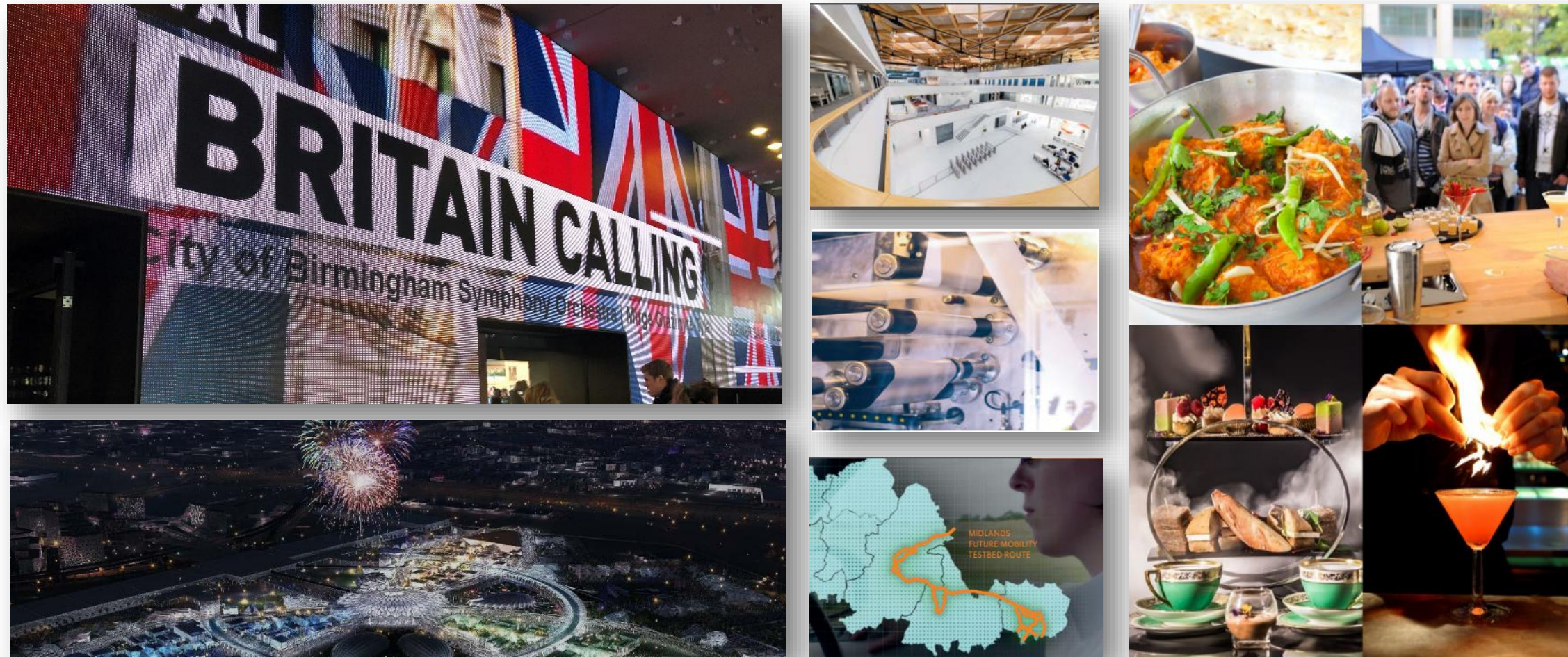


TRADE, TOURISM AND INVESTMENT PROGRAMME

Stakeholder update (post-OBC)



Funders:



Department for
Digital, Culture,
Media & Sport



West Midlands
Combined Authority

Delivery partners:



Department for
International Trade



VisitBritain™



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Agenda

- Background and context
- Programme status
- Governance and delivery model
- Strategic objectives
- Markets and sectors
- Insights from other Games
- Programme milestones
- Business opportunities
- Managing risk

Birmingham 2022 is a once-in-a-generation opportunity to showcase the UK to international investors, businesses, entrepreneurs, students and visitors.



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Programme status

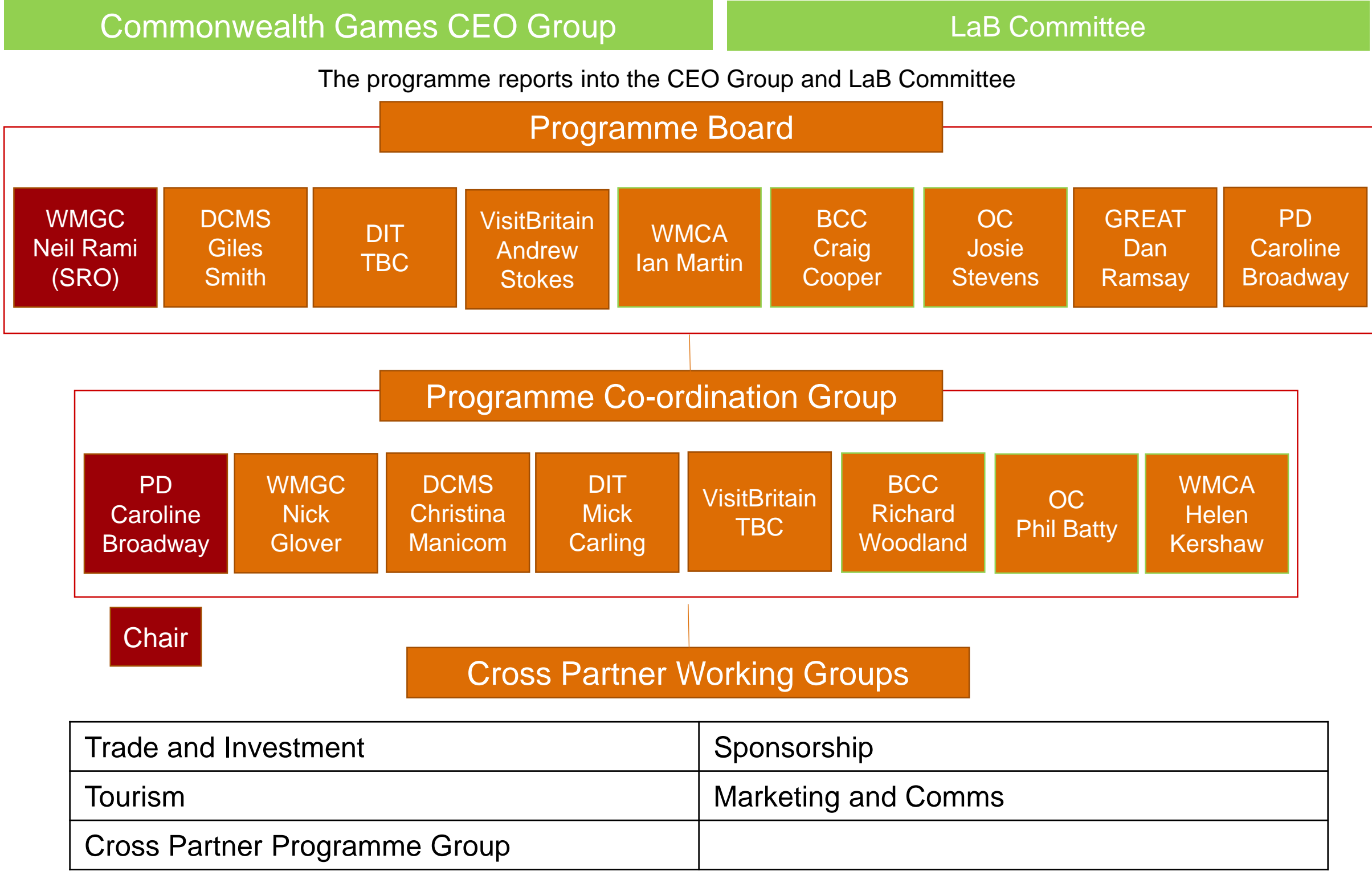
- **Successful bid to central Government for £21.3m,** towards a £23.9m programme
- Three year programme, supporting **the UK and West Midlands Industrial Strategy**
- Games legacy programme, to **help the region grow and succeed** and **to put the West Midlands on the map**
- Work underway to become the **first officially accredited** Trade, Tourism and Investment programme
- One further gateway to **unlock the central Government funding** - Full Business Case (FBC)



A delivery partnership

Partner	Primary roles
Department for Digital, Culture, Media and Sport	Sponsoring department for the Games and the programme.
West Midlands Combined Authority	Accountable body for regional funding for the programme. Host region for the Games.
Birmingham City Council	Host city for the Games.
West Midlands Growth Company	Lead delivery partner for the programme, working on behalf of the WMCA.
Department for International Trade	Delivery partner for national trade and investment elements of the programme.
VisitBritain	Delivery partner for international tourism elements of the programme.
Organising Committee	Plans and delivers the Games.
CGF Partnership	Leads the commercial programme for the Games.

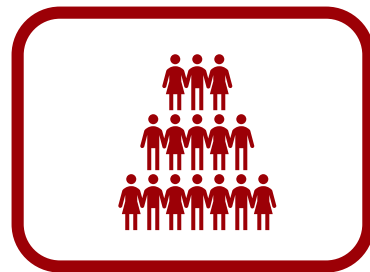
Providing oversight and direction



Strategic objectives

The programme aims to drive long-term economic benefits by boosting the West Midlands' and UK's global reputation as a world-class destination for trade, investment and tourism by showcasing Global Britain.

Economic benefits:



Attract additional visitors
to the West Midlands
and to the UK



Secure of new overseas
investment into the West
Midlands and to the UK



Create of additional export
deals for the UK, with for
West Midlands businesses

Enhance perceptions of the UK and West Midlands

Strengthen the UK's relationship with other nations

Targeting Commonwealth nations

Audience: Commonwealth leaders, C-Suite business, policy makers, investors, influencers and buyers; UK business audiences and export-ready SMEs; leisure and business visitors.



Markets:

- **Priority markets:** UK, India, Canada, Australia, Singapore and Malaysia
- **Secondary markets:** other Commonwealth countries, selected business/influencers from US, China and UAE

Focused on the Industrial Strategy

Target sectors:

- Four market opportunities
- Regeneration / capital investment
- Tourism, arts and culture
- Sports economy

West Midlands Industrial Strategy Market Opportunities:



Future
Mobility



Data Driven
Healthcare



Modern
Professional
Services



Creative
Technologies



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Building on past performances



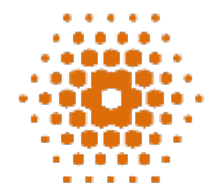
A transformational event, which saw 750 acres of East London regenerated. Generated £9.9bn boost in trade and investment within two years, with a 2m increase in international visitors.



Swept away old assumptions about the city and presented a modern, fresh face to the world. Increased investment and secured 31 new conferences.



Displayed the area as a hub for major events to leave a lasting legacy. Increased trade, tourism and investment is estimated to have delivered a net benefit of 2.5bh AUS\$.



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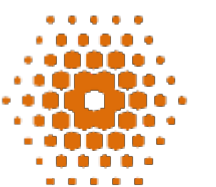
Turning insights into action (part 1)

Insight

1. Start early, build up to the Games and ensure sustained follow-up. A large portion of impacts are generated after the event, building on capacity and momentum earlier in the programme.
2. Seize opportunities to build awareness using other events and build up occasions such as the Queen's Baton Relay to establish early penetration into priority markets and engage stakeholders.
3. A physical venue with dedicated business lounges for formal meetings and impromptu networking create a focal point for engaging with strategic delegates during the busy Games period.
4. Professional conference organisers are vital to ensure a high-quality programme of speakers, signature events, integrated registrations and social media influencers to champion the event and the host location.
5. Explore events offering bespoke training and/or mentoring, which draw from expertise around the Commonwealth on trade and investment, and attract international industry champions.

Action

- Develop a three-year programme launching early in 2021 and running through to one year after the Games, in July 2023.
- Showcase events in priority markets and the West Midlands envoy will run alongside the Queen's Baton Relay, supported by four major campaigns.
- UK House will be a focus point during the Games, creating a central hub for strategic delegates. A business hub will also be available for investors.
- UK House will be organised by the DIT World Events Team working with an events agency. At regional level, experienced event managers will support a high quality delivery.
- DIT Midlands are leading on a programme of training on Commonwealth markets, working with its in-market experts and tapping into expertise from around the Commonwealth.








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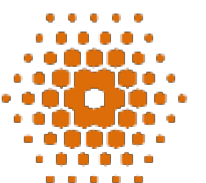
Turning insights into action (part 2)

Insight

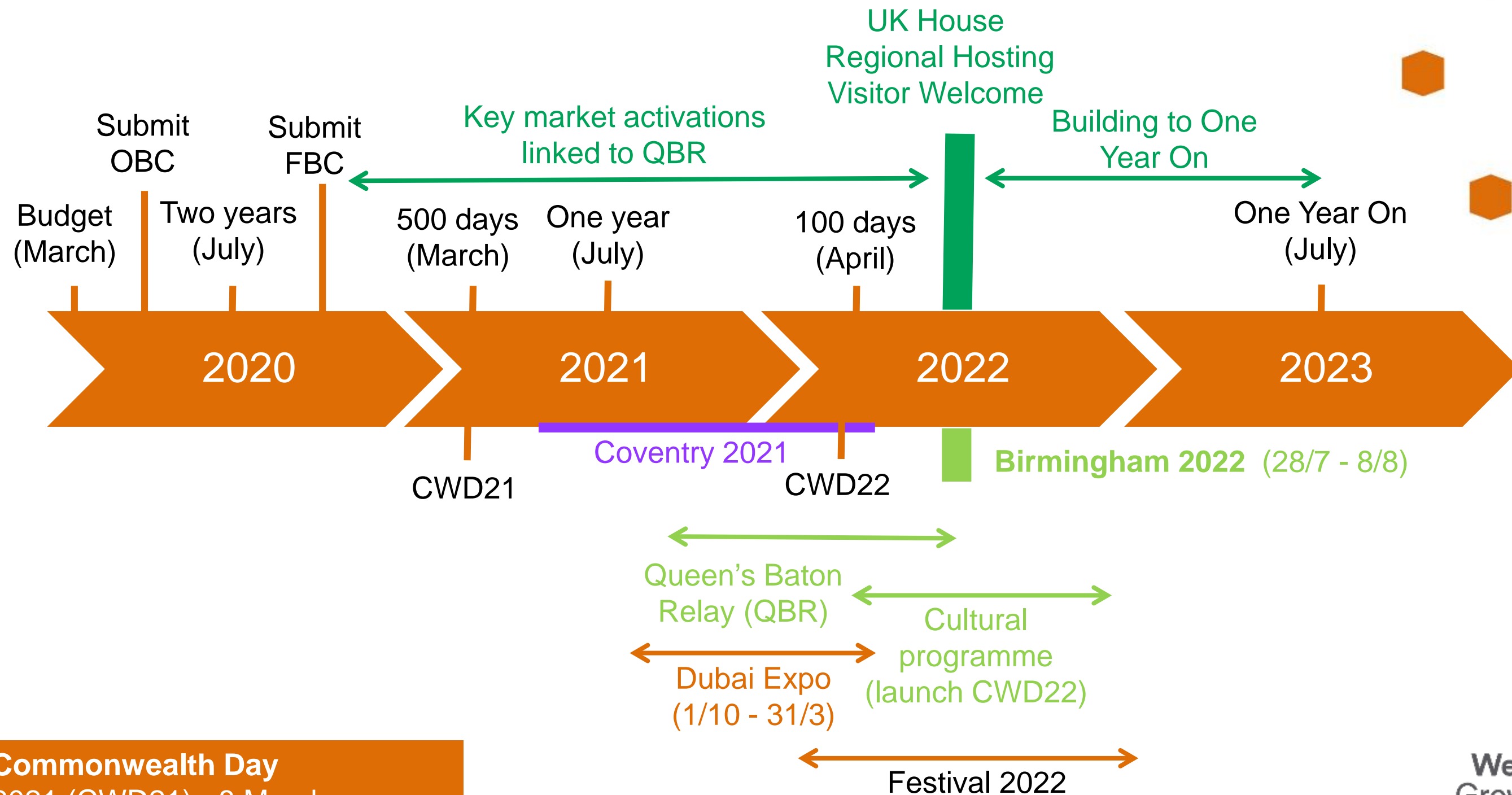
6. Partnership working between the different tiers of government, agencies and the Games Organising Committee are vital to ensure opportunities are fully grasped and to pre-empt upcoming problems.
7. Tourism, trade and investment business programmes should be closely integrated from the outset with the main sporting event to fully leverage branding and other promotional opportunities.
8. Planning needs to ensure the programme expands the economic impact, rather than reallocating it between companies, ensuring that tourism and other events unconnected to the Games are not adversely affected in unintended ways.
9. Domestic visitors will make up the lion-share of attendees. Enduring benefits can be generated from this audience by encouraging visitors to spend more and return to the host venues for follow-on events in subsequent years.
10. Earlier consideration of evaluation requirements will help ensure that data collection and evaluation processes are properly designed to capture the breadth of achievements over the lifetime of the impact period.

Action

- 
- The programme has a governance structure that supports partnership working, including the Games Organising Committee.
- 
- The programme seeks to be the first officially accredited trade, tourism and investment programme – breaking new ground on this.
- 
- Wider tourism will be supported with a domestic campaign pre and post Games, focusing on the destination. The programme has a focus on supporting businesses to grow through a range of opportunities.
- 
- Games data has been requested for targeted marketing and digital development will ensure capture through owned channels. The development of digital platforms and pop up tourist information will increase spend.
- 
- Evaluation developed alongside the programme and in partnership with the development of the Games evaluation. Best practice has been taken from plans for the World Expo in Dubai.



Programme milestones



Games-readiness

Ensuring businesses across the region feel the benefit of the Games

- Visitor welcome workshops for hospitality, retail and transport staff
- Export support and promotion, to enable businesses to capitalise on new trade opportunities



Business sponsorship opportunities

Sponsorship can protect and support the achievement of the B2022 core sponsorship objectives.

The main aims are to create a legacy, engage the right partners and build strategic relationships.

Objectives:

- Generate revenue to support the programme
- Bring on board sponsors that are aligned with the strategic objectives of the programme
- Deliver a structured, engaging approach to account management of sponsors to ensure significant activation spend and amplification of the programme
- Ensure links with sponsors are beyond the Games and have a positive lasting legacy in Birmingham and the West Midlands

NB: current programme delivery plans are fully funded



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Impact of market conditions

Opportunities

- Free trade agreement discussions with Commonwealth countries creating increased interest from these markets
- Investors seeking to ensure access to the UK market post-Brexit
- Reshoring or localisation of operations to help in future resilience for supply chain gaps and diversification
- Embedding the programme as a core part of regional and national recovery
- Demonstrate global leadership in healthcare science dealing with the pandemic
- Retain focus on being a leader of a free market global economy, post-Brexit

Threats

- UN predicts global greenfield FDI could be down 40% this year
- Capital investment likely to focus on 'core' markets like London, rather than the West Midlands
- Tourism sector is hardest hit and likely to feel longest impact
- Travel restrictions could impact on plans and attitudes to safe to travel. Could restrict tourism potential
- Increased costs due to impact on travel sector and exchange rate risk

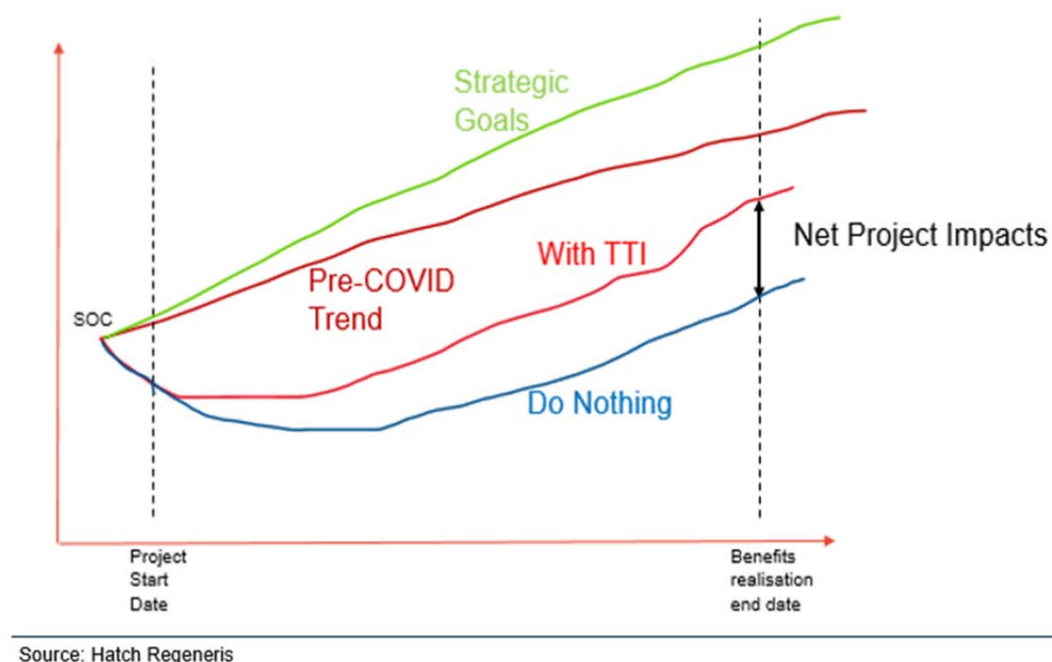
Operating in unprecedented time, responsiveness to changing market conditions will be key



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COVID-19 impact

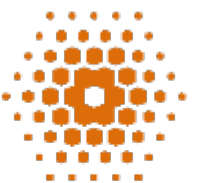
- Initial analysis of the C-19 impact has been undertaken, which highlights the importance of the programme to economic recovery and resilience in the region. Strategically the programme fits with wider West Midlands C-19 resilience and recovery priorities, and current thinking about post-outbreak activity at a national level.



Three scenarios have been looked at using sensitivity analysis, which show that there is significant headroom so that in all but the most extreme circumstances it continues to deliver a good return on investment.

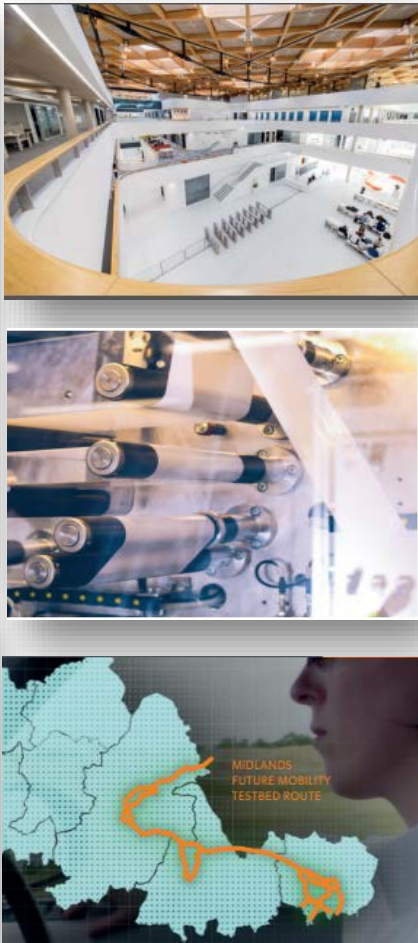
In summary

- Birmingham 2022 is a once-in-a-generation opportunity to showcase the UK to international investors, businesses, entrepreneurs, and visitors
- The £24m invested into the programme will deliver a significant uplift in trade, tourism and investment
- The programme has been designed to support post COVID-19 (C-19) economic recovery and inclusive growth, and deliver a lasting economic legacy from the Games
- Focused on the West Midlands, with much of the delivery in the region, supporting the levelling up agenda
- Delivered in partnership, at national and regional level, building on learnings from previous Games



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Questions



Funders:



Delivery partners:

