

BIRMINGHAM CITY COUNCIL

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

1330 hours on 4th November 2020, Online Meeting – Action Notes

Present:

Councillor Mariam Khan (Chair)

Councillors: Alex Aitken, Zhor Malik, Ron Storer and Martin Straker Welds

Also Present:

Craig Cooper, Commonwealth Games (CWG) Programme Director, Birmingham City Council

Matt Eagles, Head of Communications, Birmingham 2022 Commonwealth Games

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

Apologies were submitted on behalf of Cllr John Lines and Cllr Hendrina Quinnen.

3. DECLARATIONS OF INTERESTS

None.

4. ACTION NOTES

(See document No. 1).

RESOLVED:

The action notes for the meeting held on the 7th October 2020 were agreed.

5. DELIVERING EFFECTIVE ENGAGEMENT: BIRMINGHAM 2022 HOST CITY PROGRAMME

(See document No. 2).

Craig Cooper, CWG Programme Director and Matt Eagles, Head of Communications, Birmingham 2022 Commonwealth Games attended for this item.

Craig Cooper gave the presentation setting out what the Commonwealth Games means for Birmingham, how the Games will be delivered and the city's role in engagement, including how we inspire our communities. This is a joint approach and they are working with Matt Eagles' Team regarding communication and engagement to get every opportunity for residents.

Craig Cooper explained that the Games has become increasingly important for the city, not least because of Covid and it is important that this acts as a springboard for the city.

He highlighted that they are using the Games to accelerate the regeneration agenda and this includes the Smithfield site, which will be transferred from the Council to the Organising Committee, to allow them to use this as a sporting venue.

Members were informed about civic engagement and civic participation with volunteering being key. Also, public health and improving wellbeing is fundamental and they are working with partners to encourage physical activity.

This is very much about partnership working for delivering the best outcomes. The Government's lead is the Department for Culture, Media and Sport (DCMS). The DCMS, the Organising Committee and the City Council have signed the Host City Contract, which lays out the Council's obligations and responsibilities, working with partners to set the stage and get the benefits for citizens. Other partners include:

- The Department of Investment and Trade (DIT), who are working closely with the West Midlands Combined Authority (WMCA) on the tourism, trade and investment programme. £24m is being made available across the UK for attracting business.
- The Ministry of Housing, Communities and Local Government (MHCLG) has provided significant funding and support in Perry Barr etc.
- The West Midlands Police will be leading the security programme which is a significant endeavour with 72 nations and territories, members of the royal family and heads of state coming to the city.
- The neighbouring Local Authorities, in particular Sandwell which is building the aquatics centre.
- The Birmingham 2022 Organising Committee, which is led by Ian Reid, Chief Executive.

The Council's role is to prepare 'the stage' and deliver tangible benefits for the city and its citizens for generations to come and this includes:

- The build programme and capital works.
- Host City Operations and City Look: working with council colleagues in street scene and parks. Highways and transport also have an active role and they are working with Transport for West Midlands (TfWM). They are expecting 200,000 people a day during the Games and many of those will be residents.

- The Culture Programme: this includes a programme of activities before the Games and the £2m ward funding.
- The West Midlands Police is developing and training security staff so staff can go into jobs in the future.
- The West Midlands Combined Authority (WMCA) not only has responsibility for trade, tourism and investment but also jobs and skills.
- Colleagues in the Organising Committee are concentrating on their programme of works, this is very much about sustainability.
- DCMS is leading on activities and sports.
- Jonathan Tew, Assistant Chief Executive, BCC and Cat Orchard, Head of Community Partnerships, Commonwealth Games Project Team are focused on ensuring that benefits are retained as long as possible after the Games.
- Funding: £778m is being spent on the Games and as the host city the council has contributed £182m. Therefore, for every £1 the council puts forward, the Government is putting in £3, with this representing a significant amount of inward investment and opportunities for citizens and businesses.
- Licensing and Permits: the Leader has e-mailed all Members information regarding the consultation on the Games Act.
- Marketing and engagement: Dan Tomlinson's team is working with Matt Eagles' team and they play a key role in positioning communities and being clear as to what the Games means for everyone, providing education around it and how we excite communities and get them engaged and part of the celebrations.
- There are five key objectives that were committed to and all Directorates within the Council have a role to play and the Programme Director's role is to bring them all into play at the right time. This is a full Council endeavour about how we get the best benefits and make the Games come alive for our communities.
- There is a need to recognise that the Games isn't just about the two weeks during the Games, 28th July 2022 - 7th August 2022, as there is a lot of activity around the cultural programme before the Games, such as the Festival of Britain. Others include the BBC 100th anniversary, who are the host broadcaster for the Games and the Queen's Platinum Jubilee.
- The readiness and preparation activity has already begun and it is expected that the delivery plans will be developed by early next year.
- Inform, Educate and Excite: this is a significant endeavour and includes a survey of Members, staff and citizens, to understand people's sentiments and how they want to be communicated with, to ensure the pitch and tone of engagement is effective. Production of the Host City Engagement Strategy will be key and is being led by Eleri Roberts, Assistant Director Communications, Birmingham City Council.

Matt Eagles, Head of Communications, Birmingham 2022 Commonwealth Games gave a presentation and the main points included:

- Vision and mission is the 'Games for everyone' and it will bring people together, improve health and wellbeing, act as a catalyst for change, help the region to grow and put us firmly on the map.
- In March 2020 they launched a community programme 'United by Birmingham 2022' and this was a way for not for profit community organisations and

charities in and surrounding Birmingham to get involved. They had planned to visit these, however this has been curtailed by Covid. There are c.50 signatories and they are looking at digital engagement, such as the 'dinner with strangers' virtual event.

- Other recent launches include a celebration of Women in Sport and Hometown Heroes, celebrating local sporting leaders and volunteers.
- They are mindful that digital engagement does not reach all and so they are regularly writing to faith groups and civic leaders etc.
- Members were shown three videos showcasing the use of social platforms: 'Dinner with Strangers', the Mascot Summit and Hometown Heroes.
- Their communications strategy is essential and the partnerships' objective is to increase awareness and there is a big piece of work on informing and educating. Also, exciting people so they feel they are advocates and feel they can deliver action for the Games and the city is important.
- This will be delivered by geo-targetting and they have a venue portfolio that is spread around Birmingham and the West Midlands. This will become the platform as to how they engage in campaigns and conversations. For example, this will become the "Games for Perry Barr" or the "Games for Northfield" etc.
- In terms of the audience, a mapping exercise has commenced across the partnership and Members' assistance was requested in making them aware of people, organisations and areas they would like them to focus on, for example faith organisations and businesses.
- The intention is to build up a relevant engagement force that knows the city and the region and this will be interspersed with nationally-known ambassadors.
- They will be developing venue and geo-specific activation plans about traffic to ensure everyone know what is happening in and around their area in a timely way and partners are key to this.
- There will be a dedicated team and this month they will be appointing their lead engagement manager and in 2021 there will be three new local people to help deliver this within a coalition of partners.
- They will bring the Games to life through a series of events in different locations reaching into communities where people are, such as local sport clubs and high streets. Practical examples of physical presences such as basketball or cricket demonstrations were provided.
- They have the ambition of taking the sprint challenge out to communities and would welcome suggestions as to where this should go, obviously they are mindful of Covid.
- There will be giveaways, such as badges and water bottles.

In course of the discussion and in response to queries raised by Committee Members the following points were made:

- They promoted Dinner with Strangers using different channels, including radio, TV, their website, social media and direct e-mail. The event was oversubscribed and they would like to do another one. They will communicate this to the Committee in advance.
- The Mascot Summit: they worked with an education consultant to create key stage 1, 2 and 3 learning packs. These were made available on their website,

e-mailed direct and via various education networks. The pack went to 440 schools and the next stage is about how they take this mascot round school children.

- Women in Sport: There will be two more medals for women than men and the celebration of the women elite athletes is to be welcomed.
- Matt Eagles would like to have continuing dialogue with the Committee, especially in relation to how the Committee can add value and the Chair welcomed this.
- Craig Cooper stated that Members are advocates and can act as a voice in the communities and shine a light and help the Games come alive is fundamental. He suggested that the Committee could hold partners to account in delivery as well as Cabinet Members and Corporate Directors, who should have plans in place to get the very best out of the Games and question how they see their role of contacting hard to reach groups and ensuring no community feels left out, using the Games as a catalyst.
- This is a complex programme with a range of partners and Covid is presenting challenges to the capital work projects. Communication is also a challenge.
- In response to a question regarding ways to influence the schools' curriculum in relation to the Commonwealth. Members were informed of the intention that as part of the legacy work, the WMCA plans to ensure there is a piece of work around the Commonwealth that will be shared with schools. Craig Cooper suggested that he could attend a future committee meeting with colleagues to discuss this.

Drawing the discussion to a close the Chair thanked those attending and requested they keep the Committee updated on developments, be this via e-mail or via attending another committee meeting.

RESOLVED:

The update was noted and:

- Members to assist with the mapping exercise by informing Matt Eagles, Head of Communications, Birmingham 2022 Commonwealth Games (Matt.Eagles@birmingham2022.com) of people, organisations, groups and areas they would like them to focus on in their ward in relation to engagement.
- Craig Cooper, CWG Programme Director and colleagues to attend a future meeting to discuss the WMCA plans to ensure there is a piece of work around the Commonwealth that will be shared with schools.

6. WORK PROGRAMME

(See document No. 3).

The Chair advised that there are plans to ensure that the work programme is aligned and supportive of the Commonwealth Games. Also, other areas of the Committee's remit will be looked at. In addition the Sustainability and Transport O&S Committee

will have an update on the Games transport plan at their next meeting and details will be shared with this Committee.

Cllr Martin Straker-Welds stated that community engagement is key and requested suggestions / a menu of activities on what Members can practically do and be involved in relation to the Commonwealth Games.

RESOLVED:

- The work programme was noted and officers will have conversations with the Council's team and Organising Team to provide suggestions / a menu of activities on what Members can practically do and be involved in to support community engagement for the Commonwealth Games.

7. DATE AND TIME OF NEXT MEETING

RESOLVED:

The date of the next meeting on the Wednesday, 2nd December at 1.30pm was noted.

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 15:35 hours.