Cllr Brigid Jones, Deputy Leader
Birmingham 2022
Commonwealth Games

LGA Culture, Tourism and Sport Conference

6th March 2019
The first multi-sport Games experience for our best emerging stars: our next generation of heroes

The first Games to integrate and generate funds for a Goodwill Charity Partner

The first and only multi-sport event featuring an integrated parasport programme for elite athletes with a disability

The first Games to have an equal number of medal events for women and men

The first dedicated multi-sport Youth Games
Birmingham in 2022

- 71 Commonwealth nations 11 days of sport 6,500 athletes and officials
- A regional showcase with venues in Sandwell, Solihull, Cannock Chase, Coventry and Leamington Spa
- 2.4 billion citizens across the Commonwealth
- Up to 1.5 billion global TV spectators
- Over 1 million tickets to be issued during the Games
- 4,330 jobs projected to be created annually until 2022
- 95% of venues in place
- An estimated £503 million will be contributed to the regional economy
- A trained workforce of 12,500 volunteers
- 3:1 cost benefit for the West Midlands
- A predicted population of 1,173,000 (increase of over 40,000 from today)
- Estimated £300m (minimum 75%) of Games contracts expected to go to local and regional suppliers
- 1,400 new homes built in Perry Barr
- Over 6,500 athletes and officials
17 sports including 7 para-sports

Aquatics  Athletics  Badminton  3x3 Basketball  Boxing  Cycling
Gymnastics  Hockey  Judo  Lawn bowls  Netball  Rugby sevens
Squash  Table tennis  Triathlon  Weightlifting and para-powerlifting  Wrestling
# Partners - Overview

<table>
<thead>
<tr>
<th>Partner</th>
<th>Primary Roles</th>
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<tr>
<td>Commonwealth Games Federation (CGF)</td>
<td>Owns and controls the Commonwealth Games and all rights relating to them. Monitors Host City Contract compliance.</td>
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<tr>
<td>Commonwealth Games England (CGE)</td>
<td>Host CGA. Represents the needs of Athletes and teams.</td>
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<td>Organising Committee (OC)</td>
<td>Plans and delivers the Games</td>
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<td>Commonwealth Games Federation Partnership (CGFP)</td>
<td>Supports planning and delivery of the Games through expert consultants. Lead the commercial programme.</td>
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<td>Department of Digital, Culture, Media &amp; Sport (DCMS)</td>
<td>75% Funder. Oversees delivery. Supports relationships with other HMG Departments</td>
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<td>Birmingham City Council (BCC)</td>
<td>Host City. 25% Funder. Manages capital projects (Village, Athletics). Plans and delivers the cultural programme.</td>
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<td>West Midlands Combined Authority (WMCA)</td>
<td>Represents the other WMCA authorities and ensures the wider regional dimension is considered</td>
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<td>Transport for West Midlands (TfWM)</td>
<td>A subsidiary of WMCA. Transport Infrastructure Projects and leads on Spectator / Workforce / public transport.</td>
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<td>West Midlands Police</td>
<td>Leads on Security, collaboratively with the OC.</td>
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## Selected Partners – Further key responsibilities

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<tr>
<th>OC</th>
<th>CGFP</th>
<th>BCC</th>
<th>DCMS</th>
<th>WMP</th>
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<tbody>
<tr>
<td>• Sport</td>
<td>• Provision of Key IT Systems</td>
<td>• Capital Projects (Alexander Stadium and Village)</td>
<td>• Oversees delivery</td>
<td>• Lead Security</td>
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<td>• Venue overlay design &amp; build</td>
<td>• Ticketing</td>
<td>• Cultural Programme</td>
<td>• Supports relationships with other HMG Departments eg</td>
<td>• Collaborate with the OC on Venue Security Planning, infrastructure and workforce</td>
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<tr>
<td>• Operational Planning</td>
<td>• Sponsorship Sales</td>
<td>• City Resilience</td>
<td>• Transport</td>
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<td>• Client Service Level Planning</td>
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<td>• Local stakeholder management</td>
<td>• Home Office</td>
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<td>• Volunteering Programme</td>
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<td>• Licencing authority</td>
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<tr>
<td>• Chair iPMO and lead programme management</td>
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<tr>
<td>• Venues and Village operations</td>
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<td>• Marketing and comms</td>
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What’s happening now

Phase

“SET-UP” - Mobilisation
“SCOPE & DESIGN” - Strategic Planning
“SPECIFY & PROCURE” - Operational Planning
“PREPARE AND DELIVER” - Readiness
“WRAP-UP” - Games Delivery, Dissolution

Jan – Nov 18
Nov 18 – Dec 19
Jan 20 – Jun 21
Jul 21 – Jun 22
Jul – Aug 22
Sep 22 – Mar 23

B2022 DRAFT
Paid workforce Profile

>1000
<500
<50
<100
<50
<100
What’s happening now

- Establishing the OC’s core services and functions and headquarters
- Workforce and budget planning
- Partnership and governance
- Venue, transport and security planning
- Recruitment
- Procurement
- Brand Development
- Business Planning
- Commercial Programme
- Public Engagement
- Additional Sports Review and Costing
Commonwealth Games Village

- Located in Perry Barr, principally located on a former Birmingham City University site
- First part of the broader Birmingham City Council Perry Barr Masterplan
- c.1400 units (apartments, town houses and mews houses) to provide a home away from home for athletes and team officials at Games time.
Progress to date

- Land secured for development of the residential site
- Demolition contractor appointed and work underway since June 2018
- Main development contractor appointed
- Planning permission achieved in December 2018
- Funding for the development secured (£165m DCLG, £20m WMCA)
- Development of Games Time Masterplan in progress
Alexander Stadium

Located in Perry Barr, on A34, in close proximity to site of the Commonwealth Games Village

Alexander Stadium will host the Opening and Closing ceremonies along with the Athletics competition

Permanent capacity to be increased

400m outdoor practice running track also to be constructed
Progress to date

• Key delivery team in place
  • Project Management Services
  • Design Team
  • Cost Management / QS services

• Design development to RIBA Stage 1 complete

• Legacy Masterplanning opportunities being explored by The Sports Consultancy
Sandwell Aquatics Centre
The delivery of the Sandwell Aquatics Centre project will see the development of a £62m world class sustainable leisure facility for the residents of Sandwell and the West Midlands region. It represents the culmination of strategic work in partnership with Sport England and the development and adoption of a Sport & Leisure Built Facility Strategy for Sandwell.

The project budget is funded by contributions from Sandwell Council, Sport England, Black Country LEP, and the Department for Digital, Culture, Media and Sport, with circa 64% of funding being met by partners. Pre-planning consultation launched on 11 December 2018 and will close on 20 January 2019. The consultation took the form of paper surveys for local residents, on-line survey for other residents, and six drop-in sessions at local community facilities. To date, circa 80% of residents who have returned either survey are in support of the project and are positive about the impact it will have for Sandwell residents.
Progress to date

Venue Brief
• Games Functional Brief reviewed and agreed with CGFP
• Initial public consultation on pre-existing leisure facilities

Procurement
• Pre-contractual agreement established
• Appointment of design team

Budget & design development
• Design approved by Games partners
• Development of a RIBA stage 2 design
• Facilitation of planning consultation events and as well as an online survey for residents.
Forward Look - Capital

- **Alexander Stadium:**
  - Planning submission – June 2019
  - Start on site (Main Works) – January 2020
  - Completion – September 2021

- **Athletes’ Village:**
  - Construction starts – March 2019
  - Completion – April 2022

- **Sandwell Aquatics Centre:**
  - Planning submission – January 2019
  - Start on site (Main Works) – December
  - Completion – January 2022

- **Transport:**
  - Perry Barr Train Station Option Selection – April 2019
  - Games Transport Plan out for Public Consultation - September 2019
Advancing Public Transport

RAIL

- Upgrades to Perry Barr and University stations
  - Perry Barr station to provide potential new access to Athletes’ village site and key part of the broader Perry Barr Master Plan
  - University station to provide seamless movement direct to University Campus and Queen Elizabeth/Women’s hospitals

ROAD

- Bus lanes and bus priority measures along sprint routes
  - A34 connectivity, co-ordination and alignment with Birmingham Cycle Revolution work, rail station and bus interchange
Arts & Culture

• Engagement work with cultural sector to start shaping of programme started in January 2019

• From major commissions to showcases in local parks and streets

• Coventry - UK City of Culture 2021

• Festival of Great Britain and NI in 2022.
Trade Programme

• A showcase for the best of UK industry and business to a global audience

• Creating links and opportunities between Commonwealth nations and key global markets including the USA, Middle East, China and post-Brexit Europe

• Business support was a driver for the Games bid and 500 delegates attended a briefing in November 2018 to learn how they can benefit from 2022
The Games brings opportunities

- **Bring people together**
  Embrace and champion the youth, diversity, humanity and pride of the city and Commonwealth.

- **Improve health and well-being**
  Inspire, engage and connect communities and athletes to realise their full potential and live happier, healthier lives.

- **Help the region to grow and succeed**
  Drive sustainable growth and aspiration; create opportunities through trade, investment, jobs and skills.

- **Be a catalyst for change**
  Transform and strengthen local communities, working together to deliver new and improved homes, facilities and transport links.

- **Put us on the map**
  Deliver an unforgettable, global Games in partnership, on time and on budget to showcase the best of Birmingham, the West Midlands and Commonwealth.
Birmingham 2022 Commonwealth Games

Thank you