



DELIVERING A BOLD LEGACY FOR BIRMINGHAM SUMMARY



OUR PROMISE TO YOU

On 21 December 2017 Birmingham committed to host the 2022 Commonwealth Games. We also made a promise to seize this moment to invest in the future of our city and our young people. We set out to Be Bold in our plans for the Games and its legacy so we benefit every household.

This plan is our promise to you to deliver a bold legacy for Birmingham.

TO BE BOLD FOR BIRMINGHAM WE WILL:

Boost investment in Birmingham, creating thousands of jobs and become a world-leader in hosting international events

Engage every child and young person in the Games, including all 400+ schools in the city

Build programmes and community projects to kickstart an accessible fitness and wellbeing boom

Open our city to the world and connect our communities for and after the Games

Launch an era of green growth through high-quality sports facilities, thousands of new sustainable homes and green transport links to become a carbon neutral city by 2030

Deliver our promise to the city and become a leading local authority with bold ambitions

Cllr Ian Ward, Leader, Birmingham City Council
and Deborah Cadman, Chief Executive

PLAN ON A PAGE

| Partner Mission Pillar | Help the region to grow and succeed | Bringing people together | Improve health & wellbeing | Putting us on the map | Be a catalyst for change |
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| City Ambitions | A THRIVING city Boost investment in Birmingham, creating thousands of jobs and become a world-leader in hosting international events | An ASPIRATIONAL city Engage every child and young person in the Games, including all 400+ schools in the city | A HEALTHY city Build programmes and community projects to kickstart an accessible fitness and wellbeing boom | A WELCOMING city Open our city to the world and connect our communities for and after the Games | A GREEN GROWTH city Launch an era of green growth through high-quality sports facilities, thousands of new sustainable homes and green transport links to become a carbon neutral city by 2030 |
| How will we make this happen? | <p>The Business and Tourism Programme for the Games will run until 2027 bringing in an estimated £650m overseas investment to the UK economy</p> <p>Delivering a Visitor Destination Plan for Birmingham to promote the city and develop the visitor economy</p> <p>Delivering an Inward Investment Prospectus for Birmingham to attract business to the city</p> <p>Delivery of BCC's Major Events Strategy</p> | <p>Work with B2022 OC to deliver a programme of activity that ensures children and young people in every ward of the city have access to Games opportunities through school or community participation</p> <p>Invest in learning resources and school and community activities that prompt discussion and celebrate the heritage of all of Birmingham's diverse communities</p> | <p>New Sporting Strategy launching in 2022 and Healthy City Strategy</p> <p>£1m Community Fund investment into physical activity projects</p> <p>Supporting Commonwealth Active Communities projects in Birmingham</p> | <p>Work with B2022 OC to ensure the 6 month B2022 Cultural Festival showcases Birmingham</p> <p>Creative City and Celebrating Communities funding ensuring initial investment and community activation across the city</p> | <p>Delivery on Perry Barr 2040 masterplan proposals making Perry Barr a better-connected and more sustainable suburb</p> <p>Supporting B2022 OC to deliver the first carbon-neutral games</p> <p>Acceleration of enhanced public transport services through Games Projects</p> <p>Support green infrastructure improvements</p> <p>Delivery of legacy plans for Alexander Stadium, Sutton Park and Wyndley Leisure Centre</p> |
| Flagship initiative | Strengthen the capability of the city to attract major sporting and other events to Birmingham, through the Major Sporting Events Strategy 2022-2032 | Delivery of a learning programme that celebrates the Games but supports a legacy agenda of skills development and equality of opportunity for Birmingham's children and young people | Launch a new Sport Strategy linking health and wellbeing approaches to a broader sporting agenda, developing sporting pathways and making best use of assets | Working with key partners, develop a viable and sustainable annual cultural event in 2023 called the Birmingham International Festival that celebrates the city's diverse culture | Secure the long-term regeneration of Perry Barr, delivering new homes, jobs and infrastructure as part of this key sustainable growth area, through the Perry Barr 2040 Masterplan |
| Key measurements for benefits realisation monitoring | <ol style="list-style-type: none"> 1. Number of jobs created 2. Percentage of local people employed (30 miles) 3. Number of people upskilled (to include work placements, apprenticeships etc) 4. Number of major events hosted 5. Economic impact of tourism & inward investments | <ol style="list-style-type: none"> 1. Number of youth Not Employed or in Education (NEET) engaged in functional training 2. Number of young people engaged with the learning programme 3. Percentage of young people who feel they have a better understanding of Commonwealth 4. Number of schools engaged with the learning programme at Reception to KS4 5. Reach 5,000+ young people and families who wouldn't otherwise have access to the games both virtually and physically | <ol style="list-style-type: none"> 1. Rise in physical activity within participants of the grants programmes 2. Percentage of city population participating in physical activity 3. Number of miles walked over set periods (via walking app) 4. Delivery of food summit 5. Delivery of training and support material for mental health and wellbeing to residents via digital outlets | <ol style="list-style-type: none"> 1. Percentage of projects in deprived wards (Linked to the Creative City & Celebrating Communities Funds) 2. Number of Birmingham residents participating in volunteer programme 3. Number of community groups supported 4. Percentage of residents who agree they are proud to live in Birmingham 5. Percentage of residents who agree their local area is a place where people of different ethnic backgrounds get on well together | <ol style="list-style-type: none"> 1. Number of sustainable homes built in Perry Barr 2. Increase in modal share walking, cycling & public transport across the city 3. Number of new initiatives to support route to zero 4. Number of secondary spaces provided in Perry Barr 5. Amount of green/open space improved to higher biodiversity standards |

Moving forwards



2nd cross partner
legacy plan due
June 2022

BCC post
games report
due Spring 23



Post games
snapshot report
due early Sept
(tbc)

Post games
evaluation due
June 2023



BCC Community Fund Update



BCC £6m Community Fund arrived April 2021



Support and engage Birmingham citizens to feel part of the Games



Make sure that the opportunity is spread across the city



Make sure that the projects delivered through the fund support and showcase our diverse communities



Make sure the projects delivered celebrate Birmingham



Deliver benefits and legacy for the city that aligns with city priorities



Deliver an element of funding at local level through the city's ward structures



Be spent on local and community projects as opposed to big capital builds



Create feelings of connectivity & positivity and enable mass participation