BEYOND BIRMINGHAM 2022

Our priorities for the Birmingham 2022 Commonwealth Games Legacy

The Birmingham 2022 Commonwealth Games presents a fantastic opportunity to inspire, engage, and bring people and communities together across Birmingham and the region.

Sport Birmingham is uniquely positioned to create positive impact through sport and physical activity, generating personal, social and economic benefit. We are working closely with the Commonwealth Games Organising Committee, DCMS, WMCA, Birmingham City Council, Sport England and other stakeholders to coordinate and cultivate the physical activity and wellbeing legacy.

The priority areas set out within this document are focused on our vision to ensure:

- People lead more active, healthier, happier and successful lives
- Communities are stronger, more inclusive, integrated and resilient.

<table>
<thead>
<tr>
<th>Commonwealth Games Legacy objectives</th>
<th>Improve health and wellbeing</th>
<th>Be a catalyst for change</th>
<th>Bring people together</th>
<th>Help the region to grow and prosper</th>
</tr>
</thead>
<tbody>
<tr>
<td>Our priorities for Birmingham 2022 Commonwealth Games Legacy</td>
<td>Improve physical and mental wellbeing by reducing inactivity</td>
<td>Make sport and physical activity inclusive and accessible to all</td>
<td>Connect communities through sport and physical activity</td>
<td>Mobilise a workforce for the sport and physical activity sector</td>
</tr>
</tbody>
</table>
We will:

- Connect partners and stakeholders to maximise impact and benefit
- Engage business to create an effective CSR offer which can help community groups and clubs grow and prosper
- Engage National Governing Bodies of sport (NGBs) to strengthen and broaden the local offer
- Support sporting clubs and hubs to be ‘Games-ready’ for the increased demand to undertake activity
- Enable facilities, services and spaces to connect inclusively with communities and positively impact on active lifestyles
- Provide an Open Data powered, digital solution for ‘real-time’ promotion of sport and physical activity that helps people to find the right activity for them
- Regionalise the benefits of the CWG through the West Midlands Active Partnership network.

Thank you to our partners