

# **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

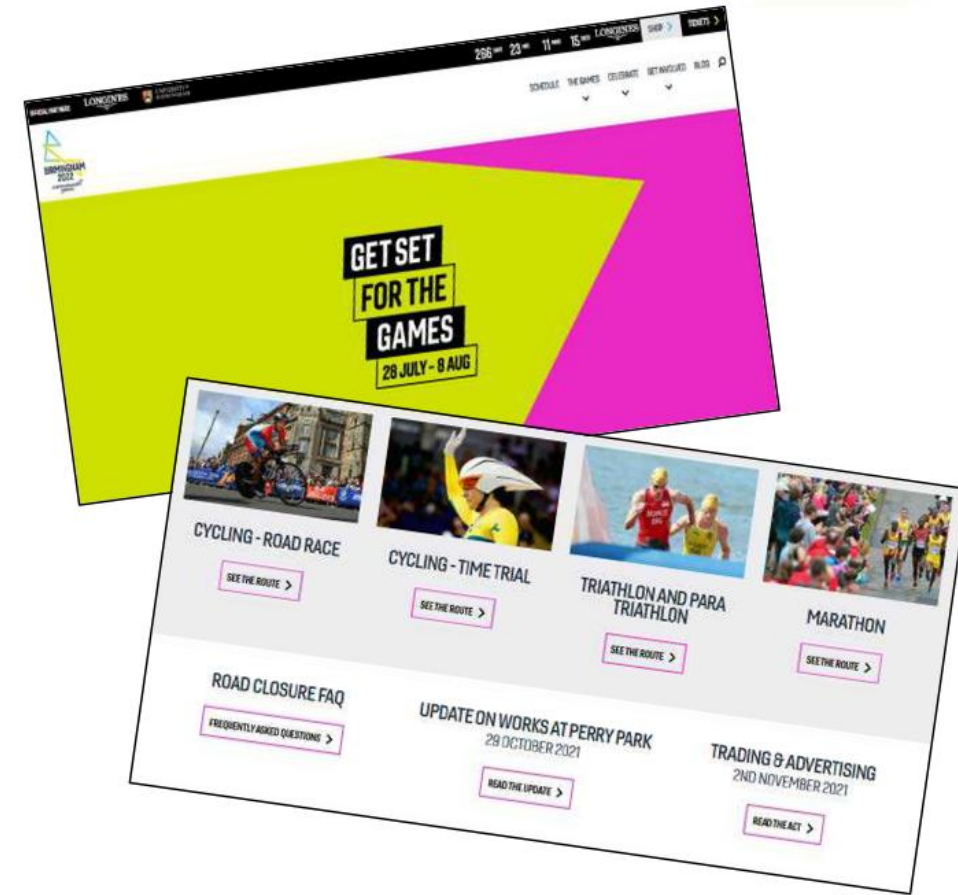
## Apr-Jul

- 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

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B2022 Get Set for the Games dedicated portal

# Ensuring inclusive & accessible engagement

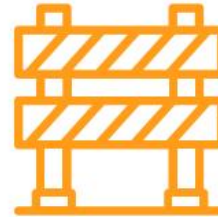
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Ensure approach is fair for residents and businesses.



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.

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**Thank you for listening.**

**Any questions?**