

**Members are reminded that they must declare all relevant pecuniary and non-pecuniary interests relating to any items of business to be discussed at this meeting**

**BIRMINGHAM CITY COUNCIL**

**CABINET**

**FRIDAY, 08 DECEMBER 2017 AT 10:30 HOURS**  
**IN SPECIAL MEETING - COMMITTEE ROOM 1, COUNCIL HOUSE,**  
**BIRMINGHAM B1 1BB, [VENUE ADDRESS]**

**A G E N D A**

**1 NOTICE OF RECORDING/WEBCAST**

The Chairman to advise/meeting to note that this meeting will be webcast for live or subsequent broadcast via the Council's Internet site ([www.birminghamnewsroom.com](http://www.birminghamnewsroom.com)) and that members of the press/public may record and take photographs except where there are confidential or exempt items.

**2 APOLOGIES**

To receive any apologies.

**3 COMMONWEALTH GAMES 2022**

Report of the Interim Chief Executive and Interim Chief Finance Officer.

**4 OTHER URGENT BUSINESS**

To consider any items of business by reason of special circumstances (to be specified) that in the opinion of the Chairman are matters of urgency.

**5 EXCLUSION OF THE PUBLIC**

That in view of the nature of the business to be transacted which includes exempt information of the category indicated the public be now excluded from the meeting:-

Exempt Paragraph 3

**P R I V A T E   A G E N D A**

**3 - 38**

6 **COMMONWEALTH GAMES 2022 - PRIVATE**

Item Description

7 **OTHER URGENT BUSINESS (EXEMPT INFORMATION)**

To consider any items of business by reason of special circumstances (to be specified) that in the opinion of the Chairman are matters of urgency.

## BIRMINGHAM CITY COUNCIL

### PUBLIC REPORT

<b>Report to:</b>	<b>CABINET</b>
<b>Report of:</b>	<b>INTERIM CHIEF EXECUTIVE, INTERIM CHIEF FINANCIAL OFFICER</b>
<b>Date of Decision:</b>	<b>8<sup>th</sup> December 2017</b>
<b>SUBJECT:</b>	<b>COMMONWEALTH GAMES 2022</b>
<b>Key Decision: n/a</b>	<b>Relevant Forward Plan Ref: n/a</b>
<b>If not in the Forward Plan: (please "X" box)</b>	<b>n/a</b>
<b>Relevant Cabinet Member(s) or Relevant Executive Member</b>	<b>Leader of the Council, Councillor Ian Ward</b>
<b>Relevant O&amp;S Chair:</b>	<b>Corporate Resources and Governance - Councillor Mohammed Aikhlaq</b>
<b>Wards affected:</b>	<b>All</b>

#### **1. Purpose of report:**

- 1.1 The City Council is currently the UK Candidate City in the process of bidding to host the Commonwealth Games in 2022. This report sets out the process to date, relevant timescales, progress and planning for delivery, benefits to the city, costs, risks and risk mitigations for the Council. The report is being brought to an urgent Cabinet meeting to meet the requirements of the Commonwealth Games Federation process.
- 1.2 The report on the private agenda contains confidential information in relation to the Commonwealth Games. This is because the Birmingham bid, which is a joint bid between the City Council, Commonwealth Games England and the UK Government (DCMS) is still part of an international bidding process and some of the bidding issues are commercially confidential. There are also issues still under discussion between the City Council and its partner bidders. The two reports - public and private - must be read together, as this public report does not repeat information contained in the private report.
- 1.3 The report is late due to the need to get as up to date a position as possible on key information related to the bid.

## **2. Decision(s) recommended:**

- 2.1 That Cabinet notes the content of the public report including the specific legal and financial issues.
- 2.2 That subject to the information in the update note to be presented to Cabinet at the meeting, Cabinet authorises the Interim Chief Executive, in consultation with the City Solicitor and the Interim Chief Finance Officer, to sign the Commonwealth Games 2022 host city contract.
- 2.3 That a report is taken to Council reporting this decision and updating the Council on developments following the decision.
- 2.4 That subject to the outcome of the bidding process, proposals are brought to the Council Business Management Committee for a Cabinet Committee on the Commonwealth Games.

**Lead Contact Officer(s):** Steve Hollingworth , Service Director

**Telephone No:** 0121 464 2023

**E-mail address:** [steve.hollingworth@birmingham.gov.uk](mailto:steve.hollingworth@birmingham.gov.uk)

## **3. Consultation:**

### Internal

- 3.1 Officers in Children and Young People, Economy, Place and Strategic Services have been involved in the preparation of this report at different times.
- 3.2 During the course of the bidding process reports have been presented at Cabinet (July, August and November 2017) and discussion has taken place at Council. Briefing sessions have been held for the Labour and Conservative groups and Liberal Democrat Leader. There have been cross – party discussions between the three Group Leaders.

### External

- 3.3 During the course of the bidding process consultation has taken place with members of the Commonwealth Games Bid Company (including The NEC Group, Warwickshire County Cricket Club, West Midlands Growth Company Ltd), Sandwell Metropolitan Borough Council, the West Midlands Combined Authority (WMCA), Greater Birmingham and Solihull Chamber of Commerce, the Black Country, Coventry & Warwickshire, Greater Birmingham and Solihull Local Enterprise Partnerships (LEPs), Midlands Engine, Birmingham's Universities, Sport England and National Governing Bodies of Sport. In addition key venues have been consulted and all are supportive of the proposals. The Council has worked closely with the West Midlands Combined Authority during the bid process. There will be major community and business engagement in the detailed development of proposals if there is a positive

announcement from the Commonwealth Games Federation. There have been some sensitivities about the sharing of information to date due to the confidentiality of the bidding process.

#### **4. Compliance Issues:**

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

- 4.1.1 The Council's Vision and Priorities focus on Birmingham being a city of growth where every child, citizen and place matters. The priorities are for Children, Housing, Jobs and Skills and Health. The Birmingham Bid for the Commonwealth Games 2022 maximises the opportunities to align delivery of the City's vision with the vision held by both Government and the Commonwealth Games Federation for the Games and its legacy successes. Further details on many of these points are included in Section 5 of this report.

##### Children and Young People

- 4.1.2 Holding the Commonwealth Games would provide an inspirational focus for work with children and young people, given the Commonwealth Games values of *Happy and confident; Creative and Innovative; Ambitious and Aspirational*; The Games can be used in tailored curriculum work in a whole range of subjects, to engagement in the health and well-being and personal self-esteem values related to sport and participation. There will also be volunteering opportunities for students and opportunities for children and adults during the opening and closing ceremonies and the cultural programme more generally.

##### Jobs and Skills (and inclusive economic growth)

- 4.1.3 Evidence from other urban areas with major sporting events is that there is definitely short term economic benefit 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. A similar approach is being proposed in Birmingham bid which would 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.
- 4.1.4 The Games would provide job opportunities in a range of areas including construction, event management, commercial advice, hospitality. But it will be just as important to reap the benefits of longer term economic growth and to ensure that these benefits are realised so that they meet the Council's requirement for inclusive economic growth. There will need to be a careful economic promotion plan produced in conjunction with GBSLEP to make sure that the city and the region maximise our opportunities for promotion internationally. Half of the Top 20 Global Emerging Cities are in the Commonwealth (New Delhi, Mumbai, Kuala Lumpur, Bangalore, Johannesburg, Kolkata, Cape Town, Chennai and Dhaka) and there are great

opportunities for making export, technology and academic institution links which may secure jobs in the region in the future.

#### Housing

- 4.1.5 An essential part of the Games is the provision of the Commonwealth Games Village (Games Village). This would be a development of more than 1,000 homes, which would be returned to the Council after the Games. The Village, while bringing some delivery challenges to the Council, would be the catalyst for an accelerated programme of regeneration in Perry Barr including significant investment in infrastructure. This will in turn lead to the development of 3000 Homes in that area. Increasing housing numbers and the range of the housing offer is a key part of the City's corporate priorities, aligning with the Birmingham Development Plan. It is also in line with the Government's priorities.

#### Health

- 4.1.6 The messages of the importance of health and wellbeing, including mental health, and the role sport and culture can play in that, are made for the Commonwealth Games. In particular the involvement of nations with an historic association with the United Kingdom, whose nationalities are represented in Birmingham and across the region, will engage different communities. There are significant opportunities therefore to promote a healthy and active lifestyle and tackle health issues which affect different communities differently. However evidence from other multi-sport events, e.g. London 2012 Olympic Games, is that care is needed in how these health messages are used and what outcomes they will drive as the link between more watching, or being caught up in, great sporting events, and taking up a more healthy lifestyle yourself are not automatic. However as set out later in the report, in conjunction with our neighbours in North Solihull we have a great opportunity to capitalise on track record and potential new money coming separately to the city from the Commonwealth Games, to maximise all of this.

#### Transport

- 4.1.7 Birmingham, like Glasgow 2014 and London 2012 is proposed to be 'a public transport Games'. Accelerating existing planned improvements to the public transport network will support a number of venues, provide high quality transport in Games time and deliver a sustainable legacy transport network in line with Birmingham Connected and the HS2 Growth Strategy. Clearly the transport challenges of moving people around the city and the region to get to different venues will need major focus as the preparation for the Games moves forward.

#### Community and Social Cohesion

- 4.1.8 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 and the region, 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.

#### Social Responsibility

4.1.9 The City Council will require any contracted organisation delivering works and or services or goods in relation to the Games to have regard to the requirements of the Birmingham Business Charter for Social Responsibility and act accordingly. Their compliance with the Birmingham Living Wage policy will also be a requirement.

4.1.10 The budget prepared for the Games reflects the City’s commitment to the Birmingham Living Wage.

#### Alignment with partners’ strategies

4.1.11 The bid is well aligned with the strategies and objectives of partners – including those involved in funding and delivery of the Games – such as the GBSLEP, Culture Central, the West Midlands Growth Company and the WMCA including constituent and non-constituent authorities.

#### 4.2 Financial Implications

4.2.1 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 several hundred million pounds into the city and region. The remaining 25% of the cost would need to be funded by the City Council in conjunction with regional public and private bodies. The funding for the Commonwealth Games is divided between revenue (day to day operational spending) and capital (money which is for assets, plant, buildings). The total cost of the Commonwealth Games to public funds i.e. central and local government is at this point commercially sensitive because the Birmingham bid is still part of an international bidding process.

4.2.2 The requirement to commit to fund a share of the Games in the context of already significant financial challenges faced by the Council will need to be carefully managed. In particular the risk of cost overruns will need managing. The City Council is determined that the funding mechanisms it is exploring should not prejudice day to day services and that the revenue requirement supporting the Organising Committee costs should not come from council tax. The Council and regional partner contribution will therefore predominantly be through capital funding which, depending on the source of the capital, need not impact on day to day services.

4.2.3 The Council will need to put in major cost control mechanisms for every aspect of the Games and will be doing so in conjunction with its partners on the Organising Committee, the Commonwealth Games Federation, Commonwealth Games England and the Department for Digital, Culture , Media and Sport.

#### 4.3 Legal Implications

- 4.3.1 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.
- 4.3.2 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.
- 4.3.3 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.

#### 4.4 Human Resources Implications

- 4.4.1 The employment structures supporting the delivery of the Games will relate in part to the structure beneath the Organising Committee. It is likely that in addition to staff recruited by the Organising Committee (on which the Council will be represented) some staff might be seconded to that joint team. There is of course finance in the Organising Committee budget for staff to be appointed to be responsible to the OC for the delivery of the Games.
- 4.4.2 There will of course be some major workload for the Council who will need to have its own team. The core Project Team in Glasgow involved from the point of announcement of the success of the Bid was 8 people, but of course staff from across the Council were involved increasingly as the plans for the Games moved forward. During the period of the Games staff were engaged right across the Council, some in their day jobs, some in volunteer activities.
- 4.4.3 In the run up to, and during the Games, the Council must ensure that there is no disproportionate impact on the current service improvement plans that are already in place or being developed, for Adult Social Care, Children's Social Care, Education and Waste Management.
- 4.4.4 In the lead up to Games time, the Council will need to identify which staff internally will concentrate on working with the Organising Committee and groups of wider partners, and ensure that any subsequent capacity issues are managed. During Games time the Council will need to ensure that its commitments in terms of city operations for example refuse management, city 'dressing', ensuring routes and any diversions are clearly marked, transportation, wayfinding, crowd management etc. are met.

#### 4.5 Public Sector Equality Duty

- 4.5.1 Council is asked to have due regard to the **Equality Impact Assessment** set out in **Appendix A**



## **5. Relevant background/chronology of key events:**

### **5.1 Background**

- 5.1.1 The first Commonwealth Games was held in 1930 in Canada. A total of 18 cities from nine countries have hosted the Games, with England hosting twice: 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, more than 4,000 athletes, nearly a million available tickets and 12,500 volunteers. The Vision of the Commonwealth Games Federation is:

*“Building peaceful, sustainable and prosperous communities globally by inspiring Commonwealth Athletes to drive the impact and ambition of all Commonwealth Citizens through Sport.”*

- 5.1.2 The Commonwealth Games Federation also have a Commonwealth Sport Impact Framework with a number of “pillars” which focuses on values such as:

*“Happy and confident; Creative and Innovative; Ambitious and Aspirational; Contributing to the United Nations Sustainable Development Goals; Awareness – Advocacy – Action; Reconciliation initiatives; Conflict Resolution; Recognition of Marginalised Groups and Human Rights Protection and Promotion”.*

These values would certainly align with those of the Council.

#### Chronology

- 5.1.3 In January 2017 the City Council agreed to commission a feasibility study into the possibility of Birmingham 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. This included a technical and financial feasibility study, an economic impact assessment, and an assessment of Birmingham’s capacity to win. It concluded that there was a huge potential for Birmingham and the surrounding region to put together an effective bid.
- 5.1.4 In March 2017, Durban withdrew as hosts for the 2022 Games and the CGF announced a competition for a replacement Host City. On 28 April 2017 the UK Government agreed to submit an expression of interest to host the 2022 Games. The Government’s Commonwealth Games Delivery Unit (CGDU) – part of the Department for Digital, Culture, Media and Sport (DCMS) – released details of the competitive process, agreed with the CGF. The 2022 Games are due to be held from 28<sup>th</sup> July to the 6<sup>th</sup> August 2022, with the opening and closing ceremonies being on 27<sup>th</sup> July and 7<sup>th</sup> August respectively.
- 5.1.5 The Birmingham Commonwealth Games Bid Company, chaired by Cllr Ian Ward, then Deputy Leader, 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 CGDU's competitive process to host the 2022 Games.

- 5.1.6 Cabinet received a report on 14th June 2017 advising that the Council had now expressed an interest in hosting the 2022 Commonwealth Games and requesting approval for expenditure on consultancy support for a 2022 bid, which was granted. The funding for this work was sourced from BCC and a number of partner organisations including the WMCA, the three Local Enterprise Partnerships, Midlands Engine, NEC Group, Higher Education providers and the private sector. The Council subsequently hosted several delegations from CGDU in their role overseeing the UK city selection, and from the Commonwealth Games Federation.
- 5.1.7 A formal submission was made to CGDU on 18<sup>th</sup> August 2017, and on 7<sup>th</sup> September it was announced that, subject to Treasury approval Birmingham would be the Government's official Bidding City. Treasury approval was given on 29<sup>th</sup> September 2017.
- 5.1.8 An extensive formal submission was made to the CGF on 30<sup>th</sup> September 2017 with the support of local partners and the CGDU. Subsequent to that submission, the CGF announced that no 'fully compliant' bids had been received, and the deadline for submission was extended until November 30<sup>th</sup> 2017. Birmingham's bid was not deemed fully compliant as the City still needed to resolve some aspects of the contractual and financial implications and had indicated this to the CGF.
- 5.1.9 The Birmingham team has continued to engage with CGF ahead of the 30<sup>th</sup> November extended deadline and gave a presentation to the CGF on 23<sup>rd</sup> November, which was well - received.

## 5.2 What would the Games bring to the city - the Games Vision

- 5.2.1 The Vision being used for Birmingham's candidature is 'Birmingham – heart of the UK, soul of the Commonwealth'. This recognises what Birmingham has to offer the Commonwealth and the United Kingdom, and what the Commonwealth can bring to benefit Birmingham and the United Kingdom. As set out earlier in this report, if the Bid were successful, the Games would provide valuable opportunities to pursue not only the Council's Vision and Priorities, but also those of the region more generally.
- 5.2.2 The Games is a "once in a lifetime" opportunity to shine both nationally and internationally; the reputational gains for Manchester and Glasgow of hosting the Games have been well documented and observed.
- 5.2.3 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 e.g. Cannock Chase/Staffordshire, Coventry, Solihull, Sandwell and Warwickshire, and those who can be engaged in a variety of

ways – with enormous potential gains for business, sport, tourism and the profile of the city and the region.

5.2.4 Hosting the Commonwealth Games in 2022 would have a positive and lasting impact on the city, providing Birmingham with the opportunity to:

- Deliver a Games that supports the Council's key priorities for the City – children and young people, housing, health, jobs and skills, inclusive economic growth
- Bring forward investment in the much wider and more comprehensive regeneration of Perry Barr more quickly than the Council could achieve without the Games
- Remove barriers to participation in physical activity and sport, with a focus on communities that are currently inactive, promoting better mental and physical health outcomes for our citizens
- Invest in sports infrastructure through the redevelopment of Alexander Stadium and upgrading of local and community sports facilities in that area
- Showcase the best of Birmingham and the wider region – promoting tourism, investment, business
- Deliver employment, training and volunteering opportunities for our citizens, and the chance to be part of an internationally recognised sporting event.
- Improve the city's transport infrastructure by accelerating existing proposals.
- Work closely with partners across the region to deliver a Games that reflects the City and the wider West Midlands – this will strengthen regional partnership and drive a joint regional 'effort'
- Demonstrate on a global stage that Birmingham is a young, diverse, entrepreneurial and exciting city.

5.2.5 Birmingham's decision to host the Games needs to be set in the context of an eight year strategy, encompassing the four year 'lead-in' and build-up, the delivery of the Commonwealth Games themselves and then the four year programme of maximising legacy afterwards.

5.2.6 The Birmingham 2022 Vision responds to the Government's rationale for bidding for the Games, 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 who live there.

### 5.3 Commonwealth Games Sports

- 5.3.1 The key focus of the Games are the sporting events at their heart. The vast majority of sports and venues proposed for inclusion in the Birmingham bid have been announced. The line-up was selected following careful assessment of Commonwealth Games Federation guidelines regarding athlete numbers for core and non-core sports, team sports, athletes' needs, the technical specifications, seating capacity and Games-time logistics. They include both able – bodied and Paralympic sports integrated within the same Games, not with a separate Paralympic Games.
- 5.3.2 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 “Para” 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.
- 5.3.3 The sports proposed in the bid include the following:

**Aquatics (Swimming and diving), Para Swimming, Athletics (Track and field), Para Athletics, Badminton, Basketball 3x3, Wheelchair Basketball, Boxing, Rhythmic and Artistic Gymnastics, Hockey, Judo, Mountain - Biking, Netball, Rugby Sevens, Squash, Table Tennis, Para Table Tennis, Weightlifting, Para Powerlifting and Wrestling.**

However not all sports have been announced yet. Knowing the interest in cricket both in Birmingham and the region and in the Commonwealth, the Council would like, if possible to get 20/20 cricket included as one of the sports played, but given the limits to the numbers of team sports and some longer term issues to do with the international cricket competition scheduling, it is not clear yet whether that will be possible. However the Leader has raised this with the Commonwealth Games Federation and they have indicated that they would be open to discussing this should Birmingham's bid be successful.

- 5.3.4 During the selection process, the bid committee looked closely at how to utilise Birmingham's wealth of existing sports venues and facilities, ensuring connectivity and accessibility and maximising spectator numbers and making the best of the facilities. Attached at **Appendix B** is a list of **Sports and Venues already announced**

*Pre Games Training Camps for Commonwealth Athletes*

- 5.3.5 Teams from all over the Commonwealth will be looking for places prepared to host their pre-Games training camps, which are an opportunity for the athletes to come together, to get a 'feel' for the host country and to train in competition standard, or close to competition standard venues. Prior to the London 2012 Olympic Games, areas outside London were invited to put themselves forward

as potential hosts for pre-games training camps. Across the wider Midlands region we know there are excellent venues – both publicly and privately owned – and we want to promote those to Commonwealth athletes who will be looking for places with good quality facilities for training. Teams will range in size (some countries only send 1 or 2 athletes, others considerably more) so there is plenty of scope for quality sites of all sizes to play a role.

5.3.6 The University of Birmingham (UoB) recently hosted the Jamaican Team from 22<sup>nd</sup> July – 1<sup>st</sup> August 2017, in advance of the World Athletics Championships. Although requirements will vary from team to team, dependent on the events they are entering, the basic requirements would be:

- Use of relevant facilities for set time periods, usually twice a day
- Option to hold additional training sessions if required
- Access to other strength and conditioning facilities
- Access to medical and physiotherapy facilities
- Accommodation
- Security and privacy
- Transport to and from training venues for organised sessions, and for any social commitments.

There will be options to arrange a social programme for the Athletes (which in Jamaica's case UoB and BCC worked on jointly) – but this is best negotiated as far in advance as possible with the teams. The Jamaican Team had a mix of more formal gatherings and distinctly less formal gatherings – their surprise informal appearance at a number of Parkruns in the City were very well received by residents, as well as being very easy to organise.

5.3.7 In the event of a successful bid for Birmingham we would pull together a more comprehensive guide, and arrange some information sharing and learning sessions for authorities / sites that were interested in hosting teams. We would ultimately want to produce a 'welcome pack' for Teams, offering suggestions for pre-games training facilities across the Midlands region, and invite colleagues to put forward nominations for suitable facilities. In preparation for this we are initiating discussions with sport and leisure contacts in Birmingham and across the Midlands.

#### *Fan Zones and Live Sites*

5.3.8 As part of the Commonwealth Games, there are opportunities for fan zones in and around the Midlands. The Birmingham bid plans to encourage and support a community-led approach to fan zones and live sites, similar to that adopted in 2012 for the Diamond Jubilee where the council facilitated street closures and co-created a toolkit to support a community 'DIY' approach. The aim is to encourage and support communities to create cultural events to celebrate the Games.

5.3.9 There are currently plans for two major central fan zone areas – Brindley Place in Birmingham (outdoor zone) and the NEC in Solihull (indoor zone)

both of which will have large screens to display sporting action and highlights, and stages for interviews with athletes past and present, as well as showcasing the culture and arts programme that is planned as part of the Commonwealth Games celebrations. Each of these sites will have high level digital connectivity to allow fans to share in the action.

- 5.3.10 If we are successful we would like to enter into discussion about distributed fan zones across the Midlands. There are no costings currently in the budget but there are opportunities for very positive community fan gatherings across the Midlands.

#### *Benefits to sporting facilities*

- 5.3.11 There will be long-standing benefits to some facilities in Birmingham, most notably to the **Alexander Stadium** which will host the opening and closing ceremonies and the Athletics events. Throughout the development of the bid, the City Council's vision has been that the stadium remains a high-profile venue for major sporting and cultural events, whilst maintaining a varied community programme that allows the development of the facility on a long-term, financially sustainable footing. The venue will continue to host both international and national competitions and remain the home of athletics in Birmingham as the "City of Running".
- 5.3.12 However the longer – term vision for the wider site is to create a Sports Village consisting of both a high performance centre of excellence for athletics and providing a community sports hub, to service the existing community some of whom will ultimately occupy the new homes in Perry Barr. All these proposals need extensive consultation with the local community.
- 5.3.13 The Alexander Stadium will be developed from a 12,700 seat facility to 40,000 seats during Games time and post Games will become a permanent 20,000 seat stadium, with a new home straight covered stand, in addition to the relatively new back straight stand occupied by UK Athletics. Furthermore, there will be a new 6 lane warm up track built for the Games
- 5.3.14 The new facilities will both benefit high performance sport and the community and be part of the wider sport village approach to the site. For example UK Athletics (UKA) will have the opportunity to centralise their high performance hubs in one location at the Alexander Stadium. This will result in the coaching staff and performance athletes coming together and working out of the high performance centre and related track and support facilities.
- 5.3.15 In addition to the development of the stadium, the site already consists of an international gymnastic and martial arts centre (GMAC), a competition BMX track and the high performance centre referred to above.
- 5.3.16 However with the space created within a new home straight stand and with the space available on site, there is an opportunity to enhance the community facilities further and create zones to make the whole site more sustainable.

5.3.17 These zones could include:

- A new community sport and leisure offer providing the opportunity for a whole life approach to health, physical activity and sports delivery. A new fitness offer, together with new community space and a café facility.
- New event, conferencing, offices and flexible community space will also be created and will double up to service the major athletic events. These facilities can also be used by the local community as the main meeting venue in the area, and used as educational/class room space for courses.
- The stadium is also home to Birchfield Harriers Athletics Club who have a long term tenancy agreement. Therefore the development provides the opportunity to create a new club for Birchfield Harriers, fitting for the country's leading athletics club. Also included within the bid is the upgrade to other local sports facilities to ensure that they meet the requirements for training venues for athletes prior to their events. These enhancements could be in the form of new equipment, improvements to the field of play and ancillary facilities such changing rooms and will leave a legacy of improvements for the local community.

5.3.18 Under the proposals there would be a new **Aquatics Centre** (swimming pool and diving) of national and international standing in Sandwell which would offer great benefits to Birmingham residents, particularly those living in West Birmingham as well as to all those interested in swimming and diving across the region. There will be benefits to various facilities arising from the 'overlay' (temporary attachments to sporting facilities for the period of the Games).

*Engaging with sporting groups and facilities in Birmingham and across the region*

5.3.19 There is wide interest, not just in Birmingham but around the region, in the opportunities afforded by the Commonwealth Games. The Council would wish to work with sporting groups in the run up to the Games, making links with countries coming to Birmingham for the Games and with training and acclimatisation camps. There will need to be extensive engagement and consultation with those Groups to work out how best to involve them in the Games and give them some access to the Games.

*Links to Sport England Local Delivery Programme in Birmingham and Solihull*

5.3.20 Birmingham City Council and Solihull MBC are awaiting the formal announcement of the outcome of the bidding process for the Sport England Local Delivery Programme focusing on getting people to be more active, particularly in less affluent areas. In Birmingham this would be led by the Health and Well-being Service The city also has a growing reputation in the UK and across Europe for focussing 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.

5.3.21 The proposed programme will target six areas based on deprivation in the Greater Birmingham and Solihull Local Enterprise Partnership (GBSLEP) area:

- 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

5.3.22 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.

5.3.23 The Local Delivery programme, if we are successful, would be a great foundation for 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

5.3.24 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 formally announced, this programme will begin in 2018/19 and will continue for four 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.

#### **5.4 Games Village**

5.4.1 A key component of the Games would be the delivery of a Commonwealth Games Village to accommodate 6,500 athletes and officials in Games time. The Village will comprise a Residential Zone (including accommodation, dining, medical, office, storage 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).

5.4.2 The CGF’s requirements for the Village will be met by providing residential accommodation in new build accommodation, delivering the temporary ancillary facilities for the International Zone, Transport Mall, main dining hall and back of house as temporary overlay (non-permanent structures), and utilising the existing on site facilities where appropriate. The permanent element of the Village and cleared sites for temporary overlay, have to be provided to the OC by January 2022 to allow for Games-time fit out. This is clearly an ambitious project within the timescale.

#### *Longer term development and design*

5.4.3 After the Games the residential accommodation will be retrofitted to provide more than 1,000 new homes – the first phase of significant new housing development in Perry Barr. Complementary transport infrastructure and environmental improvements will unlock a further 3,000 homes in the wider area. These plans are already in the Birmingham planning framework.

5.4.4 Ensuring there is a successful legacy of housing for the city and regenerating Perry Barr in a sustainable way will be guided by an emerging Planning & Implementation Framework which will encompass masterplanning principles, significant infrastructure projects and a public realm strategy ie what the environment will be like in terms of green spaces, street furniture etc.

5.4.5 The City Council, the OC and the CGF and local residents and potential residents who would like to live in the area, have an interest in ensuring that the Village design is flexible enough to both provide satisfactory housing for the athletes during the Games, and to be converted after the Games to housing which will make a significant contribution to meeting local housing need. Design work is already being progressed, in recognition of the timelines, with key partners being engaged. If Birmingham is awarded the Games then it will be possible to move forward with consultation with local people, even in the framework of a short timetable, explaining and getting input to the proposals.

#### *Delivery*

5.4.6 In order to quantify the costs associated with the delivery of a Village, the Council commissioned an initial development appraisal. This identified that

there would be a funding gap, i.e. a gap between the costs of building the village and the recoupment of that by sale of the homes afterwards. Since the provision of a Village is a requirement of a Host City, officers have been exploring options for relevant funding provision to fund the delivery of the Village.

- 5.4.7 The site is primarily in public sector ownership (with plans in motion to secure the acquisition of the remaining land required).
- 5.4.8 An options appraisal of delivery mechanisms was presented to Cabinet on 14th November 2017. This considered three options; namely direct delivery, engaging a development partner, or a joint venture vehicle, with the substantive factors being risk transfer, cost, quality and time available. Owing to the timescales for delivery, the option to deliver the Village through a third party or Joint Venture is not feasible - given the cost, a full process involving advertising the opportunity in the Official Journal of the European Union (OJEU) would be required which the current timescales for delivery do not allow. In addition the requirements for the involvement of the CGF and the increased costs that would be incurred as a result of scope changes via a third party developer result in lack of overall control for the end product. The outcome of the appraisal was therefore that the option of direct delivery of the village is the most cost effective solution, providing more certainty of delivery and ensuring greater quality in design and build of the scheme.
- 5.4.9 Delivery of the project by the Council will mean that the Council incurs all the construction costs and would fund these from prudential borrowing (after any external grant funding obtained). After the Games, the Council would convert the village to residential housing with the intention that the borrowing would be partly repaid from housing sales proceeds, with the cost of the remaining borrowing met from rental income.
- 5.4.10 The Council would manage the delivery of the new homes through its own vehicles which already deliver both the Birmingham Municipal Housing Trust and InReach programmes. Through these two programmes the Council has delivered more than 3,000 homes over the last 8 years.
- 5.4.11 While this approach is deliberately chosen to reduce risk, it is not itself without risk, namely constructing the village on budget within a very tight and immovable deadline, and post Games in achieving sufficient sales proceeds and rental income to ensure that the development is viable. However this risk has been identified. The approach to mitigating it will be set out in the Full Business Case to Cabinet in summer 2018.
- 5.4.12 In order to progress the direct delivery of the village the Council will appoint an Employer's Agent who will provide the professional team who will support the Council in delivering the athletes village for the Commonwealth Games and provide services including site investigation, architectural design, preparation of planning application, cost control and quantity surveying, mechanical and electrical design services, structural engineers, procurement advice, and Clerk

of Works services.

## 5.5 Economic Impact

- 5.5.1 The Birmingham 2022 bid has been developed to be a crucial part of the overall Strategic Economic Plan for the West Midlands. Both prior to and after the Games, the potential positive economic outcomes form a central pillar of the overall ambition and vision for Birmingham and the entire region to drive national growth and success through the Midlands Engine and through the West Midlands Combined Authority (WMCA). The WMCA published its Strategic Economic Plan (SEP) in June 2016. This SEP is underpinned by rigorous econometric analysis, and aims, by 2030, to have doubled the region's output, crossed the national productivity line by 2026 and delivered over 500,000 net, new additional jobs in sectors which have been identified to present the most impact.
- 5.5.2 Culture, sport, digital, leisure and entertainment are sectors which the West Midlands region (and indeed the wider Midlands Engine) can evidence as being both a net contributor to our aspirational economic targets but also one which will enable the other identified sectors in the plan to flourish. The SEP is clear that in order for our region to ensure inclusive and sustainable growth, the power of this sector, characterised by the Commonwealth Games, City of Culture 2021 and the potential re-location of Channel 4 from London, is central to delivery. As a result this has featured heavily in the WMCA response to the UK Government's Industrial Strategy consultation and will be a key pillar of the regional delivery plan across all key stakeholders. It is also hallmarked within the emerging Midlands Engine Strategy – in response to the Government's prioritisation of this part of the country in being able to boost the UK's position in established and new markets in a post-Brexit trading environment.
- 5.5.3 The West Midlands will build on its current position as the leading region for Foreign Direct Investment and as a home to some of the largest multi-national companies in the UK, which are driving export volume and value to existing and emerging markets across the world. This reputation and track record makes the staging of a Commonwealth Business Expo credible and a further confident statement of intent from the West Midlands and the UK in a post-Brexit trading environment. The Dynamic Economic Impact Model (DEIM) will be used to measure and evaluate the economic impact of hosting the Games in this region going forward.
- 5.5.4 The Cambridge Policy Consultants updated executive summary "The Manchester Commonwealth Games 2002 Cost and Benefit Analysis (October 2002)" cites a range of benefits to Manchester 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

- 5.5.5 Origin, the sports consultants contracted to work with the Birmingham Bid Company originally 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 was 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.
- 5.5.6 The headlines from the 2026 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 was 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.
- 5.5.7 A further, more up to date economic benefits analysis has been commissioned by Origin from PwC for the West Midlands and its conclusions are that there should be an incremental increase to the Gross Value Added (GVA) of the West Midlands of £526m, and it would support an average of 4,526 workers per year 2018 to 2022 and an estimated cost benefit ratio of 3.2. Attached at **Appendix C** is a **Summary of the PwC economic impact analysis** and it is referenced in the background documents.
- 5.5.8 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.
- 5.5.9 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. Given the number of facilities which already exist the direct number of jobs will be fewer in Birmingham because there is less construction than in some Games. However 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.

5.5.10 The GBSLEP's Strategic Economic Plan to increase skills levels also supports the wider West Midlands goals but focusing on Birmingham and Solihull. On Skills, 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.

5.5.11 Hosting the Games will sustain the current employment in the service sector and the visitor economy which continue to grow in the city and the region. 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.

5.5.13 In order to have the greatest impact possible it is proposed to have a build up over four years starting in 2018 with smaller business conferences, culminating in a major Expo at the NEC before the Games in 2022. The event would also be a manifestation of the strong support for the Birmingham bid that has been shown by local businesses during the various phases of the campaign to date. This Expo would build on existing events such as the Chambers of Commerce annual business forum – but with a clear focus on showcasing the best of UK industry and business to a global audience, and the creation of inter-connecting opportunities between Commonwealth nations and key global markets from the USA, Middle East, China and non-Brexit Europe.

5.5.15 Delegates will be drawn from Commonwealth nations, core markets and key industry sectors. Each participating country will be encouraged to bring a ministerial level delegation with relevant business leaders. The event will offer benefits:

- for UK business and the Midlands region to showcase itself to Commonwealth partners and an international audience, presenting the UK as a business destination to leverage international trade and investment.
- for Commonwealth partners to build business relationships and connectivity with UK and Midlands region business, each other and the key global markets of the USA, Middle East, China and Europe.

Core themes will include:

- trade and export: UK businesses looking to trade with Commonwealth countries and the rest of the world;
- foreign direct investment (FDI): positioning the UK, West Midlands and Birmingham as a global location for businesses;
- capital investment: positioning the UK and Birmingham as a location for infrastructure investment for global investors (sovereign, institutional, individual); and
- education and thought leadership: through university partners and leading manufacturing and industry expertise.

## **5.6 Promoting Culture and Tourism**

5.6.1 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.

### Cultural Programme

5.6.2 The aim of the Birmingham 2022 cultural programme would be to convey a confident, multidimensional and vibrant narrative from a city that is the youngest in Europe, that is super-diverse and that reflects the core values of the Commonwealth Games Federation: humanity, equality and destiny. The proposal is that the programme would reach out to the communities of the Commonwealth while telling the unique story of Birmingham, a great Commonwealth city. This theme will also be able to be associated with the Commonwealth links right across the region, when discussing the cultural programme with other towns, cities and counties.

5.6.3 This theme would give ample opportunity to build on this theme with other places across the region, as even some of the smallest places have Commonwealth Associations. The aim is for cultural activities to be embedded at the very heart of the Games. Events in the city centre squares, at live sites and through the Urban Street Festival will provide a direct and inspirational interface with the sporting programme, and link to wider community and volunteer initiatives. The dynamics of cultural events is that they drawn on citizens from across a region and beyond, and there is ample opportunity to build links across current and future programmes and across the region

generally with our neighbours.

5.6.4 The collaborative journey to 2022 has already started through the establishment of Culture Central in Birmingham in 2016. This independent company brings together the city's institutions and communities to pursue an ambitious agenda for cultural development. Its work supports the strategies of our partners at Birmingham City Council and the Arts Council. It recognises the need for innovation in practice and business models and amplifies existing cultural activity in Birmingham. Our cultural expertise includes:

- Birmingham Hippodrome: the most visited and successful theatre outside London and commissioner of major city events and festivals.
- Symphony Hall: acknowledged by musicians as one of the best concert halls in the world.
- Beatfreaks: an emerging company leading the next wave of cultural producers in the city.
- Digbeth Dining Club: a street food scene spearheading the regeneration of Digbeth in the city centre and using food to celebrate the city's super-diversity.

The proposal is that Culture Central would coordinate institutions including Birmingham Museums, Birmingham Hippodrome, Sampad South Asian Arts Organisation and DanceXchange to deliver the programme. They would collaborate with Birmingham City Council and the Arts Council to maximise use of existing venues and resources. They would draw on local enterprises and creative industries across the regions including those based in Birmingham such as in the landmark Custard Factory development; the rich industrial heritage of Birmingham's Jewellery Quarter; and the many institutions that underpin the city's contemporary culture. We will embrace the Queen's Baton Relay to take our cultural programme to the Commonwealth and to bring back content we can incorporate. The bid explicitly says that the City would collaborate with Coventry if it is successful in its bid to become UK City of Culture 2021.

#### Collaboration across the Commonwealth

5.6.5 The approach will be based on exceptional collaborations with the city's world-renowned resident artists. They will work with a diverse range of community and international partners to create unique artistic works. These collaborations will range from major commissions to hundreds of performances on the Victoria Square basketball stage to showcases in local parks and streets. We will place this work in an international context, extending our approach across the Commonwealth. This approach will help reposition Birmingham as a world cultural and sporting city, leaving a set of signature themes to underpin marketing, community development and inward investment strategies for the next decade. Our city of a thousand trades can also be a city of a thousand arts, in addition to its huge sporting heritage.

- 5.6.6 The region's current annual investment for culture is in excess of £41m. A proportion of this will be realigned to the Commonwealth Games programme in the run up to 2022 by repurposing the work of cultural institutions with a Commonwealth theme. In addition, we will seek support from the Arts Council and other publicly available funds; attract private funding from sponsors and benefactors; and develop a ticketing model for some events. We have benchmarked costs for the programme based on Glasgow 2014. Our approach to resourcing is embedded in the long-term work of our cultural and education institutions. We know that the strong relationships between the cultural sector, the city council, the business communities and the Arts Council will enable a joined-up approach to resource development. We would build a five-year platform to tell the story of a city that invests in culture for the long run. The aim is for the Games to be a significant high point in a longer journey and if these discussions are opened up more widely with cultural partners across the region there can be great benefits for citizens of the Midlands and visitors to the Midlands.
- 5.6.7 Intrinsic to the cultural programme is the urban street festival, a focal point for urban street movement which could include skateboarding, speed climbing, and free running. 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.
- 5.6.8 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.
- 5.6.9 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.
- 5.6.10 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 4 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.

## 5.7 Transport

5.7.1 Delivering a 'public transport Games' would mean working with WMCA to accelerate part of the £8bn 2026 Delivery Plan for Transport. This would 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.

5.7.2 Schemes which would contribute to Games time transport and provide an increasingly sustainable legacy network will include:

- Bus Rapid Transit (Sprint) along Hagley Road, Walsall Road, A45 and between Sutton Coldfield and Birmingham city centre.
- Highway and cycling improvements along the A34, A444, A4050 and A38.
- Rail improvements including Longbridge and University stations, as well as additional schemes to be announced as part of the West Midlands Rail Franchise.

5.7.3 There will be specific transport management measures during the Games period, funded through the OC budget. Detailed implementation plans will be developed with issues such as the use of dedicated 'games lanes' being considered as part of this work.

## Legacy

All major multi-sport events focus on the legacy they leave afterwards. The legacy in the case of the this Commonwealth Games will be less focused on buildings and facilities than in previous Games because one of the key selling points in Birmingham's favour is the readiness and experience of a large number of the facilities. However, clearly if the Games Village is successfully built, this in itself will leave a fantastic housing and regeneration legacy for the city. There needs to be a focus on evaluation of legacy impacts.

The Legacy from the Games is predicted to be:

- Improved profile of Birmingham and the Midlands globally
- Housing and Regeneration impacts in Perry Barr
- Rebuilt and remodelled Alexander Stadium – an outstanding base for the HQ of UK athletics
- Improved community facilities in the Perry Barr area

- Job – related impacts as set out in the economic impact section of this report
- Improved skills and confidence of volunteers in a whole range of activities – work – related, performance related or Games - related
- Business gains from Business Expo 2022
- Cultural and arts profile.

These legacy items will need to be driven and managed in the four years prior to the Games in order to ensure they are fulfilled and it will be the responsibility of the Council, with regional partners, to do so.

## 5.8 Governance of the Commonwealth Games

- 5.8.1 If Birmingham is named as Host City, an Organising Committee (OC) for the Commonwealth Games will be created by April 2018. This is envisaged as being an arms-length Government body. The OC will be responsible for delivering the Games themselves – the events, the athletes, the staging - and the Council will work alongside the OC, central government (specifically the CGDU/ DCMS) and regional partners to deliver the city operations, cultural programmes, commonwealth games village, visitor experience, business expo and transportation elements of the event.
- 5.8.2 It is important to note that the Council will be working in a complex and multi partner environment to deliver the Games, and although the Council is a key partner alongside other partners, the lead on Games delivery is the Organising Committee (of which the Council is a key member), accountable to the Commonwealth Games Federation and their strategic partners.
- 5.8.3 It is proposed that a Commonwealth Games Cabinet Committee with cross party representation be established to enable Leader and officers to enable fast decision – making where required and regular reports on progress ,discussing issues as they arise with that smaller group as well as reporting them more formally to the normal governance mechanisms of the Council i.e. the Cabinet and Scrutiny .The proposals for this will be taken to Council Business Management Committee.
- 5.8.4 The Council will also set up a Funders’ Group to reflect those bodies who are supporting the Games and a Stakeholders’ Group to reflect the wide interest across the city and the region. These Groups will be key to ensuring that the right Games is delivered in Birmingham. The Council would also provide regular reports back to the West Midlands Combined Authority as part of their normal governance.
- 5.8.5 There will need to be extensive engagement with the public throughout the period of the four year run in to the bid, if Birmingham is successful. This will include consulting on the impact of the Games on residents during the Games period and ensuring that the gains of holding a multi - sport event with global profile are shared within the city for example with schoolchildren, and with those who can benefit economically.

## **6. Evaluation of alternative option(s):**

- 6.1 The option for the City to decide not to bid was considered in the August and November Cabinet Reports. This was rejected on the basis that it would mean foregoing potential Government spend of hundreds of millions of pounds, the opportunities for using the Games to help drive the economic priorities of the Council and region, and the positive impact on the city and the region which a successful Games can bring.
- 6.2 The main alternative to the building of a free-standing Athletes Village would be to use existing student accommodation. This is not the preferred option of the international Commonwealth Games Federation who set a high value on an environment for the Athletes which as far as possible nurtures team spirit and cross – Commonwealth camaraderie and they see the Village model as key to this. This model in the context of Perry Barr also assists the regeneration of Perry Barr which is one of the Council's strategic objectives. The student accommodation option is however the fall – back model if anything goes wrong with the Village.
- 6.3 Having agreed that the best approach was to build a Village in the Perry Barr setting, different models were considered to deliver it in the November Cabinet Report. It was decided to pursue the option of Council as developer on the basis of cost, quality, control and timescales, and wishing to mitigate against risk.


## **7. Conclusions and benefits for local people**

- 7.1 The possibility of hosting the Commonwealth Games 2022 is an exciting one for the city. Those who are interested in sport will have watched events at previous Commonwealth Games on TV. If they have actually been to the city where the Games are taking place, they will have caught a flavour of the impact on the city and the areas which are in the same region. The Games gives a view on the world, based on a past shared history, not always a positive one, but nowadays with a focus on the ambition and discipline of sport and the links which can be made across the world.
- 7.2 The Council must ensure that it protects its own financial sustainability and capacity and that of its own citizens. Although part of the objective of holding the Games is to project Birmingham and its neighbours positively across the world, this will be a pointless exercise if its own citizens do not benefit from it, or their own interests are not supported by holding the Games. The Games needs to support the objectives of the City for its people. The issues to do with the legal and financial requirements of holding the Games are dealt with in the private report.

## **8. Reasons for decision:**

- 8.1 To enable the Council to complete the submission of the bid to host the 2022 Commonwealth Games

- 8.2 To enable the Council to recognise the steps that will be required to deliver the Games, the benefits to the city and the risks and mitigations for the Council
- 8.3 To authorise the Interim Chief Executive, in consultation with the City Solicitor and Interim Chief Financial Officer, to sign the Commonwealth Games 2022 host city contract

	Signatures	Date
Councillor Ian Ward Leader of the Council	.....	.....
Stella Manzie Interim Chief Executive		7 12 17
Mike O'Donnell Chief Financial Officer	.....	

**List of Background Documents used to compile this Report:**

Cabinet Reports – 14<sup>th</sup> July 2017, 15<sup>th</sup> August 2017 and 14<sup>th</sup> November 2017  
Pwc economic impact analysis

**List of Appendices accompanying this Report (if any):**

Appendix A – Equality Impact assessment documentation  
Appendix B – List of sports and venues announced  
Appendix C Visual summary of pwc economic impact analysis

## **PROTOCOL PUBLIC SECTOR EQUALITY DUTY**

- 1 The public sector equality duty drives the need for equality assessments (Initial and Full). An initial assessment should, be prepared from the outset based upon available knowledge and information.
- 2 If there is no adverse impact then that fact should be stated within the Report at section 4.4 and the initial assessment document appended to the Report duly signed and dated. A summary of the statutory duty is annexed to this Protocol and should be referred to in the standard section (4.4) of executive reports for decision and then attached in an appendix; the term 'adverse impact' refers to any decision-making by the Council which can be judged as likely to be contrary in whole or in part to the equality duty.
- 3 A full assessment should be prepared where necessary and consultation should then take place.
- 4 Consultation should address any possible adverse impact upon service users, providers and those within the scope of the report; questions need to assist to identify adverse impact which might be contrary to the equality duty and engage all such persons in a dialogue which might identify ways in which any adverse impact might be avoided or, if avoidance is not possible, reduced.
- 5 Responses to the consultation should be analysed in order to identify:
  - (a) whether there is adverse impact upon persons within the protected categories
  - (b) what is the nature of this adverse impact
  - (c) whether the adverse impact can be avoided and at what cost – and if not –
  - (d) what mitigating actions can be taken and at what cost
- 6 The impact assessment carried out at the outset will need to be amended to have due regard to the matters in (4) above.
- 7 Where there is adverse impact the final Report should contain:
  - a summary of the adverse impact and any possible mitigating actions (in section 4.4 or an appendix if necessary)
  - the full equality impact assessment (as an appendix)
  - the equality duty – see page 9 (as an appendix).

## 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 The Council must, in the exercise of its functions, have due regard to the need to:
  - (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 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:
  - (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 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.
- 4 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:
  - (a) tackle prejudice, and
  - (b) promote understanding.
- 5 The relevant protected characteristics are:
  - (a) Marriage & civil partnership
  - (b) Age
  - (c) Disability
  - (d) Gender reassignment
  - (e) Pregnancy and maternity
  - (f) Race
  - (g) Religion or belief
  - (h) Sex
  - (i) Sexual orientation

## **COMMONWEALTH GAMES 2022**

### **EQUALITY IMPACT ASSESSMENT**

### **APPENDIX A**

**The protected characteristics being examined in the context of this EQUIA are**

- (a) Age
- (b) Disability
- (c) Gender Reassignment
- (d) Pregnancy and maternity
- (e) Race
- (f) Religion or belief
- (g) Sex
- (h) Sexual orientation.

#### **Purpose of the Commonwealth Games 2022 Bid**

The proposed Birmingham bid for the Commonwealth Games 2022 is intended to deliver the Vision of the Commonwealth Games Federation; the UK Government and the Vision and Priorities of the Council. A number of the Federation goals link to the Equality legislation requirement to tackle prejudice and promote understanding. The Games will incorporate Para - sporting events as part of the Games and various elements of the associated activity will be targeted towards disadvantaged groups.

There will be range of Equality Impacts in relation to those people with protected characteristics. These fall into the following categories

#### **1) Impact on the community**

##### **a) Ensuring that communications about the Games reaches the whole population**

This will be particularly important for those who do not have access to the internet or to social media, for issues like management of transport issues during the Games , or road closures in order to manage traffic and pedestrian flow, or for promotion of employment or volunteering opportunities.

Action: There will be a Communications workstream for the Games and the lead for this will need to ensure the right styles and modes of communications

##### **b) Ensuring that the expenditure and focus on the Games do not disadvantage those with protected characteristics**

The Council must ensure that decisions taken in terms of resources or priorities as a result of the Games do not have an unforeseen impact on specific groups or individuals with protected characteristics

Action: All decisions taken in relation to the sporting events, cultural programme or business expo must be reviewed for Equalities Impact.

**c) Ensuring that those whom we wish to target to benefit from the Games, do so**

The Commonwealth Games will generate a range of opportunities for employment and volunteering – but without careful handling and targeted marketing , these opportunities might not reach those whom we most want to attract , for example those people with historic barriers to employment whether through exclusion from the Labour Market, disability or discrimination

Action: Economy and other colleagues leading on this issue will need to liaise carefully with partners and work with Communications colleagues to increase the effectiveness of targeted marketing and engagement , with the added assistance of the Games branding and association. This targeting needs to ensure fair access and

**d) Ensuring that access to and participation in sporting, cultural and business events is available to all whatever their physical or learning impairments**

Action : Access to and interpretation of sporting and cultural events will need to reflect different specific needs and characteristics particularly in relation to a reflection of the diversity across the city

**2) Impact on service users**

**It will be necessary to ensure that the needs of service users generally but particularly those with specific needs should not be disadvantaged during either the run up to, or the actual Games in 2022, because of attention being focused on the Games.**

Action : The Council must ensure that there is not disadvantage to the elderly or vulnerable because of decisions taken in relation to the focus on the Games in relation to either Human or Financial Resources.

**3) Impact on employees**

**a) If the City Council hosts the Games there will be a number of issues which will need to be discussed with the trades unions in advance of the Games for example leave arrangements in the summer of 2022, to ensure that employees with caring responsibilities are not negatively affected .**

Action: Early discussion by senior management and Human Resources with trades union colleagues to allow plenty of time for discussion



- b) It will be important to ensure that opportunities to work on the Games are handled in an appropriate way to ensure equal access to career development opportunities as a result of the Games coming to Birmingham.**

Action: Development of a series of protocols ensuring fair access to job and secondment opportunities .

- c) Ensuring that inevitable pressures on employees nearer the Games do not get out of hand**

Action: Regular management communication with employees with specific Games responsibilities and intervention if pressures become too great.

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## SPORTS AND VENUES ALREADY ANNOUNCED

## APPENDIX B

<b>Sport</b>	<b>Venue</b>
Athletics, incl. Para	Alexander Stadium
Aquatics, incl. Para and Diving	New Sandwell Aquatics Centre
Badminton	Genting Arena
Basketball (3x3), incl. Para	Victoria Square
Boxing	NEC Hall 1
Gymnastics (Artistic and Rhythmic)	Arena Birmingham
Hockey	University of Birmingham
Judo	NEC Hall 4
Lawn Bowls, incl. Para	Victoria Park, Royal Leamington Spa
Netball	Ericsson Indoor Arena, at the Ricoh Arena, Coventry
Rugby 7s	Villa Park Stadium
Squash	University of Birmingham
Table Tennis, incl. Para	NEC Hall 5
Weightlifting and Para Powerlifting	Symphony Hall
Wrestling (freestyle)	NEC Hall 4



# Appendix C. - Birmingham Commonwealth Games 2022: Economic Impact on the West Midlands

