

# Birmingham City Council

## Commonwealth Games, Culture and Physical Activity Overview and Scrutiny Committee

14<sup>th</sup> September 2022



**Subject:** Commonwealth Games Community Fund Update  
**Report of:** Graeme Betts, Director Adult Social Care and CLT  
Legacy SRO  
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Does the report contain confidential or exempt information? ☐ Yes ☒ No

If relevant, state which appendix is exempt, and provide exempt information paragraph number or reason if confidential: N/A

### 1 Purpose and Attached Documents

- 1.1 This report provides an update to the Committee on the £6m Community Fund, sharing early feedback and data from projects where it is available.

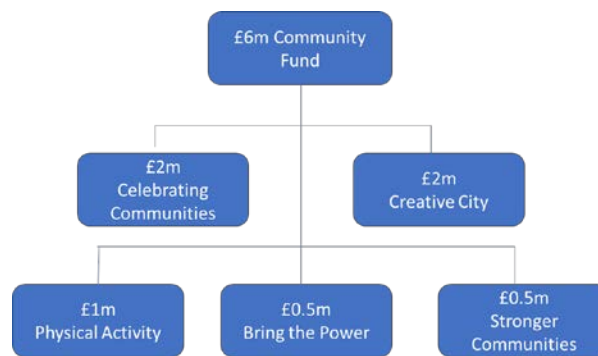
### 2 Recommendations

- 2.1 That the Committee note the report, recognising that some elements of the fund are still in delivery and evaluation is not complete, so data and information on each of the funding streams varies.

### 3 Background

- 3.1 The approach to the Commonwealth Games Community Fund was agreed by Cabinet on 20<sup>th</sup> October 2020. The aims of the fund were to:
- Support and engage Birmingham communities to feel part of the Games
  - Make sure engagement and participation opportunities are spread across the city
  - To make sure that the projects delivered through the fund support and showcase our diverse communities
  - To make sure the projects delivered celebrate Birmingham
  - To deliver benefits and legacy for the city that aligns with city priorities
  - Create feelings of connectivity, positivity and pride
  - An element to be delivered via Wards on a 'per councillor' basis

3.2 The fund was structured as below:



3.3 Themes for the funding were chosen to reflect the city's ambition to provide a range of ways that residents could engage with the Commonwealth Games – through culture, through local projects, through physical activity, through youth engagement and learning (Bring The Power) and through projects celebrating community heritage and cohesion (Stronger Communities). All projects have been free to access and a geographical spread of projects across the city has been achieved.

#### 4 Celebrating Communities Small Grants Scheme

4.1 The Celebrating Communities programme delivered funding across all wards in the city to deliver projects against 3 themes – Getting Active, Ready, Steady Fun (getting games ready and celebrating the Games themselves) and Celebrating Culture. It was deliberately developed as a universal grants scheme to enable communities to celebrate the Games their way and feel a sense of connection to the Games celebrations, especially for those communities outside the city centre or not located closely to a Games venue. The Games team worked closely with colleagues in BCC's Neighbourhood Development and Support Unit to design and deliver the scheme.

4.2 Funding was allocated to each ward based on the ward's ranking within the 2019 Indices of Multiple Deprivation (IMD), and the number of councillors (indicating the size of the ward). Funding allocations ranged from £11,100 (low IMD ranking, 1 councillor) to £35,000 (high IMD ranking, 2 councillors)

4.3 In total 322 projects have been delivered across the city. Birmingham Community Matters and Locality were engaged to deliver support with bid writing and bidding processes, initially in areas identified as having lower levels of community capacity, but this support was then extended out to all wards across the city. We trialled the use of anchor institutions to deliver a different style of participatory decision-making processes at ward level to see what impact that would have on local engagement. We also trialled the use of an Impact Assessment App across some of the larger projects, to make data capture easier and more immediate for community organisations.

- 4.4 The scheme was widely advertised across print media, social media, radio, through BCC community networks and visible banners in parks and other community locations. A series of specific briefing sessions were arranged for all Councillors and guidance and details on the fund were widely circulated.
- 4.5 Details of individual projects are being collated but communities rose to the occasion with a wide range of schemes from activity trails and talking benches to community fun days, sports celebrations, dance performances, allotment projects, flower meadows, community clean-ups and much, much more.
- 4.6 An interim evaluation of the Celebrating Communities Fund is due to report at the end of September 2022. The interim evaluation has been focussing on the funding processes and conclusions from available data so far relating to the uptake of the scheme and resultant delivery. Learning from this will be crucial to the design and development of subsequent funding approaches, supporting the Council's localism agenda.
- 4.7 A more in-depth evaluation of the impact of the scheme will be designed in conjunction with NDSU colleagues once the interim evaluation has been shared.

## **5 Creative City Small Grants Scheme**

- 5.1 Creative City programme aimed to showcase the diverse artistic and cultural offer that Birmingham has at community level. Applications were invited from community arts organisations working alongside local artists to deliver projects across the duration of Festival 2022 (May to September 2022). The programme aimed to connect local communities with artists and professional creatives, to flood the city with co-created artistic interventions, celebrations and projects.
- 5.2 A particular focus was placed on encouraging applications from organisations working in the 25 highest ranking wards in the IMD 2019, as well as ensuring a geographical spread of projects across Birmingham. Creative City also sought to engage participants, leaders and creatives from communities currently under-represented in the city's cultural activities e.g. d/deaf, disability and neurodivergent communities, Asian, Black and minority ethnic communities, LGBTQI+ communities, young leaders and participants aged 16-30.
- 5.3 Information sessions were provided for potential applicants to the fund. 100+ leaders, groups and organisations engaged through early information presentations, group presentations and information sharing sessions were delivered – for example to the Local Arts Forum Network, and 135+ individual advice and guidance sessions were delivered.
- 5.4 The scheme was delivered in partnership with the Ceremonies, Culture and Queens Baton Relay (CCQ) team at the Birmingham 2022 Organising Committee. A member of BCC's Culture Team was seconded into the CCQ team to manage the programme. This is the first time that a Commonwealth Games has delivered an integrated cultural festival, and the first time that community-led arts and culture has been included as an integral part of that programme.

- 5.5 An independent community panel was recruited to recommend projects for selection, with final approval agreed by a cross organisational team comprised of BCC and CCQ representatives, alongside representatives from other Festival funders e.g. Arts Council.
- 5.6 106 projects were delivered as part of Creative City, from organisations based right across the city. A huge variety of projects were commissioned, ranging from murals and art works to theatre, film and dance, music projects with communities and schools to celebrations of community heritage and linking culture and sport in new and exciting ways.
- 5.7 Creative City projects were also showcased at the B2022 Festival sites during games-time. 19 projects were showcased across the Neighbourhood festival sites (Castle Vale, Sparkhill, Edgbaston, Yardley, Handsworth, Ward End and at Touchbase Pears (relaxed Festival Site), and 6 projects at the City Centre Festival Sites (Victoria Square and Smithfield).
- 5.8 Creative City projects were delivered in all the top 25 wards within the 2019 IMD listings, and more widely right across the city. All Creative City projects will have engaged with a variety of communities, but the following data is available for those projects that specified co-creation with groups currently under-represented in the city's cultural sector. Of the 106 Creative City projects:
- 21 (20%) of the Creative City Projects engaged d/Deaf, disability or neurodivergent communities in creative co-creation
  - 51 (48%) of the Creative City Projects engaged Asian, Black and minority ethnic communities in creative co-creation
  - 10 (9%) of the Creative City Projects engaged LGBTQI+ communities in creative co-creation
  - 24 (22%) of the Creative City Projects engaged young leaders and participants aged 16-30 in creative co-creation
- 5.9 Enhancement funds were also made available for some of the Creative City projects. The enhancement funding was intended to support selected projects to take advantage of the presentational opportunities of the Games and the Birmingham 2022 festival. This enabled projects to repeat showcase moments, stage artwork/s elsewhere, reach new audiences, or develop digital or more accessible experiences.
- 5.10 Decision making for enhancement projects also considered project location, the degree to which projects were creatively led by people across the communities currently under-represented in the city's cultural activity, and alignment with the curatorial themes of Festival 2022.
- 5.11 As a result of the enhancement approach,

- 5 projects received additional funding to deliver in 4 wards in Birmingham within the top 25 IMD2019 ranking where no projects had been identified
- 33 projects were selected for additional funding as they were led by communities currently under-represented in the city's cultural activity and most closely aligned with the themes of the festival.
- Of these 33 projects, 14 specifically engaged with d/Deaf, disability or neurodivergent communities, 17 specifically engaged black, Asian and minority ethnic communities in co-creation; 8 specifically engaged LGBTQI+ communities in co-creation and 10 specifically engaged young leaders and participants aged 16-30.

5.12 A full evaluation of the Creative City programme is being undertaken as part of the wider evaluation of Festival 2022 and is due to report in December 2022.

## **6 Physical Activity**

- 6.1 The BCC Community Legacy Fund for Physical Activity aimed to promote the importance of physical activity and wellbeing, as well as providing opportunities for the citizens of Birmingham to increase their levels of physical activity in the short, medium, and longer term.
- 6.2 Providing the chance to harness the legacy of the Commonwealth Games, the BCC Community Legacy Fund utilised physical activity as a pathway for communities to connect, as well as a means of highlighting and addressing the barriers that prevent people from becoming physically active.
- 6.3 Delivery of the physical activity programmes was run in partnership with established and experienced organisations within the Birmingham and West Midlands area, Sports Birmingham and The Active and Wellbeing Society (TAWS). Programmes were designed to minimise the barriers when accessing physical activity, as well as providing greater opportunities for underrepresented groups and communities living in areas of higher deprivation to access physical activity and sports.
- 6.4 Programmes were delivered in multiple wards in Birmingham across a wide geographical spread, with deliberate considerations undertaken to deliver activities in recognised areas of deprivation. This resulted in increased accessibility to physical activity and sports for underrepresented communities and groups.
- 6.5 Sports Birmingham established anchor clubs in local communities, with the aim tackling inequalities by increased engagement and outreach to new and other members of the community, resulted in increased inclusivity, access, and greater community connectivity. A total of 12 anchor clubs will become an established hub to access sports across Birmingham, with the ability to support communities and other local groups.
- 6.6 Sports Birmingham also successfully delivered multiple free at entry Community Games in open public spaces/parks in areas spanning across Birmingham,

including higher deprivation wards such as Shard End, Small Heath, and Aston. A total of 33 community sports clubs/organisations provided the opportunity for local attendees to undertake sports activities they may have not been aware of previously, offering the chance to access a wider range of physical activity and sports, as well the opportunity to engage with others and build friendships.

- 6.7 The first two Community Games successfully brought together a diverse audience together of all ages and abilities, totalling 1,869 attendees, with feedback surveys suggesting that 79.5% would like to attend a sports club following the delivery of community Games. The remaining Community Games aims to have a total of 12,000 people attend, in areas of higher levels of deprivation to reduce barriers and access to sports and physical activity.
- 6.8 In co-production, consultation and partnership with local communities, The Active Wellbeing Society (TAWS) have successfully delivered 51 Active Street Festivals across Birmingham. Designed to build community capacity, social capital, and community connectivity, local street festivals replaced cars on the streets and repurposed them to be used in sports, civic and community supported activities. Additionally, Active Street Festivals have aimed to be inclusive, taking place in areas where there are hard to reach vulnerable communities including those with local people in emergency accommodations and those with disabilities.
- 6.9 An approach to building community capacity was undertaken within the Active Streets programme, with young volunteers being chosen to become Street Leads to deliver and organise the Active Street Festivals.
- 6.10 Training on safeguarding, health & safety, data collection & protections was provided, building Street Leads confidence and capacity to effectively deliver the Active Street Festivals as well as developing skills for the future.
- 6.11 The Active Wellbeing Society (TAWS) has also delivered Project Brum, a youth employment initiative that has successfully trained and upskilled 40 young people aged between 16-21 from areas of high deprivation. Providing valuable work experience, mentoring, and training in CV writing, presentation and interview techniques, the programme has provided useful skills that can support them for future employment.
- 6.12 The 40 Project Brum staff have successfully supported the delivery of 51 Active Streets festivals across Birmingham. This has enabled these young individuals to make a difference in their community, increasing community connectivity, engagement, and physical activity in the heart of local communities. Further Active Streets will be delivered to the end of October.
- 6.13 Monitoring of the BCC Community Legacy Fund Physical Activity programmes is currently ongoing, with delivery of the projects is ongoing into the autumn. Following this, a full evaluation of the programmes will take place and will be reported on accordingly in December 2022.

## **7 Stronger Communities**

- 7.1 Stronger Communities aimed to build strong relationships between diverse communities from across different social and ethnic backgrounds, share the stories and experiences of all Birmingham's communities, and support under-represented groups and communities to actively participate in civic life.
- 7.2 The programme consisted of 5 workstreams: Heritage Trails, We Made Birmingham, Getting Communities Talking, Peace Garden, and Future Leaders.
- 7.3 The Equalities & Cohesion Team in BCC are working in conjunction with BVSC on this programme, and they have commissioned Lead Organisations for each workstream. In some workstreams, Lead Organisations have then awarded small grants to local community groups.
- 7.4 The Heritage Trails workstream has been led by Legacy West Midlands, with 20 organisations being approved for small grants of £5000. Each of the 20 organisations are creating a trail to tell the unheard stories of communities Birmingham, with various diverse communities being involved. The Heritage Trails are being developed in at least 10 localities, and the majority are set to launch by Birmingham Heritage Week in September 2022. A co-design approach has been used during the development of the trails, and the project is aiming to train 50 local residents as heritage trail volunteers. This is to allow the communities to design and tell their own narratives.
- 7.5 The We Made Birmingham workstream is being led by The Walsall Studio School in partnership with We Are the Village. 19 organisations have been approved for small grants of £5000, with 2 projects planned in each Locality. Each organisation has been provided with the tools to record narratives about their localities and reflect on how they want their neighbourhood to be seen. Currently, 35 young people have been trained as community journalists, to interview local residents. The first round of interviews has taken place, and 100 narratives have been created on experiences of migration, settlement, identity and belonging. They have aimed to tell a diverse range of stories from many different communities. The second round of interviews will take place in September 2022.
- 7.6 The Getting Communities Talking workstream is being led by BVSC, and 29 organisations have been approved for reduced small grants of £3700. These organisations have been engaging women from marginalised communities to integrate into their local community. Many of these projects have been coming to an end in August 2022, and the remaining will end by October 2022. By the end of the projects, they are aiming to have:
- Run activities for 250 women in Birmingham, particularly migrant, refugee and asylum-seeking women or women struggling to be fully engaged in their local communities.
  - Run activities for 100 women that have addressed the barriers to participation for marginalised groups.

- Run activities for 50 women that document and showcase the diverse life experiences of women in Birmingham.
- Provide a platform and safe environment for 250 women to strengthen their English-speaking skills and connect with other women in their local area.

7.7 The Peace Garden workstream is being led by Roots to Fruits, who have been given a grant of £70,000 to develop a Peace Garden in the City Centre by the remains of St. Thomas' Church. Planting started on the 23<sup>rd</sup> of March and the Launch Event is due to take place in September 2022. Once this garden is complete, the aim is to allow the use of the garden for reflection by 500 residents or visitors in the city, as well as holding 10 commemoration and celebration events and 10 educational activities in the garden.

7.8 The Future Leaders workstream is being led by First Class Foundation, who have been given a grant of £70,000 to inspire young people to become leaders and educators. They have concentrated on engaging young people from under-represented groups in the leadership positions in Birmingham, for instance people from Black, Asian, and Minority Ethnic (BAME) backgrounds. The last cohort of young people on the programme will finish in October. By this time, they are aiming to have:

- 15 young people who have completed their training programme (to demystify leadership and build confidence).
- 50 young people who have met role models in leadership from BAME backgrounds.
- 10 young people who have undergone one-to-one career progression coaching and mentoring.
- 30 young people who have attended Interview Success workshops.

7.9 In total, 54 community groups have been engaged in the Stronger Communities Programme, with some taking part in more than one workstream. More data is expected on the actual number of participants engaged across projects.

7.10 An evaluation of the project will be completed, which will concentrate on project learning and how well it has tackled inequalities. A survey is currently being carried out by BVSC, to see how residents feel about the Commonwealth Games and their communities.

## **8 Bring The Power (Learning Programme and Youth Engagement)**

8.1 The Bring The Power youth engagement programme has been delivered as a partnership between the Youth Programmes team within Birmingham 2022 Organising Committee, and the Education and Skills teams and Youth Service (within the Children and Families directorate) and the Games programme team at BCC.



- 8.2 Bring The Power programme was comprised of 3 core themes – schools’ engagement, participation and community youth provision and youth voice and influence. BCC allocated £500,000 to specifically enhance delivery for Birmingham’s young people and develop additional projects to engage with schools and youth settings across Birmingham. The BCC funding aimed to ensure direct engagement opportunities for at least 100,000 children and young people in Birmingham, working with at least 72 schools in the city and connecting with communities in every ward.
- 8.3 A co-creation approach was taken to Bring The Power. Headteachers and senior school leaders were involved in the design of the programme, with 110 Headteachers and senior leaders from school across the city attending a conference held on 7th March. 15 Headteachers and senior leaders from primary, secondary and special schools supported Bring The Power through an Advisory Group.
- 8.4 Birmingham’s Youth City Board met with the Youth Programmes team regularly from October 2021. The Board comprised of 35 young people from 12 schools aged 14-18. In addition to shaping and advising on the development and delivery of the Bring The Power programme itself, they also supported the QBR Launch, Young Volunteers process and Batonbearer nomination panel. The Board also made 2 development trips to Liverpool and London to meet and share learning with other youth voice organisations in these 2 cities. It is hoped that this tri-city link can be maintained as an ongoing legacy from the Games.
- 8.5 Headline outputs from the Bring The Power programme are as follows:
- 187 workshops were delivered in Birmingham schools:
    - 92 Bring the Power workshops (KS1-3) engaging over 5,000 pupils
    - 65 School Sport workshop days (primary schools)
    - 10 Drama workshop days (primary schools)
    - 10 Female Empowerment workshops (secondary schools)
    - 10 Non-verbal theatre workshops delivered specifically for pupils with SEND
  - 82 primary schools received a Perry Assembly, engaging 19,815 pupils
  - 34 primary schools and approximately 700 pupils participated in the Bring The Power Celebration Day held at KEHS on 4th July. The day allowed pupils to participate in sports and art activities, and focused specifically on pupils who wouldn’t ordinarily participate in activities
  - 28 secondary schools were involved in the Common Ground project, each receiving £1,000 grant to deliver their project.
  - 11 secondary schools attended the Common Ground Youth Summit held at UOB on 13th July
  - 9 School Festival Days were delivered in Birmingham, with 720 pupils engaging in these.
  - 86 School Batonbearers were nominated from secondary schools across the city

- 750 pupils participated and 35 schools attended the commonwealth-themed UNICEF Rights Respecting Schools event at the Birmingham REP on 8<sup>th</sup> July
- Over 300 downloads of the Bring The Power educational resources from Birmingham – KS1, KS2 and KS3 resources focused on Journey to the Games, Finding Common Ground and We Can Change our World
- 4 Youth Centres across Birmingham (Lighthouse, The Factory, Clifton Road and Concord) were designated official games hubs as a focal point for young people in their community. Each hub ran a 6-week programme with events focussing on awareness and understanding of the Games and Commonwealth, music and food workshops focussing on commonwealth countries and sports sessions focusing on commonwealth sports. Highlights included an intercity basketball skills competition, a Commonwealth album and a project focussing on youth violence reduction in Burberry Park through engagement, physical activity, mentoring, commonwealth sport and guest coaches – supporting parents and young people to re-engage in their local green space. The Youth Service Oscars were held on 13<sup>th</sup> July, recognising young people for their specific contributions to the Bring The Power programme.
- The Employment and Skills team have launched ‘Move To Succeed’ in conjunction with Sport 4 Life. This project will support young people who are at risk of becoming NEET by helping young people improve functional skills in English, maths and digital skills, as well as softer skills such as teamwork and problem solving with a focus on physical/sports activities with embedded functional skills level qualifications. The project will run from September 2022-February 2023.

8.6 The evaluation of the programme is being led by the Youth Participation team at the Organising Committee. The final evaluation report for the Bring The Power is due to report in December 2022.

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