

Birmingham City Council

Report to Cabinet

13 October 2020



Subject: 2019 Major Events Review
Report of: Acting Director Neighbourhoods
Relevant Cabinet Member: Councillor Ian Ward - Leader
Relevant O &S Chair(s): Councillor Mariam Khan, Commonwealth Games, Culture & Physical Activity O&S Committee
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Are specific wards affected?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No – All wards affected
If yes, name(s) of ward(s):		
Is this a key decision?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
If relevant, add Forward Plan Reference: 007968/2020		
Is the decision eligible for call-in?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Does the report contain confidential or exempt information?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
If relevant, provide exempt information paragraph number or reason if confidential: -		

1 Executive Summary

- 1.1 In 2019 Birmingham played host to an impressive number of large scale national and international sporting events which inspired and engaged local, national and international audiences from around the world.
- 1.2 As well as providing some of the defining sporting moments of 2019, our major events provided the opportunity for tens of thousands of residents to take part in mass participation events, once again reaffirming Birmingham's status as being one of the premier sporting cities.

- 1.3 A report was commissioned to review last year's events to demonstrate the increased City profile and economic benefits derived from such events. The work will also form a baseline to inform future decision making and the developed of a Major Events Strategy. The resulting document is attached in Appendix 1.

2. Recommendations

- 2.1 To note the contents of the 2019 Major Events review (Appendix 1), and in particular that the City's investment in major events delivered in excess of £75m economic benefit to the city.

3. Background

- 3.1 In 2019 Birmingham was host to four world class sporting events
- Gymnastics World Cup
 - ICC Cricket World Cup
 - Athletics Diamond League
 - Badminton All England Championships
- 3.2 Alongside this there were many more sporting events of national importance as well as significant mass participation events to get people involved in physical activity. Some of the key events in which residents participated included;
- Great Birmingham 10k run
 - Great Birmingham Half Marathon
 - HSBC Let's Ride
 - Velo Birmingham and Midlands
 - Birmingham Community Games

These events bring with them a host of positive impacts, with our target impacts revolving around achieving an international profile and delivering a local economic impact. Some of the highlights from individual events are set out below;

- Indoor Athletics Grand Prix – 7270 people visited the city to attend this event from all over the UK
- Gymnastics World Cup – watched on BBC TV by more than 1.3 million people as well as being shown in numerous other countries worldwide.
- Badminton All England Championships – being the most prestigious badminton tournament in the world, this was broadcast to 239 million households worldwide and generated a spending of £1.7m by visitors to this event.
- Velo Birmingham and Midlands - had participants from over 36 different countries and raised more than £1 million for charities and good causes.

- Cricket World Cup and 1st test at Edgbaston – had 350,000 visitors and generated a £68.2m economic impact
- HSBC Let's Ride -10,000 people took part of which 48% were new participants
- British Athletics Championships – generated over 800 hotel bed nights in the city
- The Birmingham Great Run events – generate a £4.2m economic impact with 67% of those participating having an improved impression of the area

3.3 The report is our first review of major events and uses data recorded last year. It is recognised that in future we will need to work with event providers to record the impacts of events in comparable ways to ensure that a cumulative impact can be measured and improved upon, however some key impacts can already be drawn. These include;

- 530,000 visitors to events
- 12,192 hotel bed nights linked to events
- £75m economic impact
- 2,000 of the world's top athletes/players delivering inspiring performances
- 31,500+ people inspired to play more sport
- 10,000 volunteering hours

and between them these make a significant contribution to the outcomes within the Council Plan.

3.4 Birmingham has become synonymous with hosting large scale events and is an attractive location for national governing bodies, international federations, rights holders and event owners because of its geographic location, scale, size of population, wealth of infrastructure and world class facilities. Over the coming months we will seek to take the learning from the review and develop a framework for our approach to major events going forward ensuring that the events we target in the future are delivering maximum impact against the outcomes being sought.

4. Options considered and Recommended Proposal

4.1 The report has been commissioned externally to capture the impacts of the major events hosted by the city. There are no alternative options to consider.

5. Consultation

5.1 The Chair of Commonwealth Games, Culture & Physical Activity O&S Committee has been consulted on the report

6. Risk Management

6.1 There are no risks associate with the report.

7. Compliance Issues:

7.1 How are the recommended decisions consistent with the City Council's priorities, plans and strategies?

7.1.1 The report sets out in Appendix 1 (page 25) how major events contribute to outcomes within the Council plan 2018-2022.

7.2 Legal Implications

7.2.1 There no legal implications associated with the major events review.

7.3 Financial Implications

7.3.1 There are no financial implications associated with this report. In 2019/20 the Major Events budget was £1.5m.

7.3.2 The cost of the commissioned report was £8,800.

7.4 Procurement Implications (if required)

7.4.1 There are no procurement implications associated with this report

7.5 Human Resources Implications (if required)

7.5.1 There are no employee related implications associated with this report

7.6 Public Sector Equality Duty

7.6.1 The report is for noting and there are no adverse impacts associated with the decision.

8. Background Documents

8.1 None

List of appendices accompanying this report:

Appendix 1 Birmingham Major Events Review 2019