



# HEART OF SPORT

MAJOR SPORTING EVENT DELIVERY PLAN  
2022 -2027

**The West Midlands**  
One region, many worlds





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# HEART OF SPORT

## OUR VISION

Our region will be known across the global sports industry as a leading region for hosting Major Sporting Events, maximising the social and economic benefits by working side by side with public, private and voluntary sectors.

## WHAT IS A MAJOR SPORTING EVENT?

Sporting events of national and international significance which focus the eyes of the world onto our region and draw new visitors to our cities, towns and villages, building a region where our citizens, businesses and communities thrive.

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## OUR VALUES

How we behave, work and make decisions will be guided by our values.

- Welcoming
- Youthful
- Innovative
- Diverse
- Inclusive
- Collaborative
- Sustainable

## OUR TARGETS

**We will** elevate and enhance the status of the West Midlands, nationally and globally, as a host of great sporting events

**We will** secure a minimum of 8 major events between 2022-2027

**We will** establish a West Midlands Regional Group to help plan, co-ordinate and collaborate on Major Sporting Events

**We will** establish a Major Sporting Events Bureau function within WMGC to attract and support the delivery of new events

**We will** hold ourselves to account, ensuring our values drive everything we do

# STRATEGIC CONTEXT

## THE TIME IS NOW

Major sporting events are central to the growth of the visitor economy in our region, forecast to increase by almost £1.2bn by 2029. This creates a genuinely exciting opportunity to accelerate our desire to create a great place to visit and a healthier, happier, more prosperous region.

### NOW IS THE PERFECT TIME

With the vibrancy, creativity and strength in depth of our creative industries, celebrated by the Coventry City of Culture 2021, and the sporting showcase of the Birmingham 2022 Commonwealth Games, this is a once in a generation opportunity to position the West Midlands as a leader in hosting major national and international sporting events.

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### WE HAVE THE SUPPORT TO DO IT

Major sporting events are recognised as important by many major stakeholders: central government, as part of the social and economic recovery from Covid; UK Sport as part of their ambition to achieve Olympic success; Sport England, seeing the opportunity to promote physical activity and sport amongst the most inactive people and communities. With DCMS endorsing our ambitions, the stars are aligning.

### OUR REGION IS THE PERFECT PLACE TO START

We already have a vibrant sporting sector with world class venues, facilities, people skills and natural assets that are as good as anywhere in the UK, if not the world. Our collective ambition has put the region at the forefront of new and emerging sectors like e-sports, backed by local partners with a real desire to see collaborative, purpose driven investment.

And the benefits go way beyond sport itself, providing the chance to create new commercial assets and properties of our own and build capacity in the wider supply chains and events sectors.



# BUSINESS AND TOURISM PROGRAMME INTRODUCTION

The Business and Tourism Programme (BATP) has been developed to capitalise on the significant economic opportunities that the profile of the 2022 Commonwealth Games will bring.

The £24m programme aims to create a long-term legacy by boosting perceptions of the West Midlands and UK as a world-class destination for trade, investment and tourism. It will target domestic and overseas visitors, investors, businesses and event organisers during a three-year campaign of promotional activity. This will strengthen relationships with important overseas markets at a national and local level.

The BATP will focus on nations and territories across the Commonwealth. Its trade and investment activity is closely aligned with the West Midlands' and UK's priorities for growth in sectors including future mobility, data-driven healthcare, creative technologies, modern business services, the sports economy, e-commerce and tourism.

Attracting and hosting new Major Sporting Events will continue to promote the West Midlands as a world-class tourism destination, help boost our economy and increase positive perceptions, build international relations and help maximise the social and economic legacy from the Birmingham 2022 Commonwealth Games.

They will help boost our growing Sports Economy and establish the West Midlands as a Sports Tourism destination, one of the fastest growing sectors in the visitor economy.





# Business and Tourism Programme

Major Sporting Event Delivery Plan  
2022-2027

## Overview

**£23.9m**

Successful bid to central Government for £21.3m, towards a £23.9m programme.



Three year programme, supporting the UK and West Midlands Industrial Strategy.

Games legacy programme, to help the region grow and put the West Midlands on the map.



## Objectives

To promote the West Midlands and the wider UK as a **world-class destination** for **tourism, trade and investment**.



Drive **long-term economic benefit** and **boost the UK's global reputation**.

To **increase inward and capital investment** from Commonwealth nations and other overseas markets.



**Increase positive perceptions** of the UK and the West Midlands.

**Boost Economic benefits** for the UK through exports, ODI and FDI.



**Maximise the economic legacy** from the Birmingham 2022 Commonwealth Games.

## Key Sectors



Future Mobility



Modern Business Services



Data-driven Health & Life Sciences



Creative Technologies



Sports Economy



E-Commerce



### FUNDED BY



Department for Digital, Culture, Media & Sport

Sponsoring department for the Games and the Business and Tourism Programme.



West Midlands Combined Authority

Accountable body to DCMS for the WMGC and for co-ordination of Business and Tourism Programme delivery by partners.

### DELIVERED BY



West Midlands Growth Company

Lead Delivery Partner, delivering Inward Investment, Capital Investment, Leisure Tourism, MICE – Business Tourism, Regional Profile & Reputation Building, Evaluation, Programme Management and Sponsorship workstreams.



Department for International Trade

Delivering the UK House and Exports workstreams.



VisitBritain

Delivering the International Leisure Tourism workstream.



Overall Games lead as part of the Games new delivery model and leads the commercial programme for securing Games sponsorship.



Birmingham City Council

Host City for 2022 Commonwealth Games in line with the Host City contract.

# BUSINESS AND TOURISM PROGRAMME ONE REGION, MANY BENEFITS

As the organisation responsible for growing the economy of the West Midlands delivering the Business and Tourism Programme outcomes in relation to Sports Economy and Sports Tourism, we are focussed on raising the profile of the region as a great host destination for Major Sporting Events and also attracting and securing new events for the future.

We want to attract at least 8 major events by 2027, working closely with partners and stakeholders and engaging with experts and leaders in the field.

To be successful this bid must be driven by the Local Authority hosts, stakeholders and venues with a clear commitment to provide the necessary political support, resources and infrastructure.

And we're fully committed to supporting our success through;

- Our advocacy for the region
- Our people
- Our expertise
- Our partner networks
- Our resources
- Our marketing and promotional activities
- Our research and insight

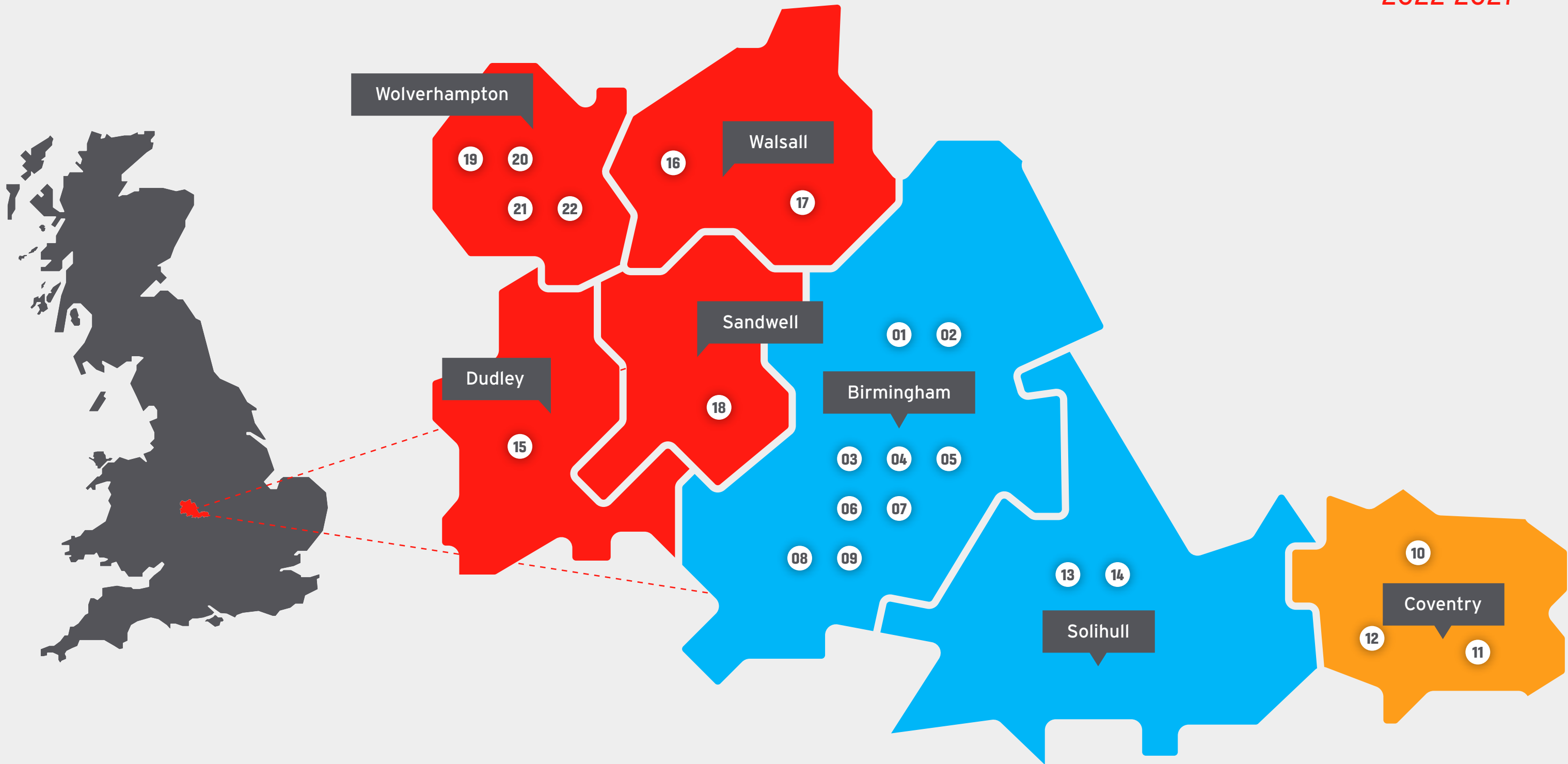


# ONE REGION, MANY GREAT VENUES

We have a wealth of world class indoor and outdoor venues across our region.

We have consulted with our partners and identified a number of Iconic Hosting Venues across the WM region with the facilities and infrastructure required to play host major sporting events including the ability to host business conferences and exhibitions in parallel.

The region is also blessed with a large number of parks and open spaces, including open water, which are suitable for hosting large scale outdoor sporting and mass participation events.



## BIRMINGHAM

- 01 | Arena Birmingham
- 02 | Alexander Stadium
- 03 | Edgbaston Cricket Club
- 04 | Villa Park
- 05 | Perry Bar
- 06 | Edgbaston Priory Club
- 07 | University of Birmingham
- 08 | St Andrews
- 09 | The Belfry

## COVENTRY

- 10 | Coventry Building Society Arena
- 11 | The Alan Higgs Centre
- 12 | Warwick University

## SOLIHULL

- 13 | NEC
- 14 | Resorts World Arena

## DUDLEY

- 15 | The Dell Stadium

## WALSALL

- 16 | Gala Baths
- 17 | University of Wolverhampton (Walsall Campus)

## SANDWELL

- 18 | Sandwell Aquatics Centre

## WOLVERHAMPTON

- 19 | Molineux Stadium
- 20 | Aldersley Leisure Village
- 21 | West Park
- 22 | Civic Hall



# SETTING OUT OUR STRATEGIC PRIORITIES

## 01. SECURING MAJOR SPORTING EVENTS FOR THE WEST MIDLANDS REGION

Secure a minimum of 8 Major Sporting Events for the region, focusing our offer on events that will have the biggest positive impact on regional priorities and measurable outcomes.

## 02. ADVOCACY, MARKETING AND COMMUNICATIONS

Strengthen our identity as a host region of choice for major UK and international sporting events, developing a compelling offer for the sports stakeholders, fans and visitors.

## 03. REGIONAL COLLABORATION

Work collectively with regional partners, venues and host authorities to strengthen our offer as a host region, working with local and national government agencies, private and voluntary community sectors to grow our knowledge, capacity and skills, sharing resources for the benefit of the whole region.

## 04. INNOVATION AND INCLUSION

Boldly explore new and emerging event opportunities and sustainable commercial partnerships to create our own events, especially those which engage, inspire and include new, younger, more diverse audiences.

## 05. DIGITAL, DATA AND SOCIAL MARKETING

Use digital data, insight, ticketing technology and marketing channels to better exploit social media and social marketing campaigns to grow our audience, reach and impact on behaviour.





# PRIORITY SPORTS

## AQUATICS

(Swimming, Diving, Syncro, Waterpolo)

## ARCHERY

## ATHLETICS

(Track, Road, Mass)

## BADMINTON

## BASKETBALL

## BOXING

## CLIMBING

## CRICKET

## CYCLING

(Road, BMX, MtB, Mass)

## DARTS

## E-SPORTS

## EQUESTRIAN

## FOOTBALL

## GYMNASTICS

(Trampolining, Artistic, Combined)

## HOCKEY

## INCLUSIVE SPORT

(Special, Disability, Para, Wheelchair)

## KABADDI

## LAWN BOWLS

## MARTIAL ARTS

(Judo, Karate, Taekwondo, Ju-Jitsu)

## MASS

## PARTICIPATION

(Cycling, Swimming, Running, Obstacle)

## NETBALL

## RUGBY

(League, Union)

## SQUASH

## SNOOKER

## YOUNG PEOPLE /SCHOOLS/JUNIOR

## TABLE TENNIS

## TENNIS

## TRIATHLON

## URBAN

(BMX, Skateboard, Parkour)

## VOLLEYBALL

## WEIGHTLIFTING

## WRESTLING

\*based on Olympic and Commonwealth Games disciplines and others sports specifically identified by stakeholder feedback during consultation.





# EVENT CATEGORIES

## OLYMPIC AND COMMONWEALTH

Major Events owned, funded and supported by NGBs and International Federations as part of their performance pathway

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## PARALYMPIC

Major Paralympic Events owned, funded and supported by NGBs and International Federations as part of their performance pathway

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## MASTERS

Major Events which are owned, funded and supported by NGBs and International Federations for older 'Masters' age groups

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## NATIONAL AND INTERNATIONAL

Major Events of National and International significance which have been identified as West Midlands priority sports

## PROFESSIONAL

Major Events which are part of the professional sporting calendar as either recurring or one off sporting events

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## MASS PARTICIPATION

Major Events which have thousands of participants in elite amateur, age group or participation classes

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## EXTREME URBAN

Major Events which take place in urban, city centre settings making use of infrastructure

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## E-SPORTS

Major Events which generally take place in arenas or large venues and are competitive individual and team versions of online e-gaming

# EVALUATING THE OPPORTUNITIES

The Major Sporting Event landscape is complex and varied and we have developed an evaluation matrix which will help us to more objectively assess which Major Sport Event opportunities match our values, give us the greatest return on investment and help achieve our priority outcomes for our partners and the region.

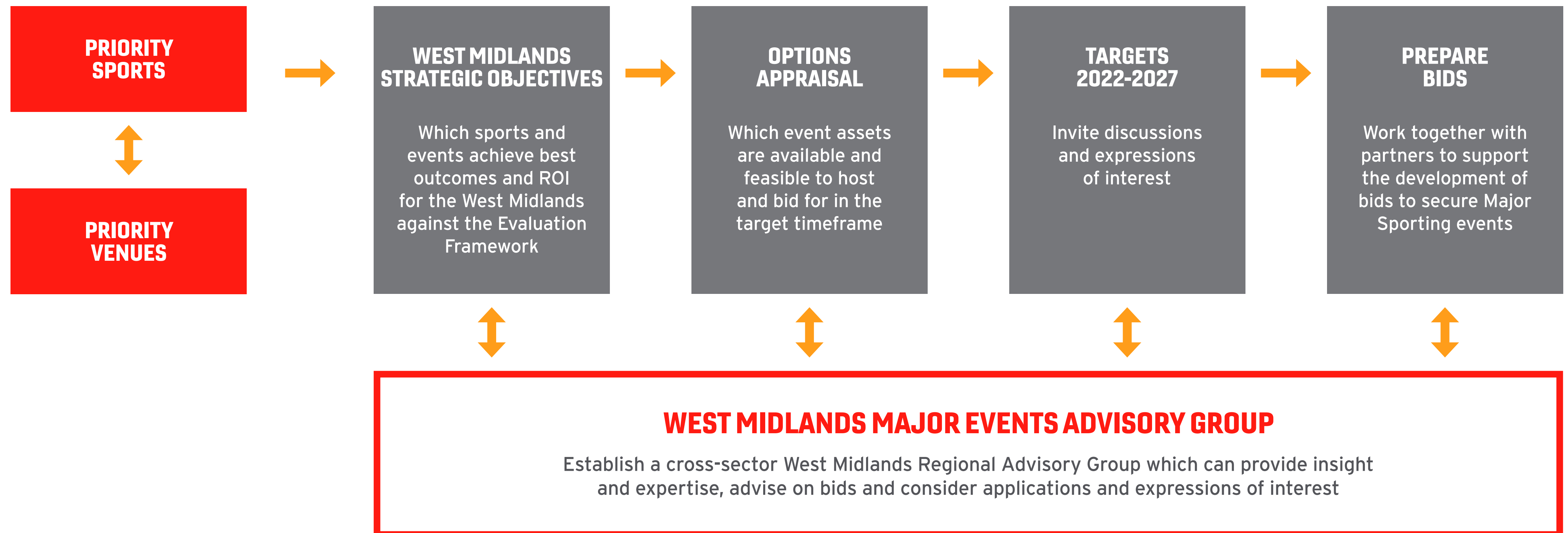
WEST MIDLANDS MAJOR EVENT DEFINITION	Sporting events of national and international significance which have a positive impact on the profile and image of our region, attract visitors from across the uk and internationally and deliver positive social, economic, health and enviromntal outcomes for our residents, citizens and businesses.
NATIONALLY ENDORSED	We will give priority consideration to those Major Events which have been recommended and sanctioned by our partners at UK Sport, Sport England, National Governing Bodies and International federations to help support the development of sport in the region through the hosting and delivery of Major Sporting Events.
INNOVATIVE	Promote emerging sports, disciplines, formats, e-sports, new audiences.
INCLUSIVE	Pro-actively engages communities, promote inclusive sport (amongst protected groups/characteristics), cultural engagement.
WEST MIDLANDS VALUES	Welcoming, Youthful, Innovative, Inclusive, Diverse, Collaborative, Sustainable.
SPORTS	Sports which have been identified as priority or important to Local Authority partner plans.
VENUES	Venues which are considered suitable for Major Events and actively seeking hosting opportunities.
OUTCOMES (IMPACT)	Events which can deliver positive impact against 2 or more identified outcomes (Profile, Image, Economic, Social, Health, Environmental).
FEASIBILITY	Realistic hosting opportunity due to cost, available funding, venue suitability, timeframes.



# STRATEGIC APPROACH

Major Sporting Event Delivery Plan  
2022-2027

We'll use a robust process to identify the best opportunities based on their fit with the capabilities of the region and the strategic goals of our partners. We'll score these in order to target those where we have the greatest chance of success, working with partners to ensure we make robust, well-informed decisions.





# ONE REGION, MANY OUTCOMES

Major Sporting Events can help to deliver one or more outcomes which are important to our region and our partners. Together we'll use these themes to prioritise future opportunities. This includes looking at how they positively impact the profile, economic, socio-cultural, health and environmental outcomes for our residents, communities and businesses.

These include:

- Boosting tourism and visitor economy
- Enhancing image and profile of place
- Positive economic impact on local businesses
- Promoting and encouraging participation in physical activity
- Helping to raise the profile and participation in key sports
- Encouraging civic engagement and promoting social cohesion
- Enhancing the built and natural environment

**We have set out how we might measure the outcomes and quantifiable impact of individual Major Sporting Event on the next page;**



Major Sporting Event Delivery Plan  
2022-2027

OUTCOMES AND IMPACT MEASURES

PURPOSE Why are we doing it	→	IMPACT What impact do we want it to have	→	EVALUATION How are we going to measure it
IMAGE IMPACT		Public awareness, perception of place, knowledge of place, UK and international markets, advertising and media value		<ul style="list-style-type: none"><li>TV, Broadcast and Social Media coverage - total reach</li><li>Advertising Value Equivalency</li><li>How overall media coverage positively contributed to image of region</li></ul>
ECONOMIC IMPACT		Visitor footfall, overnight stays, visitor spend, ticket sales, business benefits, investment in supply chain, employment and skills		<ul style="list-style-type: none"><li>Event days in city/region</li><li>Overnights stays and net visits spend</li><li>Number and value of contracts awarded to West Midlands companies by event organisers</li><li>Net additional spend/economic value to host economy</li></ul>
SOCIAL IMPACT		Social capital, cohesion, civic pride, wellbeing, volunteer training, community engagement, inclusion, impact on sports pathways		<ul style="list-style-type: none"><li>Proportion of the population who agree that the event contributed positively</li><li>Wellbeing, skills, participation, community impact, social capital, capacity</li><li>Equality Impact Assessment completed for event and effective measures put in place</li></ul>
HEALTH IMPACT		People actively taking part, supporting mental and physical health and wellbeing, volunteering, targeted interventions - low income, families, women and girls, communities		<ul style="list-style-type: none"><li>No. of attendees from city, region, UK</li><li>Total volume of the audience stating the event has had a positive inspirational effect</li><li>No. of attendees from target groups participating in event related programmes</li></ul>
ENVIRONMENTAL IMPACT		Improving the built environment, civic infrastructure, enhanced sport facilities, public parks and open spaces, sustainability practices, zero waste, energy recovery policies		<ul style="list-style-type: none"><li>Investment in new or improved infrastructure as a result of hosting event</li><li>Evaluation against British Standard BS8901 on sustainable event management</li></ul>

# OUR ACTION PLAN

STRATEGIC PRIORITY

KEY ACTIONS

SECURING MAJOR SPORTING EVENTS FOR THE WEST MIDLANDS REGION	Secure a minimum of 8 events for the West Midlands region taking a ‘stratified’ and outcomes based approach to developing our Major Event bids; phased, tiered and tailored to local priorities and effectively measure the outcomes	<ol style="list-style-type: none"><li>1. Agree and adopt the key objectives within the West Midlands Major Sport Events Evaluation Framework</li><li>2. Carry out an options appraisal and mapping exercise to identify Major Sporting Events targets for 2022-27</li><li>3. Identify and agree the long list of desired Major Event properties</li><li>4. Invite discussion and expressions of interest from Event owners and partners</li><li>5. Develop a strong pipeline of Major Sporting Event ‘live’ bids and EOI’s to secure a minimum of 8 Major Sporting Events</li><li>6. Develop a regional approach to measuring the impact of Major Sporting Events</li></ol>
ADVOCACY, MARKETING AND COMMUNICATIONS	Work together as West Midlands Regional partners, venues and host authorities to strengthen our offer as a Major Sporting Event host region and work collaboratively with local and national government agencies, private and voluntary community sectors to grow our knowledge, capacity, skills and share resources to deliver successful outcomes from major events	<ol style="list-style-type: none"><li>1. Establish and facilitate a cross sector, events industry led Expert Advisory Group to provide strategic insight and planning to support the successful delivery of the strategy</li><li>2. Develop regional coordination and leadership in Major Events across the public and voluntary sector; Local Authorities, Public Health, Active Partnerships, DCMS (Sport England, UK Sport)</li><li>3. Strengthen working relationships and collaboration with professional sport, sports entertainment and Major Event venues and work together to broaden and deepen the impact of major events</li><li>4. Identify and support the growth of major events supply chains, skills and capacity for West Midlands Major Sporting Events industry and businesses</li></ol>
REGIONAL COLLABORATION	Be innovative and bold in exploring new and emerging event opportunities and sustainable commercial partnerships to ‘grow our own’ events, especially those which engage and inspire new, younger and more diverse audiences	<ol style="list-style-type: none"><li>1. Explore the potential to become a creative and digital hub for the Major Sporting Events Industry in the UK</li><li>2. Establish the West Midlands as the leading force in the UK and internationally for e-gaming and e-sports event hosting</li><li>3. Prioritise those event properties and opportunities which attract younger and more diverse audiences and explore the opportunity to grow our own</li><li>4. Target the hosting of National Championship level events at various age groups and in a variety of sports to support the stratified approach</li><li>5. Work closely with the Business Conference and Exhibition sector to look at opportunities for closer alignment and commercial growth of Sporting Events</li></ol>
INNOVATION AND INCLUSION	Strengthen the West Midlands identity as a host region of choice in the UK and internationally by developing a compelling offer for event organisers and rights holders	<ol style="list-style-type: none"><li>1. Develop high quality marketing, promotional material and campaigns to raise awareness of West Midlands Major Events ambitions</li><li>2. Advocate and promote West Midlands as a host region amongst sports industry networks, governing bodies and international federations</li><li>3. Establish a Major Sporting Events Bureau for the region, to bring together businesses and supply chains around the development of itineraries and packages for event organisers/international federations</li><li>4. Work with the Tourism sector and cultural and creative industries to develop an attractive destination offer that makes the West Midlands an attractive host region</li></ol>
DIGITAL, DATA AND SOCIAL MARKETING	Make use of digital data, insight, ticketing technology and marketing channels and better exploit the use of social media and social marketing campaigns to grow our audience, reach and impact on behaviour change	<ol style="list-style-type: none"><li>1. Explore new innovative ways of using customer data insight and ticketing technology to grow the reach of sporting events across the region</li><li>2. Identify how we ensure the region can maximise the use of existing marketing channels and assets</li><li>3. Develop approaches to maximise the use of social media and social marketing campaigns to grow our reach into more diverse audiences and positively impact on behaviour change</li></ol>



# CONTACT US

For more information about major sporting events in the west midlands region go to [meetbirmingham.com](https://meetbirmingham.com)

For more information about the West Midlands region go to [visitbirmingham.com](https://visitbirmingham.com)

For more information about the Business and Tourism Programme go to [wmgrowth.com](https://wmgrowth.com)

For more information on the Birmingham Commonwealth Games go to [birmingham2022.com](https://birmingham2022.com)

For a discussion about major sporting events please contact

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