

# Executive Business Report

## Birmingham City Council

### City Council

14<sup>th</sup> June 2022



**Subject:** Executive Business Report  
**Report of:** Cabinet  
**Report author(s):** Craig Cooper (Commonwealth Games Programme Director)

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:

#### 1. Executive Summary

- 1.1. On 10<sup>th</sup> September 2019, Full Council accepted the recommendations of the Coordinating O&S Committee review in respect of changes to the Full Council agenda.
- 1.2. Recommendation 3 of the review requested that the Executive provide an update to Full Council on its work via the provision of an Executive Business Report (EBR). EBRs will be provided to Full Council four times per municipal year and will include details of progress made in relation to Council strategic outcomes and priorities linked to two Cabinet Member portfolios.
- 1.3. Following the outbreak of Covid-19 in March 2020, previous EBRs (from June 2020 to July 2021) were used to provide an update on the whole Council's response to the pandemic, including emergency planning, impact on services and plans for recovery. As the Council has now stepped down the emergency response to Covid-19, a decision was taken to revert to the original purpose and format of EBRs.
- 1.4. As City Council meets, it is now 44 days until the opening of the Birmingham 2022 Commonwealth Games, the largest sporting event to ever take place in our city. This EBR will be used to provide an update on the preparations for the Games, as part of the Leader's portfolio.

## **2. Recommendations**

### **2.1. That the report be noted.**

## **3. Birmingham 2022 Commonwealth Games**

3.1.1. It is now just over a month until the opening ceremony of the Birmingham 2022 Commonwealth Games, on 28<sup>th</sup> July 2022. Final preparations are now taking place to ensure that we deliver a Games to make our Council, our city and our communities proud.

3.1.2. City Council previously received a full briefing on preparations for the Games as part of the March 2022 Executive Business Report. This report serves as an update to the previous EBR, charting progress and providing further detail as we move closer to the Games.

### **3.2. ‘Get Set for the Games’**

3.2.1. ‘Get Set for the Games’ is the official Birmingham 2022 Commonwealth Games community and readiness campaign, which will help the region plan and prepare for a busy and exciting summer. The campaign aims to deliver clear and consistent messaging on behalf of all Games partners, ensuring that local residents, businesses and commuters have up-to-date and accurate information on how the Games will affect their local area.

3.2.2. The specific objectives of the campaign are:

- To inform residents and businesses, in good time, of temporary measures required to deliver the Games which may impact their day to day;
- To listen to concerns and work collaboratively to determine the right solutions;
- To mitigate against miscommunication and correct any false information or misunderstandings in relation to the content of the campaign;
- To help build and strengthen relationships between organisations, residents and businesses, supporting community cohesion past Games time.

3.2.3. The campaign is being delivered by Birmingham City Council in collaboration with major Games partners including the Birmingham 2022 Organising Committee, Transport for West Midlands, and West Midlands Police. Campaign messaging will be disseminated across the region by all host local authorities, including the promotion of a new online hub with the latest

information about the Games. The 'Get Set for the Games' hub can be accessed here: <https://www.birmingham2022.com/getset>

- 3.2.4. Directorates from across Birmingham City Council have been consulted on the content of the campaign, feeding in from a variety of service areas to ensure the accuracy of published information. Relevant ward councillors have been consulted by the engagement team to gather insight into local 'hot spots', as well as the Commonwealth Games, Culture and Physical Activity O&S Committee.

### **Equality Impact Assessment**

- 3.2.5. Birmingham City Council has conducted an Equality Impact Assessment (EqIA) to ensure that the campaign is inclusive and assessable to Birmingham's diverse communities. The assessment has demonstrated that the communication and engagement tools are appropriate, varied and inclusive, and identified mitigation measures to ensure that no protected characteristics is discriminated against.
- 3.2.6. A monitoring and evaluation plan will be in place over the lifetime of the campaign, with activities being amended as required to ensure that engagement is inclusive.
- 3.2.7. The EqIA has been prepared in consultation with the Equality and Cohesion division and Inclusive Growth directorate.

### **Activity to date**

- 3.2.8. Since the official launch of the campaign, and Local Area Traffic Management and Parking Plans on 16<sup>th</sup> March 2022, activity has included:
- 31 drop-in sessions attended by around 700 people across the city, for those living and working around one of the Games venues;
  - Five elected Member briefings;
  - 160,000 postcards sent to residents and businesses across Birmingham (within pre-defined engagement boundaries);
  - Information briefings to all MPs with a Games Venue in their constituency, including offers of 1-2-1 briefing meetings;
  - Media briefing resulting in coverage across twelve local and regional outlets;
  - Launch of the 'Get Set' online hub and @GetSet2022 Twitter account;
  - Webinar, hosted by the Greater Birmingham Chambers of Commerce (GBCC), attended by over 30 businesses.
  - Door-to-door visits of businesses around event zones;

- Support to Transport for West Midlands business briefings.

3.2.9. Campaign activity will continue to ramp up as the Games approaches, including more drop-in sessions for local residents, direct letter and leaflet drops, and continued support to businesses.

### **3.3. Business, Investment and Employment**

#### **Local benefits to residents and communities**

3.3.1. We want Birmingham to be an entrepreneurial city where people come to learn, work and invest, and where everyone from all parts of the city can prosper and succeed. The significant investment associated with the Games presents an opportunity to support key economic sectors and upskill citizens to access new employment opportunities.

3.3.2. Our flagship Games capital builds, Alexander Stadium and Perry Barr Residential Scheme, continue to provide significant employment opportunities. As of April 2022 the following had been achieved:

	Alexander Stadium	Perry Barr Residential Scheme
New jobs created	370	512
Apprentices	8	87
People upskilled	334	1,325
Volunteering hours	289	2,308

3.3.3. Opportunities at the Perry Barr Regeneration Scheme have continued to increase, and as of April 2022 over 500 employment opportunities have been generated.

3.3.4. A series of jobs fairs are taking place across Birmingham and the region, promoting the range of employment, training and apprenticeship opportunities available to local residents through the Birmingham 2022 Commonwealth Games.

3.3.5. Working with our partners we are putting in place the programmes and initiatives to ensure the right people are connected to the right opportunities. Over the past 12 months, the WMCA's Commonwealth Games Jobs and Skills Academy has invested £5m in training over 4000 unemployed residents in key Games-related occupations including security, stewarding, hospitality and cleaning. A further £2m is being invested in higher level skills development, with over 700 people undertaking Level 3 qualifications to help

businesses prepare for the Games. Funding has also been secured to deliver individualised pre- and post-employment support to 3,500 people to access Games opportunities – providing the wraparound support they need to make successful applications and transitions post-Games.

### **Business and Tourism Programme (BATP)**

- 3.3.6. The Business and Tourism Programme (BATP) has been developed to capitalise on the significant economic opportunities that the profile of the Birmingham 2022 Commonwealth Games will bring. The programme is being delivered by our partner West Midlands Growth Company (WMGC), who are the investment promotion agency for the West Midlands region.
- 3.3.7. The £24million programme aims to create a long-term legacy for the West Midlands by boosting perceptions of the city, region and the wider United Kingdom as a world-class destination for trade, investment and tourism. It will target domestic and overseas visitors, investors, businesses, and event organisers over the length of the three-year campaign of promotional activity. This will strengthen relationships with important overseas markets at a national and local level.
- 3.3.8. Whilst the Council does not have delivery responsibility for BATP, we are a key stakeholder and active participant in the investment promotion programme. Our aim is to develop strategic relationships with the world's best and most ambitious developers and investors to secure a long-lasting legacy of investment and economic benefit for our citizens and communities.
- 3.3.9. During the Games, the Exchange building in Centenary Square will become 'UK House', the focus point of the Department for International Trade's (DiT) programme. It will provide a platform for national government to:
- deliver a series of high-level business sector summits;
  - connect local and national companies to international opportunities;
  - showcase our capability and innovation;
  - drive investment, anchored around a proposed investment conference on the eve of the Games.
- 3.3.10. UK House will be a fantastic opportunity to connect Birmingham's businesses and investment opportunities with the rest of the UK, Commonwealth and global industry, and will feature speaking and event opportunities for representatives of the Council, as well as opportunities for 1-2-1 engagement and relationship building with key stakeholders.

### **3.4. Major Events Legacy**

- 3.4.1. Birmingham has a proud history of hosting major national and international events. This prior experience, alongside our reputation for successful delivery of complex projects, was one of the reasons we were able to secure the Commonwealth Games for 2022.
- 3.4.2. Our Major Sporting Events Strategy (2022-2032), agreed by Cabinet in 2021, aims to capitalise on the springboard provided by Birmingham's status as Proud Host City for the 2022 Commonwealth Games. Over the next ten years we will be looking to attract and host events that deliver positive social, economic and environmental impacts for residents and businesses across the city, whether this is through enhancing and improving key sporting and community facilities, helping to create more jobs, amplifying the city's vibrant cultural sector, or simply by ensuring that the events we hold reflect the diverse population and different interests of all of our communities
- 3.4.3. 2022 has already been a year of major events for Birmingham. Prior to the Games, we have already successfully hosted the following:
- Muller Indoor Grand Prix (February 2022)
  - British Indoor Athletics Championships (February 2022)
  - All England Badminton Championships (March 2022)
  - Great Birmingham Run 10k and Half Marathon (May 2022)
- 3.4.4. We have also had the opportunity to test and showcase the revamped Alexander Stadium at a number of test events, including:
- The Midlands Army Major & Minor Inter-Unit Athletics in April 2022 (prior to handover of the stadium to the Birmingham 2022 Commonwealth Games Organising Committee).
  - The Muller Birmingham Diamond League in May 2022, where thousands of spectators watched an exciting preview of the Commonwealth Games. The event features a series of world-class athletic events including Commonwealth Games prospect Dina Asher-Smith, who won the women's 100m race.
- 3.4.5. Both test events were a success and gave citizens of Birmingham an opportunity to see the newly redeveloped Alexander Stadium in action ahead of the Games.

### **3.5. Dignitary Management Programme**

- 3.5.1. Birmingham can expect to welcome a number of foreign heads of state, overseas ministers, business leaders and international influencers in the immediate build-up to (and during) the Games.
- 3.5.2. A dignitary management programme is being developed, working in collaboration with Corporate Communications and External Affairs teams, to ensure that the Council can capitalise on the presence of VIPs in the city. The ambition of the programme is to build long-lasting international relationships, spanning the breadth of the Council's strategic ambitions, as part of Games legacy.
- 3.5.3. We are starting to reach out to Commonwealth nations' High Commissions with an offer to help connect visiting dignitaries with diaspora community groups, projects and businesses in the city. These offers have been warmly received. We hope to use these connections to ensure that visitors to the city experience Birmingham's rich culture, diversity and trade opportunities (in addition to sporting events).
- 3.5.4. We are working closely with the Birmingham 2022 Organising Committee, Department of Digital, Cultural, Media & Sport (DCMS), Department of International Trade (DiT) and other Games Partners to align activity and ensure that we are positioned to take advantage of shared opportunities. This includes making sure that the Council is appropriately represented across the wide variety of sporting, business, investment and trade events taking place in the city and at UK House.

### **3.6. Queen's Baton Relay (QBR)**

- 3.6.1. Birmingham 2022 includes the 16<sup>th</sup> official Queen's Baton Relay (QBR), in which the Queen's Baton travels an international route around every country in the Commonwealth. The journey will last for 294 days, covering a total of 90,000 miles (140,000 kilometres) and including 7,000 Batonbearers from all around the world.
- 3.6.2. The Queen's Baton Relay is a Games tradition that builds anticipation for the forthcoming Commonwealth Games by celebrating, connecting, and exciting communities across the Commonwealth and shining a light on untold stories and unsung local heroes from the places it visits.
- 3.6.3. The 2022 Queen's Baton showcases the best in technology, design and manufacturing from across the West Midlands, with elements of the baton cast in Birmingham's very own Jewellery Quarter.
- 3.6.4. The Relay began on 7<sup>th</sup> October 2021, when Queen Elizabeth II placed her personal message inside the Baton during a ceremony at Buckingham

Palace. She was joined by representatives from across the Commonwealth, young flagbearers from the West Midlands, the Birmingham 2022 Hometown Heroes, and our own Leader and Deputy Leader.

- 3.6.5. At the time of the City Council meeting on 14<sup>th</sup> June, the Baton will be in Guernsey.
- 3.6.6. The Queen's Baton Relay will reach Birmingham on 27<sup>th</sup> July, and spend two days visiting all parts of the city before concluding its journey at Alexander Stadium – where the final Batonbearer will return the Baton to Her Majesty the Queen during the Birmingham 2022 Opening Ceremony.
- 3.6.7. Directorates have helped to define the themes and objectives of the Baton's route through Birmingham. The Games team have also engaged extensively with elected Members, including the Commonwealth Games, Culture and Physical Activity O&S Committee.
- 3.6.8. By the time that City Council meets, full details of the Queen's Baton Relay route through Birmingham will have been released. This will be accessible via the Birmingham City Council/Commonwealth Games 'Be Birmingham' microsite here: <https://www.bebirmingham.co.uk/>
- 3.6.9. The search for Batonbearers kicked off in the UK on 11<sup>th</sup> January 2022, with the final 2,022 Batonbearers announced on 14<sup>th</sup> April 2022. Over 8,000 nominations were received, with nominees being judged against the following criteria:
  - Always willing to take on a challenge and has a unique and inspiring story;
  - Has made a meaningful contribution to sport, education, the arts, culture, or charity;
  - Is a figure of inspiration that positively challenges others to achieve their best;
  - Has taken on a challenge or cause and made a positive impact within their community.
- 3.6.10. Nominations were reviewed by regional selection panels (including a separate Birmingham panel) made up of representatives from youth organisations, charities, universities, community leaders, and representatives from local authorities. Batonbearers come from all regions, communities and backgrounds, with some as young as twelve.
- 3.6.11. Birmingham City Council has worked hard over the last nine months to develop a route that showcases part of Birmingham not already involved in the wider Games programme, as well as providing opportunities for residents of Birmingham to see their community celebrated by a global audience. The Baton will travel to each constituency across the two days on road, along



canals and through parks. We encourage all our residents to come out and celebrate the Batonbearers, who have been active in creating positive change in their communities – whether that be at events in parks, or as the Baton is carried down local streets.

- 3.6.12. Plans are in development for a free event in Victoria Square on the evening of 27<sup>th</sup> July, welcoming the Baton to Birmingham and providing an opportunity for celebration ahead of the start of the Commonwealth Games. The event is being designed to showcase the best of established and emerging local talent; a varied programme of music, art, poetry, dance and memorable moments celebrating Birmingham and its diverse communities.
- 3.6.13. The Queen's Baton Relay will be just one part of a large programme of community activity and engagement in the lead up to, during, and after the Games. More detail can be found on the Birmingham City Council/Commonwealth Games 'Be Birmingham' microsite here: <https://www.bebirmingham.co.uk/>

### **3.7. Highlights Since Last Report**

- 3.7.1. Since the last Executive Business Report update to Full Council, a series of announcements have come thick and fast, building momentum and public enthusiasm in the run-up to this 'once in a generation' event.

#### **Reveal of Commonwealth Games Volunteer Uniforms (April 2022)**

- 3.7.2. On 11<sup>th</sup> April 2022, uniforms for the 14,000 Games volunteers were unveiled at a media event at the Library of Birmingham. The uniforms, which will be worn by volunteers and Games workforce over the ten-day event, were designed in collaboration with students from across the city.
- 3.7.3. The striking grey, blue and orange uniforms have been designed to reflect local landmarks and architecture, and feature patterns from buildings across Birmingham including the Library of Birmingham, Grand Central and the Bullring. The production process has been developed to be as sustainable as possible, with excess material made into sports bibs for local schools and clubs.

#### **St George's Day Celebration (April 2022)**

- 3.7.4. A giant St George's Cross flag, adorning the side of Birmingham's Town Hall building and measuring 52.5 metres wide by 8.2 metres high (172.2 feet wide by 26.9 feet high), was the centrepiece of a special celebration in the city centre on St. George's Day, Sunday 23<sup>rd</sup> April.
- 3.7.5. The event was organised by the Council in recognition of England's national day, and attended by community groups, Team England athletes and elected Members.

- 3.7.6. Attendees including groups that have received funding from the Council through the Celebrating Communities scheme – a £2million project which is supporting local groups in all 69 of the city’s wards to help people celebrate the Games.

#### **Handover of Alexander Stadium (May 2022)**

- 3.7.7. On 9<sup>th</sup> May 2022, Birmingham City Council handed over the completed Alexander Stadium to the Birmingham 2022 Commonwealth Games Organising Committee.
- 3.7.8. The Council successfully oversaw the £72million project to revamp the Stadium, adding a new West Stand and increasing the permanent capacity of the venue from 12,700 to 17,500. Despite significant obstacles including the wettest February on record (February 2020) and the Covid-19 pandemic, the three-year scheme remained on budget and on schedule.
- 3.7.9. The Stadium will now act as the principal venue for the Games, playing host to 30,000 visitors for the set piece Opening and Closing Ceremonies, as well as staging athletics and Para athletics events. The Organising Committee has taken up tenancy and will oversee the final Games-times enhancements over the final few weeks to the Games.
- 3.7.10. Post-Games, the temporary overlay will be removed, leaving a long-term legacy facility that will act as a local hub for sport, health, wellbeing and community activity in Perry Barr and across the whole of north-west Birmingham. A new sustainable operating model is in development to ensure that the Stadium and its enhanced community facilities will continue to benefit the city and its residents for generations to come.
- 3.7.11. In addition to the revamped stadium, the wider Perry Barr Masterplan will see Perry Barr becoming one of the best-connected suburbs in Birmingham, with active and sustainable travel choices becoming the norm for both residents and visitors. This includes the construction of the Perry Barr Regeneration Scheme, including nearly 1,000 new homes in Phase 1, and the A34 Highways Scheme, including the creation of a new Sprint priority bus corridor.

#### **Chelsea Flower Show (May 2022)**

- 3.7.12. The Chelsea Flower Show, organised annually by the Royal Horticultural Society, is the world’s most prestigious flower show, attracting exhibitors and visitors from around the world.
- 3.7.13. Birmingham City Council has a good track record with our displays, attracting over 30 gold medals during our involvement with the Show.
- 3.7.14. The 2022 Chelsea Flower Show took place over five days, from 23<sup>rd</sup> to 27<sup>th</sup> May. The Birmingham City Council display celebrated our status as a Proud Host City of the 2022 Commonwealth Games, featuring the Games logo

alongside representations of famous Birmingham landmarks and some of the 20 sports featured in the Games. Flowers grown in the Council's own nurseries featured in the display.

3.7.15. The display earned the Council its tenth consecutive Gold Medal.

3.7.16. After its appearance at Chelsea Flower Show, the display will be reproduced in the grounds of Birmingham City Cathedral between July and September 2022, adding another dash of colour to the city during what will be a memorable summer of celebration.

### **3.8. Kicking Off a Golden Decade for Birmingham**

3.8.1. The Birmingham 2022 Commonwealth Games is just the beginning of a golden decade of opportunity for Birmingham.

3.8.2. As we move beyond the Games, and look towards the future, it is incumbent on us all to think about how we maximise the return on our collective investment, ensuring a long-lasting legacy for the Council, our citizens and communities. This includes identifying opportunities to leverage the benefits and impact of the Games to achieve the Council's wider strategic goals, as set out in our Levelling Up Strategy and new corporate plan.

3.8.3. Over the coming months and years, further information will be reported on the short, medium and long term benefits of being a Proud Host City - not just for the Council in isolation, but as part of a highly effective local and regional partnership that has come together for the people of Birmingham, and delivered a Games For Everyone.