



# NEWSLETTER

**JULY 2021**

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#B2022



# MESSAGE...

## ...from John Crabtree

Welcome to the latest Birmingham 2022 newsletter which I hope will bring you up to speed on the progress that we've been making on delivering the Games. However, in this issue we take a look beyond the Games and you will find details of our plans for the legacy the Games will leave behind.

The legacy plan which we recently published contains details of a series of firsts for the Games that we believe will ensure that Birmingham 2022 leaves a positive impact across the city, region and the country.

It includes our plans for the largest ever business and tourism programme linked to an edition of the Games, the social value commitments that all companies bidding for business are required to make, it explains how Birmingham 2022 will be the first Games to fully integrate volunteers from all delivery partners into one united volunteer programme and it also outlines our plans to be the first ever carbon-neutral Commonwealth Games.

You'll also find in this issue a more detailed look at our sustainability pledge, which outlines how carbon neutrality will be achieved and describes how we've teamed up with Severn Trent to help ensure that this pledge becomes a reality.

We look forward to sharing more information about our legacy plans in the coming months.

**JOHN CRABTREE OBE**  
CHAIRMAN,  
BIRMINGHAM 2022

## ...from Ian Reid

Welcome to the newsletter. As well as the important operational updates on key areas such as accommodation, transport, security, we've also included the latest information about some of our major announcements in the last few weeks.

We have now published our full event schedule so you'll find information included on this and we used this moment to publicly release the first details about tickets. Within this newsletter we've also included an update on our volunteer programme which we launched at the start of June. Our volunteers will be known as the Commonwealth Collective and we've had thousands of people come forward to apply to be part of the programme and we are confident that those selected will provide you with a very warm welcome to the Games.

We've also included information about Perry, our official mascot. We hope you will agree that he is a fantastic and colourful addition to the Birmingham 2022 team.

Finally, I am pleased to report that there has been impressive progress made on the construction of our venues in the last few months. The redevelopment of the Alexander Stadium is progressing very well and I was pleased to have a tour of the Sandwell Aquatics Centre a couple of weeks ago. This project is also on schedule and on budget and it will be an incredible venue for our swimming and diving events.

**IAN REID**  
CHIEF EXECUTIVE OFFICER,  
BIRMINGHAM 2022



# KEY DATES UPDATE



Timing	Key Dates	Information/Action Required
12 Months	16 July 21	CGA Ticketing Contracts to be submitted for GSAs
12 Months	August 21	Chefs de Mission Dossier distributed
11 Months	13 August 21	CGA Ticket Request Portal P1 Close
11 Months	August 21	Rate Card Catalogue Published
10 Months	1 September 21	Rate Card Order Period Open
10 Months	3 September 21	CGA Ticketing - Client Ticket Portal account update with confirmed allocation requests
10 Months	8 September 21	General Public Ticketing Ballot Opens
10 Months	21 September 21	Team Size Calculator V2 due from CGAs
10 Months	30 September 21	Rate Card Order Period Closed
9 Months	7 October 21	QBR Begins
9 Months	11 October 2021	CGF General Assembly
9 Months	12 October 21	CGF General Assembly
9 Months	17 October 21	CGA Ticketing Allocation and Sales Review
8 Months	1 November 21	CGA Ticket Request Portal P2 Open
8 Months	1 November 21	Accreditation Manual & Sport Entries Guide published
8 Months	18 November 21	Accreditation System Opens
7 Months	1 December 21	CGA Ticket Request Portal P2 Close
7 Months	6 December 21	CGA Ticket confirmation of second ticket request process
6 Months	17 December 21	CGA Ticketing 1st payment window (All sales to-date)
6 Months	27 January 22	Team Size Calculator V3 due from CGAs
6 Months	27 January 22	20% Travel Grant Payment
6 Months	January 22	Chefs de Mission Seminar
5 Months	19 February 22	Arrivals and Departures System Opens
5 Months	25 February 22	CGA Ticketing Allocation and Sales Review. 2nd payment window (All sales to date)
4 Months	18 March 22	Accreditation deadline for CGA athletes and team officials
4 Months	18 March 22	50% Travel Grant Payment
3 Months	27 April 22	Sport Entry System Opens
3 Months	29 April 22	Accreditation Deadline for CGA dignitaries and guests
3 Months	April 22	Pre-Delegation Registration Meetings (Pre-DRMs)
2 Months	May 22	Chefs de Mission Manual Distributed
4 Weeks	29 June 22	Team Size Calculator V4 due from CGAs
4 Weeks	29 June 22	Entry by Name submission by CGAs
3 Weeks	11 July 22	Team Sports final squad submission
2 Weeks	July 22	Delegation Registration Meetings (DRMs)
	19 July 22	Soft Opening of Commonwealth Games Villages
	22 July 22	Official Opening of Commonwealth Games Villages
	28 July 22	Opening Ceremony
	8 August 22	Closing Ceremony
	10 August 22	Closing of Commonwealth Games Villages
	September 22	30% Travel Grant Payment

## COVID-19 PLANNING

**Birmingham 2022 is committed to delivering a COVID-secure Games for athletes, team officials, staff, volunteers and all other client groups and remains on track to do this.**

The organisation has a dedicated team tracking the status and impact of the COVID-19 pandemic across the Commonwealth nations and territories. This team has established a scenario framework to allow planning for a COVID-19 secure Games, alongside the existing planning efforts.

As the pandemic has continued, Birmingham 2022 has been monitoring data at international, national and regional level, whilst observing other major events to determine any potential impact and to learn from these events. As a result of this monitoring, COVID-19 mitigation measures have been incorporated into existing planning and Birmingham 2022 is maintaining flexibility so that additional safety

measures can be implemented in a timely and efficient manner, if needed. This position will be constantly reviewed as the Games approaches. Birmingham 2022 will also continue to monitor key variables across health, government policy, economics and public sentiment, to ensure this position remains optimal as it moves forward.

Birmingham 2022's approach has been supported and scrutinised by external and scientific experts, to ensure that it is based on the latest advice and guidance. There is still 12 months to go before the Games begin and so the Birmingham 2022 team will continue to work closely with Public Health England and the World Health Organisation during this period.

With a flexible approach for an ever-changing outlook, Birmingham 2022 is confident that it can remain on track to deliver a great edition of the Commonwealth Games next summer.





# CGA RELATIONS UPDATE

The CGA Relations team has two new members.

## LYNDSEY TETLOW CGA RELATIONS MANAGER: AMERICAS AND CARIBBEAN

Lyndsey has joined Birmingham 2022 from the NEC Group (which owns two Birmingham 2022 venues) where she was an event manager for the last four years, working as the lead operational point of contact for a vast range of large-scale public shows, trade exhibitions and live events.

Through this role, Lyndsey was due to be part of the NEC venue operations team, supporting the Games as a host venue, and this involvement in the Games through a stakeholder encouraged her to pursue opportunities to be a part of the team at Birmingham 2022.

As a seasoned events professional with over 20 years' experience in the industry, Lyndsey has worked in sports and VIP hospitality, collegiate event operations and the senior management of international events in the healthcare, IT, and financial sectors.

## CGA Contacts

Have you appointed your Birmingham 2022 Chef de Mission? Please email your CGA Relations Manager with the details so we can ensure your Chef is added to our database. Did your CGA recently hold elections? Please email contact details to your CGA Relations Manager if you have appointed a new President or Secretary General. This will ensure that the right people at your CGA receive Birmingham 2022 updates and information



## CARLI BILL CGA RELATIONS MANAGER: EUROPE AND OCEANIA

Carli Bill joined Birmingham 2022 in March as the CGA Relations Manager for Europe & Oceania, supporting CGAs in the planning and preparation for the upcoming Games. Carli has 18 years' experience in the events industry. Carli started her career with International Management Group (IMG), working for many years on the Wimbledon Tennis Championships and the Indian Premier League (IPL) T20 Cricket.

During this time, Carli also worked on the Australian Open before deciding to make the switch from single sport events to multi-sport events, working on accreditation for the Gold Coast 2018 Commonwealth Games and the Tokyo 2020 Olympic Games.

# CGA RELATIONS NEWS



## **Chefs De Mission Dossier and CGAs Content Platform**

Birmingham 2022 recognises the importance of providing up to date and relevant information for CGAs and an online platform is therefore being developed to host all key documents and functional area updates. This will be available by late summer 2021, in line with the publication of the Chefs de Mission Dossier.

## **CGA Branding and Kit Approval**

All CGA kit approval information for the Birmingham 2022 Commonwealth Games should be sent to your relevant CGA Relations Manager. This includes both competition and non-competition clothing. The CGF has updated the Branding on Competition Clothing and Personal Equipment Policy and this has now been distributed via email to CGAs. If you have not received the CGF update please contact [r.simon@thecgf.com](mailto:r.simon@thecgf.com)

## **CGF General Assembly 2021**

The CGF Executive Board has approved a recommendation for the 2021 General Assembly to be held virtually.

Following the success of the 2020 General Assembly that was held in this way, and the positive feedback the CGF received in their post-event survey, the CGF will instead deliver an informative and engaging virtual event for members.

The aim is to broadcast the meeting live from Birmingham, giving CGAs an opportunity to get a sense of the city and Games venues. The intention is to stage this virtual edition of 2021 General Assembly on 11 and 12 October. More details will follow via the CGF.

# CGA TICKETING UPDATE

**CGAs should now have received a separate email briefing document which includes a full timeline of the CGA ticketing process from now until the Games.**

The first key action for CGAs was to submit the name and email address of a primary account holder for access to the Client Ticketing Portal (CTP). If you have not yet submitted your details to your CGA Relations Manager, please do so as soon as possible.

The Client Ticketing Portal launched on 18 June 2021. Key documents are available on the portal including the ticketing manual, ticket sales agreement, terms and conditions, user guide and FAQs, and a full programme overview to assist with CGA planning.

## OFFICIAL ONLINE SHOP LAUNCH

The official online store for Birmingham 2022 was launched in March. The store showcases the initial core range of products, including T-shirts, hoodies, drinkware, pins and keyrings. There are designs that incorporate the Birmingham 2022 logo and those that include Perry, the Birmingham 2022 mascot. A plush toy version of Perry is under development and will be launched at the end of July.

Phase two for the official store is currently being worked on and an update on the release of new products will be provided soon.

You can visit the shop here: <https://shop.birmingham2022.com/>



## VILLAGE OPEN DAYS

**Birmingham 2022 is organising a number of open days at the beginning of September 2021, to provide CGAs with an opportunity to visit the three Villages.**

Working closely with our village partners, a period from 1 to 3 September has been identified to allow CGAs' team management (i.e. Chefs de Mission, General Team Managers, etc.) to view accommodation at the University of Birmingham and the University of Warwick. The location and exteriors of the NEC hotels can also be viewed during this visit, but it won't be possible to view hotel rooms on this occasion. A final itinerary for these visits is currently under review and Birmingham 2022 is taking into consideration some of the key operational preferences for CGAs during these visits.

CGAs that wish to travel to Birmingham from overseas in September will need to follow the UK Government guidelines on travel and quarantining at the time of the visit.

Travel to Birmingham and local accommodation will need to be paid for and organised by the CGA. Birmingham 2022 will provide transport to and from the Villages as well as lunch during the open days.

Due to the nature of the accommodation that Birmingham is utilising for the Games, this is the only time that CGAs will be able to gain access inside of the university accommodation. Birmingham 2022 understands that for a number of CGAs these dates are not ideal and is exploring the opportunity to capture video content for CGAs who aren't able to make the trip.

CGAs who wish to attend the open days in person should let their respective CGA Relations Manager know via email by Friday 30 July. Please note that Birmingham 2022 may look to put a cap on the number of CGA staff in attendance, based on the level of interest shown.

## VILLAGE ALLOTMENT AND NATIONAL ANTHEMS

**The CGA Relations team has been contacting CGAs and hosting one to one meetings about the village allotment principles and numbers. Thank you for attending these meetings and Birmingham 2022 will be in touch again in the coming months with an update on the process.**

In order to support the Birmingham 2022 ceremonies team, the CGA Relations team has also recently been in touch with CGAs regarding national anthems.

CGAs have been asked to provide a reference recording of the national anthem that they wish to have played during the Games, should a member of the team win a gold medal in any event.

The ceremonies team is currently working with a world-renowned local orchestra who will record the anthems for use during the Games. The aim is to have this completed ahead of this year's CGF General Assembly (11 and 12 October).

If you are yet to respond to this request, please contact your CGA Relations Manager.

# VILLAGES

## ACCESSIBLE WASH PODS

After recognising the need for additional accessible bathroom facilities, the Villages team recently carried out some testing on an accessible wash pod. These pods offer a purpose-built bathroom facility which can be installed, making it instantly accessible for the user.

The Villages team installed a temporary micro pod into a bedroom at the University of Birmingham, to test out feasibility and suitability and to gain a better understanding of the installation and derig process.

Whilst in situ, a number of advisers and key stakeholders came to view the washpod, including a Para athlete, representatives from CGA England, and a Para athlete adviser to Birmingham 2022. Virtual tours with the Director of Villages and wider team also took place during this time.

The main benefits of this solution:

- The wash pods can be installed in one day with minimal impact to existing infrastructure.
- The wash pods can be placed into any accommodation on any floor that has enough floor space and ground floor/lift access.
- The wash pods allow for inclusive accommodation in place of an external accessible pod.
- The athlete will have the use of the entire flat facilities alongside their team members.
- Legacy – these micro pods will be used in the future, providing accessible bathing facilities for families or businesses
- The micro wash pod can be tailored to meet person specific needs (adjustable rails/handles etc.).



The Transport team has continued to welcome new team members and, along with regional partners such as Transport for West Midlands, is continuing to develop the transport operations for Birmingham 2022 Commonwealth Games, and specifically, the service levels for CGAs.

The intention is that the service levels continue to reflect the transport mission of Birmingham 2022 which is:

To provide safe, secure, reliable, and efficient transport for all client groups, whilst maintaining a successful, vibrant, healthy and sustainable city that leaves a positive legacy for the West Midlands.

The team is exploring new ways to transport clients more sustainably and more effectively, to better manage resource levels and to reduce the total mileage covered. The team is also aiming to reduce the carbon footprint by creating the most sustainable Commonwealth Games fleet ever and is considering alternative fuel, electric, and hybrid vehicle options.

Birmingham 2022 recently presented the CGA Transport service levels at the CGA Regional Update Meetings. The following is a summary of what was discussed.

## COMMONWEALTH GAMES VILLAGES (CGVS) & CGA DATA

Birmingham's three village solution means that the Transport team will need key information provided by the CGAs, in order to help develop a comprehensive transport system. Therefore, working closely with the CGA Relations Team, the Birmingham 2022 Transport team will use the Team Size Calculator data to help plan the transport operation successfully.

The Birmingham 2022 Transport team will be providing the following transport services to the CGA's:

### Arrivals & Departures

- Birmingham Airport is the Preferred Port of Entry (PoE), and for ease all CGAs are encouraged to travel through Birmingham where possible, however we are also working with other Serviced Ports of Entry including London Heathrow.
- All arrivals and departures information must be received no later than 48 hours before arrival, in order to receive a transport service. No 'on demand' shuttle service will be provided.
- The transport team will work with the airports to assist with charter flights.
- The logistics team is offering a bookable service, if support is required, for oversized athlete equipment (bikes, tandem bikes, poles, race chairs) or bulk arrivals (100 athletes or more arriving on a flight). CGA's must book this support in advance and provide all the necessary information.



## Athlete Transport System

- This system will be based on a multi village solution.
- To be as efficient as possible, Birmingham 2022 will be matching vehicles and service levels to the volume of clients.
- A joined-up service will be delivered by bus and fleet which may mean service levels could differ by venue for the same sport.
- There will be a village to village shuttle provision, including a daily service from the West Midlands and Lee Valley VeloPark.
- Accessible services will be fully integrated.
- Accessible ceremony transport is under consideration for the most efficient way to move large numbers of athletes and officials.

## Fleet Operations

- There will be a T1 system.
- The T2 system will be a taxi style service for accredited clients serving official Games competition and some non-competition venues.
- Within the T2 service there will be ride sharing and an increased wait time is possible, to ensure maximum vehicle efficiency.
- The fleet operations will supplement athlete and other transport systems.
- Dedicated vehicles for CGAs will be provided, more information on this is detailed opposite.

## CGA Vehicles

- The transport team is investigating the provision of bookable cargo vans for CGAs based out of the University of Birmingham village (CGB).
- CGAs will be allocated a set number of vehicles to self-manage.
- CGA vehicles will be available from 19 July to 10 August.
- With some CGAs being accommodated within one Games village (not across all three), the Transport team is working on operations to facilitate vehicle handover and return at these locations.
- There will be a dedicated cycling car for each CGA with a cycling team, and an appropriate Vehicle Access Parking Permit (VAPP) will be issued.
- Self-drive of CGA vehicles is permitted.
- CGA drivers can work one eight-hour shift with a break, however double shifts cannot be permitted.
- There will be CGA parking at each village, with space also included for rental vehicles.

## CGA Vehicle Allocation

Team Size	Vehicles
1-50	1 sedan per CGA
51-150	1 sedan & 1 MPV
151-400	2 sedans & 1 MPV
401+	3 sedans and 1 MPV

Please note Chefs de Mission and Team General Managers will receive the T2 transport entitlement.



# SECURITY UPDATE

**Detailed work between the Security team and West Midlands Police continues, as does the various independent assurance processes, ensuring the team remain on track and on budget to deliver the security detail.**

The most recent budget review saw a security balanced budget paper submitted and was presented to the CWG Strategic Board by the Chief Constable of West Midlands Police.

A multi-agency, strategic tabletop exercise was held recently which assisted key strategic partners to understand their individual and collective roles in the planning and Games time phases. This has led to a revision of the gold strategy which is due for circulation imminently.

Home Office and the Department of Digital, Culture, Media and Sport (DCMS) recently conducted a 'deep dive' into drones and air space protection. The session was very positive and demonstrated the vast amount of work being undertaken with key partners such as the Centre for the Protection of the National Infrastructure in protecting the air space around Birmingham 2022 venues and sites.

This is clearly an area of interest for many and there will be clarity in the future regarding the part CGAs can play in ensuring there are no issues with drones as we get closer to the Games.

West Midlands Police's recruitment for the QBR escort team is now underway. Officers from other forces will also support the QBR.



Are you Game? #B2022

# ATHLETE ALLOCATION SYSTEM UPDATE

As a result of the unique and extenuating circumstances caused by COVID-19, and the subsequent impact on International Federations (IFs) and the sporting calendars, the CGF in partnership with respective IFs is issuing revisions to the Athlete Allocation Systems for the following sports:

- Rugby sevens
- Wheelchair basketball 3x3
- Beach volleyball
- Hockey
- Table Tennis

The revised Athlete Allocation Systems, in addition to the Birmingham 2022 Athlete Allocation System Change Log, are now available for download via the CGF Member's Area.

## Training Venues

A full list of training venues is due to be published in August of 2021.

In the meantime, to aid CGAs with their planning, the Sport team has provided an outline of the training venue principles and these are detailed below.

COMPETITION VENUE ONLY	INDEPENDENT TRAINING VENUE & COMPETITION VENUE			INDEPENDENT TRAINING VENUE		
SPORT	SPORT	ADDITIONAL TRAINING REQUIREMENTS	B2022 VENUES REQ.	SPORT	ADDITIONAL TRAINING REQUIREMENTS	B2022 VENUES REQ.
BADMINTON	CRICKET T20	1x CRICKET FIELD	1	ATHLETICS & PARA ATHLETICS	1x ATHLETICS TRACK 1x THROWS FIELD	1 - 2
BASKETBALL 3X3 & WHEELCHAIR	HOCKEY	1x FIH WATER BASED PITCH	1	BOXING	4x RINGS	1
BASKETBALL 3X3				GYMNASTICS ARTISTIC	2x SPORTS HALL	1 - 2
BEACH VOLLEYBALL	AQUATICS - SWIMMING & PARA SWIMMING	1x 50M SWIMMING POOL	1	GYMNASTICS RHYTHMIC	1x SPORTS HALL	1
CYCLING - MOUNTAIN BIKE				JUDO	1x SPORTS HALL	1
CYCLING - ROAD RACE/ TIME TRIAL				NETBALL	2x COURTS	1
CYCLING - TRACK & PARA TRACK				RUGBY SEVENS	8x RUGBY PITCHES	2 - 4
AQUATICS - DIVING				TRIATHLON & PARA TRIATHLON	1x 25M SWIMMING POOL 1x ATHLETICS TRACK	1 1
LAWN BOWLS & PARA LAWN BOWLS				WRESTLING	1 SPORTS HALL	
SQUASH						
TABLE TENNIS & PARA TABLE TENNIS						
WEIGHTLIFTING & PARA POWERLIFTING						

# MEDIA OPERATIONS UPDATE

The Media Operations team has been developing plans to ensure the written press, photographers and non-rights holding broadcasters will be able to work effectively and efficiently during the Birmingham 2022 Commonwealth Games. Among these plans are a few innovations that will bring new opportunities for both media and CGAs.

## GAMES MEDIA HUB

The Games Media Hub is the new name for the central media facility for Birmingham 2022. Located within Arena Birmingham, it combines core services for the media with the venue media facilities for the gymnastics competition.

The Games Media Hub will have workspace for approximately 175 journalists and photographers, lockers, welcome desk and camera loan and repair services, along with a central media conference facility. Light refreshments will be available along with 'user pays' catering outlets and media will also be able to take advantage of the many other dining options available right outside the Arena.

Shuttle bus services will run from the Games Media Hub to selected competition venues such as the Alexander Stadium and Sandwell Aquatics Centre, while shared or public transport options that service other venues will depart from bus and train stations located within a short walking distance.

## I-ZONES

In competition venues, the media conference facilities have been removed and I-Zones introduced. Designed to be more informal and relaxed, the I-Zone has a few interview stations, with space for up to three athletes/coaches and a dozen media at any one time. I-Zone interviews are not compulsory, rather they operate on a request basis, and can be held at any stage of the competition.



I-Zones will also be available at each of the athletes' village with bookings made through the central Media Operations team. Located in the Village Media Hub, all accredited media will have access to these I-Zones.

Behind the scenes in the three Birmingham Athlete Villages, virtual media conference facilities will be available in the Chef de Mission Hall. CGAs will be able to book the space and host their own conferences here without the athletes needing to leave the village, and without the media needing to travel to the site.

## NON-RIGHTS HOLDING BROADCASTERS

In a change from past Games, accredited non-rights holding broadcasters will be able to film interviews in mixed zones and I-Zones, on a non-live basis and with agreed holdbacks (with selected market exclusion). This privilege extends to competition venues, the Village Media Hub and Games Media Hub.

## MEDIA ACCREDITATION

Media wishing to be accredited for the Games will be able to apply through an online application form from November 2021 until late April 2022. Approvals will be done periodically through this time, allowing media to make travel plans well in advance of the Games.

# EVENT SCHEDULE RELEASE



**The full event schedule for Birmingham 2022 has been released, allowing sports fans to see the detail of exactly which events will be held in each of the 286 sessions that will feature at next summer's Games.**

Women's Cricket T20, Basketball 3x3, Wheelchair Basketball 3x3 and mixed Synchronised Diving will all debut in Birmingham, with the schedule set to include two 'Super Sundays' for spectators to look forward to, with the second set to be the ultimate showcase of women's sport.

With limited opportunities to attend live sports events in recent months, a huge amount of interest in tickets for the Games is expected, we expect interest in tickets for the Games to be very high, especially as the sports programme is the biggest in Commonwealth history. Birmingham 2022 ticket accounts can now be set up by members of the public.

**Matt Kidson, Director of Sport for Birmingham 2022 said:**

"With more detail for our sports programme now revealed, the Games is really taking shape and it's time for people to start planning which sessions they want to attend next summer, as our tickets will go on sale very soon.

"With 19 different sports and eight Para sports, we have such a rich and varied programme and there will be medal moments on every single day of competition."

The event schedule was launched with the help of Team England hopefuls who visited the host city's Alexander Stadium - an important Games venue currently undergoing a £72 million refurbishment which is on budget and on schedule to be completed in Spring 2022.

The Alexander Stadium, which will host the opening and closing ceremonies for the Games, as well as the Athletics events, is being completely redeveloped ahead of Birmingham 2022 and a huge amount of progress has been made on the project.

The roof liner sheets on the new stand have been finished, pre-cast terracing (the concrete support for seating) and the metal decked concrete floors for the new West Stand have been completed, and the feature steps for the northern plaza have recently been installed, so the stadium is really starting to take shape.

**The project is being overseen by Birmingham City Council and its Leader, Councillor Ian Ward, said:**

**"The Alexander Stadium redevelopment is progressing at a lightning speed, with the roof of the new West Stand now complete. Once finished, the Alexander Stadium will be truly befitting for the world's best track and field athletes and as a bold centre piece of leisure, health and well-being activity in a regenerated Perry Barr."**





# SEARCH FOR VOLUNTEERS BEGINS

**The search to find more than 13,000 volunteers for the Games has begun. Applications opened at the start of June, to coincide with the UK's Volunteers' Week.**

The volunteers – known as the 'Commonwealth Collective' – will be a dedicated and dynamic group that will reflect the diversity of the West Midlands as well as the modern Commonwealth.

The volunteers that join the Commonwealth Collective will be the public faces of Birmingham 2022 and represent the heart and soul of the Games experience for athletes, officials, spectators and a global audience of over one billion.

Roles include drivers, kit carriers, courtside assistants, and everything in between to help the Games run smoothly and create a unique experience right across the West Midlands region.

The 13,000 volunteers who form the Commonwealth Collective will receive approximately 250,000 hours of training and complete one million hours of volunteer time.

To mark the launch of volunteering applications, Birmingham 2022 enlisted the help of three elite athletes to volunteer at West Midlands community organisations and sport clubs to encourage applications.

Para swimming legend and Birmingham 2022 board member **Ellie Simmonds**, Team England rugby sevens player **Heather Fisher** and Commonwealth gold medal-winning boxer

**Galal Yafai** took time out of their training schedules to give back and volunteer, trying out some of the tasks that the 'Commonwealth Collective' might typically handle.

**Five-time Paralympic swimming champion and Birmingham 2022 board member, Ellie Simmonds, said:** "Volunteers are the heartbeat of the Commonwealth Games, the unsung heroes that allow us as athletes to succeed. Volunteering at Birmingham 2022 will be a unique opportunity to contribute to the community and experience a home Games, so I'd encourage people of the West Midlands to submit an application. Even my parents and my coach are going to apply!"

**John Crabtree, Birmingham 2022 Chairman, commented:** "Our volunteers will be part of something special and the Collective will celebrate the unique qualities of each and every one of them. We know that together the Collective will be a shining example of the best of the human spirit."

25,000 shortlisted applicants will be invited to an interview at the Volunteer Selection Centre between September and December 2021, which will be held at the iconic Library of Birmingham. Successful volunteers will then be offered a role from January 2022.





## OFFICIAL MASCOT UNVEILED

Perry, a bull adorned with a patchwork of multi-coloured hexagons, has been revealed as the official mascot for the Birmingham 2022 Commonwealth Games.

Perry is inspired by the design of ten-year-old **Emma Lou from Bolton**, the winner of a **national design competition** that took place over the summer of 2020. The competition tasked children aged 5-15 with creating a mascot that reflects the identity, heritage and culture of Birmingham and the West Midlands.

The winning design was combined with the findings of the first ever **Virtual Mascot Summit in July 2020**, hosted by Olympic heptathlon champion and President of Commonwealth Games England **Denise Lewis OBE** and TV Presenter **Radzi Chinyanganya** from Wolverhampton.

Emma Lou was told the news she'd won the competition with a special visit from Perry to her home in Bolton. She said:

"I feel as if I'm in a dream! I think the mascot is great, he looks so cute. I am really excited to come to the Commonwealth Games and it will be amazing to see Perry in the Opening Ceremony.

"I chose a bull because of the Bullring in Birmingham, and I decided to use hexagons because they are the strongest shape and the whole world depends on each other. I am so excited that my design will be seen by so many people!"

Perry became the first mascot at any multi-sport Games who can be brought to life through **augmented reality**, giving people the opportunity to **#PoseWithPerry** using their mobile phone camera, and via a special filter on Facebook and Instagram. Users can summon an animated, 3D version of Perry into their living rooms, pose for pictures with him, and can share their photos on social media.

An animated video telling the story of Perry's personality and characteristics has been shared widely and is available at [www.birmingham2022.com](http://www.birmingham2022.com). The animation is narrated by comedian **Guz Khan**, creator and star of critically acclaimed BBC sitcom *Man Like Mobeen*.

# WHO IS PERRY?

Perry is named after the **Perry Barr area of Birmingham**, the home of the Alexander Stadium, which will host the athletics events at the Games, as well as the opening and closing ceremonies. The stadium is undergoing a £72 million transformation in time for the Games.

The mascot's **rainbow coloured hexagons** represent the coming together of the Commonwealth in equal partnership with the diverse communities of Birmingham and the West Midlands at the Games in 2022.

Perry is a **friendly, kind and cheeky bull**, an animal with which Birmingham has been synonymous for centuries. The city has had a market area known as the Bull Ring since the 16th century; the site is close to the current Bullring shopping centre, with an iconic bronze bull statue at its entrance.

Perry is wearing a medal, which references Birmingham's iconic **Jewellery Quarter**, the UK's centre for jewellery and precious metals for more than two hundred years. The area still produces around 40% of the country's jewellery and is home to one of the world's largest Assay Offices, hallmarking millions of gold, silver and platinum items each year.

The mascot's sports kit includes blue, red and yellow stripes, a nod to the colours of the **official flag of Birmingham**, and the city's motto, Forward.



# PLEDGE TO DELIVER THE FIRST EVER CARBON-NEUTRAL COMMONWEALTH GAMES

**Plans to deliver the first ever carbon-neutral Commonwealth Games have recently been unveiled in a newly published sustainability pledge. The pledge includes a series of steps Birmingham 2022 will take to help it become the most sustainable Commonwealth Games to date.**

A critical part of this commitment is a new partnership with Severn Trent who, as Birmingham 2022's Official Nature & Carbon Neutral Supporter, will be responsible for delivering a series of initiatives that help offset the carbon generated by the Commonwealth Games.

Two of the standout initiatives that Severn Trent will deliver on behalf of Birmingham 2022 include the creation of 2022 acres of forest, as well as 72 tennis-court-sized mini forests, to be built in urban areas across the West Midlands.

**Ian Reid, Chief Executive of Birmingham 2022 said:**

"We have always had strong ambitions to set new standards in all we do with these Commonwealth Games and make significant progress in areas that matter.

"Our plan not only outlines how we will continue to support the regionwide economic recovery, but also demonstrates how we will leave a credible piece of social and environmental legacy. Our new partnership with Severn Trent is incredibly

important to achieving these ambitions."

**Liv Garfield, CEO of Severn Trent said:**

"We're delighted to be partnering with the Commonwealth Games and to play a leading role in helping make Birmingham 2022 the most sustainable Games ever. We're passionate about making a positive impact on the communities and the environment where we live and operate, and to the lives of everyone that we serve.

"Through this exciting partnership we'll build on our existing work and ambitions to deliver lasting social and environmental change."

In addition to the ambition on carbon, the pledge outlines the seven key pillars Birmingham 2022 will work on to become the most sustainable Commonwealth Games to date, including:

1. Addressing carbon and air quality
2. Promoting a circular economy (reducing and encouraging waste reduction)
3. Delivering new conservation initiatives
4. Setting new standards in accessibility
5. Embedding Equality, Diversity, and Inclusion (EDI) in all aspects of Games delivery
6. Promoting social value through all practices
7. Ensure human rights are at the heart of the Games

The Birmingham 2022 sustainability pledge is intrinsically aligned to the Commonwealth Games Federations' impact areas of peace, sustainability and prosperity as well as the United Nation's (UN) Sustainable Development Goals (SDGs).

For more information on the Birmingham 2022 sustainability pledge, please visit [www.birmingham2022.com/sustainability](http://www.birmingham2022.com/sustainability)



# LEGACY PLAN

## OUTLINES A SERIES OF COMMONWEALTH GAMES FIRSTS

**Birmingham 2022 and its partners have released a national Legacy Plan, outlining a series of Games' firsts that will leave a lasting, positive impact on jobs, skills, education, culture, physical activity and investment across the West Midlands and the UK.**

It outlines how the Games' £778 million public investment into the West Midlands is benefiting people in the region and beyond and how it will continue to do so after the Games.

The plan is delivered in partnership between the Birmingham 2022 organising committee, the Government, Birmingham City Council, West Midlands Combined Authority, Commonwealth Games Federation, Sandwell Metropolitan Borough Council, West Midlands Growth Company and Commonwealth Games England.



**The national plan includes aims to deliver several Commonwealth Games firsts, including:**

1. The first carbon-neutral Commonwealth Games;
2. The first time firms bidding for contracts must include a social value requirement;
3. The largest business and tourism programme of any Games to attract international visitors and investment to the region and the UK;
4. The first Games to fully integrate volunteers from all delivery partners into a united volunteer programme.

Across nine legacy programmes, the plan sets out a bold vision for how the Commonwealth Games can transform the region and unite communities across the West Midlands, the country and the Commonwealth. The plan includes:

- State-of-the-art legacy facilities at the **Alexander Stadium** and **Sandwell Aquatics Centre** for community use after the Games
- A procurement spend of around **£350 million to benefit businesses across the UK**
- **35,000 jobs and opportunities available**, with the first Commonwealth Jobs and Skills Academy offering a blueprint for reaching disadvantaged groups;
- **200,000 hours of volunteer training** for 12,500+ people, with a framework for developing skills and employability that could be replicated by future Games;
- "Commonwealth Active Communities", a **£4 million Sport England fund** to harness the power of the Games to support inactive people to become more active;
- A **six-month, UK-wide Cultural Festival** reaching 2.5 million people and prioritising underrepresented communities
- A **£23.9 million programme** to highlight the wealth of opportunities available in the West Midlands, as well as, enhancing the country's profile as a destination for tourism, trade and investment

Commenting on the legacy plan, John Crabtree, Chairman of Birmingham 2022, said:

"The Games is a truly unique moment to showcase our great city and region to the world. It will help us to draw all our neighbours together with a sense of unity and purpose."

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