

Meeting date: 19th April 2021
Report to: Cabinet Member for Leisure
Tourism and Sport



Subject/report title: Commonwealth Games Birmingham 2022 Update

Report from: Alison McGrory – Assistant Director – Communities and Partnership

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Wards affected:

All Wards | Bickenhill | Blythe | Castle Bromwich | Chelmsley Wood |
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Public/private report: Public

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1. Purpose of Report

To provide the Cabinet Members with an update on the Birmingham 2022 Commonwealth Games and the proposed legacy objectives for Solihull.

2. Decision(s) recommended

- 2.1 The Cabinet Member to receive a presentation about the council's preparation for the Birmingham 2022 Commonwealth Games
- 2.2 Review and comment on the legacy objectives for Solihull.

3. Matters for Consideration

The Birmingham 2022 Commonwealth Games are due to take place in July 2022. Solihull as a Host Authority is currently involved in the development of the games programme. We will also have the opportunity to align to the 6 months culture and arts festival that is planned to run from March to September 2022. In addition to the delivery of the games, the games are an opportunity to deliver a long term legacy.

- 3.1 The presentation will update Cabinet Member on the Councils progress on its

planning and delivery of the events that will take place at the NEC. As a host authority we work closely with the Organising Committee (OC) across a number of areas:

- Transport and Traffic Management;
- Highways and Infrastructure;
- Regulation and Enforcement;
- Resilience;
- Communications, Engagement, Volunteers and Promotion;
- Street Scene – cleansing and parks management;
- City Dressing and Wayfinding;
- Live sites, Queen Baton Relay and City activations.

3.2 In addition to the delivery of the games we received on the 9 July 2020, a briefing on the facility needs for pre-Games training camps. Officers are reviewing these requirements and will provide an update as appropriate.

3.3 A formal Project Board has been established led by the Assistant Director Communities and Partnerships to oversee all of the workstreams linked to the areas listed at 3.1 in this report.

3.4 As a result of Solihull's involvement in the Birmingham 2022 Commonwealth Games there will be a long lasting and sustainable positive benefit for Solihull citizens and our communities:

- The Games presents an opportunity to position Solihull as a visitor destination, as well as a key inward investment location, showcasing the strengths of the area and its facilities and developing cohesive marketing campaigns that raise the profile locally, regionally and internationally.
- COVID 19 has had a significant impact on the tourism, retail and hospitality sectors of Solihull, for which the Commonwealth Games presents the opportunity to aid recovery and capitalise on economic impacts for our local towns and centres
- The Games presents an opportunity to enhance joint working between our local businesses, developing 'packages' of bookable products and itineraries for visitors that will then have a lasting legacy for the tourism and visitor economy sector
- The Games presents an opportunity to develop the skills and capacity of the visitor economy and retail sectors, giving them the skills and training to support visitor 'welcome' as well as practical support to promote and run their business
- The CWG will need approx. 43,000 Games time roles including a trained workforce of at least 12,000 volunteers and we need to ensure Solihull residents benefit from these opportunities. Such as young people, those from under representative communities and the unemployed

- The Games are working with the West Midlands Combined Authority and partners, and have launched a new Commonwealth Jobs and Skills Academy to accelerate and amplify plans to improve regional skills and employment opportunities through the Games. There will be a focus on supporting young people and unemployed adults.
- Ensuring Communities involvement in events, festivals and sporting activity to support them to thrive.

3.5 We want to align Solihull's approach to legacy with those of the Organising Committees which are:

- Ensure games for everyone - Opportunity for mass participation with low/no barriers to engagement.
- Targeted interventions - Ensuring specific audiences benefit from the opportunities
- Social action - Widen programmes and encourage participation in active citizenship lasting beyond the event
- Grow and succeed - Skills development, training and employment opportunities
- Sustainable success - How economic, social and environmental benefits of the Games can be taken forward

3.23 Our proposed overarching legacy objectives are detailed in the table below, we are currently working up some deliverable outcomes and will discuss some draft proposals in the presentation.

<p>01</p> <p>Help the region to grow and succeed</p> <p>Maximise this opportunity to boost Solihull's economy and key growth sectors, and enable citizens to access lifelong learning, skills and employment</p>	<p>02</p> <p>Put us on the global stage</p> <p>Amplify Solihull as an award winning destination, offering everyone the best in life with a clear pathway to achieve success and realise their full potential</p>	<p>03</p> <p>Improve Health & Wellbeing</p> <p>Enable citizens to live more active, longer, healthier and independent lives</p>	<p>04</p> <p>Bring people together</p> <p>Demonstrate that Solihull is a welcoming Borough of vibrant culture where its citizens have pride in where they live and a strong sense of community and belonging. To ensure an 'Inclusive Games'</p>	<p>05</p> <p>Be a catalyst for change</p> <p>Invest in the buildings and transport connections of our Borough to provide better places to live and work and enable businesses to prosper.</p>
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4. What options have been considered and what is the evidence telling us about them?

4.1 Not applicable.

5. Reasons for recommending preferred option

5.1 Not applicable.

6. Implications and Considerations

6.1 State how the proposals in this report contribute to the priorities in the [Council Plan](#):

Priority:	Contribution:
<p>Economy:</p> <ol style="list-style-type: none">1. Revitalising our towns and local centres.2. UK Central (UKC) and maximising the opportunities of HS2.3. Increase the supply of housing, especially affordable and social housing.	<p>Supports Solihull to be a tourist/visitor destination throughout the Commonwealth Games which aims to build a legacy for return visits, which will have a positive impact on the economy.</p>
<p>Environment:</p> <ol style="list-style-type: none">4. Enhance Solihull's natural environment.5. Improve Solihull's air quality.6. Reduce Solihull's net carbon emissions.	<p>The Games aim to encourage people to engage with alternative modes of travel i.e. cycling and therefore promoting a better environment.</p>
<p>People and Communities:</p> <ol style="list-style-type: none">7. Take action to improve life chances in our most disadvantaged communities.8. Enable communities to thrive.9. Sustainable, quality, affordable provision for adults & children with complex needs.	<p>New volunteering opportunities to support the Commonwealth Games which will provide invaluable work experience.</p> <p>The 6 months Culture and Arts Festival will focus on supporting disadvantaged communities.</p>

6.2 Consultation and Scrutiny:

6.2.1 Not applicable.

6.3 Financial Implications:

6.3.1 There are no direct financial implications to this report, but clearly with the responsibilities and opportunities available to the LA there will be a budget requirement which the Project Board will need to work up.

6.4 Legal Implications:

6.4.1 There are no direct legal implications of this report.

6.5 Risk Implications:

6.5.1 There are no net red risks associated with this report. A risk register is proposed to form part of the programme management.

6.6 Statutory Equality Duty:

6.6.1 A Fair Treatment Assessment will need to be carried out in the development of the LA's approach.

7. List of appendices referred to

7.1 None

8. Background papers used to compile this report

8.1 None

9. List of other relevant documents