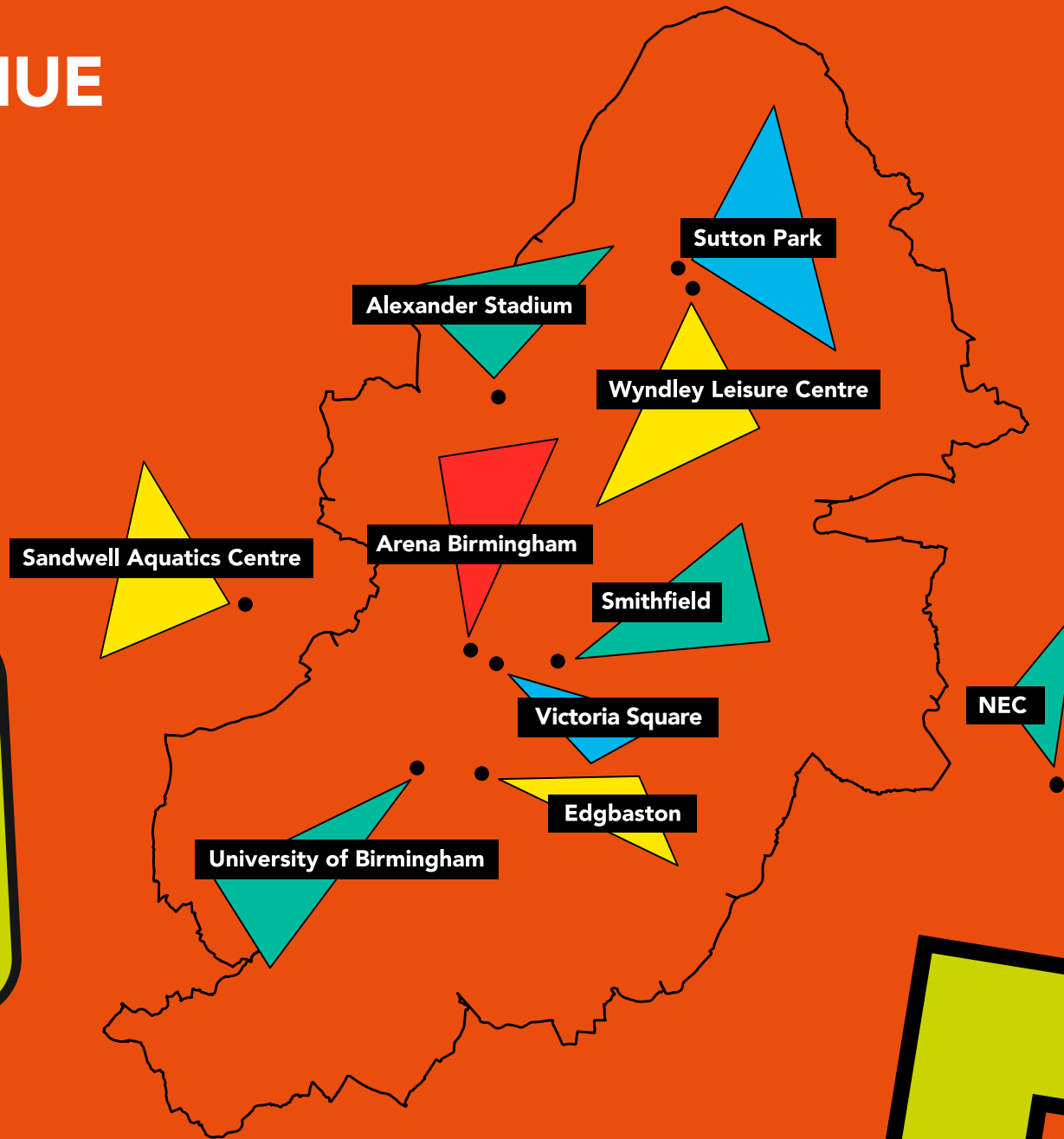
Our ambition is clear. For Birmingham to be recognised globally as host city for major sporting and cultural events that have purpose and deliver positive impact for our city.

What this means for you and our city

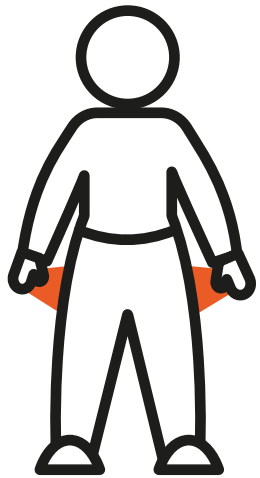
Major sporting and cultural events will enhance Birmingham's profile and status as a city of sport, culture and events. Together this activity helps to strengthen the city's identity and promote Birmingham nationally and internationally as a welcoming, diverse, youthful and inclusive city. Furthermore, hosting major events attracts new visitors, which in turn grows our visitor economy. Events motivate people, encouraging greater participation in sport and culture to improve their physical and mental health and wellbeing.

Birmingham has some of the best hosting venues anywhere in the UK, including Arena Birmingham, The International Convention Centre and Symphony Hall, Alexander Stadium, Edgbaston Cricket Ground and the University of Birmingham Sports Campus. We also boast some iconic outdoor space including Victoria and Centenary Squares and over 8,000 acres of green space and green flag parks in which to host outdoor sports and mass participation events.

GAMES VENUE LOCATIONS ACROSS THE CITY



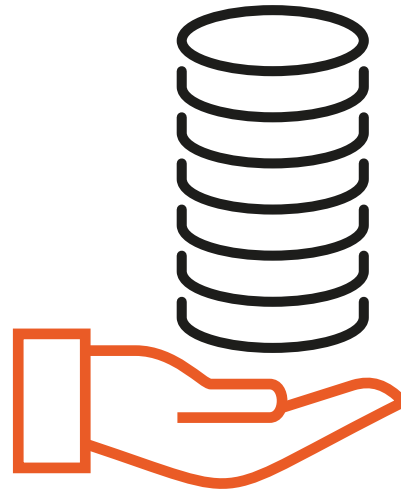
WHERE ARE THE GAMES BEING HELD IN BIRMINGHAM?



8.9%
**UNEMPLOYMENT
IN BIRMINGHAM**



573
**NEW JOBS
IN PERRY BARR**
McLH & Lendlease monthly
performance reports



**BIRMINGHAM
NAMED UK'S
LEADING
LOCATION FOR
INWARD
INVESTMENT**

Responsible Organisations

BCC IG	Birmingham City Council Inclusive Growth
BCC ES	Birmingham City Council Employment and Skills
BCC CO	Birmingham City Council City Operations
WMGC	West Midlands Growth Company
WMCA	West Midlands Combined Authority

Key indicators for benefits realisation and monitoring

1	Number of jobs created
2	Percentage of local people employed (30 miles)
3	Number of people upskilled (to include work placements, apprenticeships etc)
4	Number of major events hosted
5	Economic impact of tourism and inward investment

*Unemployment figure accurate as of June 2021. Comparatively, the average unemployment rate in Great Britain is 5%, (NOMIS). Number of jobs created in Perry Barr as a result of capital builds linked to the Games is accurate as of September 2021. Birmingham named UK's leading location for inward investment (outside of London) in 2021.

THRIVING – ACTION PLAN

Short Term (2021-22) | Medium Term (2021-24) | Long Term (2021-24+)

★ Flagship Scheme ■ Games Partner led with BCC support ● BCC Scheme (not part of Partner Legacy Programme)

		Responsible				
		BCC IG	BCC ES	BCC CO	WMGC	WMCA
2021-22	● Ensure that Perry Barr and wider city regeneration and infrastructure projects developed as part of the Games Programme are accessible to all Birmingham citizens	●				
	■ Enable Games partners and local employers to increase the number of apprenticeships and work placements available, e.g. WMCA's Construction Gateway initiative		●			●
	● Work in partnerships with prime construction contractors and supply chains to maximise jobs, skills and careers from the Games contracts. Embed new skills and knowledge in delivery approach in future BCC capital development projects		●			
	● Strengthen the Kickstart programme by increasing the number of placements and create an 'Excellence Hub' in the city to offer further potential routes into employment post-Games		●			
2021-24	● Develop a strategy to maximise employment opportunities in Games venues for Birmingham residents after the Games	●	●	●		
	● Establish a Birmingham Major Event Advisory Group, made up of industry experts, key strategic stakeholders and partners from the public, private and voluntary community sectors to provide expertise and add value to the major event proposition			●		
2021-24+	★ Strengthen the capability of the city to attract world class major sporting and other events to Birmingham (underpinned by new infrastructure, competitive operational plans and the Major Sporting Events strategy 2022-2032)			●		
	■ Building upon the success of the Games, the West Midlands Growth Company will deliver a targeted tourism, trade and inward investment programme, focused on promoting Birmingham as a world-class destination				●	
	■ Support WMCA to deliver the Commonwealth Games Jobs and Skills Academy, and align activities with the place specific Inclusive Growth Strategies for parts of the city		●			●

AN ASPIRATIONAL CITY OPPORTUNITIES FOR CHILDREN AND YOUNG PEOPLE

Aspiring

'Engage every child and young person in the Games, including all 400+ schools in the city.'

Our young people are one of our greatest strengths and represent a bright future. However, they do not always get the start in life they need to prosper. We want Birmingham to be a city of opportunities for all of our children and young people, where the unique experience of being the Host City inspires and excites them in a way that feels relevant and meaningful, and gives them a voice.

The B2022 Learning Programme, delivered in partnership with the B2022 Organising Committee, is a great opportunity to give every child and young person in Birmingham a chance to be involved in the Games. BCC has provided £500,000 additional investment in this programme for enhanced activity across the city which will:

- Engage schools and community youth organisations through activities including mascot visits, athlete ambassador visits, mass participation events and educational resources

- Establish 4 youth hubs across the city as a focal point for sports, music and arts and activities through weekly workshops, an Intercity Basketball Skills challenge and more
- Deliver a 6 month employability programme for 17-24 year olds at risk of becoming NEET
- Deliver an 'Education is the Commonwealth' Programme to support understanding and appreciation of commonwealth citizenship in Birmingham
- Give influence and voice to young people through the Youth City Board to help deliver key elements of the learning programme, the volunteer programme and mass participation events.

Birmingham Children's Trust, alongside Birmingham City Council, are working to ensure children in care, care leavers and others known to the Trust are given the very best opportunities to partake in sporting and wellbeing opportunities through:

- Providing every child in care and their carer with 2 tickets to the Games
- The Trust's flagship 'Unlocking the Games' programme which aims to create a range of exciting experiences and opportunities for communities, groups, families and schools

- The Bfriends Games 2021/22 - a series of experiences, mini sporting events and volunteering opportunities taking place up to and beyond the 2022 Commonwealth Games, concluding with an award and closing ceremony for participants.

From 2022 the Trust will continue to develop 'Unlocking the Games' to deliver an activity hub model across Birmingham. The hubs will link with local community groups and schools so that young people known to the Trust can continue to experience activities, supporting their physical and mental wellbeing and improving their cultural understanding of the city.

Objectives

- Use the Games as a catalyst for young people's education and skills development and increase their aspirations
- Ensure young people from a variety of diverse backgrounds feel they have been involved and engaged in the Games, and that their voice has been heard
- Ensure children in care, care leavers and others known to Birmingham Children's Trust are given the very best opportunities to partake in sporting and wellbeing opportunities.



Key Partners

- Birmingham Children's Trust
- Birmingham Employment Taskforce
- B2022 Organising Committee
- Schools, Voluntary Sector Partners and Businesses across the city



HELPING TO BUILD STRONGER, BETTER-CONNECTED COMMUNITIES AND A MORE EQUITABLE CITY



WHAT IS THE BIG IDEA?

Birmingham Children's Trust works with thousands of young people and their families, many of whom have experienced disadvantage and significant trauma. The Trust has a network of partners across the city who can provide a range of opportunities and experiences to enable all young people to reach their full potential.

The 'Unlocking the Games' programme brings together activity already underway at the Trust to provide safe and welcoming community spaces and activities for the children in care, care leavers, young people and families they support with the opportunity to celebrate the Commonwealth Games.

WHAT DOES THIS MEAN FOR ME AND MY CITY?

The Trust launched its official community Commonwealth Games activity on the 17th October 2021 supported by the Commonwealth Sports Federation, B2022 Organising Committee, City of Birmingham Hockey, Goals Birmingham Perry Barr with Donate 1 Create 1 and BCC. Over 250 young people with their families were invited to step outside of their comfort zones and take part in a fun-filled day of sports games and challenges. Each activity linked to the Commonwealth Games, providing an opportunity for participants to challenge themselves and try a sport they may not have tried before.

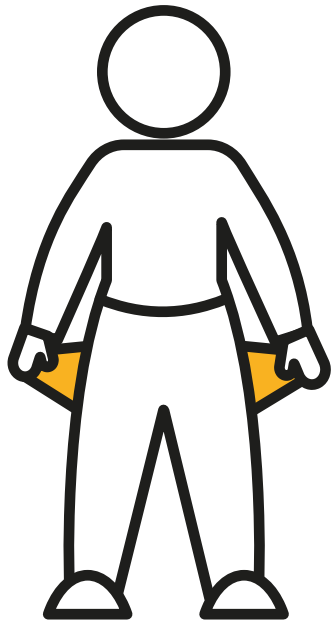
The October Extravaganza, delivered in partnership with Birmingham City Football Club Community Team provided an activity week at St Andrews Stadium. The programme provided 100 places daily for young people known to the Trust between the ages of 6-12 to take part in a range of activities including football, dodgeball, cricket and hockey, as well as arts and crafts, games and a film club.

WHAT CAN BE LEARNT FROM THIS TO ENSURE IT CONTINUES?

Throughout 2022, the Trust aims to build on this model of creating hubs of activity across the city. 4 flagship hubs will be created to deliver larger scale events throughout the year for children in care, care leavers and young people and adults known to the Trust. In addition, smaller community hubs will be created, linking to schools and local community groups to help the young people the Trust works with to build relationships locally. As well as sport, physical activity and wellbeing sessions, the hubs will also offer work experience and volunteering opportunities, life skills, and awards and celebration events to mark key milestones.

The Trust aims to launch its Bfriends Charity in 2022, which will continue to deliver hubs across Birmingham after the Games. The Commonwealth Games work and the hub model are key strands of the charity's work in delivering a legacy for the city.





**1 IN 5
YOUNG
PEOPLE
OUT OF WORK**

– NOMIS labour market statistics –
reported in Breaking down barriers –
Working Towards Birmingham's Future

**£500,000
LEARNING
PROGRAMME**



**53%
CITIZENS
BELIEVE
COMMUNITIES
GET ON WELL
TOGETHER**

Responsible Organisations	
BCC ES	Birmingham City Council Employment and Skills
BCC CO	Birmingham City Council City Operations
BCT	Birmingham Children's Trust
B2022 OC	Birmingham 2022 Organising committee
Key indicators for benefits realisation and monitoring	
1	Number of youth Not in Education Employment or Training (NEET) engaged in functional training
2	Number of young people engaged with the learning programme
3	Number of schools engaged with the learning programme at Reception to Key Stage 4
4	Percentage of young people who feel they have a better understanding of the Commonwealth
5	Reach 5,000+ young people and families who wouldn't otherwise have access to the games both virtually and physically

*Young people refers to people aged between 18 and 24 years old. 53% of people tend to agree that communities get on well together is a statistic taken from Birmingham City Council's 2020 Annual Citizens Survey.

ASPIRING – ACTION PLAN

Short Term (2021-22) | Medium Term (2021-24) | Long Term (2021-24+)

★ Flagship Scheme ■ Games Partner led with BCC support ● BCC Scheme (not part of Partner Legacy Programme)

		Responsible			
		BCC ES	BCC CO	BCT	B2022 OC
2021-22	● Develop a programme of opportunities for work experience in businesses across the city, for young people not in education, employment or training and work with the B2022 OC to ensure increased access for Birmingham’s children and young people to key games assets	●			
	● Co-locate a national demonstrator youth hub and Games volunteer hub at the Library of Birmingham	●			
	★ Deliver an ongoing schools learning programme to enhance knowledge of the heritage and history of the Commonwealth	●			●
	■ Work with the B2022 OC to deliver an ‘Open Call’ small grants fund to secondary schools across the city	●			●
	■ Support the Youth City Board to engage with the leadership opportunities provided as part of the B2022 Youth Panel between October 2021 and August 2022	●			●
	■ Work with the B2022 OC to deliver a programme of activity across designated Youth Hubs, supporting children and young people to learn about, celebrate and feel part of the journey towards Birmingham 2022	●			●
	■ Deliver the Bfriends Games as part of the Unlocking the Games programme			●	
2021-24	■ Work with the B2022 OC to ensure increased access for Birmingham’s children and young people to key games assets, e.g. mascot, athlete ambassadors, School Festival Days and mass participation events	●			●
	■ Develop a strategy to ensure meaningful engagement with young people of all background across Birmingham on key issues for the future of the city			●	
2021-24+	■ Build on the Bfriends programme delivery to grow flagship large hubs and community hubs across the city to continue the delivery of activities for children and families known to BCT			●	
	○ Ensure that future major events hosted in Birmingham are inclusive and strengthen connections with the city’s young people		●	●	

A HEALTHY CITY

Health and Wellbeing

'Build programmes and community projects to kickstart an accessible fitness and wellbeing boom'

Health inequalities in Birmingham remain stark and have been exacerbated by the COVID-19 pandemic. We want Birmingham to rise to the health and wellbeing challenge to enable citizens to achieve their potential and aspirations at every age. This means we must prevent ill health and maximise health and wellbeing for everyone in Birmingham.

One of the ways that the Games can create a legacy for health is through improving physical activity, mental health and wellbeing. In addition to the measures in the Cross-Partner Legacy Plan, there is an opportunity to support active lifestyles, encourage healthy eating and deliver wellbeing initiatives.

The Birmingham Health and Wellbeing Board, made up of key partners in providing public health, is putting in place a strategy for a

healthier city. The Games can make a positive contribution to the delivery of its vision, particularly to reduce health inequalities and ensure all communities can make healthy choices.

The Games is also a unique opportunity to look at the local and global aspects of our food system. Hosting a global food summit will help us to develop a local, sustainable and healthy food economy.

We're supporting the development of the Birmingham City of Nature Alliance, helping to create a longer-term, co-ordinated plan of action to support parks and green spaces across Birmingham and achieve environmental justice for Birmingham's residents.

We will use the Games to further increase the outreach of health programmes in the city to increase physical activity, including Active Streets, Cycling for Everyone, Community Games, Sports for All Hubs and the Project Brum youth leadership project. These will compliment the Commonwealth Active Communities (CAC) and United By' Community Projects, which are set out in the Partners Legacy Plan.

Objectives

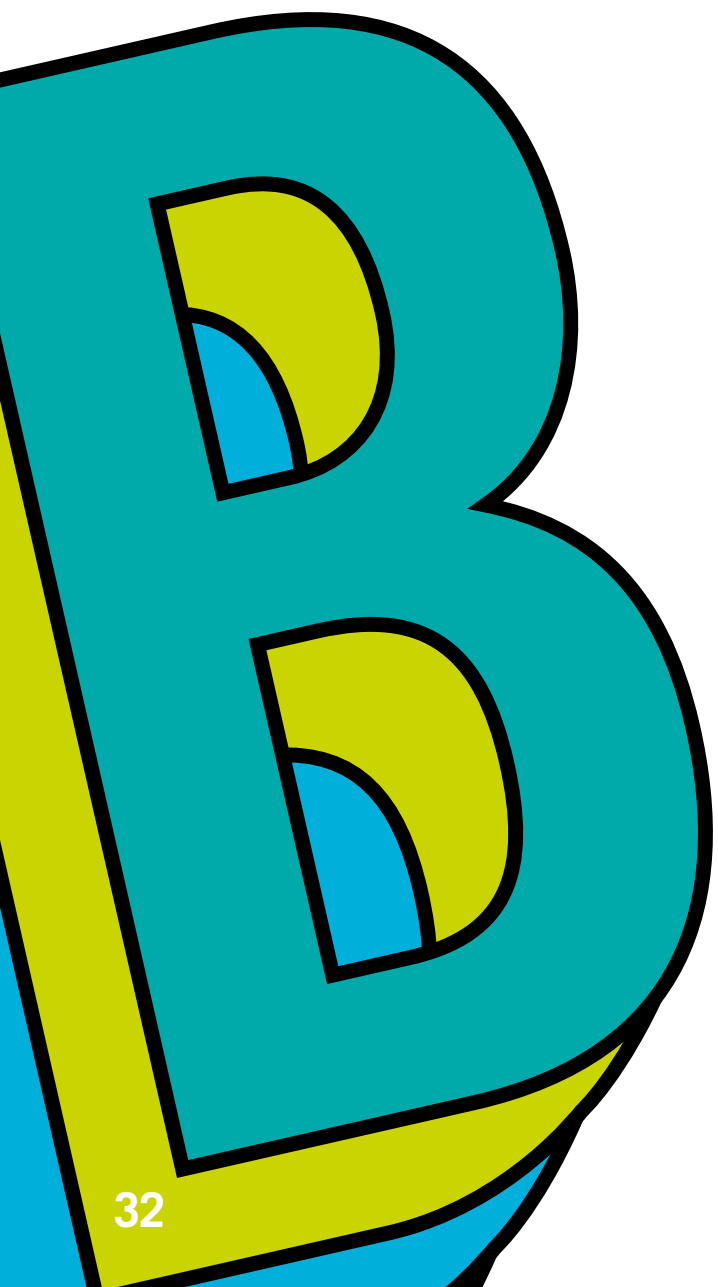
- Inspire and enable Birmingham citizens to improve and sustain their levels of physical activity
- Use the power of the Games to improve mental wellbeing and accelerate mental health awareness
- Improve access to leisure and community infrastructure to increase physical activity opportunities for local communities
- Demonstrate the benefits of green and blue infrastructure and habitat creation.

Key Partners

- Birmingham Health and Wellbeing Board
- Sport England
- Sport Birmingham
- The Active Wellbeing Society
- Birmingham CAC Partners
- Food City Partners
- Office for Health Improvement and Disparities (OHID)



A COLLABORATIVE ENDEAVOUR TO CREATE A MORE ACTIVE BIRMINGHAM



WHAT IS THE BIG IDEA?

The Council's Community Fund for physical activity provides an opportunity to promote the importance of physical activity and wellbeing and the huge legacy benefit they can provide to the city as we work to tackle inactivity and improve the health and wellbeing of our citizens. It is also an important opportunity to use the power of the Games to promote physical activity as a way for people and communities to connect, and to help highlight and begin to address the barriers that prevent people from becoming physically active. We are funding projects run by Sport Birmingham and The Active Wellbeing Society (amongst others) that will encourage people to participate in physical activity, enabling the inactive to become active by removing barriers to participation and encouraging the active to remain active.

WHAT DOES THIS MEAN FOR ME AND MY CITY?

There will be some exciting events taking place in 2022 that every person in Birmingham can participate in.

'Community Games' is a locally orientated programme of free sporting activities, for young people and families to enjoy across the city.

These programme of events are designed to inspire positive physical and mental health, giving you the chance to try activities and sports that you may not have heard of or had access to before by removing barriers such as cost and travel.

A 'Sports for All' programme will provide much needed support to local sports clubs, third sector and voluntary organisations in the city that already deliver sport and physical activity, particularly in areas of need.

The Active Wellbeing Society (TAWS) will deliver around 70 'Active Streets' events during the Commonwealth Games period. For a period of

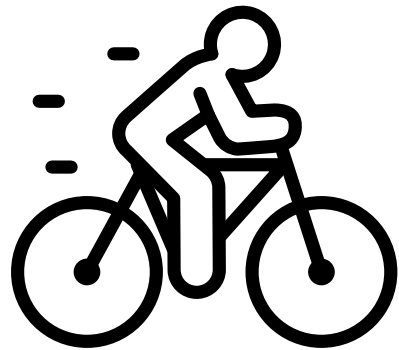
time cars will be removed from the community and replaced with activities, engagement and neighbourly gatherings. We will build community capacity, social capital and connectivity at a neighbourhood and ward level by working with Street Lead volunteers to design, develop and deliver local interventions in collaboration with their community.

Through Project Brum, we will recruit 70 young people from priority areas across the city to support with the delivery of training, community consultations and Active Streets events.

WHAT CAN BE LEARNT FROM THIS TO ENSURE IT CONTINUES?

Building on these projects and as part of the Sport Strategy, the council will continue to work with partners and community groups to support projects that contribute to increased levels of physical and mental wellbeing. This could range from, providing support to organised sports clubs, to arranging more community events that encourage citizens to try out new sports and activities whilst giving them the opportunity to talk to new people and make new friends.





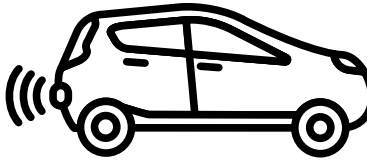
29%
ADULTS
IN BIRMINGHAM ARE
PHYSICALLY
INACTIVE

– PHE Fingertips



76% YOUNG PEOPLE FEEL
MENTAL HEALTH
HAS DETERIORATED
DURING THE PANDEMIC

Breaking Down Barriers: Working Towards Birmingham's Future

41% 
ALL CAR JOURNEYS
IN THE REGION ARE
<2 MILES

West Midlands Strategic Transport Plan "Movement for Growth"

Responsible Organisations

BCC SEP	Birmingham City Council Strategy, Equalities and Partnerships
BCC ES	Birmingham City Council Employment and Skills
BCC FPA	Birmingham City Council Future Parks Accelerator
BCC CO	Birmingham City Council City Operations
BCC CWGPT	Birmingham City Council Commonwealth Games Programme Team
CoNA	City of Nature Alliance
CAC Ptns	Creating Active Communities Partners

Key indicators for benefits realisation and monitoring

1	Percentage rise in physical activity within participants of the grants programmes
2	Percentage of city population participating in physical activity
3	Number of miles walked over set periods (via walking app)
4	Delivery of food summit
5	Delivery of training and support material for mental health and wellbeing to residents via digital outlets

HEALTHY – ACTION PLAN

Short Term (2021-22) | Medium Term (2021-24) | Long Term (2021-24+)

★ Flagship Scheme ■ Games Partner led with BCC support ● BCC Scheme (not part of Partner Legacy Programme)

		Responsible						
		BCC SEP	BCC ES	BCC FPA	BCC CO	BCC CWGPT	CoNA	CAC Ptrs
2021-22	★ Launch a new Sport Strategy linking health and wellbeing approaches to a broader sporting agenda, developing sporting pathways and making best use of assets				●			
	● Use the Games as an opportunity to amplify BCC Public Health’s response to health prevention issues through initiatives such as a smoke free games, drink healthy games and a safe games	●						
	● Host a global food system summit in Birmingham in 2022 to celebrate the products of Birmingham and bring together international stakeholders with the Food Cities 2022, Food Trails project, MUFPP, Delice network and BINDI Pune Partnership	●						
	● Deliver a Games Young Persons Grant (11-18 year olds) to help them with improving their mental and physical health		●					
	● Use the Games to further increase the outreach of funded programmes in the city to increase physical activity, including Active Streets, Community Games, Sports for All Hubs and Brum Youth Leadership Project				●	●		●
2021-24	● Linked to World Health Organisation Global Action Plan on Physical Activity, develop a multi-lingual approach to promoting understanding and raising awareness of the benefits of physical activity	●						
	● Develop online resources to support community groups (providing a greater understanding of cultural practices around issues such as parenting and pregnancy)	●						
	● Encourage a behavioural shift in healthy eating by promoting understanding of healthy diets and developing healthy eating strategies for local communities	●						
	● Create a platform on mobile devices to promote and encourage physical activity digitally which provides opportunities to explore Birmingham online and in the real world via a number of walking trails	●						
	● Support the FPA to develop a Birmingham City of Nature Alliance to help deliver improvement actions to parks across the city. Initial pilot to take place in five of the city’s wards with the lowest levels of environmental justice			●			●	
2021-24+	■ Work alongside partners to roll out the Birmingham Commonwealth Active Communities (CAC) project, building on extant learning				●			●
	● Ensure that major events hosted in Birmingham actively encourage citizens of all ages and abilities to engage in activities that improve their health and wellbeing	●			●			
	● Develop and launch a social media marketing campaign focused on increasing walking and cycling in African and Caribbean and South Asian communities in ten focus wards	●						

A WELCOMING CITY

Community Resilience and Cohesion

'Open our city to the world and connect our communities before and after the Games'

The Games represents a once-in-a-generation moment to celebrate our distinct identity and personality with the world and can help us in the long term to strengthen community resilience and cohesion across the city as a whole so that all areas thrive.

Communities have weathered the hardships of the pandemic, although this and other wider societal issues, such as Black Lives Matter and #MeToo movements still highlight inequalities in the city that need to be tackled. Ensuring equality of opportunities by providing the support where needed and improving community cohesion are key parts of addressing this challenge.

The Stronger Communities programme celebrates and shines a light on all aspects of the city's heritage from the perspective of our communities through projects that celebrate stories of community heritage and create spaces and places for dialogue. We will use the Games as a turning point in uniting the city's population and tackling inequalities. In addition, the creation

of the Commonwealth Games Community Fund has shown what can be done in our communities with targeted investment, which is locally driven, designed and delivered.

Going forward we need to carry on being bold and telling the world what makes Birmingham a great place, building on the groundwork of the Birmingham 2022 Festival programme in support of the Games.

A central part of this will be the development of a new Cultural Strategy for Birmingham in partnership with the sector. We will embed new cultural projects into the Future City Plan and in wider regeneration plans throughout the city.

Hosting an annual Birmingham International Festival, starting in 2023, will also provide an annual focal point for our residents and visitors.

Within our communities, we want to enhance engagement and participation, and sustain those groups and leaders, and interest in volunteering that have become more prominent during the Games. The investments we've made through the Community Fund programmes are providing support to community groups. Programmes such as Creative City and Celebrating Communities demonstrate how making links between

communities and groups can improve the city experience and show that we all have vital contributions to make.

Objectives

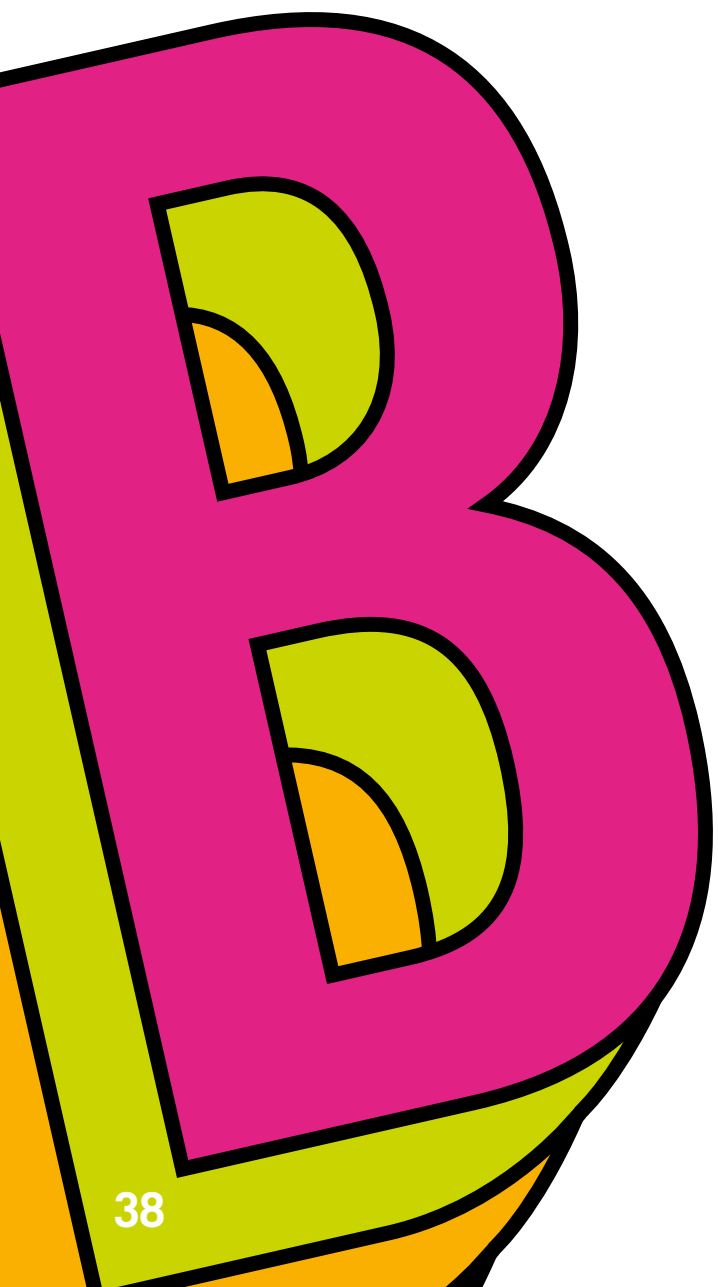
- Use the Games to bring communities together and create a shared sense of pride in Birmingham
- Deliver a world class cultural programme showcasing the creativity of Birmingham that delivers benefits to the sector, region and local communities
- Evolve masterplanning to incorporate cultural assets and infrastructure
- Increase engagement in volunteering and community engagement activities, including hard to reach groups and new communities.

Key Partners

- Local arts, culture and VCS organisations
- Birmingham Voluntary Service Council
- Birmingham 2022 Organising Committee
- Arts Council England
- West Midlands Police



CELEBRATING COMMUNITIES ACROSS BIRMINGHAM



WHAT IS THE BIG IDEA?

Celebrating Communities Small Grants Funding Scheme has been set up by the Council to help people in all 69 of the city's wards feel involved with the Birmingham 2022 Commonwealth Games, celebrate the occasion and hopefully spark some long-lasting initiatives.

Local communities are invited to submit proposals against one (or more) of the fund's simple, inclusive and accessible themes:

- Get Active: encouraging communities to get out and get active by participating in sports and recreational activities
- Ready, Steady Fun: delivering community projects to ensure a local area is 'Games ready', hosting community celebrations to connect people and foster civic pride
- Celebrating Culture: developing community-led cultural initiatives that encourage intergenerational activities.

Two rounds of funding are open in 2021-2022 with allocations made to wards based on a formula taking into account local deprivation data and the size of the ward.

Ward funding allocations range from £11,100 to £35,000.

WHAT DOES THIS MEAN FOR ME AND MY CITY?

To ensure the very best outcomes, training and support workshops are being delivered by Locality and Birmingham Community Matters, throughout both rounds of funding, to help community groups develop viable proposals and complete the application process. This capacity building training provides groups with core skills that will assist them when applying for funding applications in the future.

Since its launch in June 2021, a number of community groups have spoken to us about the fund, including several newly established groups.

We've received positive feedback about the availability of training and the simplicity of the process, setting the conditions to enable people to succeed.

Conversely to traditional grant funding programmes, all eligible proposals will be presented at their local ward forum meeting and attendees will vote for the projects they feel most align with their local ward priorities. This process of participatory decision making has been selected because it gives ownership of decisions to the local community.

WHAT CAN BE LEARNT FROM THIS TO ENSURE IT CONTINUES?

We have learnt a lot from delivering the funding and are committed to developing further initiatives to strengthen and support the long-term viability of the new and existing small community groups that have become known to the council as a result of the Celebrating Communities Small Grants Funding Scheme.

We plan to build awareness and support for participatory decision making within community groups and elected members to ensure we give local communities the power to influence the decisions that impact their local areas.

Enhanced marketing

This fund has encouraged our Communications and Marketing team to think differently and be creative. Launching the fund during a period of COVID-19 restrictions we had to craft a marketing strategy which would ensure wide-spread engagement across the city, promoting the scheme to every ward.

Our toolkit included the use of the creation of a distinctive brand, large signs placed across 30 of the city's parks, use of digital screens outside supermarkets, local radio advertising, captivating and simple to understand animation videos and an impactful social media campaign. We also delivered a series of briefings for our elected members to help them encourage advocacy and participation with the Scheme in their wards.

Celebrating Communities Small Grants Funding Scheme was introduced to open up the Games to everyone and produce a positive impact across the entire city.





£4M
SMALL
GRANTS
FOR CULTURE
AND COMMUNITY
ACTIVITIES

10,000
BIRMINGHAM
RESIDENTS
APPLIED TO BE A
GAMES
VOLUNTEER




£13.1BN
INCOME
GENERATED
ACROSS THE
REGION FROM
VISITOR
ECONOMY

*Visitor economy data taken from a West Midlands Growth Company report (2019).
Not all applications to become a Games-time volunteer are successful.

Responsible Organisations	
BCC CO	Birmingham City Council City Operations
BCC ASC	Birmingham City Council Adult Social Care
BCC SEP	Birmingham City Council Strategy, Equalities and Partnerships
BCC CWGPT	Birmingham City Council Commonwealth Games Programme Team
B2022 OC	Birmingham 2022 Organising Committee
Key indicators for benefits realisation and monitoring	
1	Percentage of CWG projects in deprived wards (Linked to the Creative City & Celebrating Communities Funds)
2	Number of Birmingham residents participating in volunteer programme
3	Number of community groups supported
4	Percentage of residents who agree they are proud to live in Birmingham
5	Percentage of residents who agree their local area is a place where people of different ethnic backgrounds get on well together

WELCOMING – ACTION PLAN

Short Term (2021-22) | Medium Term (2021-24) | Long Term (2021-24+)

★ Flagship Scheme ■ Games Partner led with BCC support ● BCC Scheme (not part of Partner Legacy Programme)

		Responsible				
		BCC CO	BCC ASC	BCC SEP	BCC CWGPT	B2022 OC
2021-22	■ Through the Creative City programme, extend Games events to deprived wards in the city to support and strengthen the relationship between arts organisations and communities	●			●	●
	● Through the Stronger Communities programme, work alongside communities across the city to celebrate the heritage and stories of all of our residents			●	●	
	● Through the Celebrating Communities programme, invest in additional community capacity to support local organisations to deliver projects and encourage participatory decision making across the city	●			●	
	● City dressing and streetscape improvements will deliver a clear positive message about Birmingham				●	
	● Deliver the Host City Volunteers programme and ensure the volunteer workforce are signposted to ongoing volunteering opportunities beyond the Games				●	
	● Promote the volunteer programme, events and other Games related opportunities through Adult Social Care Reach network and the delivery of webinars / events to support users and community organisations		●			
2021-24	● Develop a new Culture Strategy for Birmingham in 2023 and take new approaches to factor culture into major developments and regeneration areas, including the City Centre, Perry Barr and Balsall Heath. The approach will also seek to integrate cultural development with health and social care outcomes to deliver wider benefits	●				
	● Build upon the benefits of hosting the Commonwealth Games in a way that builds cohesion, inclusion, and civic pride and uses the Games as a turning point in uniting the city's population and tackling inequalities (enabled by our digital inclusion strategy ensuring access to training, devices and connectivity)			●		
	● Establish a city community stakeholder panel by involving and enabling our diverse communities to play an active role in civic society and putting citizens voice at the heart of decision-making			●		
2021-24+	★ Working with key partners, develop a viable and sustainable annual cultural event in 2023 called the Birmingham International Festival, bringing local people and visitors to the area to celebrating the best there is from the local area	●				
	● Develop a strategy to ensure that major events hosted in Birmingham promote the city's unique heritage and identity as a welcoming, youthful and diverse city	●				
	● Develop further initiatives and interventions to strengthen and support the long-term viability of new and existing small community groups, particularly those that have become known as a result of the Games Celebrating Communities fund	●				

A GREEN GROWTH CITY

The Climate Emergency

‘Launch an era of green growth through high-quality sports facilities, thousands of new sustainable homes and green transport links to become a carbon neutral city by 2030’

In June 2019 we declared a climate emergency and embarked on a strategy to adapt our built environment for a zero-carbon future for Birmingham – a future in which we work with nature rather than against it.

Earlier in 2021 we published **Our Future City Plan**, which provides a template for major change in our city, using the climate emergency as the impetus.

More recently we published the draft **Perry Barr 2040 Masterplan**, which seeks to ensure a positive legacy from the Commonwealth Games. The Masterplan will support improvements for residents, including 5,000 new homes, a new urban centre, and a greener, healthier environment that will create long term benefits for people who live, visit and work there.

We cannot tackle the climate emergency without fundamental changes to the way people and goods move around our city. The Commonwealth Games is already being used as a catalyst to provide sustainable and reliable transport choices, for example through enhanced public transport, walking and cycling connections.

The Alexander Stadium, currently undergoing an extensive redevelopment, is a principal venue for hosting the Games. Post-Games, the Stadium will be a lasting legacy for Perry Barr and wider Birmingham, through an improved facility for users and visitors. A new operating strategy for the Stadium will help to enable a diverse, accessible and inclusive health and wellbeing programme of activity, whilst operating a sustainable facility by increasing occupation and use.

The scale of investment and change being delivered in Perry Barr also presents the opportunity to innovate, experiment and apply lessons learned elsewhere across the city, for example, through implementation of strategies for sustainable spaces and buildings, including sustainable water management and urban drainage, green walls and roofs and opportunities for low carbon heat and power.

Objectives

- Embrace the scale of opportunity at Alexander Stadium and Perry Barr to deliver ambitious change, which reflects the area’s role at the heart of the Birmingham 2022 Commonwealth Games and realises benefits for all
- Deliver improved and enhanced facilities at Wyndley Leisure Centre and Sutton Park
- Make Perry Barr one of the best-connected sustainable suburbs in Birmingham, with active and sustainable travel choices becoming the norm for residents and visitors
- Support the delivery of a truly sustainable Games which is the catalyst in supporting wider city sustainability ambitions such as Net Zero carbon, conservation and nature recovery, and improved environment.

Key Partners

- West Midlands Combined Authority and Transport for the West Midlands
- Homes England
- Sport England
- Our key contractors



PERRY

A 20 YEAR VISION FOR A THRIVING, GREEN, PERRY BARR



WHAT IS THE BIG IDEA?

Guided by the key principles of inclusive and sustainable growth, Perry Barr will make the most of the opportunity presented by the Birmingham 2022 Commonwealth Games to become a place where people choose to live, work and visit in ways which are healthier, better-connected and more sustainable.

Our ambitious vision will see Perry Barr become a better connected suburb in Birmingham, with active and sustainable travel choices becoming the norm for residents and visitors.

Creating a dynamic, resilient place that can face up to the challenge of climate change, it will also see Perry Barr positively contribute to helping our city become carbon neutral by 2030.

WHAT DOES THIS MEAN FOR ME AND MY CITY?

Perry Barr will be at the heart of the Birmingham 2022 Commonwealth Games, and the area is already benefiting from significant investment, including:

- Construction of the Perry Barr Regeneration Scheme, with nearly 1,000 new homes currently under construction in the first phases, and a further 4,000 homes in the longer term;
- The A34 Highways Scheme, which includes extended segregated cycle routes and improved pedestrian facilities;
- An improved bus interchange in front of the One Stop Shopping Centre;
- The creation of the Sprint priority bus corridor which will link residential and employment areas while making bus journeys quicker and more reliable;
- A new Perry Barr railway including significant accessibility improvements offering quick, reliable, and frequent access to the city centre. It is also an area which presents exciting opportunities for further change which are being planned;

- Active and sustainable travel choices becoming the norm for residents and visitors through better connectivity;
- Prioritising parks, waterways, allotments and public spaces to create a joined-up green network which supports wellbeing and access to nature;
- Celebrating the area's cultural, sporting and historic identity and providing the conditions for this to continue to thrive.
- Strategic re-purposing of vacant land and historically significant existing buildings to create opportunities for entrepreneurial, civic, and community-focussed initiatives and meanwhile uses.

This is a once-in-a-generation opportunity to use the energy, promise and possibility of the Commonwealth Games as a catalyst for change and to help shape a bold, sustainable, inclusive, and ambitious future for Perry Barr and its surrounding neighbourhoods.

WHAT CAN BE LEARNT FROM THIS TO ENSURE IT CONTINUES?

Strength in collaboration and partnership and a model for working in other areas of the city. In developing the Masterplan, the Council set up working groups across five topic areas, including both the public and private sector, to provide input and guidance on issues and opportunities.

Alongside the five working groups, discussions have been held with residents' groups, businesses, landowners, and other organisations in Perry Barr ahead of this consultation.

This approach to engagement helps to bring partners on board early and to ensure the right outcomes for both people and place.

The approach applied for Perry Barr Masterplan will be replicated for future regeneration projects delivered through the Our Future City Strategy.





Case Study

A STADIUM FOR LOCAL AND INTERNATIONAL SPORTING EXCELLENCE

Legacy Vision “At the heart of the Perry Barr community, the Alexander Stadium complex will be a regionally significant multi-purpose stadium that builds on the momentum, energy, promise, and possibility of the 2022 Commonwealth Games. Located within the parkland setting of Perry Park, it will enable health and wellbeing through a diverse, accessible and inclusive programme of activity.”

After the Commonwealth Games, Alexander Stadium and associated facilities will become a centre of sporting excellence at a local, regional and world-class level. It will be accessible to all who wish to visit it, with enhanced community facilities set to benefit the city and its residents for generations to come.

There are on-going discussions with Birmingham City University to host their Sports and Exercise Faculty at the Stadium, which will cater for circa 1000 students studying related disciplines. The Stadium will drive wider change through job creation, strengthening local education and skills and inspiring further development and investment in the local area.

Key benefits

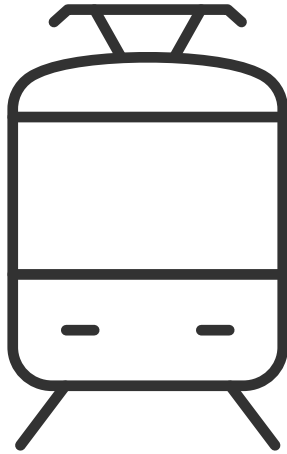
- An increase in the permanent capacity of the Stadium from 12,700 to 18,000, with potential to scale up to over 30,000 in events using overlay seating
- New West Stand containing offices, conference and event space with six boxes, a main function room, banqueting kitchen along with learning spaces and sports science infrastructure on track level
- A new International Association of Athletics Federations Category 1 track, which is a 400m 9-lane competition standard track
- New connections with the park to create a cohesive destination venue

- A fully inclusive and accessible facility
- On non-event days, the Stadium will also accommodate use of premium areas for rental. In the future we will consider holding other open days and festivals and hosting guided tours of the stadium
- Sustainable design features including the use of air source heat pumps, energy efficient lighting systems and a sustainable approach to drainage and flood attenuation, making use of the surrounding parkland
- Use of circular economy principles during the construction phase, through re-using excavated materials for flood mitigation works, re-using crushed concrete in the Stadium construction and by donating excess materials
- Planting hundreds of new trees, reintroducing native planting alongside the Tame Valley Canal and creating over 11,500 sqm of wild flower grasslands, adding to the biodiversity within Perry Park.




591
BIRMINGHAM
PARKS
AND OPEN
SPACES

5,000
NEW HOMES
PLANNED FOR
PERRY
BARR

**PUBLIC TRANSPORT
IMPROVEMENTS**

100% 
RENEWABLE
ELECTRICITY AT
ALEXANDER
STADIUM

Responsible Organisations	
BCC IG	Birmingham City Council Inclusive Growth
BCC FPA	Birmingham City Council Future Parks Accelerator
BCC CO	Birmingham City Council City Operations
TfWM	Transport For West Midlands
Key indicators for benefits realisation and monitoring	
1	Number of sustainable homes built in Perry Barr
2	Increase in modal share walking, cycling & public transport across the city
3	Number of new initiatives to support route to zero
4	Number of secondary spaces provided in Perry Barr
5	Amount of green/open space improved to higher biodiversity standards

*5,000 new homes for Perry Barr is the Council's long-term aspiration for the masterplan area – phase one of the Perry Barr Residential area has full consent for 1,414 homes with 968 of those already under construction (November 2021). 100% renewable electricity to be supplied at Alexander Stadium during construction and occupation.

GREEN GROWTH – ACTION PLAN

Short Term (2021-22) | Medium Term (2021-24) | Long Term (2021-24+)

★ Flagship Scheme ■ Games Partner led with BCC support ● BCC Scheme (not part of Partner Legacy Programme)

		Responsible			
		BCC IG	BCC FPA	BCC CO	TFWM
2021-22	● Delivery of new homes and the Prince Albert Community Trust Secondary School in Perry Barr	●			
	■ Enhance public transport services in Perry Barr through the delivery of upgrades to the railway station and bus interchange, and provision of Sprint services	●			●
	● Deliver local enhancements at Sutton Park as part of the phased transition works from the Games			●	
	● Wyndley Leisure Centre improvements to the athletics track and artificial pitch to create a centre of excellence for hockey post Games			●	
	● Alexander Stadium will undergo its post Games works to deliver an improved facility for users and visitors. This will include a new operating strategy to help enable a diverse, accessible and inclusive health and wellbeing programme of activity, whilst operating a sustainable facility by increasing occupation and use			●	
	● Build in learning from the Games waste and recycling operations into the Birmingham Municipal Waste Strategy			●	
2021-24	● Support the rehabilitation of existing green spaces as part of the Future Parks Accelerator Programme. The proposals in the Perry Barr Masterplan, including enhancements at Perry Hall Park, will be used as a pilot to show what can be delivered in the rest of the city	●	●	●	
	■ Deliver major highways and transport interventions to prioritise walking, cycling, sustainable transport and green corridors across the city – steered by the Birmingham Transport Plan	●			●
	● Enhance the Council's capacity to secure high environmental standards through development and green infrastructure improvement projects (test through temporal projects in preparation for the Games)	●		●	
	● Develop the City of Nature Delivery Framework – a new governance model for the natural environment in Birmingham – embedding the principles into Stadium legacy planning and the approach to Perry Barr 2040	●	●	●	
2021-24+	★ Secure the long-term regeneration of Perry Barr, delivering new homes, jobs and infrastructure as part of this key sustainable growth area, through the Perry Barr 2040 Masterplan (supported by technology and data)	●			
	● Deliver initiatives identified in Local Travel Plans across the city which prioritise walking and cycling	●			●
	● Embed a new approach for flexible uses within Perry Barr, including investment in small scale and start-up employment and business uses, and improvements to the streetscape including street lighting, signage, natural surveillance and personal safety	●			
	■ Building on the Games investment, support and accelerate the delivery of major public transport enhancements across the city to improve connectivity, including HS2, Midland Metro extensions, Sprint networks and Midlands Engine Rail proposals	●			●
	● Undertake a masterplanning study at Perry Park and prepare a business case to support its enhancement into a sustainable destination park for the city	●		●	

OUR ORGANISATION

Getting the basics right and improving service delivery

'Deliver our promise to the city and become a leading local authority with bold ambitions.'

Birmingham City Council is a 12,000+ strong organisation tasked with serving the diverse needs of the city's residents.

Currently, the Council is developing plans to tackle challenges facing the City. A focus on organisational legacy will enable the Council to accelerate existing plans and aspirations to better respond to these challenges.

The Games is also being delivered during a time of transformation across the Council. It is our aspiration that the delivery of the Games will create opportunities to contribute to the organisation's readiness for change.

Through this programme of work we are implementing processes, systems and tools, and instigating collaboration opportunities that should influence how we go about major transformation programmes now and in the future. This in turn will positively impact the Council's ability to better serve the city in the long term.

This Legacy plan outlines five Legacy themes that will require ongoing focus, energy and investment from the organisation. By including a spotlight on organisational legacy, we will establish the plans and networks to continue delivering against these themes beyond the Games for a lasting benefit.

While the Council is operating in a context of change, it also continues to provide essential services to the city. The Games also recognises and celebrates the important work of this local authority generating confidence and pride.

Preparing Birmingham to host the Games requires teams of people with diverse experience, skills and perspectives to come together and deliver a common goal. This unique, once in a lifetime experience further enables the Council to deliver the Grand Challenges, Transformation Programme, Legacy themes and the ongoing role of providing services to the City.

Our partners delivering our services as part of the Games programme and our core services provider have signed up to our Social Value Charter. The Birmingham Business Charter for Social Responsibility has become the primary

tool that the Council uses to drive social value throughout its supply-chain e.g. As part of capital build programme at the stadium a Social Value Action Plan established a programme of activity to support the delivery of social, economic and environmental legacy impacts from the stadium investment.

Objectives

- Build further capability and preparedness within the organisation to deliver major programmes and events
- Promote an inclusive and cohesive internal culture and with service delivery partners, in turn reflected in the Council's external brand
- Enhance the efficiency and effectiveness of the organisation through improved systems, tools and processes
- Increase the organisation's readiness for transformation and change.



Birmingham

23

CAT

Case Studies

ORGANISATION

Organisational legacy outcomes will be achieved through accelerating existing council ambitions and dedicating effort to build capacity and capability.

Examples of how this will come to life include opportunities for career growth through secondments and work experience; using the Games as a platform to bid for, and host, other major national and international events, and transfer expertise and lessons learnt to enhance major programme delivery.

The Council will be able to monitor the benefits and impacts of the Games through tangible measures such as maintenance of cross-directorate forums, talent attraction and retention rates, and the ongoing implementation of new or enhanced systems and tools in the delivery of major programmes.

Talent & Capability: Volunteer Programme

Joe Green is on secondment from the council's transport team and gaining invaluable experience as our Host City Volunteer Programme Manager.



“Being part of the Council’s Commonwealth Games team offers me a unique opportunity. I’m able to draw on my local knowledge and networks while working collaboratively alongside various Games specialists, learning from their many skills and expertise. This will be beneficial for my own professional and personal development and equip me with a range of experiences to take with me into future roles with the Council.”

Through such secondments, the Council has an opportunity to build capability and capacity, and enable knowledge transfer to ensure a lasting legacy grounded in local insight and experience.

Future Delivery of Major Events

The Commonwealth Games are putting Birmingham on a global stage and firmly on the map as a future events destination. Through the readiness and delivery of the Games, the City Readiness service workstreams have developed an Operations Plan that will exist as good practice guides beyond the Games. Detailing how readiness activities as a Host City should be planned and delivered. Key items including Command and Control (C3), Waste Management, and Traffic and Transport management plans will be accessible to departments across the Council.

Volunteering (Strategy)

Birmingham is the first Host City to deliver a fully integrated volunteer programme. The Council is using the Games as a spring-board for developing a new Volunteer Strategy, offering staff the opportunity to undertake volunteering roles alongside their current jobs. This strategy will be key to maximising the ongoing engagement with staff and generating a newly formed volunteer workforce to support both large scale city events and community focussed initiatives.

In terms of personal development, volunteering offers some the chance to give something back to the community or make a difference to the people around them. For others it provides an opportunity to develop new skills or build on existing experience and knowledge.

Systems & Technology: New Ways of Working

The Commonwealth Games has highlighted the benefit of adopting better digital tools and consistent processes and systems for managing complex capital programmes. Risk reporting at the Alexander Stadium is just one example where using improved templates and processes has enabled better sight of risks and therefore implementation of mitigations.

*“The integration and the development of new systems within the facility has provided a great learning curve across Council sections.”
(Dave Wagg, Head of Sport and Physical Activity, Birmingham City Council).*





SECTION 3
THE HOST CITY
LEGACY PLAN

MONITORING PROGRESS

Evaluation framework – Partner programme

It is important to understand the value for money of this investment and the overall impact and legacy of the Games. Therefore, the partners have commissioned an independent evaluation of the Games and associated Legacy Programmes. This evaluation has with two main purposes:

- 1) To inform Legacy Programme delivery and ensure lessons can be learned for future Commonwealth Games and mega event delivery;
- 2) 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.

There will be an assessment of the impact of the Games against the mission pillars to answer these questions:

- To what extent has the Games brought local people together, strengthening community cohesion, inclusion, and creative and cultural participation, including for priority groups?
- To what extent has the Games supported a reduction in physical inactivity and improved mental wellbeing, particularly within targeted communities?

- To what extent has the Games contributed to a strong global brand and positive image of Birmingham, the West Midlands and the UK?
- To what extent has the Games created social and economic impacts for Birmingham, the West Midlands and the UK, particularly in terms of employment, skills, gross value added, trade, investment and tourism?
- To what extent has the Games regenerated the region, with particular focus on Perry Barr, and created the systems to support long-term sustainability and accessibility improvements?

Timescales

The Partner evaluation will be delivered over 3 phases:

- **Phase 1** of the evaluation (2021) - establishes a baseline for the evaluation.
- **Phase 2** will commence in March 2022 and will involve the implementation of the Evaluation Framework, capturing the immediate impacts of the Games.
- **Phase 3** will commence in mid-2023 and will involve implementation of the Evaluation Framework to produce a one year post-Games evaluation.

Beyond the Partner Evaluation timescales, BCC will be monitoring and evaluating the impact of the Games using its own benefits realisation framework and will regularly report against this.

Evaluation framework – Local City scale

While the overall partner Games legacy strategy includes outcomes for the broad range of stakeholders, the specific legacy from the Games for ‘Birmingham City’ can be considered slightly differently. The Games can only be evaluated as valuable if they contribute to the realisation of the strategic plan of the city, addressing its challenges and opportunities, and improving the approach to these either by mobilising new change or accelerating existing change.

To evaluate each project, programme or initiative in our action tables, we have identified metrics to assess progress and benefits which are attributable to an agreed outcome/vision. ‘We will be measuring positive impact from the programme using pre games baseline data metrics’ (see section 2 indicators).

HOW WILL THE COUNCIL MAKE SURE IT ACHIEVES THE ACTIONS SET OUT IN THIS LEGACY PLAN?

Case Studies

EVALUATION OF SMALL GRANTS FUND

A Young Persons Small Grants Fund is being set up and delivered by the Council's Youth Service. Applications will be received on a monthly basis, over a period of 8 months, and will be rigorously appraised and scored by a panel of young people against set criteria that objectively measures proposed improvements to the individual's physical activity and/or wellbeing.

In-depth quantitative and qualitative evaluation of the scheme will be undertaken. A monthly report will detail how many grants have been issued and what activity they will be funding. This evaluation will also provide details on the geographic spread of the grants' distribution with an additional overlay of age, gender and ethnicity information. Each applicant will also provide a narrative overview, accompanied by videos and photos if applicable, explaining how the grant has benefitted their general health, wellbeing and efforts to maintain or increase their levels of physical activity.

A final evaluation will also be undertaken to understand how participants have benefited from being involved in the design and delivery of the scheme, and the positive impact this has had on their personal development.



MONITORING PROGRESS – INVESTMENT

Return on Investment

Birmingham is a resurgent city, recovering economically from the impacts of COVID-19, and using the Commonwealth Games as a reset, and a baseline for future growth.

The planning for the games is being conducted against a background of public resource constraints forecast due to frontloading of COVID-19 impacts. We are therefore continuing to ensure that the projected return on investment is delivered.

The legacy does not have an end date. We are using the Games as a step change in our approach for improved services for the long term. Alongside this strategy, we are developing a benefits realisation plan (as part of our corporate financial plan) to drive investment and gain the benefits we are seeking for the city.

The Birmingham Business Charter for Social Responsibility has become the primary tool that the Council uses to drive social value throughout its supply-chain.

Value for Money

Hosting the Commonwealth Games is a high cost, high benefit undertaking. Approximately £145m capital budget is allocated for capital asset Games projects, and a further £700m forms the wider capital programme for Perry Barr regeneration spend. This investment includes significant transport infrastructure e.g. Sprint and upgrading rail stations. Also upgrades to sporting and

residential facilities which have a wide reaching benefit.

Overall, the economic benefit to the region associated with hosting the Games is estimated to be in excess of £1 billion.

Many of the benefits will be immediate, and others may take some time to surface, and then be felt for many years to come.

Moreover, we expect the Games to leave lasting memories for people that they can call on for future inspiration as to what they can achieve as individuals, as communities, and as the city of Birmingham.

The investments we have made to date, and will continue to make from this Games are significant in order to accelerate our response to the Grand Challenges.

Investment is directed in three broad areas:

1) Physical assets and infrastructure

Alexander Stadium Complex is the largest project in our capital programme. In addition we have renovation works at Sutton Park, Wyndley Leisure Centre, Cannock Chase, upgrades to the Bowls at Leamington, Holford Community Sports Hub and public realm improvements across the city.

Some of our investment is in regional or national assets outside of our administrative boundary. These assets, such as Sandwell

Aquatics, and Cannock Chase cycle trails are still important sports facilities to the people of this City.

2) Organisation

Investment in our own capability and capability is required in order to stage an event on this scale and we intend to use the Games to provide a catalyst for our own change to deliver enhanced services overall. Investment for our organisation is in:

- Knowledge transfer from our partners delivering the programme ensuring the learning sticks, new skills
- Cross departmental working – ownership and collaboration has increased
- Innovation driven through the need to achieve solutions in tight timescales.

3) Community benefits (economic and social)

Primarily benefits are being accelerated through the community fund (see next page).

Accountability

Every department in the Council has responsibility to make the ambitions in this plan a reality. We have identified lead departments for each action and embedded as part of our organisational legacy work.

We are committed to producing a detailed benefits realisation plan underpinning the high level actions in this strategy and relating to investment outcomes, measured for effectiveness.

COMMUNITY FUND

The £6m Community Fund is designed to ensure that the Council maximises the benefits of hosting the Commonwealth Games for its residents, through enabling all communities of the city to play their part in celebrating the Games and realising the legacy opportunities that are available.

£2m has been allocated to Celebrating Communities, a small grant fund aimed at distributing community grants within all of Birmingham's wards. The amount allocated to each ward is weighted depending on the size of the ward and local deprivation data. These grants will enable community groups to carry out more localised activities, such as heritage trails, physical activity in local parks, street parties, and community celebrations. The aim is to excite communities, to drive up local level engagement and use the Games as the catalyst to celebrate Birmingham's local communities and their linkages to the Commonwealth.

£2m has been allocated to Creative Cities small grants programme, delivered in partnership with the B2022 Organising Committee. Community Organisations across the city will be working with local artists and creatives to flood the city with art during the 6 month B2022 Cultural Festival.

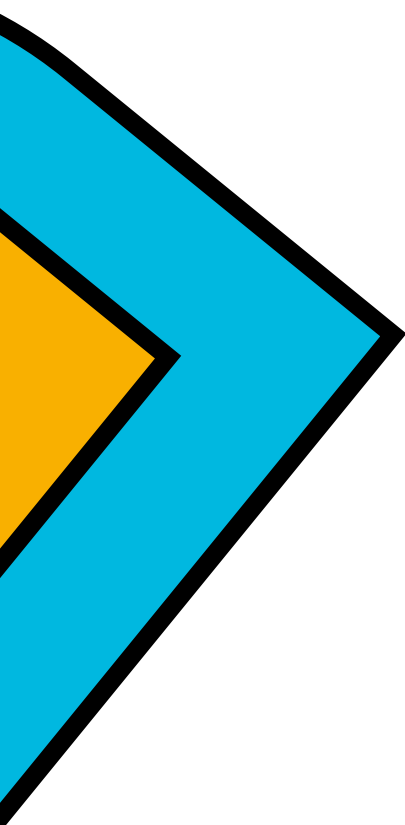
Over 200 applications have been received for the fund from right across Birmingham with the final programme of events due to be announced early next year.

A further £2m will fund a range of programmes including:

The Stronger Communities programmes which aims to ensure the Council, and Birmingham's citizens, maximise the benefits of hosting the Commonwealth Games in a way that builds cohesion, inclusion, and civic pride and uses the Games as a turning point in uniting the city's population and tackling inequalities. Activities will be brought together under five workstreams:

- A city connected by inclusive heritage trails.
- We made Birmingham.
- Getting Communities Talking.
- Birmingham Peace Garden Proposal.
- Inspiring future leaders.





It is also an important opportunity to use the power of the Games to promote physical activity as a way for people and communities to connect, and to help highlight and begin to address the barriers that prevent people from becoming physically active.

Projects will include:

- Community sport and physical activity club development
- Community Games activities for young people and families across the city
- 'Project Brum' a summer youth leadership programme
- A walking app which provides audio guides and augmented reality games in the form of tech trails and quizzes get people hunting for clues as they explore and walk around the city
- Working with the Youth City Board to give young people a decision-making role in the allocation of funding to support health and wellbeing for other young people across the city.

A Games Schools and Learning Programme which will draw down and maximise the assets of the Commonwealth Games to connect Birmingham's young people directly with opportunities to gain new skills, grow in confidence and become part of a stronger and more cohesive community.

A Physical Activity and Wellbeing programme which will provide the opportunity to promote the importance of physical activity and wellbeing and how they can provide huge legacy benefit to the city as we work to tackle inactivity and improve the health and wellbeing of our citizens.

PROGRAMME	FUNDING	DELIVERY PARTNER
Celebrating Communities	£2million	BCC - Neighbourhoods Delivery Support Unit
Creative City	£2million	The Organising Committee
Physical Activity	£1million	<ul style="list-style-type: none"> • The Active Wellbeing Society, • Sport Birmingham • Future Parks Accelerator - City of Nature • BCC - Strategy, Equalities and Partnerships
Stronger Communities	£500,000	Birmingham Voluntary Service Council (BVSC)
Learning Programme	£500,000	The Organising Committee

FUTURE ENGAGEMENT AND STRUCTURE

Preparing the stage for a global event requires the efforts of a vast number of stakeholders and partners. Hosting major events is a significant consultative process, from social and economic considerations to infrastructure, systems and space. The coordination of engagement activity within the Council and across the Games partnership is critical in the achieving a successful event and securing a sustainable legacy for the city and wider region.

The Council has set out a clear approach in its role as the Host City for engaging with all citizens and key stakeholders across the city. Effective engagement helps foster better relationships between delivery partners and ultimately improves performance and outcomes for all.

The conversation will continue with all of our stakeholders, partners, collaborators, citizens and elected members through a variety of channels and forums to ensure an inclusive legacy is achieved for all.

As a diverse, young and growing city with over 100 languages spoken, a key part of Birmingham's story are the communities who have made and continue to make the city their home.

As a city we have publicly committed to working to address some of the more challenging issues arising from the experiences of our more marginalised communities. Using our Legacy plan and specific initiatives through the Community Fund we will be supporting projects that tell Birmingham's stories from the perspective of less visible voices through community designed heritage trails, encouraging connection through language and capturing oral histories.

We're supporting visibility and representation in school leadership and encouraging conversations about Commonwealth citizenship in Birmingham. And celebrating our communities' contribution to culture through our Creative City programme (in partnership with the B2022 Organising Committee) and through Celebrating Communities.

Birmingham is a city that we want everyone to be proud of before, during and after the Games. Birmingham City Council will continue overall to deliver on the commitments in this plan for years to come after the Games.

**HOW WILL THIS
CONVERSATION
BETWEEN THE
COUNCIL AND
CITIZENS CONTINUE?**



Legacy Charity

United By 2022 Legacy Charity* has been established as the legacy charity for the Birmingham 2022 Commonwealth Games.

Grounded in the spirit of the Games and inspired by the life-changing work going on across the Games' legacy workstreams and the United By Birmingham 2022 community programme, the charity has been founded as legacy vehicle for the Games. The intention is to build a community fund in the lead up to and during the Games with applications for community fund grants opening after the Games in the autumn of 2022.

In 2022, the Games for Everyone will provide an opportunity to show off a rich array of brilliance, helping local people, communities and businesses to flourish, grow and succeed. But if we want to make the moment last and carry forward the Games and sustain some of the most impactful work we've started here, we will need a legacy vehicle to maintain and extend that work.

The Community Fund will help us to keep making that tangible difference at the heart of the diverse communities of Birmingham and the wider West Midlands.

The United by 2022 Legacy Charity will support projects that:

- Are community led, enabling our communities to put their ideas into action and work to solve the challenges on their doorstep
- Promote fairness and social inclusion, keeping the Games for Everyone vision alive
- Ensure our venues and other games assets are turned into well used and well-loved community spaces after the Games.

Further updates will be posted here:

<https://www.birmingham2022.com/united-charity/>

*United By 2022 Legacy Charity is the operating name of United By Birmingham 2022 Legacy Charity Ltd. Registered address: One Brindley Place, Birmingham, B1 2JB | 07977275322 | Registered in England and Wales | Registered Charity: 1193875 | Company number: 13274864

Our Promise

The Council will continue to deliver on the commitments in this plan for years to come after the Games. We will work closely with the United By charity and with partners, other organisations and communities across the city to ensure that Birmingham's Games Legacy is tangible, sustainable and something the city can be proud of.

PLAN ON A PAGE

Partner Mission Pillar	Help the region to grow and succeed	Bringing people together	Improve health & wellbeing	Putting us on the map	Be a catalyst for change
City Ambitions	<p>A THRIVING city Boost investment in Birmingham, creating thousands of jobs and become a world-leader in hosting international events</p>	<p>An ASPIRATIONAL city Engage every child and young person in the Games, including all 400+ schools in the city</p>	<p>A HEALTHY city Build programmes and community projects to kickstart an accessible fitness and wellbeing boom</p>	<p>A WELCOMING city Open our city to the world and connect our communities for and after the Games</p>	<p>A GREEN GROWTH city Launch an era of green growth through high-quality sports facilities, thousands of new sustainable homes and green transport links to become a carbon neutral city by 2030</p>
How will we make this happen?	<p>The Business and Tourism Programme for the Games will run until 2027 bringing in an estimated £650m overseas investment to the UK economy</p> <p>Delivering a Visitor Destination Plan for Birmingham to promote the city and develop the visitor economy</p> <p>Delivering an Inward Investment Prospectus for Birmingham to attract business to the city</p> <p>Delivery of BCC's Major Events Strategy</p>	<p>Work with B2022 OC to deliver a programme of activity that ensures children and young people in every ward of the city have access to Games opportunities through school or community participation</p> <p>Invest in learning resources and school and community activities that prompt discussion and celebrate the heritage of all of Birmingham's diverse communities</p>	<p>New Sporting Strategy launching in 2022 and Healthy City Strategy</p> <p>£1m Community Fund investment into physical activity projects</p> <p>Supporting Commonwealth Active Communities projects in Birmingham</p>	<p>Work with B2022 OC to ensure the 6 month B2022 Cultural Festival showcases Birmingham</p> <p>Creative City and Celebrating Communities funding ensuring initial investment and community activation across the city</p>	<p>Delivery on Perry Barr 2040 masterplan proposals making Perry Barr a better-connected and more sustainable suburb</p> <p>Supporting B2022 OC to deliver the first carbon-neutral games</p> <p>Acceleration of enhanced public transport services through Games Projects</p> <p>Support green infrastructure improvements</p> <p>Delivery of legacy plans for Alexander Stadium, Sutton Park and Wyndley Leisure Centre</p>
Flagship initiative	<p>Strengthen the capability of the city to attract major sporting and other events to Birmingham, through the Major Sporting Events Strategy 2022-2032</p>	<p>Delivery of a learning programme that celebrates the Games but supports a legacy agenda of skills development and equality of opportunity for Birmingham's children and young people</p>	<p>Launch a new Sport Strategy linking health and wellbeing approaches to a broader sporting agenda, developing sporting pathways and making best use of assets</p>	<p>Working with key partners, develop a viable and sustainable annual cultural event in 2023 called the Birmingham International Festival that celebrates the city's diverse culture</p>	<p>Secure the long-term regeneration of Perry Barr, delivering new homes, jobs and infrastructure as part of this key sustainable growth area, through the Perry Barr 2040 Masterplan</p>
Key measurements for benefits realisation monitoring	<ol style="list-style-type: none"> 1. Number of jobs created 2. Percentage of local people employed (30 miles) 3. Number of people upskilled (to include work placements, apprenticeships etc) 4. Number of major events hosted 5. Economic impact of tourism & inward investments 	<ol style="list-style-type: none"> 1. Number of youth Not Employed or in Education (NEET) engaged in functional training 2. Number of young people engaged with the learning programme 3. Percentage of young people who feel they have a better understanding of Commonwealth 4. Number of schools engaged with the learning programme at Reception to KS4 5. Reach 5,000+ young people and families who wouldn't otherwise have access to the games both virtually and physically 	<ol style="list-style-type: none"> 1. Rise in physical activity within participants of the grants programmes 2. Percentage of city population participating in physical activity 3. Number of miles walked over set periods (via walking app) 4. Delivery of food summit 5. Delivery of training and support material for mental health and wellbeing to residents via digital outlets 	<ol style="list-style-type: none"> 1. Percentage of projects in deprived wards (Linked to the Creative City & Celebrating Communities Funds) 2. Number of Birmingham residents participating in volunteer programme 3. Number of community groups supported 4. Percentage of residents who agree they are proud to live in Birmingham 5. Percentage of residents who agree their local area is a place where people of different ethnic backgrounds get on well together 	<ol style="list-style-type: none"> 1. Number of sustainable homes built in Perry Barr 2. Increase in modal share walking, cycling & public transport across the city 3. Number of new initiatives to support route to zero 4. Number of secondary spaces provided in Perry Barr 5. Amount of green/open space improved to higher biodiversity standards

LEGACY ACTIONS PROGRAMME

Partner Themes	City Challenge + Response	Short Term 2021-22 (including Games)	Medium Term 2021-24	Long Term 2021-24+
Help the region to grow & succeed	<p>Employment, Skills and the Local Economy</p> <p>A thriving city</p>	<p>Work with Games partners and local employers to increase the number of apprenticeships and work placements available, for example through the WMCA's Construction Gateway initiative</p> <p>Work with Commonwealth Games partners to deliver the Kickstart programme and Apprenticeship levy</p>	<p>Ensure Birmingham residents gain maximum benefits from the opportunities of the Games' capital build projects</p> <p>Maintain contractor relationships to maximise skills and jobs opportunities</p> <p>Develop and deliver a Leisure, Tourism and Visitor Destination plan</p>	<p>Strengthen the capability of the city to attract world-class major sporting and other events to Birmingham</p> <p>Deliver a targeted tourism, inward investment and trade programme promoting Birmingham as a world class destination</p> <p>Amplify the work of the West Midlands Combined Authority to deliver the Jobs and Skills academy, protecting 1,000 volunteering opportunities for hard to reach groups</p>
Bringing people together	<p>Opportunities for children and young people</p> <p>An aspiring city</p>	<p>Develop a programme of opportunities for work experience at businesses across the city, for young people not in education, employment or training</p> <p>Co-locate a national demonstrator youth hub and Games volunteer hub at the Library of Birmingham</p> <p>Deliver an ongoing schools learning programme to enhance knowledge of the heritage and history of the Commonwealth</p> <p>Ensure increased access for children and young people to key games assets, e.g. mascot, athlete ambassadors</p>	<p>Deliver the Bfriends Games as part of the Unlocking the Games programme</p> <p>Develop a strategy to ensure meaningful engagement with young people across Birmingham on key issues for the future of the city</p>	<p>Ensure that major events hosted in Birmingham are inclusive and strengthen connections with the city's young people</p>
Improve health & wellbeing	<p>Health & Wellbeing</p> <p>A healthy city</p>	<p>Launch a new Sport Strategy linking health and wellbeing approaches to a broader activity agenda</p> <p>Increase the outreach of funded programmes in the city to increase physical activity</p> <p>Launch an ethical sponsorship commitment for the Games</p> <p>Host the Food Systems Summit 2022</p> <p>Ensure the Games are delivered in line with Smoke-Free, Drink-Healthy and Safe-Protection principles</p> <p>Launch the Commonwealth Games Young Persons grant that supports 11-18-year-olds with their physical and mental health</p> <p>Launch the Love Explore gamification app</p>	<p>Embed 'Make Every Contact Count' training into Games Volunteering training</p> <p>Develop a series of resources and profiles that raise awareness and understanding of inequalities</p> <p>Develop and adopt a multi-lingual approach that connects with ethnic communities on the benefits of active lifestyles</p> <p>Accelerate integration of physical activity into clinical care pathways and develop healthy eating strategies</p> <p>Develop suite of resources that explain the Eatwell Guidelines for a healthy diet in the context of cultural norms</p>	<p>Ensure that major events hosted in Birmingham actively encourage citizens of all ages and abilities to engage in activities that improve their health and wellbeing</p> <p>Launch campaign focused on increasing active travel amongst ethnic communities</p>

<p>Putting us on the map</p>	<p>Community, Cohesion and pride</p> <p>A welcoming city</p>	<p>Deliver the Stronger Communities programme</p> <p>Deliver the Celebrating Communities and Creative City community fund programmes</p> <p>Deliver City Centre legibility programme and the City Dressing Strategy to ensure the city is dressed ready for the Games</p> <p>Deliver the Host City Volunteers programme and ensure the volunteer workforce are signposted to ongoing volunteering opportunities beyond the Games</p>	<p>Ensure culture becomes integrated into masterplans as good practice</p> <p>Establish a city community stakeholder panel by involving and enabling our diverse communities to play an active role in civic society and putting citizens voice at the heart of decision-making</p>	<p>Working with key partners, develop a viable and sustainable annual cultural event in 2023 called the Birmingham International Festival</p> <p>Develop and deliver a new Cultural Strategy 2022-2030 to ensure Birmingham continues to attract major events</p> <p>Strengthen and support the long-term viability of new and existing small community groups, particularly those that have become known as a result of the Games Celebrating Communities fund</p>
<p>Be a catalyst for change</p>	<p>Regenerating to become climate-ready city</p> <p>A green growth city</p>	<p>Deliver the build and opening of new secondary school in Perry Barr</p> <p>Deliver programme of streetscape improvements to Perry Barr</p> <p>Deliver capital projects at Wyndley Leisure Centre and Alexander Stadium</p> <p>Establish a new operating strategy for Alexander Stadium to ensure its future use provides a sustainable legacy of the Games</p> <p>Delivering new homes in Perry Barr</p>	<p>Improve connectivity between existing and new open spaces, over and above existing standards in Perry Barr as part of the Future Parks Accelerator Programme</p> <p>Deliver programme of highways and sustainable transport interventions</p>	<p>Delivery of the outputs from Perry Barr masterplan and Perry Barr Residential Scheme to secure its long term regeneration</p> <p>Improve walking and cycling routes and cycle parking provisions to promote active travel</p> <p>Integrate sustainability and circular economy principles that demonstrate the City's commitment to net zero</p> <p>Continue to collaborate with TfWM to create a model for sustainable travel</p>





APPENDIX REFERENCES

LOCAL INSIGHTS

Economy – Local Insights

Adopted and Emerging Plans

- Council Plan 2018-2022 (2019 Update)
- East Birmingham Inclusive Growth Strategy (2021)
- Birmingham Business Charter for Social Responsibility (2021)
- Covid-19 Economic Recovery Strategy (2021)
- Birmingham Major Sporting Events Strategy 2022-32 (2021)
- Greater Birmingham and Solihull Local Enterprise Partnership Strategic Economic Plan 2016-2030 (2016)
- West Midlands Industrial Strategy (2019)

Aspiring – Local Insights

Adopted and Emerging Plans

- Council Plan 2018-2022 (2019 Update)
- Breaking Down Barriers: Working Towards Birmingham's Future (2021)
- Everyone's Battle, Everyone's Business: Tackling Inequality in Birmingham (2021-2023)

Healthy – Local Insights

Adopted and Emerging Plans

- Council Plan 2018-2022 (2019 Update)
- Creating a Bolder, Healthier City –Draft Birmingham Health and Wellbeing Board Strategy 2022-2030

Welcoming – Local insights

Adopted and Emerging Plans

- Birmingham Community Cohesion Strategy (2018)
- Council Plan 2018-2022 (2019 Update)
- West Midlands Regional Tourism Strategy 2019-2029 (2019)
- Birmingham Cultural Strategy 2016-19 (2017)
- Working Together in Birmingham's Neighbourhoods (2019)
- Localism in Birmingham: A Framework for Future Policy (2018)17)

Regenerating – Local Insights

Adopted and Emerging Plans

- Birmingham Development Plan 2031 (2017)
- Aston, Newtown and Lozells Area Action Plan (2012)
- Birmingham City Council, Council Plan 2018-2022 (2019 Update)
- Urban Centres: A Framework for Inclusive Growth (2020)
- Covid-19 Economic Recovery Strategy (2021)
- Draft Route to Zero Action Plan – Call to Action (2020)
- Draft Birmingham Transport Plan 2031 (2020)
- Our Future City Plan: Central Birmingham 2040 (2021)
- Draft Perry Barr Masterplan 2040 (2021)

GLOSSARY

Term	Acronym	Description
Birmingham City Council	BCC	As the Host City for the 2022 Commonwealth Games, Birmingham City Council (BCC) is responsible for making sure the city is ready for the Games, ensuring it has a positive legacy, and maximising the opportunities it offers for its staff, citizens and communities.
BCC Adult Social Care	BCC ASC	Adult Social Care is the support provided to adults with physical or learning disabilities, or physical or mental illnesses. This support is provided in various ways.
BCC City Operations	BCC CO	BCC department responsible for the Council's operational services including regulatory and enforcement services, street services, neighbourhood services, highways and infrastructure, community safety and resilience.
BCC Education and Skills	BCC ES	A directorate within the council supporting the delivery of the Learning Programme and further educational and skills programmes.
BCC Strategy, Equalities & Partnerships	BCC SEP	A directorate within the council responsible for delivering the Stronger Communities programme in partnership with BVSC.
BCC Future Parks Accelerator	BCC FPA	Future Parks Accelerator is a collaboration between the National Lottery Heritage Fund, National Trust and the Ministry of Housing and Local Government (MHCLG). Working with Local Authorities and their partners from places across the nation, the programme is designed to protect and develop natural resources in urban areas, and make sure quality green space is accessible for everyone, now and into the future.
BCC Inclusive Growth	BCC IG	BCC department responsible for a wide portfolio that covers property, planning, housing development, business and enterprise, highways and transport infrastructure.
BCC Legacy Plan		The BCC Legacy Plan provides a strategy to capture the benefits of hosting the Games while supporting the acceleration of the City Council's ambitions (enshrined in our Corporate Plan) to respond to the city's challenges.
Birmingham 2022 Commonwealth Games or 'The Games'	CWG	The Commonwealth Games is an international multi-sport event involving athletes from the Commonwealth of Nations. The event was first held in 1930 and has taken place every four years since then. The Games are to be held in Birmingham from 28 July to 8 August 2022.
Birmingham 2022 Organising Committee	B2022 OC	The Birmingham Organising Committee for the 2022 Commonwealth Games Ltd is an executive non-departmental public body, sponsored by the Department for Digital, Culture, Media and Sport. The Organising Committee is responsible for the planning and operational delivery of the Games. This includes the sport programme, venue and competition management, ticket sales, all ceremonies and the Queen's Baton Relay.
Birmingham City of Nature Alliance	BCoN	Working together with a growing community of passionate Green Champions, the The City of Nature Alliance strives to ensure that all people are able to discover their own personal connections to parks and green spaces as places to meet, play, learn, grow, breathe, and enjoy nature – together.
Birmingham Voluntary Services Council	BVSC	Organisation working with the voluntary and community sector across Birmingham

GLOSSARY

Term	Acronym	Description
Black, Asian and Minority Ethnic	BAME	Black, Asian and Minority Ethnic communities.
Commonwealth Active Communities	CAC	The Commonwealth Active Communities is a £4 million Sport England fund to harness the power of the Games, to support inactive people to become more active.
Cross Partner Legacy Plan		The Birmingham 2022 Cross-Partner Legacy Plan, produced by the Birmingham 2022 Organising Committee and partners, contains shared objectives covering a broad geographic area, to secure a legacy from the Games. Organising Committee.
CWG Programme Team	BCC CWGPT	BCC team established to support the planning and delivery of the Birmingham 2022 Commonwealth Games.
Department for Digital, Culture, Media and Sport	DCMS	The Department for Digital, Culture, Media and Sport (DCMS) is a department of the United Kingdom government, with responsibility for culture and sport in England, the building of a Digital Economy, and some aspects of the media throughout the UK, such as broadcasting and internet.
Foreign Direct	FDI	Foreign direct investment (FDI) refers to cross-border investment made by residents and businesses from one country into another.
Her Majesty's Government	HMG	The Government of the United Kingdom of Great Britain and Northern Ireland.
Not in Education Employment or Training	NEET	In the UK, NEET measures the percentage of young people aged 16-24 who are not in employment, education or training.
Office for Health Improvement and Disparities Training	OHID	The Office for Health Improvement and Disparities (OHID) works across the Department of Health and Social Care (DHSC), the rest of UK government, the healthcare system, local government and industry and focuses on the places and communities where there are the most significant disparities.
The Active Wellbeing Society	TAWS	The Active Wellbeing Society (TAWS) is a community benefit society and cooperative working to develop healthy, happy communities living active and connected lives. The Society was developed out of the Wellbeing Service set up by BCC in 2015.
Transport for West Midlands	TfWM	Transport for West Midlands is the transport arm of the West Midlands Combined Authority, accountable for delivering against the statutory transport plan 'Movement for Growth'.
West Midlands Combined Authority	WMCA	The West Midlands Combined Authority (WMCA) was established in June 2016. It is a strategic authority with powers over transport, economic development, regeneration and adult skills. It comprises 18 constituent local authorities and three Local Enterprise Partnerships.
West Midlands Growth Company	WMGC	The West Midlands Growth Company is owned by the West Midlands Combined Authority and its Constituent Members, with governance that heavily involves the private sector in the majority. It is comprised of the region's Local Enterprise Partnerships, local authorities, Growth Hubs, universities and a wide range of businesses across the private sector, and aims to create new jobs, build and expand businesses, attract regional investment and encourage tourism.

THE WORLD

IS OURS





email - CWG2022@birmingham.gov.uk
website - www.bebirmingham.co.uk

Be Birmingham

The hub of information for Birmingham City Council's Commonwealth Games progress. Find out what the Host City is creating in the area.

