

BIRMINGHAM CITY COUNCIL

PUBLIC REPORT

Report to:	CABINET	<i>Exempt information paragraph number – if private report:</i>
Report of: Date of Decision:	Interim Chief Executive, Chief Financial Officer 15 August 2017	
SUBJECT:	COMMONWEALTH GAMES 2022	
Key Decision: Yes / No	Relevant Forward Plan Ref: 003361/2017	
If not in the Forward Plan: (please "X" box)	Chief Executive approved O&S Chair approved <input type="checkbox"/>	
Relevant Cabinet Member(s) or Relevant Executive Member:	Cllr Ian Ward, Deputy Leader	
Relevant O&S Chair:	Cllr Mohammed Aikhlaq, Corporate Resources and Governance	
Wards affected:	ALL	

Purpose of report:	
1.1	To outline the work already under taken, in preparation for a bid to host the Commonwealth Games (the Games) from 18th to 30th July in 2022
1.2	To consider the benefits and challenges of submitting a formal bid
Private Agenda	
1.3	To consider confidential financial information concerning the bid and funding proposals for the Commonwealth Games including the central government requirement for the City Council and its partners to meet 25% of the public sector funding
1.4	To consider confidential financial information concerning the proposal for funding and delivery of the Commonwealth Games Village in Perry Barr
1.5	To note the support of some key partners in identifying potential funding sources, and their commitment to work with Birmingham City Council to deliver a successful Commonwealth Games for the City and for the wider West Midlands Region
1.6	To consider whether to continue with a formal bid to the Commonwealth Games Federation (CGF) to host the 2022 Commonwealth Games and commit to signing, with any qualifications considered a riate, the necessary guarantees required by the CGF and Department of Culture, Media and Sport (DCMS)

- 1.7 To consider the strategy and resources needed to deliver the Games
- 1.8 Agree to participate in the proposed governance structure of the Commonwealth Games if the city is successful in its bid.
- 1.9. The report is late and urgent due to late developments in relation to funding and budgets and the need to decide on the further progression of the Commonwealth Games bid.

Decision(s) recommended:

That (**following discussions in the private part of the agenda**) Cabinet:-

- 2.1 Consider whether to submit a formal bid to the Commonwealth Games Federation (CGF) to host the 2022 Commonwealth Games and commit to signing the necessary guarantees required by the CGF and Department of Culture, Media and Sport (DCMS).
- 2.2 In the event that the Cabinet agrees to submit a bid, Cabinet is also asked to approve the strategy to deliver the Games village at Perry Barr within an accelerated time scale and agree:
 - a) Additional resources over five years from 2018/19 in order to provide the extra capacity and expertise to deliver the Games (estimated to be £5m over 5 years) with funding for these early stage commitments to be identified as part of the ongoing work on the development of the games funding strategy
 - b) The Corporate Director Economy to enter into negotiations and agree all terms for the acquisition of the land interests necessary to deliver the CWG village (in consultation with the Cabinet Member).
 - c) The use of the City Council's Compulsory Purchase Powers to acquire the land interests if voluntary negotiations are unsuccessful.
 - d) The Corporate Director Economy to work with the City Council's partners to secure the funding necessary to acquire the land interests and other funding to deliver associated infrastructure and environmental improvements to support the delivery of the village.
 - e) The City Solicitor to negotiate, execute, complete and seal all relevant documents necessary to give effect to the above recommendations.

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3. Consultation	

Consultation should include those that have an interest in the decisions recommended

Internal

Consultation and briefing has taken place at different stages of the bid development with all Cabinet Members, the Leaders of the Conservative and Liberal Democrat Groups and the Labour and Conservative Groups. Councillors Ian Ward and Randall Brew have been involved in the work on the Commonwealth Games Bid Company

External

Consultation has taken place with the West Midland Combined Authority (WMCA) the Black Country, Coventry and Warwickshire and Greater Birmingham and Solihull Local Enterprise Partnerships (LEP's), Midlands Engine, Birmingham Universities, Sport England and National Governing Bodies of Sport. In addition key venues such as The NEC Group and the Rico Arena, Warwickshire County Cricket Club etc, have been consulted and all are supportive of the Proposals

Compliance Issues:

Are the recommended decisions consistent with the Council's policies, plans and strategies?

The recommended decisions are in line with the City Council's Vision and Priorities as set out in section 5.5 of the main report

Financial Implications

(How will decisions be carried out within existing finances and Resources?)

The funding for the Commonwealth is divided between revenue (day to day operational spending) and capital (money which is for assets, plant, buildings). Government has confirmed that in the event of a successful bid by a UK city, it will fund 75% of the delivery cost of the Games, which would be an investment of over several hundred million pounds into the city and region. Details are contained in the private report. The remaining 25% of the cost would need to be funded through a regional consortium of public and private bodies, with a significant share provided by the City Council.

The City Council is determined that the funding mechanisms it is exploring should not prejudice day to day services and that revenue should not come from council tax. The precise details of the financing are explained in the private report, because of the competition element against the City of Liverpool and other international bidding cities

The requirement to commit to this level of funding in the context of already significant financial challenges faced by the Council, and the potential risks of cost overruns in the delivery of the games, need to be considered in making this decision. Further details on the costs and risks are set out in the private agenda item.

There are undoubtedly many potential benefits of bringing the Commonwealth Games to Birmingham. These potential benefits need to be weighed against the cost to the City of delivering the games, the level of risk involved and the potential opportunity cost of diverting funding, resources and management capacity from other priorities to the delivery of the games.

Some of the key risks will include:

- Risk of overspend of CWG budget (Mitigation – 20% contingency in the CWG budget; budget based on real outturn figures of recent CWG (Glasgow 2014 , updated for inflation); close budgetary control of budgets if the city is successful; use of knowledge of experts previously involved in large scale sporting events)
- Risk to proposed funding sources (Mitigation – robustness of calculations, robustness of partnership relationships).

The Council will need to continue to work in partnership with regional public and private organisations to seek further contributions in addition to Birmingham City Council resources to meet 25% of the total.

Legal Implications

- a) Under section 19 of the Local Government act (Miscellaneous Provisions Act) 1976 the Council has the power to provide such recreational facilities as it thinks fit in its area and under Section 111 of the Local Government Act 1972 the Council may do anything which is incidental to the discharge of its functions
- b) Under Section 1 of the Localism Act 2011, the Council has the power to enter into the arrangements set out in this report, which are within the remit and limits of the general power of competence contained within Sections 2 and 4 of the Localism Act 2011

There are a range of legal guarantees that have to be signed by the Council. These are set out in more detail in the private report

Public Sector Equality Duty (see separate guidance note)

Cabinet is asked to have due regard to the Equality Impact monitoring assessment set out Appendix 3.

A copy of the Equality Act 2010: Public Sector Duty statement is included in Appendix 3

Relevant background/chronology of key events:

History and Process

5.1 In January 2017 the City Council agreed to commission a feasibility study into the possibility of it hosting the Commonwealth Games in 2026. Following Cabinet approval to commence the study in January 2017, and after a competitive procurement process, the work was commissioned which included a technical and financial feasibility study, an economic impact assessment and an assessment of Birmingham's capacity to win. The full feasibility report is available as a background report to the private agenda, due to the competitive nature of the bidding process. It concluded that there was a huge potential for Birmingham and the surrounding region to put together an effective bid.

5.2 In March 2017, Durban withdrew as hosts for the 2022 Games and the Commonwealth Games Federation (CGF) announced a competition would be undertaken for a replacement host city. On 28 April 2017 the UK Government agreed to submit an expression of interest to host 2022 Games. The Government's Commonwealth Games Delivery Unit (CGDU) released details of the competitive process to bid to become the host city, agreed with the Commonwealth Games Federation (CWF). The Commonwealth Games 2022 Bid Steering Group (List of members attached at Appendix 1), chaired by Cllr Ian Ward, discussed the findings of the 2026 feasibility study and the possibility of Birmingham bidding to host in 2022. A decision was made to engage with the CWDU's competitive process to host the 2022 Games through the Commonwealth Bid Company and a report was taken to Cabinet on 14th June 2017 to advise that the Government had now expressed an interest in hosting the 2022 Commonwealth Games following the withdrawal of Durban and the re-opening of the competition for this more "short notice" hosting and to approve expenditure for consultancy support for a 2022 bid. The funding for this work was sourced from BCC and a number of partner organisations including the WMCA, three Local Enterprise Partnerships, Midlands Engine, NEC Group and Higher Education / private sector. Work undertaken so far has included submitting an expression of interest, completing a preliminary questionnaire and hosting site visits with representatives from the CWDU and the CWF on 10 and 11 July 2017.

5.3 Following the site visits the city has been invited to continue in the bidding process and submit a secondary questionnaire by 18 August 2017. Should the bid be submitted there is a workshop with DCMS scheduled for 23 August. It is anticipated that the successful England city will be announced by the CGDU in early September and the final decision on the international competition will be announced by the CWF in November. Competition to host the 2022 Games is amongst the following countries and cities UK (Birmingham or Liverpool with support from Manchester); Australia (Melbourne or Perth), Malaysia (Kuala Lumpur) and Canada (Victoria).

5.4 The first Games was held in 1930 in Canada and a total of 18 cities from 9 countries have hosted the Games, with England hosting on 2 occasions, in London in 1934 and Manchester in 2002. The Commonwealth currently has 52 members and 70 competing nations. The Games is classed as a mega event of 18 sports with a TV audience of over 1 billion. There are 11 days of competition, 4,300 athletes, 1.3 million available tickets and 12,500 volunteers.

The Government's rationale for bidding for the Games is set out in its vision which includes the following :-

- To demonstrate the very best of Global Britain to the world.
- To deliver a low cost, low risk but high quality major multi-sport event.
- To showcase the UK's world-class event hosting abilities and as a destination for business, education and tourism.
- To promote elite and grassroots sport.
- To bring a modern and innovative approach to the hosting of these historic Games, that helps redefine how multi-sport events can be delivered in a more sustainable way.
- To redefine the UK's position on the world stage and the future role of the Commonwealth.
- To see the Games have a lasting impact on its host city and the people that live there.

Key Strategic Issues

How hosting the Games could contribute to the achievement of the City's vision

5.5 The City Council has its own vision and priorities for the city. The different sectoral partnerships in the city whether statutory partnerships like the LEPs, Council led partnerships like the Health and Well-being Board or communities of interest such as Culture Central or the various sporting partnerships, also have their vision of how their work contributes to the life of the city. Hosting the Commonwealth Games would support objectives of partners round the city and many of them have been involved in discussions about the bid with the DCMS and Commonwealth Games Federation – for example the NEC, Culture Central, the Local Growth Company. If the city is to move forward with its bid the Games need to be set in the context of a eight year strategy, encompassing the four year “lead – in”, the Commonwealth Games themselves and the four year programme of maximising legacy afterwards. This approach would tie in with positive working relationships with fellow members of the West Midlands Combined Authority and its associated constituent and non - constituent authorities and with the potential impact of the newly elected West Midlands regional Mayor.

5.6 In terms of the City Council's own policies, set out below is a high level summary of the contributions the Commonwealth Games can make towards delivery of the Council's vision and priorities if the work around the Games is undertaken in the right way

Children and young people

5.7 Holding the Commonwealth Games would provide an important focus for work with children and young people, ranging from its use in tailored curriculum work in a whole range of subjects, to engagement in the health and well-being and personal self – esteem values of sport and participation.

Jobs and skills

5.8 The Games would provide job opportunities in a range of areas – construction, event management, commercial advice, hospitality. It would also provide volunteering opportunities which can help equip people young and old for work and give confidence to those who have been excluded from employment. None of these things arrive automatically and they need careful management and leadership by the local authority and other partners.

Housing

5.9 An essential part of the Games is the provision of the Commonwealth Games Village (Athlete's Village). This would be a development of nearly 1,000 homes which would be returned to the city after the Games. Developing more and diverse housing opportunities is a

key part of the city's corporate priorities and in line with the Government's priorities.

Health

5.10 The messages of the importance of personal health and wellbeing, including mental health, and the role sport and culture can play in that, are made for the Commonwealth Games, particularly with the involvement and engagement of a range of nations with a historic association with the United Kingdom, whose nationalities are represented in Birmingham and across the region. However evidence from other Games eg. the London Olympic Games, is that how these health messages are used needs to be very carefully exercised.

Inclusive Economic Growth

5.11 Evidence from other urban areas with major sporting events is that there is definitely short term economic benefit to those areas because of the visitor numbers and direct job creation. In Manchester and Glasgow considerable work to strengthen skills and confidence, was done for example through the volunteer programme which included accreditation for volunteers, just as is being proposed in the Birmingham bid. However it will be important to reap the benefits of longer term economic growth and to ensure that these benefits are drawn out so that they meet the Council's requirement for inclusive economic growth and more work is being done on this.

Community and social cohesion

5.12 If used appropriately the Games could be an important symbol and driver for messages about pride in the city, the identity of the community of Birmingham and pride in the history of the people who have come together to form the identity of the city, reflected in the athletes competing in the Games. The programme will be designed to demonstrate that physical and cultural activity can be some of the catalysts that bring people, communities and places together. It can break down real and perceived barriers, improving community resilience and promoting a greater understanding and tolerance of "those not like me" amongst people of all ages.

Alignment with other strategies

Birmingham bid to Sport England Local Delivery programme

5.13 The evidence of other major event Games shows that watching outstanding athletes playing their sport does not automatically lead to wishing to undertake physical activity yourself and one of the key issues being looked at is how we can ensure that we maximise the opportunity for promoting physical activity in line with the city's well-being programme.

5.14 Given the high demographic proportion of Birmingham and the wider city region with historic links to Commonwealth countries there is even greater potential in encouraging more physical activity through making the link between the Games and the city. The three overarching outcomes for residents we hope to achieve by hosting the Games are: Better health and wellbeing; Better prospects and Better lives, which link closely to the Council's four key priorities around Children, Housing, Jobs and Skills and Health

5.15 The success of the programmes will need to demonstrate that the city has used the Commonwealth Games to lever significant citizen behaviour change that creates and sustains a city where physical activity is the norm, and where sport and physical activity are part of the key threads that weave the city and the region together, linking it to the wider commonwealth family. The principles of the proposed programme build on the council's bid to Sport England's Local Delivery programme and the work already underway to remove the barriers to engagement and to focus on the communities in the most need. It will also deliver against the Government's Sporting Futures Strategy to improve physical and mental wellbeing, and

improve individual, community and economic development.

5.16 The Sport England bid in close partnership with the neighbouring metropolitan borough of Solihull has reached the final stages of evaluation and has been given very positive signals by Sport England. The city also has a growing reputation in the UK and across Europe for focusing on reducing the health inequalities through physical activity, associated with poverty and deprivation, developing a behaviour change approach which puts the citizens at its heart. In addition there has been a shift to create opportunities for more active citizenship to deliver on a wide range of social outcomes for the city, enhancing “moral agency” by using physical activity, grass root sport and volunteering to do the ‘social knitting’ with communities to improve community cohesion.

5.17 The Games will build on this approach to increase participation through a comprehensive legacy programme based on a bid to Sport England, designed to encourage physical activity from the unusual suspects. The bid outcome is currently under evaluation, but whether successful or not the Games can deliver additionally to this proposal outlined below. Within the city It will target six areas based on deprivation in the Greater Birmingham and Solihull Local Enterprise Partnership (GBSLEP) areas which include the following:

- Area1 : Handsworth, Lozells and Aston
- Area 2: Sparkbrook, Nechells and Edgbaston
- Area 3: Kingstanding, Stockland Green and Erdington
- Area 4: Bordesley Green, Washwood Heath and South Yardley
- Area 5 :Shard End and North Solihull
- Area 6: Brandwood and parts of Olton in Solihull

5.18 The proposal will build on existing proven activity such as Birmingham Big Bikes, Active Streets, Active Parks and Run Birmingham and will coordinate how all the pieces and interventions fit together to create a whole system approach.

5.19 The Local Delivery programme, if we are successful, would be a great foundation for a one of the aspects of the Games legacy as it , focuses on the following target groups

- Later life; aged 60 plus, social isolation, fear of crime and less active, resulting in creating demand on adult social care, mental health services and acute health care.
- Women and young families, sedentary lifestyle, time constraints, resulting in a need for mental health and social support networks, associated health risks with lack of activity.
- Under 15 years of age, sedentary lifestyle, obesity issues and lack of active participation, resulting in health risks and low self –esteem.
- BME communities, cultural barriers and language skills, resulting in issues around community cohesion, exclusion and discrimination.

5.22 To engage, understand and influence systems, communities and citizens, the approach will be to co-create with trusted anchor organisations, including local voluntary and community sector groups and established local enterprises. This will be in collaboration with local community leaders, local councillors and community advocates. The desired outcomes from this innovative approach are that people will become more physically and civically active, reporting improved health and quality of life. Through activity, co-creation and facilitation, citizens will have a sense of place and belonging, participation and engagement, resulting in invigorated, strong and resilient communities. If the Council is successful, this programme will be begin in 2018/19 and will continue for 4 years, peaking in the year of the Games and continue post games for a further four years expanding into new areas of the city and region.

Greater Birmingham and Solihull Strategic Economic Plan

5.23 The GBSLEP published its Strategic Economic Plan to increase skills levels also in these very same areas outlined above. The development of “soft skills” can help people undertake volunteering and lead to employment. Therefore a proportion of the 12,500 volunteers required for the Games will be targeted from these communities. Workforce development is very much part of the whole system approach working with partners in the LEP area to ensure we have a joined up approach to citizens, communities and place. The places outlined above have high levels of social and economic deprivation, impacting on people’s ability to undertake activity and develop a greater sense of social connectivity.

5.24 Birmingham is experiencing a cultural renaissance. Culture Central – the sectoral partnership of Culture partners within the city is a thriving partnership. For the first time there is a requirement to hold a Cultural Programme as part of the Games. With Birmingham’s rich industrial history and heritage, the ethnically diverse and young population and the existing cultural venues and facilities, there is confidence that a compelling cultural programme can be delivered. It is therefore proposed that culture will be embedded into the core of the bid. The cultural expression will have movement, activity and participation at its core and featuring traditions from around the Commonwealth. It will be urban, contemporary and digitally alive. It will be a natural extension of current programmes, using the city’s squares, cultural and heritage buildings and form part of the fan zones and live sites creating cultural arenas.

5.25 Intrinsic to the cultural programme is the urban street festival, a focal point for urban street movement which will include skateboarding, speed climbing, free running and 3x3 basketball. This urban street movement will build over 4 years culminating in the urban street festival during the Games. The objective will be to have our streets and parks filled with young people engaged in physical activity, where there are few boundaries to participate as possible. In addition, education will be tied into activity, breaking down boundaries to participation and engagement with extensions through to the Local Enterprise Partnerships. A key message will be to make your neighbourhood your venue. The festival will not be limited to the region, using digital and commonwealth networks there will be an international youth call on being active and engaged, using local environments as venues without boundaries. It will be community led and focus on diversity, inclusion and cohesion. It will be designed to help raise the aspirations of children and young people across the region, providing a positive outlook for the future.

5.26 This approach will fit in well with the Commonwealth Games Federation’s aspiration to connect with a younger audience given Birmingham’s status as the youngest city in Europe. This will connect the Games with the city’s urban youth culture making it a modern and innovative Games for everyone. The Cultural Festival will peak at the Games but will also build on Coventry’s potential City of Culture programme in 2021, creating a regional dimension over an extended period resulting in greater impact and economic benefit. The cultural legacy will be aligned and integrated into the sporting legacy. It will generate an increased sense that every community and individual can find opportunities that interest them, from urban sports to music, arts classes to cycling and everything in between.

Birmingham and the wider region – West and East Midlands

5.27 Inevitably an event as large as the Commonwealth Games cannot be seen in isolation from the city of Birmingham’s neighbouring authorities in the adjoining regions the East and West Midlands. Key events are located in four of the neighbouring authorities (Coventry, Sandwell, Solihull and Warwickshire), but in addition to that there are plans for training camps, and fanzones, as well as the ability for residents and businesses across the wider region to

come to the Games as well as the Cultural Programme and the proposed Business Expo. There are also obvious benefits in tourism for the wider regions. One of the challenges of putting together the Games bid has been balancing the wish of the Commonwealth Games Federation for as compact a Games as possible with the wish to engage the surrounding communities of the East and West Midlands in the event.

Economic benefits of hosting the Games

5.28 The Cambridge Policy Consultants updated executive summary “The Manchester Commonwealth Games 2002 Cost and Benefit Analysis (October 2002)” cites a range of benefits to the city from the 2002 Games including jobs created directly and jobs created as a result of increased investment, press and tv coverage, numbers of accredited volunteers and repositioning of the city including in particular the area where the Games took place. It was calculated that Manchester received an investment benefit of £477m at 2002 prices

5.29 Origin the sports consultants contracted to work with the Birmingham bid company undertook an analysis of the economic benefits to Birmingham as part of the 2026 feasibility based on the real data from the 2014 Glasgow Games in their April 2017 feasibility study. They calculated Glasgow 2014 achieved a gross economic benefit of £388m for Glasgow and £745m for Scotland. The events impact methodology used is the one advocated by UK Sport within the DCMS, which includes likely multiplier effects both positive and negative and any displacement issues whilst hosting the Games. DCMS will be doing their own economic impact study to justify their level of commitment to the Games and to ensure they meet their own objectives outlined earlier in this report.

5.30 The headlines from the economic impact assessment included in the feasibility study for Birmingham, were that the Games would generate a gross economic benefit to the city of £442m and to the UK of £1.1bn. This included the spending of an estimated 765,000 Games visitors and 4,000 media staff staying in the city over the 11 days. The net economic benefit after likely displacement is estimated as £294m for the city and £766m for the UK. The study also evaluated the potential number of new jobs the Games would deliver, and reported that there would be up to 950 created in the city and 2250 in the UK. There is the potential for this number to be increased, subject to the amount of infrastructure projects that can be accelerated to support the Games.

5.31 A further more up to date economic benefits analysis has been commissioned by Origin from Pwc and its draft conclusions are that there should be an incremental increase to the Gross Value Added (GVA) of the West Midlands of £526m, and it will support an average of 4,526 workers per year 2018 to 2022 and an estimated cost benefit ratio of 3.2.

5.32 In addition to the opportunity to celebrate the city’s youth and diversity, there is a real economic benefit to hosting a mega multi-sport event. Therefore it is important that the approach to the Games promotes new business opportunities for local and regional companies. In Manchester one of the ways in which this was done through a Commonwealth Business Club. The Birmingham Chamber already have a similar organisation but the Games provides a great opportunity to build on that. It will be a real opportunity to further connections between different regeneration areas and raise the profile of Birmingham and the Region nationally and internationally.

5.33 A retrospective look shows that Manchester and Glasgow Games supported 1000 and 1,200 new jobs respectively and for Glasgow 2,100 jobs nationally in Scotland. Further analysis of Manchester estimates that the Games has generated 2400 direct and indirect jobs. While direct number of jobs will be less in Birmingham because there is less construction than in some

Games, given the number of facilities which already exist, there will still be direct jobs. Furthermore hosting the Games will sustain the current employment in the service sector and the visitor economy which continue to grow in the city. In addition to increased investment, jobs and skills, the Games can also deliver a broader and longer term regeneration process providing a mechanism for uniting a coalition of interests including the private sector and national government. It can also induce investment in infrastructure and facilities of regional and national importance and provide a basis to engage with people, businesses and regeneration initiatives to spark interest and imagination and promote cohesion across the city.

5.34 Apart from the short term benefits to the visitor economy, the Games has the potential to create a substantial and enduring impact on the growth of domestic and international tourism in the region like never before. It will be a real opportunity to showcase all the region's cultural gems, and culinary offer, with 30 different international cuisines and 5 Michelin Star restaurants in Birmingham alone. This will not just apply to the seven metropolitan authorities but the much wider base of the constituent and non-constituent authorities such as Warwickshire, Redditch, Lichfield, North Warwickshire etc. Currently there are 39 million visitors per year and over 1 million are from overseas. Based on the experience of other host cities, these numbers are likely to be boosted considerably after hosting the Games, generating a long term tourism legacy for years to come.

5.35 The Games would also be of great benefit to the higher education sector in the city and region as many of the commonwealth countries are in their target market. The Games will help drive international recruitment of both students and staff, bringing skills and knowledge and adding to the city's cultural diversity. For students, it would provide a rich vein of dissertation projects adding to the commonwealth knowledge bank. Universities from across the region could also be encouraged to provide charitable events which would help build social capital and focus on raising attainment of young people. It is also an ideal opportunity to raise awareness and engage with young people throughout the education sector on the benefits of sport, physical activity and healthy lifestyles.

The Commonwealth Games Village (Athletes Village)

5.36 The proposed Commonwealth Games Village (CGV) will be located on a 24ha site at Perry Barr, one of the areas of growth identified in the Birmingham Development Plan. The Village is of great importance to the success of the bid and delivery of the Games, as well as being perhaps the most significant physical legacy opportunity.

5.37 In Games mode the CGV will play host to circa 6,500 athletes and officials, and will comprise a Residential Zone (including accommodation, dining, medical and other facilities specific to the residents), and International Zone (the ceremonial 'heart' of the Village), and an Operational Zone (back of house and organisational provision).

5.38 The Commonwealth Games Federation requirements for the CGV will be met by providing residential accommodation in new build apartments and town houses, delivering the International Zone, Transport Mall, main dining hall and back of house facilities as temporary overlay, and utilising the existing on site sports and leisure facilities on site where appropriate. In legacy the development will offer nearly 1,000 new homes. This will form the first phase of significant residential development at Perry Barr, which could see a total 3,000 homes across all phases. This development will be complemented by investment in transport, environment and community infrastructure.

5.39 The site is primarily in public sector ownership (Birmingham City Council (BCC) and the

Homes and Communities Agency (HCA)) with plans in motion to secure the acquisition of the remaining land required. Although authority to use the City Council's Compulsory Purchase Powers are sought in this report it is considered highly unlikely that these will be required, with the outstanding land ownerships required for being acquired voluntarily. A development appraisal has been carried out which shows there will be a requirement for public sector subsidy of the development. The City Council is working with the Homes and Communities Agency to prepare an application for Housing Infrastructure Fund to support wider land assembly and delivery. Other funding opportunities are being developed with partners. Construction of the village will be undertaken by a number of development partners to reduce the risk associated with delivery.

5.40 Whilst the timescales are challenging, construction of the new development required for the commonwealth games village can be completed by January 2022 and handed over to the Games Organising Committee for Village fit-out. In order to achieve this there will be a requirement for dedicated project management, in house technical work and commissioned technical work estimated to cost £2.6m over 5 years.

Commonwealth Games Proposed Sports

The choice of sports for the Games come from advice from the Commonwealth Games Federation (CGF) about "core sports" that have to be in the programme and a list of "optional sports" that may also be included. There are both able-bodied sports and "Paralympic" sports in both the core sports and optional sport listings. However the limiting factor is a cap on the maximum number of competitors the CGF will allow to compete in the Games, which is set at 3,800 for core sports and 500 for optional sports. There is also a maximum of 3 team sports to be included.

The core sports announced so far are as follows :- Aquatics, Para Aquatics, Athletics, Para Athletics, Badminton, Boxing, Road Cycling, Artistic Gymnastics, Hockey, Judo, Netball, Rugby Sevens, Squash, Table Tennis, Triathlon, Weightlifting, Para Powerlifting and Wrestling.

Competition Venues

5.42 As outlined earlier 95% of suitable venues are already in place, for example the Alexander Stadium and the range of venues within the NEC Group. Therefore the risk in this area is considered low. However, a 50m pool is required and there are plans already in the pipeline in Sandwell to build a competition pool that can be enhanced to meet the requirements of the Games. This pool will of course be accessible to residents in the west of Birmingham as well as the diving element being a legacy facility for the region. There will also be some upgrades and refurbishments e.g. the Alexander Stadium will be upgraded to accommodate 20,000 permanent seats, with a further 20,000 temporary seats in Games mode. In addition all competition venues will need to have an overlay plan and infrastructure to ensure there is adequate back of house facilities for athletes, officials and event organisation, some of which could be retained as part of a built legacy. Crowd movement and security plans will also need to be refined to meet the crowd capacities which are anticipated to be full at all venues. The Commonwealth Games Federation would prefer a compact Games and this can be delivered, with all proposed venues less than 60 minutes travel time from the village. A list of venues announced so far and the sports they will host is outlined in Appendix 2.

Training Venues

5.43 The majority of training for athletes is likely to be outside the main competition venues. This creates a real opportunity for international athletes to use local community facilities, some of which are in our most deprived wards and will be upgraded and refurbished as part of the

bid. This will ensure they are fit for purpose and will leave a lasting legacy at these sites for the community. There will also be an opportunity to host training camps in the region prior to the Games to help teams acclimatise to local conditions. This again will help showcase the area to a global audience.

5.44 In addition to this, there will be training camps for different national teams which will be located both inside and outside the city in the West and East Midlands regions potentially. This will create both an economic and a “feelgood “ benefit for those towns and cities involved and there is considerably more work to be done to map out where those camps might be.

Major events organisation

5.45 Birmingham is well placed to host the Games given that the feasibility study for the 2026 Games indicated that 95% of suitable high quality facilities are already in place, making it relatively low cost and low risk bid. The city already has a reputation as a meeting place for business, major conferences and events and has an excellent retail and cultural offer with the NEC being the largest meetings and entertainment venue in the UK. The city attracts also most 8 million bed nights for annum and has over 75 thousand higher education students attending the 5 universities. At the other end of the participation spectrum, Birmingham is also the home of UK Athletics, hosting many international athletes and events at the Alexander Stadium. For example events such as the English School, British Championships and the international Diamond league all create an economic benefit to the city, generating significant media coverage, and promoting Birmingham as a great place to live, work and invest. In addition there is a growing reputation nationally and internationally for the delivery of elite athlete programmes at the University of Birmingham (nine current or former students represented Team GB in Rio 2016). Many of the country’s top athletes in a wide range of sports are choosing to come to Birmingham to study due the excellent facilities and support the city can offer.

Impact of hosting the Games on day to day Council business

5.46 The City Council has a series of Improvement Plans notably in Children’s Social Care, Education and Waste Management . It must ensure that any focus on the Commonwealth Games does not detract from the focus needed to deliver day to day change to benefit Birmingham’s citizens, and it will require careful management of how it both continues the trajectory of improvement it is currently on, and supports the Games. Although the delivery mechanism for the Games will be a separate company structure set up by DCMS, in the run in to the Games the Council will still need to identify which staff internally will concentrate on working with the delivery organisation

5.47 During the three week period of the Games the City Council’s services will need to respond to the demands on the city on day to day services and the Council will need to work positively to adjust services for that period, including working with contractors and neighbouring authorities.

5.48 As part of the bidding process the City Council will have to give a number of legal guarantees, for example that there should be no other major event being held in the city at the same time. These guarantees are being scrutinised currently and will be reported on to councillors.

Enabling Issues

Media and Broadcast Centres

5.49 These are also a key requirement of the Games, to ensure the competition and the city

can and be broadcast to the 1 billion plus viewers, and that the world's media can be adequately accommodated in one place. There is a real opportunity to achieve positive coverage for the region, repositioning the area and changing out dated perceptions. Again with the NEC Groups portfolio of facilities, such as the International Conference Centre (ICC), all requirements can be accommodated with no new build or temporary build required

Transportation

5.50 Ensuring athletes, officials and spectators can get to the city and then moving them around from accommodation to venues is a key plank in the planning of the Games. Birmingham, like Glasgow 2014 and London 2012 is proposed to be “a public transport Games” and working with the combined authority is an opportunity to accelerate part of Transport for West Midlands' £8bn 2026 Delivery plan for Transport. This could include potential upgrades of local railway stations, improved bus interchange, bringing forward a new bus rapid transit service and road re-alignment to improve pedestrian and cycling routes encouraging more active and green travel. The existing planned improvements to the public transport network will support a number of venues. .

Bus Rapid Transit Network (SPRINT)

- A456 Hagley Road: Sandwell Aquatics Centre.
- Sutton Coldfield – Birmingham: Sutton Park, Villa Park, and Aston Hall.
- A34 Walsall Road - Perry Barr Interchange, Competitors Village, Alexander Stadium and Games Village.
- A45 / Damson Parkway : Genting Arena, NEC

Road Improvements and cycling facilities

- A34 segregated cycleway: Alexander Stadium, Games Village.
- A444 Corridor Improvements: Ricoh Arena, Coventry.
- Birmingham A4540 Highway Improvements: Barclaycard Arena, ICC.
- A38 Birmingham Cycle Revolution: Edgbaston Cricket Ground, Birmingham University.
- Selly Oak / South Edgbaston Junction / Signal Improvements: Edgbaston Cricket Ground, Birmingham University

Rail improvements

- Longbridge Station Park and Ride – Access to venues in the city centre and Edgbaston Cricket Ground, Birmingham University via University Station.
- University Station improvements – Edgbaston Cricket Ground, Birmingham University.
- Further planned rail improvements are contained within the West Midlands Rail Franchise which is due to be announced later in 2017. This will support a number of venues including Alexander Stadium, Games Village, Aston Villa. Details of this are still subject to completion of the rail franchise and are not yet within the public domain.

5.51 Birmingham is also undergoing a series of further Bus Lane Enforcement / 20mph Zones measures which promote the uptake of public transport as well as making roads safer for walking and cycling. This will improve capacity for public transport options as well as the general safety and for those taking part in the games as well as local residents and visitors enjoying the games. There will be specific transport management measures during the period of the Games and detailed implementation plans, the finance for which is within the Games budget. These plans are at an early stage for example no decision has been taken on issues like whether there might be dedicated “games lanes “ on particular roads as there are different opinions on whether this is the right approach and these issues are still being worked through.

Security

5.52 Clearly a huge international event of this nature will demand major security measures

and will require major work with West Midlands Police and other security organisations. There is more commentary on this in the private report.

Governance structures

5.53 Subject to a successful bid, the delivery of the Games would be through a limited company consisting of representatives from the City Council, Commonwealth Games England and Central Government. The company would be governed by a Games Board which would normally consist of two representatives of each of the key organising organisation, plus five additional Board Members e.g. from the region and an Independent Chair. DCMS have indicated that whichever city wins they will set up the company entity.

It is also proposed that if the Council is successful in its bid it should set up a Commonwealth Games Working Group with cross party representation to enable the Deputy Leader and officers to report regularly on progress and discuss issues as they arise with that smaller groups as well as reporting them more formally.

Benefits and risks of bidding for the Commonwealth Games

5.51 In conclusion, given the support from the region for a Birmingham Games, and the potential for acceleration in housing, skills and jobs, regeneration and transportation, Birmingham is well placed to take advantage of this opportunity. A major part of the gains must be :

- To accelerate housing, skills and jobs, regeneration and transportation in the city and the region
- To lever in significant additional government funding into the region
- To engage young people
- To encourage more physical activity and improved well-being
- To build the spirit of creativity and pride in the city and its neighbours and the region as a whole
- To alter the national and international perceptions of Birmingham and the West Midlands region
- To provide a long lasting legacy of cohesion, identity and pride in Birmingham and across the region.

The slogan being used for Birmingham's candidature is "Birmingham – heart of the UK, soul of the Commonwealth". This is a once in a life time opportunity for all of Birmingham to shine both nationally and internationally. The reputational gains for Manchester of hosting the Games have been well documented and observed. Birmingham has a great opportunity here to become more recognised for the great city it is, alongside its regional partners - both those who have venues involved in the bid eg. Coventry, Solihull and Sandwell, and those who will be more indirectly involved with enormous potential gains for business, tourism and profile.

5.52 There are of course risks in bidding for the Games. These could be summed up as Financial and Legal; Operational; Capacity and Reputational. There has to be mitigation in relation to all of these risks. These include

Financial and Legal

- Risk to Council's fiduciary duty to citizens of Birmingham (Mitigation – naming of very specific budgets not impacting on council tax; discussions with District Auditor; robustness of calculations)
- Risk of breach of legal guarantees to the Commonwealth Games Federation.

Operational

- Risk of stretching of public services during the period of the Games (Mitigation – four years of planning in conjunction with public sector partners eg West Midlands Police, NHS, West Midlands Fire Service, relevant resilience contacts within DCMS / DCLG etc to ensure proper contingency planning and management during the period; using the experience of cities previously involved eg Glasgow and Manchester)
- Management of unplanned non - security related emergency events eg service breakdown, extreme weather conditions (Mitigation – existing emergency plans which will be updated in detail in the run up to the Games)

Capacity

Risk to the Council's ongoing improvement programmes, in particular in Education, Children's Social Care and Waste (Mitigation – considerable thinking is taking place on how to safeguard the improvement processes, including with further scrutiny from Cabinet; this will involve careful allocation of responsibilities with these being adapted as the Games draws closer; during the period of the Games, half the management team will be allocated to managing the Games and half to managing day to day services.)

Risk to partnership relationships due to diversion of focus on the Commonwealth Games (Mitigation – there will be great opportunity for building relationships with partners with the focus on the Games; there will need to be considerable effort not to distract from the growing building of partnership relationships in day to day services and strategy about the City more broadly)

Evaluation of alternative option(s):

6.1 The Council could decide not to bid. It would rely on existing regeneration activity to help transform the city. This option would be a considerably lower risk option, not putting pressure on the budget and the management capacity of the Council, but it would also mean foregoing potential Government spend of hundreds of millions of pounds, the opportunities for using the Games to drive the priorities of the Council and the region and the positive impact on the city a successful Games can bring

Reasons for Decision(s):

7.1 The reasons for the decision are to decide whether Cabinet is willing to authorise a qualified guarantee to DCMS as part of the next phase of the Commonwealth Games bid which runs through August and September 2017

Signatures

Date

Cabinet Member or Executive
Member or Ward Forum
Chair

.....

Chief Officer:

.....

List of Background Documents used to compile this Report:
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Cabinet Report 14 th July 2017

List of Appendices accompanying this Report (if any):
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Appendix 1 – List of membership of the Commonwealth Games Bid Company

Appendix 2 – List of Venues

Appendix 3 – Equality Impact Assessment documentation

Report Version		Dated	
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Equality Act 2010

The Executive must have due regard to the public sector equality duty when considering Council reports for decision.

The public sector equality duty is as follows:

1	<p>The Council must, in the exercise of its functions, have due regard to the need to:</p> <ul style="list-style-type: none"> (a) eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by the Equality Act; (b) advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it; (c) foster good relations between persons who share a relevant protected characteristic and persons who do not share it.
2	<p>Having due regard to the need to advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it involves having due regard, in particular, to the need to:</p> <ul style="list-style-type: none"> (a) remove or minimise disadvantages suffered by persons who share a relevant protected characteristic that are connected to that characteristic; (b) take steps to meet the needs of persons who share a relevant protected characteristic that are different from the needs of persons who do not share it; (c) encourage persons who share a relevant protected characteristic to participate in public life or in any other activity in which participation by such persons is disproportionately low.
3	<p>The steps involved in meeting the needs of disabled persons that are different from the needs of persons who are not disabled include, in particular, steps to take account of disabled persons' disabilities.</p>
4	<p>Having due regard to the need to foster good relations between persons who share a relevant protected characteristic and persons who do not share it involves having due regard, in particular, to the need to:</p> <ul style="list-style-type: none"> (a) tackle prejudice, and (b) promote understanding.
5	<p>The relevant protected characteristics are:</p> <ul style="list-style-type: none"> (a) age (b) disability (c) gender reassignment (d) pregnancy and maternity (e) race (f) religion or belief (g) sex

	(h) sexual orientation
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