Birmingham 2022
Creative City Grants Programme

in Partnership with Birmingham City Council

Programme Aims

- **Connect** Birmingham residents and communities with artists and professional creatives
- **Flood the city** with co-created artistic interventions, celebrations and projects
- **Catalyse the creatives energies** of young people aged 16-30, as well as valuing the intersection of community of all ages
- **Encourage communities** to be more active

We were especially interested in applications…

- from groups in Birmingham's 25 highest ranking wards of multiple deprivation
- that would engage participants, leaders and artists from communities currently under-represented in the city's cultural activity.
    - d/Deaf, disability or neurodivergent communities
    - Asian, Black and minority ethnic communities
    - LGBTQI+ communities
    - young leaders and participants aged 16-30.

Image courtesy of Beyond Borders / Dancexchange

Media Coverage and Social Media

Strike gold with share of £2m for Games projects

BIRMINGHAM GROUPS URGED TO GET CREATIVE FOR 2022 ARTS PROGRAMME, WRITES **ROZ LAWS**

THE 2022 Commonwealth Games will be an opportunity to "flood the city with art and creativity" thanks to £2million of grants from Birmingham City Council.

The aim is for every corner of the city to take part in a six-month culture programme around the Games, allowing the region to showcase its rich and diverse talent to a global audience.

There will be big 'wow' moments but also many smaller local artworks and events, run by communities. They could be street murals, spoken word nights and dance shows, photography exhibitions and new music. They could happen everywhere from parks and disused shops to canals and local libraries.

Up to 150 community groups can apply for a Creative City Grant to receive up to £20,000 each. Any not-for-profit groups can join in, from book and youth clubs to choirs, disability groups and sports teams, working in partnership with artists. The publicly-accessible projects could involve visual arts, crafts, drama, dance, creative writing, music, film or more.

The cultural programme will run for 6six months, with the Commonwealth Games being held from July 28 to August 8 2022.

Lydia Herrington, of the cultural programme, says: "Visitors and residents won't be able to turn a corner during those six months without coming across something artistic, creative and celebratory. We want to build a programme of creative projects that showcase the people that make Birmingham so special.

"Anything is a possibility, and that's what's really exciting. We'll see a wide range of ideas from the people who know their community best. We're aiming to flood the city with art and creativity.

"There will be lots of free things for people to see and do, and chances to find out more about Birmingham here and now as well as its past. There will be opportunities to explore the city as a whole and not just the city centre, as we open up unexpected places.

"It is our intention to reach every single ward. There's so much creativity in every corner of Birmingham and this is that once-in-a-lifetime opportunity to show that. We want to represent the city geographically and demographically. We particularly encourage applications from areas that might have had less engagement with culture. We want applications from ethnic groups, young people and those with disabilities.

"We're also opening a door for groups that have never applied for any funding and can now access something. This could be their first step to a longer legacy of arts engagement, as the training we give will increase their confidence to apply for other funding in the future. And for those who already have experience, we hope to push their ambition."

Groups who are unsure about whether they're eligible or how they can apply can receive individual advice and information sessions. These could also spark ideas for what form their project can take and which artists they can team up with to create the work. The bespoke sessions will also give groups a better idea of exactly how much money they will need.

"They could be planning a one-off performance or a three-week exhibition," says Lydia. "It really is up to the applicant to decide but we want to encourage them to think broad and bold."

The first round of applications closes on July 1. Examples of those who can apply include charities, voluntary organisations, not-for-profit arts groups, churches and schools. It could be a local history society, a group for new parents, an older people's lunch club or a group of local litter-pickers.

The cultural festival was always going to be part of Birmingham's Commonwealth Games year, but it has extra importance as we emerge from the pandemic. Events of the past 18 months have hit the artistic community especially hard and given new significance to the idea of community.

Lydia says: "This is a much-needed opportunity to boost artists, and to celebrate the bonds that have been made during Covid. Communities have come together in a time that's been extremely difficult and new groups have been formed as people support each other. Arts and creativity is a massive part of contributing to better mental health and wellbeing, and really helps community cohesion. The Commonwealth Games cultural festival gives communities something to focus on and to celebrate their local area. During lockdowns, so many people discovered places close to home they didn't know about before and now they can share their neighbourhoods."

All the £2 million fund is coming from Birmingham City Council. Lydia says: "We're incredibly grateful to the council. I think it's the largest lump sum of community arts funding that's ever been available in Birmingham."

To find out more about Creative City Grants visit birmingham2022. com/culture/ creativecitygrants.

Birmingham 2022 Creative City Grants in partnership with Birmingham City Council - Applications Now Live

Birmingham MAIL

BIRMINGHAM POST

Applications now live for Birmingham 2022 Creative City Grants

Share

BIRMINGHAM What's On

Free RADIO NEWS

BBC RADIO WM

Commonwealth Games offers £2 million in Creative City Grants

Greater Birmingham Chambers of Commerce

21 June 2021

Up to 150 community groups from across Birmingham can now apply to benefit from £2 million of funding through the Birmingham 2022 Creative City Grants Scheme.

The Birmingham 2022 Creative City Grants are an opportunity for community groups in Birmingham to apply for a grant of up to £20,000 to deliver creative projects that impact positively on their community.

Thanks to funding from Birmingham City Council, the projects will be a part of the upcoming the six-month festival of culture accompanying the Birmingham 2022 Commonwealth Games.

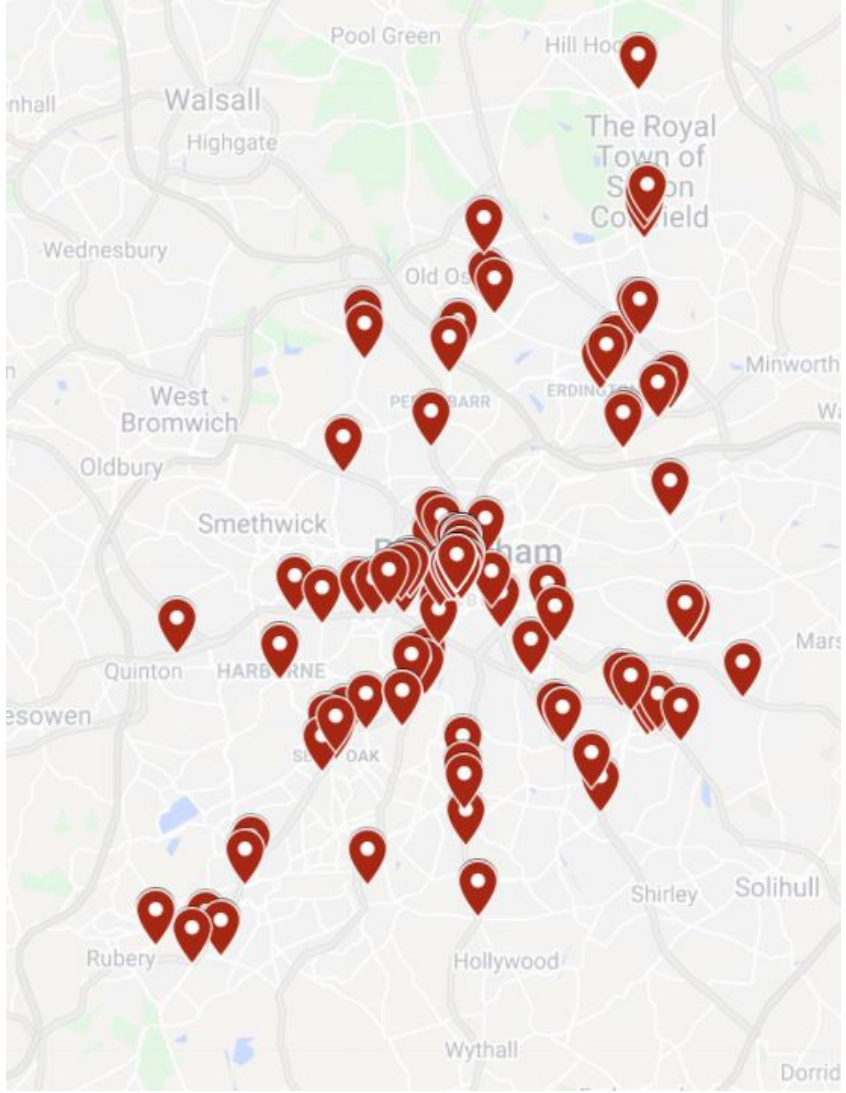
@birminghamcg22

Fri 6/18/2021 9:55 am BST

Calling Birmingham's creative communities 📢 Thanks to the generous support of @BhamCityCouncil, we have...

Impressions	30,680
Potential Reach	539,779
Engagements	356
Engagement Rate (per Impres...	1.2%

Targeted Outdoor Advertising Campaign



134 Digital Posters plus social media geo-locating

After analysing data collected from round one of the grants, we plotted a campaign across under-represented areas.

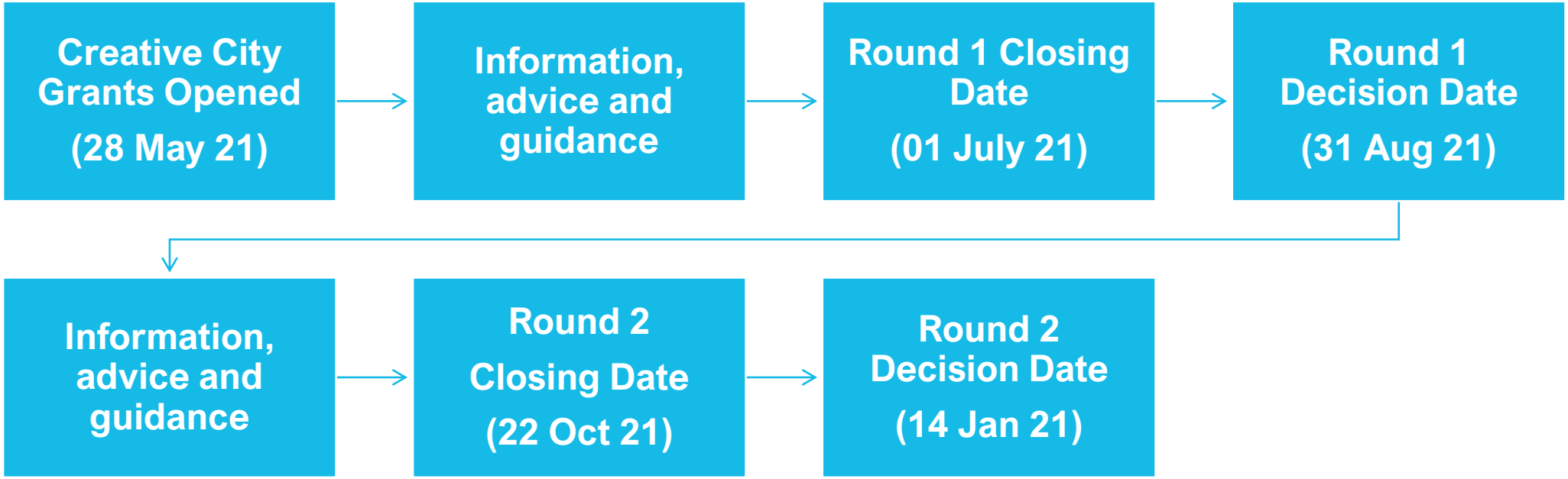
In response, round two applications were much stronger from these areas.

Information, advice and guidance

Information sessions were available to potential applicants prior to the two funding deadlines. These sessions offered advice and guidance inline with the published funding criteria.

- **100+** leaders/groups/organisations engaged through early information presentations
- A range of group presentations and information sharing sessions including:
    - Birmingham Local Arts Forum network
    - Birmingham City Council Neighbourhood Development and Support Unit
    - Birmingham City Council Members Proud City Host Forum
    - Birmingham Open Spaces Forum
    - BVSC Members
- **135+** individual advice and guidance sessions delivered

Creative City Grants Process



Co-created new artworks will be shared from March 2022 as part of the Birmingham 2022 Festival

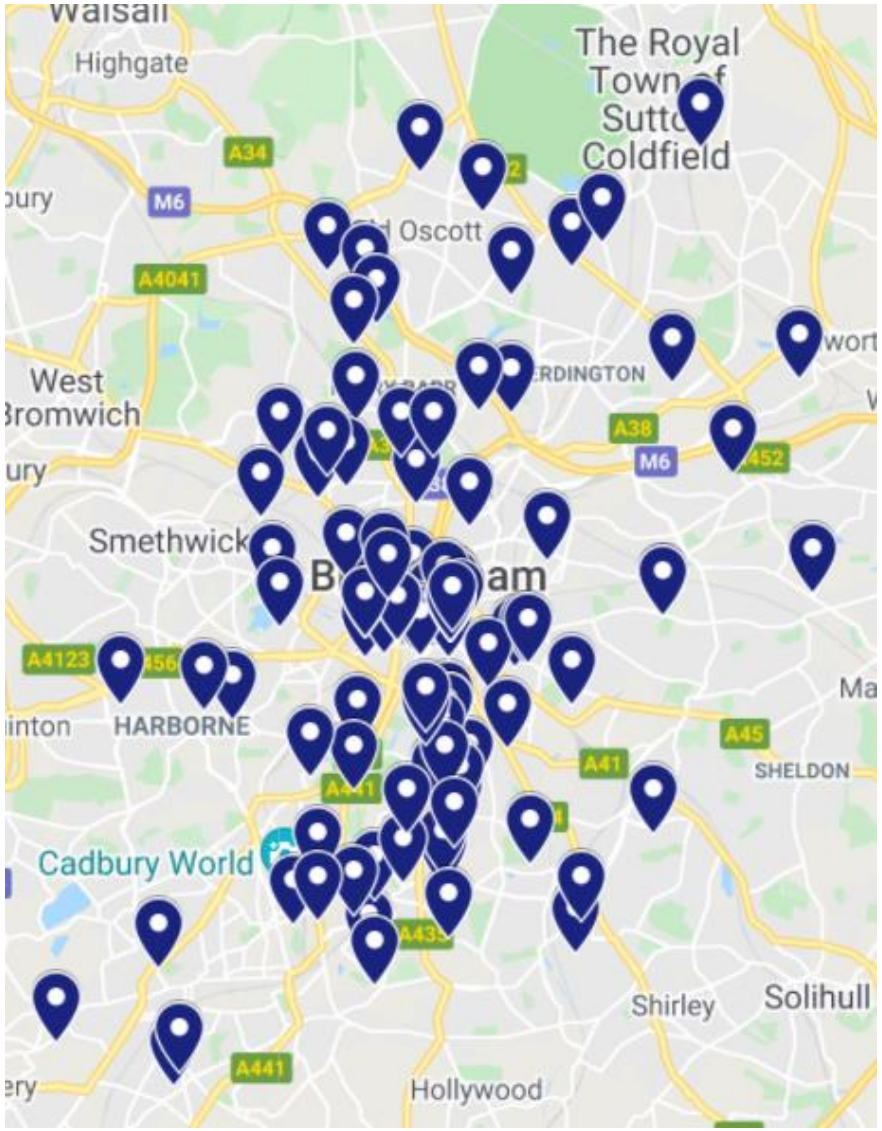
Community Recommendation Panel

Birmingham 2022 Creative City Grants Co-ordinator and Community Engagement Manager

Programme Stakeholder Panel

Recommendations were presented to the programme stakeholders for approval.
This group is led by the Executive Producer for the Birmingham 2022 Festival and includes representatives from Birmingham City Council, Birmingham 2022 Commonwealth Games and the National Lottery Community Fund.

Applicants – Organisations & Groups

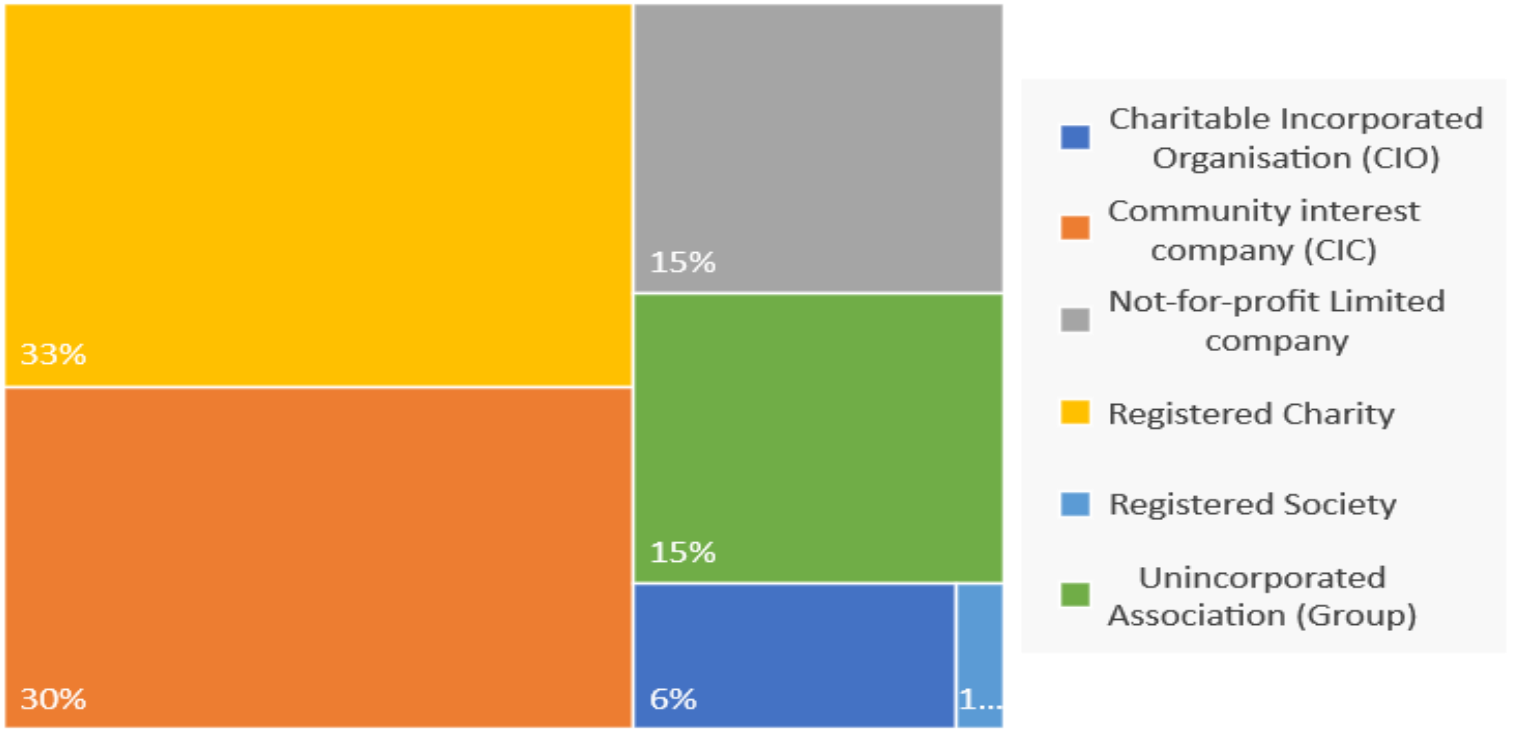


503 accounts registered on the application portal

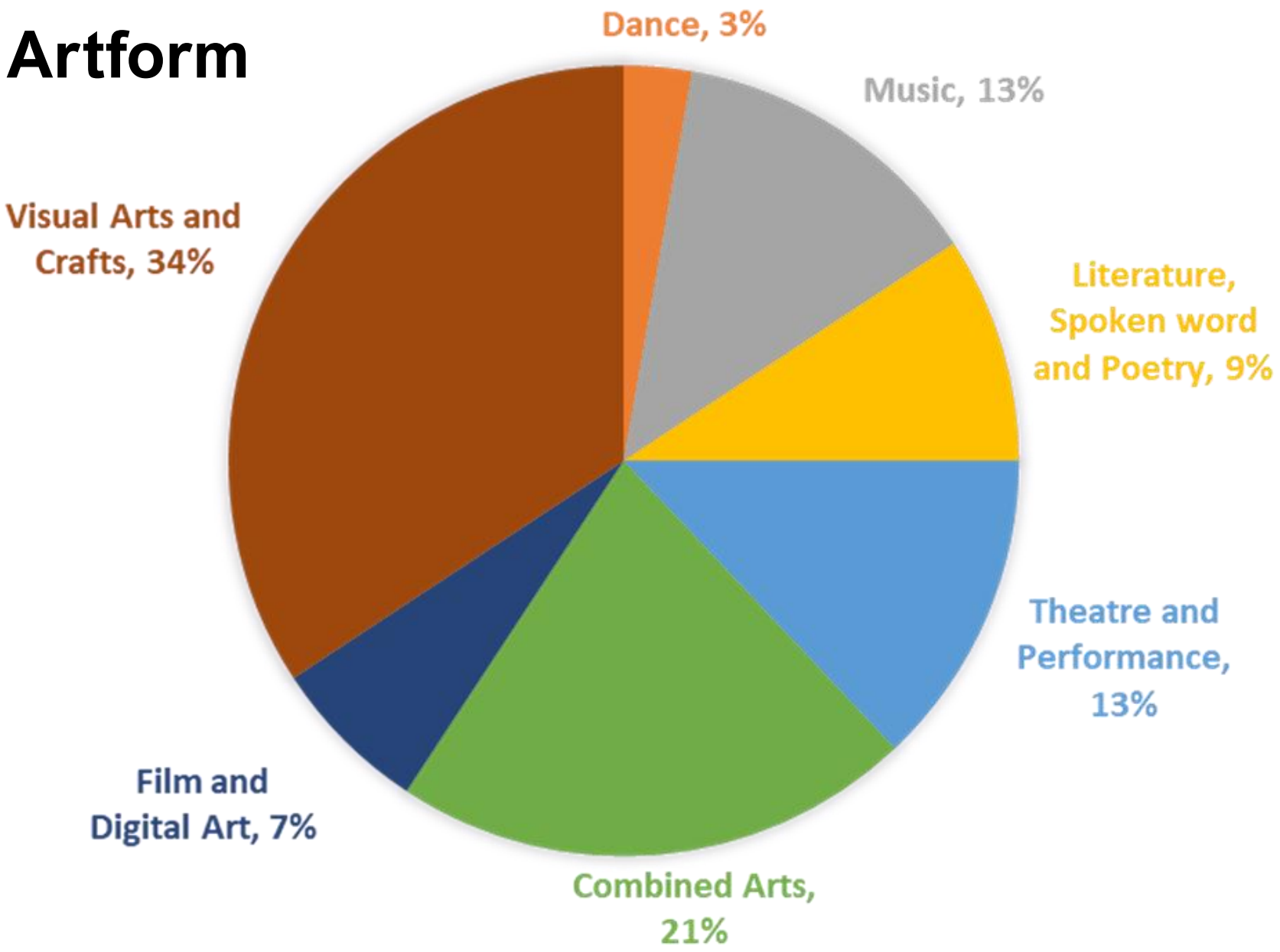
216 applications submitted across two rounds of funding

108 successful applications

Organisations and groups registered across 41 wards
(64% in Birmingham's 25 highest ranking wards of multiple deprivation)



Project Artform



Project Community Engagement

Over 60% of projects will specifically engage participants, leaders and artists from communities currently under-represented in the city's cultural activity.

Initial analysis based on application information.

Next Steps

Projects

Welcoming projects to the Birmingham 2022 festival and providing ongoing support, information and guidance.

Sector Development

A supplier has been selected to deliver a Sector Development Programme covering three main areas of focus. This includes developing and delivering a professional development programme for Creative City Grants successful grantees.

Enhancement

Undertaking further gaps analysis to identify opportunities to enhance the engagement of Birmingham residents with the successful Creative City projects.

BIRMINGHAM 2022 commonwealth games

BRING THE POWER

YOUTH PROGRAMME

Bringing Children & Young People aged 5-25 closer to Birmingham 2022

STRATEGIC DIRECTION

Bring The Power – Birmingham 2022's Youth Programme will create participation opportunities for children and young people to inspire them through the Games

Reach 1 million Children & Young people across West Midlands

Inspire & activate dynamic voices of Children & Young People

Ensure access for YP furthest away from the Games
Support A Games for Everyone

Offer opportunities for shared learning between youth practitioners

- **Utilise Birmingham 2022 Games Assets as a source of inspiration**
- **Place sport, creativity & community celebration at the core**
- **Collaborate with partner organisations, young people & youth professionals**
- **Deliver engagement activity for Children & Young People which provides multiple pathways to connect & be part of Birmingham 2022 to deliver social legacy**

There is nothing more powerful than a flash of inspiration
A strike of lightning that shines through your community
Let inspiration brew like a storm
And watch the sparks fly
Be brave in your ability to amaze
Your potential is golden
Never be afraid to <u>become your great</u>

BRING THE POWER

EARLY SUCCESSES

The launch of the Queens Baton Relay at Buckingham Palace where 79 young people from 5 schools and the Birmingham Youth City Board participated in the event as the flagbearers for the Commonwealth countries.

Educational resources linked to the Queen's Baton Relay launched in Autumn Term to download by any primary school across the country with separate resources for Reception, Key Stage 1 and Key Stage 2.

SCHOOLS & EDUCATION

- Amplify Perry school visits and assemblies
- Amplify Athlete visits to schools
- School Festival Days
- Engagement Themed Workshops
- Common Ground Grant Programme
- Headteacher Conference & Advisory Group
- Education is the Commonwealth
- Birmingham Mass Participation Moments

COMMON GROUND GRANT

- £80,000 allocated, enabling every secondary school to apply for a grant of £1,000 to participate in the project.
- The project aims to support school staff to facilitate conversations to explore our Common Ground.
- Pupils will lead an artistic or creative response to the theme.
- Support will be provided to schools to grow their youth leadership and for pupils to develop their creative leadership.
- The project outputs will be showcased at a celebration event in July 2022.

ENGAGEMENT WORKSHOPS

- £100,000 allocated to delivery of themed engagement workshops in schools and community youth settings.
- Themes will include employability and skills development, mental health and wellbeing, resilience and empowerment.
- Bring The Power team are working with local organisations to deliver specific workshops connecting themes to the Games.
- Workshops will be targeted to ensure they have the biggest impact on young people most in need.

COMMUNITY ENGAGEMENT

- Birmingham Youth Service Programme
- Birmingham Youth City Board
- Employability NEET Programme
- Community Engagement Roadshows
- Bring The Power Youth Celebration Event
- Athlete Ambassador Visits
- Birmingham Mass Participation Moments

BIRMINGHAM YOUTH SERVICES

- 4 Key hubs (The Lighthouse, The Factory, Clifton Road, Concord)
- 6 weeks intensive CWG-themed activities
- Branded, specialist sports, food & music, history of the Commonwealth.
- Inter-City basketball skills-challenge
- Award ceremony
- CWG youth-violence project
- Passport to CWG

YOUTH CITY BOARD – PANEL

A panel of 35 young people from 12 schools, aged 14-18 representing the voice of Birmingham. The young people work closely with the Learning Programme team to help shape and advise aspects of the programme

- **Launched our Youth Voice activity with Birmingham City Council's Youth City Board (October)**
- **Supported QBR, Programme Launch, Volunteering process, Baton Bearer nominations panel**
- **Trips - Liverpool, London (Youth Voice)**
- **Spoken-word competition**
- **Bi-weekly meetings ongoing**
- **Large-scale Hearts & Minds Event (July)**

Stronger Communities:

Suwinder Hundal -Head of Equalities and Cohesion

- What we have achieved
- How we are ensuring projects are reaching as broad a spectrum of people as possible
- Overview of workstreams
- What next

BIRMINGHAM 2022 commonwealth games

PROUD HOST CITY

Birmingham City Council

Stronger Communities-What we have achieved

- Secured Birmingham Voluntary Service Council-BVSC as lead anchor organisation to oversee distribution of £500K
- Commonwealth Games Legacy Fund Conditions of Grant to cover 2 Phases of funding
- A Community Investment Framework for Inclusive Commissioning developed by BVSC
- A named lead officer from Equalities and Cohesion working with BVSC to progress assessment of applications for Phase 2 of the funding
- A total of 71 expressions of interest have so far resulted in 19 awards of which 5 of these are lead organisations, in addition 39 applications are being assessed

Stronger Communities: how we are ensuring projects are reaching as broad a spectrum of people as possible

- The call for bids was disseminated through the BVSC website and newsletter.
- Locality Leads in 10 areas were also asked if they would notify voluntary, community and social enterprises in their locality networks of the opportunity.
- Original deadlines were extended to allow organisations time to put their bids together.
- Emphasis of the funding was on the voluntary, community and social enterprises sectors, however bids have also been received from the faith-based, education and business sectors that make up the rich tapestry of organisations that form part of the City.
- Information was disseminated through City Council internal and external networks/ contacts and information flows.

- **Further detail of embedding inclusion is covered in the Community Investment Framework (inclusive application process, monitoring evaluation and learning)**

Overview of Workstreams

Workstream theme and number	Lead Organisation	Brief description of the workstream requirement	Expressions of interest	Awards following assessment
1. A city connected by Inclusive heritage trails	Legacy West Midlands	interconnected network **of heritage trails** that navigate through Birmingham's history	4	1 (£40,000)
2.We made Birmingham	We are the Village The Studio School	Production of a digital records and stories of heritage, community activism and migration	7	2 (£10,000 each)
3.Peace Garden Proposal	Roots to Fruit	Regenerating the Peace Garden that is attached to the remains of St. Thomas' Church in the city centre.	6	1 (£70,000)
4. Inspiring future leaders	Black Excellence in Brum	Growing and inspiring the city's future educators and leaders from under-represented groups across the range of leadership positions in Birmingham's education	11	1 (£70,000)
5. A city connected by Inclusive heritage trails	small grants for local groups to work with the Lead Organisation for **Workstream 1** to provide a localised focus for the heritage trails. funding for up to 20 local groups to contribute to the development of the trails in their localities and to provide volunteers to work as local trail hosts		25	7 (£5,000 each) 18 awaiting assessment
6. We made Birmingham	Small grants for up to 20 groups to work with the Lead Organisations for Workstream 2. to contribute to the collection of these stories.		18	7 (£5,000 each) 11 awaiting assessment
7. Get Communities Talking	Funding for up to 20 local groups to contribute to using the games to empower women from inner-city areas to forge long-term connections with others in their		24	14 (£5,000 each) 10 awaiting

Summary of Key Performance Indicators

Stronger Communities: Brief summary for City-wide KPI's (key performance indicators) for

A city Connected by heritage trails

- **20** miles of heritage trails covering the city, taking in sites of interest in each of the 10 localities in the city.
- **50** trained volunteers as knowledgeable hosts covering the 10 localities.
- Materials to promote the heritage trails and a plan for the long-term sustainability of the trails.

Stronger Communities: Brief summary for City-wide KPIs for **We made Birmingham**

- **10** community organisations with the tools to create narratives about their localities and reflect on how they want their neighbourhood to be seen when the spotlight of the games is on Birmingham.
- **10** community organisations with the ability to record, capture and showcase their own narratives of migration, settlement, identity and belonging from residents in their localities.
- **10** young people trained as community journalists
- **100** narratives from residents on their experiences of migration, settlement, identity and belonging.
- **1000** questionnaires completed by residents on how they want their neighbourhood to be seen when the spotlight of the games is on Birmingham.

Stronger Communities: Brief summary for City-wide KPI's for

Get Communities Talking

- Activities which involve **250** women, particularly migrant, refugee and asylum-seeking women from across Birmingham who are struggling to integrate and be fully engaged in their local communities.
- Activities that address barriers to participation for **100** women from "hard to reach groups" or who are digitally excluded.
- Activities that creatively document and showcase the life experiences, stories and contributions of **50** women arriving to and living in Birmingham.
- Activities that provide **250** women with a platform to strengthen their English-speaking skills in a safe setting where they can interact with other women.

Stronger Communities : Brief summary for City-wide KPIs

Birmingham Peace Gardens

- A peace garden attached to the remains of St. Thomas' Church in the city centre
- Usage of the garden for reflection by **500** residents or visitors to the city
- Usage of the garden for **10** commemoration and celebration events
- Usage of the garden for **10** educational activities

Stronger Communities : Brief summary for City-wide KPIs

Inspiring Future Leaders

- **15** young people completing training programmes that will demystify leadership and build confidence around leadership abilities.
- **50** young people to meeting with positive role models of all ages from BAME backgrounds who are leaders within their fields and learning about their success strategies.
- One-to-one career progression coaching and mentoring for 10 young people from BAME backgrounds with aspirations to be teachers and leaders.
- Practical and effective workshops for **30** young people on “Interview Success”.

Stronger Communities- What next

- Application numbers are expected to increase once the second round of Phase 2 funding call applications are assessed and awarded
- A mapping exercise will be conducted that will reflect the diversity of the organisations and the spread of localities covered by the applicants.
- BVSC Setting up a lead provider learning platform group (not a monitoring group , to strengthen legacy work)
- Equalities and Cohesion Division are developing a hybrid model for community engagement with a Community Stakeholder Panel . Several anchor organisations have been invited to join (across protected characteristics)
- A call to action across the City for citizen involvement took place across our 10 parliamentary constituencies
- Within this we are building on and utilising already established structures across council engagement platforms
- Dissemination of information and promotion has taken place across our community organisations. Our first CSP is scheduled for February.
- Priorities will be further developed with and by citizens and key partner organisations

BIRMINGHAM 2022 commonwealth games

PROUD HOST CITY

Birmingham City Council

For more information please visit
www.birmingham.gov.uk/commonwealth2022

Birmingham City Council

commonwealth sport

HM Government

TEAM ENGLAND

Update – Celebrating Communities & Physical Activity Funding

Commonwealth Games, Culture and Physical Activity Overview and Scrutiny Committee

9th February 2022

Cat Orchard, Head of Community Partnerships, BCC CWG Team

CELEBRATING COMMUNITIES
Small Grants Funding Scheme

BIRMINGHAM 2022 commonwealth games

PROUD HOST CITY

Birmingham City Council

What is the Celebrating Communities Small Grants Fund?

Celebrating Communities is a universal small grant award related to the City Council's role in hosting the Birmingham 2022 Commonwealth Games. The fund has been established to help communities to carry out more localised activities, such as street parties, picnics and community celebrations.

The aim is to excite communities, to drive up local level engagement and to use the Games as the catalyst to celebrate Birmingham's local diverse history and linkages to the Commonwealth.

Funding has been allocated to all 69 Wards across the city, and is weighted dependent on the number of councillors each ward has and it's ranking within the 2019 Indices of Multiple Deprivation.

Decisions on which projects are funded are made at ward level by members of the community.

1 Get Active

We're encouraging communities to get out and get active by participating in sports and recreational activities.

Residents can apply for a grant under this category to fund a project which encourages residents of all abilities and ages to engage in physical activity and improve their health and wellbeing.

Events and/or activities should try to incorporate some of the following elements:

Active mobility
- Provide opportunities for increasing activity through walking and cycling.

Community Games & Sports Days
- Bring your community together for a celebration with sports and arts activities. For example, coordinate a Commonwealth Games themed sports day for residents of all ages to participate in
- Provide communities with the means and opportunities to utilise leisure time in a healthy and productive way.

Active streets and parks
- Develop projects that enable communities to be active and connected in their streets, parks and open spaces.

2 Ready, Steady, Fun

We want to see community projects which help ensure your local area is ‘Games ready’. Hosting community celebrations to develop active citizenship and reduce loneliness and social isolation.

Proposals should align with one or more of the following themes:

Games Ready

- Deliver community volunteer projects to get local areas ‘Games ready’. For example, spring clean of streets and green spaces, planting Commonwealth themed flower displays, displaying Commonwealth flags and bunting/memorabilia around the local area

Celebrating Communities and having fun

- Work with our diverse communities to ensure that we deliver a range of celebratory events, such as street parties and picnics, that help to connect our citizens and foster civic pride.

3 Celebrating Culture

We would love to see community-led cultural events and initiatives developed that encourage intergenerational activities.

Events and projects should encourage intergenerational activities that focus on:

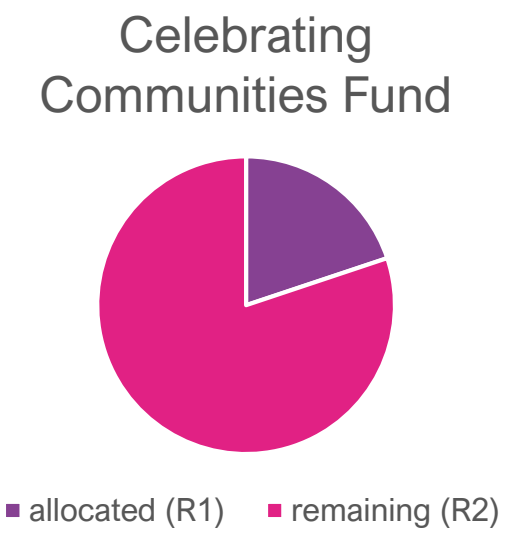
- **Birmingham's place in the Commonwealth**: an honest acknowledgement of Birmingham's legacy
- The **stories** of Birmingham and its residents
- Birmingham's **unheard histories**
- Engagement between **communities of place and identity**
- Increase **pride** in 'being a Brummie' and sharing the **stories and experiences** of all communities

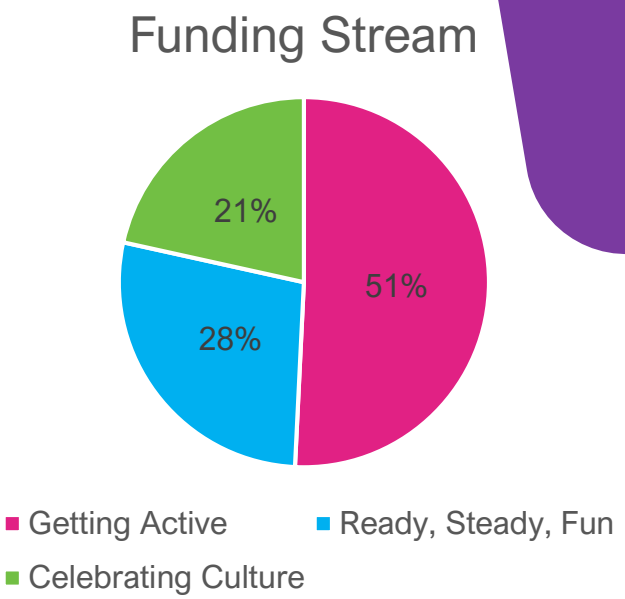
Creative City Small Grants Programme

Birmingham Organising Committee for the 2022 Commonwealth Games, is running a Creative Communities Small Grants programme. Applicants may apply for funding from 'Celebrating Culture' to support a bid into Birmingham City Council's Celebrating Communities Small Grants Fund.

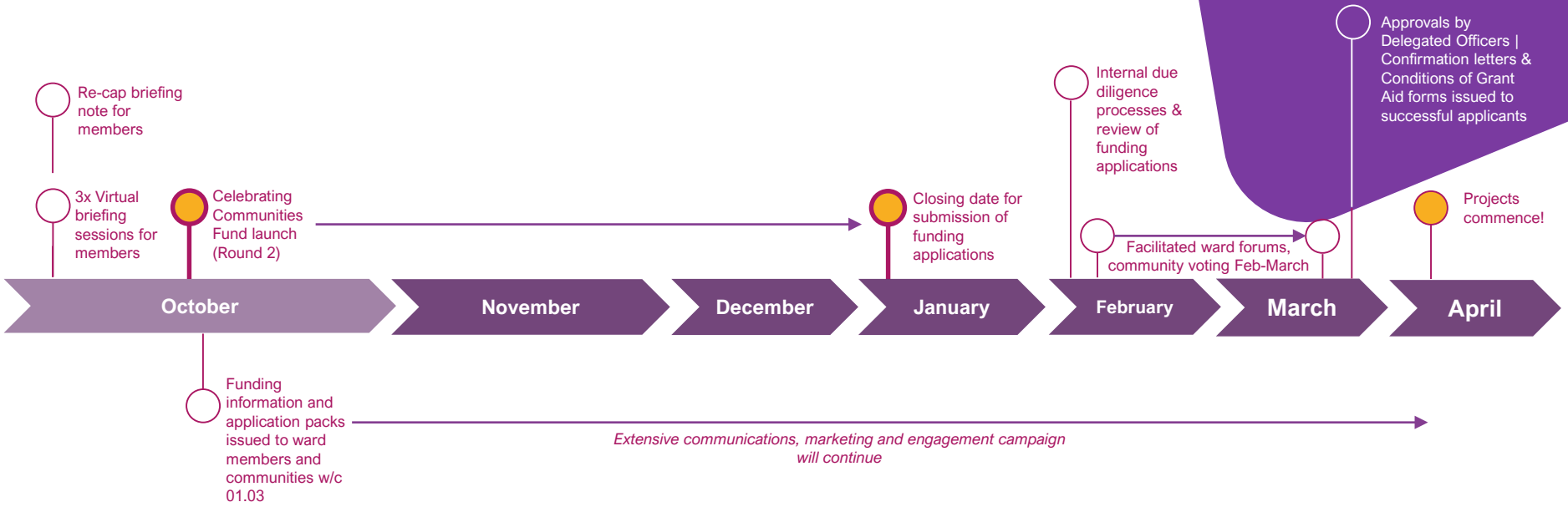
Outputs and deliverables will need to align however it could provide a form of match funding to amplify activity in the local area.

Funding allocated to date:

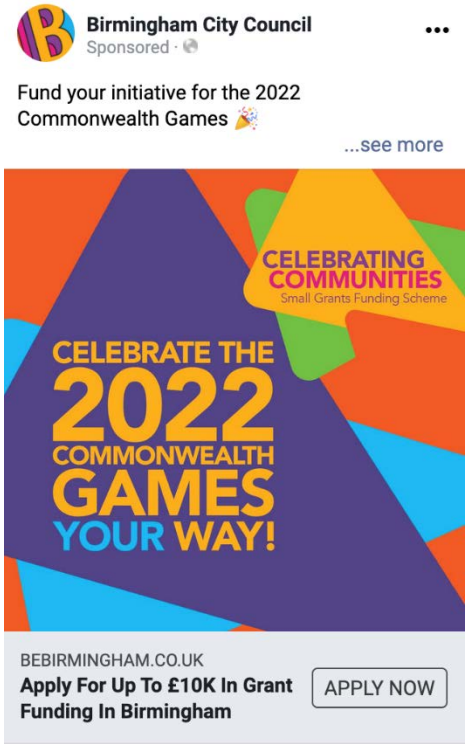




Key dates: Round 2 (2021-2022)



Communications, Engagement & Support



Communication channels

- Social media
- Radio advertising
- Press
- Councillors
- Cross Games Partnership
- BCC internal comms

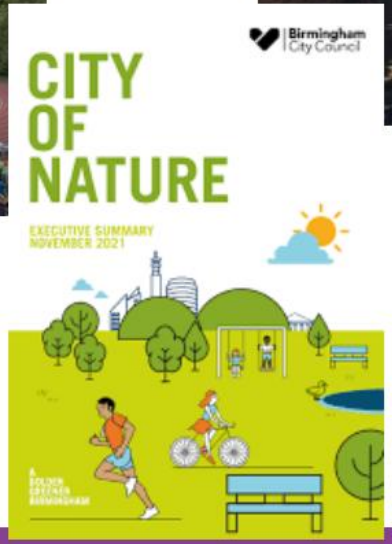
Engagement and Support

- Locality
- Birmingham Community Matters
- Anchor Organisations

Physical Activity Funding

Birmingham
City Council

Physical Activity Funding



70 Active Streets

8 Community Games

Development of the Club Together Network

Supporting the City of Nature Alliance

Thank you

For more information please visit
www.birmingham.gov.uk/commonwealth2022

Birmingham City Council

commonwealth sport

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