



# INTERIM EVALUATION OF THE BIRMINGHAM 2022 COMMONWEALTH GAMES

**Interim Evaluation Report**

January 2023

## Important Notice

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## Glossary

Table 1: List of abbreviations

Abbreviation	Term
BCC	Birmingham City Council
CGF	Commonwealth Games Federation
CGFP	Commonwealth Games Federation Partnerships
DCMS	Department for Digital, Culture, Media and Sport
EIA	Economic impact assessment
EDI	Equality, Diversity and Inclusion
FTEs	Full-Time Equivalent Employees
GDP	Gross Domestic Product
GVA	Gross Value Added
M&E	Monitoring and evaluation
ONS	Office for National Statistics
OC	Organising Committee
SMBC	Sandwell Metropolitan Borough Council
SIC	Standard industrial classification
TfWM	Transport for West Midlands
WMCA	West Midlands Combined Authority
WMGC	West Midlands Growth Company

Table 2: Glossary

Key term	Definition
<b>Activities</b>	The material and human resources used to undertake the tasks which underpin a project or programme.
<b>Additionality</b>	The extent to which measured changes can be attributed to the Games.
<b>Benefits</b>	The economic, social, sporting and environmental impacts of the associated outcomes related to a project.
<b>Birmingham 2022</b>	The Birmingham 2022 Commonwealth Games, comprising both the Birmingham 2022 Games events and Legacy Programmes.

<b>Birmingham 2022 Games events</b>	The Birmingham 2022 Commonwealth Games sporting events held between 28th July and 8th August 2022.
<b>Direct economic impacts</b>	Impacts arising as a result of direct activity undertaken to deliver the Birmingham 2022 Games events and produce the goods and services purchased by Games-related visitors.
<b>Evaluation</b>	<p>Evaluation is a systematic assessment of the design, implementation and outcomes of an intervention. It involves understanding how an intervention is being, or has been, implemented and what effects it has, for whom and why. It identifies what can be improved and estimates its overall impacts and cost-effectiveness.</p> <p>In this report, evaluation refers to the independent evaluation of the Games and associated Programmes commissioned by the Department for Digital, Culture, Media and Sport and undertaken by KPMG, supported by 4GLOBAL and Dr Shushu Chen of the University of Birmingham.</p>
<b>Economic impact</b>	The impact on the economy, primarily measured by economic output (gross value added), productivity and employment, which result from an activity, organisation or intervention.
<b>Environmental impact</b>	The changes to the environment which result from an activity, organisation or intervention.
<b>Games events</b>	The Birmingham 2022 Commonwealth Games events held between 28th July and 8th August 2022, including the sporting events and Opening and Closing Ceremonies.
<b>Games-related visitors</b>	Visitors to Birmingham and the West Midlands (both from within and outside the area) whose main purpose of being in the area was to attend or participate in a Games-related event or activity (e.g. attending a ticketed event, free-to-view event or live site).
<b>Impact</b>	The changes which result from the project outcomes over the short-, medium- and long-term that would not have happened otherwise.
<b>Indicators</b>	An observable and/or measurable quantity used to determine whether the intended outcome(s) and/or impact(s) have been achieved.
<b>Indirect economic impacts</b>	Impacts generated as a result of spending with suppliers providing goods and services as inputs to delivery of the Games events and as inputs to the goods and services purchased by Games-related visitors, as well as the wider supply chains supporting this activity.
<b>Induced economic impacts</b>	Impacts generated as a result of spending of wages in the UK economy by those directly and indirectly employed as a result of the planning and delivery of the Games events and as a result of Games-related visitor spending.
<b>Legacy</b>	The tangible and intangible long-term impacts initiated or accelerated by the hosting of the event for people and the host city/region.
<b>Legacy Plan</b>	The Legacy Plan refers to the Birmingham 2022 Commonwealth Games document, the latest version of which was published in July 2022 <sup>1</sup> which describes the framework through which intended Games legacy will be delivered.

<sup>1</sup> [Our Legacy \(birmingham2022.com\)](https://www.birmingham2022.com/Our-Legacy)

<b>Legacy Programmes</b>	Birmingham 2022 Commonwealth Games Legacy Programmes align to the Mission Pillars. Programmes include defined inputs, activities and desired outcomes and impacts which intend to maximise the legacy of Birmingham 2022.
<b>Logic model</b>	A logic model is a simple visual diagram that explains what the Programme plans to deliver and outcomes and impacts it seeks to achieve from this. Logic models are used to illustrate the presumed relationships between programme resources (inputs), activities, outputs and various outcomes and impacts.
<b>Mission Pillar</b>	Mission Pillars provide a framework through which a Mission will be organised, delivered and measured. The Birmingham 2022 Commonwealth Games has five Mission Pillars which are described in Section 2 of the report.
<b>Organising Committee</b>	The Birmingham Organising Committee for the 2022 Commonwealth Games; the organisation responsible for overseeing the planning and development of Birmingham 2022.
<b>Outcomes</b>	The changes which result from the project outputs over the short-, medium- and long-term.
<b>Outputs</b>	The deliverables that directly result from the inputs and activities related to a project.
<b>Partner</b>	Partners refer to the organisations working together to maximise the opportunity and investment presented by Birmingham 2022. A list of Games partners is included in Annex 1.3.
<b>Regeneration</b>	The holistic process of reversing economic, social and physical decay in areas where it has reached a stage when market forces alone will not suffice. <sup>2</sup>
<b>Social impact</b>	The impact on people and communities as a result of an activity, organisation or intervention.
<b>Social value</b>	The market and non-market economic, social and environmental value to society created by an activity, organisation or intervention.
<b>Stakeholder engagement</b>	Consultation with representatives from Games partners, local Government bodies, Legacy Programmes and working groups relating to evaluation objectives and key deliverables.
<b>Sustainability</b>	Responsible interaction with the environment and society to deliver a fairer, greener, healthier society now and for the future, incorporating concepts such as environmental sustainability; accessibility; equality, diversity and inclusion; human rights; and social value.

<sup>2</sup> ODPM, Assessing the Impacts of Spatial Interventions. [3Rs guidance 4/5 \(publishing.service.gov.uk\)](https://www.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/231143/3Rs_guidance_4_5.pdf)

# Executive summary

## Context for the interim evaluation

From 28<sup>th</sup> July to 8<sup>th</sup> August 2022, Birmingham hosted the 22<sup>nd</sup> Commonwealth Games (“Birmingham 2022” or “the Games”), bringing together athletes from across the seventy-two Commonwealth nations and territories to participate in the largest multi-sport event held in England in the last 10 years.<sup>3</sup>

Planning for Birmingham 2022 commenced in 2018, leaving just four and a half years to prepare, compared to the usual seven years. This shortened preparatory period was also affected by a wide range of unprecedented circumstances including the UK’s exit from the European Union (Brexit), the COVID-19 global pandemic, and resultant challenges including delays to construction, increased supply chain costs, and workforce constraints.<sup>4</sup> A number of stakeholders interviewed also identified that planned and unplanned industrial action over the Games period added further obstacles to delivery.

The planning and operational delivery of the Games was led by a partnership<sup>5</sup> of organisations. Their objective, as captured in the Birmingham 2022 Legacy Plan (the “Legacy Plan”)<sup>6</sup> and driven by the public sector investments made, was for Birmingham 2022 to have a positive impact and leave a positive lasting legacy for Birmingham, the West Midlands<sup>7</sup> and beyond. Collectively they sought to deliver ‘the Games for Everyone’.

A total of £778 million of public funding was allocated to enable the investment that went into preparations for the Opening and Closing Ceremonies and 11 days of sporting events (the “Birmingham 2022 Games events” or “Games events”). The public investment into delivering the Games events also helped to unlock over £85 million in additional funding from a range of public and third sector bodies to support wider legacy activities.

The Games was delivered within this allocated budget of £778 million and the UK government has announced<sup>8</sup> that it will invest over £60 million of unspent contingency funding from this core budget in the West Midlands to further enhance the legacy of the Games<sup>9</sup>.

To assess whether the intended societal outcomes and impacts of Birmingham 2022 have been achieved and to inform Legacy Programme delivery and ensure lessons can be learned, the Department for Digital, Culture, Media and Sport (DCMS) and the Games partners commissioned KPMG, supported by 4GLOBAL and Dr Shushu Chen of the University of Birmingham (collectively the Games-wide evaluation team), to undertake an independent evaluation of Birmingham 2022 and its associated Legacy Programmes – the Games-wide evaluation.

<sup>3</sup> [Birmingham 2022 Commonwealth Games: the highlights - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/news/birmingham-2022-commonwealth-games-the-highlights)

<sup>4</sup> Insights from stakeholder interviews. In total 29 stakeholders were engaged with as part of the immediate post-Games stakeholder engagement, including from local Government stakeholders, representatives and Chief Executives and Leaders from Games partners. See Annex 1.3 for more detail.

<sup>5</sup> This partnership includes the Department for Digital, Culture, Media and Sport (DCMS) as the primary Government department; Birmingham City Council (BCC), the Organising Committee for Birmingham 2022 (“Organising Committee” or “OC”); West Midlands Combined Authority (WMCA); the Commonwealth Games Federation (CGF); and Commonwealth Games England (CGE).

<sup>6</sup> [Our Legacy \(birmingham2022.com\)](https://www.birmingham2022.com/our-legacy)

<sup>7</sup> For details of the geographical coverage of the region see: [NUTS1 \(Jan 2018\) Super Generalised Clipped Boundaries in the UK \(statistics.gov.uk\)](https://statistics.gov.uk/nuts1)

<sup>8</sup> [£60 million fund to boost investment and access to sport and culture in the West Midlands - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/news/60-million-fund-to-boost-investment-and-access-to-sport-and-culture-in-the-west-midlands)

<sup>9</sup> The £60 million reflects the DCMS share of the forecast underspend as at September 2022. Games partners are continuing to establish the final outturn position and indications from DCMS are that this amount could be higher.



Details of the scope of the Games-wide evaluation<sup>10</sup> and the three phases over which it is being delivered can be found in Section 1.2 of this report, and in the Pre-Games Evaluation Framework and Baseline Report.

## About this report

This report provides an interim assessment of the impact of the Birmingham 2022 Games events on Birmingham, the West Midlands and wider UK, and forms the second phase of the Games-wide evaluation.

The scope of this report is solely focused on the outcomes and impacts generated through the delivery of the Birmingham 2022 Games events themselves. It focuses on those outcomes and impacts generated up to end September 2022 as a result of £668.7 million<sup>11</sup> of spending incurred between April 2018 and September 2022<sup>12</sup> to deliver the Birmingham 2022 Games events, the vast majority of which was additional spending specifically linked to the Games.<sup>13</sup> Of total spend incurred to September 2022, £544.1 million was publicly funded, with the remaining £124.6 million<sup>14</sup> funded by commercial income.

It does not report on outcomes and impacts from wider legacy activity that has been delivered alongside the Games events core delivery (the Legacy programmes). **By nature, therefore, it presents only a partial view of the overall impact of Birmingham 2022 and is not intended to measure the full impact of Birmingham 2022.**

This interim evaluation reports on:

- the **short-term economic impacts** in the form of GVA and employment generated through the **planning and delivery of the Birmingham 2022 Games events** and through **spending by Games-related visitors**;
- the **potential longer-term economic impacts** generated **through skills initiatives, business investment and capital investment** as a result of the planning and delivery of the Games events; and
- the **wider social and environmental impacts** supported through the **planning and delivery of the Birmingham 2022 Games events**.

The full breadth of activity associated with Birmingham 2022, including the impact of delivering the Games events and wider legacy programme activity, will be evaluated as part of the one year post-Games evaluation (phase three of the work) which will report in late 2023/early 2024. It should however be noted that even at this point the full impact of Birmingham 2022 is unlikely to have been realised due to the longer-term nature of many of the expected impacts from the Games.

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<sup>10</sup> This refers to the overall evaluation of the activity resulting from the full expenditure on the Birmingham 2022 Commonwealth Games events and Legacy Programmes.

<sup>11</sup> It should be noted that the spend figures have been inflated to 2022 prices using the ONS UK GDP deflators for FY 2018/19 to FY 2022/23. The value of spend in cash terms is lower at £654.1 million.

<sup>12</sup> The costs included in this figure exclude some security costs that had not been recorded at end September 2022, and a small value of OC payroll costs related to Games delivery incurred after September 2022.

<sup>13</sup> Had the Games events not taken place in the West Midlands, Sandwell Metropolitan Borough Council (SMBC) would have made investments in a new leisure centre (rather than the Sandwell Aquatics Centre), therefore not all the spend incurred is considered additional.

<sup>14</sup> It should be noted figures have been adjusted for inflation and are reported in 2022 prices.

## Key findings

*Please note that all findings reported capture the impacts associated with the Birmingham 2022 Games events only, excluding the Legacy Programme activity. Therefore, they do not reflect the full impact of Birmingham 2022. The one year post-Games evaluation will report on the total breadth of activity associated with Birmingham 2022 and the full scale of resultant impacts.*

### Key findings: Short-term economic impacts of the Birmingham 2022 Games events

#### Overview of short-term economic impacts

The evidence assessed in this interim evaluation shows that short-term economic impacts<sup>15</sup> have been generated through:

- **spending by event organisers** in the local (Birmingham and West Midlands) and national (UK) economy in order to deliver the event, including spending on:
  - the construction of a new Aquatics Centre in Sandwell;
  - the redevelopment of the Alexander Stadium in the Perry Barr neighbourhood of Birmingham;
  - the provision of Games-time transport services; and
  - Organising Committee for Birmingham 2022 (“Organising Committee” or “OC”) operations, including production of the Opening and Closing Ceremonies and the Queen’s Baton Relay; provision of accommodation, catering, transport and logistics for athletes; as well as funding the OC’s operations to deliver the sporting events.
- **additional spending in the local area by Games-related visitors** (including ticket-holders and attendees to other Games-related events), for example on accommodation, travel, retail and food and drink.

Each of these areas of spending stimulated economic activity in the economy, which is measured in this interim evaluation in terms of gross value added (GVA) and employment. The results of this analysis are summarised in the following sections. The GVA and employment impacts are reported both in gross terms, reflecting total expenditure related to the delivery of the Games events, and in net terms, accounting for activity/spend that would have happened anyway (deadweight) or that would have happened instead (displacement), had the Games events not taken place in the West Midlands. In relation to the planning and delivery of the Games events, estimated net impacts take account of plans by SMBC to invest in a new leisure centre, which were subsequently replaced by the new Aquatics Centre. All other spending related to the planning and delivery of the Games events was considered additional. Within the visitor spend analysis, net impacts take account of spending by visitors within the area of interest that would have been incurred had the Games events not taken place in the West Midlands.<sup>16</sup>

#### GVA impacts

In summary, it is estimated that, in total between FY 2018/19 and FY 2022/23<sup>17</sup>, the Games events have contributed:

<sup>15</sup> Economic impacts are measured in terms of economic output (measured by gross value added (“GVA”)) and employment, capturing direct, indirect and induced effects using input-output modelling approaches. See Appendix 1.3 for details.

<sup>16</sup> In both cases the figures presented account for leakage of impacts outside the area of interest but do not account for any knock-on displacement and substitution effects nor do they adjust for any changes in the structure of the economy over time. This approach is consistent with the analysis of GVA and employment economic impacts reported in the CGF Games Value Framework. Furthermore, HM Treasury Magenta Book guidance on cost benefit analysis states that “benefits could include direct and indirect benefits to public, private sectors (and to the UK society as a whole)”. Therefore as GVA and employment are societal level economic impacts, their inclusion is also consistent with this guidance.

<sup>17</sup> All impacts presented refer to the period between FY 2018/19 and end September 2022 (herein referred to as FY 2022/23).

- at least **£214.6 million of gross GVA in Birmingham<sup>18</sup>**;
- approximately **£453.7 million of gross GVA in the West Midlands** (including Birmingham);
- approximately **£870.7 million of gross GVA to the UK economy** (including the West Midlands and Birmingham).

In net terms, taking account of expenditure and resultant economic activity which would have been incurred anyway had the Games events not taken place in the West Midlands, this equates to a net GVA impact of:

- at least **£200.9 million of net GVA in Birmingham<sup>19</sup>**;
- approximately **£396.9 million of net GVA in the West Midlands** (including Birmingham);
- approximately **£764.7 million of net GVA to the UK economy** (including the West Midlands and Birmingham).

**Of the total UK net GVA impact of £764.7 million, an estimated £725.2 million of net GVA was generated through the spending and activities of the event organisers** in the local and national economy in order to plan and deliver the Games events, comprised of:

- £519.2 million of net GVA supported through the OC’s planning and delivery activities;
- £75.8 million of net GVA supported through the construction of the new aquatics centre in Sandwell;
- £89.4 million of net GVA supported through the redevelopment of Alexander Stadium; and
- £40.8 million of net GVA supported through the provision of Games-time transport services.

The remainder of the £764.7 million of total UK net GVA (an estimated **£39.5 million at the UK level**) **was generated through the additional spending in the UK economy of visitors and attendees<sup>20</sup>** to the Games events in July and August 2022.

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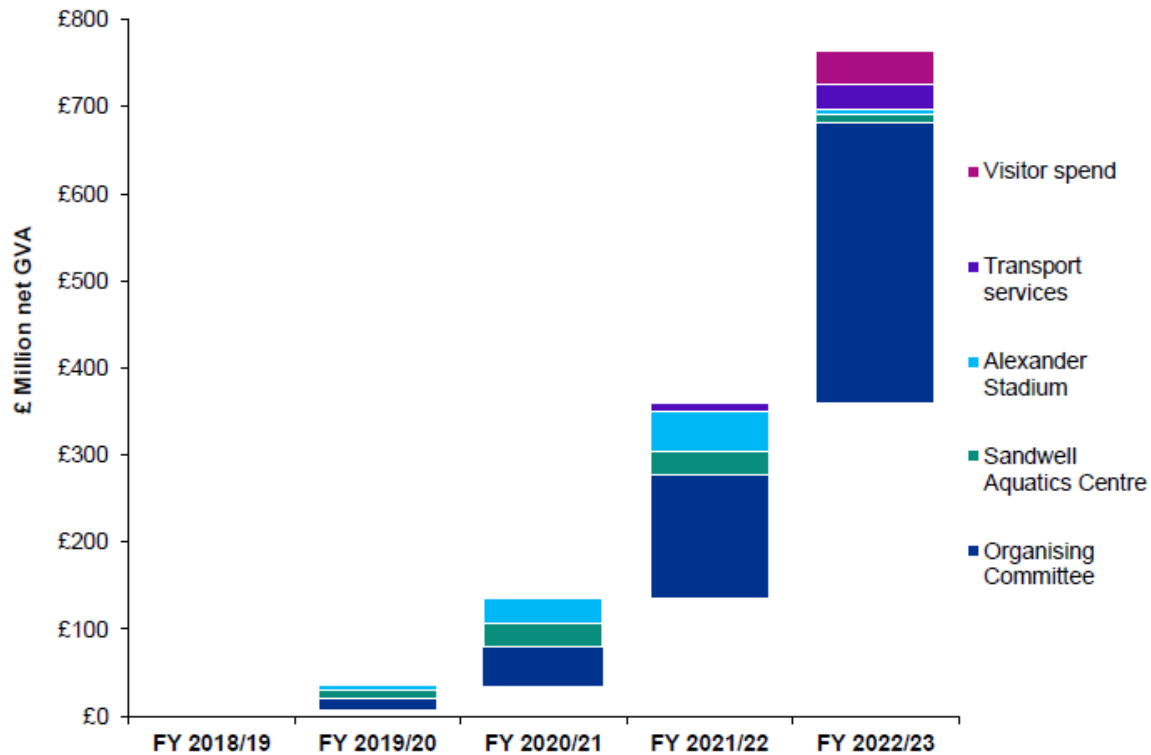
<sup>18</sup> This does not include the GVA impact of visitor spend which was incurred in Birmingham. Due to data availability, any visitor spend in Birmingham is only captured at the West Midlands level. Whilst much of the spend is likely to be incurred in Birmingham, the distribution of Games venues across the West Midlands means this spend is also likely to have been spread across the region to some extent and it cannot be specifically allocated to a more localised area based on data available.

<sup>19</sup> This does not include the GVA impact of visitor spend which was incurred in Birmingham. Due to data availability, any visitor spend in Birmingham is only captured at the West Midlands level. Whilst much of the spend is likely to be incurred in Birmingham, the distribution of Games venues across the West Midlands means this spend is also likely to have been spread across the region to some extent and it cannot be specifically allocated to a more localised area based on data available.

<sup>20</sup> This UK level impact adjusts the gross GVA impact of £115.2 million to take into account spending by visitors which would have otherwise taken place elsewhere in the UK economy in the absence of the Games taking place.



Figure 1: Total UK net GVA impact, FY 2018/19 to FY 2022/23



Source: KPMG analysis, OC data, BCC data, SMBC data, TFWM data

### Employment impacts

**As well as contributing GVA to the economy, the Birmingham 2022 Games events generated employment impacts.**

In total, including activity to deliver the Games events, venues and transport services, and employment supported by Games-related visitor spend, the total UK gross employment impact is estimated to have grown from approximately 100 gross full time equivalent (FTE) jobs in FY 2018/19 to 9,050 gross FTE jobs at the peak of Games-related activity in FY 2022/23.

**Over the 4.5 years of Games delivery, this equates to approximately 15,410 gross FTE years of employment in the UK economy.<sup>21</sup>**

**In net terms this equates to 7,440 net FTE jobs at the peak of Games-related activity in FY 2022/23 and a total of approximately 13,490 net FTE years of employment in the UK economy.**

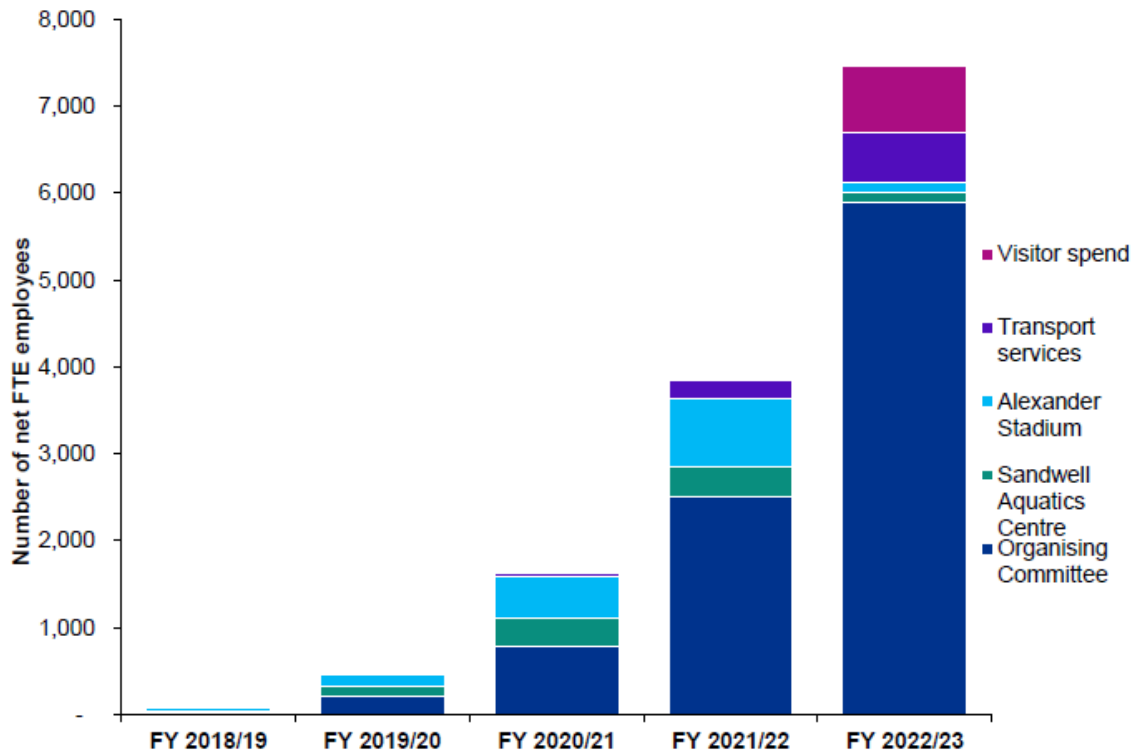
Of these total net employment impacts, it is estimated that:

- at least 25% of total net employment was supported in Birmingham.
- 52% of total net employment was supported in the West Midlands as a whole (including Birmingham), equating to approximately 7,040 net FTE years of employment.

<sup>21</sup> This refers to the number of full-time-equivalent jobs lasting an equivalent of one year created over the period assessed. One FTE year of employment is one full time job lasting for one year. Therefore a single employee working full time for two years would be captured as two FTE years of employment.



Figure 2: Total UK net FTE employment, FY 2018/19 to FY 2022/23



Source: KPMG analysis, OC data, BCC data, SMBC data, TrWM data

The total UK employment impact was generated through:

- **planning and delivery of the Games events**, which is estimated to have supported approximately 100 net FTEs in FY 2018/19, growing to 6,690 net FTEs in FY 2022/23 when activity to deliver the Games was at its peak. In total this activity supported 12,730 net FTE years of employment over the period.
- **spend by Games-related visitors**, which in FY 2022/23, is estimated to have supported 1,380 net FTEs at the West Midlands level and approximately 760 net FTEs at the UK level.<sup>22</sup>

Whilst employment is reported in FTE terms, given the nature of the activity being delivered, many of the jobs associated with the Games events were short term and/ or part time, and therefore the total number of individuals employed (in headcount terms) as part of the delivery of the Games would likely be far higher than the annual FTE numbers presented. It is not, however, possible to report the total number of individuals employed in headcount terms as the data needed to report on, or estimate this, is not available.

### Key findings: Longer-term economic impacts supported through the delivery of the Games events

Analysis conducted as part of this interim evaluation indicates that longer-term economic impacts are being supported as a result of the delivery of the Games events.

<sup>22</sup> This higher value at the West Midlands level is due to these figures taking into account displaced spend – that is, spent that would have otherwise incurred within the West Midlands and within the UK had the visitors not attended the Games.

It is important to note that at this stage this evaluation can only report on the short term outputs and outcomes identified up to September 2022, which might be expected to lead to future longer-term impacts. Progress towards these impacts will be considered again in the one year post-Games evaluation, though even at that point the full impacts would not be expected to have been realised.

In addition, it is recognised that in some cases impacts will also be enhanced and/or broadened by Legacy Programmes (the evaluation of which is outside the scope of this report).

In summary, the interim evaluation analysis indicates the potential longer-term economic impacts include those generated through:

- **Investment in skills by the OC and Games partners**, including the delivery of 5,188 weeks of apprenticeships, in excess of 2,000 work experience placements, training of 14,075 volunteers as part of the volunteering programme and provision of opportunities for over 1.25 million hours of volunteering as part of the delivery of the Games.

The longer-term impact of these initiatives, for example in the form of improved employability post-Games, will be assessed as part of the one year post-Games evaluation. However, evidence from literature suggests that these activities have the potential of supporting the OC's and Games Partners' objective of increasing job prospects and earning potential for individuals involved.<sup>23</sup>

A survey of OC volunteers<sup>24</sup> conducted pre- and post-Games also provides evidence of outcomes for Games volunteers of participation in the programme. For example, the survey evidence identified a positive impact on volunteer respondents' level of *confidence in seeking new employment or training/education opportunities*, with the proportion of respondents rating themselves at least 8 out of 10 in relation to this increasing from 64% prior to being involved in the volunteering programme to 73% after their volunteering experience.<sup>25</sup>

- **Impacts on businesses as result of contracts awarded to support the delivery of the Games events.** Survey responses from businesses holding Games contracts<sup>26</sup> suggested that the award of these contracts has the potential to generate longer-term benefits for the businesses involved, and thereby the wider economy. This includes reported benefits arising from increased exposure and enhanced reputation as a result of the Games contract, increased experience and capability and stimulated investment and innovation. For example, survey evidence found that 63 out of the 86 business respondents with Games contracts reported having undertaken at least one type of investment specifically to support the delivery of their Games contracts. Positive longer-term impacts were also expected by respondents in terms of revenues, profitability, employment and investment.<sup>27</sup>

<sup>23</sup> Department for Education (2014) The economic value of key intermediate qualifications: estimating the returns and lifetime productivity gains to GCSEs, A levels and apprenticeships. [Department for Education \(publishing.service.gov.uk\)](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/281112/20140614-economic-value-of-key-qualifications.pdf)

<sup>24</sup> Two waves of a survey of Games volunteers were undertaken. The first wave was undertaken between May and July 2022 and received 4,047 responses, representing approximately 34% of volunteers recruited. Where appropriate, this pre-Games survey asked questions relating to respondents' experiences prior to being involved in the volunteering programme as well as their experiences at the time of answering the survey (once onboarded to the programme but pre-Games). The second wave was undertaken in September 2022, and received 1,669 responses, representing approximately 14% of volunteers recruited.

<sup>25</sup> It should be noted that the data obtained does not fully allow a causal link to be established between the change in volunteers' reported outcomes and their involvement with the volunteering programme.

<sup>26</sup> Evidence relating to the impact of the Games events on those holding direct Games contracts has been obtained through a survey of businesses conducted following the Games events. In total, a sample of 195 businesses was achieved, of which 86 responses were received from businesses with a direct Games contract. While the relatively small sample sizes obtained and the surveying approach means that the results will not be representative of all suppliers to the Games, they provide some indication of the types of outcomes realised by survey respondent businesses which held direct Games contracts. See Annex 1.3 for details of the survey methodology and key caveats and limitations.

<sup>27</sup> For example, 70.9% of survey respondents with a Games contract reported that they expect the Games to have a lasting positive impact on revenues generated through new business in the UK; 45.3% expect the Games to have a lasting positive impact on revenues generated through new business abroad.

- **Impacts on the profile, reputation and appeal of Birmingham as a place to live, visit, and do business** resulting from capital investments and media coverage linked to the Games events.

The Games events had an estimated total global TV viewership of 834.9 million<sup>28</sup>, over 215 million digital views, 141 million interactions on social media and generated significant positive media coverage.

Games stakeholders spoken to as part of the stakeholder engagement undertaken for the evaluation identified that the experience gained by local stakeholders in delivering the Games, as well as the new/ improved facilities and venues in the region, has increased the capacity and capability of the region to host future major sporting events. Furthermore, evidence from wider literature<sup>29</sup> suggests investments such as those made in Alexander Stadium can contribute to wider regeneration activity.

These factors combined suggest there is the potential for longer-term economic growth for Birmingham to be brought about through the Games event delivery attracting increased visitors to the city and region and contributing towards creating a place that people may find more attractive and appealing to live, work and/or visit.

A full assessment of these impacts, including the evidence available to date to support their potential future realisation is included in Section 6.

### Key findings: Wider impacts supported by the Birmingham 2022 Games events

As summarised below, the available evidence analysed as part of the interim evaluation suggests that the planning and delivery of the events have also brought about wider societal impacts. While the outputs and outcomes from this activity have the potential to bring about positive longer-term change, including in the field of event delivery, at this stage the evidence is not available to measure these longer-term impacts.

Using the limited data available at this point, it is only possible to report on the activities, outputs and outcomes delivered to date, and the potential for these to bring about longer-term societal change. These include:

- **Potential community cohesion and wellbeing impacts** including social benefits resulting from the OC volunteering programme, mass participation in the Opening and Closing Ceremonies, and community engagement through the Games events and Queen’s Baton Relay.

Evidence from surveys of OC volunteers<sup>30</sup> suggests that feelings of inclusion, pride and wellbeing increased among volunteers following participation in the OC volunteering programme relative to prior to being enrolled on the programme. In addition, anecdotal evidence obtained through interviews with local and regional stakeholders to the Birmingham 2022 Games<sup>31</sup> suggests the Games provided a focal point for residents to come together and feel part of the events, as well as encouraging West Midlands residents to visit areas they would not otherwise have visited. A

<sup>28</sup> Estimate based on data provided by Rights-holding Broadcasters, Nielsen and Games internal analysis

<sup>29</sup> Department for Communities and Local Government, 2010. [Valuing the Benefits of Regeneration. Economics paper 7: Volume I - Final Report \(publishing.service.gov.uk\)](#)

<sup>30</sup> Two waves of a survey of Games volunteers were undertaken. The first wave was undertaken between May and July 2022 and received 4,047 responses, representing approximately 34% of volunteers recruited. Where appropriate, this pre-Games survey asked questions relating to respondents’ experiences prior to being involved in the volunteering programme as well as their experiences at the time of answering the survey (once onboarded to the programme but pre-Games). The second wave was undertaken in September 2022, and received 1,669 responses, representing approximately 14% of volunteers recruited.

<sup>31</sup> Based on interviews with local and regional stakeholders. In total 29 stakeholders were engaged with as part of the immediate post-Games stakeholder engagement, including from local Government stakeholders, representatives and Chief Executives and Leaders from Games partners. See Annex 1.3 for more detail.



number of the stakeholders interviewed noted that they consider this has the potential to increase social cohesion across the region going forward.

— **Environmental and social impacts as a result of the policies and approaches adopted as part of delivery of the Games events**, including in relation to:

- **Environmental sustainability:** The OC had an ambition to deliver the most sustainable Commonwealth Games to date. As part of this, the OC took steps to reduce its carbon impact, including through the reuse of existing buildings, inclusion of public transport within spectator tickets and initiatives such as the free cycle hire and cycle storage; a low carbon fleet; and a focus on lower carbon technology within temporary energy production. These steps **reduced the environmental disbenefits of the Games events and limited the total carbon footprint of the Games to 201,800 tonnes of carbon.**<sup>32</sup>

As set out in the Birmingham 2022 Commonwealth Games Sustainability Report<sup>33</sup> (the “Sustainability Report”), **a commitment has been made for the residual carbon footprint of Birmingham 2022 to be offset** through planting of the Commonwealth Legacy Forest by Severn Trent, and further steps were also taken to minimise waste and promote biodiversity.

- **Social value:** Social value was embedded into the procurement process, and a mechanism was put in place to monitor and record delivery of social value commitments made by suppliers.<sup>34</sup> Verified data is not currently available to quantify the social value generated by these supply chain commitments; it will be reported on in the one year-post Games evaluation.

To support the delivery of social value, activities included putting in place a minimum requirement for all suppliers to adhere to the OC’s Social Value Charter<sup>35</sup>, whilst contracts of £50k or more had a minimum of 10% weighting allocated to social value as part of the contract bid process, and required specific social value commitments to be made by suppliers. In addition, all contracts included human rights, modern slavery and ethical trading commitments.<sup>36</sup> Social value commitments were also included within key contracts as part of the delivery of the Sandwell Aquatics Centre and Alexander Stadium. Examples of social value commitments delivered by the OC and Games suppliers include local employment and spend, spend with small and medium sized enterprises (SMEs) and voluntary, community and social enterprises (VCSEs) and the provision of apprenticeships, work experience and volunteering opportunities. The outputs relating to these are reported in Section 6.2.

- **Accessibility and EDI:** In line with the OC’s Social Value Charter, the OC embedded EDI through its delivery of the Games as well as through the programming of the sporting events. There is limited evidence of the longer term societal impacts of these at this stage, however some of the activity and outputs include:
  - delivering an integrated para sports programme and being the first major multi-sport event to have more women’s than men’s medal events;
  - creating a space for LGBTQIA+ athletes, supporters and workforce at Pride House; and
  - embedding a requirement for accessibility and inclusivity across Games delivery, from medal design and facilities, to employment and volunteering; with the requirements relating to employment and volunteering resulting in:

<sup>32</sup> Birmingham 2022 sustainability team data

<sup>33</sup> [Birmingham-2022-Sustainability-Report.pdf](#)

<sup>34</sup> [Our Legacy: Social Value \(birmingham2022.com\)](#)

<sup>35</sup> [Social-Values-Charter.pdf](#)

<sup>36</sup> These commitments have not been reviewed as part of the evaluation

- the share of OC employees with targeted characteristics<sup>37</sup> being at least as high as the average within the general population of the West Midlands; and
- the volunteering programme meeting its targets in relation to diversity of volunteers.<sup>38</sup>

The interim evaluation findings in relation to each of these areas are detailed in Section 7 of this report.

Whilst in many cases, the full societal impacts of these activities are yet to be generated given that the Birmingham 2022 Games have only recently taken place, the outputs and outcomes of the activity undertaken to date provides an indication of the potential subsequent impacts in these areas. The impacts will be assessed as part of the one year post-Games evaluation.

It is noted, however, that through the implementation of new standards and practices in event delivery in these areas, such as the Birmingham Inclusive Games (BIG) Standard and practices to reduce carbon emissions of event delivery, the OC aimed to provide a blueprint for future Commonwealth Games and other major events held in the West Midlands or further afield.<sup>39</sup> Insights from the CGF and CGFP already suggest key policies and approaches adopted and implemented by the OC have been subsequently adopted by the Victoria 2026 Commonwealth Games, with some being incorporated in to Host City Contracts going forward.

## Concluding comments

As the key findings summarised above show, the interim evaluation evidence indicates that the Birmingham 2022 Games events generated sizeable short-term economic impacts for Birmingham, the West Midlands and the UK, measured in terms of both GVA and employment. The evidence also points to the potential for longer-term economic benefits to be realised through the Games events, for example as a result of investment in skills, business impacts and the enhanced profile, reputation and appeal of Birmingham as a place to live, visit, and do business.

Wider positive societal impacts from the activities associated with the Games event delivery have also been generated, including through volunteering, participation and engagement opportunities, and policies and approaches adopted as part of delivery of the Games events in relation to environmental sustainability, social value and accessibility and EDI.

These impacts only relate to the Games events however, and therefore present a partial assessment of the full impact of the Games. The one year post-Games evaluation will report on the total breadth of activity associated with Birmingham 2022 and the full scale of resultant impacts. This will include analysing the impacts associated with the Legacy Programmes, which have the potential to contribute positively towards the societal impacts analysed and reported within this interim evaluation.

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<sup>37</sup> These targeted characteristics included: aged under 30; Black, Asian and minority ethnic; LGBT+; and females.

<sup>38</sup> Original targets set were: 51% West Midlands residents; 15% Black, Asian or minority ethnic; 3% who identified as having a disability; 50% who identified as female; 20% under 30 years of age.

<sup>39</sup> [Birmingham 2022 Accessibility and Inclusion Commitment](#)

# 1 Introduction

## 1.1 Context for the evaluation: About the Birmingham 2022 Commonwealth Games

From 28th July to 8th August 2022, Birmingham hosted the 22<sup>nd</sup> Commonwealth Games, bringing together athletes from across the seventy-two Commonwealth nations and territories to participate in the largest multi-sport event held in England for 10 years<sup>40</sup>, accompanied by a programme of legacy activity to amplify the impact and legacy of the Birmingham 2022 Commonwealth Games (“Birmingham 2022”).

The Opening Ceremony and 11 days of sporting events (“the Birmingham 2022 Games events”) attracted an estimated 1.24 million ticketed spectators.<sup>41</sup> In addition to ticket holders, an estimated 1.6 million visitors<sup>42</sup> attended Birmingham 2022 Festival sites<sup>43,44</sup> and free to view sporting events across Birmingham and the West Midlands during the Games events.

In addition, approximately 6,600 athletes and team officials; 11,700 volunteers; 2,500 participants to the Opening Ceremony, 965 accredited media personnel; and over 2,000 OC delivery staff were involved in the delivery of the Birmingham 2022 Games events.

Birmingham was awarded the 2022 Commonwealth Games in December 2017. Having originally planned to bid for the 2026 Commonwealth Games, Birmingham stepped in to host the 2022 Games, replacing Durban which had originally secured the right to host the Games two years earlier but had been subsequently unable to meet the Commonwealth Games Federation’s (CGF) criteria.<sup>45</sup>

Following this award, planning for Birmingham 2022 commenced in 2018, leaving just four and a half years to prepare, compared to the usual six and a half years. This shortened preparatory period was also affected by a wide range of unprecedented circumstances including the UK’s exit from the European Union (Brexit), the COVID-19 global pandemic, and resultant challenges including delays to construction, increased supply chain costs, and workforce constraints.<sup>46</sup> A number of stakeholders interviewed also identified that planned and unplanned industrial action over the Games period added further obstacles to delivery.

The Organising Committee for Birmingham 2022 (“Organising Committee” or “OC”) was set up in December 2017, with responsibility for the planning and operational delivery of the Birmingham 2022 Games events, including sport, venue and competition management, ticket sales, all ceremonies and the Queen’s Baton Relay.<sup>47</sup>

In addition, Games partners, including the OC, the Department for Digital, Culture, Media and Sport (DCMS); Birmingham City Council (BCC); West Midlands Combined Authority (WMCA); the CGF; and

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<sup>40</sup> [Birmingham 2022 Commonwealth Games: the highlights - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/news/birmingham-2022-commonwealth-games-the-highlights)

<sup>41</sup> This figure may be an underestimate as it would not include ticket holders with Games accreditation who may have entered into venues as workforce. These individuals would not be captured within the numbers on ticketholder entry.

<sup>42</sup> Estimated through survey and ticketing data – see Annex 1.3 for more details.

<sup>43</sup> Live sites were free to enter areas where the public could engage in Games related activities and watch the Games live on big screens

<sup>44</sup> Analysis as part of the Birmingham 2022 Festival estimates total footfall at Festival sites during the Games of 1.65 million. This does not include those attending free to view sporting events. Of those attending Festival sites, some will have attended solely to engage in cultural activities, separate from the Games.

<sup>45</sup> [CGF Statement on 2022 Commonwealth Games Host City bid process | Commonwealth Games Federation \(thecgf.com\)](https://www.thecgf.com/news/cgf-statement-on-2022-commonwealth-games-host-city-bid-process)

<sup>46</sup> Insights from stakeholder interviews. In total 29 stakeholders were engaged with as part of the immediate post-Games stakeholder engagement, including from local Government stakeholders, representatives and Chief Executives and Leaders from Games partners. See Annex 1.3 for more detail.

<sup>47</sup> [Management Agreement \(birmingham2022.com\)](https://www.birmingham2022.com/management-agreement)



Commonwealth Games England (CGE), together developed the vision, mission and the Birmingham 2022 Legacy Plan (the “Legacy Plan”).<sup>48</sup>

As set out in the Legacy Plan first published in March 2021<sup>49</sup> and updated in July 2022<sup>50</sup>, the objective amongst these stakeholders was for Birmingham 2022 to have a positive impact and leave a positive lasting legacy for Birmingham, the West Midlands and beyond, and for people from across society to be able to benefit from this.

The Legacy Plan details the vision to deliver ‘the Games for Everyone’, promoting equality, diversity and inclusion (EDI) across the UK and celebrating the diversity of Birmingham. As part of this, the Games events and Legacy Programmes aimed to target the following priority groups:

- young people (5-30 year olds);
- women;
- Black, Asian and minority ethnic groups;
- those with a disability or limiting illness;
- unemployed people; and
- those living in the Perry Barr neighbourhood, the City of Birmingham, Sandwell and the wider West Midlands region.

Under this vision, the Legacy Plan also sets out the five Mission Pillars of the Games:

- 1 Bring People Together
- 2 Improve Health and Wellbeing
- 3 Help the Region to Grow and Succeed
- 4 Be a Catalyst for Change
- 5 Put us on the Global Stage

These Mission Pillars are reflected in the Social Value Charter<sup>51</sup> produced by the OC, and they provided the strategic focus for the planning and operational delivery of the Games.<sup>52</sup>

The five Mission Pillars also underpin the wider Legacy Programmes that were delivered in the run up to, during and following the Birmingham 2022 Games events with the aim of maximising the impact and legacy of the Games. These Legacy Programmes are being delivered and supported by Games partners to enhance the national and international profile of the region and maximise the social, economic and cultural benefits of the Games.

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<sup>48</sup> [Our Legacy \(birmingham2022.com\)](https://www.birmingham2022.com/our-legacy)

<sup>49</sup> Birmingham 2022 Legacy Plan, March 2021

<sup>50</sup> [Our Legacy \(birmingham2022.com\)](https://www.birmingham2022.com/our-legacy)

<sup>51</sup> [Social-Values-Charter.pdf](#)

<sup>52</sup> [Social-Values-Charter.pdf](#)

Details of the Legacy Programmes can be found in the Birmingham 2022 Legacy Plan<sup>53</sup> and in the Pre-Games Evaluation Framework and Baseline Report.<sup>54</sup>

The delivery of Birmingham 2022, including both the Games events and the Legacy Programmes, represents a large investment of public funding. In total, £778 million of public funding was allocated to enable the investment that went into the preparations for the Birmingham 2022 Games events, including the construction of a new Aquatics Centre in Sandwell, the redevelopment of Alexander Stadium in the Perry Barr neighbourhood of Birmingham, production of the Opening and Closing Ceremonies, and the operational delivery of the Games including delivering athletes facilities and accommodation, catering, security, transport and logistics, among many other activities. The public investment into delivering the Games events also helped to unlock over £85 million additional funding from a range of public and third sector bodies to support the delivery of the wider Legacy Programmes set out in the Legacy Plan.<sup>55</sup>

Despite the unprecedented circumstances in the run up to the Birmingham 2022 Games events, the Games was delivered within the allocated budget, and leaving unspent contingency funding. The UK government has announced that it will invest over £60 million of unspent contingency funding in the West Midlands to further enhance the legacy of the Games<sup>56</sup>. This funding will aim to increase access to sport and culture, boost the West Midlands’s reputation as a world-class host for major events and drive inward investment and tourism. DCMS is working with WMCA and BCC on the plans for this funding.<sup>57</sup>

## 1.2 About the Games-wide evaluation

Given the importance of the Games to Birmingham, the West Midlands region<sup>58</sup> and the UK, and in line with the requirements of the Host City Contract and UK Government requirements for public spending set out in the HM Treasury Magenta Book<sup>59</sup>, DCMS and Games partners commissioned KPMG, supported by 4GLOBAL and Dr Shushu Chen of the University of Birmingham (collectively the Games-wide evaluation team), to undertake an independent evaluation of the Games and associated Legacy Programmes.

This Games-wide evaluation has two main purposes:

- to inform Legacy Programme delivery and ensure lessons can be learned for future Commonwealth Games and mega event delivery; and
- to demonstrate accountability and transparency in the allocation of public funding by assessing whether the intended societal outcomes and impacts of the Games have been achieved.

It is primarily an impact evaluation, and will assess the overall impact of the Games, as well as incorporating results from programme-level monitoring and evaluation undertaken for individual Legacy Programmes. It will also draw on elements of process evaluation to provide learning in

<sup>53</sup> [Our Legacy \(birmingham2022.com\)](https://www.birmingham2022.com/our-legacy)

<sup>54</sup> HM Government, 2021. Birmingham 2022 Commonwealth Games Pre-Games Evaluation Framework and Baseline Report. November 2021. See:

[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/1033734/Birmingham\\_2022\\_Pre-Games\\_Evaluation\\_Framework\\_and\\_Baseline\\_Report.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1033734/Birmingham_2022_Pre-Games_Evaluation_Framework_and_Baseline_Report.pdf)

<sup>55</sup> [Our Legacy \(birmingham2022.com\)](https://www.birmingham2022.com/our-legacy)

<sup>56</sup> [£60 million fund to boost investment and access to sport and culture in the West Midlands - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/news/60-million-fund-to-boost-investment-and-access-to-sport-and-culture-in-the-west-midlands)

<sup>57</sup> The £60 million reflects the DCMS share of the forecast underspend as at September 2022. Games partners are continuing to establish the final outturn position and indications from DCMS are that this amount could be higher.

<sup>58</sup> For details of the geographical coverage of the region see: [NUTS1 \(Jan 2018\) Super Generalised Clipped Boundaries in the UK \(statistics.gov.uk\)](https://www.statistics.gov.uk/nuts1)

<sup>59</sup> HM Treasury 2020; Magenta Book: Central Government guidance on Evaluation. See:

[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/879438/HMT\\_Magenta\\_Book.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/879438/HMT_Magenta_Book.pdf)



relation to what has worked and why, as well as identify lessons from across the Games-wide evaluation to inform future Games and comparable event and programme delivery.

The evaluation is being delivered over 3 phases:

#### **Phase 1: Pre-Games Evaluation Framework and Baseline Report<sup>60</sup>**

Phase 1 of the evaluation was delivered from March – November 2021.

During this phase, the Pre-Games Evaluation Framework was developed. This establishes the scope of the evaluation, the evaluation research questions that the one year post-Games evaluation will answer, and the methodology for the evaluation, including approaches to data collection and analysis. A baseline for the evaluation was also established.

These are documented in the Pre-Games Evaluation Framework and Baseline Report<sup>61</sup>.

#### **Phase 2: Interim evaluation**

Phase 2 - the current phase of work - commenced in March 2022 and has involved implementation of the Pre-Games Evaluation Framework<sup>62</sup> to set up data collection mechanisms and gather the data required for the evaluation, as well as conducting the analysis required for the interim evaluation – the findings of which are set out in this report.

The scope of the interim evaluation is solely focused on the outcomes and impacts generated through the delivery of the Birmingham 2022 Games events themselves. It focuses on those outcomes and impacts generated up to end September 2022 as a result of £668.7 million<sup>63</sup> of spending incurred between April 2018 and September 2022<sup>64</sup> to deliver the Birmingham 2022 Games events, the vast majority of which was additional spending specifically linked to the Games<sup>65</sup>. Of total spend incurred to September 2022, £544.1 million was publicly funded, with the remaining £124.6 million<sup>66</sup> funded by commercial income through the OC and CGF, including sponsorship, broadcasting rights and licencing.

It does not report on outcomes and impacts from wider legacy activity (the Legacy Programmes) that has been delivered alongside the Games events core delivery. By its nature, therefore, it presents only a partial view of the overall impact of Birmingham 2022 and is not intended to measure the full impact of Birmingham 2022.

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<sup>60</sup> HM Government, 2021. Birmingham 2022 Commonwealth Games Pre-Games Evaluation Framework and Baseline Report. November 2021. See:

[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/1033734/Birmingham\\_2022\\_Pre-Games\\_Evaluation\\_Framework\\_and\\_Baseline\\_Report.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1033734/Birmingham_2022_Pre-Games_Evaluation_Framework_and_Baseline_Report.pdf)

<sup>61</sup> HM Government, 2021. Birmingham 2022 Commonwealth Games Pre-Games Evaluation Framework and Baseline Report. November 2021. See:

[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/1033734/Birmingham\\_2022\\_Pre-Games\\_Evaluation\\_Framework\\_and\\_Baseline\\_Report.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1033734/Birmingham_2022_Pre-Games_Evaluation_Framework_and_Baseline_Report.pdf)

<sup>62</sup> This phase also included a review and update of the Evaluation Framework to reflect the latest plans for legacy programme activity and data collection. Details of updates to the Pre-Games Evaluation Framework are set out in Annex 1.1 and 1.2.

<sup>63</sup> It should be noted figures have been adjusted for inflation and are reported in 2022 prices.

<sup>64</sup> The costs included in this figure exclude some security costs that had not been recorded at end September 2022, and a small value of OC payroll costs related to Games delivery incurred after September 2022.

<sup>65</sup> Had the Games events not taken place in the West Midlands, Sandwell Metropolitan Borough Council (SMBC) would have made investments in a new leisure centre (rather than the Sandwell Aquatics Centre), therefore not all the spend incurred is considered additional.

<sup>66</sup> It should be noted figures have been adjusted for inflation and are reported in 2022 prices.

In relation to the above activity, the interim evaluation reports on:

- the short-term economic impacts in the form of GVA and employment supported through the planning and delivery of the Birmingham 2022 Games events and through spending by Games-related visitors;
- the potential longer-term economic impacts generated through skills initiatives, business investment and capital investment as a result of the planning and delivery of the Games events; and
- the wider social and environmental impacts supported through the planning and delivery of the Birmingham 2022 Games events.

### **Phase 3: One year post-Games evaluation**

Phase 3 will commence in mid-2023 and will involve full implementation of the Pre-Games Evaluation Framework to produce a one year post-Games evaluation, for publication in late 2023/early 2024.

The one year post-Games evaluation will analyse the scale of impacts generated by the Games events and Legacy Programmes in the period before, during, and up to one year after, the Games events, as well as provide a full assessment against each of the evaluation research questions that are linked to the Games Vision and Mission Pillars

In addition to answering the evaluation research questions, the one year post-Games evaluation will provide an assessment including:

- the costs of the Games, including:
  - Games related spending, including capital and operating expenditure;
  - discretionary operating spending to achieve the Games’ wider objectives (i.e. the Mission Pillars); and
  - accelerated discretionary capital investment partly influenced by the Games.
- the economic, social and environmental impacts of the Games and Legacy Programmes, aligned to the objectives of the Games Legacy Mission Pillars and consistent with the benefits identified in the CGF Commonwealth Games Value Framework<sup>67</sup>;
- the outputs, outcomes and impacts that are generated by activity before, during and/or after the Games event takes place; and
- the distribution of short-term and medium-term outcomes, looking at where, and who, has benefitted from the Games, and in what ways.

It should also be noted that the impacts reported in the interim evaluation represent only a portion of the overall expected impacts of Birmingham 2022 – due to its focus solely on:

- a) impacts of the 12 days of Games events only, and not the overall Games and Legacy Programmes; and
- b) impacts delivered up to end September 2022 (with some early indications of evidence of activity, outputs and outcomes that could support future impacts).

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<sup>67</sup> Commonwealth Games Federation, 20. Commonwealth Games Value Framework, December 2019. See: [https://thecgf.com/sites/default/files/2020-05/CG\\_Value%20Framework\\_v1.pdf](https://thecgf.com/sites/default/files/2020-05/CG_Value%20Framework_v1.pdf)

The one-year post-Games evaluation will include the impacts analysed within the interim evaluation, and will incorporate these into the reporting of the impact and legacy of the Birmingham 2022 Games events and Legacy Programmes realised within the first year following the Games.

### 1.3 Sources of information

To inform this evaluation we have drawn on a number of sources of information including:

- Management account data from the OC, BCC, Sandwell Metropolitan Borough Council (SMBC) and Transport for West Midlands (TfWM), including data and information on supplier spending.
- Financial and HR data from the OC.
- Ticketing and attendance data from Ticketmaster and the OC.
- Monitoring data relating to key outputs and outcomes of the Games events provided by the OC and Games partners.
- Primary research including<sup>68</sup>:
  - A survey of those who purchased Birmingham 2022 tickets through Ticketmaster, conducted by the OC.
  - A survey of visitors to Birmingham and the West Midlands during Games-time, commissioned by the West Midlands Growth Company (“WMGC”).
  - A Business Survey, including suppliers to the Birmingham 2022 Games events and businesses in the region, undertaken specifically as part of this evaluation.
  - Surveys of Birmingham 2022 volunteers conducted as part of the volunteering programme and to support this evaluation, referred to in this report as the volunteers survey.
  - A survey of residents of Birmingham, Perry Barr, and Sandwell communities, referred to in this report as the Residents Survey.
  - Interviews and focus groups with key Birmingham 2022 stakeholders.
- Data and information from a number of external public sources, including official statistics published by the Office for National Statistics (ONS).

It should be noted that the primary research referred to above was carried out predominantly to gather evidence to answer the evaluation research questions as part of the one year post-Games evaluation. Whilst some evidence from the surveys and stakeholder engagement<sup>69</sup> has been analysed and reported as part of this evaluation where it is relevant to the impacts of the Games events, the full analysis of this research is not included in this report. It will be undertaken and reported as part of the one year post-Games evaluation.

More details of the primary research and stakeholder engagement undertaken, alongside survey methodology and key caveats and limitations, can be found in Annex 1.3.

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<sup>68</sup> See Annex 1.3 for details of the primary research undertaken alongside survey methodology and key caveats and limitations

<sup>69</sup> In total 29 stakeholders were engaged with as part of the immediate post-Games stakeholder engagement, including from local Government stakeholders, representatives and Chief Executives and Leaders from Games partners. See Annex 1.3 for more detail.



## 1.4 Structure of this report

The remainder of this interim evaluation reports on the findings from the analysis of the impacts of the Birmingham 2022 Games events, as follows:

- Section 2 reports the theory of change relating to the Birmingham 2022 Commonwealth Games events;
- Section 3 reports the short-term economic impacts associated with the planning and delivery of the Birmingham 2022 Commonwealth Games events, including:
  - Employment supported through the planning and delivery of the Games events (Section 3.2); and
  - GVA impacts generated through delivery of the Games events (Section 3.3).
- Section 4 reports on the economic impacts associated with spending by Games-related visitors;
- Section 5 reports the summary of the overall short-term economic impacts generated by the Birmingham 2022 Commonwealth Games events
- Section 6 reports on the longer-term economic impacts of the Birmingham 2022 Games events, including:
  - Impacts generated through skills uplift;
  - Impacts generated through business investment and growth; and
  - Economic growth through improving the profile and reputation of Birmingham and the West Midlands.
- Section 7 reports on the wider societal impacts of the Birmingham 2022 Games events, including:
  - Impacts generated through community engagement and participation;
  - Impacts generated through policies and approaches to the delivery of Birmingham 2022.

This report should also be read in conjunction with the following annexes:

- Annexes 1.1 and 1.2 which provide details of updates to the Pre-Games Evaluation Framework to reflect development of the Legacy Programmes since the framework was published.
- Annex 1.3 which provides details of the methodology applied within this report, including details of primary research undertaken as part of the overall Games-wide evaluation and drawn upon as part of this interim evaluation and details of the economic impact analysis conducted as part of this evaluation.

## 2 Theory of change relating to the Birmingham 2022 Commonwealth Games events

### 2.1 Introduction to the Games events theory of change

As explained in the Pre-Games Evaluation Framework, a key part of developing the approach to an evaluation is understanding the intervention - in this case the Games - which is generally done through synthesising existing evidence about the intervention and producing a theory of change. The theory of change identifies the changes a Programme is seeking to make, how it will happen and the measurable outputs, outcomes and impacts associated with the intended change.

The Pre-Games Evaluation Framework set out the overarching theory of change for the Birmingham 2022 Games, covering both the Games events as well as the Legacy Programmes, which provides a high-level overview of how the Games is expected to deliver its objectives under each Mission Pillar, and summarises the steps expected to be involved in achieving the desired outcomes, and the causal links between the main activities, outputs, outcomes and impacts. The Evaluation Framework also included individual theories of change associated with each of the five Mission Pillars.

Given the scope of this interim evaluation is on the Games events only (i.e. does not also include the evaluation of the Legacy Programmes), to guide the analysis of the impacts associated with the Games events, the relevant parts of the overarching theory of change for the Birmingham 2022 Games have been identified and a Games event theory of change is set out within this section of the report. This covers the activity, and associated expected outputs, outcomes and impacts from the planning and delivery of the Birmingham 2022 Games events (i.e. those activities within the scope of this interim evaluation).

Specifically, these activities (covered in this interim evaluation) relating to and resulting from the planning and delivery of the Birmingham 2022 Games events, include:

- operational delivery of the Birmingham 2022 Games events including planning for the Games events, the operation of the venues during Games-time, the Opening and Closing Ceremonies, volunteering programme, Queen's Baton Relay;
- venue construction and redevelopment; and
- provision of Games-related transport services including services relating to: traffic management during Games-time; spectator and workforce transport to Games venues; transport coordination (e.g. stress-testing the transport service being delivered during Games-time); and travel demand management and strategy (e.g. creation of a bespoke journey planner for Games-time).

This includes the policies and procedures put in place, including in relation to procurement and employment, to support EDI, accessibility, social value and environmental sustainability through the planning and delivery of the Birmingham 2022 Games events.

This theory of change for the Games events, detailed below, sets out the routes through which this activity is expected to generate short and longer-term impacts for Birmingham, the West Midlands and the UK. These are the areas that are then assessed as part of this interim evaluation.

## 2.2 Theory of change for the Birmingham 2022 Games events

Research suggests that the benefits of hosting major events may be far reaching and can include a short-term boost to economic growth, improvements in infrastructure, inward investment, environmental improvements, raised visitor numbers and heightened city profile in the national and international arena.<sup>70</sup>

Some short-term outcomes and impacts can be clearly attributed to the hosting of events, whilst others, typically those that are delivered over the longer-term, may be dependent on a combination of external factors and may be harder to directly attribute to the events themselves.

In terms of **short-term economic impacts** for host economies generated by major events, these generally are delivered through two primary routes, both resulting from additional spending in the local economy as a result of hosting the event<sup>71</sup>:

- spending by event organisers in the local and national economy order to deliver the event; and
- additional spending in the local area by visitors to the event, for example on accommodation, travel, and food and drink.

This spending stimulates economic activity in the economy, with this increase in economic activity measurable in terms of increased gross value added<sup>72</sup> (GVA) and employment.

Longer-term impacts are more likely to vary depending on the nature of the event and the specific activity undertaken as part of its delivery. In the case of the Birmingham 2022 Games events **longer-term economic impacts** are expected to be generated through the planning and delivery of the events through:

- **Skills and development initiatives** implemented by the OC and Games partners to improve the skills of those engaged in the planning and delivery of the Birmingham 2022 Games events, as well as to provide opportunities for work and volunteering experience as part of the delivery of the Games events. These initiatives are expected to improve employment prospects and enhance the lifetime earnings of those involved<sup>73</sup> which in turn can bring about long-term economic growth for the region<sup>74</sup>.
- Stimulated **business investment** and increased experience, capacity and reputation among businesses in receipt of Games contracts. These benefits may be expected to lead to increased revenues in the future through the impact on businesses ability to bid for and win larger, more complex projects as a result of supporting the delivery of the Games events.
- **Economic growth** as a result of the **improved profile, reputation and appeal of Birmingham** and the West Midlands as a place to live and visit, including through:
  - **Enhanced profile of Birmingham and the West Midlands** as a result of positive media coverage of the Games events, which Games partners and local stakeholders hope will attract increased visitors in the future.

<sup>70</sup> Dobson, N, 2000. The Economic Impact of Major Sports Events: A Case Study of Sheffield.

<sup>71</sup> [Economic | Event Impacts](#)

<sup>72</sup> GVA is a measure of the economic value of the goods and services produced at an individual company, industry or sector level, net of intermediate consumption (i.e. the goods and services that are used in the production process). GVA estimates the difference between the value of goods and services produced and the cost of inputs, such as unprocessed materials, used to create those goods and services. A nation's GDP includes the sum of the GVA of all economic agents within the economy

<sup>73</sup> Department for Education (2014) The economic value of key intermediate qualifications: estimating the returns and lifetime productivity gains to GCSEs, A levels and apprenticeships. [Department for Education \(publishing.service.gov.uk\)](#)

<sup>74</sup> Department for Business (2011), Sources of economic growth. [Sources of economic growth \(publishing.service.gov.uk\)](#)



- **Increased capacity and capability to host major sporting events** as a result of capital investment in the construction of Sandwell Aquatics Centre and redevelopment of Alexander Stadium in the Perry Barr neighbourhood of Birmingham, which would in turn be expected to attract tourists to the region/area to attend events.<sup>75</sup> This is expected to be supported through the positive impact of the successful delivery of the Games events on the reputation of Birmingham in delivering such events.
  - **Contribution to the regeneration of the Perry Barr neighbourhood** through the redevelopment of Alexander Stadium which has also catalysed the wider regeneration of Perry Barr, including housing, public realm and transport improvements, and is expected to bring about wider regeneration benefits for the area.
- Stimulated **business investment** and increased experience, capacity and reputation among businesses in receipt of Games contracts. These benefits may be expected to lead to increased revenues in the future through the impact on businesses ability to bid for and win larger, more complex projects as a result of supporting the delivery of the Games events.

It should be noted that other long-term economic impacts would be expected to be generated through the Legacy Programmes being delivered as part of the Birmingham 2022 Games. However, as previously noted, the evaluation of these Programmes is outside the scope of the interim evaluation. The overarching theory of change for the Birmingham 2022 Games, set out in the Pre-Games Evaluation Framework, details the expected longer-term outcomes and impacts from the Legacy Programmes.

As well as short- and longer-term economic impacts, the planning and delivery of the Birmingham 2022 Games events is expected to generate both short-term and potentially longer-term social outcomes and impacts at the local, national and international levels, in particular from various aspects of the OC's operational delivery of the Games events, as well as through the Games events related activities of the Jobs and Skills Academy.

As shown in the theory of change in Figure 3, examples of the outcomes and impacts associated with the Games events include:

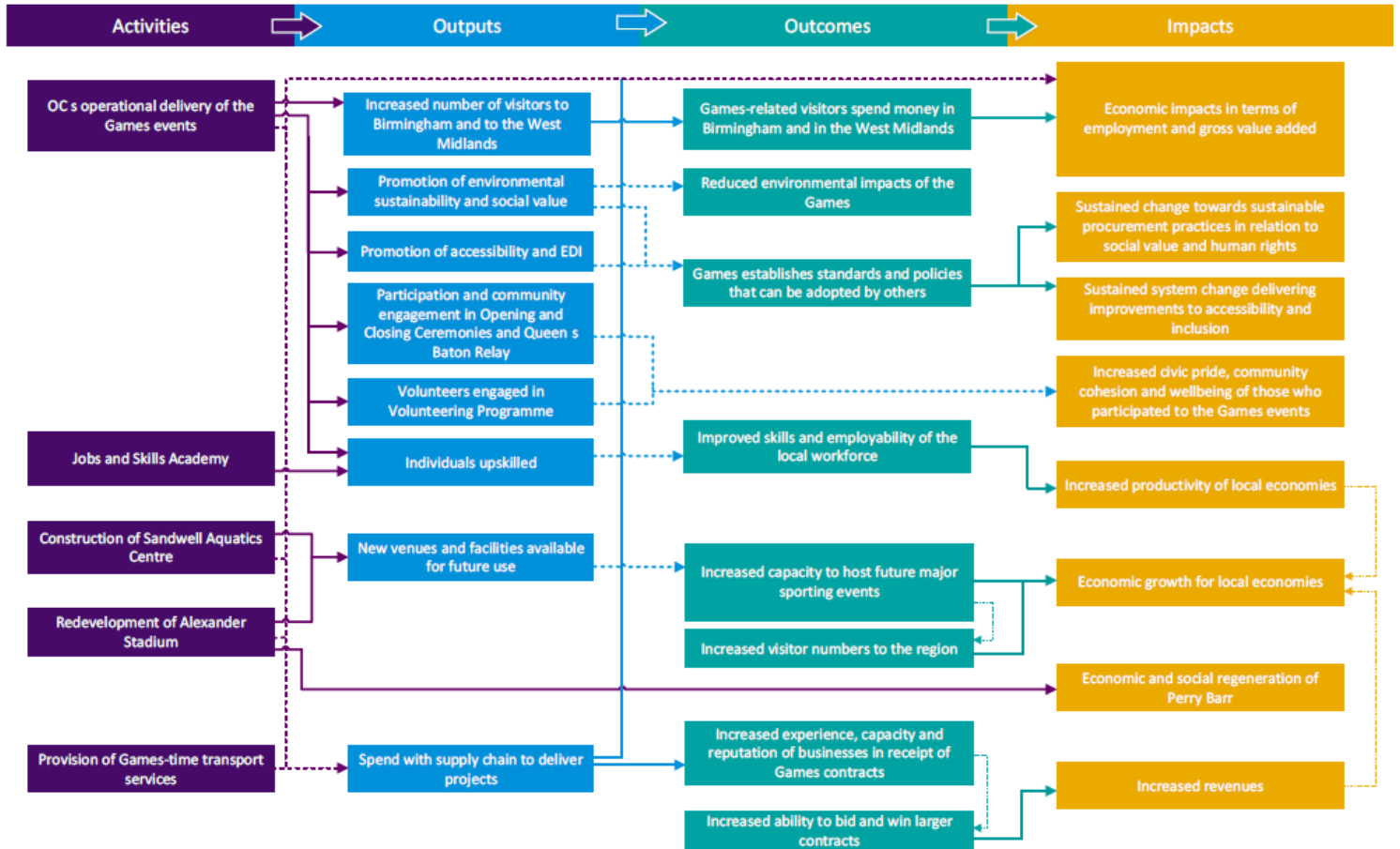
- Short-term outcomes in relation to **civic pride, community cohesion and wellbeing**<sup>76</sup> as a result of engaging and participating in the Birmingham 2022 Games events, including as part of the volunteering programme, the Opening and Closing Ceremonies, the Queen's Baton Relay and more general public engagement with the Games events.
- Short-term outcomes in terms of **reduced environmental impact**, enhanced **social value** and benefits in terms of **equality, diversity and inclusion** as a result of OC policies and approaches adopted as part of the delivery of Birmingham 2022; and
- Longer-term impacts on the approaches adopted within event delivery for future Commonwealth Games and other mega events in relation to these aspects.

Each of these outcomes and impacts, to the extent they have been realised at this stage, are examined as part of this interim evaluation. The longer-term outcomes and impacts will be assessed as part of the one-year post-Games evaluation, alongside a wider evaluation covering all Games activities – both the events and the Legacy Programmes – and answering each of the evaluation research questions set in the Pre-Games Evaluation Framework.

<sup>75</sup> Sheard, R, John, G and Vickery, B. 2007. '[Stadia and tourism](#)'.

<sup>76</sup> Gibson, H. J. et al. Psychic income and social capital among host nation residents: A pre-post analysis of the 2010 FIFA World Cup in South Africa. *Tour. Manag.* 44, 113–122 (2014).

Figure 3: Logic model relating to the Birmingham 2022 Commonwealth Games events





### 3 Short-term economic impacts associated with the planning and delivery of the Birmingham 2022 Commonwealth Games events

#### 3.1 Overview of the scope of the short-term economic impacts supported through the planning and delivery of the Games events

The evidence set out in this section of the report details how the planning and delivery of the Birmingham 2022 Games events generated economic impacts through a number of routes, including both short-term and longer-term impacts, and the scale of these impacts.

These impacts generated through the planning and delivery of the Games events (as reported in this Section) represent one component of the short-term economic impacts generated by the Games events. The other key component of the economic impacts are those generated through the Games events attracting visitors to the West Midlands (as reported in Section 4). The results contained in the Executive Summary and in Section 5 relate to the total short-term economic impacts of the Birmingham 2022 Commonwealth Games events from both of these component areas combined.

**Short-term economic impacts from the planning and delivery of the Games events** were generated in the form of employment and GVA, as a result of the economic activity required to deliver the Games events as well as the wider activity associated with this, including within the supporting UK supply chains and arising as a result of the spending of wages by those individuals employed to deliver this activity associated with the Games events.

**Specifically, these short-term economic impacts, measured in the form of employment and GVA<sup>77</sup>, include:**

- **Direct economic impacts** arising as a result of direct activity undertaken to deliver the Birmingham 2022 Games events, including activity by the OC to deliver the Games, activity of those directly engaged to redevelop Alexander Stadium and construct and fit out Sandwell Aquatics Centre, and the activity of those directly engaged to provide Games-related transport services (including TfWM).
- **Indirect economic impacts** as a result of spending with suppliers to the OC and those providing goods and services as inputs to the development of Alexander Stadium, the construction of Sandwell Aquatics Centre and the provision of Games-time transport services, as well as the wider supply chains supporting this activity. This supplier spending generated economic activity within the full UK supply chain to produce the goods and services used to deliver the Games, generating indirect employment and GVA in the UK economy as result.
- **Induced economic impacts** generated as a result of spending of wages in the UK economy by those directly and indirectly employed as a result of the planning and delivery of the Games events. This spending generates additional economic activity for those businesses from which these employees buy goods and services as well as in the UK supply chains for these businesses, generating associated induced employment and GVA.

<sup>77</sup> GVA is a key component of gross domestic product (GDP), which is a measure of the value of production and is a key indicator of the state of the economy. GVA is used in the estimation of GDP, by aggregating GVA across all industries and sectors in the economy and adjusting for taxes and subsidies at the whole economy level.

Indirect and induced employment are estimated using an input-output (I-O) modelling approach<sup>78</sup>, that also draws on the supplier data provided by the OC, BCC, SMBC and TfWM in a bespoke analysis that reflects the sectoral and geographic spread of supplier spending associated with the Birmingham 2022 Games events.

GVA and employment impacts are reported both in gross terms, reflecting total expenditure related to the delivery of the Games events, accounting for activity/spend that would have happened anyway (*deadweight*) or that would have happened instead (*displacement*), had the Games events not taken place in the West Midlands. In relation to the planning and delivery of the Games events, estimated net impacts take account of plans by SMBC to invest in a new leisure centre, which were subsequently replaced by the new Aquatics Centre. All other spending related to the planning and delivery of the Games events was considered additional. The figures presented account for leakage of impacts outside the area of interest but do not account for any knock-on displacement and substitution effects nor do they adjust for any changes in the structure of the economy over time. This approach is consistent with the analysis of GVA and employment economic impacts reported in the CGF Games Value Framework.<sup>79</sup> Furthermore, HM Treasury Magenta Book<sup>80</sup> guidance on cost benefit analysis states that “benefits could include direct and indirect benefits to public, private sectors (and to the UK society as a whole)”.<sup>81</sup> Therefore as GVA and employment are societal level economic impacts, their inclusion is also consistent with this guidance.

Please note that all findings reported capture the impacts associated with the Birmingham 2022 Games events only, excluding the Legacy Programme activity. Therefore, they do not reflect the full impact of Birmingham 2022. The one year post-Games evaluation will report on the total breadth of activity associated with Birmingham 2022 and the full scale of resultant impacts.

It should also be noted that:

- all expenditure and GVA figures presented in the report are in 2022 prices;
- employment is reported in FTE terms, unless otherwise stated, which adjusts part time or temporary staff into annual full-time equivalents based on the proportion of full-time hours worked over a year; and
- all impacts presented refer to the period between FY 2018/19 and end September 2022 (herein referred to as FY 2022/23).<sup>82</sup>

The following sub-sections of Section 3 report on the evidence relating to impacts in these areas.

- Section 3.2 reports on the short-term employment impact as a result of delivering the Birmingham 2022 Games events, including direct, indirect and induced employment.

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<sup>78</sup> Input-output (I-O) tables show, in matrix form, the inter-linkages between sectors of the economy in terms of the value of goods and services (inputs) that are required to produce each unit of the output in given sectors of the economy. National level input-output tables were used to produce the impact analysis at the UK level. Regional (West Midland levels) analysis was produced, using a bespoke localised input-output modelling approach that adapts the national level tables to reflect the ratios of local level economic activity to national level economic activity, at the sector level. This is based on the widely used approach developed by the academics Flegg and Webber. See: Flegg and Webber. 2000. ‘Regional Size, Regional Specialization and the FLQ Formula’. *Regional Studies*. 34(6): 563-569.

ONS 2017 Input-Output Analytical Tables, Multipliers and effects. Available at:  
<https://www.ons.gov.uk/economy/nationalaccounts/supplyandusetales/datasets/ukinputoutputanalyticaltablesdeatiled>  
<sup>79</sup> [https://thecgf.com/sites/default/files/2020-05/CG\\_Value\\_Framework\\_v1.pdf](https://thecgf.com/sites/default/files/2020-05/CG_Value_Framework_v1.pdf)

<sup>80</sup> HM Treasury 2020; Magenta Book: Central Government guidance on Evaluation. See:  
[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/879438/HMT\\_Magenta\\_Book.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/879438/HMT_Magenta_Book.pdf)

<sup>81</sup> [The Magenta Book - GOV.UK \(www.gov.uk\)](https://www.gov.uk)

<sup>82</sup> The costs included in the analysis exclude some security costs that had not been recorded at end September 2022, and a small value of OC payroll costs related to Games delivery incurred after September 2022.

- Section 3.3 reports on the short-term uplift to GVA as a result of delivering the Birmingham 2022 Games events, including direct, indirect and induced GVA impacts.

**Economic impacts associated with spending by Games-related visitors are reported in Section 4.**

## **3.2 Employment supported through the planning and delivery of the Games events**

### **3.2.1 Summary of employment impacts supported through the planning and delivery of the Games events**

The analysis presented further below indicates that the planning and delivery of the Birmingham 2022 Games events has supported significant employment in Birmingham, the West Midlands and wider UK economy over the last 4.5 years.

This employment has been supported through the following routes:

- Direct employment of OC staff during the planning and delivery of the Games.
- Direct employment involved in the construction of Sandwell Aquatics Centre and redevelopment of Alexander Stadium.
- Direct employment involved in the provision of Games-time transport services.
- Indirect employment supported within the supply chain supporting this direct activity.
- Induced employment supported in the wider economy as a result of the increased spend of these direct and indirect employees in the UK.

In summary, the activity involved in the **planning and delivery of the Games** events is, in total, estimated to have supported approximately:

- **100 gross full time equivalent employees (FTEs) in the UK in financial year (“FY”)<sup>83</sup> 2018/19 when activity to plan the Games events had just started;**
- **6,730 gross FTEs in the UK in FY 2022/23 when activity to deliver the Games events was at its peak;**
- **13,090 gross FTE years of employment over the full period.<sup>84</sup>**

Taking account of activity that would have occurred in any case had the Games not taken place in the West Midlands<sup>85</sup>, this equates to a net employment impact of:

- **100 net FTEs in the UK in FY 2018/19;**
- **6,690 net FTEs in the UK in FY 2022/23;**
- **12,730 net FTE years of employment over the full period.<sup>86</sup>**

<sup>83</sup> In this report, the financial year refers to the period between 1<sup>st</sup> April to 31<sup>st</sup> March.

<sup>84</sup> This refers to the number of full-time-equivalent jobs lasting an equivalent of one year created over the period assessed. One FTE year of employment is one full time job lasting for one year. Therefore a single employee working full time for two years would be captured as two FTE years of employment.

<sup>85</sup> Specifically this deducts the impact of spending that would have been incurred by SMBC to construct a new leisure centre, rather than the Sandwell Aquatics Centre had the Games not taken place in the West Midlands.

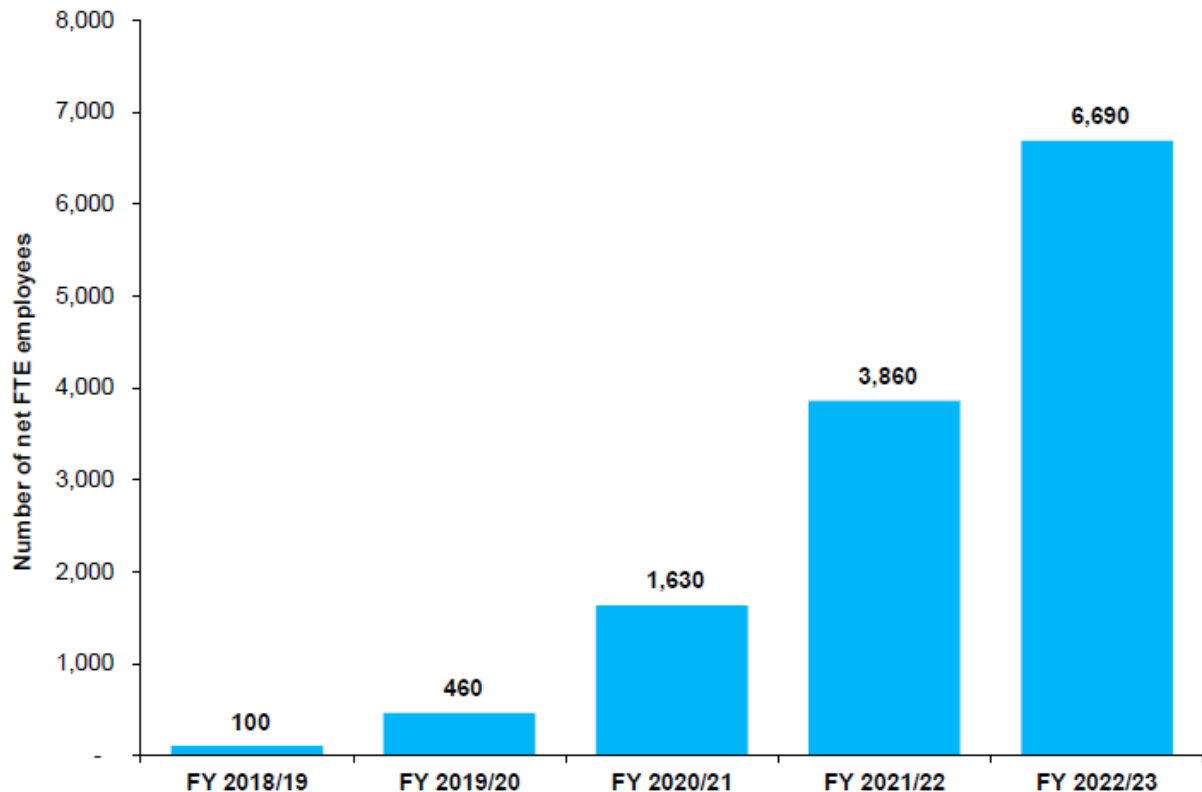
<sup>86</sup> This refers to the number of full-time-equivalent jobs lasting an equivalent of one year created over the period assessed. One FTE year of employment is one full time job lasting for one year. Therefore a single employee working full time for two years would be captured as two FTE years of employment.



When interpreting this data it should be noted that the nature of the activity being delivered means that a number of jobs associated with the Games were short term and/or part time, meaning the total number of individuals employed in headcount terms as part of the delivery of the Games would likely be far higher than the annual FTE numbers presented.<sup>87</sup>

As Figure 4 illustrates, the total UK net employment supported by the planning and delivery of the Games events grew over the 4.5 years period in line with the level of activity undertaken to plan and deliver the Games events.

**Figure 4: Total UK net employment (in FTE terms) supported through the planning and delivery of the Games events, FY 2018/19 to FY 2022/23**



Source: KPMG analysis, OC data, BCC data, SMBC data, TfWM data  
Note: Values may not sum to total due to rounding

With the OC based in Birmingham, and the investment in Alexander Stadium and Sandwell Aquatics Centre occurring within the city and region, a large proportion of the employment was supported locally.

**Across total (direct, indirect and induced) net employment supported by the planning and delivery of the Games events over the period from FY 2018/19 to FY 2022/23, it is estimated that 27% of employment (in FTE terms) was based in Birmingham and 44% was based within the West Midlands.**

The size of this local employment impact was aided by social value charters and commitments set out by the OC, BCC and SMBC. The OC's Social Value Charter<sup>88</sup> and BCC's Charter for Social Responsibility<sup>89</sup>, alongside policies implemented by SMBC in relation to 'having regard to economic, social and environmental well-being in connection with public services contracts'<sup>90</sup>, created an expectation of

<sup>87</sup> Actual headcount data is only available for OC employees – see Section 3.2.2 for details.

<sup>88</sup> [Social-Values-Charter.pdf](#)

<sup>89</sup> [Birmingham Business Charter for Social Responsibility | Birmingham City Council](#)

<sup>90</sup> [Social value | Think Sandwell](#)

suppliers to maximise the social value for local people through their own activities and their procurement processes.

**This objective for jobs supported through the staging of the Birmingham 2022 Games to go to local residents was also reinforced by the Jobs and Skills Academy, run by WMCA and supported by the Department for Work and Pensions.** The Academy was designed to help to develop the skills of residents of the region, in particular those from minority groups, and thereby provide opportunities for those who may not otherwise have been able to secure Games-related employment.

**In total the Jobs and Skills Academy supported 472 West Midlands residents into Games-related roles, targeting those who may have been less likely otherwise to have accessed the opportunities.**

Data provided by the Jobs and Skills Academy shows that of those West Midlands residents supported into Games-related roles, for example:

- 84% were previously unemployed
- 62% were black, Asian or minority ethnic
- 14% were disabled or had a limiting illness; and
- 41% were under 30 years of age.

Details of the employment supported as a result of the Birmingham 2022 Games events, and the location of this employment, is included within the Sections 3.3.2 - 3.3.5 below. These sections present, in turn, the analysis relating to each of the routes through which employment associated with the planning and delivery of the Games events has been supported, and then the geographical analysis of these impacts.

### 3.2.2 Direct employment supported through the planning and delivery of the Games events

As detailed in Section 3.2.1, the planning and delivery of the Birmingham 2022 Games events has supported direct employment through a number of routes.

The first route that employment was created was through the activity at the OC to plan for and deliver the Games events. Between FY 2018/19 and FY 2022/23, direct jobs were created at the OC to undertake the operational delivery of the Games events.

**In total, between FY 2018/19 and FY 2022/23, 1,995 staff<sup>91</sup> (in headcount terms) were employed by the OC in the planning and delivery of the Birmingham 2022 Games events.**

Due to the nature of the OC's activity in relation to the Games, it is assumed that all activity relating to the OC's operations is additional and would not have happened had the Games not been held in the UK and specifically the West Midlands. Therefore all employment by the OC is considered as net additional in the analysis presented in this report.

In FTE terms<sup>92</sup>, employment at the OC associated with delivery of the Birmingham 2022 Games events grew from 6 net FTEs in FY 2018/19 to 516 net FTEs in FY 2022/23 as work to deliver the Games ramped up. While the majority of these were employed directly by the OC, this figure also includes

<sup>91</sup> The figures reported exclude those individuals employed by the OC to deliver activities relating to the Cultural Festival and the Youth and Learning Programme (including Gen22). These employees were not included in the employment figures presented in this report, as the activities carried out by individuals in these roles fall outside the scope of the interim evaluation.

<sup>92</sup> The FTE employment figures presented in the report are adjusted for length of employment of each employee. This means, for example, that 1 FTE employed from 1<sup>st</sup> July 2022 to 31<sup>st</sup> August 2022 is considered as 0.17 FTE in the analysis.

temporary employees employed through agencies, secondees and apprentices as shown in Table 3 below.

**Table 3: OC UK net direct employment (in FTE terms), split by contract type, FY 2018/19 to FY 2022/23**

Employee Type	FY 2018/19		FY 2019/20		FY 2020/21		FY 2021/22		FY 2022/23	
	Headcount	FTE	Headcount	FTE	Headcount	FTE	Headcount	FTE	Headcount	FTE
Temporary employees <sup>93</sup>	-	-	-	-	-	-	-	-	644	75
Contractors <sup>94</sup>	-	-	12	0	36	4	48	11	197	37
OC employees <sup>95</sup>	18	4	80	41	288	157	798	450	1,011	365
Secondees <sup>96</sup>	8	2	26	16	43	31	57	45	73	30
Apprentices	-	-	-	-	22	4	21	22	22	9
<b>Total</b>	<b>26</b>	<b>6</b>	<b>118</b>	<b>58</b>	<b>389</b>	<b>195</b>	<b>923</b>	<b>528</b>	<b>1,946</b>	<b>516</b>

Source: OC data and KPMG analysis

Note: Values may not sum to total due to rounding. Both headcount and FTE figures are estimates (and therefore not whole numbers) due to headcount values being adjusted to extract individuals employed by the OC to deliver activities relating to the Cultural Festival and the Youth and Learning Programme (including Gen22). Due to a lack of available data on the type of employment in these programmes, the removal of headcount associated with these programmes was distributed across the employment types.

As shown in Table 3, a significant number of temporary employees were employed in the Games-time period (FY 2022/23) to support the delivery of the Games events. Whilst in FTE terms these temporary employees account for a relatively small proportion of the total FTE jobs supported by the planning and delivery of the Birmingham 2022 Games events, in headcount terms a large number of individuals were employed temporarily.

The total direct employment, in headcount terms, more than doubled in the year of the Games from 923 to 1,946, although the number of employees in FTE terms was slightly lower than in the previous year. The increase, in headcount terms, was largely driven by temporary employees being brought in to support delivery during the Games-time period i.e. for a short period during the full FY. Whereas the overall decrease in employment in FTE terms is due, at least in part, to the fact that the employment data for FY 2022/23 only captures employment up to September 2022 rather than the full year and furthermore the employment for a number secondees, apprenticeships and those directly employed by the OC came to an end in the post-Games period.<sup>97</sup>

**Alongside the activity at the OC, further direct employment was supported through the construction of the new Aquatics Centre in Sandwell, the redevelopment of Alexander Stadium in the Perry Barr neighbourhood of Birmingham, and the provision of Games-time transport services.**

<sup>93</sup> Temporary employees refer to people engaged predominantly by Gi Group to provide short term services to deliver in OC roles

<sup>94</sup> Contractors refer to people engaged to deliver work for the OC, outside of its core employees. The OC only provided the number of contractors in headcount terms. For the purpose of this analysis, it is assumed that the number of gross contractors in FTE terms is the same as in headcount terms. The contractor FTE measure was then adjusted for length of employment of contractors (received from the OC).

<sup>95</sup> OC employees refers to people employed directly by the OC.

<sup>96</sup> Secondees refer to employees of other companies seconded into the OC to deliver an OC role.

<sup>97</sup> There is expected to be a small value of OC payroll costs related to Games delivery incurred after September 2022, but relative to the overall scale of costs considered in the report, the scale of these is not expected to materially impact the analysis.

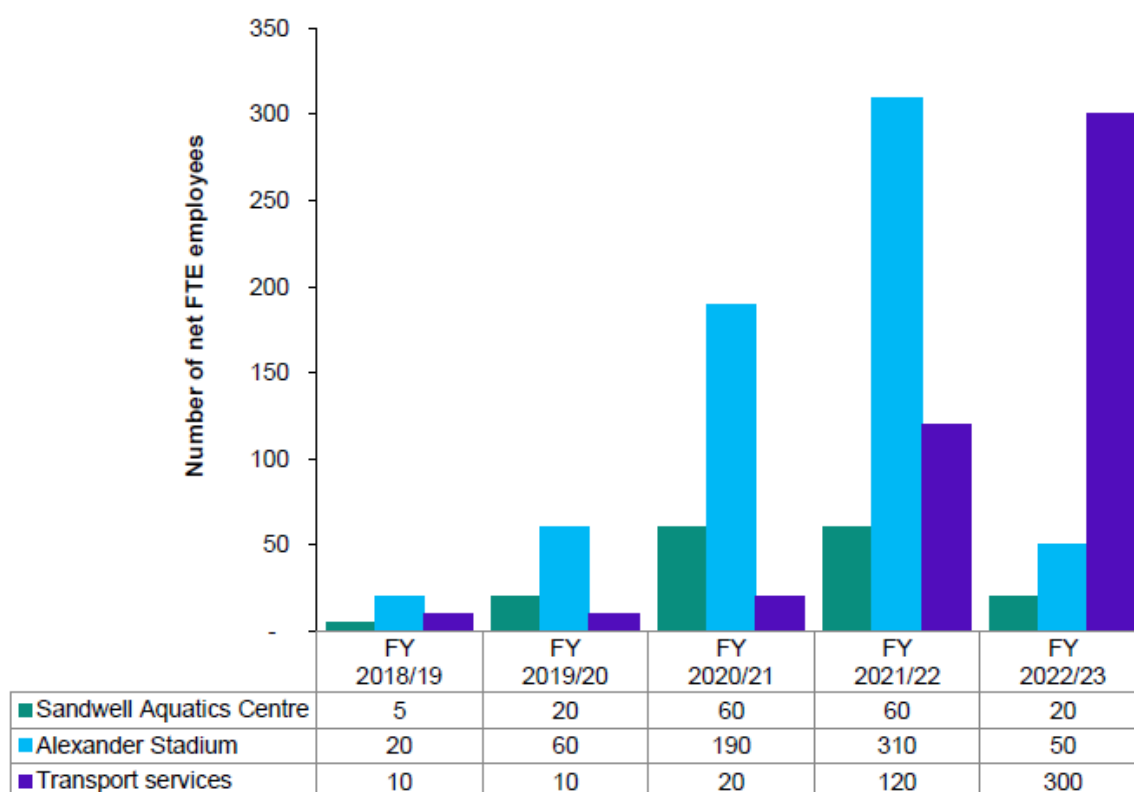


Based on the total spend incurred to deliver these projects<sup>98</sup>, it is estimated that the gross employment impact of these activities grew from approximately 40 gross direct FTEs in FY 2018/19 to 380 gross direct FTEs in FY 2022/23.

In net terms, taking account of investment that SMBC would have otherwise made in a new leisure centre, rather than the Sandwell Aquatics Centre, had the Games not taken place in the West Midlands, this equated to a net employment impact of approximately 40 net direct FTEs in FY 2018/19, growing to 370 net direct FTEs in FY 2022/23.

As illustrated in Figure 5 below, employment to support the delivery of the Sandwell Aquatics Centre and the Alexander Stadium redevelopment peaked in FY 2021/22 – reflecting these projects being largely completed well ahead of the Games events, while employment to provide Games-time transport services peaked in FY 2022/23 reflecting the Games-time focus of its delivery.

**Figure 5: UK net direct employment (in FTE terms) supported by the construction of Aquatics Centre, the redevelopment of Alexander Stadium, and provision of Games-time transport services, FY 2018/19 to FY 2022/23**



Source: KPMG analysis of BCC data, SMBC data, and TfWM data

Note: Values are rounded to the nearest 10 (other than for values under 5 which are rounded to the nearest 5). Values may therefore not sum to the total reported due to rounding.

### 3.2.3 Indirect employment supported through the planning and delivery of the Games events

Beyond the direct employment created by the planning and delivery of the Birmingham 2022 Games events, further employment in the form of indirect employment was supported in the UK within the supply

<sup>98</sup> Birmingham City Council (BCC), Sandwell Metropolitan Borough Council (SMBC), and Transport for West Midlands (TfWM) provided data relating to the spend they incurred with suppliers to undertake their projects. The direct employment impacts associated with the activities carried out by BCC, SMBC and TfWM was derived from the GVA impact analysis (see Section 3.2), converting the direct GVA into employment using ONS data, by industry (SIC code), on the GVA per employee. See Annex 1.3 for more detail.

chain supporting the OC delivery of the Birmingham 2022 Games events, and the supply chains supporting the construction of the new aquatics centre in Sandwell, the redevelopment of Alexander Stadium, and the provision of Games-time transport services.

The indirect employment impacts were estimated using an I-O modelling approach<sup>99</sup>, drawing on the supplier data provided by the OC, BCC, SMBC and TfWM in a bespoke analysis that reflects the sectoral and geographic spread of supplier spending associated with the Birmingham 2022 Games events.

**Based on the value of procurement spend supporting the OC’s activity, the construction of Sandwell Aquatics Centre, the redevelopment of Alexander Stadium, and the provision of Games-time transport services, it is estimated that approximately 40 gross FTEs were initially supported in FY 2018/19 in the UK within the supply chain for the Birmingham 2022 Games events.**

**The annual indirect employment impact grew over time to 4,710 gross FTEs in FY 2022/23 when the Games events were staged and spending with suppliers was at its peak, thereby supporting higher levels of supply chain employment, even when converted into FTE terms.**

As illustrated in Figure 6, in net terms, taking account of investment that SMBC would have otherwise made into a new leisure centre, in place of the Sandwell Aquatics Centre, had the Games not taken place in the West Midlands, **this equates to 40 net indirect FTEs in FY 2018/19, growing to 4,690 net indirect FTEs in FY 2022/23.**

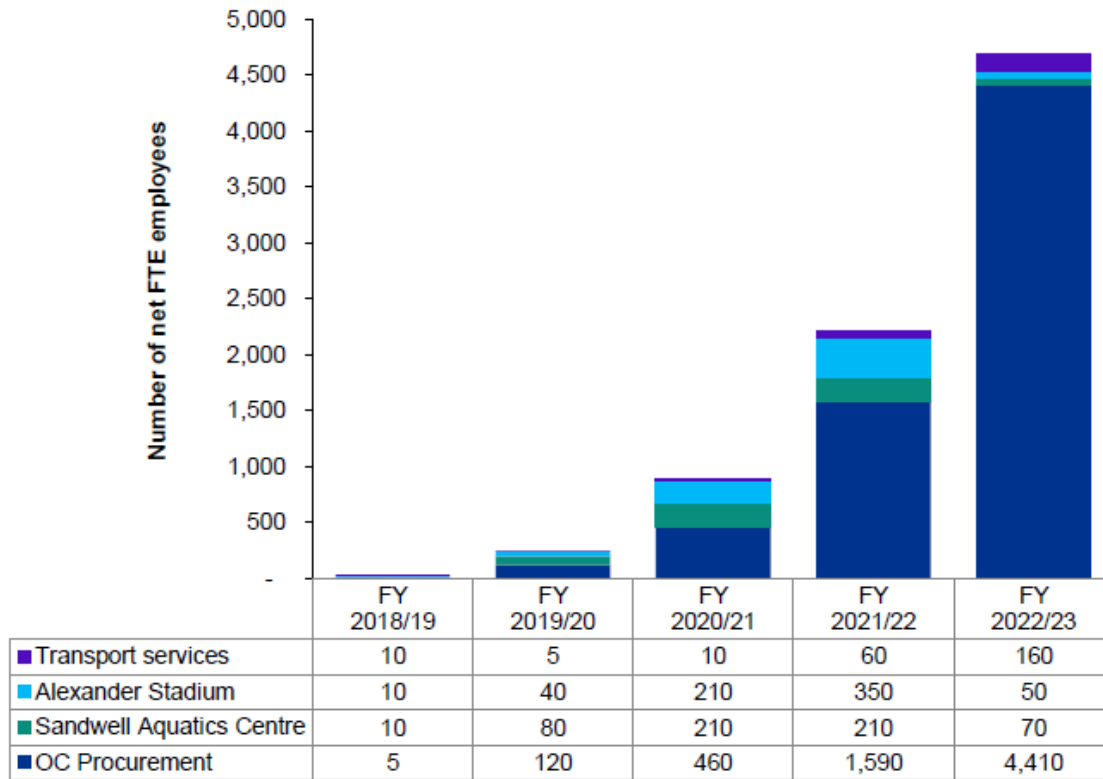
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<sup>99</sup> Input-output (I-O) tables show, in matrix form, the inter-linkages between sectors of the economy in terms of the value of goods and services (inputs) that are required to produce each unit of the output in given sectors of the economy. National level input-output tables were used to produce the impact analysis at the UK level. Regional (West Midlands levels) analysis was produced, using a bespoke localised input-output modelling approach that adapts the national level tables to reflect the ratios of local level economic activity to national level economic activity, at the sector level. This is based on the widely used approach developed by the academics Flegg and Webber. See: Flegg and Webber. 2000. ‘Regional Size, Regional Specialization and the FLQ Formula’. Regional Studies. 34(6): 563-569.

ONS 2017 Input-Output Analytical Tables, Multipliers and effects. Available at:  
<https://www.ons.gov.uk/economy/nationalaccounts/supplyandusetable/datasets/ukinputoutputanalyticaltables>



Figure 6: UK net indirect employment (in FTE terms) supported through the planning and delivery of the Games events, FY 2018/19 to FY 2022/23



Source: KPMG analysis of OC data, BCC data, SMBC data, and TfWM data

Note: Values are rounded to the nearest 10 (other than for values under 5 which are rounded to the nearest 5). Values may therefore not sum to the total reported due to rounding.

### 3.2.4 Induced employment supported through the planning and delivery of the Games events

Finally, the planning and delivery of the Birmingham 2022 Games events also supported induced employment in the UK economy. This was supported through those employed by the OC and in the delivery of the Sandwell Aquatics Centre, Alexander Stadium and the Games-time transport developments, as well as the employees supported in the supply chains associated with these, spending a proportion of their wages on UK goods and services.

The induced employment impacts, were estimated through an I-O modelling approach, using Type I and Type II employment multipliers<sup>100</sup> derived from the ONS I-O tables.

**This spending of wages is estimated to have generated additional economic activity and supported approximately 20 gross FTE jobs, in induced terms, in the UK economy in FY 2018/19. The annual employment impact grew over time to 1,120 gross FTEs in FY 2022/23.**

These gross figures for the start and end years remain approximately the same when taking into account the spend that SMBC would have otherwise incurred through investment in a new leisure centre, in place

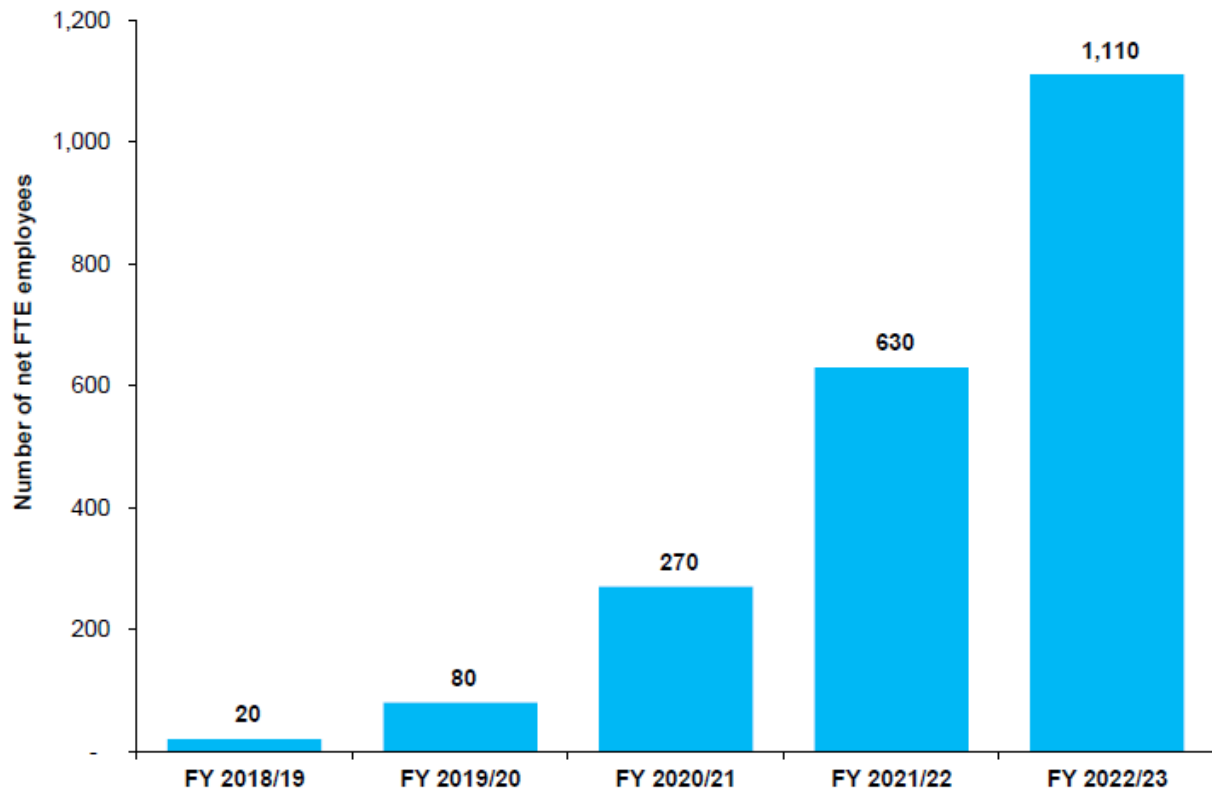
<sup>100</sup> Type I multipliers include the impact on production of a change in final use (direct impact) and the supply chain impacts stemming from the initial change in final use (indirect impact). Type II multipliers include direct, indirect and induced impacts. Induced impacts cover changes to households' spending from employment changes linked to a change in final use. Currently, the ONS does not produce Type II effects and multipliers. Type I and Type II multipliers were therefore estimated based on ONS' Input-Output tables. See:

<https://www.ons.gov.uk/economy/nationalaccounts/supplyandusetable/articles/inputoutputanalyticaltables/methodsandapplicationtoouknationalaccounts>

of the Aquatics Centre, had the Games not taken place in the West Midlands, as the bulk of the activity to deliver the Aquatics Centre was undertaken in FY 2019/20 and FY 2020/21.

Figure 7, below shows the profile of net<sup>101</sup> GVA over the full period of the Games delivery.

Figure 7: UK net induced employment (in FTE terms) supported through the planning and delivery of the Games events, FY 2018/19 to FY 2022/23



Source: KPMG analysis, OC data, BCC data, SMBC data, TWWM data

### 3.2.5 Geographic distribution of the net employment impacts associated with the planning and delivery of the Birmingham 2022 Commonwealth Games events

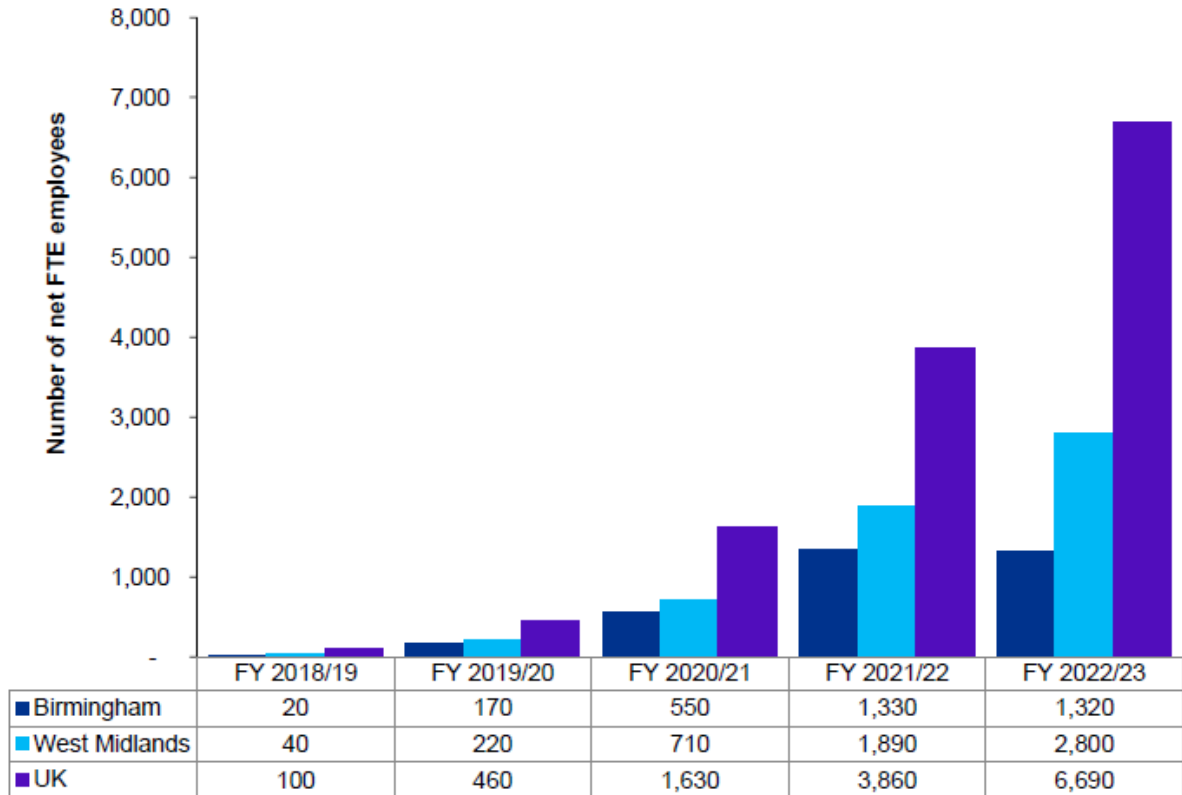
As part of the analysis, the employment impacts associated with the planning and delivery of the Birmingham 2022 Commonwealth Games events have been analysed at three spatial levels: nationally across the UK; regionally, at the West-Midlands level; and locally, at the Birmingham level. Figure 8 below illustrates the annual total net employment contribution, over the period between FY 2018/2019 and FY 2022/23, across Birmingham, the West Midlands, and the UK.

It should be noted that the employment impacts are not cumulative across the three spatial levels. The employment contribution in the West Midlands captures the employment impact in Birmingham, and the

<sup>101</sup> GVA and employment impacts are reported both in gross terms, reflecting total expenditure related to the delivery of the Games events, and in net terms, accounting for activity/spend that would have happened anyway (*deadweight*) or that would have happened instead (*displacement*), had the Games events not taken place in the West Midlands. In relation to the planning and delivery of the Games events, estimated net impacts take account of plans by SMBC to invest in a new leisure centre, which were subsequently replaced by the new Aquatics Centre. All other spending related to the planning and delivery of the Games events was considered additional. Figures presented account for leakage of impacts outside the area of interest but do not account for any knock-on displacement and substitution effects nor do they adjust for any changes in the structure of the economy over time.

UK wide employment impact includes the employment impact supported in the West Midlands, and within that Birmingham.

**Figure 8: Total UK net<sup>102</sup> employment (in FTE terms) supported through the planning and delivery of the Games events, by geographic location, FY 2018/19 to FY 2022/23**



Source: KPMG analysis, OC data, BCC data, SMBC data, TfWM data

Note: West Midlands includes Birmingham and UK includes West Midlands and Birmingham

Note: Values are rounded to the nearest 10. Values may therefore not sum to the total reported due to rounding.

Details of the composition of these employment impacts, in terms of direct, indirect and induced employment supported, at the different spatial levels is set out below.

### Direct employment supported through the planning and delivery of the Games events

Due to the location of the OC in Birmingham, the vast majority of the direct employment impact generated by the OC's activities was within this area specifically. According to data received from the OC, approximately 97.5% of OC direct employment (in headcount terms) was based in Birmingham, with approximately 2.5% of direct employment in London.

To estimate the geographic distribution of the direct employment supported by the construction of Sandwell Aquatics Centre, the redevelopment of Alexander Stadium, and the provision of Games-time transport services, the invoicing postcode of SMBC, BCC and TfWM direct contractors was used.<sup>103</sup>

<sup>102</sup> GVA and employment impacts are reported both in gross terms, reflecting total expenditure related to the delivery of the Games events, and in net terms, accounting for activity/spend that would have happened anyway (*deadweight*) or that would have happened instead (*displacement*), had the Games events not taken place in the West Midlands. In relation to the planning and delivery of the Games events, estimated net impacts take account of plans by SMBC to invest in a new leisure centre, which were subsequently replaced by the new Aquatics Centre. All other spending related to the planning and delivery of the Games events was considered additional.

<sup>103</sup> It should be noted that it is likely that the invoicing address is not fully representative of the geographic location in which the contractors' activity takes place. This could affect the results of our geographic analysis, by skewing it toward locations in which businesses tend to be headquartered to some degree.



Considering the construction of Sandwell Aquatics Centre, as the delivery of this project was handed over to one direct contractor based in Birmingham, the vast majority of direct employment associated with the construction of the aquatics centre is based within the Birmingham and West Midlands area specifically. It is estimated that 96% of the direct employment<sup>104</sup> associated with the construction of Sandwell Aquatics Centre was based in Birmingham, 97% in the West Midlands (including Birmingham), and the remaining 3% across the rest of the UK.<sup>105</sup>

The distribution of the direct employment generated by the redevelopment of Alexander Stadium, and the provision of Games-time transport services was also analysed. For the redevelopment of Alexander stadium, BCC contracted directly with a number of firms which were mainly based in the West Midlands. Specifically, it is estimated that 88% of direct employment was based in Birmingham, 98% in the West Midlands (including Birmingham), and the remaining 2% across the rest of the UK.

Compared to the direct activities carried out by the OC, and the direct activities relating to the construction of the aquatics centre in Sandwell and the redevelopment of Alexander Stadium, the direct activities relating to the provision of Games-time transport services were more distributed across the UK. This resulted in 42% of direct employment associated with this activity being based in Birmingham, 46% being based in the West Midlands (including Birmingham), and the remaining 54% across the rest of the UK.

### Indirect employment supported through the planning and delivery of the Games events

The supply chain to the OC, and the supply chains to the construction of the Sandwell Aquatics Centre, the redevelopment of Alexander Stadium, and the provision of Games-time transport services, extended across the UK. The same is the case for spending of direct employees and those employed in the supply chains. This means that the indirect and induced employment impacts associated with the Games events planning and delivery were also spread across the UK.

Using a bespoke localised I-O modelling approach<sup>106</sup>, the indirect employment impact supported in the OC's supply chain, and in the supply chains relating to the construction of the Sandwell Aquatics Centre, the redevelopment of Alexander Stadium, and the provision of Games-time transport services, was analysed at the UK, West Midlands and Birmingham spatial levels.

It should be noted that the spatial analysis of the indirect employment impacts associated with the supply chain of the OC and of the main contractor engaged in the construction of the Sandwell Aquatics Centre utilises the details of the geographic location of their direct (Tier 1) supply chains. However, this information was not available for the supply chain of the direct contractors engaged in the redevelopment of Alexander Stadium, in the provision of Games-time transport services, and the other contractors engaged in the construction of the Sandwell Aquatics Centre (excluding the main contractor referred to above) therefore estimates of the geographic distribution of economic impacts were derived using the localised I-O modelling approach. Further details of the approach followed are provided in Annex 1.3.

Based on this approach, it is estimated that:

- In the OC's supply chain, 17% of net indirect employment supported was in Birmingham, 51% was in the West Midlands (including Birmingham), and the remaining 49% was distributed across the rest of the UK.

<sup>104</sup> The percentage is based on the sum of direct FTE employees based in Birmingham across the 4.5 year period, and the overall sum of direct FTEs based in the UK across the 4.5 year period.

<sup>105</sup> It should be noted that alongside this main construction contract, SMBC contracted with other businesses, but data was not available to inform where the employment impacts associated with these were generated. These businesses represent approximately 3% of the total SMBC spend on the construction of the new aquatics centre in Sandwell.

<sup>106</sup> This approach adapts the national level tables to reflect the ratios of local level economic activity to national level economic activity, at the sector level. See Annex 1.3 for details.

- In the supply chain relating to the construction of the Sandwell Aquatics Centre, 27% of net indirect employment supported was based in Birmingham, and 32% was based in the West Midlands (including Birmingham).
- In the supply chain relating to the redevelopment of Alexander Stadium, approximately 1% of net indirect employment supported was based in Birmingham, and 8% was based in the West Midlands (including Birmingham).
- In the supply chain to deliver the Games-time transport services, approximately 1% of net indirect employment supported was based in Birmingham, and 7% was based in the West Midlands (including Birmingham).

### Induced employment supported through the planning and delivery of the Games events

A bespoke localised I-O modelling approach was also used to estimate the geographic distribution of the induced employment impacts. As detailed in Section 3.2.4, induced employment is supported through the those employed by the OC and in the delivery of the Sandwell Aquatics Centre, Alexander Stadium and the Games-time transport services, as well as the employees supported in the supply chains associated with these, spending a proportion of their wages on UK goods and services.

While a significant proportion of net direct employment is estimated to have been based in Birmingham and the West Midlands, a considerably smaller proportion of induced employment is estimated to have been supported in the same region. Approximately 1% of net induced employment is estimated to have been supported in Birmingham, extending to 7% when considering the whole West Midlands region (including Birmingham).

## 3.3 GVA impacts generated through the planning and delivery of the Games events

### 3.3.1 Summary of GVA impacts generated through the planning and delivery of the Games events

The planning and delivery of the Birmingham 2022 Games events has represented a substantial investment in the West Midlands region and UK.

In total, between FY 2018/19 and FY 2022/23 around £668.7 million<sup>107</sup> was spent planning for and delivering the Games events. This went towards investment in venues, including:

- £92.5 million<sup>108</sup> spent on the construction of a new Aquatics Centre in Sandwell, of which the large majority represented additional spend that would not have occurred in the absence of the Games<sup>109</sup>;
- £83.7 million on the redevelopment of the Alexander Stadium in the Perry Barr neighbourhood of Birmingham;
- £36.7 million on provision of Games-time transport services; and
- £455.8 million on overall OC operations (£451.7 million in the UK and £4.1 million on foreign spend), including production of the Opening and Closing Ceremonies and the Queen’s Baton Relay; provision of accommodation, catering, transport and logistics for athletes; as well as funding the OC’s operations including 1,995 staff (in headcount terms) to manage the operational delivery of the Games events.

<sup>107</sup> It should be noted figures have been adjusted for inflation and are reported in 2022 prices.

<sup>108</sup> This total cost was part funded from the core Games budget and part funded by SMBC.

<sup>109</sup> Had the Games events not taken place in the West Midlands, SMBC would have made investments in a new leisure centre (rather than the Aquatics Centre), therefore not all the spend incurred is considered additional.

As well as generating a short-term boost to the economy through expenditure on the operational delivery of the Games events, investment in the Games venues is expected to lead to longer-term growth for the region, as analysed in Section 6.4.

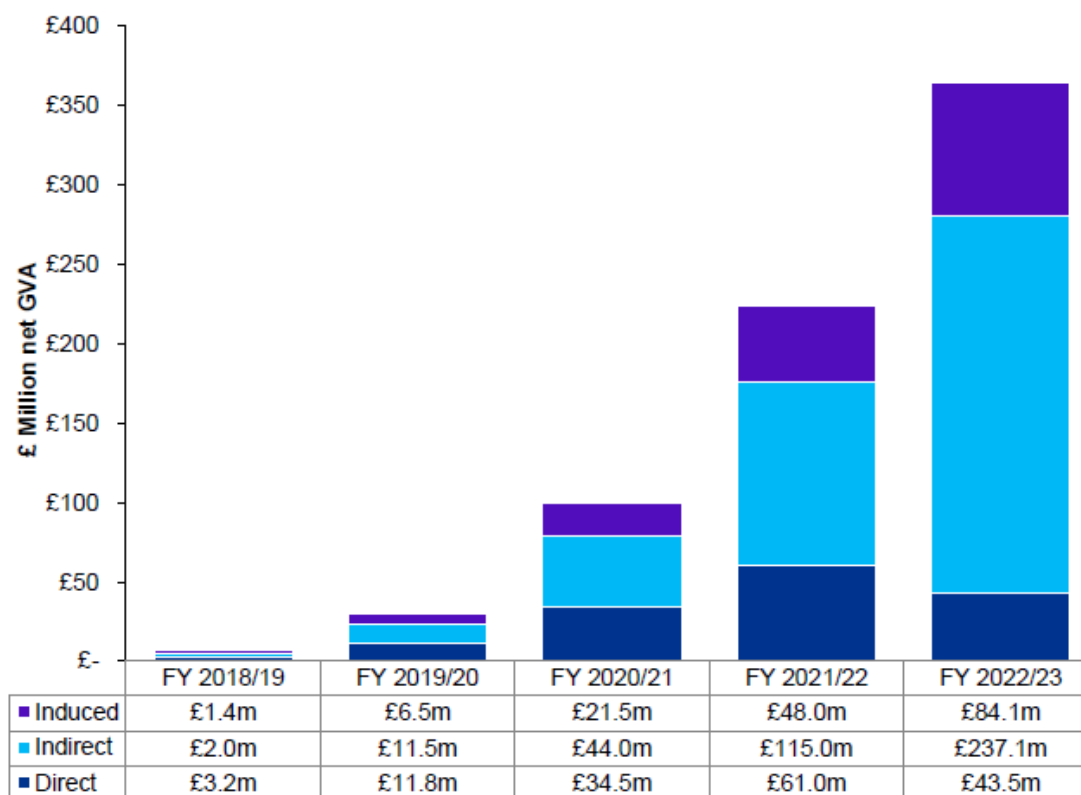
**In terms of the short-term economic boost to the region and UK economy, the direct spend on contractors, suppliers and staff generated direct GVA in the economy through the output associated with their activity to plan for and deliver the Games events.**

GVA is a measure of the economic value of the goods and services produced at an individual company, industry or sector level, net of intermediate consumption (i.e. the goods and services that are used in the production process). GVA estimates the difference between the value of goods and services produced and the cost of inputs, such as unprocessed materials, used to create those goods and services. A nation's GDP includes the sum of the GVA of all economic agents within the economy.<sup>110</sup>

**Over the period between FY 2018/19 and FY 2022/23, an estimated total gross GVA contribution of £754.9 million was generated in the UK economy as a result of the planning and delivery of the Games events. Of this, it is estimated that £341.2 million was generated in the West Midlands, and within this region, £214.6 million in Birmingham.**

In net terms, taking account of investment that SMBC would have otherwise made into a new leisure centre, in place of the Aquatics Centre, had the Games not taken place in the West Midlands, this equated to a **net GVA contribution of £725.2 million. Of this, it is estimated that £326.3 million was generated in the West Midlands, and within this region, £200.9 million in Birmingham.**

**Figure 9: Total UK net GVA generated through the planning and delivery of the Games events, FY 2018/19 to FY 2022/23**



<sup>110</sup> GVA is a key component of gross domestic product (GDP), which is a measure of the value of production and is a key indicator of the state of the economy. GVA is used in the estimation of GDP, by aggregating GVA across all industries and sectors in the economy and adjusting for taxes and subsidies at the whole economy level.



Source: KPMG analysis of OC data, BCC data, SMBC data, and TfWM data  
Note: Values may not sum to total due to rounding

**Of the total net GVA generated, it is estimated that £154.0 million of net direct GVA was generated in the UK economy through the planning and delivery of the Birmingham 2022 Games events over the period between FY 2018/19 and FY 2022/23.**

As a result of the supply chain spending to support this direct economic activity, indirect GVA was generated in the UK economy, such as by suppliers of construction materials for the venue development, arts and entertainment companies supplying goods and services for the Opening and Closing Ceremonies, as well as security, catering and accommodation providers, among others. **In total, an estimated £409.5 million of net indirect GVA was generated in the UK economy as a result of the planning and delivery of the Games events.**

Finally, the spending of wages by those employees involved in the planning and delivery of the Games events, including OC staff, those directly employed as part of wider Games delivery (e.g. venue development) and those employed in the supply chains, generated additional economic output in the UK economy – the induced GVA impacts. **In total, over the period between FY 2018/19 and FY 2022/23, an estimated £161.6 million of net induced GVA was generated in the UK economy through Games-related employees’ spending of their wages in the UK.**

Details of the GVA generated as a result of the Birmingham 2022 Games events and the spatial areas in which this economic activity occurred are included in Sections 3.3.2 to 3.3.5 below. These sections present, in turn, the analysis relating to each of the routes through which GVA associated with the planning and delivery of the Games events has been supported.

### 3.3.2 Direct GVA impacts generated through the planning and delivery of the Games events

The analysis of the direct GVA captures the first round effects associated with the activity to deliver the Birmingham 2022 Games events in the period from the award of the Games to Birmingham and in the run up to and during the Games-time period (FY 2018/19 to FY 2022/23). Specifically, it includes OC’s activities to plan and deliver the Games events, as well as the activities relating to the construction of the Sandwell Aquatics Centre, the redevelopment of Alexander Stadium, and the provision of Games-time transport services.

Based on financial data provided by the OC, BCC, SMBC and TfWM, it is estimated that the spend incurred in planning for and delivering the Birmingham 2022 Games events generated a total of £164.8 million of direct UK gross GVA in the period between FY 2018/19 and FY 2022/23.

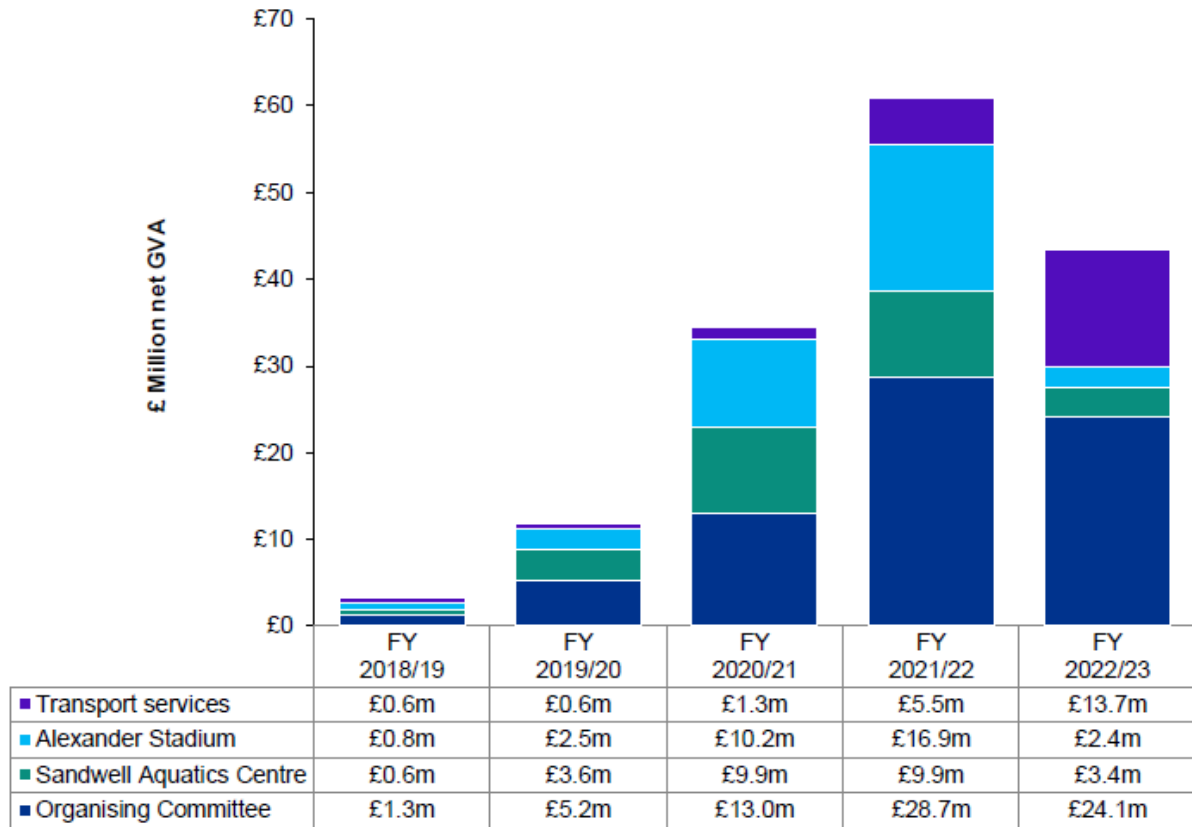
In net terms, taking account of investment that SMBC would have otherwise made into a new leisure centre, in place of the Aquatics Centre had the Games not taken place in the West Midlands, this equated to £154.0 million of UK net direct GVA in the period between FY 2018/19 and FY 2022/23. Of this total net direct GVA generated in the UK economy an estimated:

- £72.3 million was generated through the activity of the OC itself;<sup>111</sup>
- £27.3 million was generated through the construction of the Sandwell Aquatics Centre;
- £32.8 million was generated through the redevelopment of the Alexander Stadium; and
- £21.6 million was generated through the provision of Games-time transport services.

Figure 10 below shows the annual net direct GVA contribution associated with the Games events.

<sup>111</sup> The GVA generated by the OC is estimated based on its compensation of employee, on the basis that it is a not for profit organisation and any profit/underspend would either be invested in additional legacy activity or alternative public sector projects.

Figure 10: Direct UK net GVA generated through the planning and delivery of the Games events, FY 2018/19 to FY 2022/23



Source: KPMG analysis of OC data, BCC data, SMBC data, and TfWM data  
Note: Values may not sum to total due to rounding

As illustrated in Figure 10, the direct GVA is estimated to have peaked in FY 2021/22, when the activities relating to the construction of the Sandwell Aquatics Centre and the redevelopment of Alexander Stadium were at their height.

While the GVA generated by Games events planning and delivery was lower in FY 2022/23 when compared to FY 2021/22, this reflects the analysis for FY 2022/23 only covering the period between April 2022 to the end of September 2022 rather than a full financial year and also reflects that the construction and redevelopment of the venues was largely complete by this point and activity switching to Games event delivery.

### 3.3.3 Indirect GVA impacts generated through the planning and delivery of the Games events

The planning and delivery of the Games by the OC and associated spend with the Games venues and transport services also supported the generation of additional GVA in the economy through the UK supply chains supporting this activity.

Between FY 2018/19 and FY 2022/23, the OC's supply chain spend associated with the planning and delivery of the Birmingham 2022 Games events amounted to a total of £383.5 million. 99% of this spend (£379.4 million) was retained in the UK, across more than 1,300 Tier 1 (direct) UK suppliers to the Games.<sup>112</sup> By spending the vast majority of the supply chain spend in the UK, additional economic

<sup>112</sup> Tier 1 suppliers refer to firms that the OC, BCC, SMBC and TfWM contracted from directly, wider supply chain denotes firms higher up the supply chain.

activity was generated in the UK as a result of the trickle through effect through the lower tiers of the supply chain.

Of the total supply chain spend in the UK incurred by the OC, approximately 75% was spent in the West Midlands and, more specifically 25% was spent in Birmingham generating additional economic activity, and hence GVA, in these areas.

Alongside the GVA generated through the OC's spend with suppliers, the spending through the supply chains used to deliver the construction of the Games venues and provision of the Games-time transport services added to the indirect GVA contribution associated with the planning and delivery of the Birmingham 2022 Games events.

Using an I-O modelling approach<sup>113</sup> to estimate the indirect GVA impacts, the analysis shows that over the period between FY 2018/19 and FY 2022/23, an estimated 457.1 million of UK indirect gross GVA was generated through the full UK supply chains associated with the planning and delivery of the Games events.

In net terms, taking account of investment that SMBC would have otherwise made into a new leisure centre, in place of the Aquatics Centre, had the Games not taken place in the West Midlands, this equated to **£409.5 million of UK net indirect GVA in the period between FY 2018/19 and FY 2022/23**. Of this total indirect GVA generated in the UK economy an estimated:

- £329.5 million of net indirect GVA was generated by the OC procurement spend;
- £32.3 million of net indirect GVA was generated by the spend associated with the construction of the Sandwell Aquatics Centre;
- £37.4 million of net indirect GVA was generated by the spend associated with the redevelopment of Alexander Stadium; and
- £10.3 million of net indirect GVA was generated by the spend associated with the provision of Games-time transport services.

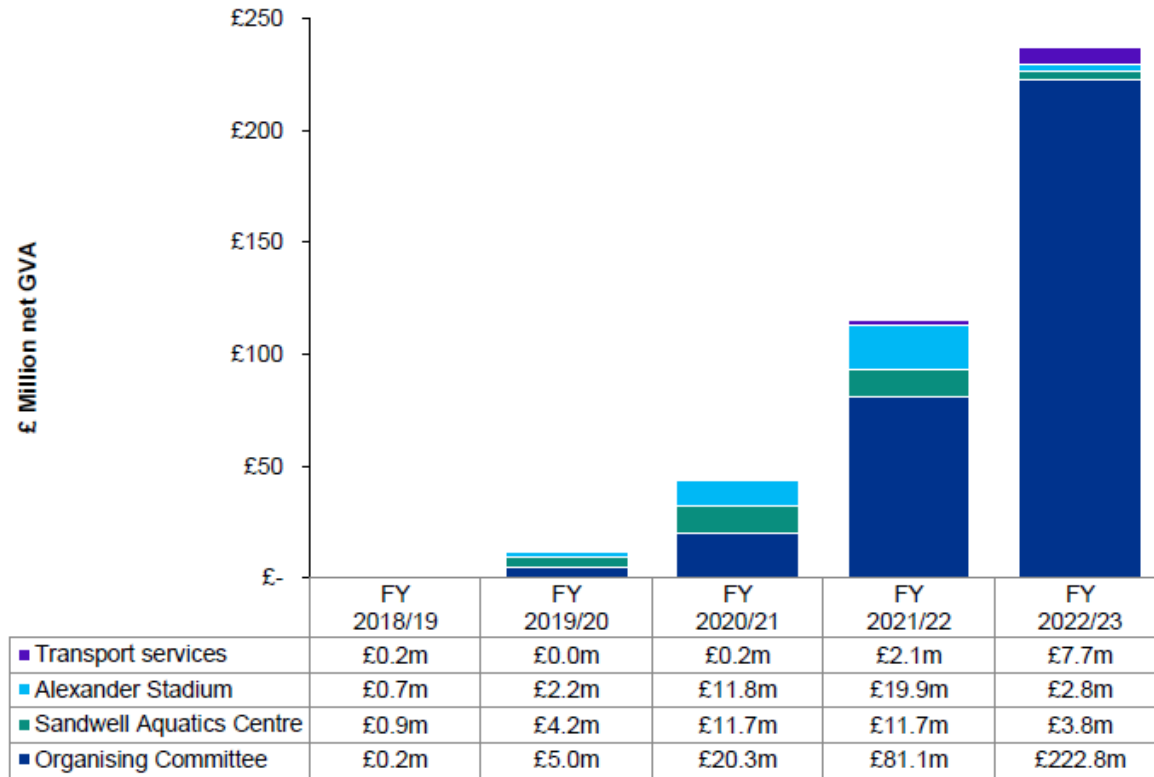
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<sup>113</sup> Input-output (I-O) tables show, in matrix form, the inter-linkages between sectors of the economy in terms of the value of goods and services (inputs) that are required to produce each unit of the output in given sectors of the economy. National level input-output tables were used to produce the impact analysis at the UK level.

ONS 2017 Input-Output Analytical Tables, Multipliers and effects. Available at:  
<https://www.ons.gov.uk/economy/nationalaccounts/supplyandusetable/datasets/ukinputoutputanalyticaltables/detailed>



Figure 11: UK net indirect GVA generated through the planning and delivery of the Games events, FY 2018/19 to FY 2022/23



Source: KPMG analysis of OC data, BCC data, SMBC data, and TfWM data  
Note: Values may not sum to total due to rounding

### 3.3.4 Induced GVA impacts generated through the planning and delivery of the Games events

Finally, the planning and delivery of the Birmingham 2022 Games events also generated induced GVA in the UK economy through the OC employment, and those employed to deliver the construction of the Sandwell Aquatics Centre, the redevelopment of Alexander Stadium, and the provision of Games-time transport services, as well as the employees supported in the supply chains, spending a proportion of their wages on UK goods and services.

**This spending of wages is estimated to have added a further £168.0 million of gross GVA, in induced terms, to the UK economy over the period between FY 2018/19 and FY 2022/23.**

In net terms, taking account of investment that SMBC would have otherwise made into a new leisure centre, in place of the Aquatics Centre, had the Games not taken place in the West Midlands, this equated to a **net £161.6 million of UK net induced GVA in the period between FY 2018/19 and FY 2022/23.**

Of this, it is estimated that:

- £117.4 million of net induced GVA was generated by the spending of wages of those employed by the OC and in its supply chain;
- £16.2 million of net induced GVA was generated by the spending of wages of employees associated with the construction of the Sandwell Aquatics Centre, and those employed in its supply chain;

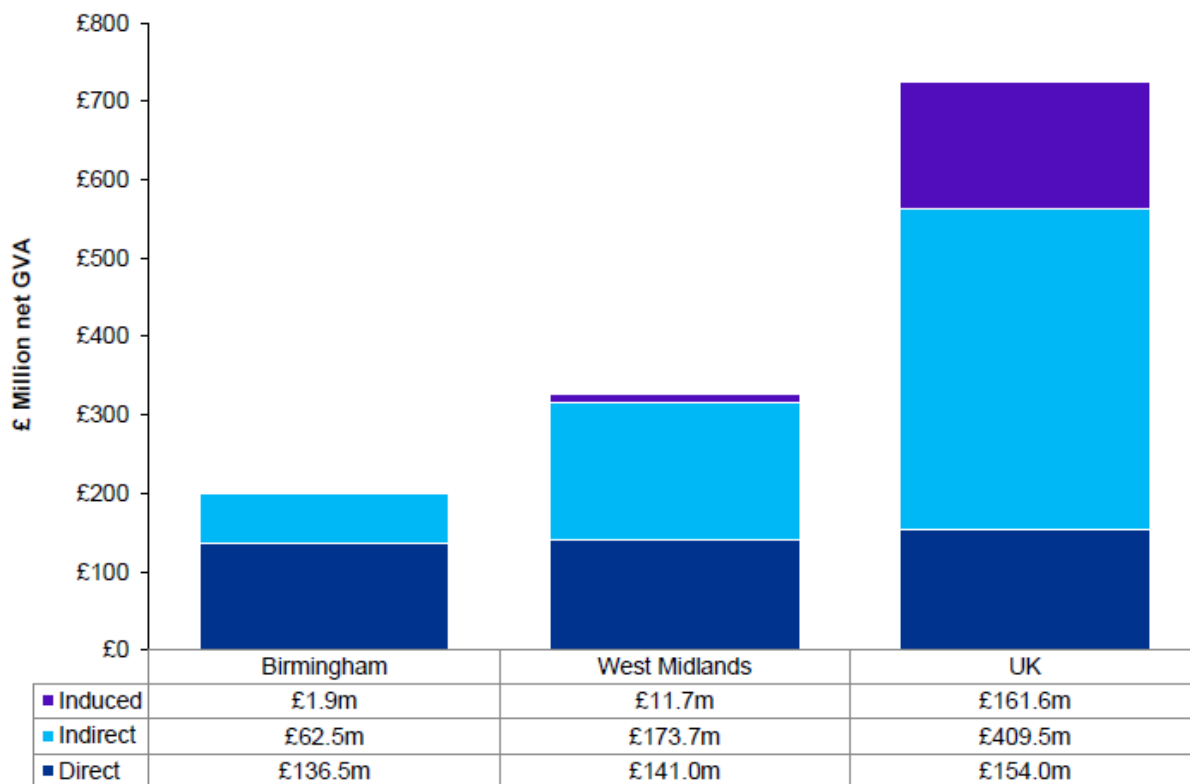
- £19.1 million of net induced GVA was generated by the spending of wages of employees associated with the redevelopment of Alexander Stadium, and those employed in its supply chain; and
- £8.8 million of net induced GVA was generated by the spending of wages of employees associated with the provision of Games-time transport services, and those employed in its supply chain.

### 3.3.5 Geographic distribution of the GVA impacts generated through the planning and delivery of the Games events

In line with the analysis of the employment impacts, the GVA impacts associated with the planning and delivery of the Birmingham 2022 Commonwealth Games events have been analysed at three spatial levels: nationally across the UK; regionally, at the West-Midlands level; and locally, at the Birmingham level.

Figure 12 presents a summary of the total net GVA contributions generated over the period between FY 2018/19 and FY 2022/23, broken down by type of GVA, at each of the three spatial levels. It should be noted that the impacts are not cumulative across the three spatial levels, i.e. the GVA contribution in the West Midlands captures the impacts in Birmingham, and the UK wide impacts include the impacts generated in the West Midlands.

**Figure 12: Total UK net GVA generated through the planning and delivery of the Games events, by geographic location, FY 2018/19 to FY 2022/23**



Source: KPMG analysis, OC data, BCC data, SMBC data, TfWM data

Note: West Midlands includes Birmingham and UK includes West Midlands and Birmingham

Note: Values may not sum to total due to rounding

In total it is estimated that £326.3 million of total net GVA was generated in the West Midlands, and more specifically, £200.9 million was generated in Birmingham.

Details of the composition of these GVA impacts, in terms of direct, indirect and induced GVA generated, at the different spatial levels is set out below.

### Direct GVA generated through the planning and delivery of the Games events

The spatial distribution of the direct GVA impacts is driven by the same factors as the employment impacts, including the location of the OC's planning and delivery activities, of the contractors engaged in the redevelopment of the Alexander Stadium and Sandwell Aquatics Centre, as well as the Games-time transport services provision.

Based on analysis of the different routes through which the net direct GVA contribution was generated, it is estimated that:

- £72.3 million was generated in the West Midlands by the OC's activities to plan and deliver the Games events, and all of this was generated in Birmingham;
- £26.5 million generated in the West Midlands by the activities associated with the construction of the Sandwell Aquatics Centre, and of this £26.1 million was generated in Birmingham;
- £32.2 million generated in the West Midlands by the activities associated with the redevelopment of Alexander Stadium, and of this £29.0 million was generated in Birmingham; and
- £9.9 million generated in the West Midlands by the activities associated with the provision of Games-time transport services, and of this £9.0 million was generated in Birmingham.

### Indirect GVA generated through the planning and delivery of the Games events

As detailed in Section 3.2.5, the supply chain to the OC, and the supply chains to the construction of the Sandwell Aquatics Centre, the redevelopment of Alexander Stadium, and the provision of Games-time transport services, extended across the UK. This means that the indirect GVA impacts associated with the Games events planning and delivery were also spread across the UK.

Based on analysis of the different routes through which the net indirect GVA contribution was generated, it is estimated that:

- £159.7 million was generated in the West Midlands by the OC's activities to plan and deliver the Games events, and of this £53.2 million was generated in Birmingham;
- £10.3 million generated by the activities associated with the construction of the Sandwell Aquatics Centre, and of this £8.7 million was generated in Birmingham;
- £3.0 million generated by the activities associated with the redevelopment of Alexander Stadium, and of this £0.5 million was generated in Birmingham; and
- £0.7 million generated by the activities associated with the provision of Games-time transport services, and of this £0.1 million was generated in Birmingham.

### Induced GVA generated through the planning and delivery of the Games events

As the direct jobs created through the planning and delivery of the Games events are concentrated in Birmingham and in the wider West Midlands areas, a large proportion of the economic impacts generated from employees' spending their wages is likely to have a localised impact, including spending on housing, retail and leisure.

Some employee spending will leak outside of the West Midlands to other parts of the UK, although this leakage will still generate economic benefits for the wider UK economy.



A small proportion<sup>114</sup> of the spending will be on goods and services purchased directly from outside the UK, for example whilst on holiday abroad or directly with international companies and, therefore, this does not generate economic benefits for the UK economy.

In addition, the indirect employment supported through the spend with the UK supply chain created further induced impacts as a result of employees in the supply chain spending their income related to the planning and delivery of the Birmingham 2022 Games events in the economy. Although some of this spending was within the Birmingham and West Midlands areas, supported by the high proportion of indirect jobs estimated to have been created within these localities (see section on indirect employment impacts in Section 3.2.3), given the geographical spread of suppliers across the UK, particularly through the wider supplier chains to Tier 1 suppliers, the GVA associated with indirect employees spending was generated across the UK, again with a small proportion of the impacts leaking outside of the UK economy.

Therefore, it is estimated that over the period between FY 2018/19 and FY 2022/23, of the total net induced GVA generated through the planning and delivery of the Birmingham 2022 Games events £11.7 million was generated in the West Midlands, of which £1.9 million in Birmingham.

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<sup>114</sup> Data from the ONS UK National Accounts, The Blue Book, suggests that in 2021 around 2% of household expenditure was spent abroad. See: [Supplementary tables - Office for National Statistics \(ons.gov.uk\)](https://www.ons.gov.uk), 'Household and non-profit institutions serving households'.

## 4 Economic impacts generated through attracting visitors to the West Midlands

### 4.1 Overview of the scope of economic impacts generated through attracting visitors to the West Midlands

Further to the economic impacts generated via the planning and delivery of the Birmingham 2022 Games events, there are important additional short-term economic impacts associated with the staging of the Birmingham 2022 Games events that add to its overall economic contribution in the UK, and in particular to the West Midlands economy. These are the economic impacts generated through the expenditure of visitors associated with their attendance at Games events.

These impacts, generated through visitor expenditure, contribute toward the total short-term economic impacts of the Birmingham 2022 Commonwealth Games events and add to the short-term economic impacts generated through the planning and delivery of the Games events detailed in Section 3. The total short-term economic impacts of the Games events, combining the impacts generated through both the planning and delivery of Games events and through visitor expenditure, are reported in Section 5.

The analysis of economic impacts generated through attracting visitors to the West Midlands specifically estimates the economic impact of spending by ticketed attendees to the Opening and Closing Ceremonies and Games events, and non-ticketed attendees to free-to-view Birmingham 2022 sporting events and Festival sites<sup>115</sup> during the Games period – referred to as Games-related visitors. Spending by other attendees such as teams, media personnel and sponsors are captured within the OC procurement spend and therefore is included within the economic impact reported in Section 3.

This spending, which drives economic value, includes the spending on travel and accommodation to attend Games events as well as wider spending for example on food, beverages and retail. Such spending may not necessarily take place, in particular in the local area around the Games venues, if the Games were not to have been staged there. After taking account of displacement effects (i.e. the extent to which this spending replaces any spending that otherwise might have happened at the relevant spatial levels), the economic impacts, in terms of GVA and employment, associated with attendees spending accounts for an important part of the overall economic contribution of the Birmingham 2022 Games events.

The short-term economic impacts, in term of GVA and employment, as a result of additional expenditure in the West Midlands and wider UK economy by Games-related visitors<sup>116</sup> are reported in Section 4.2 below.

This analysis is reported at the West Midlands and UK level only. Due to the dispersed locations of the Birmingham 2022 Games events across the West Midlands, the detail required to conduct a robust analysis of the location of spend whilst attending the Games within specific areas of the West Midlands (including in Birmingham) and of the alternative spend had the Games not gone ahead was not possible through the surveys undertaken. However, adjustments for economic leakage are made in the analysis for those attending events outside of the West Midlands and/or staying outside of the West Midlands whilst attending the Games.

<sup>115</sup> Live sites were free to enter areas where the public could engage in Games related activities and watch the Games live on big screens

<sup>116</sup> Games-related visitors are visitors to Birmingham and the West Midlands (both from within and outside the area) whose main purpose of being in the area was to attend or participate in a Games-related event or activity (e.g. attending a ticketed event, free-to-view event or live site).

## 4.2 Economic impacts associated with spending by Games-related visitors

### 4.2.1 Spending by Games-related visitors

The staging of the Birmingham 2022 Games events attracted visitors from across the West Midlands, the wider UK and beyond.

In total, 1.51 million tickets were sold for the Games events, comprised of:

- 1.36 million tickets sold online to the public for the Games events;
- 101,599 were made available via the ticket office; and
- 46,734 were distributed to key clients (e.g. sponsors and partners).<sup>117</sup>

Among tickets purchased via the public portal and box office<sup>118</sup>:

- around 44% went to West Midlands residents;
- around 54% went to other UK residents; and
- around 2% went to those living overseas<sup>119</sup> with tickets purchased from as far away as Australia, New Zealand, Canada, India and Malawi.

Table 4 below presents the number of tickets allocated, and subsequent attendance by sales channel.

**Table 4: Number of tickets sold and attendance by sales channel**

Sales Channel	Entered	Not Entered	Total	%
Key Client	27,645	19,089	46,734	59.2%
Public Portal	1,160,631	203,596	1,364,227	85.1%
Box Office	49,340	52,259	101,599	48.6%
	<b>1,237,616</b>	<b>274,944</b>	<b>1,512,560</b>	<b>81.8%</b>

Source: Ticketmaster

In total there were, therefore, approximately 1.24 million ticketed attendees<sup>120</sup> to the Games events staged across Birmingham, the West Midlands, and at Lee Valley VeloPark in London over the 12 days of events<sup>121</sup>, including approximately 50,000 attendees to the Opening and Closing Ceremonies and 1.18 million attending the sporting events.

Among those purchasing tickets from the public portal, 85% attended the Games. Attendance was lower among key clients. It should be noted in relation to the Box Office sales, the total figure includes bulk printed tickets and contingency tickets, not all of which would have been distributed.

As illustrated in Figure 13, approximately 25% of tickets were for Games events held at Alexander Stadium, which hosted both the Opening and Closing Ceremonies and the athletics events. Tickets for

<sup>117</sup> OC ticketing data and Ticketmaster

<sup>118</sup> This excludes anonymous sales at the ticket office, relating to approximately 22,000 tickets.

<sup>119</sup> This excludes overseas visitors who obtained a ticket through a UK agent that bought from the public portal, rather than buying direct themselves. Data on purchases on the public portal indicate that there were some bulk ticket purchases (categorised as purchases of over 80 tickets in one purchase, relating to 25,112 tickets in total) that could have then been distributed to members of the public, including to visitors from abroad. In this instance these tickets would be captured as UK ticket holders as all the bulk buyers were London-based.

<sup>120</sup> This figure may be an underestimate as it would not include ticket holders with Games accreditation who may have entered venues as workforce. These individuals would not be captured within the numbers on ticketholder entry.

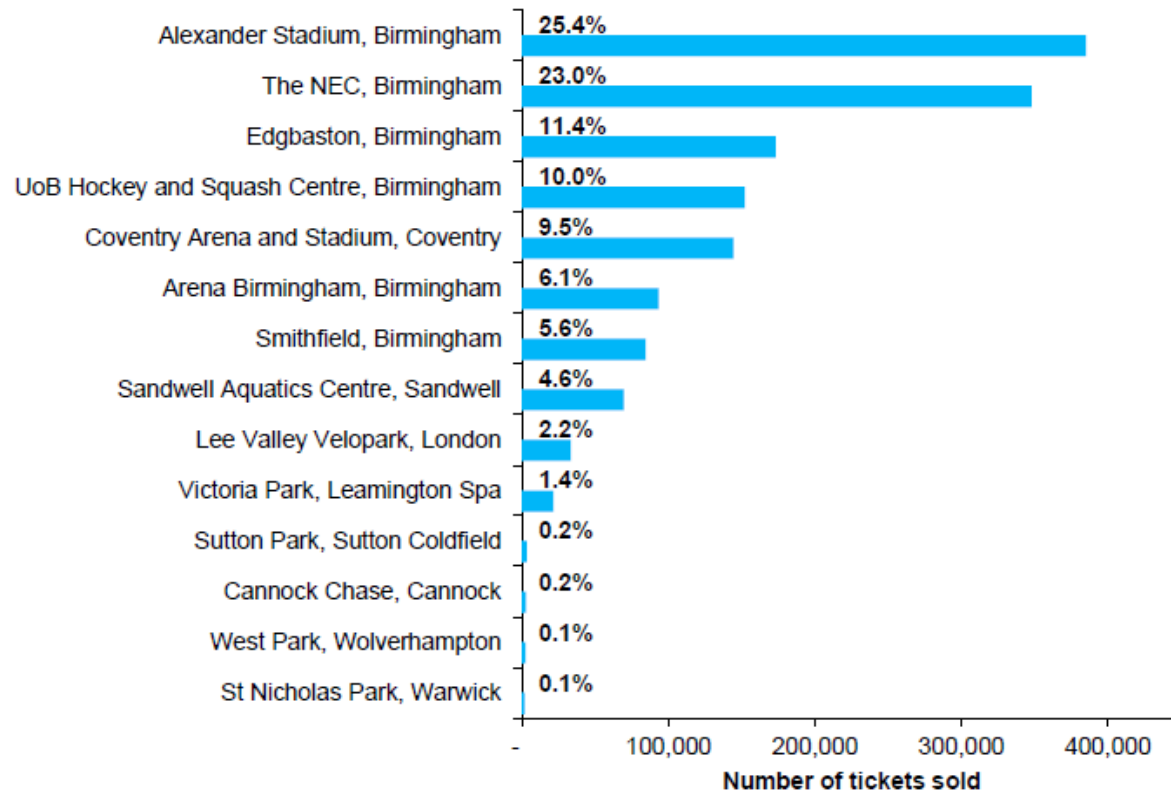
<sup>121</sup> Figure reflects ticketed entries and not necessarily unique visitors.



sporting events held at NEC Birmingham, which hosted Badminton, Boxing, Netball, Para powerlifting, Table Tennis, and Weightlifting, accounted for approximately 23% of the total tickets sold.

In total approximately 18% of tickets were sold for venues outside of Birmingham.

**Figure 13: Tickets sold by venue**



Source: OC data sourced from Ticketmaster

In addition to ticket holders, an estimated 1.6 million visitors<sup>122</sup> attended Birmingham 2022 Festival sites<sup>123,124</sup> and free to view sporting events across Birmingham and the West Midlands during the Games events.

Evidence shows that event visitors typically spend money on<sup>125</sup>:

- travelling to the event's location and surrounding areas from their home location;
- accommodation for those that stayed overnight;
- food and beverages in and around the event's venues as well as in the wider local area;
- leisure, entertainment and shopping (including purchasing official merchandise) whilst in the area.

<sup>122</sup> Estimated through survey and ticketing data – see Annex 1.3 for more details.

<sup>123</sup> Live sites were free to enter areas where the public could engage in Games related activities and watch the Games live on big screens

<sup>124</sup> Analysis as part of the Birmingham 2022 Festival estimates total footfall at Festival sites during the Games of 1.65 million. This does not include those attending free to view sporting events. Of those attending Festival sites, some will have attended solely to engage in cultural activities, separate from the Games.

<sup>125</sup> EventIMPACTS, Economic Toolkit, Section 2.7. See: [Economic | Event Impacts](#)

To obtain data of the spend incurred by the visitors to the city and region associated with the Birmingham 2022 Games events, two key surveys were undertaken, which provided data and information to enable the analysis of the additional expenditure, and associated economic impact, of Games-related visitors. These two sources of data comprise:

- a visitor survey commissioned by WMGC carried out on the ground in and around key Games venues and other visitor locations across the West Midlands with a sample of 1,026 visitors to the area; and
- a post-Games online survey of those who purchased tickets through Ticketmaster commissioned by the OC, with a sample of over 22,000 ticket holders.

Based on the surveys undertaken, and the data received from the OC, it is estimated that approximately 38% of Games-related visitors (including ticket-holders and attendees to other Games-related events<sup>126</sup>) came from outside the West Midlands<sup>127</sup> and that 28% of the Games-related visitors surveyed stayed at least one night away from their primary residence in order to attend the Birmingham 2022 Games events, with higher average spend associated with this group. Those who did stay away from their primary residence in order to attend the Games events, spent on average 3 nights away.

Whilst much of the spend is likely to be incurred in Birmingham, the distribution of Games venues across the West Midlands means this spend is also likely to have been spread across the region to some degree. According to the visitor survey commissioned by WMGC, of those respondents who stayed overnight whilst attending the Games events, 60% stayed in Birmingham, whilst 36% stayed elsewhere in the West Midlands, with most staying in Coventry, Leamington Spa or Warwick. Approximately 4% of overnight Games-related visitors stayed outside of the West Midlands.

Based on information gathered through visitor surveys conducted during and after the Birmingham 2022 Games events, and ticketing and attendance data provided by the OC, **it is estimated that, whilst attending the Games events, Games-related visitors (including ticket-holders and attendees to other Games-related events<sup>128</sup>) spent approximately £99.1 million in total<sup>129</sup>.** This excludes the price of tickets purchased for Games events, the impact of which is captured within the analysis of the direct economic impact of planning and delivering the Games events.

Of this, £99.1 million of spending, **approximately £96.2 million is estimated to have been spent in the West Midlands** by Games-related visitors.

Figure 14 provides a breakdown of the total Games-related visitor spend, across different areas of spend.

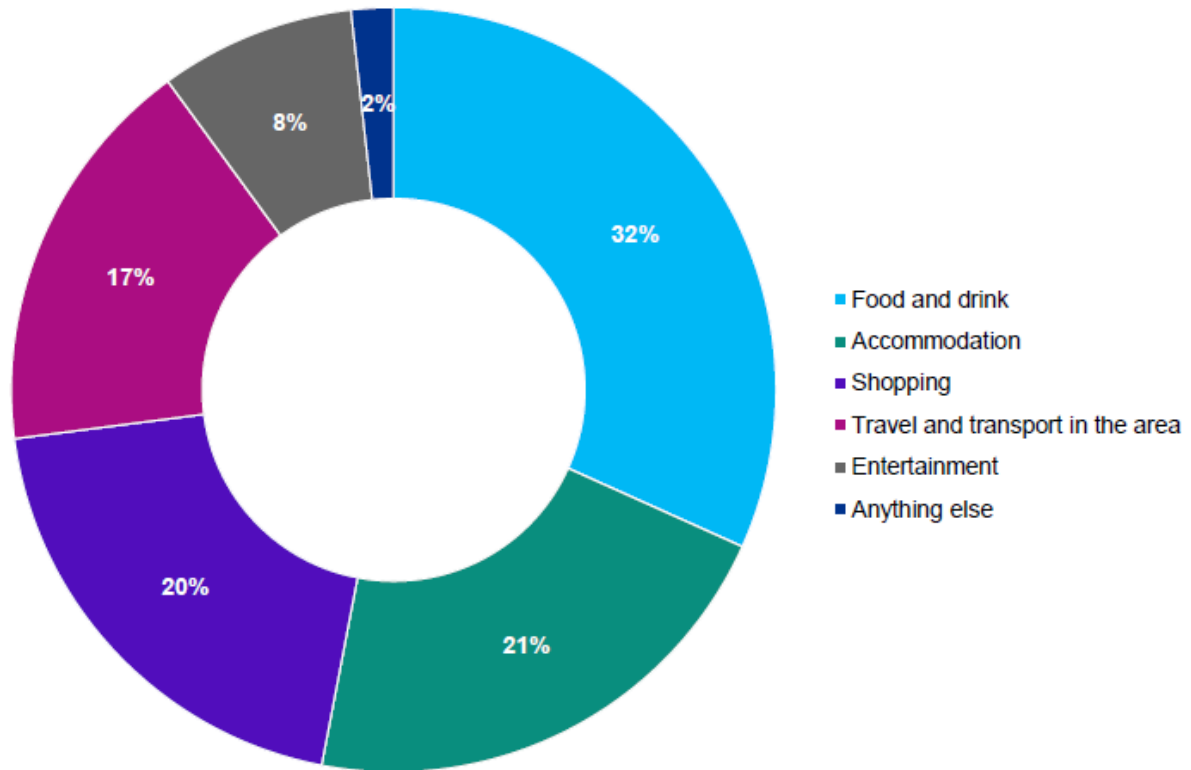
<sup>126</sup> This includes attendees to free to view events and live sites.

<sup>127</sup> This is an estimate based on the ticketing data and attendee data received from the OC, and data sourced from the visitors survey commissioned by WMGC which provides data on the origin of non-ticketed attendees.

<sup>128</sup> This includes attendees to free to view events and live sites.

<sup>129</sup> This is the estimated total amount spent by Games-related visitors, and does not take into account whether some of this spending may have occurred at the expense of spending on an alternative activity which would have been undertaken instead.

Figure 14: Total visitor spend by category of spend<sup>130</sup>



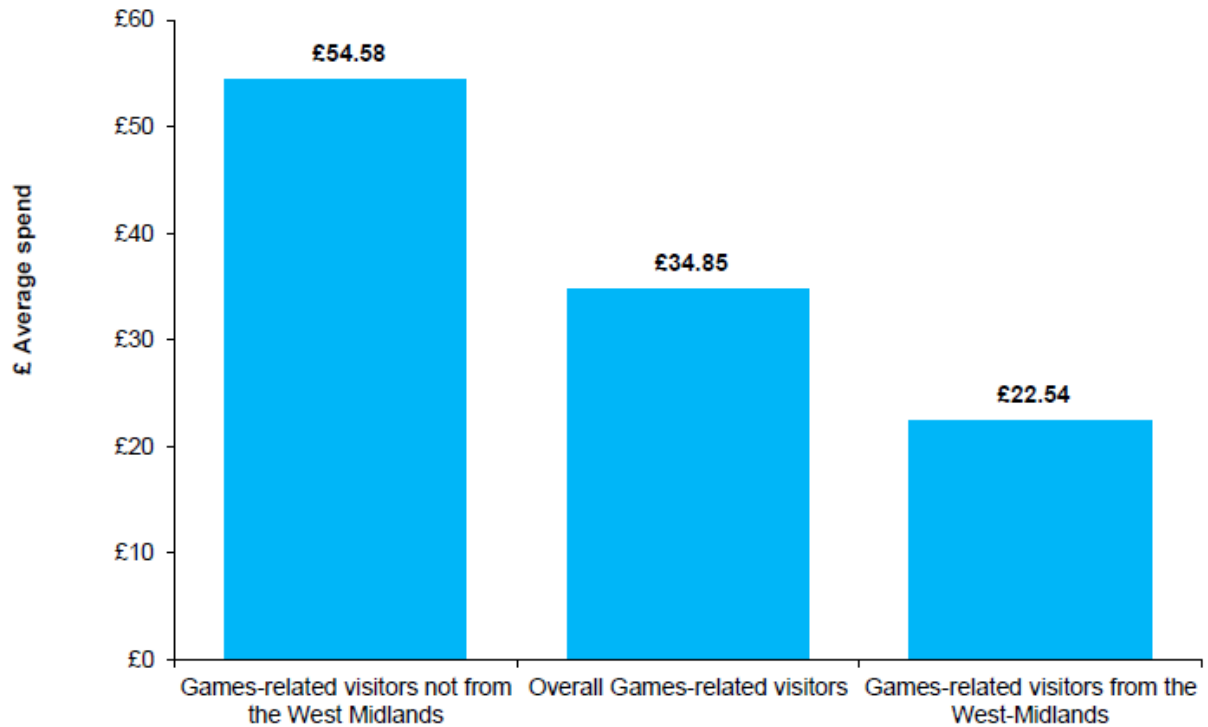
Source: KPMG analysis, OC data

The estimated total spend equates to approximately £34.85 per Games-related visitor. However, as illustrated in Figure 15, the survey results suggest that the average daily spend across visitors differed dependent on whether they were a West Midlands resident or not.

<sup>130</sup> According to data from CGFP, a total of £12.6 million was spent on Birmingham 2022 merchandise. This is assumed to be included in the £16.8 million of retail spend estimated in the analysis. However, the £12.6 million of spend on merchandise includes some online sales of official merchandise which may not be captured within the visitor spend analysis, and could add to the economic impact generated through this route.



Figure 15: Average spend of Games-related visitors



Source: KPMG analysis

The additional spending in the local area by Games-related visitors (including local residents attending the events) generates a short-term boost to the local economy in the form of GVA and employment, as set out in the Section 4.2.2 below.

In addition the Birmingham 2022 Games events generated further local, regional and/or national spending by teams, media and sponsors, supporting additional GVA and employment impacts. Data relating to spend incurred by teams, media and sponsors was included in the OC procurement data provided, therefore the impacts relating to this spend are included in the analysis of economic impacts associated with the planning and delivery of the Games events.

#### 4.2.2 Gross economic impacts associated with spending by Games-related visitors

Based on the expenditure information detailed in the previous section, **it is estimated that the Games-related visitors' spend generated £115.8 million of gross GVA.**

Of this, it is estimated:

- £52.7 million of direct GVA was generated by the spending of Games-related visitors;
- a further £34.9 million of indirect GVA was generated as a result of the wider UK supply chain supporting this spending; and
- £28.3 million of induced GVA was generated as a result of the wage spending of employees in roles supporting the direct and indirect economic activity associated with the visitor spending.

The spending by Games-related visitors also generated short term employment impacts due to the additional economic activity that it created.

Using data from the ONS on the average UK GVA per FTE for the relevant industries for each spending category of visitors, the employment impact from this spending was estimated.

**It is estimated that the gross employment impacts generated through the Games-related visitors' spending was 2,320 annual FTEs.**

**This is employment impact is comprised of:**

- **1,380 direct gross annual FTEs** supported from the spending of Games-related visitors;
- **580 indirect gross annual FTEs** supported as a result of the wider UK supply chain supporting this spending; and
- **370 induced gross annual FTEs** supported as a result of the wage spending of employees in roles supporting the direct and indirect economic activity associated with the visitor spending.

#### 4.2.3 Economic impacts associated with additional spending by Games-related visitors

The figures reported in Section 4.2.1 and 4.2.2 reflect the actual spending of Games-related visitors whilst attending the Games. However, some of this spending may have occurred at the expense of spending on an alternative activity which would have been undertaken instead. Since individual spending is constrained by personal budgets, there is a need to control for the displacement of impacts associated with such spending. HM Treasury describes displacement as ‘the extent to which an increase in economic activity [...] is offset by reductions in economic activity,’ giving the example of one business capturing market share from another.<sup>131</sup>

In order to understand the additional economic impact for the West Midlands and the UK<sup>132</sup>, the level of expenditure incurred by Games-related visitors that was over and above what would otherwise have been spent on any alternative activities has been assessed. This assessment is based on evidence obtained by asking OC survey respondents about what they would have spent in each category of spend, and where geographically this spend would have been, had they not attended Games-related events.

Based on data obtained through the survey of ticketed spectators, it is estimated that of the total £99.1 million of Games-related visitor spending (of which £96.2 million was in the West Midlands):

- Approximately £65.3 million would have been spent by Games-related visitors undertaking alternative activities within the UK, had they not attended Games-related events, representing 66% of total Games-related visitor spend. Of this:
  - £35.8 million (36% of total Games-related visitors spend) would have been spent by Games-related visitors undertaking alternative activities in the West Midlands, and
  - £29.5 million would have been spent by Games-related visitors undertaking alternative activities elsewhere in the UK (not including alternative spend in the West Midlands).

This implies that of the £96.2 million of total estimated spend in the West Midlands by Games-related visitors, £60.5 million was additional (non-displacing) at the West Midlands level.

<sup>131</sup> HMT. 2022. [‘The Green Book’](#).

<sup>132</sup> The level of information gathered through the survey does not allow to report results at the Birmingham level.

And of the £99.1 million of total estimated spend at the UK level by Games-related visitors, £33.8 million was additional at the UK level.

This additional spend generates GVA in the regional and national economy, which has been estimated based on data gathered on the value and nature of this spend. The spend was categorised by type to allow it to be assigned to industry sectors (by SIC code) and then converted to GVA based on ONS GVA to output ratios by SIC code.

**Based on this analysis, it is estimated that the additional spend by Games-related visitors generated total net<sup>133</sup> GVA of:**

- **£70.6 million, when considering additional spend at the West Midlands level** (i.e. where spend would otherwise have been incurred elsewhere in the UK but not within the West Midlands).
- **£39.5 million, when considering additional spend at the UK level** (i.e. where spend would not otherwise have been incurred either at the West Midlands or UK level).

The additional spend by Games-related visitors supported additional temporary employment effects.

**It is estimated that the net employment supported by the Games-related visitors’ spend in 2022, taking into account displaced spend, was,:**

- **1,380 total net FTEs<sup>134</sup>, when considering additional spend at the West Midlands level; and**
- **760 total net FTEs<sup>135</sup> when considering additional spend at the UK level.**

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<sup>133</sup> Within the visitor spend analysis, net impacts take account of spending by visitors within the area of interest that would have been incurred had the Games events not taken place in the West Midlands..

<sup>134</sup> These include: 810 estimated direct FTEs; 350 estimated indirect FTEs; and 220 estimated induced FTEs. Values may not sum to the total due to rounding.

<sup>135</sup> These include: 440 estimated direct FTEs; 190 estimated indirect FTEs; and 120 estimated induced FTEs.



## 5 Overall short-term economic impacts generated by the Birmingham 2022 Commonwealth Games events

*Please note that all findings reported capture the impacts associated with the Birmingham 2022 Games events only, excluding the Legacy Programme activity. Therefore, they do not reflect the full impact of Birmingham 2022. The one year post-Games evaluation will report on the total breadth of activity associated with Birmingham 2022 and the full scale of resultant impacts.*

### 5.1 Total short-term GVA impacts

The total short-term economic impacts generated by the Birmingham 2022 Commonwealth Games events are comprised of the impacts generated through the planning and delivery of the Games events and the impacts generated through attracting visitors to the West Midlands and the spending associated with this.

Bringing together the analysis of both these areas, as reported in Section 3 and 4, it is estimated that **in total**, across both the planning and delivery of the Games events, and the spend and activity associated with this, and the spending of Games-related visitors, **£870.7 million of gross GVA was contributed to the UK economy over the period between FY 2018/19 and FY 2022/23.**

Of this total gross GVA contribution:

- at least £214.6 million of gross GVA is estimated to have been generated in Birmingham; and
- £453.7 million of gross GVA<sup>136</sup> is estimated to have been generated in the West Midlands (including Birmingham).

The total gross GVA impact is comprised of:

- £754.9 million of gross GVA generated through the **planning and delivery of the Games events** over the period between FY 2018/19 and FY 2022/23<sup>137</sup>; and
- £115.8 million of gross GVA generated through the spending in the economy of **visitors and attendees** to the Games events in FY 2022/23.

In net terms, taking account of expenditure which would have been incurred anyway, had the Games events not taken place in the West Midlands, this equates to a **net GVA impact of £764.7 million.**

Of this total net GVA contribution:

- at least £200.9 million of net GVA is estimated to have been generated in Birmingham; and

<sup>136</sup> It should be noted that the estimated GVA contribution in the West Midlands captures the impacts in Birmingham.

<sup>137</sup> As detailed in Section 3.1, for the purpose of the interim evaluation, FY 2022/23 covers the period between 1<sup>st</sup> April 2022 and 30<sup>th</sup> September 2022. Some expenditure is expected post-September 2022 which would add to the total economic impact of Games delivery.

- **£396.9 million of net GVA<sup>138</sup> is estimated to have been generated in the West Midlands (including Birmingham).**

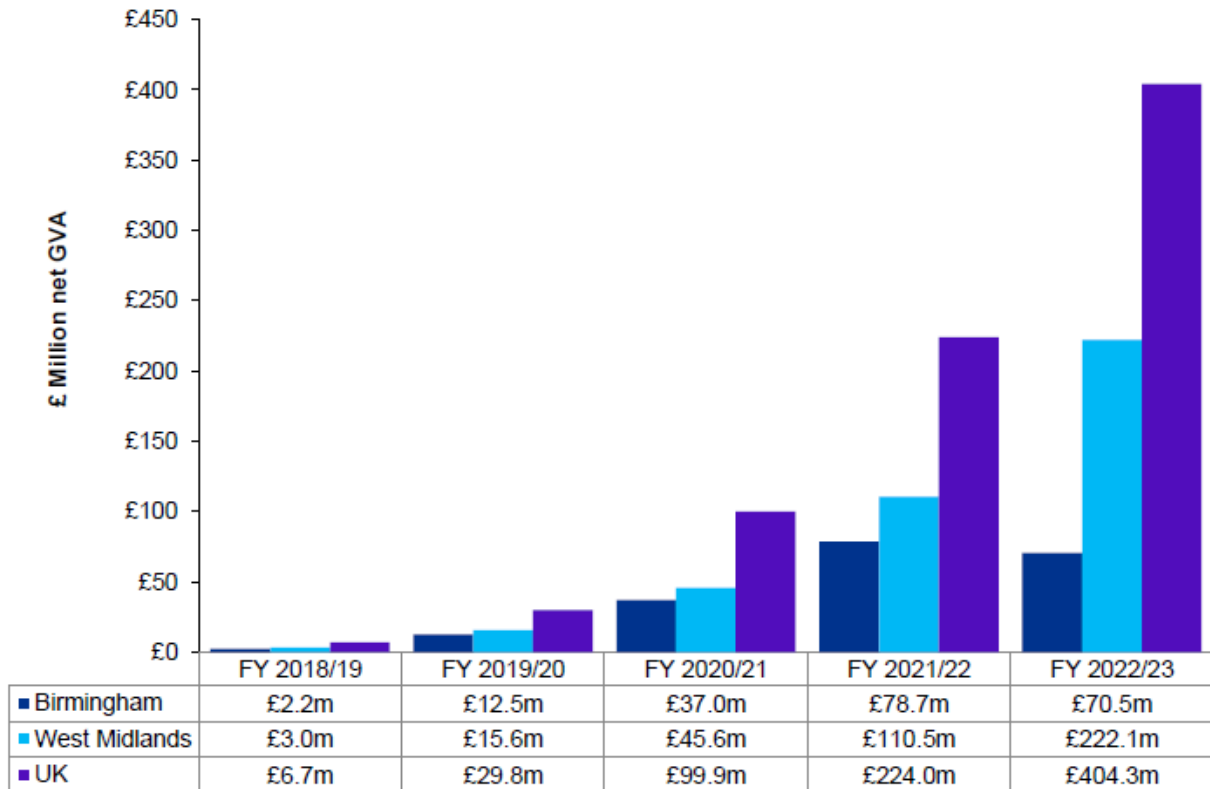
The total net GVA impact is comprised of:

- **£725.2 million** of net GVA generated through the **planning and delivery of the Games events** over the period between FY 2018/19 and FY 2022/23<sup>139</sup>; and
- **£39.5 million** of net GVA generated through the spending in the economy of **visitors and attendees** to the Games events in FY 2022/23.

The total economic contribution has been generated over the 4.5 years of planning for the Games events, with the scale of contribution building over the years, linked to the activities taking place and culminating in the delivery of the Games events themselves in Summer 2022.

The estimated profile of GVA contribution of the Games events over the 4.5 years is shown below.

**Figure 16: Total annual UK net GVA by geographic location, FY 2018/19 to FY 2022/23**



Source: KPMG analysis, OC data, BCC data, SMBC data, TfWM data, WMGC data

Note: West Midlands includes Birmingham and UK includes West Midlands and Birmingham

Note: Values may not sum to total due to rounding

Of the total £764.7 million net GVA<sup>140</sup>:

<sup>138</sup> It should be noted that the estimated GVA contribution in the West Midlands captures the impacts in Birmingham.

<sup>139</sup> As detailed in Section 3.1, for the purpose of the interim evaluation, FY 2022/23 covers the period between 1<sup>st</sup> April 2022 and 30<sup>th</sup> September 2022. Some expenditure is expected post-September 2022 which would add to the total economic impact of Games delivery.

<sup>140</sup> It should be noted that values may not sum to total due to rounding.

- £171.8 million is estimated to be **direct** GVA;
- £421.7 million is estimated to be **indirect** GVA; and
- £171.7 million is estimated to be **induced** GVA.

## 5.2 Total short-term employment impacts

In addition to the GVA contribution, the Games also supported considerable employment.

In total, the **employment impact** of the planning and delivery of the Games events and the spending of Games-related visitors, **is estimated to have grown from 100 gross FTE jobs in FY 2018/19 to 9,050 gross FTE jobs at the peak of Games events planning and delivery activity in FY 2022/23.**

Over the 4.5 years of Games delivery, this equates to approximately 15,410 gross FTE years of employment in the UK economy.<sup>141</sup>

In net terms this equates to 7,440 net FTE jobs at the peak of Games-related activity in FY 2022/23 and a total of approximately 13,490 net FTE years of employment in the UK economy.

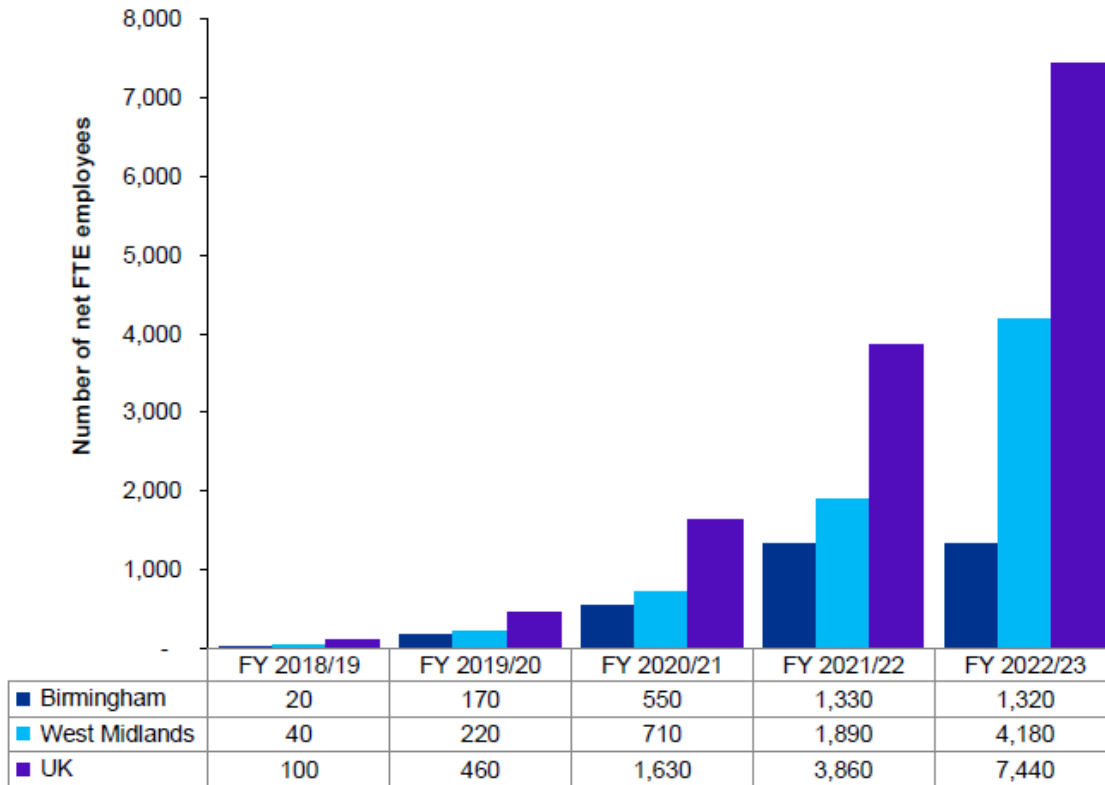
Of this, it is estimated that in total, over the period between FY 2018/19 and FY 2022/23 at least 25% of total employment was supported in Birmingham, and more generally 52% of total employment was supported in the West Midlands.

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<sup>141</sup> This refers to the number of full-time-equivalent jobs lasting an equivalent of one year created over the period assessed. One FTE year of employment is one full time job lasting for one year. Therefore a single employee working full time for two years would be captured as two FTE years of employment.



Figure 17: Total UK net employment (in FTE terms) by geographic location, FY 2018/19 to FY 2022/23



Source: KPMG analysis, OC data, BCC data, SMBC data, TWIM data

Note: West Midlands includes Birmingham and UK includes West Midlands and Birmingham

Note: Values may not sum to total due to rounding

Of the total net employment contribution<sup>142</sup>, it is estimated that:

- Direct employment grew from approximately 40 net FTEs in FY 2018/19 to approximately 1,330 net FTEs in FY 2022/23;
- Indirect employment grew from approximately 40 net FTEs in FY 2018/19 to approximately 4,880 net FTEs in FY 2022/23; and
- Induced employment grew from approximately 20 net FTEs in FY 2018/19 to approximately 1,230 net FTEs in FY 2022/23.

Whilst employment is reported in FTE terms, given the nature of the activity being delivered, many of the jobs associated with the Games events were short term and/ or part time, and therefore the total number of individuals employed (in headcount terms) as part of the delivery of the Games would likely be far higher than the annual FTE numbers presented. It is not, however, possible to report the total number of individuals employed in headcount terms as the data needed to report on or estimate this is not available.

<sup>142</sup> It should be noted that the sum of the three impacts might not sum to the total due to rounding.

## 6 Longer-term economic impacts of the Birmingham 2022 Games events

### 6.1 Overview of the longer-term economic impacts supported as part of the planning and delivery of the Birmingham 2022 Games events

In addition to the short-term economic impacts of the Games events, analysis conducted as part of this evaluation indicates that longer-term economic impacts are being supported as a result of the delivery of the Games events.

The impacts reported in this section reflect longer-term economic impacts which are considered to directly link to the delivery of the Games events, though at the same time recognising that in some cases impacts will also be enhanced or broadened by Legacy Programmes (the analysis of which sits outside the scope of this interim evaluation, but will be included in the one year post-Games evaluation).

The impacts reported on in this section include those generated through: investment in skills by the OC and Games partners; investment stimulated within businesses as part of delivery of contracts awarded to support the delivery of the Games events, and through other benefits to Birmingham 2022 contract holders as a result of being part of the delivery of the Birmingham 2022 Games events; and the impacts on the profile, reputation and appeal of Birmingham resulting from capital investments and media coverage related to the Games events.

**Specifically, these potential longer-term economic impacts include:**

- **Skills uplifts** delivered as part of initiatives implemented as part of the delivery of Birmingham 2022, including as part of the Jobs and Skills Academy and as a result of the provision of apprenticeships and work experience by the OC, its suppliers and through the construction of Sandwell Aquatics Centre and development of Alexander Stadium. These initiatives have focused on upskilling those employed or engaged to support the planning and delivery of the Games events which has the potential to lead to increased employment and productivity over the longer-term.<sup>143</sup>
- **Business growth and investment** among businesses in receipt of Birmingham 2022 contracts, including potential future increased revenues and profits beyond the value of the contracts secured.
- **Economic growth** as a result of the **improved profile, reputation and appeal of Birmingham** and the West Midlands as a place to live and visit, including through:
  - **Enhanced profile of Birmingham and the West Midlands** as a result of positive media coverage of the Games events, which Games partners and local stakeholders hope will attract increased visitors in the future.
  - **Increased capacity and capability to host major sporting events** as a result of capital investment in the construction of Sandwell Aquatics Centre and redevelopment of Alexander Stadium in the Perry Barr neighbourhood of Birmingham, which would in turn be expected to attract tourists to the region/area to attend events.<sup>144</sup> This is expected to be supported through the positive impact of the successful delivery of the Games events on the reputation of Birmingham in delivering such events.

<sup>143</sup> Department for Education (2014) The economic value of key intermediate qualifications: estimating the returns and lifetime productivity gains to GCSEs, A levels and apprenticeships. [Department for Education \(publishing.service.gov.uk\)](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/292142/20140914_economic_value_of_qualifications.pdf)

<sup>144</sup> Sheard, R, John, G and Vickery, B. 2007. ‘*Stadia and tourism*’.

- **Regeneration of the Perry Barr neighbourhood** through the redevelopment of Alexander Stadium which has also catalysed the wider regeneration of Perry Barr, including housing, public realm and transport improvements, and is expected to bring about wider regeneration benefits for the area.

The full scale of these longer-term economic impacts is not clear at this point given that the Birmingham 2022 Games events have only recently been staged. However, to the extent the evidence indicates that these longer-term economic impacts are starting to be generated, and activities that have been delivered have the potential to generate these impacts in future, they are analysed in this report. The longer-term economic impacts of the Birmingham 2022 Games will be analysed in further detail in the one year post-Games evaluation, although even at that stage the full legacy impacts of Birmingham 2022 are unlikely to have been generated.

Details of the activity driving the expected longer-term economic impacts of the Games events are detailed in the sub-sections below.

- Section 6.2 reports on the potential longer-term economic impacts of the Games events on skills, productivity and employment.
- Section 6.3 reports on the potential longer-term economic impacts of the Games events on business investment and growth.
- Section 6.4 reports on the potential longer-term impacts in terms of economic growth that may be generated as a result of the Games raising the profile, reputation and appeal of Birmingham and the West Midlands as a place to live and visit.

## 6.2 Skills uplifts

Investment in skills improvements, including through training and apprenticeships, can lead to longer-term benefits in the form of increased employment and lifetime productivity uplifts among recipients<sup>145</sup> which in turn can bring about long-term economic growth<sup>146</sup>.

As well as generating short-term employment in Birmingham, the West Midlands and UK economy, the planning and delivery of the Birmingham 2022 Games aimed to generate longer-term benefits through providing skills and experience to increase job prospects for individuals as well as provide the supply of relevant skills required for future event delivery in the region.

One example of this is the Jobs and Skills Academy, where the objective is for the skills and experience gained by those supported into employment through the Academy to provide a stepping stone for them into further employment post-Games. While the Jobs and Skills Academy was delivered as part of the wider Legacy Programmes, which are not within the scope of this interim evaluation, the elements which specifically supported the delivery of the Games events by moving individuals into Games-related roles, are reported on in this evaluation.

The Jobs and Skills Academy provided training to 9,231 West Midlands residents, with 7,640 gaining specific qualifications. The programme aims, through the provision of training and subsequent work experience within Games-related roles, to improve the longer-term employment and earnings prospects for these individuals, as well as provide a skilled workforce with the capability to support future major events held in the region.

Of those trained, 472 (of which 84% were previously unemployed) were supported into employment specifically related to the delivery Games events (the employment of which is captured in the analysis

<sup>145</sup> Department for Education (2014) The economic value of key intermediate qualifications: estimating the returns and lifetime productivity gains to GCSEs, A levels and apprenticeships. [Department for Education \(publishing.service.gov.uk\)](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/270441/education-economic-value-qualifications.pdf)

<sup>146</sup> Department for Business (2011), Sources of economic growth. [Sources of economic growth \(publishing.service.gov.uk\)](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/270441/sources-economic-growth.pdf)



within Section 3.2). The longer-term impact of this initiative on those supported into Games-related roles as well as those supported into long-term employment through other routes as part of the programme will be assessed in the one-year on evaluation.

In addition to the skills provision to individuals through the Jobs and Skills Academy, the further skills initiatives were delivered through the OC and its suppliers, and through the construction and development of Sandwell Aquatics Centre and Alexander Stadium, supported by SMBC and BCC, including through apprenticeships, volunteering opportunities and work experience to support their activity in planning for and delivering the Birmingham 2022 Games events.

The OC provided 28 apprenticeship places, delivering a total of 1,736 weeks<sup>147</sup> of apprenticeship training and experience across its 28 apprentices. Alongside the skills and experience gained in their roles, all apprentices are working towards a Level 3 apprenticeship in Business Administration. The intention is for the experience and training provided to allow each apprentice to develop a wide range of skills providing them with solid foundations for future employment opportunities, whether supporting future major events held in the region or in other roles.<sup>148</sup>

A number of OC suppliers also offered apprenticeships as part of their social value commitments made when securing contracts with the OC. Although the number of apprenticeships is not recorded in the OC's Social Value Portal, data on the number of weeks of apprenticeships is captured. In total, among those suppliers reporting social value commitments as part of their OC contract, a total of 7,994 weeks of apprenticeships was committed to, of which 3,034 weeks had been delivered as of end September 2022.<sup>149</sup> Suppliers to the OC also committed to providing 1,172 work experience placements, with 2,024 reported as delivered at end September 2022.<sup>150</sup>

In addition to activity through the OC, a further 24 apprenticeships were supported through the construction of the Alexander Stadium, equating 418 weeks of apprenticeship training, and 16,232 hours of work placements were provided.<sup>151</sup>

Given the timing of this evaluation, outcomes and impacts from these apprenticeships (including completed qualifications, and increased earnings) would not be expected to have yet been realised. There will, however, be a limit to the extent to which they can be assessed even as part of the one year post-Games evaluation given that the Social Value Portal does not capture outcomes from the commitments made (only whether the commitments themselves have been delivered).

Whilst less focused on the achievement of specific qualifications, the OC's volunteering programme also aimed to increase the experience and confidence of volunteers in seeking further education, employment or volunteering experience in the future.

In order to provide opportunities for all, the OC sought to create an inclusive volunteering programme, with outreach initiatives implemented to encourage applications from individuals from a variety of backgrounds who may not otherwise apply to be volunteers.<sup>152</sup>

A total of 41,380 individuals applied to be volunteers at the Birmingham 2022 Games events. Following the selection process, a total of 14,075 volunteers were trained and 11,751 volunteers were ultimately recruited as part of the OC volunteering programme.

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<sup>147</sup> As of end September 2022. This figure is not yet verified by Social Value Portal.

<sup>148</sup> [Our Legacy \(birmingham2022.com\)](https://www.birmingham2022.com/our-legacy)

<sup>149</sup> Social Value Portal and OC HR data

<sup>150</sup> Social Value Portal data

<sup>151</sup> Data from BCC.

<sup>152</sup> [Our Legacy \(birmingham2022.com\)](https://www.birmingham2022.com/our-legacy)



Table 5 below shows the profile of those recruited relative to targets set by the programme in terms of the priority groups set out in Section 1.1. In all cases the original target share of volunteers recruited was met, with the stretch target also being surpassed in some cases.<sup>153</sup>

**Table 5: Profile of volunteers recruits**

Profile of volunteers	Original target	Stretch target	Actual
% West Midlands residents	51%	51%	63%
% Black, Asian or minority ethnic	15%	20%	21%
% who identified as having a Disability	3%	6%	5%
% who identified as Female	50%	50%	61%
% Under 30s	20%	30%	23%

Source: OC Volunteering data

Overall, the OC estimates that a total of 1,251,860 hours of volunteering experience was provided through its volunteering programme, equating to an average of over 100 hours per volunteer.

A survey of OC volunteers<sup>154</sup> was conducted pre- and post-Games to gather baseline and post-volunteering data, including on volunteers’ confidence and ability in seeking new employment, education/training or volunteering opportunities, and their life satisfaction. It also captured information on individuals’ motivations for volunteering, their volunteering experience and likelihood of volunteering in the future. It should be noted, however, that the data obtained does not fully allow a causal link to be established between the change in volunteers’ reported outcomes and their involvement with the volunteering programme, although in a number of cases respondents were specifically asked to consider the effects of their volunteering experience. The results of the analysis included below therefore should be interpreted with this in mind.

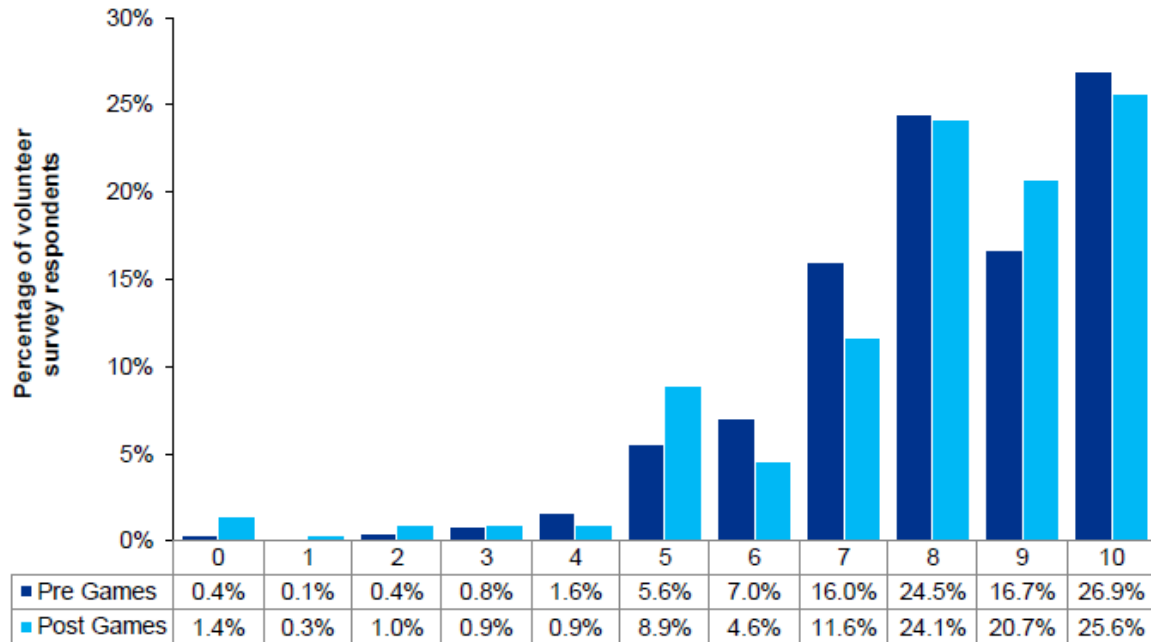
Evidence from the volunteering survey questions relating to increased ability to seek new employment, education/training or volunteering opportunities shows that whilst the volunteering programme did not appear to have provided respondents with more *relevant experience* to seek out new employment or training/education opportunities, it had increased respondents’ *confidence in their ability* to seek such opportunities and had provided *new skills* that could be applied in new volunteering, employment or training/education opportunities.

Among respondents to the surveys, when asked the extent to which they feel they have the *relevant experience* to seek new employment or training/education opportunities, the percentage of volunteer respondents that scored themselves at least 8 out of 10 increased only slightly from an average of 68% prior to being involved in the volunteering programme to 70% post-Games.

<sup>153</sup> OC Volunteering workstream M&E data return

<sup>154</sup> Two waves of a survey of Games volunteers were undertaken. The first wave was undertaken between May and July 2022 and received 4,047 responses, representing approximately 34% of volunteers recruited. Where appropriate, this pre-Games survey asked questions relating to respondents’ experiences prior to being involved in the volunteering programme as well as their experiences at the time of answering the survey (once onboarded to the programme but pre-Games). The second wave was undertaken in September 2022, and received 1,669 responses, representing approximately 14% of volunteers recruited.

Figure 18: The extent to which Volunteer Survey respondents felt they had relevant experience to seek new employment or training/education opportunities, where 0 is ‘not at all’ and 10 is ‘completely’ (pre-Games, n=3,416, post-Games n=1,669).

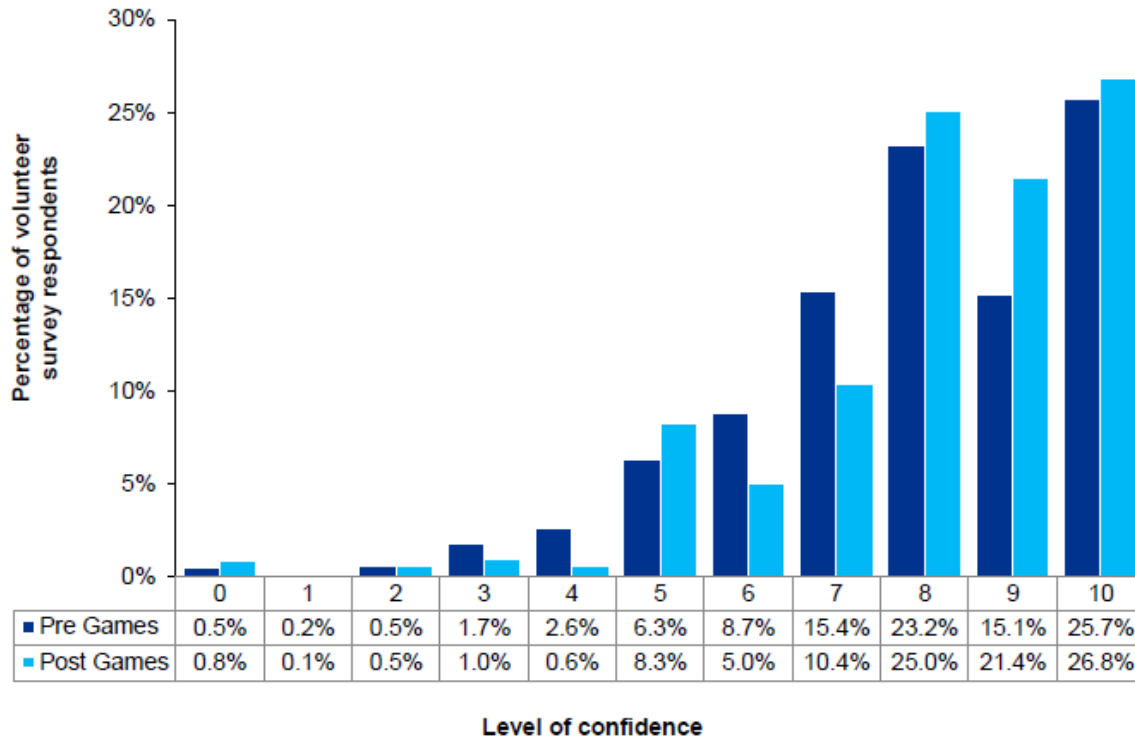


The extent to which respondents  
felt they had relevant experience

Source: B2022 Volunteer Survey and KPMG Volunteer Survey

However, when asked how *confident they felt in their ability* to seek new employment or training/education opportunities, the proportion of respondents rating themselves at least 8 out of 10 increased from 64% prior to being involved in the volunteering programme to 73% after their volunteering experience.

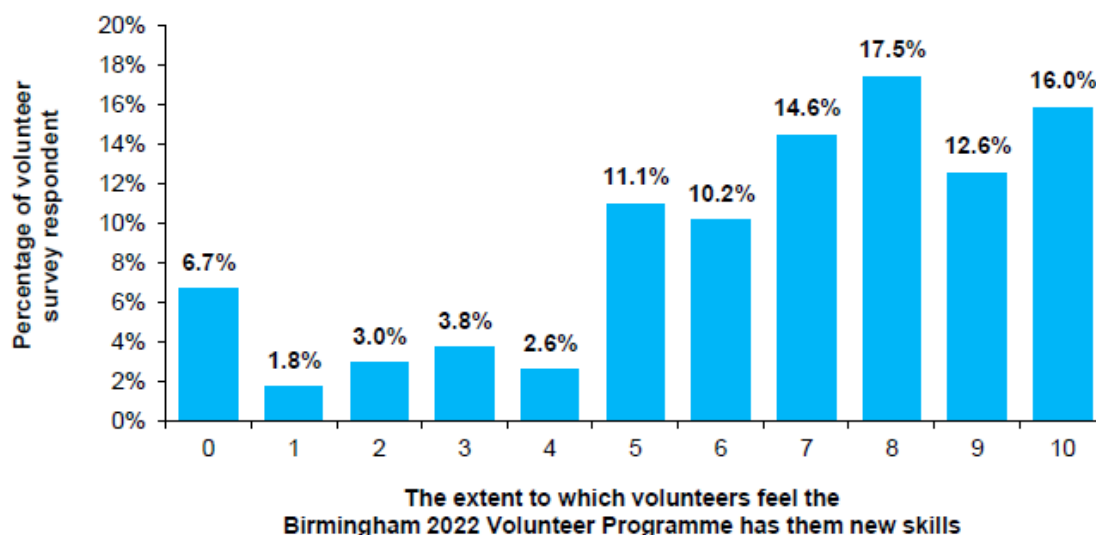
Figure 19: How confident did Volunteer Survey respondents feel in their ability to seek new employment or training/education opportunities, where 0 is ‘not at all’ and 10 is ‘completely’ (pre-Games, n=2,630; post-Games, n=1,669).



Source: B2022 Volunteer Survey and KPMG Volunteer Survey

In addition, almost half of volunteers (46%) rated the extent to which the Birmingham 2022 Volunteer Programme had given them new skills that they could apply in new volunteering, employment or training/education opportunities as at least 8 out of 10 where 0 was not at all and 10 was completely.

Figure 20: The extent to which Volunteer Survey respondents felt the B2022 Volunteer Programme had given them new skills to apply in new volunteering, employment or training/education opportunities, where 0 is ‘not at all’ and 10 is ‘completely’ (pre-Games, n=2,630; post-Games, n=1,669).



Source: B2022 Volunteer Survey and KPMG Volunteer Survey

The impact of being involved in the delivery of the Games events on subsequent employment, including for Games employees involved in the Jobs and Skills Academy and Birmingham 2022 volunteers, will be assessed as part of the one year post-Games evaluation.

### 6.3 Business investment and growth

As detailed in Section 3.3, almost £600 million was spent with contractors and suppliers as part of the delivery of the Birmingham 2022 Games events. As well as the direct economic impacts of spending in the local and national economy in terms of the GVA and employment supported, the spending with suppliers can have longer-term benefits for these businesses, including for West Midlands businesses, small and medium sized enterprises (SMEs) and voluntary, community and social enterprises (VCSEs) by providing increased exposure and enhanced reputation, increasing experience and capability and stimulating investment and innovation within the business.

In relation to OC procurement specifically, almost half (46%) of the suppliers directly contracted by the OC were based in the West Midlands and between April 2018 and September 2022 approximately £320 million of OC procurement spend (representing 69% of total OC procurement spend) went to these West Midlands businesses.

As well as supporting local businesses, through its spending the OC supported VCSEs<sup>155</sup> and SMEs. In total, between April 2018 and September 2022 the OC spent over £1.5 million with VCSEs and almost £130 million with SMEs.<sup>156</sup> A further £84,729 was spent with VCSEs through the construction of Alexander Stadium.

<sup>155</sup> OC finance data

<sup>156</sup> OC social value data



This investment in local businesses has the potential to support the growth of capability and expertise in the region particularly among small local organisations and increases the likelihood of the spend and supply chains staying local where this is feasible

A survey of businesses, including businesses which held a Games contract, was undertaken in September 2022, following the Games. The survey went to a panel sample of West Midlands businesses, to all suppliers to the OC, and to members of the Business Improvement Districts within Birmingham.

Responses from 195 businesses were obtained, including:

- 103 West Midlands businesses obtained via the panel sample, including 18 from businesses with a direct Games contract; and
- 92 businesses reached through other routes, of which 68 had a direct Games contract.

In total 86 responses were received from businesses with a Games contract.

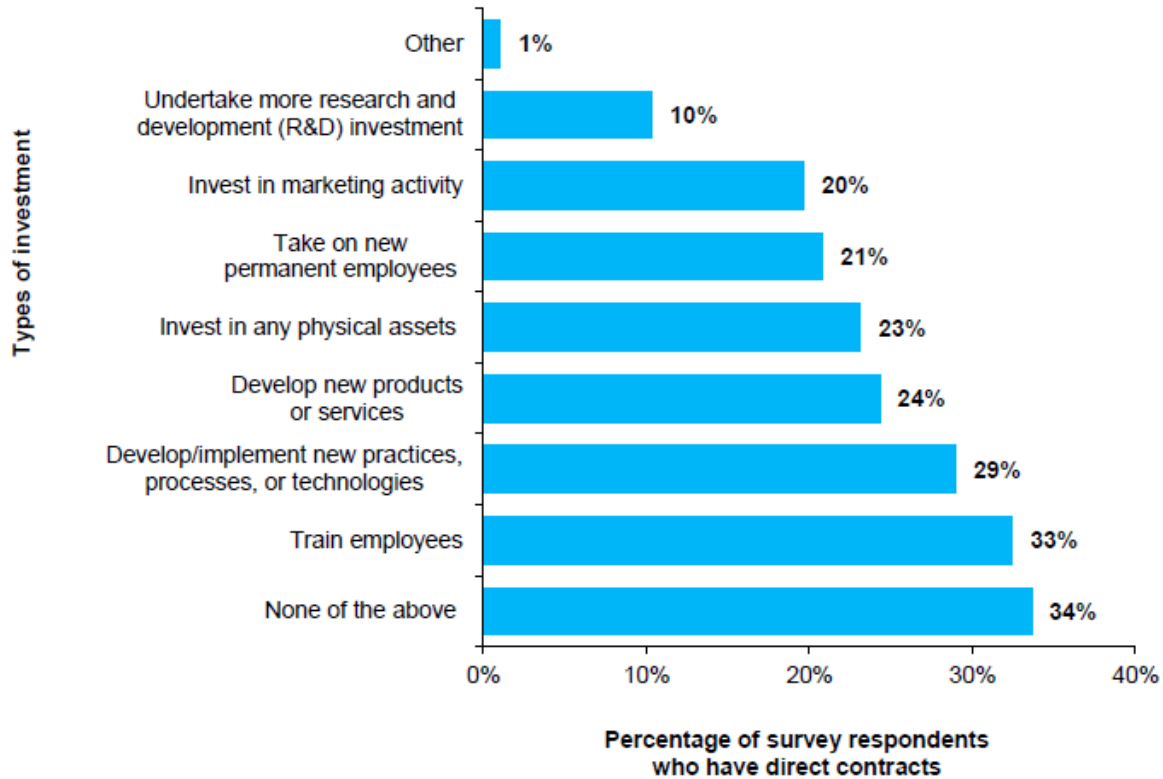
Due to relatively small sample sizes obtained and the surveying approach, results reported here should be seen as indicative of the types of outcomes realised by businesses which have had Games contracts, but should not be seen as representative of all suppliers to the Games.

Survey responses from businesses with a Games contract indicates that Games contracts have generated a range of benefits for these businesses. These benefits reported by Business Survey respondents include increased investment, increased knowledge and capability, enhanced reputation, and the ability to take on larger or more complex projects. The majority of respondents to the survey expect positive longer-term impacts in terms of employment, revenue growth, profitability and investment as a result of being involved in the delivery of the Birmingham 2022 Games.

Evidence from the survey found that 63 of the 86 Games contract holders that responded (equating to 66%) had undertaken at least one type of investment specifically to support the delivery of their Games contracts:

- 38 (equivalent to 33%) of the 86 survey respondents with a Games contract had trained employees, spending on average approximately £17,000 per business on training;
- 25 (29%) had developed or implemented new practices, processes or technologies, 21 (24%) had developed new products or services and 9 (11%) had undertaken more R&D investment, spending on average approximately £46,000 per business on these activities;
- 20 (23%) had invested in physical assets, investing on average approximately £49,000 per business; and
- 17 (20%) had invested in marketing activity, spending on average £71,000 per business.

**Figure 21: Types of investment to support delivery of any contracts by Business Survey respondents with direct contracts (n=86).**



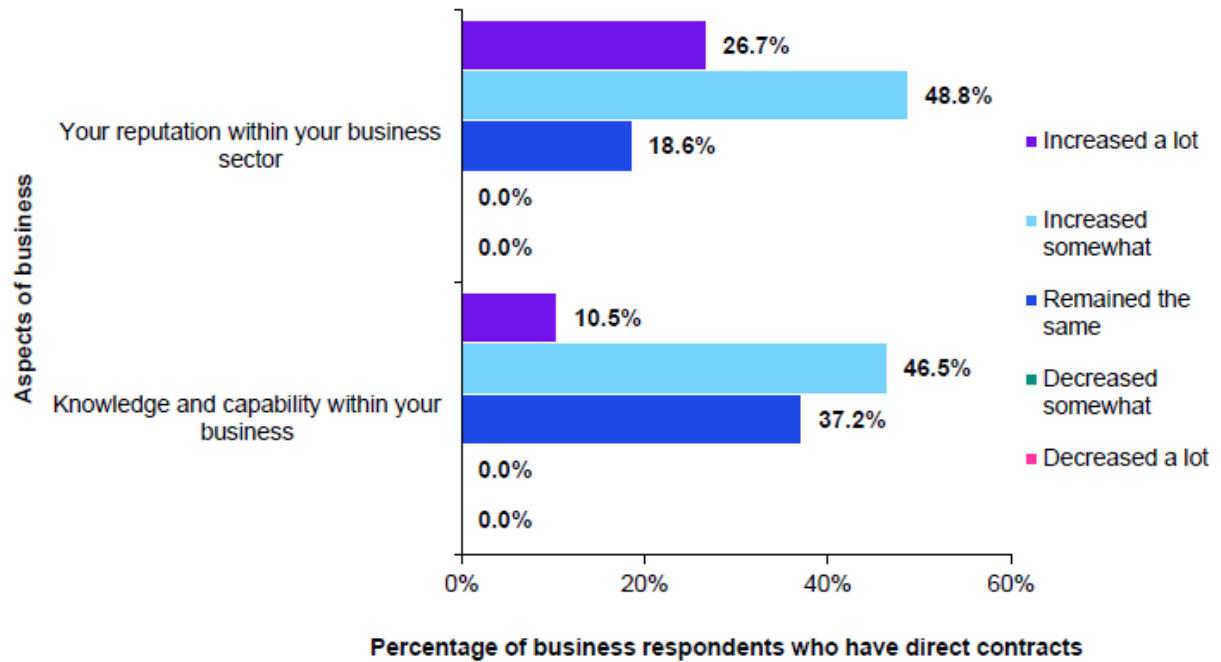
Source: KPMG Business Survey

As shown in Figure 22 below, Business Survey contract holder respondents also identified positive short-term impacts of the Games in a number of areas, with only small proportions of businesses reporting any negative impacts.<sup>157</sup> For example:

- 49 (equivalent to 57%) of the 86 respondents with Games contracts reported that the Games had increased the knowledge and capability within the business, with 9 (11%) reporting it had increased a lot;
- 65 (76%) reported that the Games had improved their reputation within their business sector, with 14 (17%) reporting that it had increased a lot;
- 62 (72%) reported that they expect the Games to have a lasting positive impact (over the next 1-5 years) on their ability to take on larger or more complex projects, with 26 (30%) expecting it to have a very positive impact.

<sup>157</sup> Note, survey questions relating to these effects were asked in relation to the change as a result of the Games, rather than specifically the Games contract held by the business, therefore impacts reported could also include impacts resulting from the wider Legacy Programme activity.

Figure 22: Short-term impacts of the Games from Business Survey respondents with direct contracts (n=86).

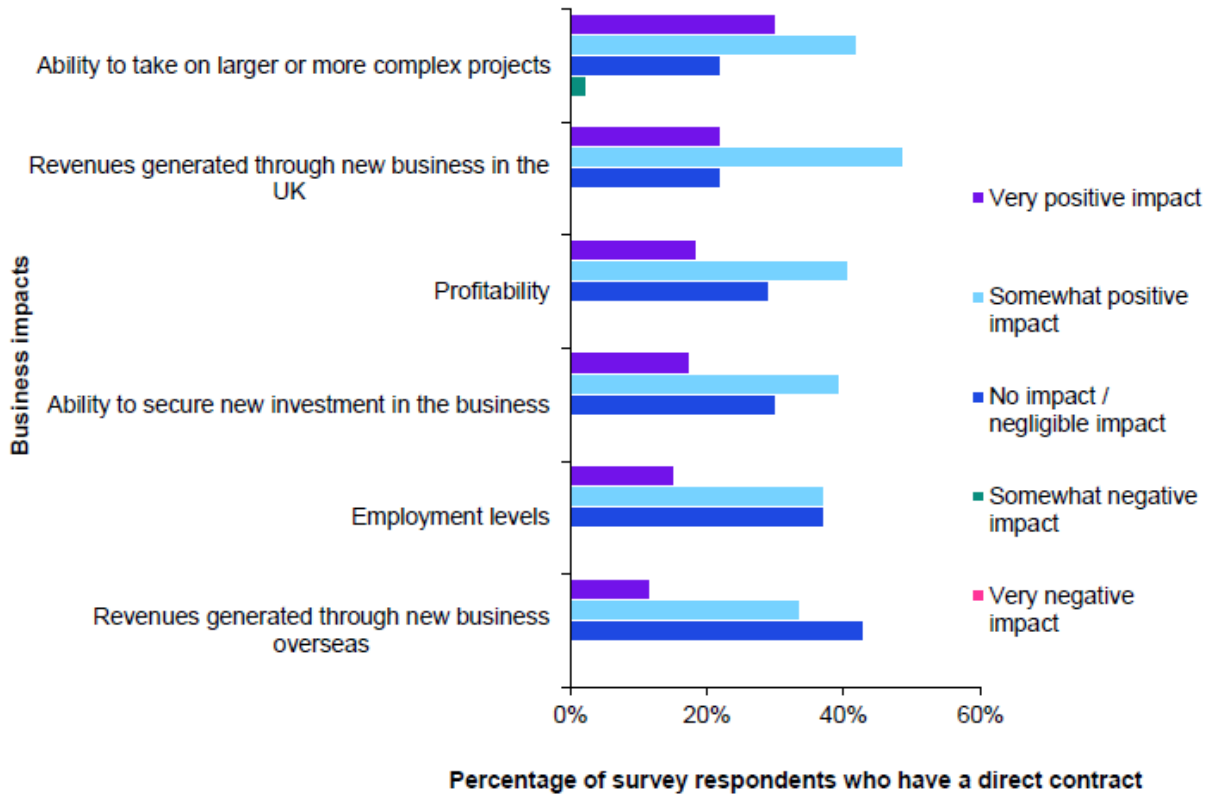


Source: KPMG Business Survey

These short-term benefits of the Games are also expected by Business Survey respondents to translate in to expected growth over the next 1-5 years in the form of increased revenues, profits, employment and investment. For example:

- 61 (71%) of the 86 survey respondents with a Games contract reported that they expect the Games to have a lasting positive impact on revenues generated *through new business in the UK*, with (19) 22% expecting it to have very positive impact.
- 39 (45%) expect the Games to have a lasting positive impact on revenues generated through *new business abroad*, with 10 (12%) expecting a very positive impact.
- 51 (60%) reported that they expect the Games to have a lasting positive impact on the profitability of the business, with 16 (19%) expecting a very positive impact.
- 45 (52%) reported that they expect the Games to have a lasting positive impact on the employment in the business, with 13 (15%) expecting a very positive impact.
- 49 (57%) reported that they expect the Games to have a lasting positive impact on their ability to secure new investment in the business, with 15 (17%) expecting a very positive impact.

Figure 23: The lasting impacts (i.e. over the next 1-5 years) expected by Business Survey respondents with direct contracts (n=86).



Source: KPMG Business Survey

The extent to which these expected impacts are realised over the coming year will be assessed in the one year post-Games evaluation.

## 6.4 Economic growth through improving the profile and reputation of Birmingham and the West Midlands

The Games events have the potential to bring about longer-term economic growth for Birmingham and the West Midlands through attracting increased visitors in the future and creating an attractive and appealing place where people want to live, work and visit. This is supported through the following routes:

### Enhanced profile of Birmingham and the West Midlands

The Games events attracted interest and media coverage from across the world. The Games achieved an estimated total global TV viewership of 834.9 million<sup>158</sup>; over 215 million digital views and 141 million interactions on social media.<sup>159</sup>

In addition, the Queen’s Baton Relay reached 72 Commonwealth nations and territories, increasing awareness of Birmingham as host city for the 2022 Commonwealth Games among those engaged in the relay.

<sup>158</sup> Estimate based on data provided by Rights-holding Broadcasters, Nielsen and Games internal analysis

<sup>159</sup> Data provided by Rights-holding Broadcasters, Nielsen



In terms of the domestic media reach, BBC Sport’s coverage of Birmingham 2022 was streamed 57.1 million times and the BBC Sport website had 14.3 million visits for news and analysis related to the Games, with highlights being viewed online 10.7 million times.<sup>160</sup>

Footage of Birmingham City Centre and the wider West Midlands as part of coverage of the Games is expected by local stakeholders interviewed as part of the evaluation to help put Birmingham and the West Midlands on the map, helping attract new international visitors and generating associated tourism spend, GVA and employment as a result.

Based on analysis undertaken by Nielsen, the media coverage of the Birmingham 2022 brand has a media equivalent value<sup>161</sup> of £350.8m, which, to the extent this is linked to Birmingham and the West Midlands, provides an indication of the scale of value this coverage may provide to the city and region.<sup>162</sup>

Insights gained from interviews with local stakeholders suggests that positive media coverage had an important role to play in attracting visitors to the city and region over the Games-time period. Whilst the majority of tickets had been purchased at least 6 months in advance, there was a late surge of ticket purchases once the Games had already started, with 11% of total tickets purchases happening during the Games.<sup>163</sup> Local stakeholders considered this to be the result of viewers seeing coverage of the Games at home and being inspired to attend in person.

Similarly, the majority of Games stakeholders spoken to as part of the evaluation<sup>164</sup> noted that the ‘Raging Bull’ – a 10 metre tall, mechanical bull that was a central part of the Games Opening Ceremony – was a particular success, which had not been fully anticipated in advance, and the media coverage it received when moved to Centenary Square in Birmingham after the Opening Ceremony helped to attract additional visitors to the City Centre.

### **Increased capacity and capability to host future events**

As well as generating a short-term boost to the economy through expenditure on the operational delivery of the Games events, capital investment in the Games venues has the potential to lead to longer-term economic growth for the region.

The Alexander stadium is expected to have a capacity of 17,500 post-Games while Sandwell Aquatics Centre aims to provide a world-class facility suitable for elite swimming and diving, as well as community use.<sup>165</sup>

These venues will be used post-Games for community and club use as well as providing the capacity to host large scale sporting events such as international swimming at the Aquatics Centre and athletics events at Alexander Stadium. As early evidence of this, in November 2022 Birmingham was awarded the European Athletics Championships, to be held at the Alexander Stadium in 2026.<sup>166</sup>

<sup>160</sup> [Birmingham 2022 Commonwealth Games: the highlights - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/news/birmingham-2022-commonwealth-games-the-highlights)

<sup>161</sup> Media equivalent value, or Advertising Value Equivalency (AVE) is a valuation of the cost to place an advert of the size equivalent to the column inches of print media, or seconds of broadcast media achieved (in this case by Birmingham 2022), based on the respective media’s advertising rates. By assessing all of an event’s coverage and aggregating each calculation, an overall AVE can be assigned to the media exposure garnered by an event. As noted in the Event Impacts guidance, media ‘value’ is not equivalent to economic impact and should not be added together as it does not measure the value to the host economy. See: <https://www.eventimpacts.com/impact-types/media/content/media-value/intermediate-measures#:~:text=Media%20Value%20D%20Advertising%20Value%20Equivalency&text=The%20resulting%20number%20is%20what%20exposure%20garnered%20by%20an%20event>

<sup>162</sup> It should also be noted that this figure has not been analysed or verified as part of this evaluation, and instead report on outputs of analysis and verification by Nielsen, which cannot be confirmed by the Games-wide evaluation team.

<sup>163</sup> OC ticketing data

<sup>164</sup> In total 29 stakeholders were engaged with as part of the immediate post-Games stakeholder engagement, including from local Government stakeholders, representatives and Chief Executives and Leaders from Games partners. See Annex 1.3 for details of stakeholder engagement undertaken.

<sup>165</sup> [Our Legacy \(birmingham2022.com\)](https://www.birmingham2022.com/our-legacy)

<sup>166</sup> [European Athletics Championships: Birmingham to host event in 2026 - BBC Sport](https://www.bbc.com/sport/athletics-65844444)

Furthermore, evidence from relevant literature identifies that events held within stadia (and alike) can attract tourists to the region/area in which they are located, as well as the venues themselves acting as magnets that draw wider visitors to them.<sup>167</sup>

There was consensus among local stakeholders, including representatives from BCC and WMCA, that the successful delivery of the Games, particularly under the challenging timescales and circumstances referred to in Section 1.1, served to enhance both the reputation of Birmingham as an event-hosting city, and the confidence of local stakeholders in being able to successfully deliver events of the scale. Stakeholders noted that they consider this track record will deliver longer-term benefits through attracting future events to the city, as well as giving local stakeholders the scale of ambition to bid for such events.

These potential longer-term benefits are expected to be supported by WMGC’s Business and Tourism Programme – one of the Legacy Programmes that is being delivered as part of the Birmingham 2022 Games. This Programme aims to build on the reputation gained by the West Midlands as an international destination for major events to attract new major sports conferences and promote the region as a world class sports tourism destination, alongside other trade and investment initiatives<sup>168</sup>, supported by the construction and development of the Games venues and facilities. Analysis of the impacts associated with this Programme, and the extent to which it does support the realisation of these benefits, is out of scope of the interim evaluation and will be included in the one year post-Games evaluation.

Early insights provided through stakeholder interviews conducted as part of the evaluation, however, suggest a positive impact in relation to the reputation and profile of Birmingham and the West Midlands, with local partners and the CGF committee members praising the success of the Games in highlighting Birmingham’s capabilities and confidence to bid for and host major sporting events. Furthermore, they felt the Games had helped increase awareness and shift perceptions of Birmingham by enhancing the city’s attractiveness as a place to visit, live, and to do trade and business.

This was reinforced by results from the post-Games online survey of those who purchased tickets through Ticketmaster commissioned by the OC. Of a sample of over 22,000 ticket holders, 93% of respondents stated they thought the Commonwealth Games showcased Birmingham and the West Midlands in a positive way and 91% believe that Birmingham and the West Midlands would be a great location for future major sporting events.<sup>22</sup>

### **Contribution to the regeneration of Perry Barr**

The capital investment associated with delivery of the Games events, is also expected to have longer-term impacts through the economic regeneration it is supporting. This is specifically the case for the redevelopment of Alexander Stadium and wider area associated with the staging of the Birmingham 2022 Games. The redevelopment of the stadium was delivered as part of a wider regeneration programme in Perry Barr, set out in the Perry Barr 2040 Masterplan<sup>169</sup> which aims to capitalise on the momentum created by the Games. The plan includes the £30 million refurbishment of the Perry Barr train station, wider transport improvements, the creation of up to 5,000 new homes and the building of a new secondary school which opened in September 2021.

Whilst the assessment of the impacts of this wider regeneration is outside of the scope of the interim evaluation, it is clear from engagement with local stakeholders that they consider the redevelopment of Alexander Stadium acted as a catalyst for this regeneration activity, which would not have attracted the same level of investment without the Games being held in Birmingham.<sup>170</sup>

Furthermore, it is recognised in existing reports and literature that, in general, stadia can play an important role in helping to create a vibrant image for the towns or cities in which they are located, raising

<sup>167</sup> Sheard, R, John, G and Vickery, B. 2007. ‘[Stadia and tourism](#)’.

<sup>168</sup> [Our Legacy \(birmingham2022.com\)](#)

<sup>169</sup> [Perry Barr 2040: A Vision for Legacy | Perry Barr 2040: A Vision for Legacy | Birmingham City Council](#)

<sup>170</sup> Department for Communities and Local Government, 2010. [Valuing the Benefits of Regeneration. Economics paper 7: Volume I - Final Report \(publishing.service.gov.uk\)](#)

the profile of their location and can be used as part of the tourism infrastructure and appeal of their respective locations.<sup>171</sup>

BCC aims for the investment in the Alexander Stadium, alongside the wider catalysed investment, to transform Perry Barr, creating an attractive place to live, work and play. Existing reports and literature identify that regeneration of this type can contribute to an improved quality of life of those living there and help to attract new businesses and a skilled workforce to boost economic growth in the area.<sup>172</sup>

Progress towards the delivery of these longer-term impacts will be assessed as part of the one year post-Games evaluation.

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<sup>171</sup> Sheard, R, John, G and Vickery, B. 2007. *'Stadia and tourism'*.

<sup>172</sup> Department for Communities and Local Government, 2010. [Valuing the Benefits of Regeneration. Economics paper 7: Volume 1 - Final Report \(publishing.service.gov.uk\)](#)



## 7 Wider societal impacts of the Birmingham 2022 Games events

### 7.1 Overview of the wider societal impacts of the Games events

Alongside the short- and potential longer-term economic impacts of the Birmingham 2022 Games events, the planning and delivery of the events have brought about wider societal benefits to individuals and communities and have the potential to bring about positive longer-term change in the field of event delivery.

As assessed within this section of the report, these societal impacts have been generated through a number of activities, including:

- Bringing people together and providing participation opportunities through the volunteering programme and Opening and Closing Ceremonies.
- Promoting EDI through the delivery of the Games events and the event programming including:
  - inclusive delivering an integrated para sports programme and being the first major multi-sport event to have more women's than men's medal events;
  - creating a space for LGBTQIA+ athletes, supporters and workforce at Pride House; and
  - embedding a requirement for accessibility and inclusivity across Games delivery, from medal design, to facilities, to employment and volunteering.
- Promoting sustainability and social value through implementing new standards and practices in event delivery, such as the Birmingham Inclusive Games (BIG) Standard and practices to reduce carbon emissions of event delivery.

Whilst in many cases, the full societal impacts of these activities are yet to be generated given that the Birmingham 2022 Games have only recently taken place, the outputs and outcomes of the activity associated with the Games events provides an indication of the potential subsequent impacts in these areas. An assessment of the impacts will be undertaken as part of the one year post-Games evaluation to understand if these outputs and outcomes generated have translated into societal impacts.

Based on the data and evidence available at this stage, the outputs and outcomes to date as well as the potential longer-term impacts that may be realised from Games events activities are reported on in the following sections:

- Section 7.2 reports on the activity, outcomes and potential longer-term impacts relating to: community engagement and participation supported by the Games, including volunteering, participation in the Opening and Closing Ceremonies; community engagement and cohesion relating to the Games events; and engagement further afield via the Queen's Baton Relay.
- Section 7.3 reports on the activity, outcomes and potential longer-term impacts relating to the OC's policies and approaches including in relation to: sustainability; social value; accessibility; and EDI.



## 7.2 Impacts generated through community engagement and participation

The Birmingham 2022 Games has provided a number of opportunities to bring people together from communities across the West Midlands, as well as from across the Commonwealth, including through its volunteering programme, participation in the Opening and Closing Ceremonies, through the Games events and live sites (free to enter areas where the public could engage in Games related activities and watch the Games live on big screens) across Birmingham and the West Midlands and via the journey of the Queen's Baton Relay.

Existing evidence<sup>173</sup> identifies that community engagement activity in the form of participation in arts activities, volunteering and involvement with community groups can have positive impacts on personal wellbeing, including through improved life satisfaction, mental health and physical functioning.

### 7.2.1 Impacts associated with the Volunteering programme

As noted in Section 6.2, the OC sought to create an inclusive volunteering programme, with outreach initiatives implemented to encourage applications from individuals from a variety of backgrounds who may not otherwise apply. The focus of this aligned to the key priority groups as set out in the Pre-Games Evaluation Framework<sup>174</sup> including young people (5-30 year olds); women; Black, Asian and minority ethnic groups; those with a disability or limiting illness; unemployed; and those living in the Perry Barr neighbourhood, the City of Birmingham, Sandwell and the wider West Midlands region.

A total of 11,751 volunteers were recruited as part of the volunteering programme. Of these, the majority (63%) came from the West Midlands, 21% were from Black, Asian or minority ethnic backgrounds, 23% were aged under 30 and 5% identified as having a disability.<sup>175</sup>

Through attracting this mix of recruits, the volunteering programme provided an opportunity for people from a variety of backgrounds to make new connections. As noted in the literature<sup>176</sup>, opportunities to develop human connections in modern society when achieved – particularly through activities such as volunteering – can have powerful impacts, including through exposure to situations in which long-lasting bonds with others can be formed. These can include opportunities for self-development, with impacts including increasing confidence.<sup>177</sup> Further to this, evidence in the literature also notes that volunteering can offer opportunities to advance one's career, and ultimately lead to improvements in overall health and happiness, through counteracting the effects of stress and anxiety.<sup>178</sup>

Evidence relating to individuals' experience of volunteering was obtained via a survey of Games volunteers conducted prior to and following the Games events.<sup>179</sup> Among Games volunteers that responded to the post-Games volunteering survey, 96% stated that they were proud to have been a volunteer for the Games and 85% reported that they made new friends or networks through their Birmingham 2022 volunteering role.

Among Games volunteers, self-reported feelings of inclusion and pride also increased since being involved in the Games volunteering programme, shown in Figure 24 below. Prior to being involved, 61%

<sup>173</sup> [WWW Briefing - Geography and CCE \(whatworkswellbeing.org\)](https://www.whatworkswellbeing.org/)

<sup>174</sup> HM Government, 2021. Birmingham 2022 Commonwealth Games Pre-Games Evaluation Framework and Baseline Report. November 2021. See:

[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/1033734/Birmingham\\_2022\\_Pre-Games\\_Evaluation\\_Framework\\_and\\_Baseline\\_Report.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1033734/Birmingham_2022_Pre-Games_Evaluation_Framework_and_Baseline_Report.pdf)

<sup>175</sup> OC Volunteering workstream M&E data return

<sup>176</sup> Keleher, J. 2022. 'The Power of Human Connection & How Volunteering Helps It'.

<sup>177</sup> Ibid

<sup>178</sup> HelpGuide. 2022. 'Volunteering and its surprising Benefits'.

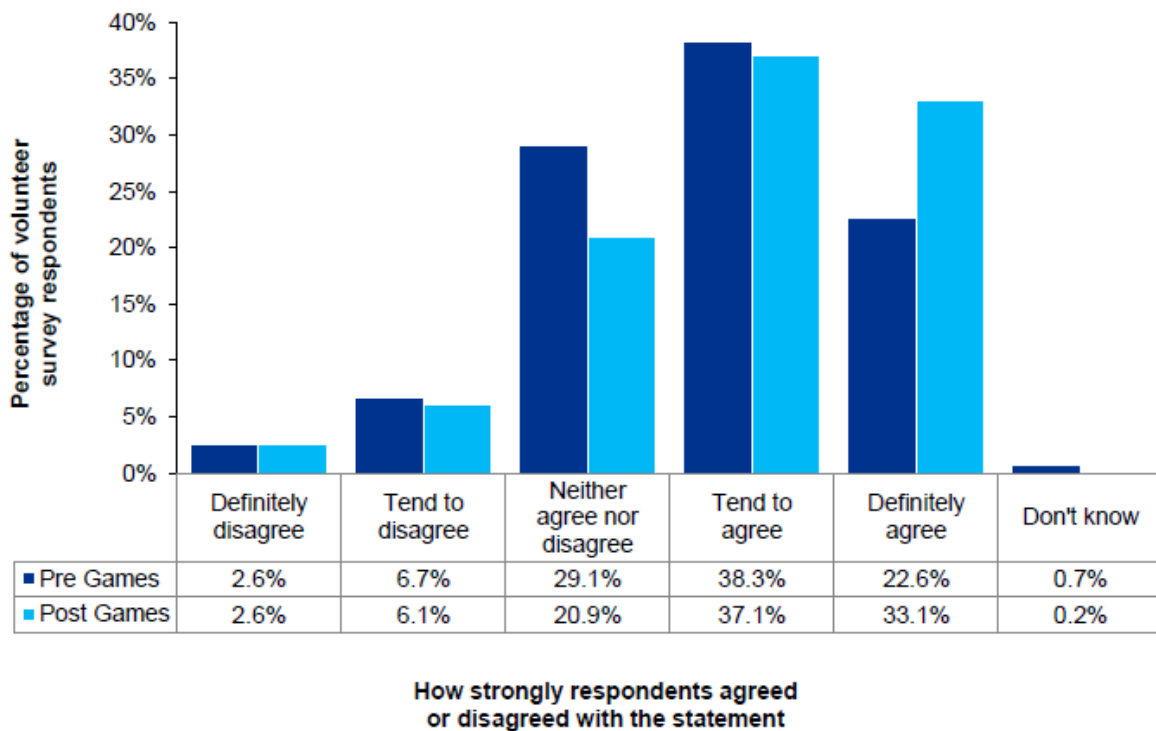
<sup>179</sup> Based on two waves of a survey undertaken of Games volunteers. The first wave was undertaken between May and July 2022 and received 4,047 responses, representing approximately 34% of volunteers recruited. Where appropriate, this pre-Games survey asked questions relating to respondents' experiences prior to being involved in the volunteering programme as well as their experiences at the time of answering the survey (once onboarded to the programme but pre-Games). The second wave was undertaken in September 2022, and received 1,669 responses, representing approximately 14% of volunteers recruited.

of survey respondents from the West Midlands agreed that they felt included and part of their local community and 82% agreed that they were proud to live in their town/city. These increased to 70% and 85% respectively following the Games.

Full analysis of attribution of these reported changes to the programme or Games events has not been possible at this stage, and, as set out in the Pre-Games Evaluation Framework,<sup>180</sup> would rely on use of wider secondary datasets to provide comparison data, which is not yet available for the relevant period. Analysis of the attribution of outcomes to the Games, to the extent possible to conduct, will be included in the one year post-Games evaluation.

However, to provide some comparison in relation to the scale of change seen among Games volunteers, at the national level the percentage of adults who feel strongly that they belong to their immediate neighbourhood typically varies by 1-2% per year.<sup>181, 182</sup> This suggests that the change among volunteers responding to the survey could be driven by participation in the volunteering programme given the divergence in the reported changes compared to general national trends.

**Figure 24: How strongly Volunteer Survey respondents from the West Midlands agreed or disagreed with the following statement: I feel included and part of my local community (pre-Games, n=2,626; post-Games, n=1,106).**



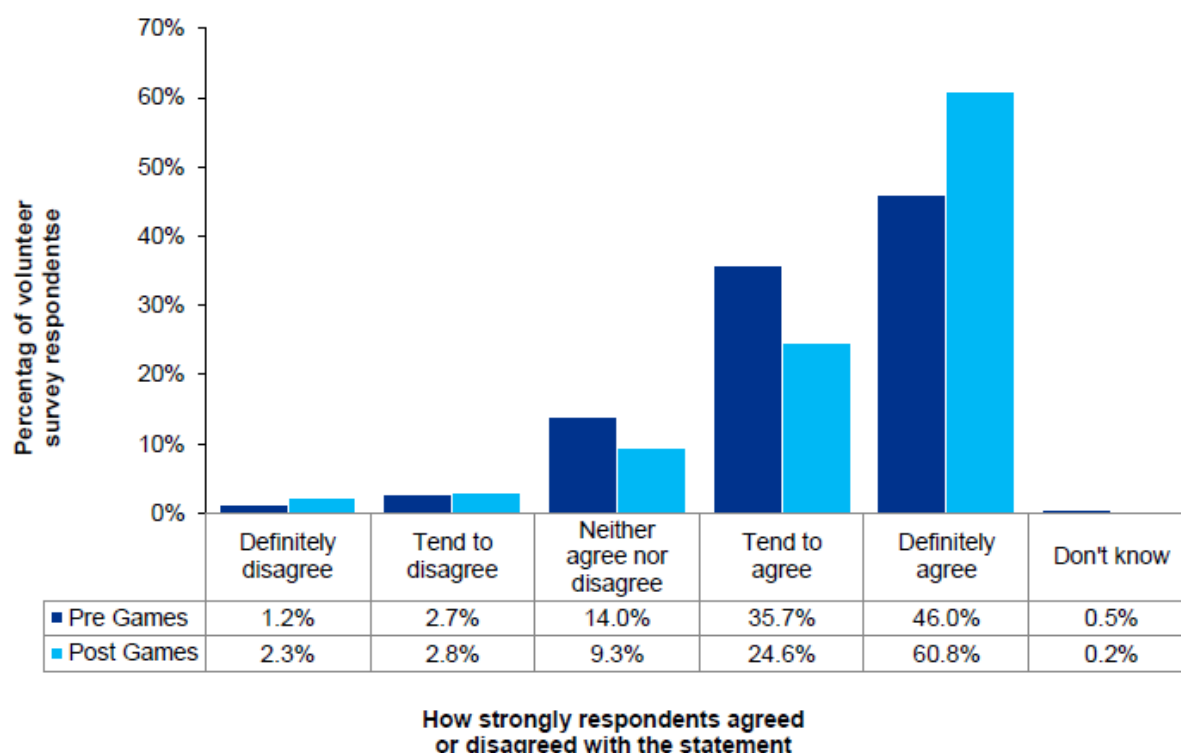
Source: B2022 Volunteer Survey

<sup>180</sup> HM Government, 2021. Birmingham 2022 Commonwealth Games Pre-Games Evaluation Framework and Baseline Report. November 2021. See: [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/1033734/Birmingham\\_2022\\_Pre-Games\\_Evaluation\\_Framework\\_and\\_Baseline\\_Report.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1033734/Birmingham_2022_Pre-Games_Evaluation_Framework_and_Baseline_Report.pdf)

<sup>181</sup> DCMS, Community Life Survey 2020/21

<sup>182</sup> The percentage change year on year has varied between -0.5% and 2.0% over the five years to 2020/21.

Figure 25: How strongly Volunteer Survey respondents from the West Midlands agreed or disagreed with the following statement: I am proud to live in my town/city (pre-Games, n=2,626; post-Games, n=1,106).



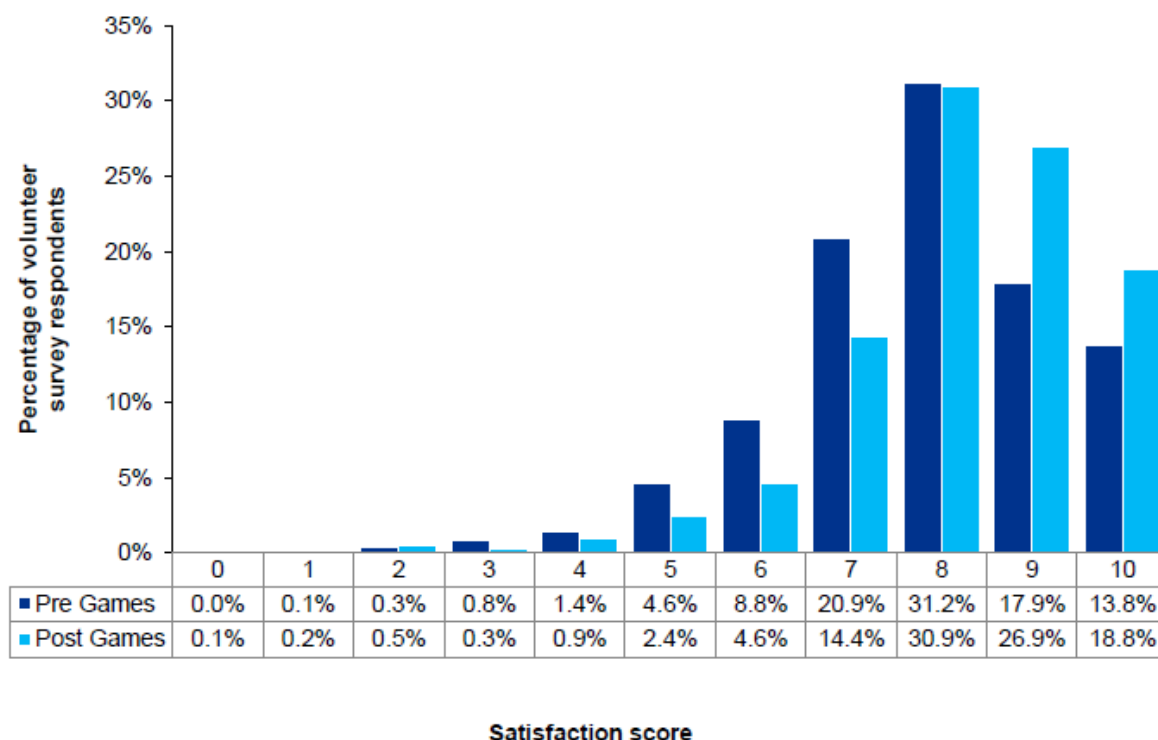
Source: B2022 Volunteer Survey

Evidence from the pre- and post-Games surveys suggests that the overall life satisfaction among Games volunteers was increased following participation in the volunteering programme. Life satisfaction is a key measure of wellbeing used by the ONS among others.<sup>183</sup>

Among those surveyed, the mean life satisfaction rating (measured in line with the ONS's approach on a scale of 0 to 10 where 0 is not at all satisfied and 10 is completely satisfied) increased from 7.8 prior to survey respondents being involved in the OC volunteering programme to 8.2 following the Games. However, as previously noted, it is not possible, based on data available, to attribute this change directly to the volunteering programme, and wider activity relating to the Games, or other factors, could have impacted these results.

<sup>183</sup> The life satisfaction question used in the survey was taken from the ONS four personal well-being measures. [Personal well-being in the UK - Office for National Statistics \(ons.gov.uk\)](https://ons.gov.uk/peopleandpopulation/healthandlife/surveysonwellbeingandlife/surveysonwellbeingandlife/04personalwellbeingmeasures)

Figure 26: Overall life satisfaction amongst Volunteer Survey respondents, where 0 is ‘not at all’ satisfied and 10 is ‘completely’ satisfied (pre-Games, n=4,407; post-Games, n=1,669).



Source: B2022 Volunteer Survey and KPMG Volunteer Survey

Participation in the volunteering programme also has the potential to contribute to increased community participation and volunteering going forward, supported by an online matching platform implemented by the OC, which will link volunteers to volunteering opportunities across the region. The impact of this will be assessed in the one year post-Games evaluation.

## 7.2.2 Impacts associated with the Ceremonies

The Opening Ceremony for the Games brought together over 2,500 cast members who performed at the ceremony, including the Critical Mass dance troop and City of Birmingham Symphony Orchestra. A total of 800 individuals took part in the Closing Ceremony.<sup>184</sup>

These cast members worked together to practice and perform over the weeks and months running up to the Games events, providing opportunities for those involved to gain new experiences and meet new people during this process.

As noted in Section 7.2.1, there are established impacts associated with developing human connections that can be achieved through bringing people together and creating opportunities to get involved in a cause, such as exposure to situations in which individuals with common interests have the opportunity to interact. Creating such opportunities is important, given the established links that social interactions have in shaping many aspects of social and economic activity, including trade, job-seeking, investment behaviour and social mobility.<sup>185</sup>

<sup>184</sup> OC Ceremonies workstream M&E return

<sup>185</sup> National Bureau of Economic Research. 2021. [‘The Economic Effects of Social Networks’](#).



Whilst robust evidence on outcomes and impacts for participants in the Opening and Closing Ceremonies was not obtained by the programme delivery team to inform this evaluation, some views were obtained by the organisers of the mass participation elements of the Ceremonies – ‘Critical Mass’ – from select individuals who took part. These provide an insight on their individual experiences <sup>186</sup>:

*“Feeling happy, meeting others and making new friends. I loved the party. Usually on projects I go as Rory with autism, and I was Rory the dancer.”* Rory, Critical Mass Volunteer

*“Being part of the project has been incredibly beneficial for my mental health so far.”* Critical Mass Volunteer

*“Having the opportunity take part in this amazing experience is the best feeling ever”,* Critical Mass Volunteer

*“The power of arts right there, bringing people together, bringing joy and creating a sense of us all being part of something bigger”* Critical Mass Partner<sup>187</sup>

Although these quotes do not provide a complete or representative picture of the outcomes and impacts for all individuals involved, they serve to illustrate what this kind of mass participation meant for a small number of the individuals involved

### 7.2.3 Impacts associated with the Birmingham 2022 Games events

Through the delivery of the Games, the OC and local partners, including BCC and WMCA aimed to encourage people from across communities to engage with the Games. This included through the OC’s Community Engagement programme and through the delivery of free to enter live sites across the West Midlands, including a “relaxed site” for disabled people and neurodiverse conditions.

The OC’s Community Engagement programme delivered roadshows with local communities in the areas around Games venues with the aim of keeping communities informed of events and opportunities and generating excitement and momentum around the Games.

In total the OC, supported by local authority partners, delivered 125 community roadshows and events and reached around 183,000 people across the West Midlands through 34 Community Hub drop-in sessions.<sup>188</sup> The OC team also facilitated 18 community engagement forums as well as six EDI forums and 2 Faith forums for community leaders and groups which were designed to engage with and listen to the needs and concerns of community members.

During Games-time, live sites provided free to enter areas to allow visitors to engage with the Games including participating in Games related activities and watching the sporting events live on big screens. As well as screens in Birmingham City Centre in Centenary Square and at Smithfield, neighbourhood sites were set up across Birmingham and in nine locations across the West Midlands, with the aim of extending the reach of the Games to West Midlands residents, beyond Games venues.<sup>189</sup>

Results from the DCMS Participation Survey<sup>190</sup> conducted between April and June 2022, found that awareness of the Games was high among residents of the West Midlands region, with 79% of respondents stating that they were aware of the Birmingham Commonwealth Games 2022.

<sup>186</sup> Sourced from Critical Mass – the organisers of the Birmingham 2022 participation programme including the Opening and Closing Ceremonies [Home - Critical Mass \(criticalmass22.org.uk\)](https://criticalmass22.org.uk/)

<sup>187</sup> [Home - Critical Mass \(criticalmass22.org.uk\)](https://criticalmass22.org.uk/)

<sup>188</sup> [Our Legacy \(birmingham2022.com\)](https://birmingham2022.com/)

<sup>189</sup> [Our Legacy \(birmingham2022.com\)](https://birmingham2022.com/)

<sup>190</sup> DCMS (2022), Participation Survey: April to June 2022 publication. Sample size of 33,000. See: <https://www.gov.uk/government/statistics/participation-survey-april-to-june-2022-publication>

Furthermore, analysis conducted to inform the Games evaluation estimates that of the 2.8 million<sup>191</sup> Games-related visitors estimated to have attended Games venues, free to view sporting events or live sites over the 12 days of the Games events, approximately 1.7 million (62%) were West Midlands residents. To provide a sense of scale, this is equivalent to approximately 29% of the West Midlands population, though as the visitor numbers do not capture unique visitors the total potentially includes repeat visitors and it should not be interpreted that 29% of the population of the West Midlands necessarily attended Games events.<sup>192</sup>

A survey of Birmingham residents conducted following the Games (the Residents Survey) found 16% of Birmingham respondents reported that they had attended ticketed events and 17% attended free sporting events or live sites<sup>193</sup>.

Overall, among respondents to the Residents Survey, the proportion who engaged with the Games events in some form (including watching at home and following on social media) was higher among those respondents from black, Asian or minority ethnic backgrounds compared to white backgrounds, with 81% of those of black, Asian or minority ethnic backgrounds having engaged with the Games events in some form compared to 74% of those respondents from white backgrounds. The proportion was not statistically significantly different<sup>194</sup> for respondents who attended ticketed events, however (18% of those from black, Asian and minority ethnic backgrounds stated they attended a ticketed event compared with 14% from white backgrounds).

Engagement with the Games was predominantly positive. Based on a survey of ticketed attendees to the Games events, an estimated 83% of ticket holders reported that their experience attending Birmingham 2022 was better than expected.

Furthermore, anecdotal evidence obtained through interviews with local and regional stakeholders to the Birmingham 2022 Games<sup>195</sup> suggests the Games has provided a focal point for residents to come together and feel part of the events, as well as encouraging West Midlands residents to visit areas they would not otherwise have visited. A number of the stakeholders interviewed noted that they consider this has the potential to increase cohesion across the region going forward, which, according to literature, is important for creating and maintaining healthy and robust communities, encompassing all individuals and encouraging everyone to participate and share in success.<sup>196</sup>

The longer-term impact of the Games events alongside the Community, Inclusion and Civic Pride Legacy Programme which sought to amplify the impact of the Games on communities within the West Midlands will be assessed as part of the one-year post-Games evaluation.

#### 7.2.4 Impacts associated with the Queen's Baton Relay

Further afield from Birmingham and the West Midlands, the route of the Queen's Baton Relay, and the activities surrounding it, aimed to connect communities, embrace unique cultures and share inspirational stories from across the Commonwealth as well as promote Birmingham and the West Midlands.<sup>197</sup> Through this, opportunities for human connection and interaction could be achieved, and thus the

<sup>191</sup> This estimate may include repeated visitors. The ticketing and attendee data received from the OC does not allow to account for unique visitors.

<sup>192</sup> This is based on 2020 population estimates sourced from the Office for National Statistics. See: <https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/adhocs/13079populationestimatesfor1january2020onnutsboundariesunifieddemographiccollectionforeurostat>

<sup>193</sup> This was the second wave of the Residents Survey undertaken as part of the overall Games-wide evaluation. It was in the field from 17 August 2022 to 11 September 2022 (the first wave having been undertaken from 16 June 2021 to 9 July 2021). The survey was an online survey, and it included a panel sample of 500 residents from Birmingham, and 50 from Sandwell.

<sup>194</sup> At a 5% confidence level

<sup>195</sup> Based on interviews with local and regional stakeholders. In total 29 stakeholders were engaged with as part of the immediate post-Games stakeholder engagement, including from local Government stakeholders, representatives and Chief Executives and Leaders from Games partners. See Annex 1.3 for more detail.

<sup>196</sup> Diversity for Social Impact. 2021. 'Why is Social Cohesion Important?'

<sup>197</sup> [Our Legacy \(birmingham2022.com\)](https://www.birmingham2022.com/Our-Legacy)



prospect for improved social and economic outcomes, through the established links summarised in the above sub-sections.

The Queen’s Baton Relay activity was centred around the following themes:

- **Common Ground** - celebrating Commonwealth Communities and the links to the Commonwealth
- **Journeys That Matter** - making better communities/spaces/ways of living for tomorrow and championing sustainability
- **Untold Stories** - showcasing people, projects and places that have an inspiring untold story
- **Digital Innovation** - celebrating innovation, engineering and technology
- **Youth** - keeping young people at the heart of the celebrations
- **Sporting Excellence** - from grassroots to elite athletes

In the year running up to the Games, the Queen’s Baton Relay travelled nearly 90,000 miles to 72 Commonwealth nations and territories, across six continents, carried by 7,500 Batonbearers.

Events were held across the nations and territories the relay visited and brought an estimated 150,000 attendees together to celebrate themes of the relay in the run up to the Games.

As part of the route, the Queen’s Baton Relay travelled across the UK and to each of the local authorities across the West Midlands. According to local authority Lead Officers for the Games<sup>198</sup>, in most cases the Baton visited all the main towns and areas of the local authority. The stakeholders interviewed generally reported this as being successful in creating a positive, collaborative experience and maximising engagement with the Games by individuals and community groups from across the West Midlands.

### 7.3 Impacts generated through policies and approaches to Games delivery

As noted in Section 1.1, the OC introduced a Social Value Charter<sup>199</sup> which sets out the values which are important to the OC and applies to the delivery of Games from conception through planning and implementation, review, and post-Games activities. The Social Value Charter reflects three main themes supported by the OC and Games partners: environmental sustainability; social value and human rights within the supply chain; and inclusivity in the form of accessibility; and EDI.

The OC and partners, including BCC<sup>200</sup> and SMBC<sup>201</sup> in relation to the venue construction, and TfWM<sup>202</sup> in relation to Games-time transport services, have put in place new policies, standards, systems and approaches in relation to these areas with the aim of boosting the positive impact and limiting the negative impact of the delivery of the Games. Through this, the OC and partners have sought to set the bar for future Commonwealth Games and created a blueprint that the CGF as well as organisers of other large events can take forward in order to aim to deliver more sustainable, inclusive and value-adding events.<sup>203</sup>

A review of these policies and procedures has not been undertaken as part of this evaluation but it is noted that according to the representatives from the CGF and CGFP, the OC has already been working with the CGF and organisers of the Victoria 2026 Commonwealth Games to embed the standards and

<sup>198</sup> Based on consultation with 10 Games Lead Officers from West Midlands local authorities engaged with in September 2023.

<sup>199</sup> [Social-Values-Charter.pdf](#)

<sup>200</sup> [Birmingham Business Charter for Social Responsibility | Birmingham City Council](#)

<sup>201</sup> [Social value | Think Sandwell](#)

<sup>202</sup> [Games Transport Plan \(Text Only Version\) | Transport for West Midlands \(tfwm.org.uk\)](#)

<sup>203</sup> [Our Legacy \(birmingham2022.com\)](#)

practices adopted by Birmingham 2022. The requirement for consideration of sustainability is now written into host city contracts and new social value benchmarking standards, reported by the CGF as being based on the Birmingham 2022 model, have been included in Victoria 2026’s contracts, procurement processes and licencing standards.

The evidence relating to the impact of these activities is limited at this stage. However, the available evidence in relation to key activities, outputs and outcomes from the policies and approaches adopted in relation to environmental sustainability, social value and inclusivity are detailed below, alongside evidence on the potential longer-term impacts where available.

### 7.3.1 Impacts associated with the environmental sustainability measures

The OC had an ambition to deliver the most sustainable Commonwealth Games to date.<sup>204</sup> Part of this ambition involved taking a reduction-first approach to minimising the negative environmental impact of the Games events and maximising any positive impact. Through its commitment to measuring the carbon footprint of the Games events, the OC aims to deliver a carbon neutral legacy and, over time, offset the full carbon footprint of the Games events.

The OC’s reduction-first approach targeted areas it considered as key emission hotspots, with initiatives put in place to reduce the negative carbon impact of the Games, including:

- **Reuse of existing buildings and facilities:** Throughout Games delivery, the OC has applied circular economy principles, including reusing and repurposing existing venues where possible – with 95% of Games venues Games already existing prior to the Games.<sup>205</sup> This was also supported through the work on new venues, such as the construction of Alexander Stadium, which took steps to limit the carbon footprint of its build.
- **Inclusion of public transport within spectator tickets :** Use of public transport across the TfWM transport network over the 12 days of the Games was included with every ticket. An estimated 54% of spectators used the TfWM public transport as part of their ticket whilst in the area<sup>206</sup>, while 41% of ticketed spectators used public transport to travel from home to Birmingham and the West Midlands for the Games. By comparison, across the West Midlands in 2018/19 (the latest period for which data is available that is not impacted by Covid) 8% of all trips<sup>207</sup> were made by public transport, and within conurbations in England in the same period 23% of all trips were made by public transport.<sup>208</sup>

In addition to access to the TfWM transport network, 2,938 spectator shuttle buses were provided, transporting 650,000 spectators between Birmingham New Street Station and the venues.

- **Free cycle hire and cycle storage:** Over 1,200 bikes were available for use free of charge<sup>209</sup> through TfWM’s cycle hire scheme, with users making 28,000 bike rides during the Games, an increase of 131% relative to the 3 months prior to the Games.<sup>210</sup> In addition, 7,500 personal bikes used cycle parking facilities at Games venues.<sup>211</sup>
- **Low carbon fleet:** 100% of the fleet of vehicles used for the Games met Birmingham City Council’s Clean Air Zone requirements. Of the fleet vehicles 31% were electric vehicles and a further 11% were low-emission (including hybrid and hydrogen vehicles).<sup>212</sup>

<sup>204</sup> [Birmingham 2022 Commonwealth Games: the highlights - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/news/birmingham-2022-commonwealth-games-the-highlights)

<sup>205</sup> [Birmingham-2022 Our Legacy.pdf](#)

<sup>206</sup> TfWM data

<sup>207</sup> Trips excluding walking trips of under a mile

<sup>208</sup> Department of Transport, NTS9903: [Average number of trips \(trip rates\) by main mode, region and Rural-Urban Classification: England](#)

<sup>209</sup> Users in the region were offered two free bike rides each day during the Games

<sup>210</sup> [Birmingham 2022 Commonwealth Games: the highlights - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/news/birmingham-2022-commonwealth-games-the-highlights)

<sup>211</sup> [Birmingham 2022 Commonwealth Games: the highlights - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/news/birmingham-2022-commonwealth-games-the-highlights)

<sup>212</sup> Birmingham 2022 data



- **A focus on lower carbon technology within temporary energy production:** Birmingham 2022 had a ‘grid power first’ approach to energy use, reducing reliance on generators. In total, 55% of energy used for the Games events was sourced from the grid. Where local supply was used, green technologies, including hydrotreated vegetable oil fuel for generators, battery storage and solar power were used to limit carbon emissions.

The OC’s activity was supported through the approaches adopted in the construction of Alexander Stadium, such as through 100% renewable energy use and over 90% of waste being diverted from landfill, and through the commitments by TfWM to sustainability as part of their Games Transport Plan<sup>213</sup>.

According to the OC, where emissions could not be fully eliminated, steps were taken that aim to, over time, offset the residual carbon footprint of the Games.

While it was not assessed directly as part of the evaluation, according to the Birmingham 2022 Commonwealth Games Sustainability Report<sup>214</sup> (the “Sustainability Report”), prepared with reference to the Global Reporting Initiatives (GRI) Standards 2021<sup>215</sup>, the steps taken to minimise emissions reduced the environmental disbenefits of the Games events and limited the total carbon footprint of the Games to 201,800 tonnes of carbon.<sup>216</sup>

According to the Sustainability Report, this residual carbon footprint is planned to be offset through planting of the Commonwealth Legacy Forest measured and managed by Severn Trent in line with the UK woodland code. Based on data provided by the OC, so far, 87 of the planned 2,022 acres of forest have been planted and the ambition is to complete the planting by end of the planting season 2024/2025.

Carbon credit certificates for the Commonwealth Legacy Forest will be provided by the UK Woodland Code 5 years after each section of tree planting has been completed.<sup>217</sup>

In addition to initiatives to limit the Games’ carbon footprint, the Sustainability Report sets out the additional steps that are being, or were, taken to aim to minimise waste and promote biodiversity. A summarised but non-exhaustive list of these is included below:

- To reduce waste from the Games, 90%<sup>218</sup> of equipment<sup>219</sup> was hired rather than bought for the Games, avoiding potential waste from disposal following the Games.
- The OC has attempted to avoid wastage of the equipment purchased for the Games (equipment that could not be hired) by coordinating with Sport England to distribute it following the Games through charitable distribution of over 16,000 items of sports equipment to 296 community organisations in the West Midlands focussed on tackling inactivity and supporting underrepresented groups. In addition, distributing equipment for venues supporting elite athletes through 13 National Governing Bodies of Sport<sup>220</sup>. In addition a further 99 charities and social enterprises have received equipment and materials from the OC post-Games<sup>221</sup> and 72% of wayfinding signs were either reused, repurposed or recycled.
- Single use plastic waste was reduced through Severn Trent’s provision of 41 water refill bars around the Games venues, in which enabled 480,000 refills during the Games events.<sup>222</sup>

<sup>213</sup> [Games Transport Plan \(Text Only Version\) | Transport for West Midlands \(tfwm.org.uk\)](#)

<sup>214</sup> [Birmingham-2022-Sustainability-Report.pdf](#)

<sup>215</sup> [GRI - Download the Standards \(globalreporting.org\)](#)

<sup>216</sup> Birmingham 2022 sustainability team data

<sup>217</sup> Birmingham 2022 sustainability team data

<sup>218</sup> Birmingham 2022 Asset register

<sup>219</sup> Measured in terms of number of items

<sup>220</sup> OC data

<sup>221</sup> [Birmingham-2022-Sustainability-Report.pdf](#)

<sup>222</sup> [Birmingham-2022-Sustainability-Report.pdf](#)

- 100% of all other waste from the Games primary waste contractor was reported by the OC as having been diverted from going to landfill, with 54% going to energy production, 34% has been recycled (including wood, glass and metal) and 9% was compostable food waste.
- To promote and protect biodiversity 22 miles of canals were cleared of rubbish and debris. In addition, new capital projects such as Sandwell Aquatics centre have plans in place to deliver an intended biodiversity net gain, which, though not yet delivered upon, will be monitored as part of the Sustainability programme.

Based on consultation with representatives from the OC, as well as influencing future Games, the implementation of these sustainability practices has increased understanding of environmental sustainability among OC representatives and Games partners which it is hoped will influence future practice among these stakeholders. The Birmingham 2022 Sustainability Report provides examples of the lessons learned for future events.<sup>223</sup>

### 7.3.2 Impacts associated with the social value commitments

As noted in Section 1.1, the OC introduced a Social Value Charter<sup>224</sup> which documents the organisation's commitment to sustainability, health and wellbeing, inclusivity, human rights and local benefit.

This commitment was implemented through the OC's Social Value workstream, which embedded social value into the procurement process. To track the delivery of social value, commitments have been recorded by the OC in a portal and then mapped against the National Social Value Measurement Framework (also known as the National TOMS Framework<sup>225</sup>). Verified data is not currently available to quantify the social value generated by these commitments – a subsequent exercise will be undertaken by Social Value Portal to estimate and verify the social value generated through these commitments, results of which will be reported in the one year post-Games evaluation.

BCC and SMBC implemented similar requirements as part of BCC's Charter for Social Responsibility<sup>226</sup>, and SMBC's social value policies<sup>227</sup> - requiring contractors to consider and set out how they can improve the economic, social and environmental wellbeing of local residents.

In terms of the OC requirements, at a minimum, all OC contracts required suppliers to adhere to the Social Value Charter, including adhering to the CGF Human Rights Policy, the OC's Modern Slavery Statement, International Labour Organisation standards, the OC's Anti-Corruption, Counter Fraud, Bribery, Gifts and Gratuities Policy and the OC's Whistleblowing Policy.

In addition, through the OC's procurement process, contracts of £50k or more had a minimum of 10% weighting allocated to social value as part of the contract bid process, and required specific social value commitments to be made by suppliers. Linked to this, in total 70 OC contractors and suppliers were set up on the Social Value Portal and of these 55 made a social value commitment that was entered onto the portal.

Some of these will have represented business as usual activity for the suppliers, while in other cases the commitments would have been delivered specifically as part of the Games contract.

<sup>223</sup> [Birmingham-2022-Sustainability-Report.pdf](#)

<sup>224</sup> [Social-Values-Charter.pdf](#)

<sup>225</sup> Social Value Portal. 2022. 'The method behind the movement'.

<sup>226</sup> [Birmingham Business Charter for Social Responsibility | Birmingham City Council](#)

<sup>227</sup> [Social value | Think Sandwell](#)



As referred to in Section 6.3, and detailed in Annex 1.3, a survey of businesses, including businesses which held a Games contract, was undertaken following the Games in September 2022, with a total achieved sample of 192 businesses, of which 86 reported that they held a direct Games contract.<sup>228</sup>

Due to relatively small sample sizes obtained and the surveying approach, results reported here should be seen as indicative of the types of outputs or outcomes realised by businesses which have had Games contracts, and are not representative of all suppliers to the Games.

Of the 86 responses received from businesses with a Games contract, 36 reported that they had made social value commitments as part of their contract, 37 reported that they did not have social value commitments as part of their contract, and 13 reported they didn't know.

Among the 36 businesses that responded that had social value commitments included within their contract, around a third reported that the commitments went beyond business as usual.

Social value commitments delivered by the OC and Games suppliers include local employment and spend, spend with SMEs and VCSEs and the provision of apprenticeships, work experience and volunteering opportunities. The outputs delivered in these areas up to end September 2022 are reported in Section 6.2.

As noted above, the verified social value generated through these commitments will be reported in the one year post-Games evaluation.

Alongside the activity described above, the Birmingham 2022 Legacy Plan<sup>229</sup> sets out the ambition of the OC to provide a blueprint for future Games and major events. As part of the stakeholder engagement<sup>230</sup> undertaken as part of this evaluation, OC stakeholders reported that the implementation of the social value model has generated learning and development across individuals at the OC as well as within suppliers in terms of how organisations can deliver wider social value as part of delivery of contracts and projects.

Furthermore, the OC hopes that other host cities will adopt key features of the Birmingham 2022 Human Rights Strategy, including the audit of the Organising Committee's supply chain; provision of training on anti-slavery, ethical trading, safeguarding, freedom of speech and human trafficking laws to our suppliers; and the creation and publication of an Ethical Trading Policy.<sup>231</sup>

### 7.3.3 Impacts associated with approaches to EDI and accessibility

In line with the OC's Social Value Charter, the OC aimed to embed EDI through its delivery of the Games as well as through the programming of the sporting events, with the intention of delivering an inclusive Games.

According to the Birmingham 2022 Legacy Plan<sup>232</sup>, the OC aimed not only to deliver an inclusive Games – through the actions and policies implemented as part of the delivery of Birmingham 2022 – but to also establish new standards and benchmarks for future Games and events and set an example of the principles of equality, diversity and inclusion which should be adhered to in every-day life.

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<sup>228</sup> A survey of businesses, including business which held a Games contract, was undertaken in September 2022, following the Games. The survey went to a panel sample of West Midlands businesses, to all suppliers to the OC, and to members of the Business Improvement Districts within Birmingham. A total sample of 195 businesses was achieved, including: 103 West Midlands businesses obtained via the panel sample, including 18 from businesses with a direct Games contract; and 92 businesses reached through other routes, of which 68 had a direct Games contract. In total 86 responses were received from business with a Games contract.

<sup>229</sup> [Our Legacy \(birmingham2022.com\)](https://www.birmingham2022.com/our-legacy)

<sup>230</sup> In total 29 stakeholders were engaged with as part of the immediate post-Games stakeholder engagement, including from local Government stakeholders, representatives and Chief Executives and Leaders from Games partners. This included representatives from the OC functional areas.

<sup>231</sup> [Our Legacy \(birmingham2022.com\)](https://www.birmingham2022.com/our-legacy)

<sup>232</sup> [Our Legacy \(birmingham2022.com\)](https://www.birmingham2022.com/our-legacy)

It should be noted that verification or review of these policies and initiatives is not within the scope of the evaluation. Furthermore, limited quantitative data on the outputs of the activities is available and there is limited evidence of the longer term societal impacts of these initiatives. This sub-section therefore sets out a summary of the policies and approaches adopted as part of the delivery of the Games, and the ways in which these may deliver social impacts.

- From a **gender** perspective, the inclusion of Women’s T20 Cricket meant that Birmingham 2022’s integrated para sport programme featured more women’s medal events than men’s – a first for any major multi-sport event. Furthermore, the event programme included 13 mixed events, more than ever before; and more para sports than any previous Commonwealth Games, with wheelchair basketball 3 x 3 included for the first time.<sup>233</sup>
- From an **LGBTQIA+** perspective, the focus of the OC on driving inclusivity at the Games events extended to the inclusion of Pride House, a Games-time hub which was primarily located in Southside, Birmingham, known as Birmingham’s Gay Village, but also had a presence within three of the Athletes Villages.

Pride House welcomes LGBTQIA+ fans, athletes, and supporters during large-scale international sporting events, with spaces to view the competitions, experience the event with others, learn about LGBTQIA+ sport and LGBTQIA+ discrimination in sport, and build a relationship with mainstream sport.<sup>234</sup> It provided a Games-time hub for the Commonwealth Sport Pride Network, which aims to positively champion and enable LGBTQIA+ inclusion at the Commonwealth Games and across the Commonwealth Sport Movement.

Due to the late inclusion of Pride House in the event planning, data on outputs and outcomes of Pride House are not available for the Games-wide evaluation.

- From an **accessibility** perspective, the OC also aimed to make venues accessible and barrier free where possible to enable everyone to visit them.<sup>235</sup> To support this, the OC established the Birmingham 2022 Inclusive Games Standard<sup>236</sup> (the “BIG Standard”), with the intention to provide a blueprint for future Commonwealth Games and other major events held in the West Midlands or further afield.<sup>237</sup> It is understood from the OC that the BIG Standard builds on existing legislation, regulation and best practice in relation to accessibility to deliver a new set of clear and practical guidelines implemented across delivery of Birmingham 2022.

To further support and inform the development of accessibility policy and practice in relation to Birmingham 2022, including the BIG Standard, the OC established the Birmingham 2022 Accessibility Advisory Forum, a group that includes accessibility specialists, along with representatives from charities, official competition venues and some of the Games partners.<sup>238</sup>

- In terms of **inclusivity** it is understood from stakeholders engaged that it was the intention of the OC to underpin the operational delivery of the Birmingham 2022 Games events with various inclusivity initiatives, including through its recruitment and employment practices.

Birmingham 2022 is a member of Include Me West Midlands (a programme with the intention of delivering more activity that is inclusive for disabled people, headed by West Midlands Combined Authority<sup>239</sup>) and holds Silver Deaf-friendly Standard certification. The Games is also a Disability

<sup>233</sup> [Home of the Birmingham 2022 Commonwealth Games: Birmingham 2022 will be the first global multi-sport event to award more medals to women](#)

<sup>234</sup> [Venue - Pride House Birmingham \(pridehousebham.org.uk\)](#)

<sup>235</sup> [Birmingham 2022 Accessibility and Inclusion Commitment](#)

<sup>236</sup> [Birmingham-2022-The-Birmingham-Inclusive-Games-Standard.pdf](#)

<sup>237</sup> [Birmingham 2022 Accessibility and Inclusion Commitment](#)

<sup>238</sup> [Birmingham 2022 Accessibility and Inclusion Commitment](#)

<sup>239</sup> Activity alliance. 2019. [‘Include Me West Midlands launched’](#).



Confident employer, which requires guaranteed interviews for applicants who qualify as having a disability according to the Equality Act 2010.

Through its recruitment processes, the OC aimed to recruit a workforce that was representative of the diversity of West Midlands.<sup>240</sup> Overall, compared to the West Midlands region as a whole, OC workforce<sup>241</sup> included:

- A higher proportion of people under 29 years of age, representing 46% of the OC workforce, compared to 28% of the population of the West Midlands region.<sup>242</sup>
- A higher proportion of people from ethnically diverse groups, representing 35% of the OC workforce compared to 20% of the population of the West Midlands region (and 32% of the population of the West Midlands Metropolitan County).<sup>243</sup>
- A higher proportion of LGBT+ individuals, representing 10% of the OC workforce compared to 5% of the population of the West Midlands region.<sup>244</sup>
- A higher proportion of females, representing 54% of the OC workforce compared to 50% of the population of the West Midlands region.

According to the OC, Birmingham 2022 was the first Commonwealth Games to recruit a central team to deliver an equality, diversity and inclusion Programme<sup>245</sup> and delivered accessibility and EDI training for staff including in relation to accessibility, neurodiversity, inclusive language and mental health.<sup>246</sup> However, due to the way training was offered to staff, data on completion rates of training is not available from the OC to report in this evaluation.

Through this activity, the OC aims to raise the bar in terms of delivery of future Games and events, including through the adoption of the BIG Standard.<sup>247</sup>

Evidence from existing literature highlights the importance, and potential societal and economic benefits of increased equality, diversity and inclusion. From an economic perspective, there is growing evidence of the impact of inclusive growth approaches on reducing poverty and inequality, where excluded groups gain greater access to education, employment and business opportunities.<sup>248</sup>

Furthermore, there are organisational benefits of increased EDI. Among other things, literature<sup>249</sup> identifies that a diverse workforce will bring new ideas to an organisation, leading to improved decision making and heightening innovation resulting from the inclusion of people with different backgrounds and perspectives. In terms of recruitment, for example, it is stated that organisations that embed EDI into their practices will attract talent from more diverse groups of people, increasing organisational competitive advantage. Further to this, it is also noted that organisations that embrace EDI may benefit from higher employee satisfaction levels, thus generating greater employee engagement and increased productivity. Forbes (2022), also reports that having a diverse workforce means happier and healthier employees, where customers feel more respected, and managers have greater access to the talent and skillset they need for their organisations to thrive.<sup>250</sup>

<sup>240</sup> [Our Workforce \(birmingham2022.com\)](https://www.birmingham2022.com/our-workforce)

<sup>241</sup> [Our Workforce \(birmingham2022.com\)](https://www.birmingham2022.com/our-workforce)

<sup>242</sup> ONS Population Projection, Base 2019

<sup>243</sup> Annual Population Survey

<sup>244</sup> Annual Population Survey

<sup>245</sup> [Our Legacy \(birmingham2022.com\)](https://www.birmingham2022.com/our-legacy)

<sup>246</sup> OC EDI data

<sup>247</sup> [Our Legacy \(birmingham2022.com\)](https://www.birmingham2022.com/our-legacy)

<sup>248</sup> GSDRC. 2015. 'Benefits to society of an inclusive societies approach'.

<sup>249</sup> Welch LLP. 2021. 'The Importance of Equality, Diversity and Inclusion (EDI) in the Workplace'.

<sup>250</sup> Forbes. 2022. 'The Importance of Diversity And Inclusion For Today's Companies'.

Therefore, to the extent the standards, practices and approaches established and demonstrated by the OC are adopted by other organisations or event hosts, it could be expected to bring about benefits of this kind over the longer-term.

Whilst such impacts are not expected to be realised within the timescales of the one year post-Games evaluation, evidence on the uptake of these standards and approaches will be examined in the one year post-Games evaluation.

## 8 Concluding comments

The early evidence relating to the Birmingham 2022 Games events, as analysed in this interim evaluation report, indicates that the Games has been successful in generating beneficial short-term economic impacts for Birmingham, the West Midlands and the UK.

This includes £870.7 million of UK gross GVA (£764.7 million in net terms) generated over the period since the hosting of Games was awarded to Birmingham (FY 2018/19) up to and including the Games event period (up to September in FY 2022/23). Over half of this GVA impact was generated in the West Midlands<sup>251</sup>, with almost a quarter generated in Birmingham itself.

Employment has also been supported through the planning and delivery of the Games events and the spending of Games-related visitors, with approximately 7,440 net FTE jobs supported at the peak of Games events planning and delivery activity in FY 2022/23, and 13,490 net FTE years of employment supported in the UK economy over the 4.5 years of Games delivery. Again, a sizeable proportion of this employment was in Birmingham and the West Midlands (approximately 25% and 52% of total employment supported by Games events respectively).

The impacts of the Games events are not limited to these short-term economic impacts however, and the evidence included in this interim evaluation report also points to the potential for longer-term economic benefits to be realised through the Birmingham 2022 Games events as well as wider positive social impacts. The Legacy Programmes that form a key part of the activities associated with the Birmingham 2022 Games (not assessed within this interim evaluation) also have the potential to contribute positively towards these impacts.

Assessing these longer-term economic and social impacts, both from the Games events and the Legacy Programmes, will be important in order to understand the potential lasting impacts and legacy of the Games, for Birmingham and the West Midlands. The one year post-Games evaluation being conducted in 2023 will analyse the scale of these impacts generated in the period before, during, and up to one year after, the Games events, as well as provide a full assessment against each of the evaluation research questions<sup>252</sup> that are linked to the Games Vision and Mission Pillars.

The one year post-Games evaluation will also go further than this interim evaluation in undertaking a full assessment of the contribution of the Games to the outcome and impacts measured.

It is only at that stage that a clearer understanding can be gained of whether the intended societal outcomes and impacts of the Games have been achieved, and even then the full scale of impacts are unlikely to have been generated by mid-2023. However, the early indications from this interim evaluation point towards the Birmingham 2022 Games events having successfully delivered positive economic and social impacts for Birmingham, the West Midlands and the UK more broadly. Sustaining these through legacy activities and building on the positive momentum that the Games has created in the region will be important if these are to be lasting.

<sup>251</sup> It should be noted that the estimated GVA contribution in the West Midlands captures the impacts in Birmingham.

<sup>252</sup> The full set of evaluation research questions are included in the Pre-Games Evaluation Framework.