



Subject: Commonwealth Games Community Fund – Stronger Communities, Physical Activity and Wellbeing and Learning Programmes.

Report of: Programme Director, Commonwealth Games
Assistant Chief Executive

Relevant Cabinet Member: Leader, Cllr Ian Ward

Relevant O &S Chair(s): Cllr Mariam Khan, Chair Commonwealth Games, Culture and Physical Activity Scrutiny Committee

Report author: Cat Orchard, Head of Community Partnerships
Commonwealth Games Programme Team

Are specific wards affected?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No – All wards affected
If yes, name(s) of ward(s):		
Is this a key decision?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
If relevant, add Forward Plan Reference:		
Is the decision eligible for call-in?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Does the report contain confidential or exempt information?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
If relevant, provide exempt information paragraph number or reason if confidential :		

1 Executive Summary

- 1.1 As part of the Council's preparation for the 2022 Commonwealth Games, a sum of £6m has been set aside from the 2021/22 financial year to create a Commonwealth Games Community Fund.
- 1.2 Cabinet has already approved the allocation of £4m of the Commonwealth Games Community Fund. £2m was allocated to the Creative Communities programme (report to Cabinet 13th October 2020) and £2m to the Celebrating

Communities programme (report to Cabinet 15th December 2020). This report seeks approval for the allocation of the remaining £2m across three thematic areas – Stronger Communities, the Learning Programme and Physical Activity and Wellbeing.

- 1.3 The Community Fund is designed to ensure that Birmingham City Council (BCC) maximises the benefits of the Commonwealth Games for Birmingham residents, through enabling all communities in the city to play their part and realising the legacy and benefits opportunities that are available from hosting an international multi-sports event.
- 1.4 It also allows BCC to demonstrate to its Games and wider partners that we are committed to demonstrating how becoming a Proud Host City can help us deliver on key change agendas for the city, so that Birmingham can rightly be seen as a great city in which to live, work and grow.
- 1.5 An outcomes framework has been developed, with associated KPIs and metrics in the process of being agreed. The metrics and KPIs within the framework have been identified from BCC's existing plans, and strategies, and contractual social value measures in order to provide a baseline wherever possible. The framework and associated KPIs/metrics will be reviewed and finalised following the completion of work to refresh the Council Plan, but examples include number of projects funded, geographical spread of projects, number of residents participating, participants reporting an increase in feelings of connectivity, civic pride, wellbeing etc.

2 Recommendations

Cabinet is requested to:

- 2.1 Approve the recommendation to allocate £0.5m to support the BCC led Stronger Communities programme as set out in Appendix 1
- 2.2 Approve the recommendation to allocate £1m to support the commissioning of physical activity and wellbeing initiatives across Birmingham, as set out in Appendix 2
- 2.3 Approve the recommendation to allocate £0.5m to further enhance the offer to Birmingham schools and young people as part of the Commonwealth Games Learning Programme, as set out in Appendix 3.
- 2.4 Approve the transfer of £0.5m to the Birmingham 2022 Organising Committee (OC) to deliver the enhanced offer to Birmingham schools and young people on behalf of BCC as set out in recommendation 2.3 above, noting the continued involvement of BCC in the design and development of the programme to ensure local needs are met.
- 2.5 Note that funding for individual projects and programmes will be ratified as part of the Council's Commonwealth Games governance structure and in accordance with the Council's scheme of delegations.

- 2.6 Authorise the City Solicitor or delegates to negotiate, execute and complete all necessary legal documentation to give effect to the above recommendations.

3 Background

- 3.1 The Birmingham 2022 Commonwealth Games has been described as a Games for everyone and will provide real opportunities for Birmingham to realise benefits before, during and after the Games, right across the city. It is important that BCC plays its part, as representing the Proud Host City, in ensuring that all residents and communities of Birmingham are afforded the opportunity to embrace the Games, but more importantly experience the benefits from hosting.

- 3.2 The Council's Financial Plan (approved on 11th February 2020) included the provision of £6m in 2021/22 to support community engagement, involvement and legacy programmes for Birmingham residents. The allocation of the remaining £2m for which approval is being sought, forms part of the overall £6m Community Fund.

- 3.3 The key criteria for the £6m Community Fund are that:

- Projects should support and engage Birmingham communities to feel part of the Games
- Engagement and participation opportunities should be spread across the city
- Projects delivered through the fund should showcase and support our diverse communities
- Projects delivered should celebrate Birmingham
- Benefits and Legacy opportunities should align with city priorities
- Projects should create feelings of connectivity, positivity and pride
- An element of funding should be delivered via wards on a per councillor basis. This requirement has been met through the Celebrating Communities Fund as agreed at Cabinet on 15th December 2020.
- The funding has a geographical ringfence to Birmingham, and projects must be delivered in Birmingham by Birmingham-based organisations. The funding is not intended to support the legacy from major capital projects.

- 3.4 The funding will be distributed thematically and will be a combination of support to BCC-led commonwealth games programmes and commissioned activity to support outcomes aligned to city priorities. The themes have been selected because they

- Are connected to existing Games Legacy themes across the Partnership
- Meet the agreed criteria for the £6m Community Fund (as above)
- Are the themes that are most likely to have the greatest opportunity for community engagement, involvement and impact for Birmingham residents.
- Align directly with Birmingham City Council priorities
- Have the potential to link to ward funding projects where that could be beneficial eg a project identified in the Celebrating Culture ward funding

theme could link into a city-wide project as part of the Stronger Communities theme, allowing maximum benefit to be derived.

3.5 Stronger Communities Theme (Appendix 1)

3.5.1 The Stronger Communities programme is managed by BCC and aligns the city's priorities around community cohesion and inclusion directly with the Commonwealth Games. It has 3 key roles to play within the Games Partnership

- Providing a mechanism for Birmingham citizens to provide constructive challenge, advice and feedback to all Games Legacy workstreams through the creation of a community stakeholder panel, ensuring that tackling inequality is the cross-cutting thread that runs through all of the Games Legacy workstreams.
- Work alongside communities in Birmingham to design and deliver £0.5m worth of projects falling under 3 themes – Inclusive City, Connected City, Know Your City – taking into account learning and feedback from the recent Community Cohesion consultation as well as learning from working alongside communities throughout the COVID pandemic.
- Ensuring that all BCC contributions to Games projects, whether the Council is leading, sponsoring or contributing, meet the council's commitment to tackling inequalities and supporting greater cohesion and inclusive approaches.

3.6 Physical Activity and Wellbeing Theme (Appendix 2)

3.6.1 The Commonwealth Games is a fantastic opportunity for the city to promote the importance of health and wellbeing to Birmingham residents and to leverage the benefits of hosting a major multi-national sporting event to support and encourage physical activity and wellbeing. A region-wide programme of funding to support physical activity and wellbeing activity is being created as part of the Games legacy offer, but this funding gives the opportunity to focus on Birmingham specific activity, enhancing some existing projects that are already underway in the city and provide maximum engagement opportunities for Birmingham residents across the city.

3.6.2 Appendix 2 sets out in greater detail the regional context, links to the £6m Community Fund and the current options that are being explored with local partners.

3.7 Games Learning Programme (for details please see Appendix 3)

3.7.1 The Games Learning Programme will draw down and maximise the assets of the Commonwealth Games to connect Birmingham's young people directly with opportunities to gain new skills, grow in confidence and become part of a stronger and more cohesive community.

3.7.2 The Learning Programme will be delivered by the OC, but BCC will work closely alongside, with relevant officers involved in key elements of programme design.

The £0.5m will be used to support an additional Birmingham-specific targeted strand of activity to ensure young people in every ward of the City have access to at least one Games opportunity either through schools or community participation. This strand is in addition to what will be available at regional and national level.

- 3.7.3 The aim is to create direct opportunities for at least 100,000 children and young people in Birmingham, working with at least 72 schools across the city as well as a variety of through the networks of youth clubs / groups, community partners, sport and cultural organisations and local groups for whom the programme will be widely accessible. This will be in addition to the core offer of the Learning programme (as set out in Appendix 3 p3).
- 3.7.4 BCC's funding contribution is in addition to core funding provided by the Organising Committee, Commonwealth Sports Foundation and British Council (as set out in Appendix 3 p9)

4 Options considered and Recommended Proposal

4.1 Options for Stronger Communities Funding

- 4.1.1 Funding theme – this theme was chosen as BCC leads across the partnership for the Community Cohesion, Inclusion and Pride workstream Celebrating Birmingham's super-diversity and unique multi-cultural heritage was a key part of the original bid to host the Games, and the importance of celebrating cohesion, promoting inclusion and building civic pride is at the heart of the legacy right across the wider Games partnership. BCC has made public commitments in the form of the Community Cohesion Strategy and the Everyone's Business Everyone's Battle report. Directly funding projects at local level that supports this agenda in a Games context allows us to make best use of the platform we have and show the best of Birmingham.
- 4.1.2 Delivery model – it is proposed that whilst BCC will oversee the delivery of projects that make up the programme, work will be co-created and commissioned with community organisations in line with the framework being developed by BVSC for this programme.
- 4.1.3 Delivering solely in-house is not desirable as it does not align with the city council's approach to co-design and working with communities. Completely outsourcing delivery is also not desirable as the ability to then connect across themes and effectively leverage additional games related benefits (such as external sponsorship, access to Games assets, amplification through partner projects) is removed.
- 4.1.4 Recommendation: that the Stronger Communities programme be delivered using a commissioning model. The programme will sit within the Community Safety and Resilience function in BCC (including the newly-expanded Equalities function), and will report into the BCC Legacy Committee and Commonwealth

Games programme. Funding decisions will require ratification by the BCC Legacy Committee.

4.2 Options for Physical Activity and Wellbeing Funding

4.2.1 Funding theme – this theme was chosen as the Games is a multi-sport event; the opportunity to promote the importance of physical activity and wellbeing can provide huge legacy benefit to the city as we work to tackle inactivity and improve the health and wellbeing of our citizens. It is also an important opportunity to use the power of the Games to promote physical activity as a way for people and communities to connect, and to help highlight and begin to address the barriers that prevent people from becoming physically active.

4.2.2 Delivery model – it is proposed that whilst BCC will oversee the projects that make up the programme, delivery will be commissioned through local partners.

4.2.3 Delivery solely in house is not desirable or practical as the authority has already adopted a commissioning model for this kind of provision. Completely outsourcing design and delivery through a small grants fund model is not desirable as i) the ability to effectively leverage against Games assets (eg sponsorship, access to athletes, linkages across the Games partnership) would be removed; ii) there are a number of small grants funds supporting physical activity that are available or will become available as part of the Commonwealth Games, so supporting direct delivery of projects provides an opportunity to focus on a small number of specific outcomes plus the potential for match funding to be secured against individual projects.

4.2.4 Recommendation – that the Physical Activity and Wellbeing programme be delivered using a commissioning model, in line with the proposed themes agreed as a result of stakeholder conversation. The projects will be managed by the Commonwealth Games Programme, with regular reporting to BCC Legacy Committee where both Neighbourhoods and Public Health Directorates are represented. A dotted line to the Creating a Physically Active City (CPAC) Forum will be maintained through BCC Legacy Committee in order to ensure continued alignment with wider strategy and policy development.

4.3 Options for Learning Programme Funding

4.3.1 Funding theme – youth and young people were at the heart of the bid to host the Commonwealth Games and involvement in the Learning programme is one of the most direct ways to bring the Games directly to young people across the city. Not engaging with this process would mean that children and young people would miss out on a unique opportunity to be part of the Games and to benefit from a wider variety of opportunities to learn, grow and develop.

4.3.2 Delivery model – the Games-wide Learning programme is being delivered through the Birmingham 2022 Organising Committee, and to date BCC have been involved in initial design and scoping work (pre-COVID) Committing to a combined funding pot and working alongside the Organising Committee ensures BCC plays a key role in shaping an offer that is bespoke to Birmingham

(as set out in Appendix 3), above and beyond what will be delivered at national and regional level as 'standard'.

- 4.3.3 If BCC were to deliver an independent programme either in-house or through a commissioned partner then the opportunity to directly meaningfully build on a 'core' offer would be lost, alongside the ability to directly connect with other legacy programmes such as volunteering, Generation 2022, Culture and Queens Baton Relay, and to have full access to Games assets such as the mascot and athlete visits to schools etc.
- 4.3.4 Recommendation – that BCC agree to allocate £0.5m to the Learning Programme noting that the delivery of an enhanced offer will be through the OC. BCC will be involved at all stages in ensuring that the programme meets the needs of Birmingham children and young people, both through the continuation of an existing good working relationship with the OC and more formally through the design and governance processes of the programme as set out in Appendix 3. Updates on progress will be provided to the BCC Legacy Committee (Education and Skills directorate and the Children's Trust are represented) and can also be shared with the Children's Partnership if required.

5 Consultation

- 5.1 Stronger Communities – the programme builds on the extensive consultation carried out as a result of the Community Cohesion Strategy and Everyone's Battle Everyone's Business work. The Equalities team have commissioned BVSC to create a framework in support of this programme that will provide good practice guidelines for effective, inclusive and meaningful engagement with communities designed to maximise participation, inclusion and contribution to Games legacy activities.
- 5.2 Physical Activity and Wellbeing – there has been extensive engagement at regional and local level with relevant stakeholders around the physical activity and wellbeing agenda. Learning from the Creating an Active City forum has also been incorporated into design and planning to date
- 5.3 Learning Programme – in early 2020, specialist consultancy EdComs were employed by the OC to carry out a focussed piece of scoping work. Engagement and consultation took place with teachers, youth workers, parents and young people across the city to help shape the foundations of the proposal. The intention is to continue to co-produce the programme of activity through the creation of a Teacher Design Forum and Youth Co-Creation workshops, in order to ensure that the resulting activities resonate with and are relevant to young people, as well as are practical and deliverable in an environment that continues to be impacted by COVID-19.

6 Risk Management

- 6.1 Risks to programme delivery are managed within standard Birmingham City Council processes. The Commonwealth Games programme maintains programme level and individual workstream risks, issues and dependencies which are routinely monitored and updated. Risks are fed into the Corporate risk register where appropriate

7 Compliance Issues:

7.1 How are the recommended decisions consistent with the City Council's priorities, plans and strategies?

- 7.1.1 It is critical that the £6m Commonwealth Games Community Fund reflects and connects with the longer-term vision for the city. The fifth outcome of the 2018-2022 BCC Council Plan states that "Birmingham residents gain the maximum benefit from hosting the Commonwealth Games". This funding will ensure that, as a result of hosting the Commonwealth Games, there will be a lasting and sustainable positive benefit for the city, its citizens and communities. It will also support the achievement of measures within the other outcomes in the BCC plan.

- 7.1.2 In summary it will:

- Create a legacy of civic engagement and pride within Birmingham's residents
- Inspire children and young people to be ambitious and achieve their full potential
- Improve the health and wellbeing of Birmingham residents
- Reduce social isolation, loneliness and develop active citizenship
- Reduce inequalities and build a fair, tolerant and inclusive city for all

- 7.1.3 As a whole, the Commonwealth Games Community Fund has been developed alongside the strategy to tackle inequalities in Birmingham as set out in the report to Cabinet on 10th September 2020 "Everyone's Battle, Everyone's Business: Tackling Inequality in Birmingham" through the commitment to ensuring opportunities to participate are available to all regardless of race, age, sexual orientation, faith, disability or social class. The Stronger Communities programme has a specific remit to ensure that tackling inequality is at the heart of all Legacy workstreams.

- 7.1.4 Birmingham Business Charter for Social Responsibility (BBC4SR) - where grants are awarded to organisations to deliver programmes on behalf of BCC and the value is above the threshold, grant recipients will be required to be a certified signatory to the BBC4SR and produce actions proportionate to the value of the grant funding. These actions will be monitored and managed for the duration of the grant period

7.2 Legal Implications

- 7.2.1 Under the general power of competence per Section 1 of the Localism Act 2011, the Council has the power to enter into the arrangements set out in this report and they are within the boundaries and limits of the general power of competence Section 2 and 4 of the Localism Act 2011.

7.3 Financial Implications

- 7.3.1 The funding for this programme is explicitly identified within the Financial Plan as being available from 2021/22, subject to formal approval of the revenue budget for that year. Expenditure will be spread across the 2021/22 and 2022/23 financial years, due to the Games taking place in July – August 2022.

7.4 Procurement Implications (if required)

- 7.4.1 As this is related to grant funding, there are no procurement implications.

7.5 Human Resources Implications (if required)

- 7.5.1 .None

7.6 Public Sector Equality Duty

- 7.6.1 The £6m community fund is being developed to ensure that all Birmingham residents have the opportunity to come together to celebrate the Commonwealth Games, and to have a role in creating a legacy for the city.
- 7.6.2 The Commonwealth Games Programme Team will work closely with internal and external colleagues involved in delivery to ensure that the finalised funding criteria and process will comply with the relevant national equalities legislation as well as BCC and OC internal Equalities policies. A full Equalities Impact Assessment will be carried out on the projects and programmes of work developed as part of this assurance.

8 Background Documents (hyperlinked)

- 8.1 [Commonwealth Games Creative Communities Small Grants Fund](#) Report to Cabinet 13th October 2020
- 8.2 [Everyone's Business, Everyone's Battle](#) Report to Cabinet 8th September 2020
- 8.3 [Birmingham City Council Plan 2019+ Update](#)
- 8.4 [Community Cohesion Strategy](#)