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December 2022



### A few words from our CEO Mike Chamberlain

I would like to wish you a very Merry Christmas and a Healthy and Happy (and Active) New Year! .... and what a year it has been for sport and physical activity in Birmingham!

The Birmingham 2022 Commonwealth Games was a wonderful showcase for our city over the Summer, with glorious sunshine that further encouraged people and communities to come out and celebrate, and to get involved with the Games.

Of course, for many providers of sport and physical activity; the clubs and hubs, community and faith organisations, schools, colleges and universities; it has also been a time of recovery and, for some, reinvention after the challenging times that the sector has faced.

We have been extremely busy securing and distributing many additional investment streams to help the sector and our partners, and these have been complimented by coordinating significant legacy funding for communities. Working in collaboration the Active Birmingham programme will use the inspiration of the Games to reach into some of the communities where the need is greatest and where activity levels are lowest.

We have a responsibility to continue to focus our efforts in 2023 on our priorities; addressing inactivity, improving mental health, developing the workforce, improving accessibility of opportunity, ensuring inclusion, helping people develop skills and improve prospects, and also connecting communities; all to improve lives through sport and physical activity.

We said goodbye to 5 of our longest-serving trustees, thanking them for a full 2 terms totalling 8 years of service. They have given so much to help the growth of the organisation since 2014, offering their advocacy, their professional skills and their knowledge and experience. We wish them well and promise to keep in touch.

The Sport Birmingham Team really look forward to working with you next year to help make Birmingham a more active and healthy city for everyone!



## Our experience at the Commonwealth Games, by James Grinsted and Adam Warden

### 2022 – a year like no other!

After starting a secondment in September 2021 to lead on the schools' programme for the Games, I had no idea what was to transpire in 2022. Being a part of the largest sporting event to ever happen in Birmingham was a really special experience and allowed me to further develop connectivity with schools and partners in the city and across the wider West Midlands.

The only way to describe the experience was as a rollercoaster with many challenges to overcome and successes to celebrate. The youth programme – Bring The Power - engaged with over 300 schools in Birmingham and many more across the region, allowing close to 1 million young people in total to feel inspired by the Games.

Some of my personal memories would include the many great school events that were delivered, engaging with young people and families at Festival Sites across the city during Games time and to work as part of the Opening Ceremony at Alexander Stadium.

To play a small, but vitally important role within Birmingham 2022, is a proud moment within my career.

[James \(Sport Birmingham\)](#), and the Commonwealth Games Bring the Power Team



James (Sport Birmingham), and the Commonwealth Games Bring the Power Team

### My Commonwealth Games Journey

I joined the Birmingham 2022 Organising committee back in May 2021, a strange time to start a new job as many people were still working from home as we started to come out of the back end of the pandemic. My role at the Games was Volunteer Manager as part of the Games Family Services team, this was a wide-ranging role that included the workforce planning, recruitment, training, and deployment of staff / volunteers at games time. In the lead up to the Games my primary role was to understand the requirements of the competing nations and develop a volunteer plan that reflected these needs. Volunteers in the Games Family Services area were split in to two distinct teams – those who would support the day-to-day operations of each nation, working in the three athlete's villages and those who would provide hospitality services at the Games venues to dignitaries and government figures from across the Commonwealth.

[Adam Warden](#) - Volunteer Manager at Commonwealth Games

Read more about Adam's journey [here](#)

### Active Birmingham - Activity Finder

#### Active Birmingham – Promote and find your activity

##### What is it?

One of the key barriers to partaking in physical activity or sport is a lack of knowledge regarding what the local opportunities are to be active. We are developing a new digital activity finder called Active Birmingham.

We want to help those who are providing amazing opportunities like you, to connect with more people and help raise the awareness of the great work and range of opportunities you provide. We have currently already published over 2,500 opportunities, but we would like to ensure we capture as much local community-based activity as possible.

##### What are the benefits?

Whilst many activity finders rely on diligent manual input from an administrator (and thus are quickly rendered out of date), the new platform will use open data feeds directly from you utilising activity provider booking systems/websites to ensure that users can see live activity opportunities from a variety of sources. Users will also directly book and enquire onto activities where appropriate.

We would like to work with you – some of whom will be completely new to this, and others who will already have some experience in the area.

The ambition is that this is a tool for Birmingham Citizens. A tool that positively raises awareness of the rich and diverse physical activity and sport offering provided by schools, youth, and health professionals across the city

#### What you need to do

To get started simply complete the short list of questions we've put together [here](#). We will then support you to ensure activities can be on Active Birmingham.

#### Want to find out more?

We are hosting online drop-in sessions to answer any questions you may have about joining the digital activity finder or Active Birmingham itself. Please join via the links provided below.

Whilst we are still in the development phase we will be going live early in the New Year!

## Who's who!

**In each issue we will be introducing a member of our team here at Sport Birmingham**



Hi, I'm Ciara! I have been the Insight and Learning Manager here at Sport Birmingham for three months now... how time flies! Everyone including the team, partners and community have been so welcoming since I've joined – thank you. It is such an exciting time to be working in Birmingham with Commonwealth Games Legacy projects now in motion. Part of my role involves analysing trends, such as population demography and inactivity, across the city to provide timely insight to the rest of the team. This insight allows Sport Birmingham to use evidence-led learning to identify and support decisions about where we can have the greatest impact. The 2021 Census data release is keeping me busy with updates every few weeks about various topics building up a picture of 'who' makes up Birmingham! You can find out more about the early Census data below...



## Insight

### census 2021

Every 10 years, the Office of National Statistics (ONS) undertakes a census which gives us an understanding of all the people in England and Wales. The data from the 2021 Census has started to be released and trends for Birmingham's demography can be viewed. Why does the census matter? The census helps provide a snapshot of communities we work in, help inform policy makers and support applications for funding.

Some headline stats are:

- Birmingham's population has grown by 6.7% and is now 1,144,900 - the largest populated local authority in England!
- Our most populated wards are Alum Rock, Sparkbrook & Balsall Heath East, and Ladywood.
- Birmingham is densely populated with around 31 people living on each football pitch-sized area of land!
- We are the youngest authority across the West Midlands and one of the country's youngest cities with a median age of 34 years old.

Do you want to delve deeper into the census? ONS have developed an online tool where census 2021 data can be viewed visually on an interactive map. Use the online tool [here](#)



Adam (Sport Birmingham), Commonwealth highlights

From all of us, to all of thee. Have a wonderful '23

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