

# Birmingham City Council

## Report to Cabinet

27<sup>th</sup> July 2021



**Subject:** Major Sporting Events Strategy 2022-2032  
**Report of:** Managing Director City Operations  
**Relevant Cabinet** Councillor Ian Ward – Leader  
**Member:**  
**Relevant O &S Chair(s):** Councillor Mariam Khan - Commonwealth Games, Culture and Physical Activity  
  
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Are specific wards affected?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No – All wards affected
If yes, name(s) of ward(s):		
Is this a key decision?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
If relevant, add Forward Plan Reference: <b>009020/2021</b>		
Is the decision eligible for call-in?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Does the report contain confidential or exempt information?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
If relevant, provide exempt information paragraph number or reason if confidential:		

### 1. Executive Summary

- 1.1. To obtain approval and endorsement of a new major sporting events strategy.
- 1.2. This is a strategic approach to major sporting events within the city over the next 10 years running from 2022 to 2032
- 1.3. The strategy outlines our aims and objectives which will boost Birmingham's economy and enhance our world class reputation. It is vital we build on the legacy of the Commonwealth Games and help the city's recovery from the pandemic.

## **2. Recommendations**

2.1. Cabinet agrees the Major Sporting Events Strategy 2022-2032.

## **3. Background**

3.1. Birmingham has a rich history of hosting major sports events; recent years have seen a period of consolidation and the strategy sets out an ambitious agenda for events over the next 10 years.

3.2. The role of Major Events to support our post Covid economic recovery has formed a key part of the service planning with two global events now secured for 2023 in both the World Tumbling and Trampolining Championship and the World Blind Games both of which will bring in thousands of additional people into Birmingham and give a much needed boost to the economy.

3.3. In 2019 Birmingham's Major Sporting Events programme delivered more than £75m economic benefit to the city and we are eager to capitalise on the opportunities presented by events post Covid. In addition to the events currently secured the City Council has therefore made a bold statement in setting aside the resources to deliver the World Road Running Championships in either 2023 or 2024 should its bid to host this be successful.

3.4. Major sporting events enhance Birmingham's profile and status as a city of sport, culture and events. They help us tell the story of our city, strengthen our identity and promote Birmingham nationally and internationally as a welcoming, diverse, youthful and inclusive city.

3.5. The city's ambitions to be a sporting capital of accessibility, inclusivity and sustainability can help drive change in the visitor economy. It will provide a narrative for Birmingham as it seeks to improve the quality of the visitor experience for all.

3.6. Hosting major sporting events attract new visitors, growing our visitor economy and generating income within the leisure, culture, tourism and hospitality sectors. Major sporting events stimulate investment in businesses providing supplies and services to the event industry, enhance skills and provide employment opportunities.

3.7. There is a major employment gap in the hospitality sector. The opportunity to work on major events could provide a welcome introduction to events, tourism and hospitality as attractive career options. Skills such as customer service, marketing and languages would be highly sought after.

3.8. Birmingham is going through an unprecedented period of sustained growth, regeneration and investment and Major Sporting Events play a key part in celebrating the vibrancy, diversity and youth that is driving the innovation at the heart of this great city's regeneration.

- 3.9. We want to attract and host events that have Purpose and deliver a positive social, economic and environmental Impact for the residents and citizens of Birmingham, its businesses, national governing bodies and the wider regional economy.
- 3.10. We will aim to attract and support events in Birmingham that clearly contribute and deliver against the city's priorities and key outcomes. Therefore the events that Birmingham chooses to invest in going forward should be able to clearly demonstrate where and how they contribute. These principles will guide our investment decisions and evaluation of success.
- 3.11. The strategy outlines 6 main objectives Major events will be delivered against:
- Profile & Image
  - Business and Economic Impact
  - Engagement and participation
  - Environment and Infrastructure
  - Employment and skills
  - Social Impacts
- 3.12. Birmingham has some of the best city centre hosting venues anywhere in the UK, including Utilita Arena Birmingham, The International Convention Centre and Symphony Hall, Alexander Stadium, Edgbaston Cricket Ground and the University of Birmingham Sports Campus.
- 3.13. It also boasts iconic outdoor city centre event spaces including Victoria and Centenary Squares and over 8,000 acres of green space and 15 green flag parks including Cannon Hill Park, Sutton Park and Edgbaston Reservoir in which to host outdoor sports and mass participation events.
- 3.14. Birmingham will introduce a new standardised Birmingham Major Sporting Event Evaluation Framework an approach which aims to align event propositions to the City's corporate ambitions and priorities. This measurement framework will allow us to successfully evaluate the impact events have had individually and cumulatively across the year and ensure that we are making investment decisions which are evidence and insight led in the future.
- 3.15. A portfolio approach relies less on the impacts and outcomes of individual 'major' events but takes a more holistic view about the combined outcomes achieved by a rich calendar of events which take place throughout the year, attract different audiences, make use of multiple indoor and outdoor venues and provide a diverse and interesting offer.
- 3.16. Over the next 12 months we will set up a Major Events advisory group which will be made up of industry experts, key strategic stakeholders and partners from the public, private and voluntary community sectors who can provide expertise and add value to the major event proposition.

3.17. We will also start to assess what sports to target and measure event opportunities against our criteria to formulate a target list and strategic plan.

3.18. Birmingham has currently secured the following major sports events:

- IBSA World Blind Games 2023
- FIG World Trampoline, Tumbling & DMT Championships 2023

3.19. The following Major Events are just some listed on UK Sports target list of events that are available to bid for within the timeframe of the strategy.

- World Athletics Road Running Championships 2023 (Host city to be announced imminently)
- Triathlon World Series and Para Triathlon World Series
- World Athletic and Para Athletic Championships
- Urban Cycling World Championships
- Netball World Cup
- Billie Jean Cup finals
- Davis Cup Finals
- European Artistic Gymnastic Championships
- Badminton World Championships
- World Climbing Championships

3.20. Birmingham will also consider the opportunities for Invictus Games as well how it could get involved with UK-wide bids for events requiring multiple venues such as the FIFA Football World Cup. One of the key initial actions from the strategy will be to apply the criteria within the strategy to develop a Birmingham specific target list of events to bid for over the next 10 years.

#### **4. Options considered and Recommended Proposal**

4.1 Not endorse the strategy. The City Council has a stated outcome to enhance Birmingham's status as a city of culture, sports and events. This strategy meets the ambitions under this priority.

4.2 Endorse the strategy. This will set out Birmingham's ambition to build on the legacy of the Commonwealth Games.

4.3 **Recommended Proposal** – Endorse the strategy

## **5 Consultation**

- 5.1. Various stakeholders have been consulted, specifically about their vision and ambition for major sporting events in Birmingham, what kind of partnership co-ordination and governance arrangements would need to be in place, what kind of events and properties we should consider and how best to maximise the value, impact and return on investment for the city.
- 5.2 UK Sport have been engaged. They have announced their new strategy for 2023 – 2033 and our strategy has an aligned approach.
- 5.3 Sport Birmingham and West Midlands Growth Company have shown support and been engaged and will assist in maximising the benefits of the event for residents and businesses in the region.

## **6 Risk Management**

- 6.1. There is a reputational risk of not building on the legacy of the Commonwealth Games and utilising the investment.

## **7. How are the recommended decisions consistent with the City Council's priorities, plans and strategies?**

- 7.1.1 This project is entirely consistent with the Council Plan outcome 4 Priority 8, to enhance Birmingham's status as a city of culture, sports and events.

### **7.2 Legal Implications**

- 7.2.1. Under the Local Government Act 2000 the Council is empowered to further the wellbeing of its communities and Major Events fall within this remit

### **7.3 Financial Implications**

- 7.3.1. There are no direct financial implications from this report. The service holds an annual revenue budget of £1.1m for Major Events and the major events reserve is available to manage risk and peaks in demand. Decisions to bid for specific events will be based on separate financial assessment and be taken through the appropriate governance routes as required.

### **7.4 Procurement Implications (if required)**

- 7.4.1 Appropriate procurement processes will be followed when seeking to secure any future events.

## **7.5 Human Resources Implications (if required)**

7.5.1 There are no Human Resource implications associated with this report

## **7.6 Public Sector Equality Duty**

7.6.1. This decision has no negative impact on those covered by the Equality Duty. This project is unlikely to have a disproportionate impact on any of the protected groups and characteristics under the Equality Act 2010.

## **8 Background Documents**

8.1 None.

### **List of appendices accompanying this report:**

Appendix 1: Major Events Strategy