

Wellbeing Board

Date	Monday 5 December 2022
Report title	Delivering a long lasting Commonwealth Games Physical Activity and Wellbeing Legacy
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Recommendation(s) for action or decision:

Wellbeing Board is recommended to:

- (1) Note the overview of the Commonwealth Games Sport and Physical Activity legacy delivery.
- (2) Receive a regular briefing on the impact and learning on Commonwealth Games physical activity delivery. Although the WMCA is not accountable, there is considerable value in highlighting the progress, impact and learning.
- (3) Receive a report for approval at the next meeting on the WMCA and Sport England partnership setting out intentions on contributing to the proposed health duty and also enabling the delivery of a long-lasting Games physical activity legacy, co-designed with Wellbeing Board stakeholders..

1. Purpose

This paper provides a summary of the Commonwealth Games Physical Activity and Wellbeing legacy and how the WMCA, Sport England and partners are working together to ensure that the Games is a catalyst for long term change to improve health and reduce inequalities by getting more people active. In doing so, it sets out intentions to develop a long-term Sport England and WMCA partnership. This will include a joint presentation by WMCA and Sport England.

2. Birmingham Commonwealth Games 2022

- 2.1 Many of us have our memorable Commonwealth Games moments, the atmosphere, the competition, the bull, the 14,000 volunteers and the opening and closing ceremonies.

- 2.2. The Commonwealth Games has a proud record for being delivered in a record 4.5 years, sold more tickets than any previous UK Commonwealth Games, the most sustainable games yet and the biggest inclusive para sport programme with more women events and medals and the first social value charter.
- 2.3 The legacy planning also started 4 years ago initially led by Government, Birmingham CC and the WMCA, with the ambitions for the games:
- A game for everyone;
 - Bring people together;
 - Improve health and wellbeing
 - Put us on the global stage
 - Help the region to grow and succeed
- 2.2 These are early days, we are beginning to realise these ambitions with for example 40k jobs and skills delivered, many of the Cultural legacy events. As the Games ended, the sport and physical activity legacy started in earnest and this paper focuses on what is been delivered and why and how it intends to provide the catalyst for change in improving health outcomes by getting more people active.
- 3. Commonwealth Games physical activity and mental wellbeing legacy**
- 3.1 DCMS contracted Sport England to lead the work on the physical activity legacy. With WMCA, OHID, Birmingham City Council, a physical activity legacy framework was established with 4 objectives to steer priorities and inform funding decisions:
- Improving access and opportunities to reduce inactivity
 - Target support to those most in need
 - Encourage walking and cycling and developing facilities for community use
 - Support people and communities to look after their mental health.
- 3.2 Mental Wellbeing legacy has been expertly led by OHID West Midlands and included:
- A Commonwealth Games construction and mental wellbeing campaign focusing on the Sandwell Aquatic Centre and Alexander Stadium;
 - Encouraging all volunteers to be trained in mental wellbeing
 - A Games time mental wellbeing promotion toolkit which was downloaded to a close to 1000 organisations during the Games time.
- 3.3. The breadth and scale of Sport and physical activity legacy is provided in Appendix 1 covering Birmingham City Council, Sport England, Transport for West Midlands, West Midlands Growth Company and Birmingham Organising Committee funded legacy programmes. The WMCA intends to provide the Wellbeing Board with a regular update on progress and impact.
- 3.4 The WMCA and OHID worked with DCMS, Sport England and partners to design the implementation programmes, stand up the Physical Activity and Wellbeing Legacy Group and jointly invest with Sport England, work at a local and regional level to provide expertise in joint working between stakeholders and with communities and capturing learning and impact.
- 3.5 This has been most significant with the “Commonwealth Active Communities” programme aimed to tackle inactivity in locally identified communities reflective of local need co-designed with communities and creating a multi-stakeholder approach to deliver change.
- 3.6 As the West Midlands sport and physical activity partners continue to learn from doing, attention has also been given to how the WM sport and physical activity system work together as the “stewards” to ensure there is a long-lasting legacy beyond the 2 years of

significant funding. One of the significant influencing factors for this, is the partnership between Sport England and the WMCA.

4. WMCA and Sport England Partnership

- 4.1 The WMCA and Sport England have recently completed its existing £569k funding agreement for the initial implementation of the WMCA's "[West Midlands on the Move](#)" Physical Activity Strategy. This test and trial stage instigated the collaborative leadership work needed to co-create the design of the Commonwealth Games physical activity legacy framework. Investment into the Black Country enabled Active Black Country and Local Authorities to do the ground work for Black Country Moving which has become their Commonwealth Active Communities legacy programme. The investment into getting more disabled people active, provides the context and evidence for the health devolution ask to become an exemplar region in determining what levelling up means for disabled people.
- 4.2 The Commonwealth Games legacy, Health devolution ask and the test and trial funding has informed Sport England and WMCA's thinking on developing a more mature longer term partnership to work together with partners to champion the life changing impact being active has on a fairer, healthier and inclusive West Midlands. Being a partner in enabling the delivery of the proposed health duty.
- 4.3 This would be achieved by:
- Ensuring our respective investment, policy development and practices benefit health and reduce health inequalities by advocating movement and physical activity by utilising our expertise, insight, evidence and investment to influence and change policy and practice in areas of mutual interest.
 - Championing a long lasting physical activity by joining forces with Local Authorities, NHS, community partners and Sport England's [System Partners](#) such as Active Partnerships and Streetgames to create a regional voice for sport and physical activity on those big issues that will impact on a fairer, healthier and inclusive West Midlands.
 - Building capacity and capability in the West Midlands sport and physical activity ecosystem and other systems we collectively have influence in to utilise sport as a catalyst for change in improving health, employment and skills and community outcomes.
- 4.4 The West Midlands Mayor and WMCA Chief Executive met with the Sport England Chief Executive and his Directors on 17th November to explore this partnership and set out direction. An update will be provided at the Wellbeing Board meeting.
- 4.5 The WMCA seeks agreement from the Wellbeing Board to pursue this partnership and translate these objectives into a set of policy priorities, investments and impacts bringing a partnership plan to the next meeting for agreement.

5. Financial Implications

- 6.1 There is no further financial implications for the WMCA in 2022/23 in developing this partnership. Future years budget requests will be subject to agreement by the WMCA.

6. Legal Implications

- 6.1 In discussions with the WMCA's legal team that, subject to the WMCA agreement of a resourced Partnership Plan and subsequent grant agreements, that Sport England and WMCA should establish a "Project Board" reporting to the Wellbeing Board on investment

decisions, outputs and impacts, risks and issues. A shadow Board should be created as the partnership plan evolves.

- 6.2 Clear contractual obligations need to be agreed between WMCA and Sport England and captured in writing that set out each party's roles and responsibilities, how costs are to be apportioned and any relevant agreed governance and reporting arrangements. This should also include any relevant funding terms and conditions that either party have to comply with as part of any obligations placed on them by a funding stream i.e. monitoring and provision of information.
- 6.3 Grant Agreements that will be required as part of this Programme will need to be drafted by legal to ensure that sufficient terms and conditions are included to protect WMCA interests and also to flow down/mirror any funding terms and conditions that may have been imposed on WMCA by a funding stream. The funding agreements between WMCA and any recipient of grant funding should be agreed, and signed by both parties before funding is released.
- 6.4 Legal also note that there is reference within this report to "legacy matters". Should WMCA be required to accept novation or assignment of any contract before agreeing to do so the author is requested to speak to legal first to ensure that WMCA have the relevant powers to be able to accept any novation or assignment and also have the opportunity to review the contracts to be novated/assigned and the terms of any deed of novation/ assignment.

7. Equalities Implications to update

- 7.1 This is in line with the proposed Partnership objectives and plan delivery contributing to the proposed Health duty by reducing health inequalities by getting more people active. As part of the Partnership Plan's development, the WMCA will produce and share an Equality and Health Impact Assessment to steer policy priorities, investment and evaluation.

8. Inclusive Growth Implications

- 8.1 The inclusive growth implications of this work are largely positive: The objectives complements the Inclusive Growth framework and practice as it focuses on a fairer, greener and healthier West Midlands co -designed with residents to understand the enablers and address the barriers to change:

Inclusive Growth Fundamental	Indicator	Justification
Affordable, safe and connected places	Local centres and neighbourhoods Reducing crime Digital and place connectivity	Realising the potential of sport and physical activity in place making. Addressing the wider determinants of health

Equality	Public services Protected characteristics Income and wealth Social mobility	Reducing health inequalities through policy influence and change
Health and Wellbeing	Healthy development Wellbeing Being active	Improving health by getting more people active.
Power, influence, and participation	Democratic participation Economic participation	By encouraging positive behaviour change including co-design and evaluation with communities

9. Geographical Area of Report's Implications

- 9.1 The work of the Wellbeing Board applies to relevant activity across both Constituent and Non-constituent areas.

10. Other Implications

None.

11. Schedule of Background Papers

- 11.1 HM Government [Commonwealth Games Highlight Report 2022](#)

12. Appendices

Appendix 1 – Summary of the Commonwealth Games Physical Activity Legacy

Appendix 1 – Summary of the Birmingham Commonwealth Games physical activity legacy programmes

Programme	Lead	Purpose	Outputs/ Outcomes	Timescales
Sport England funded				
<p>Commonwealth Active Communities</p> <p>The following lists the 4 CACs</p>	Sport England	<p>Devised by Sport England built from its learning over the last 4 years of place-based working with input from WMCA and others, it focuses on getting people active by tackling inequalities in some of the most deprived and inactive areas of the WMCA geography, by using the power and the opportunity of the Games to inspire local communities and where there is scope to join up legacy from the Games venues and/or events.</p> <p>The CACs are 4 locally determined local areas designed to be collaborative in style putting the voice of community central and distributing leadership within the community, linked to Local Strategic Priorities. Evaluated by Sheffield Hallam University</p>	<p>Part of games evaluation plan led by DCMS.</p> <p>Change to how sport and physical activity is planned and delivered locally.</p> <p>At intervention level increased activity levels and associated wellbeing outcomes.</p>	2022-24
Coventry Moves	Coventry CC	<p>A partnership approach led by Coventry CC aiming to use the Games, post pandemic to tackle isolation and loneliness through sport in response to the pandemic focusing on:</p> <ul style="list-style-type: none"> • Go -parks -developing and enhancing physical activity and sport activities for young people across over 50 parks with links to the sports, festivals and culture events. • Go Streets – activating 22 streets over 2 years on community designed activities and services targeted at the family. • Adult social Care physical activity programme – co-designing physical activity and wellbeing programme at Care Centres for older people, including using Games athletes to inspire older people to get active. 	(see above)	2022/24



So Go - Solihull	Solihull MBC	Supporting those across the community that suffer with poor mental health using the value of sport and physical activity to connect and support people and in doing so address inactivity Borough wide. This is in response to the increasing prevalence of mental health issues exacerbated by the pandemic. The ambition is to create a more integrated physical activity and mental health pathway including a wellbeing programme of co-designed activities and connecting communities to activities such as the Being on the Move Campaign, Ping! Solihull, "Bike it" Solihull and Swim Solihull. This includes "Solihull gets Active" a disability focused programme connecting disabled young people and adults through festivals and events to inspire people to get active.	(see above)	2022/24
Black Country Moving	Active Black Country on behalf of the 4 LAs	Builds on the programme that the WMCA funded via its Sport England grant focusing on creating more physically active communities in targeted areas <ul style="list-style-type: none">• Dudley (Brierley Hill, St Thomas and St James),• Sandwell (Langley, Soho and Victoria & St Pauls)• Walsall (Birchills Leamore, Town Centre, Willenhall South)• Wolverhampton (Bilston East, Bushbury South and Low Hill, East Park). It includes programmes with the Canals and Rivers Trust, a social prescribing element focusing on harnessing the festival effect of the Games and activities including Active Streets celebrations and cycling activities; a network of community connectors, a People's Panel, micro-grant scheme, a digital wayfinding solution and community activity academy.	(see above)	2022/24
Birmingham	Sport Birmingham on behalf of local partners	A partnership approach which builds on the learning from Sport England's Birmingham and Solihull Local Delivery Pilot and other practice using the Games to encourage behaviour change to create a City where	(see above)	2022/24



		<p>physical activity is the norm, inequalities reduced and the barriers to sport and physical activity area are removed.</p> <p>Delivery is in the 5 most inactive and most deprived areas of the City – Alum Rock, Castle Vale, Heartlands, Lozells and Sparkbrook and Balsall Heath East delivering social prescribing, a network of youth and family connectors, space activation around streets, canals and parks, community games festivals a cycling training programme, inclusive sports hubs, establishing a community campus where communities can engage with stakeholders giving young people a stronger voice.</p>		
Small Grants Programme	6 WM Active Partnerships	A £100 to £2500 grant programme aimed to support community activation in 2022 connecting to the cultural vibrancy of the Commonwealth Games, supporting cultural diversity and inclusion and local priority groups to improve health and wellbeing.	3 areas of focus for the fund: Bringing people together through Sport and Physical Activity. Enhancing the workforce for Sport and Physical activity in the region. Improving health and well being.	6 months
Gen 22/Volunteering	Active Black Country on behalf of the 6 WM Active Partnerships Streetgames	<p>Part of B2022 £1m Gen 22 programme creating opportunities for local young people (16-24 years) to gain life skills from Games-related activities. Aimed at young people who might otherwise struggle to access such opportunities such as the lack of confidence, being a young carer, undertaking a 30 hour volunteering assignment with B2022 authorised organisations.</p> <p>Streetgames is a flagship provider for the B2022 OC (not Sport England funded)</p>	<p>360 young people volunteering</p> <p>100 placement opportunities</p>	<p>Over 2 years</p> <p>Completed</p>
Beat the Street	Intelligent Health	Activating the West Midlands pre, during and after the Games. Beat the Street is a 12 month community wide programme which uses digital boxes to create a trail across a city or town to improve the health and wellbeing of all ages, by getting people moving and a creating a social norm around walking.	Dudley 89 primary schools involved, 25,534 players covered 100,169 miles during the six - week game phase. Birmingham game 18 schools involved approx.. 8k players.	Gradual roll out across areas



Daily Mile Legacy Plan	Daily Mile Foundation	Help schools to be inspired by the Games and walk the Commonwealth by doing the Daily Mile. 2 yr funded national Programme Manager.	The Daily Mile Commonwealth Challenge resource: A free resource encouraging primary schools to deliver The Daily Mile and embed this into their physical activity offer following the Games	2 years
Schools Games	Youth Sport Trust, Active Partnerships and School Games Organisers	Connecting to the existing School Games programme to B2022 with a focus on participation and inclusivity. For example, each organizer is using local data and insight to identify the inequalities faced by young people in different areas and ensure those who need it most, get help to be active.	Over 1900 B2022 inspired School Games activities, events and opportunities engaged 211,411 children and young people in the 2021-22 academic year. Targeted these events at disadvantaged and inactive young people with many representing their school for the first time B2022 School Games national virtual competition: achieved a social reach of 40,597 and 1,869 downloads across schools	By Sept 22
School Games National Finals	Youth Sport Trust	A 4 day multi-sport competition that helps accustom the country's promising young athletes to a high quality, multi sport performance environment. 1000 young school-aged athletes representing England, Scotland, Wales and Northern Ireland competing across 10 sports. Includes an athlete education programme which has a large focus on mental and physical health and wellbeing. A vast number of workforce and volunteers support the event. It provides them with valuable experience at a large multi sport event. Livestreaming channel available during Finals, providing opportunity to engage family, friends and the wider population.	Supporting 1000 young athletes with a high quality multi-sport performance environment preparing them for the future.	Sept 2022



<p>Talent</p>	<p>National Governing Bodies of Sport (NGBs)</p>	<p>To help NGBs prepare both staff and athletes for the games, creating an inclusive environment that promotes positive mental health and maximise medal potential. To give potential stars of the future the chance to experience a big multi sport event for the first time and help them prepare for the future. (Team England Futures TEF)</p>	<p>Team England games time medal performances.176 medals in total. TEF: 954 (844 athletes and 110 support staff) supported including immersive games time experience.</p>	<p>Sport England funds Commonwealth Games England on a 4 year cycle. .</p>
<p>Digital and Innovation</p>	<p>21 NGBs</p>	<p>This fund supports national governing bodies to activate their sport around the games with a focus on tackling inequality in participation. Includes a strong but not exclusive focus to Birmingham and the West Midlands.. Also support NGBs to use innovative, non-traditional digital ideas to drive participation. This includes the following examples:</p> <ul style="list-style-type: none"> • Swimming and Diving – community outreach; workforce and young people (Key Stage 2 programmes) in Birmingham and the Black Country. • Netball – national with focus on Birmingham, Black Country and Coventry to promote existing programmes e.g. ChangemakeHER and Bee Netball and key learning how to best engage with under-represented groups e.g. Muslim women and provide positive experiences by creating a network of leaders to engage more diverse audiences and create positive experiences for children. • Boxing - Vision for B2022 legacy centres across England and providing 10 'Boxing Activator Apprenticeships' for a group of young people (aged 18-25) from underrepresented groups such as Travelling Community and Women & Girls to create and deliver new boxing session to reach underrepresented groups. 	<p>Tackling inequalities in participation within sport. Each sport has set out its priorities based on insight.</p>	<p>Funds run through to December 2023.</p>



Places and Spaces Programme	Sport England/Crowd Funder	To create, enhance or redevelop sports facilities for the benefit of the community as part of the Games' legacy. £10k maximum match available. Targeted at organisations in the wider West Midlands region. Examples include: Moseley Ashfield Cricket Club who raised £12k from their own supporters and have been awarded £4k to refurbish facilities and provide new opportunities.	Improved places to play sport leading to improved experiences and greater levels of activity.	TBC.
Birmingham Venues	B2022	To support strategic sporting capital infrastructure, including investment into new multi-use games area at Holford Drive Community Sports Hub, improvements to Wyndley Leisure Centre, Improvements to Birmingham BMX site at Perry Park. Potentially 2x2 beach volleyball court sites in Birmingham post Games and a joint initiative between Birmingham city Council, Sport England and England Basketball to enhance upto 20 3x3 basketball sites across the city in the next 12 months to grow the game with local community groups/networks.	Improved places to play sport leading to improved experiences and greater levels of activity.	Through to Dec 2023.
Cannock	Forestry Commission	Providing a local and national legacy by delivering new blue grade bike trail using the Commonwealth Games course and community bike learn and play facility, Active Forests programme and support for British Cycling staff for activation, cycling promotion, campaigns and local way finding project.	Improved places to play sport leading to improved experiences and greater levels of activity.	

Other Sport and Physical Activity Legacy Programmes

Programme	Lead	Purpose	Outcomes/Outputs	Timescales
Cycling for Everyone	TfWM	A wide programme of work around cycling, focusing on reducing inequalities and aligning with the development and delivery of games time operations, maximising opportunities around the West Midlands Cycle hire scheme, adapted cycles and links to the WMCA led work on active environments legacy and climate change aspirations. We are working with	Improved cycling confidence and maintenance skills, improved health and wellbeing outcomes, improved social cohesion, increased local journeys by pedal cycle, and better access to pedal cycles	Year 1 closes 30 th November 2022



		Local Authorities to ensure funding is used to address communities' specific needs.	when they couldn't otherwise afford one.	
Sports Equipment Gift Scheme	Sport England	Provides the opportunity for clubs, education and organisations to access up to 16k pieces of sports equipment used during the games or at training sites from boxing gloves to cones. Priority is given to those small organisations where there is most need to support activity in their communities and not had the opportunity or ability to seek support elsewhere e.g support people who have previously felt excluded from getting active.	16k pieces of games sport equipment helping communities of need to 290+ community organisations following assessment of 2.4k applications. Some equipment funding available to strong but not funded applicants	Announced 08 November 2022

Legacy Plans

Programme	Lead	Purpose
Games Legacy Plan	Birmingham CC	<p>The City Council's legacy plan based on 5 priorities:</p> <p>a) A Thriving City – strengthening the capability of the City to attract world class sporting and other events to Birmingham by new infrastructure, competitive operational plans and Major Sporting Events strategy 2022-32)</p> <p>b) An Inspirational City -deliver an ongoing school learning programme to enhance knowledge of the heritage and history of the Commonwealth;</p> <p>A Healthy City – launch a new Sport Strategy linking health and wellbeing approaches to a broader sporting agenda, developing sporting pathways and making the best use of assets. This included plans to train 1000 Physical Activity Clinical Champions and profiling the health benefits of all of the Commonwealth Games sports. The City Council also had a small grants programme and a £1m physical activity programme which included £350k to the Active Wellbeing Society to deliver a youth programme and £350k to Sport Birmingham for 8 Community Games and a Club Together programme.</p> <p>c) A Welcoming City – working with key partners, develop a viable and sustainable annual cultural event in 2023 called the Birmingham International Festival, bringing local people and visitors here to celebrate the best there is from the local area.</p>

		d) A Green Growth City – secure the long term regeneration of Perry Barr, delivering new homes, jobs and infrastructure as part of this key sustainable growth area, supported by technology and data).
United by 2022 Charity (includes, but not exclusively sport)	United by 2022 Charity	<p>Developing a Community Fund to carry on the best projects started by the Games, creating more opportunities for young people, empower people to solve challenges on their doorstep, champion fairness and inclusivity and insure and turn Games' venues into well loved and community spaces. United by 2022 is targeted at those who have been socially excluded by supporting projects that are:</p> <ul style="list-style-type: none"> • Community led, enabling communities to put their ideas into action and work to solve the challenges on their doorstep; • Keep the games vision for everyone alive and promote fairness and inclusion • Ensure venues and other Games assets are turned into well loved community spaces after the Games.
Major Sports Events Strategy	West Midlands Growth Company	<p>WMGC continue to develop relationships nationally and internationally with International Federations and Rights Holders and identify Major Events Hosting opportunities which are the right fit for the West Midlands. Over the coming months the WMGC will develop this pipeline of major event opportunities for 2023 – 2027 and be developing the bids in collaboration with partners.</p> <p>Advocacy and Promotion</p> <p>We will seek to maintain the momentum we have created during the Commonwealth Games and continue to promote our ambitions for hosting Major Sporting events and our regions offer through our marketing and comms partnerships and by utilising our own channels. We will also be implementing a more targeted follow-up B2B campaign to reinforce our relationships with International Federations over the coming months and we are planning a number of targeted meetings and attending events to enable this over coming months.</p> <p>QBR Activity and Familiarisation Visits to WM</p> <p>QBR missions are currently being considered for India relating to the Kabaddi World Cup 2023/24 and also Singapore, relating to our partnership with Global Esports Federation who have developed a Innovation and research hub there.</p>