

# Commonwealth Games, Culture & Physical Activity Scrutiny Committee

Partnerships Insight and Prevention Directorate Update

7<sup>th</sup> April 2021



# Overview – Today's Areas for Discussion

- Partnerships, Insight and Prevention
- Leadership / Convening Role on Legacy as a Whole
- Communications, Marketing and Engagement
- Stronger Communities Programme

With a teaser / future proposition around further areas...

- Resilience, Safety and Security
- Public Health

A commitment to come back to the Committee – publicly or in 'workshop' format – to explore topics here in more depth.

# Partnerships, Insight and Prevention – a Reminder...

Four functional divisions:-

- Public Health
- Strategic Communications and Marketing
- Community Safety and Resilience
  - Equalities and Cohesion
- Business Improvement and Change

£99.7m annual budget (£92m Public Health) and circa 140 FTE staff

With a cross-cutting role on major city partnerships – City Board; Health and Wellbeing Board; and Community Safety Partnerships – and strong representational links into Government and City / Regional Partners.

Needless to highlight... our directorate has been hugely pre-occupied by COVID-19 response in 2020-21, so this is a very timely opportunity to refresh our ambition and focus around CWG Legacy and commit to work with the Committee on a range of initiatives over the next 2 years.

# Legacy Programme

Cat Orchard





# PARTNERS AND THEIR LEAD INTERESTS



# LEGACY PLAN STORY BOARD



Plan available on line - <https://www.birmingham2022.com/about-us/our-purpose/our-legacy/>

# COMMUNITY COHESION, INCLUSION, PRIDE



## Ambition 1

- Take the Games into every area of the City and region and reach out to people and places who could benefit the most

## Ambition 2

- Showcase Birmingham and the region's talent and diversity to the rest of the UK, the Commonwealth and the World.

## Ambition 3

- Enable local people and communities to participate in the Games in a way that builds cohesion and civic pride. Use the Games as a turning point in uniting the city's population and tackling inequalities.

## Ambition 4

- Give local organisations and people the platform and the skills to continue to improve lives and prospects of communities and local people following the Games

## Ambition 5

- Support individuals and communities to recover and rebuild following Covid-19 and help Birmingham and the West Midlands with the wider 'levelling-up' agenda.

This chapter includes **quotes from Jo Cox MP and Ellie Simmonds OBE, and Cllr Ian Ward**. It also includes a case study on the **Creative Communities Fund**.

We set out details of BCC's **£6m Community Fund**

## Mission Pillar Alignment

Bringing People Together



Improve Health and Wellbeing



Catalyst for Change



Help the Region to Grow & Succeed



Put us on the Global Stage



# £6m Commonwealth Games Community Fund



## Creative Communities (Culture Programme)

£2m



## Celebrating Communities (Ward Funding)

£2m



## Remaining £2m Stronger Communities, Physical Activity & Learning Programme



Support and engage  
Birmingham citizens to feel  
part of the Games



Make sure that the  
opportunity is spread  
across the city



Make sure that the projects  
delivered through the fund  
support and showcase our  
diverse communities



Make sure the projects  
delivered celebrate  
Birmingham



Deliver benefits and legacy  
for the city that aligns with  
city priorities



Deliver an element of  
funding at local level  
through the city's ward  
structures



Be spent on local and  
community projects as  
opposed to big capital  
builds



Create feelings of  
connectivity & positivity  
and enabling mass  
participation

# Creative Communities Update



OC have appointed a Grant Manager for the Creative Communities programme, who starts in post on 1<sup>st</sup> April.



We're working with them to finalise timelines and processes as set out in the proposal to Cabinet



A funding agreement is being agreed between BCC and OC, which include assurance processes and funding gateways. This should be formally signed off in early April



The scheme is currently scheduled to launch across Birmingham in May / June

# Celebrating Communities Update

An opportunity for the city's residents to celebrate the Games and Birmingham's history, heritage, diversity and unity – everything that makes Birmingham great!

Scheme successfully launched in March

- ✓ Radio marketing campaign
- ✓ Press release, social media and web promotion
- ✓ Support to share content from Games Partners
- ✓ Future scope to market across city's digital screens and in libraries
- ✓ A series of member briefing sessions and briefing packs made available
- ✓ Specialist community support has been procured for those wards where community capacity is an issue
- ✓ Deadline for first round submissions is 1<sup>st</sup> June



*Example: Animation to be used across digital channels*



*Example: park signage now installed across key park locations in Birmingham*

# Remaining £2m – agreed Cabinet 16<sup>th</sup> March



## Stronger Communities (£0.5m)

Deliver projects across Birmingham aligned to themes of inclusive city, connected city, know your city

Community stakeholder panel to promote engagement and constructive challenge to Games programmes

Ensure everything BCC delivers as a Games partner meets our commitments to tackling inequalities



## Learning Programme (0.5m)

Work with OC to deliver games related projects in schools and learning environments

Head of Youth Programmes starts at OC in May

BCC funding delivers targeted programmes in Birmingham over and above the national offer

Scoping and co-produced approach from May, formal launch in schools autumn 2021



## Physical Activity (£1m)

Deliver easily accessible programmes across the city that engage people with the Games

Encourage people to get active – whatever that means to them

Align with Sport England funding to layer up activity and funding opportunities & create a meaningful and tangible legacy

Seeking to finalise in July 2021 in line with Sport England funding awards

# Communications and Marketing

Eleri Roberts





# Proud Host City Narrative

The host city narrative is required to help communicate the aspirations and benefits associated with hosting the Commonwealth Games in 2022.

The narrative aligns with the BCC Corporate Plan, City 2040 Plan and Strategic Games Partner narrative.

**Host City Vision** – a guiding image of success. To be aspiring, exciting and build advocacy.

**Host City Mission Statement** – to drive outcomes and be a roadmap to illustrate how the city council will achieve its vision.

**Host City Strapline** – to grab attention and be used as a marketing tool for the city beyond 2022.

## Host City Vision

To unveil the beating heart of the UK to the world.

Our vibrant and brilliantly diverse Commonwealth city will flourish with a celebration of culture, sport and unity. Together we will inspire a new era of equality and opportunity in Birmingham for today and tomorrow.

Where the Commonwealth holds common ground in every neighbourhood from Northfield to Newtown, Small Heath to Sutton Coldfield. We welcome you to a youthful city of a thousand trades, where our ambition is as bold as our character.

[https://www.birmingham.gov.uk/info/50116/commonwealth\\_games\\_2022](https://www.birmingham.gov.uk/info/50116/commonwealth_games_2022)

# Host City Mission Statement

The Birmingham 2022 Commonwealth Games provides a catalyst to help achieve our aspiration of a fair and thriving city for all.

Our aim is to leverage our role in hosting the Games for the benefit of our diverse city; to strengthen connections between communities; to build on partnerships old and new and sustain community involvement.

Our resilient and vibrant city will use the Games to help people lead healthier lives. In Europe's youngest city, we will promote and champion positive mental and physical health.

We will use the Games as a platform to advance our ambitions in active travel and better connectivity for a cleaner, greener Birmingham. From our vast network of canals to our open green spaces, our unrivalled setting will flourish on the world stage.

Through the transformative regeneration of Perry Barr and districts across the city, to providing training, volunteering and employment opportunities we will help our communities and businesses prosper.

The Alexander Stadium will be redeveloped into a world-class venue. Embedded in the community from grassroots sports to Commonwealth champions, the Alexander will be their home.

We will rise to the challenge, be bold in our aspirations and strive for a better Birmingham. We're the birthplace of the Balti and the homeland of heavy metal, our passion and progression have no limit. We're on a revival, come and witness our journey.

Together in our homes, schools and communities, we will proudly deliver a global display of sporting and cultural endeavor in the heart of the UK.

Host City Strapline – for the Games and legacy

# Be Bold, Be Birmingham



# Be Bold, Be Birmingham

- Be Bold, Be Birmingham was launched on the 500 days to go on 15 March 2021.



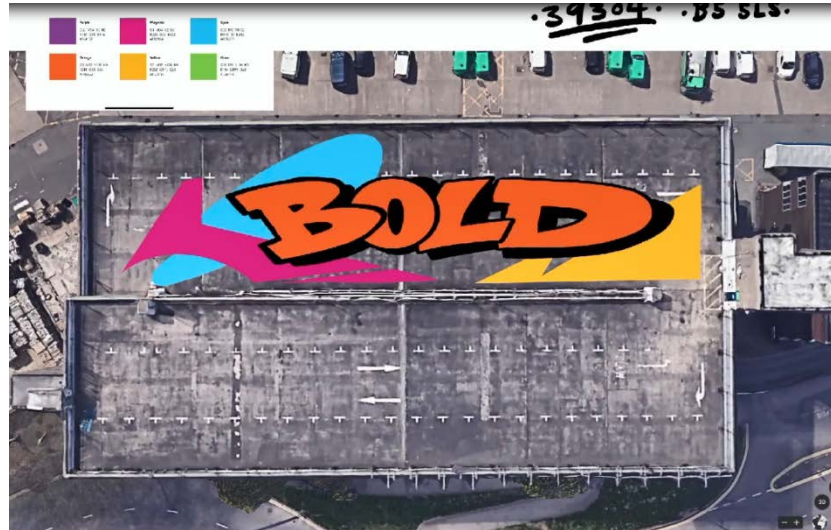
# Be Bold, Be Birmingham

- Launch included a digital 24 hour takeover on BCC social media channels – animated videos, Cabinet member videos, user generated content, podcast.
- Digital roadside advertising in 97 locations across the city.
- Internal communications platforms, Get Set e-newsletter.
- External media (BBC) and paid partnership advertising.



# Be Bold, Be Birmingham

- Be Bold, Be Birmingham PR activity to be released in May.
- Marketing & communications will be rolled out in a phased approach across a plethora of mediums.



## Press & PR – last six months

- Press and PR activity, in association with Games Partners and project contractors, has generated 653 media articles.
- Of this, 89 per cent was positive or neutral in tone.
- The articles had a combined reach of 104 million readers/viewers.
- On social media 113 posts appeared 2.8 million times on user timelines.





## Press & PR

Significant events we have worked on in that timescale include:

- A cross-partner media op at the Alexander Stadium to highlight project progress.
- The launch of the Mascot.
- The launch of the OC legacy plan.
- Progress updates on Perry Barr Regeneration projects (highways, residential scheme).
- Supported contractors in their promotion of social value outcomes.
- Promotion of Celebrating Communities Small Grants Funding Scheme.

# Stronger Communities

Waqar Ahmed / Suwinder Bains



# Stronger Communities – Key Objectives



Ensuring our workplaces reflect the communities we serve

1



Helping under-represented groups and communities to actively participate in civic life – especially in areas where social capital is low.

3



Increase pride in 'being a Brummie' and sharing the stories & experiences of all of our communities

5

2

Building strong relationships between different socio-economic and ethnic backgrounds across our diverse communities.



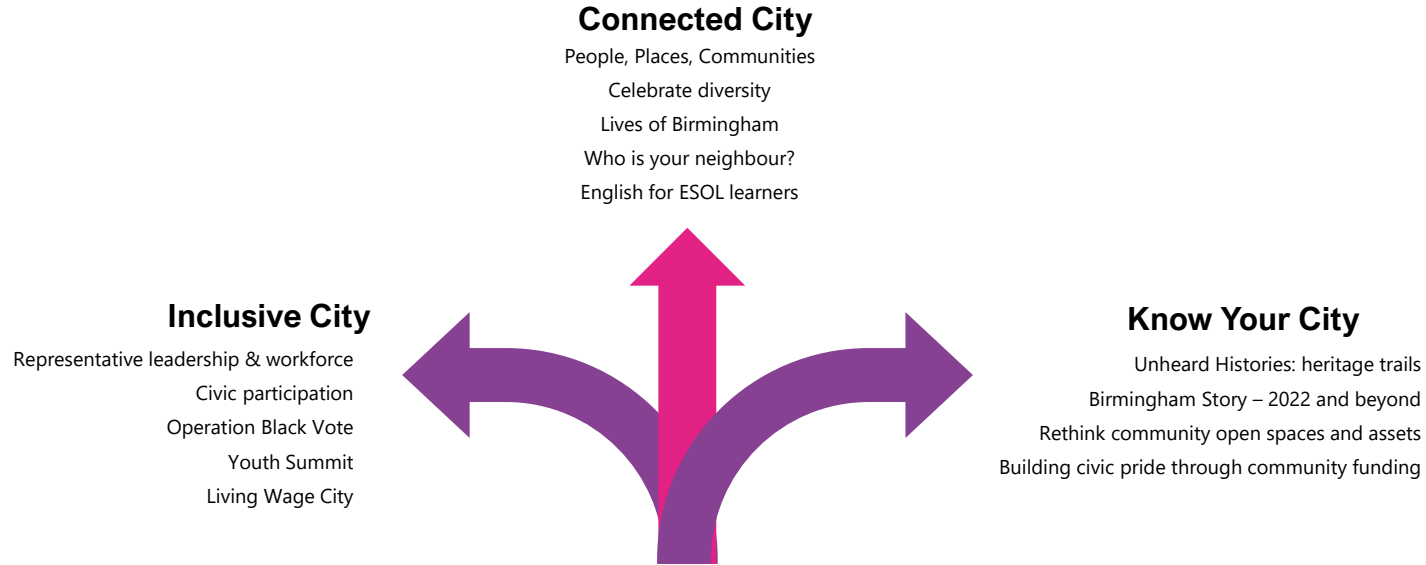
4

Identify and amplify untapped cultural and community assets from all of the communities across the city



# Stronger Communities Themes

Equality & Opportunity running through all Partnership Legacy Workstreams



Birmingham is a welcoming city, where everyone has an opportunity to contribute and benefit from the success of the Games. It is a safe and flourishing place to live, work and grow up in. Birmingham is a well-connected place where people from all backgrounds trust and support each other and are able to realise their full potential while exercising their rights and responsibilities

# Everyone's Battle, Everyone's Business

WE WILL TACKLE INEQUALITY IN BIRMINGHAM, SO EVERY CITIZEN CAN ASPIRE



# Springboard for Change

## Stronger Communities Theme

It is the focus of the Stronger Communities Theme to build on the existing work around Tackling Inequalities in Birmingham

## Post Games

Stronger Communities Theme continues  
To build and embed Legacy activities.

## The Future

Birmingham is a more equal city  
with fewer inequalities and with  
stronger, more vibrant communities.

## Thematic Activities

The themes will therefore utilise the CWG as a springboard for change with theme activities designed to develop and continue Legacy work beyond the games.

## CW Games 2022

The Games will provide the opportunity to showcase activities and act as the Springboard to Change.

# Progress To-Date and Next Steps

## Commission Activities and Commence Engagement Programme

Underpinning this work will be a proactive, overarching community engagement programme that will run alongside activities and the work of the Stakeholder Panel

### Establish Community Stakeholder Panel

We are *establishing a community stakeholder panel* and are currently working on the framework for delivery. The panel will focus on tackling inequalities and provide constructive challenge and advice into each of the CWG legacy themes, as well as galvanising the community around some of the initiatives listed above.

### Theme Activities Developed

Theme activities have been developed in response to consultation around the Cohesion Strategy and the work on EBEB

### Delivery Framework Established

Working with BVSC we have developed a framework for the delivery of Theme activities, intended to maximise community input.



# Wider Themes / Next Steps

Jonathan Tew





# Resilience, Safety & Security Update

- Organising Committee has responsibility to deliver this event;
- Birmingham's Host City responsibilities support our commitment to a safe and successful event for Birmingham;
- Work is across the whole games footprint;
- Focused internally activity also in place linked to the wider programme;
- **Birmingham City Council leads Safety and Resilience:**
  - Safety is defined as Sport and Event Safety (as outlined in Green & Purple guides);
  - Resilience is defined as Civil Contingencies, equivalent to the Local Resilience Forum for the games;
  - Michael Enderby leads this work, with all structures in place and integrated supported by c.30 partners;
  - Sports Ground Safety Authority embedded into BCC to support safety programme.
- **West Midlands Police leads the Security programme**
  - BCC is represented at each security level
- **There is an extensive programme to support these activities;**
  - All programmes are multi-agency;
  - Significant oversight and assurance processes including:
    - Various partner external assurances programmes
    - Training, Testing, Readiness and Exercise programme in place
    - Safety management (above) to provide major event safety oversight

# Public Health and the Commonwealth Games

## Health Protection

- Pre-Games – sustainable build/transport planning, host community preparedness & resilience, domestic & international travel, building contact tracing into ticketing, focus on increasing vaccination coverage esp. MMR, Covid resilience
- Games time – outbreak response and 7/7 response function and planning, Covid response planning
- Post-Games/Legacy – environmental sustainability approach entrenched

## Health Improvement

- Pre-Games – Commonwealth HI projects linking to food and physical activity, Volunteer and staff Health literacy, working to develop lead PH contact for each continent group of participants across the region and develop health profiles, input to PA Legacy action plan through Active City Forum, PH specialist advice to local CWG grants programme.
- Games time – Active travel messaging, physical activity potential esp. focusing on inequalities, healthy eating messaging.
- Post-Games/Legacy – Involvement needed in all legacy strands of activity to embed health inequalities and evidence based interventions into plans this is under-developed currently due to C-19 pressures.

# Next Steps

We propose to work with the chair to schedule a separate workshop with the Committee as a private session on the following areas of focus, given sensitivities in content concerned: -

- Resilience, Safety and Security
- Public Health (Health Protection)

Pending Elected Members' areas of interest, we commit to come back to the Committee – publicly or in 'workshop' format – to explore additional topics in more depth.

For more information please visit  
[www.birmingham.gov.uk/commonwealth2022](http://www.birmingham.gov.uk/commonwealth2022)

