

Report to the Greater Birmingham and Solihull Supervisory Board

29th June 2017

Bid to Host the 2022 Commonwealth Games

1. Purpose of the Report

- 1.1 To outline the developments with the Commonwealth Games, including the outcome of the feasibility study part funded by GBSLEP.
- 1.2 To consider a further request to contribute £50,000 towards a regional bidding fund of £1m in order to submit a compelling bid to host the 2022 Commonwealth Games.

2. Recommendations

Supervisory Board is asked to:

- 2.1.1 Note developments since the GBSLEP Board received a report on the Commonwealth Games in December 2016, including the outcome of the feasibility study.
- 2.1.2 Endorse the LEP Board's decision to contribute a further £50,000 from the retained levy of the Business Rates Pool towards a regional consortium of funding in order to prepare to bid for the 2022 Commonwealth Games.

3. Background

- 3.1 At the Greater Birmingham and Solihull LEP Board Meeting on 9 December 2016 it was agreed to provide £50k of funding alongside money from Birmingham City Council of £120k to support a feasibility study into bidding to host the 2026 Commonwealth Games. As a result, consultants were appointed through a competitive process to carry out this work in January 2017 which included a technical and financial feasibility study, an economic impact assessment and an assessment of Birmingham's capacity to win.
- 3.2 In March 2017, Durban withdrew as hosts for the 2022 Games and the Commonwealth Games Federation (CGF) announced a competition would be undertaken for a replacement host city. The UK Government agreed to submit an expression of interest to host the 2022 Games on 28 April 2017, and has subsequently announced in May details of the domestic and international competition time lines i.e. May to September 2017 which includes responding to a preliminary questionnaire in June followed by site visits in July. Subject to meeting the CGF's technical requirements after their preliminary assessment, UK cities will be invited to make a formal bid and respond to a secondary questionnaire in August, followed by further formal presentations in September. A final decision on the successful host for the 2022 Games is anticipated in November.

As a result, during the feasibility work for 2026, the consultants were also asked to consider 2022 and their work has confirmed that in terms of meeting the

requirements of the Games it would be possible to host a Commonwealth Games in 2022.

3.3 The outcome of the feasibility was that a compelling case could be made for Birmingham to bid, based on the following:

- The strength of existing facilities in Birmingham and across the region, with 95% of facilities already in place.
- The city has excellent transportation links by road, rail and air to cope with the scale of the event.
- There is site availability to deliver the Games village to accommodate the athletes and although it is challenging it can be delivered within the time scale.
- There is an excellent broader offering encompassing both business and culture.

In addition:

- The hosting of a multi-sport event would help to accelerate the socio-economic development of the city region.
- It is estimated (from the 2026 work) that there would be a gross economic benefit to Greater Birmingham of £422m and to the UK of £1.102m.
- It is also estimated (from the 2026 work) that there would be up to 950 new jobs supported in Greater Birmingham and around 2,250 nationally by hosting the Games.
- The Games would also accelerate both housing and transport infrastructure.

3.4 The proposed venues include: in Birmingham the Barclaycard Arena, Symphony Hall, The University of Birmingham, the Alexander Stadium and the ICC. In addition, the NEC and Genting Arena in Solihull, the Ricoh Arena in Coventry, mountain biking in Cannock Chase and a new 50m pool development is proposed.

3.5 A key component of the bid would be housing up to 6500 athletes and officials in the Games Village. Perry Barr has been identified as the most suitable location for the Village. It is proposed to be predominantly on the existing Birmingham City University site, already allocated for housing development. The building of the Village would accelerate this housing development and, although it is very tight, it can be delivered by 2022 and would help regenerate the area.

4. Key Issues

4.1 Due to the urgency of establishing a replacement host for 2022, the bidding process has been reduced to 4 months as opposed to the normal 18 months. However the CGF's requirements with regards to the detail expected from potential host cities has not diminished and if anything has become more forensic to ensure the delivery of the Games.

4.2 In terms of the known competition at this stage, domestically Liverpool are still in the process, with support from Manchester. Internationally Perth, Sydney and Adalaide have expressed interest from Australia, together with Kuala Lumpur in Malaysia and Victoria in Canada.

5. Financial Implications

- 5.1 As a result the estimated cost to prepare the bid is £1m and is proposed to be funded from a regional consortium of public and private bodies.

These costs are to fund consultancy to provide the technical advice, expertise and capacity to demonstrate that all the facilities proposed can meet the necessary specification and overlays required by the CGF that the Athletes Village can be delivered and will be fit for purpose. Also that the necessary transport and security plans are in place and to work up a winning narrative for the bid.

All public bodies have confirmed they are taking the necessary reports in their respective decision making bodies in the June cycle to secure the funding. In considering the request for funding at its meeting on 16 June 2017, the GBSLEP Board noted that hosting the Commonwealth Games would support a number of the priorities in its Strategic Economic Plan, including “taking full advantage of our global connections” through the international reach of the Games and “stronger conditions for growth” through the intention of ensuring a lasting legacy for the region, increasing housing supply, exploiting our cultural assets and supporting inclusive growth. It would also support the headline vision of becoming a top global city region. The Board agreed that £50k should be made available from the retained levy in the Business Rates Pool, subject to endorsement from the Supervisory Board.

- 5.2 The delivery cost of the Games is being discussed with the Commonwealth Games Delivery Unit (CWDU) with the Department of Culture, Media and Sport. A substantial part of this would need to be raised by Birmingham City Council in collaboration with its partners but as a regional bid, the funding package will need to be assembled from across the region. The final figure will need to be produced as part of the bid process.

6. Legal implications

- 6.1 The final decision to bid and provide the necessary guarantees will need to be made prior to submitting a formal submission in August.

7. Equalities

- 7.1 Hosting the Games would provide a real opportunity to help reduce health inequalities through physical activity associated with poverty and deprivation. There will be over 12,500 volunteers required which will help encourage active citizenship and improving community cohesion.
- 7.2 The requirements of Birmingham City Council’s Equality Policy and the Equality Act 2010 will be specifically included in the contract documentation for work on the bid.

8. Consultation

- 8.1 In addition to the GBSLEP Board, there has been engagement with officers from the Black Country, Coventry & Warwickshire and GBS LEPs, the West Midlands Combined Authority, the Midlands Engine and private sector partners..

9. Conclusion

- 9.1 On the evidence of previous Commonwealth Games in Glasgow and Manchester there is a clear economic benefit in hosting the Commonwealth Games. It would

support the growth of the city and the wider region and support the delivery of the key priorities of the GBSLEP. The Supervisory Board is therefore requested to endorse the GBSLEP Board's decision to allocate £50,000 from the Business Rates Pool to contribute to the bid preparation development cost.

Prepared by: Steve Hollingworth
Service Director
Sports, Events, Open Spaces and Wellbeing

Contact: steve.hollingworth@birmingham.gov.uk
0121 464 2024

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