

Appendix 1 Birmingham's EA 2026 Vision

'From Stadium to Streets' this event will energise our communities delivering community activation linked to athletics through street games, local clubs etc as well as accelerating the links between community sport and elite sport.

Please comment below with points regarding the vision for the EA Outdoor Championships 2026 Bid. bullet points have been added from the meetings comments 10/05/2022

Bid Question:

Member Federations and candidate Cities are requested to provide a description of their proposed vision and concept demonstrating how they will provide the framework for the event and legacy delivery.

- A. 1. Please describe your Member Federation and the City/Region's overall concept for the event and bring to the forefront the reasons why European Athletics should support your bid, highlighting what makes you a unique host. (500-700 words)

Birmingham has a proud history of hosting Major International Sporting Events including in the last decade, Rugby World Cup, Cricket World Cup, World Indoor Athletics Championships, BMX World Championships, Gymnastics World Cup which have complimented a rich annual calendar of Major Sporting Events like Diamond League Athletics, All England Badminton, LTA Tennis Championships and British Masters Golf. We have world class venues and championship winning, professional Football, Rugby, Cricket and Athletics teams who all add to the rich sporting calendar and enhance our love of sport.

The Birmingham 2022 Commonwealth Games presents the city with a once in a generation opportunity to re-affirm Birmingham's position as one of the world's leading major global sporting cities. It is our postcard to the world and an opportunity to welcome our commonwealth family to this youthful, innovative and inclusive city, engaging and uniting our ethnically diverse communities and inspiring sporting fans around the world. This has never been more important in light of seismic global events like Covid 19 Pandemic and the UK's exit from the EU.

The B2022 Games will be the springboard for a golden decade of Major Sporting Events and we want the 2026 European Athletics Championships to be the centrepiece; we have a new state of the art athletics stadium; we have a city which will be awoken to the huge social and economic impact of major events; we will have a generation of young people inspired by the commonwealth games; and we will have the skills and experience necessary to stage the European Athletics Championships in the UK for the first time in a generation.

The City of Birmingham has long and proud association with the sport of athletics in the UK. We have hosted many World Class Athletics Events and the revitalised Alexander Stadium, the new home of UK Athletics. We are proud to welcome back our own Birchfield Harriers, one of the oldest athletics clubs in the world founded in 1877. We have invested £74million in developing a new state of the art athletics venue, designed around the needs of athletes, officials, major event delivery and provides a world class spectator experience and a perfect stage for the 2026 European Athletics Championships.

We aim to deliver an outstanding championships for European Athletics but more than that, we will embark on an 8 year plan starting on the closing ceremony of the Commonwealth Games when the

Athletics Stadium is handed back to the City. This approach will give us a 4 year runway leading into the European Athletics Championship 2026 and 4 year post event phase in which deliver a wide range of social, economic and sporting outcomes.

The Championships in 2026 will provide the perfect focal point for our **STADIUM TO STREETS** strategy which will aim to take the sport of athletics to the masses and bring together all our activities into one City Wide Plan for Athletics. We will build on our learning from the Commonwealth Games and work with both UK Athletics and England Athletics to put together the most comprehensive plan a city has ever produced for the sport and capitalise on the excitement and momentum the Championships will create.

Bid Question:

- A. 2. *European Athletics, Member Federations and Cities must develop strong foundations and put together a solid concept that meets the legacy plans for all, with a strong emphasis on sustainability and cost effectiveness. Can you give details on the strategy and vision you will bring to athletics, your city/region and its citizens through this event?*

Birmingham recently

Birmingham recently launched its Major Sporting Event Strategy 2022 -32.

INSERT LINK TO

<https://birmingham.cmis.uk.com/Birmingham/Document.ashx?czJKcaeAi5tUFL1DTL2UE4zNRBcoShgo=r6gXSAPeEqZ%2B4zjaPpXRaShFeF0LHYLO8mv4M9m%2BnuiM4t27ADxcq0%2Bg%3D%3D&rUzwRPf%2BZ3zd4E7lkn8Lyw%3D%3D=pwRE6AGJFLDNIh225F5QMaQWCtPHwdhUfCZ%2FLUQzgA2uL5jNRG4jdQ%3D%3D&mCTIbCubSFfXsDGW9IXnlg%3D%3D=hFfIUdN3100%3D&kCx1Ans9%2FpWZQ40DXFvdEw%3D%3D=hFfIUdN3100%3D&uJovDxwdjMPoYv%2BAJvYtyA%3D%3D=ctNJFf55vVA%3D&FgPIIEJYIotS%2BYGoBi5oIA%3D%3D=NHdURQburHA%3D&d9QijOag1Pd993jsyOJqFvmyB7X0CSQK=ctNJFf55vVA%3D&WGewmoAfeNR9xqBux0r1Q8Za60lavYmz=ctNJFf55vVA%3D&WGewmoAfeNQ16B2MHuCpMRKZMwaG1PaO=ctNJFf55vVA%3D#:~:text=Major%20sporting%20events%20enhance%20Birmingham,diverse%2C%20youthful%20and%20inclusive%20city.>

As our **Be Bold Be Birmingham** hosting city ambition signals, our intention is to do things differently. We want to attract and host events that have **Purpose** and deliver a positive social, economic and environmental **Impact** for the residents and citizens of Birmingham, it's businesses, national governing bodies and the wider regional economy.

We have identified those outcomes which are important to us as a welcoming, youthful, innovative, inclusive and diverse major sporting event host city. We will place these key impact areas at the forefront of our planning before, during and after the European Athletics Championships. These Key Impact Areas can be summarised as;

Profile and Image - enhance our status nationally and internationally as a city of culture, sports and events and promote Birmingham's unique heritage and identity as a welcoming, youthful and diverse city.

Environment and Infrastructure - enhance or develop sporting environments or infrastructure such as improving facilities and/or enhancing resources available to the community. We also aim to promote positive environmental and sustainable practices in event delivery.

Business and Economy - provide opportunities for businesses, the economy and help stimulate economic and employment growth

Employment and Skills - help to build and improve the capacity of our workforce, develop and promote volunteering, coaching, leadership and apprenticeship opportunities to enhance the skills and employability of our communities.

Engagement and Participation - encourage citizens of all abilities and ages to engage in physical activity and improve their health and wellbeing.

Social Inclusion and Diversity - work with our diverse communities to ensure they are inclusive and connect with our citizens in a way that helps to deliver civic pride

Upon successfully being invited to progress to full bidding stage our proposal is to take our STADIUM TO STREETS strategy and work this up with key stakeholders sitting on our Major Sporting Event Leadership Group. The Leadership Group is made up of key senior representatives across the public, private and voluntary community sectors, and we will look at each of these areas and develop them into a full blown Stadium to Streets Strategy which we will agree with English and UK Athletics.

We will ensure that this 'Impact' planning is hardwired or baked into our event planning, budget, resources and governance processes to ensure that our investment in the Championships achieve the greatest impact and return on investment for the City but also provides a blueprint for European Athletics to use for future planning and hosting of its Championships.

We will build on our learning from the Birmingham 2022 Commonwealth Games to inform our strategy, budget and project planning and set a new benchmark for the European Athletics Championships.

Alongside this we have developed the surrounding area including an event village with a direct train link to the new stadium to give easy, fast and sustainable direct transport link from the City Centre where athletes, officials and spectators can stay in the heart of our vibrant city.