

BIRMINGHAM CITY COUNCIL

COMMONWEALTH GAMES, CULTURE & PHYSICAL ACTIVITY

O&S COMMITTEE – INFORMAL MEETING

1330 hours on Wednesday, 12 January 2022, On-line

Action Notes

Present:

Councillor Mariam Khan (Chair)

Councillors: Gurdial Singh Atwal, Mohammed Azim, Morriam Jan, John Lines, Yvonne Mosquito, and Martin Straker Welds

Also Present:

Sarah Boundy, Engagement Lead, Birmingham 2022 Commonwealth Games, BCC

Rachel Dixon, Programme Engagement Deputy Lead, Birmingham 2022 Commonwealth Games, BCC

Ceri Saunders, Acting Group Overview & Scrutiny Manager

Amanda Simcox, Scrutiny Officer

1. NOTICE OF RECORDING/WEBCAST

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

2. APOLOGIES

None.

3. DECLARATIONS OF INTERESTS

None.

4. GET SET FOR THE GAMES

(See document No. 1)

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

Members were informed that this campaign is being used to get residents and businesses set for the Games, which is largely being driven by the City Council working with the Organising Committee and partners. The aim is to have one clear and consistent message being provided under one umbrella. Members were informed of the timescales, communications channels and how they will be ensuring inclusive and accessible engagement.

It was highlighted that they are anticipating large numbers of queries and therefore people will be signposted to the B2022 website, which will be used as the main channel of communication.

During the discussion and in response to queries raised by Members, the main points included:

- Officers acknowledged that there will inevitably be disruption to some residents and businesses, and there will be a bespoke service to residents and businesses who will directly be impacted by road closures and parking issues etc.
- Officers have had direct engagement with approximately two thirds of Ward Members due to their wards having or being in the vicinity of venues and sites.
- Lessons have been learned from other events in the city, such as the triathlon, marathon and annual great run, and officers are looking at opportunities and working together.
- They are encouraging all areas of the city to celebrate the Games and create their own Games vibe.
- The pandemic has had a negative impact on the hospitality and the arts sectors and officers are working with the Business Improvement Districts (BIDs) and Chamber of Commerce.
- There will not be an App for this campaign but the B2022 website will be accessible and they will primarily be using QR codes.
- Officers are undertaking a number of surveys: post, during and pre Games, and they are expecting that people's attitudes may be slightly negative pre Games, with there being an uplift during and post Games.

ACTIONS:

- The Chair suggested using local TV or radio channels and agreed to forward a list of community media links to officers for consideration.

5. WORK PROGRAMME

(See document No. 2)

The Committee agreed with the suggestion that a report on the work the Committee has undertaken in relation to the Games is presented to City Council as an appendix to the Scrutiny Business Report in March 2022.

Members were also advised that the Leader and the Programme Director will be attending in March 2022 and the programmed meeting may have to be altered to accommodate this.

In addition, as agreed at the last Committee meeting, a visit to the Council House or an update on the plans the Organising Committee has for the Council House, is being pursued.

6. DATE AND TIME OF NEXT MEETING

The Chair advised Members that the next committee meeting is at 1.30pm on the 9th February 2022.

7. OTHER URGENT BUSINESS

None.

The meeting ended at 14.30 hours.