

# **BIRMINGHAM CITY COUNCIL**

## **COMMONWEALTH GAMES, CULTURE AND PHYSICAL ACTIVITY OVERVIEW AND SCRUTINY COMMITTEE**

**WEDNESDAY, 12 JANUARY 2022 AT 13:30 HOURS**  
**IN ON-LINE INFORMAL MEETING, MICROSOFT TEAMS**

### **A G E N D A**

**1      NOTICE OF RECORDING/WEBCAST**

The Chair to advise/meeting to note that this meeting will be webcast for live or subsequent broadcast via the Council's meeting You Tube site ([www.youtube.com/channel/UCT2kT7ZRPFCXq6\\_5dnVnYlw](https://www.youtube.com/channel/UCT2kT7ZRPFCXq6_5dnVnYlw)) and that members of the press/public may record and take photographs except where there are confidential or exempt items.

**2      APOLOGIES**

To receive any apologies.

**3      DECLARATIONS OF INTERESTS**

Members are reminded that they must declare all relevant pecuniary and non pecuniary interests arising from any business to be discussed at this meeting. If a disclosable pecuniary interest is declared a Member must not speak or take part in that agenda item. Any declarations will be recorded in the minutes of the meeting.

**3 - 8**

**4      GET SET FOR THE GAMES**

Rachel Dixon, Programme Engagement Deputy Lead and Sarah Boundy, Engagement Lead - Birmingham 2022 Commonwealth Games, Birmingham City Council in attendance.

**9 - 16**

**5      WORK PROGRAMME**

For discussion.

6 **DATE AND TIME OF NEXT MEETING**

9 February, 2021 at 1330 hours.

7 **OTHER URGENT BUSINESS**

To consider any items of business by reason of special circumstances (to be specified) that in the opinion of the Chair are matters of urgency.

# **Birmingham 2022 Commonwealth Games**

## **Get Set for the Games Campaign**

CWG, Culture and Physical Activity O&S Committee

12 January 2022

# The campaign to get residents and businesses set for the Games

**GET SET  
FOR THE  
GAMES**  
28 JULY - 8 AUG



**BE BOLD BE BIRMINGHAM**

# What's coming up?

2022



## January

- Final Games Transport Plan published (Transport for West Midlands)
- Official launch of Get Set for the Games campaign (6 months to go)

## Jan-Jun

- Engagement activity required to support test events and live sites
- Authorisation process for Advertising and Trading permissions opens. Briefings and awareness raising activity for potentially affected parties

## Feb-Jun

- Community drop-in and virtual sessions, letters and leaflet drops
- Travel Demand Management – visual campaign 'plan your journey'
- Engagement with Business Improvement Districts, key developers along the GRN and around Games venues, liaison with large operators, i.e., freight and logistics

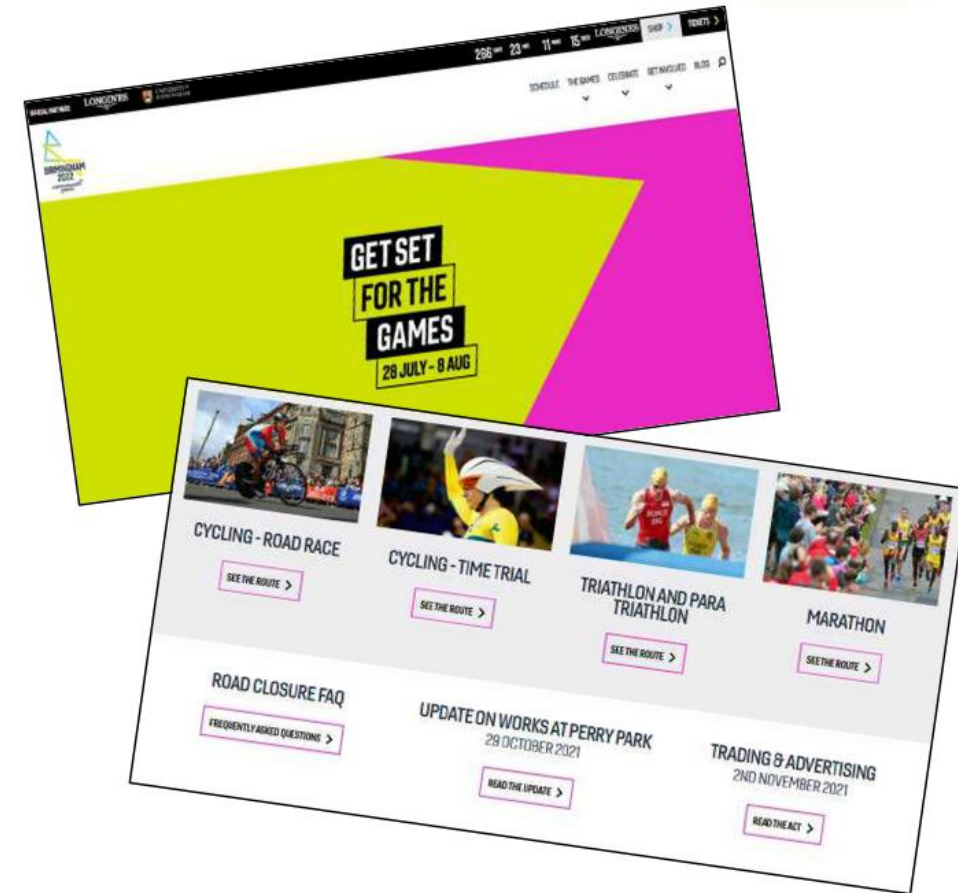
## Apr-Jul

- Temporary works around venues and road race routes

# Communications channels

- B2022 website
- Social media
- E-newsletters
- Internal BCC comms
- Contact Centres
- Direct mailings, emails and 1-2-1 calls as required

**GET SET  
FOR THE  
GAMES**  
28 JULY - 8 AUG



**B2022 Get Set for the Games dedicated portal**

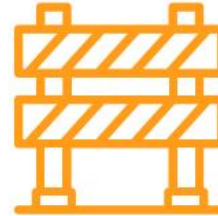
# Ensuring inclusive & accessible engagement



Ensure approach is fair for residents and businesses.



Identify demographics including protected or seldom heard groups.



Identify and mitigate against potential barriers to participation.



Ensure methods do not disadvantage any protected groups from participation.

**Thank you for listening.**

**Any questions?**





## Commonwealth Games, Culture & Physical Activity O&S Committee: Work Programme 2021/22

**Chair:** Cllr Mariam Khan

**Deputy Chair:** Cllr Gurdial Singh Atwal

**Committee Members:** Cllrs: Mohammed Azim, Morriam Jan, John Lines, Yvonne Mosquito, Ron Storer and Martin Straker Welds

**Officer Support:** Acting Group O&S Manager: Ceri Saunders (303 2786)

Scrutiny Officer: Amanda Simcox: (675 8444)

Committee Manager: Louisa Nisbett (303 9844)

### 1 Terms of Reference

- 1.1 'To fulfil the functions of an Overview and Scrutiny Committee as they relate to any policies, services and activities concerning the Commonwealth Games; arts and culture; libraries and museums; sport; events and physical activity'.

### 2 Members Proud Host City Forum

- 2.1 Elected Members are also invited to attend the Members Proud Host City Forum. This is an informal group meeting open to all Elected Members. Guest speakers from across Commonwealth Games (CWG) partnership are invited, alongside officers from the council. Dates and topics:

- 20 May 2021 at 17:30 - 18:30. Topic: CWG volunteering. Andrew Newman, Laura Easton and Lee Marsham from the Organising Committee (OC) were guest speakers.
- 24 June 2021 at 17:45 - 18:30. Topic: CWG tickets. Elizabeth Howells, from the OC was the guest speaker.
- 15 July 2021 at 17:30 - 18:30. Topics: Birmingham 2022 update (Lee Marsham, OC), Creative City Grants (Lydia Harrington, OC), and Perry Barr Regeneration (Rebecca Farr, BCC).
- 23 Sep 2021 at 17:30 – 18.30. Topics: Birmingham 2022 updates (Lee Marsham, OC), and West Midlands Police community engagement (Donna Jones and Helen Thompson West Midlands Police).
- 21 Oct 2021 at 17:30 – 18.30. Topics: Queen's Baton Relay (Rose Jackson, Birmingham 2022), Birmingham 2022 'Look Book' (Dan Tomlinson, Birmingham City Council).



### 3 Priority Issues and Items to be Scheduled

- 3.1 The following were highlighted at the informal meeting on 8<sup>th</sup> July 2020 as potential priorities to be followed up through the work programme:
- (a) There is an opportunity for the committee to track the participation of women in sport – a possible place to start would be to invite key women who have achieved in the sporting arena to provide their input to the committee.
  - (b) To continue the work on community engagement already begun, community representatives including possibly representatives from Commonwealth countries could be invited to talk to the committee (remotely) about how we can work together to promote the CWG.
  - (c) Engage with small voluntary and arts organisations on what they would like to see happen/how they can get involved.
- 3.2 Members would like to invite Directors within the Council to future committee meetings to discuss their plans for their Directorate in relation to supporting the Games (**taking place from 28 July to 8 August 2022**) and the Games legacy. In the last municipal year, the Policy Insight and Prevention Directorate - Jonathan Tew, CWG Legacy Lead & Assistant Chief Executive; Waqar Ahmed, AD, Community Safety and Resilience; and Eleri Roberts, AD, Communications from the Policy Insight and Prevention Directorate attended the 7<sup>th</sup> April 2021 committee meeting. The other Directorates have been programmed into the 2021/22 work programme.
- 3.3 The culture programme and how we engage with communities to be added to the work programme.

### 4 Meeting Schedule

- 4.1 Below is the list of committee dates and items. However, Members may want to use some of these dates for other things, such as visits and informal briefings etc.

Date & Time (1.30pm)	Items	Officers / Attendees
8 June 2021 @12.30 Informal Meeting	Commonwealth Games: Safety, Resilience and Health Protection Workshop	Jonathan Tew, CWG Legacy Lead & Assistant Chief Executive; Waqar Ahmed, AD, Community Safety and Resilience; Michael Enderby, Head of Resilience; Dr Mary Orhewere, AD, Environmental PH and Health Protection & Janet Bradley on behalf of Mark Croxford, Head of



Date & Time (1.30pm)	Items	Officers / Attendees
		Environmental Health
	Future Work Programme Discussion	
28 July 2021 @ 2.30pm  Report Deadline: 5 July 2021	CWG: City Operations Directorate  Building the stadium and involved in City Readiness for matters such as parks  Above and beyond core games deliverables: <ul style="list-style-type: none"> <li>• What is the City Operations Directorate doing to exploit the opportunity presented by the CWG</li> <li>• What is Street Scene doing to exploit the opportunity presented by the CWG</li> <li>• What are Regulations and Enforcement doing to exploit the opportunity presented by the CWG</li> </ul>	Rob James, Managing Director, City Operations Directorate, Paul Lankester, AD, Regulation and Enforcement, Chris Jordan, AD, Neighbourhoods, Kevin Hicks, AD, Highways and Infrastructure, and Darren Share, AD, Street Scene
	CWG: City Housing Directorate  What is the Housing Directorate doing to exploit the opportunity presented by the CWG	John Jamieson, Head of Service for Housing Management, Mumtaz Mohammed, Programme Manager, Inclusive Growth, Marcia Bell, Service Manager, Housing Temporary Accommodation, and Guy Chaundy, Housing Modernisation & Partnership Manager
	CWG: Human Resources Department  Above and beyond core games deliverables: What if anything is HR doing to exploit the opportunity presented by the CWG.	Amarjit Sahota, Culture Change Manager, Human Resources



Date & Time (1.30pm)	Items	Officers / Attendees
15 September 2021 at the BMI  Report Deadline: 6 Sep 2021	CWG: Adult Social Care Directorate  Involved in Legacy?  Above and beyond core games deliverables: <ul style="list-style-type: none"> <li>• What if anything is Adult Social Care doing and/or commissioning to exploit the opportunity presented by the CWG</li> </ul>	Maria Gavin, AD, Quality and Improvement, Adult Social Care (Donna Nock PA)
	CWG: Children's Trust <ul style="list-style-type: none"> <li>• Opportunities for Children in Care and Care Leavers</li> </ul>	Jake Shaw, Head of Service, Rights and Participation and Corporate Parenting and Alex Hillman, Corporate Parenting and Partnerships Coordinator
6 October 2021  Report Deadline: 27 Sep 2021	CWG: Education and Skills Directorate  Involved in Legacy?  Above and beyond core games deliverables: <ul style="list-style-type: none"> <li>• What is Education and Skills doing to exploit the opportunities presented by the CWG</li> <li>• What if anything is Education and Skills looking to do with Birmingham Schools related to the CWG</li> <li>• What if anything is Education and Skills doing with relation to the Virtual School and Commonwealth Games</li> <li>• What if anything is Education and Skills doing with relation to SEND and the CWG</li> <li>• What if anything is Education and Skills looking to do with Early Years and the CWG</li> <li>• What if anything is Education and Skills looking to do with employability and the CWG</li> </ul>	Kevin Crompton, Interim Director, Education and Skills



Date & Time (1.30pm)	Items	Officers / Attendees
	<p>CWG: Inclusive Growth Directorate</p> <p>Involved in City Readiness Matters such as transport, public realm, still building the PBRS</p> <p>Above and beyond core games deliverables:</p> <ul style="list-style-type: none"> <li>• What is the Inclusive Growth Directorate doing to exploit the opportunity presented by the CWG</li> <li>• What is the Planning department doing to exploit the opportunity presented by the CWG</li> <li>• What is Transport and Connectivity doing to exploit the opportunity presented by the CWG</li> <li>• What is Highways and Infrastructure doing to exploit the opportunity presented by the CWG</li> <li>• What is Housing and Planning doing to exploit the opportunity presented by the CWG</li> </ul>	<p>Ian MacLeod, Acting Director (Louise O'Neill, Business Support Manager) and Rebecca Farr, Development Planning Manager – North &amp; West Birmingham</p> <p>Inclusive Growth</p>
22 October 2021	A joint visit to the Alexander Stadium	Cllr Mariam Khan and Cllr Gurdial Singh Atwal attended
3 November 2021 at 12.00	A visit the Organising Committee's volunteer selection centre, based at the Library of Birmingham	Cllr Mariam Khan attended



Date & Time (1.30pm)	Items	Officers / Attendees
3 November 2021  Report Deadline: 25 Oct 2021	<p>CWG: Council Management Directorate</p> <p>HR (Darren Hockaday), Digital &amp; Customer Services (Peter Bishop), Legal &amp; Democratic (Suzanne Dodd), Finance (Sara Pitt), Audit (Sarah Dunlavey) Development &amp; Commercial (Alison Jarrett), and Steve Sandercock) Procurement</p> <p>Looking after games finances, legal and procurement matters, and council governance matters</p> <p>Above and beyond core games deliverables:</p> <ul style="list-style-type: none"> <li>• What is the Finance and Governance doing to exploit the opportunity presented by the CWG</li> <li>• What is Commercial doing to exploit the opportunity presented by the CWG</li> </ul>	<p>Becky Hellard, Director of Council Management Directorate; (Manjit Sabbharwal PA), Alison Jarrett, AD, Development &amp; Commercial; Sara Pitt, AD, Finance and Governance; Connie Price, Head of Service, Finance and Governance; Amarjit Sahota, Culture Change Manager, HR; Satinder Sahota, Assistant City Solicitor; Craig Scriven, AD, Organisational Development; Sushil Thobhani, HOS, Finance and Governance; and Sharan Varaitch, Culture Change Officer</p>
	<p>CWG: Digital and Customer Services, Council Management Directorate</p> <p>Assisting the Programme with IT systems.</p> <p>Above and beyond core games deliverables:</p> <ul style="list-style-type: none"> <li>• What is the Digital and Customer Services Directorate doing to exploit the opportunity presented by the CWG</li> <li>• What is the IT department doing to exploit the opportunity presented by the CWG</li> <li>• What is Revenue and Benefits doing to exploit the opportunity presented by the CWG</li> <li>• What is Customer Services doing to exploit the opportunity presented by the CWG</li> </ul>	<p>Cllr Brigid Jones, Deputy Leader and Dr Peter Bishop, Director for Digital &amp; Customer Services (Freya Lane PA)</p>
	<p>CWG: Regulation and Enforcement, City Operations Directorate</p>	<p>Paul Lankester, Interim AD, Regulation &amp; Enforcement</p>



<b>Date &amp; Time (1.30pm)</b>	<b>Items</b>	<b>Officers / Attendees</b>
		City Operations Directorate (Kerry Timbrell, PA)
8 December 2021  Report Deadline: 29 Nov 2021	CWG: Street Scene	Rob James, Managing Director, City Operations Directorate and Darren Share, AD, Street Scene
12 January 2022 – On-line  Report Deadline: 3 Jan 2022	Get Set for the Games  This is the overarching campaign that will ensure the city and region can continue to function and thrive in the lead up to, and during, the Birmingham 2022 Commonwealth Games.	Rachel Dixon, Stakeholder Engagement Executive, BCC
	Workshop for the Queen's Baton Relay	Robyn Beebe, QBR Lead - Birmingham 2022 Commonwealth Games and Olivia McLean City Readiness - Operations Advisor, CWG 2022
9 February 2022  Report Deadline: 31 Jan 2022	Commonwealth Games Legacy	Graeme Betts, Director, Adults Social Care & Legacy Lead, and Cat Orchard, Head of Community Partnerships – Birmingham 2022 Commonwealth Games
9 March 2022  Report Deadline: 28 Feb 2022	Commonwealth Games Update	Cllr Ian Ward, Leader, and Craig Cooper, Programme Director (tbc)
6 April 2022  Report Deadline: 28 Mar 2022	TBC	

## 5 Other Meetings

### Call in Meetings:



*None scheduled*

## **Petitions**

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*None scheduled*

## **Councillor Call for Action requests**

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*None scheduled*

It is suggested that the Committee approves Wednesday at 1.30pm as a suitable day and time each week for any additional meetings required to consider 'requests for call in' which may be lodged in respect of Executive decisions.

## **6 Report(s) to City Council**

- 6.1 Community Engagement in CWG was put on hold due to Covid 19 and it is proposed that an end of year report on the work of the Committee is presented to City Council in March 2022.

## **7 Forward Plan for Cabinet Decisions**

- 7.1 The following decisions, extracted from the Cabinet Office Forward Plan of Decisions, are likely to be relevant to the Commonwealth Games, Culture and Physical Activity O&S Committee's remit.

<b>ID Number</b>	<b>Title</b>	<b>Proposed Date of Decision</b>	<b>Date of Decision</b>
008307/2021	Perry Barr Regeneration Scheme – Full Business Case Update	27 Jul 21	27 Jul 21
008869/2021	Future Parks Accelerator – 25 Year City of Nature Vision	07 Sep 21	
009052/2021	Permission to apply for funding to the DCMS Museum Estate and Development Fund	07 Sep 21	07 Sep 21
009103/2021	Community Libraries Capital Programme of Works	14 Dec 21	
005730/2018	Sport and Leisure Transformation - Wellbeing Service	28 Jun 22	
009020/2021	Major Sporting Events Strategy 2022-2032	-	27 Jul 21
009673/2022	Museums Services Contract and Lease 2022-26	08 Feb 22	
009674/2022	Commissioning of Cultural Activities 2022-23	08 Feb 22	