

West Midlands Major Events Advisory Group
Supporting materials
August 2023

3.) West Midlands Major Events Advisory Group Terms of Reference - Draft

Purpose	To provide oversight and direction for allocation of funds from the Major Events Fund held by WMCA on behalf of the region (created from Commonwealth Games Legacy funding in order to bolster the economy, trade and tourism and support initiatives).
Remit	<p>Inaugural Meeting – Early August</p> <p>Agree the guiding principles for assessing event potential / suitability of Major Events (Sport, Business and Cultural) as developed by external consultants who are leading in their field - Framework</p> <p>Agree the proposed content and scoring mechanism criteria of the Major Events Fund Application Form and attached guidance notes – based on the framework</p> <p>Agree the proposed Governance structure and process for the Major Events Fund Application Forms and approval of funding from the Major Events Fund</p> <p>Agree the timeline required and support for the Local Authorities to apply for funding from the Major Events Fund for events taking place up to and including 31 March 2025 (via the Major Events Fund Application Form)</p> <p>Report to Economic Growth Board in September 23 on all of above with recommendations for approval</p> <p>Second Meeting – Late August / Early September</p> <p>Consider a short list of recommendations for funding, proposed by the WMGC following application of the evaluation framework to all bids, to the Economic Growth Board in September 23 for approval</p> <p>Final Meeting – TBC</p>

	<p>Review performance measures for impacts in the region based on agreed measures by WMCA as part of the Grant Agreement and as submitted via their original Major Events Fund Application Form.</p>
Decisions	<p>Any decisions will be made by a simple majority of the Group members attending.</p>
Membership	<p>Political representatives from each local authority as members (Leader or Cabinet member with relevant portfolio for major events – Sport, Business and Cultural)</p> <p>The membership shall comprise:</p> <p>Chair – TBC - this role will be drawn from the political membership of the Group</p> <p>Birmingham City Council</p> <p>Coventry City Council</p> <p>City of Wolverhampton Council</p> <p>Sandwell Metropolitan Borough Council</p> <p>Dudley Metropolitan Borough Council</p> <p>Solihull Metropolitan Borough Council</p> <p>Walsall Council</p> <p>Representative from the Wellbeing Thematic Board if not covered by one of the Members above (this is to ensure, where possible, alignment with the Communities Grant Fund which will be supporting local events).</p>
Advisors/ Observers	<p>Experts in (business & leisure) tourism and events management</p> <p>West Midlands Combined Authority</p> <p>DCMS</p> <p>Individual leading on the Inclusive Communities Grant Fund</p> <p>Tourism & Hospitality Advisory Board</p>

	VisitBritain Arts Council.
Frequency	Meetings will take place as above or otherwise as agreed in Birmingham / virtually. Urgent business may be put to the Board between meetings by correspondence or a virtual meeting may be held if required.
Quorum	The chair plus 4 other Members of the Group, or their alternates, will constitute a quorum.
Agenda and minutes	The agenda will be developed by the secretariat in consultation with the members. Minutes, decisions and actions will be captured by the secretariat and circulated to the membership.
Secretariat	The secretariat will be provided by the West Midlands Growth Company.
Reporting	The Group will report on progress to the Economic Growth Board and seek their approval for major decisions.

4.) Governance structure for Major Events Fund Application Form and process

MEF GOVERNANCE



MEMBERS

Economic Growth Board (EGB)

Tom Westley Vice Chair	Cllr A. Andrew	Cllr P. Bradley	Cllr J. Cotton	Cllr M. Dormer	Cllr I. Courts	Cllr G. Duggins	Cllr B. Piper	Cllr S. Simkins	Cllr B. Sleight	Mayor A. Street	Lee Barron	Anita Bhalla	Sarah Windrum	Corin Crane	Matthew Hammond	Prof A. Subic	Mike Wright
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EGB Meetings
22 nd September 2023
16 th November 2023

MEMBERS

West Midlands Major Events Advisory Group (WM - MEAG)

TBC	Cllr S. Suleman	Cllr B. Ghakal	N/A	Cllr P. Harley	Cllr C. Singh Padda	Cllr W. Qais	Cllr A. Andrew
Jonathan Skinner	Andy Newman	Ian Fegan	David Nuttall	Kevin O'Keefe / Helen Martin / Balvinder Heran / Paul Mountford	Ben Percival	Mary Morrissey / Clare Rudge	Simon Tranter
WMCA	Birmingham City Council	City of Wolverhampton Council	Coventry City Council	Dudley Metropolitan Borough Council	Sandwell Metropolitan Borough Council	Solihull Metropolitan Borough Council	Walsall Council

*Representative from the Wellbeing Thematic Board, if not covered by one of the Members above, will join the WM-MEAG. This is to ensure, where possible, alignment with the Communities Grant Fund which will be supporting local events.

ADVISORS/OBSERVERS

Lucy Phipps / Isabelle De Cecco	TBC	TBC
DCMS	Tourism & Hospitality Advisory Board	Visit Britain OR Arts Council

SECRETARIAT

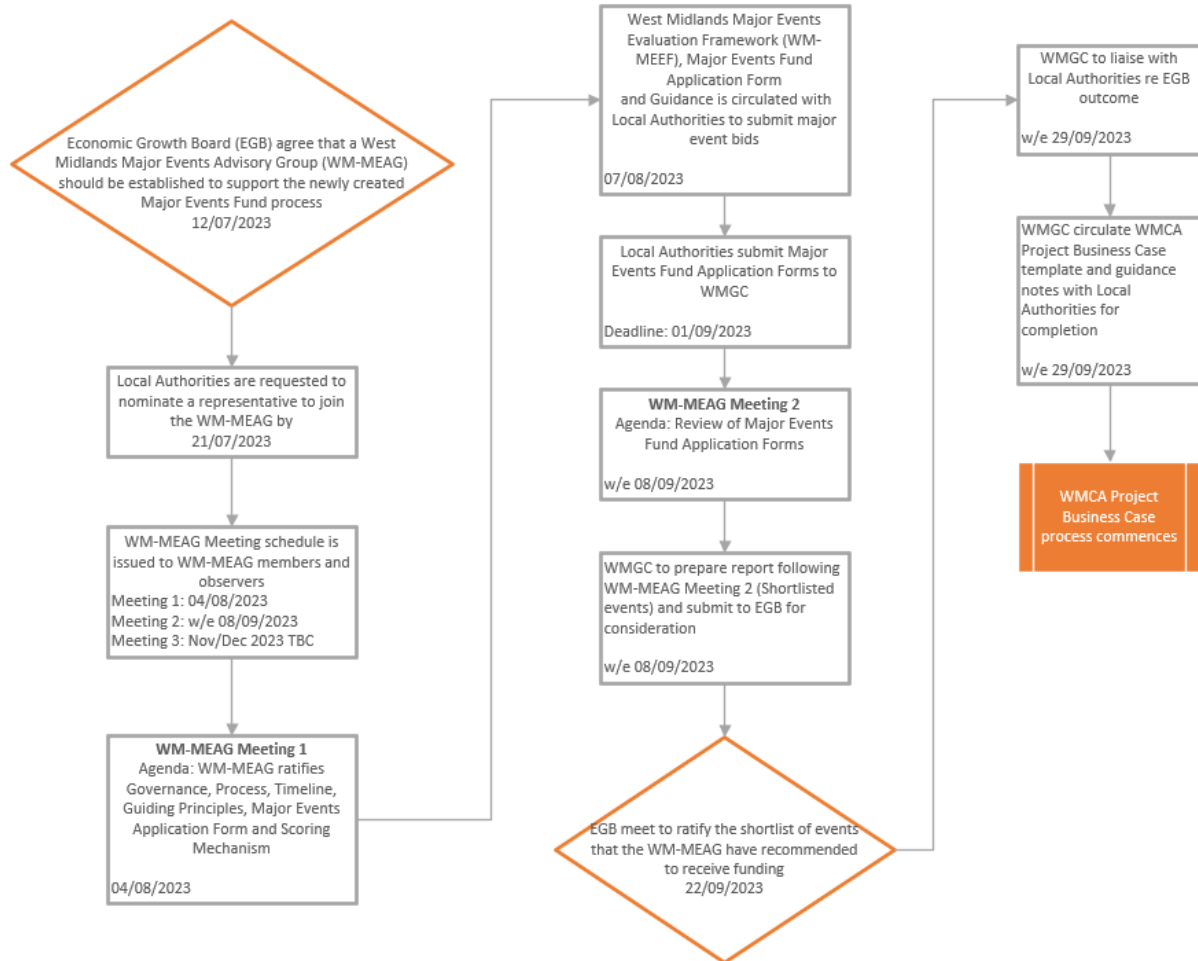
PA/CP/JL/FC/ED
WMGC

WM-MEAG Meetings
4 th August 2023
September 2023
TBC – Nov/Dec 2023

West Midlands Growth Company Internal Project Team

Pip Abercromby (Chair)	Caroline Pooley	Piyush Parmar	Joel Lavery	Fern Canning	Emma Davies	Jess Murphy	Consultants	Weekly Meetings
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Process Flow – outlining the timeline required and support for the Local Authorities to apply for funding from the Major Events Fund for events taking place up to and including 31 March 2025 (vis the Major Events Fund Application Form)



6.) Guiding principles Evaluation

Guiding principles for assessing event potential / suitability		
Strategic Priority	Criteria	Definition
Vision	Become known globally for being a great host of Major International Events	
Definitions	Sporting Events	Sporting events of national and international significance which focus eyes of the world onto our region and draw new visitors to our cities, towns and villages and building a region where our citizens, businesses and communities thrive.
	Cultural Events	Cultural Events, Awards and Festivals of national and international significance which focus the eyes of the world on our region, attract visitors and deliver positive outcomes for our citizens, communities and businesses (incl. music, performing arts, visual arts, crafts, literature, film, screen and digital culture)
	Business Events	Business Meetings and Conferences which draw new delegates into the region and drive economic impact and help promote our key sectors and strengths.
Alignment to stated priorities around Major Events	Welcoming	Events which are culturally inclusive, accessible and promote West Midlands as a welcoming event city region globally and across the UK
	Inclusive	Proactively engages communities, and provides opportunities for residents and visitors to spectate and participate in large scale events

	Diverse	Promotes engagement amongst protected groups/characteristics and strengthens social cohesion and cultural engagement
	Youthful	Target non-traditional audiences and appeal to the younger audiences especially building on the strength of our universities sector
	Innovative	Target events and formats which are new, innovative and emerging
	Collaborative	Work collaboratively across the region for shared interest and benefits for all stakeholders across the public, private and voluntary community sectors
	Sustainable	Develop sustainable opportunities and outcomes for long term sustainable impact
Strengthens Our Regional Events Portfolio	Sports, Cultural and Business Sectors	Hosting major events which align with our priority sports, cultural sector strengths and key business sectors and working with partners to identify new and emerging opportunities
	Venues	Working with primary venues and event hosts to consider gaps in the major event calendar targeting those which can help increase utilisation
	Seasonality	Achieving a year-round offer of major events which take place both indoor and outdoor venues during the summer and winter months
	Size	Targeting events that vary in scale from smaller niche events which might attract a strong and loyal following to major events which include large numbers of spectators or participants

	Frequency	A good blend of recurring, annual or bi-annual events which become a firm fixture on the major event calendar, complemented by one-off mega event hosting opportunities
Contributes to WM Regional Outcomes	Media Profile and Image	Events which enhance our status nationally and internationally as a major events region and help promote our unique assets and expertise
	Business and Economy	Events which provide opportunities for businesses, the economy and help stimulate economic and employment growth
	Engagement and Participation	Events which encourage citizens of all abilities and ages to take part and improve their mental and physical health and wellbeing.
	Environment and Infrastructure	Events which promote our regional host venues and assets, enhance our environments, infrastructure and improve facilities and support sustainable practices in event delivery.
	Employment and Skills	Events which develop and promote volunteering, leadership and apprenticeship opportunities to enhance the skills, capacity and employability of our communities.
	Social Inclusion and Diversity	Events which work with our diverse communities to ensure they are inclusive and connect with our citizens in a way that helps to deliver civic pride.
	Power and Partnerships	Events that enhance our reputation, leverage and soft power and support our partnerships regionally, nationally and internationally, support good governance and are ethical and sustainable.

Feasibility Our ability to host event both operationally and financially	Viability	Realistic hosting opportunity due to cost, available funding, venue suitability, timeframes
	Value for Money	Does it present good value for money when compared to similar events in scale and size
	Transport and Infrastructure	Are there any significant impacts on transport and infrastructure which need to be factored in
	Return on Investment	Does the event present a good (ROI) return on investment for the region with revenues generated for region
	Match Funding	Does the Host/Sponsor Local Authority have match funding or Value in Kind to support event.
	Quality	Status and track record of organisers/rights holder to deliver a quality high profile event
	Risk	Reputational risk of event not being delivered or organisers cancelling

7.) Supporting Guidance Notes

Please find this attached to the email as a separate document.

8.) Content scoring mechanism/criteria

Tab 1 – Event Details

Event Details							
Event Title		Event Genre		<input type="checkbox"/> Please tick this box to confirm the information/data provided in this document is correct to the best of your knowledge			
1.00	Event Details	Value	Comments	Scoring or Non-Scoring			
1.01	Event Years?				Funded events must take place before 31st March 2025 - If the event you are submitting takes place after this date, please do not complete any further fields.		
1.02	Event Month?						
1.03	Event Start Date						
1.04	Event Finish Date						
1.05	Event Days?					Non-Scoring	
1.06	Event Frequency?					Non-Scoring	
1.07	Event Level?					Scoring	
1.08	Event Category?					Non-Scoring	
1.09	Event Type?					Non-Scoring	
1.10	Event Held in WM for more than one year?					Non-Scoring	
2.00	Venue Details	Value	Comments	Scoring or Non-Scoring			
Venues							
2.01	Number of Venues					Non-Scoring	
2.02	Venue Capacity					Non-Scoring	
2.03	Venue /Location Name					Non-Scoring	
2.04	Venue Type					Non-Scoring	
Hotels							
2.05	Number of Hotels					Non-Scoring	
2.06	Category of Hotels					Non-Scoring	
Cities							
2.07	Number of Cities					Non-Scoring	
3.00	Sector Details	Value	Comments	Scoring or Non-Scoring			
3.01	Number of Sports/Sectors					Non-Scoring	
3.02	Primary Sport/Sector					Non-Scoring	
3.03	Is the event-owner a not-for-profit organisation?					Non-Scoring	

Tab 2 – Event Financials

Event Financials					
Event Title		Event Genre			
0		0			
4.00 Funding		Value	Comments		Scoring or Non-Scoring
4.01	Amount being applied for:				Non-Scoring
4.02	Does the host/sponsor/local authority have match funding or Value in Kind to support event? If yes, please provide confirm the amount and (if applicable) details of the Value in Kind				Non-Scoring
5.00 Costs		Value	Comments		Scoring or Non-Scoring
5.01	What is the anticipated total cost to deliver this event (not including this funding)?				Non-Scoring
5.02	What percentage of the total event budget does this application for funding make up?				Non-Scoring
5.03	If successful, what aspect(s) of the event will this money fund?				Non-Scoring
6.00 Risk Management		Comments			Scoring or Non-Scoring
6.01	Please outline in less than 500 words, the top 5 areas of risk for your LA in hosting this event. A comprehensive Risk Management Policy and Risk Management Plan Outline will be required during the individual Business Case development.				Scoring
7.00 Organiser/Rights Holder Track Record		Comments			Scoring or Non-Scoring
7.01	Please outline and evidence in less than 500 words the Status and track record of organisers/rights holder to deliver a quality high profile event				Scoring

Tab 3 – Business Event Profile

Business Event Profile

Event Title

0

Event Genre

0

8.00 Values		Value	Comments	Scoring or Non-Scoring
8.01	Welcoming - Events which are culturally inclusive, accessible and promote West Midlands as a welcoming event city globally and across the UK			Scoring
8.02	Inclusive - Events which proactively engage communities, and provide opportunities for residents and visitors to spectate and participate			
8.03	Diverse - Events which promote engagement amongst protected groups/characteristics and strengthens social cohesion and cultural engagement			
8.04	Youthful - Events which target non-traditional audiences and appeal to the younger audiences especially building on the strength of our universities sector			
8.05	Innovative - Events and formats which are new, innovative and emerging			
8.06	Collaborative - Events which work collaboratively across the region for shared interest and benefits for all stakeholders across across the public, private and voluntary community sectors			
8.07	Sustainable - Events which develop sustainable opportunities and outcome for long term sustainable impact			
9.00 Participants/Athletes/Delegates		Value	Comments	Scoring or Non-Scoring
9.01	Number of Participating Continents			Non-Scoring
9.02	Number of Participating Nations			Scoring
9.03	Number of Participants/Athletes			Scoring
9.04	% Overseas Participants/Athletes			Scoring
9.05	% of Male Participants/Athletes			Non-Scoring
9.06	% of Female Participants/Athletes			Scoring
9.07	% of Disabled Participants/Athletes			Scoring
9.08	Number of Supporting Staff/Team Officials/Technical Officials			Non-Scoring
9.09	% Overseas Supporting Staff/Team Officials/Technical Officials			Non-Scoring
9.10	% of Male Supporting Staff/Team Officials/Technical Officials			Non-Scoring
9.11	% of Female Supporting Staff/Team Officials/Technical Officials			Non-Scoring
9.12	% of Disabled Supporting Staff/Team Officials/Technical Officials			Non-Scoring
10.00 Attendance/Spectators		Value	Comments	Scoring or Non-Scoring
10.01	Estimated Total Attendance/Spectators			Scoring
10.02	Estimated Unique Attendance/Spectators			Scoring
10.03	% Out-of-Town Spectators (excluding residents - domestic)			Scoring
10.04	% Overseas Spectators (international)			Non-Scoring

11.00 Media Profile and Image		Value	Comments	Scoring or Non-Scoring	
Broadcast					
11.01	Does the event's marketing & communication plan include West Midlands featuring in the media coverage of the event (eg space allocated to local stakeholders/campaigns before and during the event)?			Scoring	
11.02	Will key broadcast metrics be gathered through the event? (Audiences, viewing figures)?			Scoring	
11.03	Please indicate the number of nations the event was broadcast to in the most recent occurrence of that event (or estimate for a new event).			Scoring	
11.04	Please indicate the media value - AVE - achieved in the last occurrence of this event.			Scoring	
11.08	Will the event be broadcast nationally?			Scoring	
Online Broadcast/Streaming					
11.12	Will the event be streamed/broadcast online (Live or Highlights) through the event website?			Scoring	
11.13	Estimated online audience for web streaming/online broadcast based on previous online statistics?			Scoring	
Web Traffic					
11.14	Will web traffic figures be gathered during the event?			Scoring	
Press					
11.16	Will press coverage be monitored through the event?			Scoring	
11.17	No. of accredited media representatives attending the event			Scoring	
Social Media					
11.20	Will key metrics be measured for social media engagement during the event? (Posts, mentions, shares, retweets, likes, comments, and overall sentiment)?			Scoring	
11.21	No. of social media followers of event/event-owner (All Social Media Accounts)?			Scoring	
11.22	Will you measure social media impressions/reach among key target audiences and markets for this event?			Scoring	
Satisfaction Survey					
11.23	Will attendee and/or viewer attitudes to the event be monitored and reported?			Scoring	
11.24	Will ticket purchasing only be available for public to buy at limited times (thereby driving interest)?			Scoring	

12.00 Business and Economy		Value	Comments	Scoring or Non-Scoring	
12.01	Is there a plan to promote event-related business to local suppliers?			Scoring	
12.02	Estimated economic benefit forecast using industry-recognised methodology (eg eventIMPACTS)?			Scoring	
12.04	Overnight stays in paid accommodation by visiting participants			Scoring	
12.05	Total operational budgeted expenditure (excluding Value-in-Kind)			Non-Scoring	
12.06	What % of your supply chain will you commit to sourcing from the West Midlands Region?			Scoring	
12.07	Value of contracts with local suppliers			Scoring	
12.08	Proportion of operation event costs funded by commercial revenue			Non-Scoring	

13.00 Engagement and Participation		Value	Comments	Scoring or Non-Scoring	
13.01	Is there a plan to proactively engage and include local host communities and residents across the West Midlands in the event, and encourage participation (in sport/physical activity or arts)?			Scoring	
13.02	Will the event have a regional community engagement strategy in place?			Scoring	

14.00 Environment and Infrastructure		Value	Comments	Scoring or Non-Scoring	
14.01	Please confirm you are willing to commit to delivering this event with a focus on at least three of the focus areas outlined in the Sustainability West Midlands Roadmap to 2030			Scoring	
14.02	Will there be any investment in venues or physical infrastructure designed for sustainable long-term use?			Scoring	
14.05	Will the carbon footprint of the event be calculated?			Scoring	
14.06	Will the event have ISO2021 accreditation, or other recognised certification?			Scoring	
14.07	Will the event encourage spectators/delegates and all other attendees to travel to the event via sustainable transport?			Scoring	
14.08	Proportion of spectators/delegates using public or sustainable transport			Non-Scoring	
14.09	Will the event have an environmental strategy in place?			Scoring	
14.10	Will the event have a waste management plan in place?			Scoring	
14.11	Will the event have a water management policy in place?			Scoring	
14.12	Will the event have a energy management plan in place?			Scoring	
14.13	What % of energy is planned to come from renewable energy?			Non-Scoring	
14.14	Will the event have a Sustainable Procurement Code in place for all products and services?			Scoring	
14.15	Will the event have a bio-diversity plan in place?			Scoring	
14.16	Will the event have initiatives to improve the local environment in place?			Scoring	

15.00 Employment and Skills		Value	Comments	Scoring or Non-Scoring	
15.01	Is there a plan for target segments of the WM community to benefit from improved skills and employability as a result of the event workforce and volunteer programme?			Scoring	
15.02	Will volunteers be specifically recruited and trained from target members of the local community?			Scoring	
15.08	Is there a written equal opportunity policy in place for the organisation of the event?			Scoring	
15.09	What % of staff will be from minority populations?			Scoring	
15.10	What % of staff will be female?			Non-Scoring	
15.11	What % of staff will be disabled?			Non-Scoring	
15.12	Will new jobs and/or upskilling of local staff be part of your core recruitment strategy?			Scoring	

16.00 Social Inclusion and Diversity		Value	Comments	Scoring or Non-Scoring	
16.01	Is there a plan to use the event to actively promote diversity and inclusion, including minority groups applicable to target segments of the local population (eg disabled people, Asian, Black)?			Non-Scoring	
16.02	Is there a plan to proactively engage and attract young people and work with our HE and FE sectors to reach the under 25 audience?			Scoring	
16.03	Will you have a diversity and inclusion policy for the event?			Scoring	
16.04	Will you have a gender equality policy for the event?			Scoring	
16.05	Will you have a disability and accessibility policy for your event?			Scoring	
16.06	Does the event include plans for "outreach" programmes?			Scoring	

17.00 Power and Partnerships		Value	Comments	Scoring or Non-Scoring
17.01	Is there a plan for the event to take an innovative approach to event delivery. E.g use of technology, audience engagement and experience?			Scoring
17.02	Is there a plan for the event to work with stakeholders and partners across the region and collaborating across sectors to deliver positive outcomes?			Scoring
17.03	Will the event enable local or national organisations to have more international influence (eg through membership of international associations)?			Scoring
17.04	Estimate minimum number of co-created fringe or associated events with WM based organisations			Non-Scoring
17.05	Does the event contribute to any national policy agendas linked to government departments or NDPBs?			Scoring
17.06	Is there a plan to engage athletes/speakers/delegates to help promote sustainability in the region?			Scoring
17.07	Will the event have a risk management policy?			Scoring
17.08	Will the event or rights-owner have a human rights policy or commit to international labour rights?			Scoring
17.09	Does the event have an audience in relevant international markets for tourism or trade?			Scoring
17.10	Does the event involve international nations being represented?			Scoring
18.00	Notes		Comments	Scoring or Non-Scoring
18.00	If you are-unable to answer any fields within your submission and would like to provide extraordinary information or insight as to why this event should be considered for funding support, please add in the comments box			Non-Scoring

Tab 4 – Cultural Event Profile

Cultural Event Profile					
Event Title		Event Genre			
0		0			
8.00	Values	Value	Comments	Scoring or Non-Scoring	
8.01	Welcoming - Events which are culturally inclusive, accessible and promote West Midlands as a welcoming event city globally and across the UK			Scoring	
8.02	Inclusive - Events which proactively engage communities, and provide opportunities for residents and visitors to spectate and participate				
8.03	Diverse - Events which promote engagement amongst protected groups/characteristics and strengthens social cohesion and cultural engagement				
8.04	Youthful - Events which target non-traditional audiences and appeal to the younger audiences especially building on the strength of our universities sector				
8.05	Innovative - Events and formats which are new, innovative and emerging				
8.06	Collaborative - Events which work collaboratively across the region for shared interest and benefits for all stakeholders across across the public, private and voluntary community sectors				
8.07	Sustainable - Events which develop sustainable opportunities and outcome for long term sustainable impact				
9.00	Participants/Athletes/Delegates	Value	Comments	Scoring or Non-Scoring	
9.03	Number of Participants/Athletes			Scoring	
9.04	% Overseas Participants/Athletes			Scoring	
9.05	% of Male Participants/Athletes			Non-Scoring	
9.06	% of Female Participants/Athletes			Scoring	
9.07	% of Disabled Participants/Athletes			Scoring	
9.08	Number of Supporting Staff/Team Officials/Technical Officials			Non-Scoring	
9.09	% Overseas Supporting Staff/Team Officials/Technical Officials			Non-Scoring	
9.10	% of Male Supporting Staff/Team Officials/Technical Officials			Non-Scoring	
9.11	% of Female Supporting Staff/Team Officials/Technical Officials			Non-Scoring	
9.12	% of Disabled Supporting Staff/Team Officials/Technical Officials			Non-Scoring	
10.00	Attendance/Spectators	Value	Comments	Scoring or Non-Scoring	
10.01	Estimated Total Attendance/Spectators			Scoring	
10.02	Estimated Unique Attendance/Spectators			Scoring	
10.03	% Out-of-Town Spectators (excluding residents - domestic)			Scoring	
10.04	% Overseas Spectators (international)			Non-Scoring	

11.00 Media Profile and Image		Value	Comments	Scoring or Non-Scoring	
Broadcast					
11.01	Does the event's marketing & communication plan include West Midlands featuring in the media coverage of the event (eg space allocated to local stakeholders/campaigns before and during the event)?			Scoring	
11.02	Will key broadcast metrics be gathered through the event? (Audiences, viewing figures)?			Scoring	
11.03	Please indicate the number of nations the event was broadcast to in the most recent occurrence of that event (or estimate for a new event).			Scoring	
11.04	Please indicate the media value - AVE - achieved in the last occurrence of this event.			Scoring	
11.08	Will the event be broadcast nationally?			Scoring	
Online Broadcast/Streaming					
11.12	Will the event be streamed/broadcast online (Live or Highlights) through the event website?			Scoring	
11.13	Estimated online audience for web streaming/online broadcast based on previous online statistics?			Scoring	
Web Traffic					
11.14	Will web traffic figures be gathered during the event?			Scoring	
11.15	Estimated audience size of event/event owner web traffic (average unique users per month)?			Scoring	
Press					
11.16	Will press coverage be monitored through the event?			Scoring	
11.17	No. of accredited media representatives attending the event			Scoring	
Social Media					
11.20	Will key metrics be measured for social media engagement during the event? (Posts, mentions, shares, retweets, likes, comments, and overall sentiment)?			Scoring	
11.21	No. of social media followers of event/event-owner (All Social Media Accounts)?			Scoring	
11.22	Will you measure social media impressions/reach among key target audiences and markets for this event?			Scoring	
Satisfaction Survey					
11.23	Will attendee and/or viewer attitudes to the event be monitored and reported?			Scoring	
11.24	Will ticket purchasing only be available for public to buy at limited times (thereby driving interest)?			Scoring	

12.00 Business and Economy		Value	Comments	Scoring or Non-Scoring	
12.01	Is there a plan to promote event-related business to local suppliers?			Scoring	
12.02	Estimated economic benefit forecast using industry-recognised methodology (eg eventIMPACTS)?			Scoring	
12.05	Total operational budgeted expenditure (excluding Value-in-Kind)			Non-Scoring	
12.06	What % of your supply chain will you commit to sourcing from the West Midlands Region?			Scoring	
12.07	Value of contracts with local suppliers			Scoring	
12.08	Proportion of operation event costs funded by commercial revenue			Non-Scoring	

13.00 Engagement and Participation		Value	Comments	Scoring or Non-Scoring	
13.01	Is there a plan to proactively engage and include local host communities and residents across the West Midlands in the event, and encourage participation (in sport/physical activity or arts)?			Scoring	
13.02	Will the event have a regional community engagement strategy in place?			Scoring	
13.03	Is there a dedicated engagement role with the purpose of driving engagement in the region?			Scoring	
13.04	Estimated number of people to be engaged (at least aware of the event)?			Scoring	
13.05	Will the event aim to increase physical activity/sport / arts within the adult population in the region?			Scoring	
13.06	Estimated number of adults to be involved?			Non-Scoring	
13.07	Will the event aim to increase physical activity/sport/arts within the schools population in the region?			Scoring	
13.08	Estimated number of school children to be involved?			Non-Scoring	
13.09	Planned no. of attendees at free activity related to the event			Scoring	
13.11	Money invested in grass-roots programmes as a result of the event			Non-Scoring	
13.12	Proportion of spectators inspired to participate more (sport/physical activity or arts)?			Non-Scoring	

14.00 Environment and Infrastructure		Value	Comments	Scoring or Non-Scoring	
14.01	Please confirm you are willing to commit to delivering this event with a focus on at least three of the focus areas outlined in the Sustainability West Midlands Roadmap to 2030			Scoring	
14.02	Will there be any investment in venues or physical infrastructure designed for sustainable long-term use?			Scoring	
14.05	Will the carbon footprint of the event be calculated?			Scoring	
14.06	Will the event have ISO2021 accreditation, or other recognised certification?			Scoring	
14.07	Will the event encourage spectators/delegates and all other attendees to travel to the event via sustainable transport?			Scoring	
14.08	Proportion of spectators/delegates using public or sustainable transport			Non-Scoring	
14.09	Will the event have an environmental strategy in place?			Scoring	
14.10	Will the event have a waste management plan in place?			Scoring	
14.11	Will the event have a water management policy in place?			Scoring	
14.12	Will the event have a energy management plan in place?			Scoring	
14.13	What % of energy is planned to come from renewable energy?			Non-Scoring	
14.14	Will the event have a Sustainable Procurement Code in place for all products and services?			Scoring	
14.15	Will the event have a bio-diversity plan in place?			Scoring	
14.16	Will the event have initiatives to improve the local environment in place?			Scoring	

15.00 Employment and Skills		Value	Comments	Scoring or Non-Scoring	
15.01	Is there a plan for target segments of the WM community to benefit from improved skills and employability as a result of the event workforce and volunteer programme?			Scoring	
15.02	Will volunteers be specifically recruited and trained from target members of the local community?			Scoring	
15.03	Estimated number of total volunteers			Scoring	
15.04	Estimated % of volunteers from WM target communities			Scoring	
15.05	Will the event have a volunteer training programme in place?			Scoring	
15.06	Will volunteer attitudes to the event be monitored and reported?			Scoring	
15.07	Will there be dedicated employment opportunities (eg internships)?			Scoring	
15.08	Is there a written equal opportunity policy in place for the organisation of the event?			Scoring	
15.09	What % of staff will be from minority populations?			Scoring	
15.10	What % of staff will be female?			Non-Scoring	
15.11	What % of staff will be disabled?			Non-Scoring	
15.12	Will new jobs and/or upskilling of local staff be part of your core recruitment strategy?			Scoring	

16.00 Social Inclusion and Diversity		Value	Comments	Scoring or Non-Scoring	
16.01	Is there a plan to use the event to actively promote diversity and inclusion, including minority groups applicable to target segments of the local population (eg disabled people, Asian, Black)?			Scoring	
16.02	Is there a plan to proactively engage and attract young people and work with our HE and FE sectors to reach the under 25 audience?			Scoring	
16.03	Will you have a diversity and inclusion policy for the event?			Scoring	
16.04	Will you have a gender equality policy for the event?			Scoring	
16.05	Will you have a disability and accessibility policy for your event?			Scoring	
16.06	Does the event include plans for "outreach" programmes?			Scoring	
16.07	Planned no. of participants in outreach programmes			Scoring	
16.08	Will local community groups benefit from outreach activity?			Scoring	
16.09	Will the attitudes of participants in outreach activity linked to the event be monitored and reported?			Scoring	
17.00 Power and Partnerships		Value	Comments	Scoring or Non-Scoring	
17.01	Is there a plan for the event to take an innovative approach to event delivery. E.g use of technology, audience engagement and experience?			Scoring	
17.02	Is there a plan for the event to work with stakeholders and partners across the region and collaborating across sectors to deliver positive outcomes?			Scoring	
17.03	Will the event enable local or national organisations to have more international influence (eg through membership of international associations)?			Scoring	
17.04	Estimate minimum number of co-created fringe or associated events with WM based organisations			Non-Scoring	
17.05	Does the event contribute to any national policy agendas linked to government departments or NDPBs?			Scoring	
17.06	Is there a plan to engage athletes/speakers/delegates to help promote sustainability in the region?			Scoring	
17.07	Will the event have a risk management policy?			Scoring	
17.08	Will the event or rights-owner have a human rights policy or commit to international labour rights?			Scoring	
17.09	Does the event have an audience in relevant international markets for tourism or trade?			Scoring	
17.10	Does the event involve international nations being represented?			Scoring	
18.00	Notes		Comments	Scoring or Non-Scoring	
18.01	If you are-unable to answer any fields within your submission and would like to provide extraordinary information or insight as to why this event should be considered for funding support, please add in the comments box			Non-Scoring	

Tab 5 – Sporting Event Profile

Sport Event Profile					
Event Title		Event Genre			
<input type="text"/>		<input type="text"/>			
8.00	Values	Value	Comments	Scoring or Non-Scoring	
8.01	Welcoming - Events which are culturally inclusive, accessible and promote West Midlands as a welcoming event city globally and across the UK			Scoring	
8.02	Inclusive - Events which proactively engage communities, and provide opportunities for residents and visitors to spectate and participate				
8.03	Diverse - Events which promote engagement amongst protected groups/characteristics and strengthens social cohesion and cultural engagement				
8.04	Youthful - Events which target non-traditional audiences and appeal to the younger audiences especially building on the strength of our universities sector				
8.05	Innovative - Events and formats which are new, innovative and emerging				
8.06	Collaborative - Events which work collaboratively across the region for shared interest and benefits for all stakeholders across the public, private and voluntary community sectors				
8.07	Sustainable - Events which develop sustainable opportunities and outcome for long term sustainable impact				
9.00	Participants/Athletes/Delegates	Value	Comments	Scoring or Non-Scoring	
9.01	Number of Participating Continents			Non-Scoring	
9.02	Number of Participating Nations			Scoring	
9.03	Number of Participants/Athletes			Scoring	
9.04	% Overseas Participants/Athletes			Scoring	
9.05	% of Male Participants/Athletes			Non-Scoring	
9.06	% of Female Participants/Athletes			Scoring	
9.07	% of Disabled Participants/Athletes			Scoring	
9.08	Number of Supporting Staff/Team Officials/Technical Officials			Non-Scoring	
9.09	% Overseas Supporting Staff/Team Officials/Technical Officials			Non-Scoring	
9.10	% of Male Supporting Staff/Team Officials/Technical Officials			Non-Scoring	
9.11	% of Female Supporting Staff/Team Officials/Technical Officials			Non-Scoring	
9.12	% of Disabled Supporting Staff/Team Officials/Technical Officials			Non-Scoring	
10.00	Attendance/Spectators	Value	Comments	Scoring or Non-Scoring	
10.01	Estimated Total Attendance/Spectators			Scoring	
10.02	Estimated Unique Attendance/Spectators			Scoring	
10.03	% Out-of-Town Spectators (excluding residents - domestic)			Scoring	
10.04	% Overseas Spectators (international)			Non-Scoring	

11.00	Media Profile and Image	Value	Comments	Scoring or Non-Scoring
Broadcast				
11.01	Does the event's marketing & communication plan include West Midlands featuring in the media coverage of the event (eg space allocated to local stakeholders/campaigns before and during the event)?			Scoring
11.02	Will key broadcast metrics be gathered through the event? (Audiences, viewing figures)?			Scoring
11.03	Please indicate the number of nations the event was broadcast to in the most recent occurrence of that event (or estimate for a new event).			Scoring
11.04	Please indicate the media value - AVE - achieved in the last occurrence of this event.			Scoring
11.05	Estimated number of live hours of coverage internationally?			Non-Scoring
11.06	Will the event be broadcast in key international tourism markets (see guidance notes)?			Scoring
11.07	Estimated number of tourism markets?			Scoring
11.08	Will the event be broadcast nationally?			Scoring
11.09	Estimated number of live hours of coverage nationally?			Non-Scoring
11.10	Will local stakeholders be recognised as part of the pre-event media coverage of the event?			Scoring
11.11	If the event is broadcast, are plans in place to give equal broadcast time to female and male?			Scoring
Online Broadcast/Streaming				
11.12	Will the event be streamed/broadcast online (Live or Highlights) through the event website?			Scoring
11.13	Estimated online audience for web streaming/online broadcast based on previous online statistics?			Scoring
Web Traffic				
11.14	Will web traffic figures be gathered during the event?			Scoring
11.15	Estimated audience size of event/event owner web traffic (average unique users per month)?			Scoring
Press				
11.16	Will press coverage be monitored through the event?			Scoring
11.17	No. of accredited media representatives attending the event			Scoring
11.18	Estimated % of media representatives from outside the UK			Non-Scoring
11.19	Estimated % of media representatives from UK			Non-Scoring
Social Media				
11.20	Will key metrics be measured for social media engagement during the event? (Posts, mentions, shares, retweets, likes, comments, and overall sentiment)?			Scoring
11.21	No. of social media followers of event/event-owner (All Social Media Accounts)?			Scoring
11.22	Will you measure social media impressions/reach among key target audiences and markets for this event?			Scoring
Satisfaction Survey				
11.23	Will attendee and/or viewer attitudes to the event be monitored and reported?			Scoring
11.24	Will ticket purchasing only be available for public to buy at limited times (thereby driving interest)?			Scoring

12.00 Business and Economy		Value	Comments	Scoring or Non-Scoring
12.01	Is there a plan to promote event-related business to local suppliers?			Scoring
12.02	Estimated economic benefit forecast using industry-recognised methodology (eg eventIMPACTS)?			Scoring
12.03	Overnight stays in paid accommodation by visiting spectators			Scoring
12.04	Overnight stays in paid accommodation by visiting participants			Scoring
12.05	Total operational budgeted expenditure (excluding Value-in-Kind)			Non-Scoring
12.06	What % of your supply chain will you commit to sourcing from the West Midlands Region?			Scoring
12.07	Value of contracts with local suppliers			Scoring
12.08	Proportion of operation event costs funded by commercial revenue			Non-Scoring

13.00 Engagement and Participation		Value	Comments	Scoring or Non-Scoring
13.01	Is there a plan to proactively engage and include local host communities and residents across the West Midlands in the event, and encourage participation (in sport/physical activity or arts)?			Scoring
13.02	Will the event have a regional community engagement strategy in place?			Scoring
13.03	Is there a dedicated engagement role with the purpose of driving engagement in the region?			Scoring
13.04	Estimated number of people to be engaged (at least aware of the event)?			Scoring
13.05	Will the event aim to increase physical activity/sport / arts within the adult population in the region?			Scoring
13.06	Estimated number of adults to be involved?			Non-Scoring
13.07	Will the event aim to increase physical activity/sport/arts within the schools population in the region?			Scoring
13.08	Estimated number of school children to be involved?			Non-Scoring
13.09	Planned no. of attendees at free activity related to the event			Scoring
13.10	Are individuals or teams from the West Midlands be provided enhanced access to the event (eg qualifying roster, special delegate access)?			Scoring
13.11	Money invested in grass-roots programmes as a result of the event			Non-Scoring
13.12	Proportion of spectators inspired to participate more (sport/physical activity or arts)?			Non-Scoring
13.13	Will resident attitudes to the event be monitored and reported?			Scoring

14.00 Environment and Infrastructure		Value	Comments	Scoring or Non-Scoring
14.01	Please confirm you are willing to commit to delivering this event with a focus on at least three of the focus areas outlined in the Sustainability West Midlands Roadmap to 2030			Scoring
14.02	Will there be any investment in venues or physical infrastructure designed for sustainable long-term use?			Scoring
14.03	Total Investment in venues and equipment for long-term use			Non-Scoring
14.04	Does the event have public commitment to positive environmental policies?			Scoring
14.05	Will the carbon footprint of the event be calculated?			Scoring
14.06	Will the event have ISO2021 accreditation, or other recognised certification?			Scoring
14.07	Will the event encourage spectators/delegates and all other attendees to travel to the event via sustainable transport?			Scoring
14.08	Proportion of spectators/delegates using public or sustainable transport			Non-Scoring
14.09	Will the event have an environmental strategy in place?			Scoring
14.10	Will the event have a waste management plan in place?			Scoring
14.11	Will the event have a water management policy in place?			Scoring
14.12	Will the event have a energy management plan in place?			Scoring
14.13	What % of energy is planned to come from renewable energy?			Non-Scoring
14.14	Will the event have a Sustainable Procurement Code in place for all products and services?			Scoring
14.15	Will the event have a bio-diversity plan in place?			Scoring
14.16	Will the event have initiatives to improve the local environment in place?			Scoring

15.00 Employment and Skills		Value	Comments	Scoring or Non-Scoring
15.01	Is there a plan for target segments of the WM community to benefit from improved skills and employability as a result of the event workforce and volunteer programme?			Scoring
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