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

Aims / Objectives	Inputs / Activities	Outputs (Tangible)	Outputs (Less tangible)	Long term and wider impacts / metrics for the region to which the Games could contribute
Better health and wellbeing	Inputs Circa £600m funding from Central Government Staff and volunteers (CWG, BCC, Universities, Local Community Groups) Stakeholder support (BCC, WMCA, LEPs, Greater Birmingham Chamber of Commerce, WMCA Growth Company, Community Groups, Universities) Infrastructure : existing, upgraded and new developments across the West Midlands	12 upgraded training venues, arenas, sports facilities for use by local communities 7 venues developed/created/built 0.5m unique visitors 14,000 staff and volunteers 0.6m bed nights	Raised profile and enhanced brand for Birmingham and the West Midlands Improving links and collaboration with Commonwealth countries in Brexit context Acceleration of Birmingham's existing development plans for homes	ECONOMIC & FISCAL IMPACTS Improved productivity (GVA per head) (2030 SEP target: +£14, 181 per head) Increase in employment rate (2030 target: Increase from 68% to 80%) Increased tax contributions from increased workforce participation Sustained FDI (WMCA showcase abilities to investors) Tourism (before, during, after) Improved income and expenditure balance (2030 target: - £3.9 billion)
Better prospects – jobs and skills	Activities Upgrading of the 12,700 seater Alexander Stadium to 40,000 seats, then scaled back to 20,000 seats in legacy Upgrading of 12 existing training facilities Creating athletes village to house around 5,000 competitors at Perry Bar which will become housing for local residents in legacy	0.8m ticket sales 243 sessions over 12 days in 15 places Games Village housing 4,300 athletes and creating 900 new homes 21,657 worker years of employment (indirect, direct, induced)	Acceleration of Birmingham's plans to upgrade transport infrastructure (eg A34 to Perry Bar) More people with a positive experience of volunteering	SOCIAL IMPACTS Reduction in NEETs (2030 target: - 1,261 16-18 yr old NEETs) Apprenticeships – local priority Branding and promotion of West Midlands - Global and national scale marketing of WMCA via digital media Legacy impacts
Better lives – a great city to live and grow in	Providing enhanced security to existing venues Procuring a range of goods and services Recruiting and training staff and volunteers Project management of resources Developing various strategies and plans to market the Games and sell tickets Developing complementary cultural and business events	£503m incremental GVA impact (in NPV terms) Programme of wider linked events, e.g. arts events, food festivals, parallel sports events, school activities EXPO Commonwealth Event - a 4 year programme of events to	A springboard for more international events and investment Children and young people participating in new sports (Commonwealth and street sports) Improved relationship working across the WMCA geography through	Health - Local communities inspired by sport (particularly impactful due to Birmingham's relatively young popn compared to Europe, 40% aged under 25) Health benefits from employment ENVIRONMENTAL IMPACTS Air quality impacts – air pollution is a local priority Waste and resource management requirements – potential for re-use and recycling
	Hosting major sporting, cultural and business events	4 year programme of events to encourage commerce	working towards a shared goal and vision	Land use – incentivising of new land e.g. Sandwell pool site, Perry Bar athletes village