

**BIRMINGHAM CITY COUNCIL**

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

**1330 hours on 13<sup>th</sup> January 2021, Online Meeting – Action Notes**

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**Present:**

Councillor Mariam Khan (Chair)

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

**Also Present:**

Rachel Dixon, Stakeholder Engagement Executive for CWG Programme Team

Eleri Roberts, AD, Communications

Ceri Saunders, Acting Group Overview & Scrutiny Manager

Amanda Simcox, Scrutiny Officer

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**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](http://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 apologies were submitted on behalf of Cllr Alex Aitken for lateness.

**3. DECLARATIONS OF INTERESTS**

None.

**4. ACTION NOTES**

(See document No. 1).

**RESOLVED:**

The action notes for the meeting held on the 4<sup>th</sup> November 2020 were agreed.

## **5. BUILDING A NARRATIVE – UPDATE FROM COMMONWEALTH GAMES PROGRAMME SURVEYS**

Eleri Roberts, AD, Communications and Rachel Dixon, Stakeholder Engagement Executive for the CWG Programme Team attended for this item.

The main points in the presentation included:

- The AD predicated that Covid has impacted on how the Council is communicating and its focus. Naturally they are focusing on public health messaging and supporting campaigns about keeping our city safe, informing people of what they can do to make sure they keep safe and stop the spread.
- The Commonwealth Games host city narrative is about articulating the city's ambition and delivering the Games and its legacy. They are looking at bringing this into one narrative through engagement, looking at what people want from the Games, and that is why they undertook the survey.
- It was highlighted that the narrative should include our vision and how we are going to capitalise on hosting this international event. When looking at the results of the survey, Members were reminded that this was conducted when we were out of lockdown and people were thinking about Christmas and some of this is reflected in the uptake and the survey results.
- The survey was conducted across the city and includes council employees and elected Members, as it is felt that they are also important stakeholders.
- How informed people felt they were, and how they would like to be communicated with are examples of some of the questions.
- They received 615 responses with the majority of these coming from citizens. It was acknowledged that there is probably work to be done in relation to engagement with elected Members and employees. However, the take-up figures might reflect elected Members and employees are dealing with Covid on the frontline and therefore the Games was not particularly foremost in their thinking.
- It was hoped that next time the survey is conducted people will be less worried and they will be looking forward to having something to be excited about.
- Respondents thought that some of the benefits of the Games in the city included increasing the city's profile and improved infrastructure.
- The context must be looked at in relation to the impact of Covid and officers are mindful about the messaging and the need to balance the tone, considering the economic situation and people's feelings.
- 73% of respondents would like to be informed and therefore they will be doing more work around that, and they are about to launch a micro site that will help them to put all the information about the Games into one space so it is easy to find. They are also working closely with the Organising Committee, who are doing a huge amount of promotion for the event.

- There is a strong preference for digital communication, and they are growing this on twitter etc.
- This survey was a temperature check and the next step is to develop the narrative, and there will be more regular surveys so they can see where there may be issues.

In the course of the discussion and in response to queries raised by Committee Members the main points included:

- Members acknowledged it is a weird time to be conducting a survey.
- The tone and positioning need to be done with the backdrop of everything that is happening in relation to Covid. Officers are working with the Organising Committee and are mindful about tone and this being a difficult time for people. Also, in a year's time the City might not be fully recovered financially or emotionally, and officers want to ensure the Games are celebrated, but also recognise that this may not be the right time for everybody to hear about the Games.
- The Organising Committee last year changed their focus to be more about bringing communities back together and what people are and may be still going through. Therefore, they are looking at what is right and appropriate.
- The Organising Committee will be promoting the events, such as women's sport and the Council will amplify this through their media channels.
- The survey was a temperature check and the 12,000 figure quoted relates to the City Council having c12,000 employees who were sent the survey. Members requested a breakdown of the survey, including demographics and it was agreed that a more in-depth paper will be shared with Members.
- The survey was conducted via the Council's Be Heard consultation platform, and promoted via the Council's social media channels and the Get Set newsletter etc.
- There are some questions that will be repeated in future surveys, such as how people wish to be informed and do they feel informed. This will enable them to do a temperature check and measure success with the work they are doing in relation to engagement and communication. There will be other questions that will be added as and when appropriate around some of the other activity.
- Officers have seen a strong uptake in engagement with the Council in general throughout the pandemic, as people turn to the Council to find out what is going on, because we are seen as a trusted source. Also, officers have learned through Covid how to better communicate with some of the groups in the City who are normally quite disengaged from the Council. This learning will assist with increasing engagement with the Games.

**RESOLVED:**

The update was noted and Members to receive an in-depth paper on the survey.

## **6. HOW TO KEEP INFORMED AND ENGAGED IN THE COMMONWEALTH GAMES PROGRAMME – MEMBER ENGAGEMENT UPDATE**

Eleri Roberts, AD, Communications and Rachel Dixon, Stakeholder Engagement Executive for CWG Programme Team attended for this item.

Eleri Roberts continued with the presentation and the main points included:

- They were using the inform, educate and excite approach to the way they are undertaking communications and engagement with Members.
- They are preparing the infrastructure, such as the capital programme and keeping people engaged with this. They are also ensuring people are connected into what the Games will involve and inspiring people so there is a lasting legacy.
- They have productive engagement with Members that is not just about putting information out but is also actively getting Members involved.
- In the last six months they have reviewed the way they were undertaking engagement and they have created the Proud Host City Members' Forum. This is a space for Members to come and get involved and hear what is going on. They are bringing in external people into this space to present to Members.
- Core channels include communications that are sent out to staff and citizens, and the micro site will be coming online shortly.
- The Get Set newsletter was launched in September 2020, and there were two newsletters last year, and they will continue to ramp this up. They received a satisfactory response rate of Members that opened the newsletter.
- The Proud Host City Members' Forum has had two meetings since it has relaunched (15 October 2020 and 2 December 2020). They have aimed to make the topics interesting to Members and they have brought in external Games partners such as the West Midlands Police to talk about what they are doing around communications, and safety and policing matters. They have also had Ian Reid, Chief Executive Officer, Birmingham CWG, Organising Committee (OC) talking about what the OC are doing and they are hoping to do more place-based activity, obviously Covid has impacted on this.

In course of the discussion and in response to queries raised by Committee Members the main points included:

- The nuances as to how we engage with communities who have been particularly affected by Covid is important, and officers are working on setting the tone and how they can assist Members with this. As we get nearer the Games this will be about rebuilding communities and helping to get people back together. It is suspected that the impact of loneliness will have a longer term affect. They are having conversations with the OC as to how they can use the Games to try and rebuild community spirit and bring people back together.
- They will maintain the links the Council has built with communities during Covid to assist with work around the Games.
- There are a lot of sports leagues that are operating in the city who are saying they have not been contacted. Therefore, there are c.4,000 – c5,000 participants who can be contacted, and information on these groups can be obtained from an officer within the Council who deals with the bookings. The

AD informed Members that she will feedback on what is being done and what needs to be done to involve sport groups.

- It was disappointing that only 18 elected Members responded to the survey and it was queried how the Committee could play a more pivotal role in getting more elected Members onboard. The AD recognised that when the survey was undertaken in September Members were busy helping communities and therefore distracted by community based issues. Going forward, the more noise that comes from the Organising Committee, such as the mascot launch and tickets going on sale will see more information about volunteering and how to get involved and this will spark people's interest.
- It would be helpful if Members could get involved in the Proud Host Members' Forum and look at what is coming up on the agenda. This feedback will help them shape what they are doing.
- The AD confirmed she is happy to attend ward forums although there may be more appropriate officers who can talk about the capital programmes, if that is what is being requested.
- It was suggested that to get more Members involved officers could contact the four party leaders asking them to assist with this.
- The Festival of Britain is being led by Martin Green, Chief Creative Officer, Birmingham 2022 Commonwealth Games, OC which is happening during 2022 and there should be exciting opportunities arising from that.
- The Chair advised if Members have suggestions as to how to improve Member engagement to e-mail either herself or the officers present.
- Invitations to the Proud Host City Members' Forum and the newsletter are due out later this month.

The Chair thanked the officers for attending and stated that there is a need for this to be an ongoing conversation and therefore the Committee will continue to be involved. The Chair committed to all Members responding to the next survey and encouraging colleagues to also complete the survey.

**RESOLVED:**

The update was noted and Members to receive feedback on what is being done and what needs to be done in relation to involving sport groups in the City.

**7. WORK PROGRAMME**

(See document No. 3).

The Chair advised that the Committee had been undertaking a piece of work on engagement, however it had not been possible to continue this due to Covid. Therefore, the Chair will be meeting with officers to discuss how the Committee can best add value over the coming months and extended an invitation in case any of the Committee Members also wished to be in attendance.

It was suggested that one of the Committee meetings could be used to engage with all Members.

**RESOLVED:**

- The work programme was noted.

**8. DATE AND TIME OF NEXT MEETING**

**RESOLVED:**

The date of the next meeting on Wednesday, 3<sup>rd</sup> February 2021 at 1.30pm was noted.

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

None.

**10. OTHER URGENT BUSINESS**

None.

**11. 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.

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The meeting ended at 14:47 hours.