

BIRMINGHAM CITY COUNCIL

**COMMONWEALTH GAMES, CULTURE & PHYSICAL ACTIVITY
O&S COMMITTEE**

1415 hours on 2nd September 2020, Online Meeting – Action Notes

Present:

Councillor Mariam Khan (Chair)

Councillors Alex Aitken and Martin Straker Welds

Also Present:

Cllr Ian Ward, Leader

James Hamilton, Capital Programme Director

Neil Rami, Chief Executive, West Midlands Growth Company

Ceri Saunders, Acting Group Overview & Scrutiny Manager

Amanda Simcox, Scrutiny Officer

1. NOTICE OF RECORDING/WEBCAST

The Chair advised that this meeting will be webcast for live or subsequent broadcast via the Council's Internet site (www.civico.net/birmingham) and that members of the press/public may record and take photographs except where there are confidential or exempt items.

2. APOLOGIES

Cllrs: John Lines, Zhor Malik and Ron Storer.

3. DECLARATIONS OF INTERESTS

None.

4. ACTION NOTES

(See document No. 1).

RESOLVED

The action notes for the meeting held on the 8th June 2020 were agreed.

5. COMMONWEALTH GAMES BUSINESS INVESTMENT PROGRAMME

(See document No. 2).

Neil Rami, Chief Executive of the West Midlands Growth Company, spoke to his presentation on the trade, tourism and investment programme to support the Commonwealth Games in 2022. He explained it had been part of the bid, albeit an additional programme that focused on legacy. Therefore, this sits outside of the Host City contract and the Council contribution.

He advised that they are still finalising the funding and in March the government agreed in principle to support this programme with £21.3m investment over a three year period, up to and beyond the Commonwealth Games in legacy terms. Contingent to this was securing c. 18% match funding, which has now been secured from the West Midlands Combined Authority (WMCA). There is also an aspiration to secure additional sponsorship income, although unusually the government funding is not dependent on this.

The aspiration for this is regional and the money will go to the WMCA. The majority of this will be channelled to the West Midlands Growth Company.

They have three milestones: the strategic business case was approved in March 2020, followed by the outline business case having been approved by the Department for Digital, Culture, Media & Sport (DCMS) Finance Committee and a full business case is being prepared for the November Finance Committee.

They will be using Commonwealth Day (8 March 2021 and 2022) to promote business opportunities in the region from the Games in our embassies.

In response to queries raised by committee members the following points were made:

- Local business awareness is a big challenge and a number of businesses may not know what the opportunities are. They are working very closely with Birmingham Chamber of Commerce, who have set up the Commonwealth Chamber of Commerce. They are also working closely with the universities, Federation of Small Businesses and the CBI.
- Starting early 2021 there will be communication on how businesses can get involved in this programme.
- The Organising Committee, with support from the Birmingham Chamber of Commerce, manage the procurement and contract opportunities for businesses directly through a strong commercial process.
- They need to know the local opportunities and initiatives such as the cycle hub idea mentioned by Cllr Straker Welds, as those are the types of initiative large companies may want to support. However, there was uncertainty as to the mechanism for this and it was suggested that it may be appropriate to bring those to the attention of Craig Cooper, CWG Programme Director, BCC.

- In response to contingency planning for Covid and any mobility restrictions still in place for the Games in 2022, Members were informed they had undertaken three scenarios in relation to a public health challenge, from the worst case to best case scenario and are reasonably well prepared. They have learnt from London, who had worked hard to accelerate their discounts and packages etc, post Games, that their biggest tourism boost was 12 – 18 months after the Games. Also, physical events with virtual add-ons is exciting as it can increase the number of participants.
- Priority markets were chosen using the Department of International Trade metrics on size of market, how much we export and forecast. There are some markets we want to invest in, e.g. African markets may be more lucrative in the long term.
- In relation to sponsorship, they are hoping that SMEs will have access to opportunities, and they will work closely with the Birmingham Chamber of Commerce to engage SMEs.
- The Chair would like to encourage communities to make use of Commonwealth Day and connecting it to International Women's Day, which is the same day (8 March).
- There is a Legacy and Benefits Committee at the Organising Committee and it was suggested Members may want a presentation.

RESOLVED

The update was noted.

6. ATHLETES' VILLAGE AND PERRY BARR RESIDENTIAL SCHEME

(See document No. 3).

Councillor Ian Ward, Leader and James Hamilton, Capital Programme Director attended for this item.

The Leader addressed the confusion that arose when the Organising Committee announced that the village at Perry Barr would not be utilised by athletes and officials to mitigate the risks caused by delays to capital schemes because of Covid 19. Instead they will be located at either the University of Birmingham, hotels at the NEC or at Warwick University. The idea seemed to have taken root that the housing would not be built at Perry Barr and the Leader re-iterated that the 2,000 new homes will be built and they will continue to fulfil the legacy.

The Leader gave the presentation and commented that the village site will be the best connected in the whole of Birmingham. There will be c.£180m going into supporting the redevelopment (the Government will be putting £148m into the Athletes Village; the West Midlands Combined Authority will be putting in £20m and there will be £15m through the Government and Local Enterprise Partnership for the Perry Barr railway redevelopment).

The City Council's contribution is £35.7m and the Council is carrying the risk and must sell the majority of the homes in phase 1 in order to recoup borrowing of c£300m to make the scheme work in its entirety.

In response to queries raised by committee members the following points were made:

- Although some athletes may now be staying nearer to their sports venues, the new arrangements could possibly be seen as a disadvantage by them, as there is an expectation from the athletes that they will all stay together on one site. However, in future a mix of hotels and university accommodation may be the way forward. In addition, there is a slight advantage that the costs will reduce as now building solely for legacy and building on the bus depot can be brought forward.
- There are other legacies too such as the redevelopment of the Alexander Stadium and the new Sandwell Aquatic Centre facilities.
- It was queried whether there is documentary evidence being developed about the process and experience and the Leader informed Members that there are time-lapse cameras at the Alexander Stadium and the village site capturing the work going on. Also, different communities will be recording their experience and therefore there will be a record of contribution.
- The Chair wanted to congratulate the Council and Organising Committee teams for dealing with the massive hurdle late in the day and the Leader undertook to pass this on.
- The alternative accommodation costs come out of the Organising Committee's budget.
- It was queried whether it will still be referred to as the Athletes' Village and the leader stated that it will probably still be referred to as the Village if not the Athletes' Village. Also, a running track will still be built around the edge of the site as a link to the Games.
- The Village will not be complete by the time the Games will take place in July 2022, so cosmetic work will be undertaken to make it presentable when visitors arrive in Perry Barr.
- James Hamilton was introduced by the Leader and he confirmed that the external façade will look like it is complete and there is also an opportunity to fast track phase 2.
- The Leader invited the Committee to visit the Village and Stadium sites to see progress being made and these may be added to the work programme.

RESOLVED:

The update was noted.

7. WORK PROGRAMME

(See document No. 4).

The Chair advised that the priorities discussed at the informal meeting have been listed on the work programme under priority issues and items to be scheduled. Also, Martin Green, Chief Creative Officer, will be attending the October meeting to discuss the Commonwealth Games Cultural Programme and Daniel Tomlinson will be discussing community engagement and will be picking up on the work the Committee has already started in this regard.

Councillor Martin Straker Welds asked whether the Committee could get a run down on the position of major arts organisations in the city in relation to Covid for the October meeting.

8. REQUEST(S) FOR CALL IN/COUNCILLOR CALL FOR ACTION/PETITIONS (IF ANY)

None.

9. OTHER URGENT BUSINESS

None.

10. AUTHORITY TO CHAIRMAN AND OFFICERS

Agreed.

RESOLVED: -

That in an urgent situation between meetings the Chair, jointly with the relevant Chief Officer, has authority to act on behalf of the Committee.

The meeting ended at 15:58 hours.