

## **Creating Opportunities for Birmingham's Children & Young People**

### **GAMES LEARNING PROGRAMME**

January 2021

#### **Introduction**

Working together, Birmingham 2022 (B2022) and Birmingham City Council (BCC) are seeking to use the once-in-a-generation platform of a Commonwealth Games to inspire and engage thousands of children and young people.

The Games Learning Programme will use the assets of this major sporting and cultural event to connect Birmingham's young people directly with opportunities to gain new skills, grow in confidence and become part of a stronger and more cohesive community.

This is a unique platform to ensure that our children and young people are central to the success of the Games and that engagement is embedded in every local community.

#### **The Games Learning Programme will:**

- Create school-specific programmes, resources and learning opportunities
- Connect with young people of all backgrounds, directly in their local community
- Inspire, empower and activate the dynamic voice of local young people

This programme will bring the Games directly to young people throughout Birmingham, ensuring we deliver on our commitment of a Games for Everyone.

#### **It will offer a platform for young people, their families and supporting adults to:**

- Improve mental wellbeing
- Be more physically active
- Gain new skills
- Increase their cultural participation
- Develop connections in their community
- Explore Commonwealth history and heritage
- Build tolerance and respect
- Showcase real diversity
- Access Games opportunities
- Celebrate the role of young people in society

**This paper is seeking £500,000 of funding from BCC to support a targeted strand of activity to ensure young people in every ward of the City have access to at least one Games opportunity either through schools or community participation.**

#### **In order to:**

- Directly engage at least 100,000 children and young people within Birmingham
- Including working with at least 72 schools
- In addition to a range of youth clubs, community facilities and wider provision

## 1. OUR AMBITION AND GOAL

Birmingham's hosting of the Commonwealth Games is a unique platform to positively impact the lives of a young generation who will be disproportionately disadvantaged in the wake of COVID-19. This programme seeks to tackle this challenge head on by utilising this global sporting event as a springboard for the development of children and young people.

The context is clear, the Commonwealth Games hosted in this City must be connect directly with young people in order to reflect the community it serves:

- More than 60% of the population of the Commonwealth is aged under 30, a staggering 1.4 billion individuals.
- Birmingham itself is the youngest major city in Europe, with nearly 40% of the population aged under 25 years old.
- Across the West Midlands, there are nearly 1million young people experiencing the real-time impact of the COVID 19 pandemic on their education and physical and mental health in the UK.

As the Host City, it is critical that the needs of children and young people locally are embedded throughout the many incredible opportunities a Commonwealth Games creates.

In November 2020, the B2022 Organising Committee Board set aside core funding of £1.5m to kick-start a Learning Programme for the Games; with benefits for Birmingham, the wider region and the UK.

**The specific goal for this BCC investment of £500,000 is to create 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.**

This will ensure that as well as benefiting from the broader learning, participation and engagement opportunities being developed; Birmingham's young people will be at the very heart of our delivery with increased provision and targeted interventions.

BCC support will also unlock a further £420,000 of investment from national bodies.

### **The Games Learning Programme will:**

- Create a wide range of opportunities for those in early years up to 30-years-olds
- Design specific learning activities for young people of school age
- Facilitate grass roots community youth provision to participate in the Games
- Inspire, empower and activate the dynamic voice of our young people
- Provide a springboard for youth social action and change led by young people
- Support co-creation of content with young people
- Leave a real legacy & sustainable success for young people in Birmingham

### **Specific benefits to children and young people in Birmingham will include:**

- A focus on improving mental wellbeing following the impact of the pandemic
- Strengthening community links and cohesion after a period of extended isolation
- Raising aspirations and a sense of purpose
- Improving physical activity and group participation
- Developing cultural understanding and knowledge of the Commonwealth
- Enhancing experience and enjoyment of education
- Increasing civic pride as a young resident of Birmingham

**All contributing towards delivering a Games for Everyone – inclusive of young people.**

## 2. PROGRAMME FRAMEWORK

In early 2020, BCC and the OCC embarked on a focused piece of scoping work to devise an approach to embedding a Learning Programme within the Games delivery model. This piece of work involved working closely with education specialists EdComs and consulting with teachers, young people, parents and youth workers within the City.

This work determined that a successful programme must have 3 core delivery strands:

1. Schools Engagement	2. Participation, Community Youth Provision and Lifelong Learning	3. Youth Voice and Influence
<ul style="list-style-type: none"> <li>Classroom-based activities.</li> <li>Curriculum content and resource development.</li> <li>Communication of Games opportunities for young people through schools networks.</li> <li>School visits.</li> <li>Teacher development.</li> <li>Inter-school social cohesion.</li> <li>Coordination of partnerships.</li> </ul>	<ul style="list-style-type: none"> <li>Work with community groups, youth groups and out-of-school youth settings.</li> <li>Commonwealth learning &amp; international.</li> <li>Developing targeted Games interventions to support benefits and legacy pillars.</li> <li>Amplifying existing partner programmes.</li> <li>Opportunities for adult support networks.</li> <li>Coordination of Games alignment to local providers to maximise participation.</li> <li>Creative and sport development.</li> </ul>	<ul style="list-style-type: none"> <li>Creating space within the Games for the voices and views of young people to be heard and reflected in our work.</li> <li>Working with partners to maximise opportunities for social action projects.</li> <li>Active involvement of young people in decision-making and progress.</li> <li>Supporting skills and employability programme with pre-pipeline activity.</li> <li>Building community youth networks.</li> </ul>

In response, BCC and B2022 (with partners) have set out on the journey to devise a funded programme of activity for each of these areas of delivery. The core B2022 funding establishes a base level of provision across the region for all three strands.

BCC funding will enable us to:

- Increase the number of Birmingham schools we can engage directly
- Involve more Birmingham teachers in the co-creation of classroom resources
- Create more opportunities for young people in the major Games public programmes
- Develop quality links between schools in connection in respect of Games initiatives
- Build links with a greater number of community and youth groups
- Deliver targeted interventions to reach young people with additional needs
- Strengthen our community outreach work in all wards across the City
- Ensure more voices or more young people from Birmingham shape the Games

The outcome will result in young people in Birmingham benefitting more from the overall programme, as well as having access to significantly more **time-specific programmes** and **targeted intensive programmes** in the build-up to 2022.



### **3. DELIVERY PLANS**

#### **LEARNING ACTIVITIES FOR SCHOOLS**

Beyond the 11 days of Sport, the Games is a catalyst for transformational change through volunteering, participation, culture, physical activity, learning and skills development.

From the Cultural Festival to Live Sites, the Queen's Baton Relay to Sport Presentation – the Games has a unique set of assets which can inspire and excite children and young people. Our learning activities for schools, will use these Games assets to create educational and participatory opportunities for children and young people in KS1-4.

These will include:

- Classroom resources on the Commonwealth
- B2022 tailored curriculum content, lesson activities and projects
- Coordinated opportunities for young people to access the Games assets
- Teacher development and family outreach
- School visits by athletes
- Inter-school community cohesion programmes linked to sport and culture
- Partner opportunities with Games supporters

These learning activities will be devised with teachers in the region throughout the Spring / Summer of 2021, ready to go live at the start of the new school year in October 2021.

This will support the City to build anticipation and momentum in the lead up to the Games, ensuring communities across Birmingham are aware of the opportunities for families and young people within the Games itself.

#### **GRASS ROOTS COMMUNITY YOUTH PROVISION**

In a year that has shone a spotlight on inequality within society, it is evident that the Games generation in Birmingham will be starting adult life at significant disadvantage to those around them. By delivering B2022 out in communities in formal or informal youth settings, we will be able to connect with a wider range of young people.

This will include:

- Participation programmes designed to appeal to the interests of different groups
- Community activities that do not require travelling to another part of the City
- Access to out-of-school engagement and learning opportunities
- Working with existing community assets and infrastructure to create Games content
- Collaborations with the sport, arts and voluntary sector on co-delivered projects

It is our intention that this activity will be shaped and co-designed with the organisations and community partners who know the young people in their local area best. This will ensure that a sustainable relationship is built with young people that can be supported into legacy.

#### **YOUTH VOICE & INFLUENCE**

At the heart of both the delivery strands set out above is a commitment to continue to engage children and young people in the shaping, design and delivery of these programmes. This will create genuine and authentic ownership of the Games by young people and support in building wider community participation in the event.

#### **4. OUTCOMES AND BENEFITS FOR YOUNG PEOPLE**

The BCC funding will enable B2022 to directly engage 100,000 children and young people in Birmingham. It is our intention that this will involve:

- 20,000 children at Key Stage 1
- 50,000 children at Key Stage 2
- 20,000 young people at Key Stage 3
- 5,000 young people at Key Stage 4
- 5,000 young people accessing Post-16 provision

In addition to young people themselves, we expect to interact with at least 500 educators, teachers, support or care workers, or other adults in a support role. Each will have their own opportunities to develop and benefit from the Games Learning Programme.

At least 72 schools in the City will be directly involved, connected with a wider network of schools participating in the programme across the region and the UK.

This work will be amplified and extended further through the networks of youth clubs, community partners, sport and cultural organisation and local groups for whom the programme will be widely accessible.

An evaluation framework will be devised to measure the impact of the programme on the lives of young people (and the adults supporting them). The Games Learning Programme is being designed to deliver the following primary outcomes and benefits:

- Improve mental wellbeing
- Be more physically active
- Gain new skills
- Increase their cultural participation
- Develop connections in their community
- Explore Commonwealth history and heritage
- Build tolerance and respect
- Showcase real diversity
- Access Games opportunities
- Celebrate the role of young people in society

#### **5. OUTCOMES FOR BIRMINGHAM CITY COUNCIL**

The Learning Programme will be actively designed to deliver on key outcomes of Birmingham City Council's 2018-2022 plan, and act as a key tool for social and cultural change in local Birmingham communities. It will specifically address the following:

##### ***Birmingham is a fulfilling city to age well in***

- Preventing social isolation and loneliness, developing active citizens

By investing in schools and youth provision, we will be able to ensure community cohesion is at the heart of each engagement opportunity. The programme is shaped by young people and teachers, working directly with local partners to implement delivery.

##### **How measured?**

- % of people agreeing that participating in the programme has had a positive outcome on their wellbeing

- % of people agreeing they feel less lonely through participating in a project
- % of people agreeing they feel more connected by participating in a project
- % of people agreeing they feel more pride in their community as a result of the Games

***Birmingham is an aspirational city to grow up in***

- Inspiring children & young people to be ambitious & achieve their potential

By actively delivering a City-wide programme engaging with young people we will be acting as a catalyst for a generation of young people to be inspired the Birmingham is exciting and vibrant place to grow up in.

How measured?

- Number of young people engaged through the programme
- % of schools participating in Games related activity
- Number of Games opportunities accessed by young people in Birmingham
- % of young people agreeing their feel a sense of ambition has been raised by participating in a project as part of the Learning Programme

***Birmingham residents gain maximum benefit from hosting the Commonwealth Games***

- Connecting communities & enabling civic engagement
- Improved health & wellbeing
- Skills development
- A sense of belonging & pride

By delivering a focused element of the Learning Programme in Birmingham there is the opportunity to leverage the scale and resources of the wider programme and focus on deepening engagement within Birmingham communities, placing them at the heart of the Games. This investment will ensure communities in all wards have an opportunity to be part of the Games.

How measured?

- Volume of Birmingham targeted activity delivered
- Breakdown of communities engaging with the Learning Programme – by geographic spread and demographics of lead community applicant
- Numbers of community partners involved
- Number of wards where at least one school is actively involved in the programme.
- % of young people participating in the top 25 wards of deprivation
- To what extent young people feel they have gained new skills
- % of people agreeing they feel proud to be involved in the hosting of the Commonwealth Games

**In Numbers**

- 3 delivery strands
- Working with at least 30 local partners
- Delivering over 50 different projects
- Reaching at least 72 schools
- Engaging at least 500 teachers or supporting adults
- Reaching at least 100,000 young people
- Part of a global ambition to inspire up to 1million young people

## 6. MANAGEMENT & GOVERNANCE

The Games Learning Programme is being led by the CCQ division of the OC, under the direction of Martin Green as Chief Creative Officer.

A dedicated Head of Youth Programmes position has been recruited to oversee deliver and will commence in their role in April 2021. The CCQ team will take overall responsibility for delivering the programme (alongside other major community initiatives such as the Cultural Grants Programme, being led in partnership with BCC). Together, the deep collectively have a deep working knowledge of the Birmingham and West Midlands' and specialist experience in designing and delivering programmes for young people.

This Games Learning Programme Team will work closely with the Legacy Integration Team managed by Director of Legacy, Nicola Turner. This will ensure all the benefits from the programme are reflected in the wider legacy plans being delivered by the partnership.

The programme would not be possible without Birmingham City Council, who in addition to this potential funding, have been extensively supportive through the Children & Young People's Services directorate and by opening conversations with critical local partners to extend delivery. At all stages of the programme's development, BCC officers will be involved to ensure the delivery activity meets local needs.

The formal governance for the programme will be managed through the existing cross-Games Partner forums and reporting structures with the addition of the following:

- Programme Working Group – to oversee the overall design and delivery of the Games Learning Programme, including key partners involved in activating the programme locally with representation from Birmingham City Council.
- Teacher Design Forum – in which a group of teachers from different educational backgrounds will advise on content and inform the format of key programmes.
- Youth Co-Creation Workshops – as opposed to having a small standing group of young people involved in the design of activity, B2022 will organise a series of co-creation workshops at key stages of the programme's development.

Given the challenges facing schools and young people right now, it is understood that there will have to be degree of flexibility in the way the programme is devised. Additionally, the timescales for now establishing the programme require all partners to move quickly and with agility to prepare for delivery at the start of the next school year.

### Brand Recognition

Key projects and materials within the Games Learning Programme will carry the Birmingham City Council logo alongside the Birmingham 2022 Games logos as relevant, ensuring clear visibility of Birmingham City Council's support across key digital and printed materials.

## 7. LEGACY ALIGNMENT

The Games Learning Programme sits alongside the broader legacy landscape, in which a range of exciting initiatives and projects are being developed that will also benefit young people. This team has been extensively involved in this cross-partner planning and will be aligning these opportunities with the central Games Learning Programme to create a coherent proposition for young people to engage with B2022.

There are strong alignment benefits with:

- **Volunteer Programme** – which will see a dedicated youth volunteering strand for the first time in a Commonwealth Games
- **Commonwealth Jobs & Skills Academy** – providing digital training, upskilling and employment support for younger adults seeking employment in the supply chain.
- **Physical Activity & Wellbeing** – working with sport partners to increase participation in local provision to improve health
- **Games Cultural Festival** – a six-month programme of arts, which will create hundreds of creative participation opportunities for young people.
- **Generation 22** – a youth social action initiative focused on creating micro-volunteering opportunities within communities throughout the region.

All of these programmes will knit together to create a tapestry of opportunities for young people to benefit from the Games.

By delivering many of these programmes in partnership with existing local organisations, community partners and educational institutions we will be able to ensure legacy and sustainable delivery is embedded from the outset to support post-Games engagement.

## 8. BENEFITS OF GAMES WIDE ACCESS AND ALIGNMENT

We recognise a unique opportunity to work in partnership – collaborating with Birmingham City Council's ambition to ensure the Games reaches the depth and breadth of Birmingham's communities, and for the Games' Organising Committee ('OC'), ensuring that young people are at the heart of the delivery.

We have already established a positive working relationship with Birmingham City Council to deliver a Creative Communities Grants Programme as part of the Cultural Festival.

Our work with BCC's Head of Community Partnerships has been rooted in genuine collaboration, to deliver mutual aims. In parallel to this, the OC has invested in a new Community Engagement Team who will support our outreach with organisations and community leaders to deliver engaged conversation about the creation of opportunities for young people, the Commonwealth and the City itself.

The OC is capable of delivering this programme at scale, and will be co-investing in its success, with an assurance that benefits will be Games-wide and utilise the breadth of Games assets available. The CCQ team has experience public programme delivery – from project management, policy development and strategic planning to youth development, event delivery, programming and partnership commissioning. In addition, members of the team have worked nationally to deliver learning programmes, such as for Hull UK City of Culture 2017 and Waltham Forest Borough of Culture 2019. The team have the capacity and skills to deliver a successful learning programme for the City Council, in genuine partnership.



## 9. TIMELINE

Date	Activity
<b>2021</b>	
March	<ul style="list-style-type: none"> <li>- <b>Confirm funding</b></li> <li>- Programme design commences</li> </ul>
April	<ul style="list-style-type: none"> <li>- <b>Head of Youth Programmes starts in post</b></li> <li>- <b>Programme Working Group is formed</b></li> <li>- School Engagement Manager &amp; Youth Engagement Manager recruitment complete.</li> </ul>
May	<ul style="list-style-type: none"> <li>- <b>Teacher Design Forums begin</b></li> <li>- Local partnerships developed</li> <li>- Stakeholder events with schools</li> <li>- Outreach work with youth groups and community partners</li> <li>- <b>Games Learning Programme brand and look created</b></li> </ul>
May - September	<ul style="list-style-type: none"> <li>- Programme design and development</li> <li>- <b>Announce Games Learning Programme to public</b></li> <li>- Creation of assets &amp; promotion</li> <li>- Detailed schools' recruitment underway</li> <li>- Summer youth co-creation workshops take place</li> <li>- Appoint evaluator &amp; develop framework for implementation</li> <li>- Finalise learning materials and assets.</li> </ul>
September	<ul style="list-style-type: none"> <li>- <b>Teacher CPD commences</b></li> <li>- Community partners commence participant recruitment</li> </ul>
October	<ul style="list-style-type: none"> <li>- <b>Games Learning Programme – OFFICIAL LAUNCH</b></li> <li>- Schools begin direct engagement activity</li> <li>- QBR departs</li> </ul>
November	<ul style="list-style-type: none"> <li>- Targeted programmes begin with key groups</li> </ul>
December	<ul style="list-style-type: none"> <li>- <b>Review of Term 1 activity takes place</b></li> </ul>
<b>2022</b>	
Jan - June	<ul style="list-style-type: none"> <li>- Terms 2 &amp; 3 activity continues</li> <li>- Evaluation underway, aligned to key project delivery milestones</li> <li>- Focus on build up to the Games</li> </ul>
July	<ul style="list-style-type: none"> <li>- <b>Games Time Participation Opportunities Active;</b> including involvement with Live Sites, Cultural Festival, QBR &amp; Ceremonies</li> </ul>
Sept	<ul style="list-style-type: none"> <li>- <b>Legacy project in all schools who participated</b> at the start of the academic year to focus on long-term benefits of the Games</li> </ul>
October	<ul style="list-style-type: none"> <li>- <b>Celebration Event</b></li> <li>- Evaluation concluded</li> </ul>
November	<ul style="list-style-type: none"> <li>- <b>Final report and project close</b></li> </ul>

## 10. RETURN ON INVESTMENT

This £500,000 of funding will be part of a multi-partner programme, leveraging the following match funding to support engagement with young people:

Partner	£m Cash	Status
Organising Committee	1,500,000	Confirmed
BCC (Birmingham City Council)	500,000	Requested
Commonwealth Sports Foundation	170,000	Confirmed
British Council	250,000	Confirmed
<b>Total</b>	<b>£2,420,000</b>	

## **11. CONTACTS FOR ENQUIRIES**

We hope this outline demonstrates that Birmingham City Council would be key partners in delivering a truly exceptional Games Learning Programme for the city with extended benefits for the wider region. This investment will mean that the depth of engagement across Birmingham's young people will significantly increase their future life chances during these challenging times. For further queries please contact:

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**ENDS**