



Beyond Birmingham 2022

Our priorities for the Birmingham
2022 Commonwealth Games Legacy

The Birmingham 2022 Commonwealth Games presents a fantastic opportunity to inspire, engage, and bring people and communities together across Birmingham and the region.

Sport Birmingham is uniquely positioned to create positive impact through sport and physical activity, generating personal, social and economic benefit. We are working closely with the Commonwealth Games Organising Committee, DCMS, WMCA, Birmingham City Council, Sport England and other stakeholders to coordinate and cultivate the physical activity and wellbeing legacy.



The priority areas set out within this document are focused on our vision to ensure:


- People lead more active, healthier, happier and successful lives
- Communities are stronger, more inclusive, integrated and resilient.

Our Priorities

We tackle inequalities by working where the need is greatest.



Improve physical and mental wellbeing by reducing inactivity



Grow and develop a workforce for the sport and physical activity sector



Connect communities through sport and physical activity



Improve life skills and prospects through participation and engagement



Make sport and physical activity inclusive and accessible to all

How we work



Partners

We foster and grow partnerships



Places

To respond to local needs and create opportunities



People & Communities

To improve the lives of people and connect communities



Improve physical and mental wellbeing by reducing inactivity

- Only 17.4% of children in Birmingham meet the Chief Medical Officer (CMO) guidelines of 60+ minutes of activity every day, compared to 19.6% nationally
- There is a positive association between engagement in physical activity, mental wellbeing and levels of individual development.

“We need more specific, themed events that really engage people in participating and celebrating the magnitude of the Commonwealth Games”
Education partner

Daily Mile (Schools programme)

Supporting schools to improve physical activity levels of young people through regular running or jogging for at least 15 minutes every day within school time in Birmingham.

School Games (Schools programme)

A celebration of competitive and participatory school sport and culture, enabling young people to experience multi-sport events in the build-up to 2022 through intra-school, inter-school and city finals events.



Grow and develop a workforce for the sport and physical activity sector

- Volunteering benefits people of all ages by increasing feelings of self-esteem, social connection and well-being.

Research by Reed Employment among 200 leading businesses revealed that:

- 73% of employers would employ candidates with volunteering experience over those without
- 94% of employers think that volunteering can add skills.

“I am keen to upskill our students by getting them to engage in workshops / training courses which are run by Sport Birmingham. It would be great for those that complete the training to be able to step straight into the volunteering roles at the Games”
Education partner

Coach Core Apprenticeships

(Skills and Employability programme)

Coordinating the implementation of an apprenticeship programme that recruits, trains and deploys the next generation of community sport and physical activity coaches. Providing job opportunities for young people to develop skills and gain the experience to get into and remain in employment or training within the sport and physical activity sector.

Volunteer Your Way

(Volunteer programme)

Coordinating flexible opportunities for volunteering through local, regional, national or international events. Using the sport and physical activity sector to develop transferable skills and experience to improve employment prospects through education, training and deployment.



Connect communities through sport and physical activity

- Birmingham contains the largest number of areas where there is a very high risk of loneliness amongst older adults.
- Recruitment, wages and employment practices can hold back the life chances and social mobility of individuals and families.

“There is a need to use different and innovative ideas to reach the inactive residents in Birmingham who do not respond to physical activities and may be more likely to respond to social activities first...”
Charity partner

Community Games (Festivals programme)

Bringing a variety of sport and cultural engagement to neutral spaces in the heart of Birmingham's communities through community festivals with a family and inter-generational focus. Showcasing the Birmingham 2022 Commonwealth Games sports and ongoing opportunities through local clubs in each community.

Community Club Mark (Games-ready programme)

Supporting clubs, community hubs and organisations to be 'Games-ready' and able to make the most of the expected growth in demand for participation in the Commonwealth Games sports leading up to 2022 and beyond. This includes workforce and organisational development, funding advice, mentoring and marketing and promotion.



Improve life skills and prospects through participation and engagement

- 12% of working age residents in Birmingham have no qualifications compared to the UK average (8%) and the core city average (9.6%)
- Underachieving young people participating in extra-curricular activities linked to sport could increase their numeracy skills by an average of 29% above those who did not participate in sport.

“Getting young people involved in their local community around the Commonwealth Games can help to support a legacy for the future generation”
Local Authority partner

M.A.D Birmingham

(Youth engagement programme)

Designed by, and for, young people from the most deprived communities, providing sport, activity, music, and entertainment in a safe, supportive environment. Young people are engaged and mentored to develop their skills and encouraged to make better life choices, leading to improved prospects.

Invest in the Best

(Young talent programme)

Providing a holistic identification, support and development programme for young people with early signs of special talent (in Commonwealth Games sports). Providing these individuals with a passport programme for free access to sports facilities.



Make sport and physical activity inclusive and accessible to all

- 1 in 5 people in Birmingham have a disability or long term health condition, but only 13.5% of these individuals regularly take part in physical activity or sport
- Birmingham as a whole has high levels of deprivation with 40% of the population living in the 10% most deprived areas of England.

"Trying to enable people with disabilities to have a volunteering role or visible presence in the Games would be true reflection of the work that Sport Birmingham does, and also a true reflection of the make-up of the city!"
Local Charity partner

Birmingham Inclusive Sports Fest (Disability programme)

Promoting and expanding inclusive and specialist activities for all by working with a forum of partners to meet the physical and mental health needs and aspirations of people of all abilities, through workshops, festivals and roadshows.

Happy Healthy Holidays

(Youth participation programme)

Addressing the issues caused by multiple deprivation during school holiday periods by providing free activity days with food for young people across Birmingham.

In summary, we will:

- Connect partners and stakeholders to maximise impact and benefit
- Engage business to create an effective CSR offer which can help community groups and clubs grow and prosper
- Engage National Governing Bodies of sport (NGBs) to strengthen and broaden the local offer
- Support sporting clubs and hubs to be 'Games-ready' for the increased demand to undertake activity
- Enable facilities, services and spaces to connect inclusively with communities and positively impact on active lifestyles
- Provide an Open Data powered, digital solution for 'real-time' promotion of sport and physical activity that helps people to find the right activity for them
- Regionalise the benefits of the CWG through the West Midlands Active Partnership network.

***All references available upon request**



www.sportbirmingham.org