

<b>Date</b>	23 <sup>rd</sup> September 2022
<b>Report title</b>	Update on B ATP and Games-time impact
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<b>Accountable Chief Executive</b>	Laura Shoaf, Chief Executive, WMCA
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<b>Report has been considered by</b>	WMGC Board

## 1. Purpose

- 1.1. This paper provides an update on the impact of B ATP activity to date, particularly during Games-time, and sets out plans for the next six months.
- 1.2. A presentation will be provided at the meeting which will set out more detail on performance to date and the regional and local impacts.

## 2. Recommendations

Economic Growth Board is recommended to:

- 2.1.1. Note and discuss progress made to date.

## 3. Background

- 3.1. The Business & Tourism Programme (B ATP), led by the West Midlands Growth Company (WMGC) in collaboration with the Department for International Trade (DIT) and VisitBritain (VB), is the first programme of its kind to be a formal accredited part of the Commonwealth Games and is designed to boost the economic impact of this international sporting event by:

- Building on the West Midlands' existing economic ties with Commonwealth markets, such as India, Singapore, Malaysia, Australia and Canada and develop new opportunities in Africa and beyond.
- Securing a greater slice of the UK's foreign direct investment (FDI) and attracting new investment in the region's infrastructure and real estate offer.
- Making the most of the region's excellent facilities and event management experience to bid for other major international conferences and events.
- Attracting a new generation of leisure tourists, including overseas and overnight visitors.

- 3.2. WMGC is tracking the impact of the B ATP by tracing the ‘customer journey’ a potential investor, conference or event organiser or visitor typically takes – for example:
- Short term outputs – seeing a piece of marketing collateral or media coverage, attending an event or visit, having an initial conversation about a potential investment or visit (i.e. a lead has been generated).
  - Medium term outcomes – becoming more aware and informed about what Birmingham and the West Midlands has to offer, taking a more positive view of the proposition and actively considering a potential investment or visit. Having more specific discussions about requirements and the area’s business case (i.e. the initial lead has been converted into an opportunity).
  - Longer term impacts – making a decision to invest or visit (i.e. the opportunity has been won).

#### **4. Delivery**

- 4.1. In the first half of 2022, 130 events around the world were delivered or attended as part of B ATP, through an ambitious programme of marketing campaigns, in-person and virtual sales missions to Canada, India, Australia, Singapore, Malaysia, and Dubai, tracing the route of the Queen’s Baton Relay. In parallel, WMGC secured global coverage with over 1,000 articles reaching 710 million people, and accelerated interest in key markets. As a result, the region’s investment pipeline grew from 328 opportunities in December 2021 to 978 opportunities in June 2022.
- 4.2. During the Games, WMGC held over 180 events showcasing everything the region has to offer, hosting hundreds of international investors, event organisers, travel representatives, sporting federations and media. Working closely with DIT and the University of Birmingham, WMGC ran packed sector showcase events at UK House, attended by over 1300 people. These were complimented familiarisation visits across the region focused on our key sectors which were attended by over 400 delegates.
- 4.3. The events and familiarisation visits spanned the breadth of WMGC activity – inward investment, capital attraction, tourism, MICE, Sport and media. They were designed to shine a spotlight on the region’s strengths and assets, including our university and research institutions, our tourist attractions and sporting facilities, and our event venues, accommodation, experiences and dining. This activity was delivered collaboratively with our public, private and academic sector partners – something that was very well received by attendees who commented on the strength of the regional leadership, engagement and support.
- 4.4. Ahead of the Games over 200 ‘front line’ tourism staff across the region were trained via the Getting Games Ready training platform, to ensure that visitors receive a warm welcome. Over 5000 tourists were helped by the visitor information teams over the period.

- 4.5. Birmingham also hosted the inaugural Commonwealth eSports Forum and eSports Games, putting the region on the map of a global market worth \$1.4 billion.
- 4.6. Over Games time, 40 media outlets were hosted, resulting in 1,200 media articles, reaching a total of 825 million people worldwide.

## 5. Impact

- 5.1. While it will take time for all this activity to feed through fully to the pipeline (the full effect should be visible in the next full quarterly update), during Games-time:
  - The number of leads in the pipeline grew by more than 20% to total nearly 1,200 – which is nearly three times the figure at the end of 2021.
  - The number of leads converted to opportunities grew by 8% to total more than 120 – which is more than twice figure at the end of 2021.
- 5.2. This is feeding through into some significant real-world impacts. The programme is already substantially ahead of this year's targets, and well on the way to achieving the 2027 end of programme targets in a number of areas including:
  - The number of inward investment projects landed and associated new jobs created (35% ahead of the 2022-23 target).
  - The number of MICE and sporting events landed (five times more events than the 2022-23 target have been secured).
  - The number of travel trade-ready 'bookable products' developed, working with the region's tourism businesses (12% ahead).
- 5.3. While a full economic evaluation of the Business and Tourism Programme will not be completed until the end of the programme in Spring 2024, it is estimated that at the conclusion of the Games more than £54 million worth of GVA has been generated by the investment, conferences and events landed and export activity supported in the UK and the region. Based on the £15.5 million expenditure incurred by the programme to date, this gives a Benefit:Cost Ratio of 4.3 – well above the central forecast of 2.4 made in the Full Business Case.

## 6. Next Steps

- 6.1. Over the next six months, WMGC will lead or have a presence at a variety of events taking place in the region, the UK and internationally.
- 6.2. Key investment events that WMGC will attend include the London Real Estate Forum (September), Birmingham Tech Week (October), Medica (November), Mobile World Congress (February) and MIPIM (March).
- 6.3. Key tourism and MICE events include IMEX North America (October), ICCA World Congress and IBTM World (November), Britain & Ireland Marketplace 2023 (January) and British Travel & Tourism Show (March).

- 6.4. In addition, a series of in-market events will be led by WMGC over the next six months, delivering postponed Queen's Baton Relay visits as part of the B ATP. These include missions to India (November) and Australia, Malaysia and Singapore (all February).
- 6.5. Taking place between 4<sup>th</sup> – 13<sup>th</sup> November, planning for the India mission is at an advanced stage. The overarching objective of the mission is to showcase the quality and breadth of the West Midlands proposition and promote the region as a place to 'Live, Learn and Earn,' generating place-making awareness, interest and engagements which will positively contribute to the economic legacy of the Birmingham 2022 Commonwealth Games.
- 6.6. The mission will be delivered in partnership with DIT Midlands and VisitBritain. Cities include Hyderabad, Mumbai, Chandigarh, Pune, Chennai, Delhi.
- 6.7. The mission will focus on the Future Mobility; Creative, Digital & Tech; and Data-Driven Healthcare sectors, and will build on the work of the West Midlands India Partnership by fostering closer partnerships between the West Midlands and Indian regional governments.

## **7. Financial Implications**

- 7.1. There are no financial implications as a direct result of this report. B ATP is funded by a combination of Government grant, regional match funding and commercial income.

## **8. Legal Implications**

- 8.1. There are no immediate legal implications as a direct result of this report.

## **9. Equalities Implications**

- 9.1. There are no immediate equalities implications arising from this report.

## **10. Inclusive Growth Implications**

- 10.1. There are no immediate inclusive growth implications arising from this report.

## **11. Geographical Area of Report's Implications**

- 11.1. The report primarily covers the seven West Midlands Combined Authority metropolitan areas

## **12. Other implications**

- 12.1. None.