

Report of:	Head of Environment & Healthy Lifestyles
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Portfolio Leaders:	Housing, Heritage & Leisure District Development
Key Decision:	No
Report Track:	Cabinet: 10/06/21

Cabinet
10 June 2021
Commonwealth Games 2022 - Update

1 Purpose of Report

- 1.1 To provide Cabinet with an update on the Commonwealth Games 2022 and the Council's preparations as a host authority.
- 1.2 To seek approval to develop and progress a number of future projects and opportunities that have arisen and may arise from hosting and supporting the delivery of a successful event in the District.

2 Recommendation(s)

That Cabinet

- 2.1 Note the update on the Commonwealth Games 2022 and the Council's preparations as a host authority.
- 2.2 Agree the legacy objectives for the Council as set out in this report in this report (Paragraph 5.35).
- 2.3 Agree to the allocation of the funding totalling £50k in relation to the opportunities relating to hosting the Games identified in paragraph 5.36.
- 2.4 Delegate authority to the Head of Environment and Healthy Lifestyles and Head of Economic Prosperity in consultation with the Portfolio Leaders for Housing, Heritage and Leisure and Portfolio Leader for District Improvement to determine the actual expenditure levels in line with the opportunities and projects identified in paragraph 5.36, up to the total £50k as agreed in recommendation 2.3 above.
- 2.5 Receive further update reports and requests for additional funding for consideration, as more information becomes available on future opportunities and

projects such as the Queens Baton Relay (QBR), Cultural Programme, Live Sites etc.

3 Key Issues and Reasons for Recommendations

Key Issues

- 3.1 The importance and significance of hosting this event within the district has been identified as a key priority and opportunity in the Council's Corporate Plan 2021-2024 and in the current Economic Prosperity Strategy.
- 3.2 Hosting an event will provide a platform to showcase the district regionally, nationally, and internationally.
- 3.3 In addition to the delivery of the event, the Games provide an opportunity to deliver a long-term legacy for the district, our residents, and visitors for many years to come.
- 3.4 The Games presents legacy opportunities to:
 - Enhance and improve the infrastructure in the district to provide an exciting off-road cycling opportunity that will benefit local residents, communities and visitors to the area, as well as delivering an enhanced bike and play offer to educate and encourage children to bike safely and responsibly.
 - Enhance and improve the current Heritage Trail infrastructure and other trails within the district.
 - Position and showcase Cannock Chase district as a visitor, retail and tourism destination building a legacy for return visits which will have a positive impact on the economy.
 - Promote and enhance Cannock Chase's natural environment.
 - Revitalise our towns and local high streets.
 - Provide invaluable work experience through capitalising on the volunteering opportunities created by the Games.
 - Ensure community involvement in events, festivals and sporting activities.
 - Increase participation in cycling and other activities to improve the health and wellbeing of our residents.
- 3.5 To ensure the Council is in the best position to take advantages of these legacy opportunities it is proposed to allocate some of the £50,000 funding earmarked by Cabinet on 17 September 2020 as follows:
 - Chase Heritage Trail Improvements £40,000
 - Volunteering Opportunities £8,000
 - Roadshows £2,000

- 3.6 For other opportunities and requirements linked to hosting the mountain biking event in the district such as the QBR, Cultural Programme, Live Sites, Wayfinding, Street cleansing and waste there will be a future budget requirement in 2022-23 which the Project Team will need to work up and update a future Cabinet accordingly.

Reasons for Recommendations

- 3.7 To seek confirmation of the legacy objectives and to seek approval of the proposed allocation of funding identified to progress the opportunities set out in this report at paragraph 5.36.

4 Relationship to Corporate Priorities

- 4.1 Hosting the Mountain Bike event in the District as part of the Commonwealth Games 2022 links to priorities included in the Council's Corporate Plan 2021-24:
- Supporting Health and Wellbeing - Encouraging and supporting people of all ages to have active and healthy lifestyles to improve and maintain their physical and mental wellbeing: • Maintain and improve our green spaces and countryside so that they remain attractive and enhance our quality of life.
 - Supporting Economic Recovery – Playing an important role in supporting the economic recovery of the District

5 Report Detail

Background

- 5.1 Cannock Chase District is a venue for the Commonwealth Games 2022 and will host the Mountain Biking event at Birches Valley, Cannock Chase Forest.
- 5.2 The Commonwealth Games 2022 will run from the 28th July 2022 to 8th August 2022 with the Mountain Biking event taking place on Wednesday 3rd August 2022
- 5.3 As a host authority, Council officers are involved with the Organising Committee (OC), City Integration Team, Staffordshire County Council, Forestry England and a number of other partners across a range of specific areas:
- Mountain Bike Trail Development and Venue operation,
 - Transport and Traffic Management,
 - Highways and Infrastructure,
 - Regulation and Enforcement,
 - Resilience,
 - Volunteers
 - Cultural programme, Live sites, Roadshows and Queen Baton Relay
 - Communications, Engagement and Promotion,
 - Street Scene – cleansing and waste,
 - City Dressing (Look and Feel) and Wayfinding,

- Sponsorship, and
- Business and Tourism.

- 5.4 Cabinet on 17 September 2020 agreed to allocate £50,000 of capital funding from the Council's District Investment Fund towards the Mountain Bike Trail Development, with a further £50,000 being earmarked to support future projects, opportunities and initiatives in Cannock Chase resulting from hosting the event in the district.
- 5.5 Together with the establishment of an Internal Project Team, a Commonwealth Games Officer has now been appointed for a period of 2 years to provide additional capacity to manage the project, and to progress the Council's involvement in the Commonwealth Games as well as leading on the Council's culture and leisure offer with Inspiring Healthy Lifestyles.
- 5.6 The Project Team is supported by officers from across the Council and from Inspiring Healthy Lifestyles to help facilitate preparations for hosting the event in the district linked to the relevant workstreams outlined in paragraph 5.3 above and to identify and progress opportunities that may arise and will contribute to achieving our legacy aims set out in this report.

Update on workstreams

Mountain Bike Trail Development and Bike and Play Project

- 5.7 The Head of Environment and Healthy Lifestyles currently attends the Forestry England Project Team overseeing the development of the new Mountain Bike Trail and the new Bike and Play Project both of which will provide a lasting legacy for the district, our residents and visitors for many years to come.
- 5.8 Work on the Mountain Bike Trail to be used for the Commonwealth Games event and to which the Council has contributed £50,000 is progressing well. Handover from the contractor to Forestry England is on track to be completed during the first quarter of 2021-22.
- 5.9 Work on the bike and play project has started on site this month with completion anticipated during Quarter 2 of 2021-22.
- 5.10 Subject to the successful completion of both projects it is anticipated that these new facilities will be launched later in the Summer 2021.

Venue Operation

- 5.11 The OC are continuing to hold separate meetings with Forestry England as the landowner of the site to put plans in place for the operation of the Mountain Biking event to be held as part of the Games.
- 5.12 Venue operational planning is well underway and a full planning application for the event and a Local Area Traffic Management Plan is being prepared.

Transport and Traffic Management

- 5.13 As part of the planning for the event, detailed discussions have been held over a number of months via a Venue Transport Working Group (VTWG). These discussions have looked in detail at the mountain bike event but have also been set in the context of the overall transport planning for the Games. Transport partners, local authorities, and the Organising Committee have identified how rail can best perform its key role in transporting spectators to the event in Cannock Chase.
- 5.14 Chase Line and both Rugeley and Hednesford Train Stations have been considered in the demand modelling assessments and will play an important part in servicing local travel needs.
- 5.15 The cross-partner VSWG has concluded that the Chase Line does not have the capacity to deal with all demand from spectators travelling from Birmingham, particularly as the line also serves the athletics events that are being held at Alexander Stadium at the same time as the Mountain Biking event. Over 2,000 additional passengers are expected in the busiest arrival time. Serving both Cannock Chase and Alexander Stadium events concurrently with the same services will substantially increase an already significant risk of capacity shortfall at both events. It would also likely leave passengers from local stations unable to board key trains for the Cannock Chase event.
- 5.16 The limited options for enhancing the train service/capacity on the line means that it is not possible to mitigate the potential effect of these combined purely through Hednesford and Rugeley Stations.
- 5.17 They will therefore be supplemented by an additional spectator bus shuttle service from Stafford station. This will provide options for spectators who will, of course, travel to the event from multiple home destinations.
- 5.18 Given local demand, and the likelihood that some passengers will wish either to walk or cycle to the event rather than take a shuttle bus, Hednesford, Rugeley (Designated walking route) and other Chase Line stations will continue to play an important role in serving the mountain biking at Cannock Chase. Indeed, moving the role of shuttle bus hub elsewhere will give the Chase Line the opportunity to play this role more effectively.

Volunteers

- 5.19 13,000 volunteers will be required to help organise, run and manage the Birmingham Commonwealth Games 2022. Volunteers will be required in skilled roles such as technology, sport and medical areas as well as thousands of other roles which will require little or no training.
- 5.20 The application process will start in June 2021.
- 5.21 Volunteers must be at least 18 years old by 1st January 2022, eligible to volunteer in the UK and be available to volunteer for the full duration of the Games (28 July – 8 August 2022) and committed to completing a minimum of 8 volunteering shifts.
- 5.22 Volunteers must be able to speak and read English or BSL and agree to and pass relevant security and background checks.

- 5.23 Volunteers must accept the volunteer role and venue offered and attend and complete all training required.
- 5.24 A limited number of volunteer places will be available for people who are aged 14 – 17 by 1st January 2022. Applications for these volunteers will be separate to the general application process.
- 5.25 More information and details about the young volunteer programme will be released by the OC over the coming months.

Cultural Programme

- 5.26 For 6 months from March to September 2022 a cultural arts festival is planned across Birmingham and the West Midlands and will include direct commissions of artists and open calls for new artistic works on specific themes. This may provide the opportunities for individuals or groups from our district to be involved as the programme becomes clearer and develops.

Queens Baton Relay

- 5.27 Birmingham 2022 will stage the 16th official Queen's Baton Relay (QBR) as part of the Commonwealth Games, with an international and domestic sector spanning the 72 nations and territories of the Commonwealth. The relay will depart in 2021, returning for the Opening Ceremony of the Games on 28 July 2022.
- 5.28 The Baton carries a message to the athletes from the Head of the Commonwealth, Her Majesty, Queen Elizabeth II; travelling around the globe, carried by thousands of Baton bearers.
- 5.29 Officers have submitted a high-level expression of interest for the QBR to pass through the District as it travels through England and if successful, it will be essential that we help build momentum in the run up to the Games. Although we have not been notified of any decision yet, it is crucial that we continue to develop our offer and consider all opportunities to enable our communities to come together to celebrate hosting the event in our district.
- 5.30 It is important to stress that submitting an expression of interest, does not guarantee success or that everything proposed can be included, due to time and logistical constraints.
- 5.31 It is likely that the QBR will run through more than one LA area in a day so areas would generally host mornings, afternoons or evenings, to ensure as many communities as possible have the chance to be part of the QBR.
- 5.32 It is clear, however that any costs associated with the QBR passing through our district and any other associated events will have to be met by the Council or Town and Parish Councils. Currently there are no indicative costs available, so the Project Team will have to assess these and report back to Cabinet on any further funding requirements.

Streetscene and Waste

- 5.33 Officers have met with the OC to discuss and ascertain the cleaning and waste requirements for before, during and after the Mountain Biking Games Event and it is clear, that although some rescheduling of normal operations can be undertaken, there will be additional requirements, estimated to be circa £10k for which provision will have to be made in the 2022-23 budget as part of the annual budget process later this year.
- 5.34 Council officers are also involved in meetings with the OC around Trading Standards and Licensing, Safety and Resilience, City Dressing and Wayfinding and Sponsorship.

Legacy Objectives and opportunities

- 5.35 Being part of the Commonwealth Games 2022 and hosting an event in the district presents a number of legacy objectives which can:
- Enhance and improve the infrastructure in the district to provide an exciting off-road cycling opportunity that will benefit local residents, communities and visitors to the area, as well as delivering an enhanced bike and play offer to educate and encourage children to bike safely and responsibly.
 - Enhance and improve the current Heritage Trail infrastructure and other trails within the district.
 - Position Cannock Chase as a visitor, retail and tourism destination building a legacy for return visits which will have a positive impact on the economy.
 - Promote and enhance Cannock Chase's natural environment.
 - Revitalise our towns and local high streets.
 - Provide invaluable work experience through capitalising on the volunteering opportunities created by the Games.
 - Ensure community involvement in events, festivals and sporting activities.
 - Increase participation in cycling and other activities to improve the health and wellbeing of our residents.
- 5.36 However, given the event in the district is only one day and to ensure any investment made by the Council achieves the greatest benefit for its residents it is important that the level of investment is aligned to achievement of the above legacy objectives where possible. To ensure the Council is in the best position to take advantage of these legacy opportunities it is proposed to allocate some of the £50,000 funding earmarked by Cabinet on 17 September 2020 as follows:

Chase Heritage Trail Improvements - It is proposed by the OC that the designated walking route from Rugeley Train Station to Birches Valley will use the existing Chase Heritage Trail. Whilst the current trail is appropriate, it will require some improvement (new waymarker signage, mileage posts and updated plans and promotional leaflets) to support the hosting of the Commonwealth Games event and showcase the district in its best light.

Item No. 8.8

Undertaking the proposed improvements to the trail now, will present an opportunity to future proof the 10-mile trail for the benefit of our residents and return visitors to the district.

It is proposed to allocate £40,000 of the earmarked funding provision to update the way markers, signage, mileage posts and updated plans and promotional leaflets. Dialogue with other landowners such as the County Council and Forestry England will also be undertaken to see if they would be willing or are intending to carry out any required improvements to the trail where it crosses their land.

The funding identified will not be sufficient to fund other pathway and fencing repairs or new interpretation boards.

Works would need to start later this year in order to be ready for the start of the games in July 2022.

Volunteering - The OC are clear that any sponsored or any additional volunteers required by the Council will have to be funded on the following basis - 55% Local Authority / 45% OC.

The total cost of a volunteer is estimated at circa £750, consequently for every additional volunteer sponsored by the Council it would cost circa £412.

New volunteering opportunities to support the Commonwealth Games 2022 will provide invaluable work experience and if possible we need to ensure our residents and young people benefit from these opportunities, particularly those who would not normally get such chances or those who are unemployed.

It is proposed that £8,000 be allocated to enable officers to explore the opportunity to support additional volunteers from our district to participate in the games or supporting local events. If this is not possible, then the funding will remain earmarked for other possible projects which align to the Council's legacy objectives.

Officers will also promote the volunteering opportunities within the district to hopefully ensure that individuals from Cannock are represented in the wider Commonwealth Games volunteer programme.

Roadshows and Live Sites - During June 2021 and May 2022 there will be opportunities for the Council to express an interest in holding between 1 and 2 roadshow events in the district. These roadshows can be part of a larger event or smaller satellite events in Town Centres or high streets and will be aimed at promoting the games, jobs and skills, volunteering, business and employment opportunities etc.

Similarly, during the Games there will be opportunities for host venues to hold live site events with large screens positioned in some Town Centres or Parks showing the Games events live. These can run alongside local events and run for the duration of the Games or just 1 day.

However, the cost of such events (security, road closures, volunteers, facility provision etc) would have to be met by the local authority or Town or Parish Council. At this stage it is not clear as to whether any local sponsorship can be sourced to offset such costs.

Given, the uncertainty at this stage of the actual costs associated with staging a Roadshow or Live Site it is proposed to earmark circa £2k to support potential roadshow events this year and for the Project Team to assess the costs for Live sites as they become clearer and to report back to Cabinet for consideration, should additional funding be required.

- 5.37 For other opportunities and requirements linked to hosting the mountain biking event in the district such as the QBR, Cultural Programme, Live Sites, Wayfinding, Street cleansing and waste, Live sites etc there will clearly be a future budget requirement in 2022-23 which the Project Team will need to work up and update a future Cabinet for consideration.

6 Implications

6.1 Financial

The opportunities proposed in this report are revenue in nature and amount to £50k. This is to be transferred from the capital programme and financed by £50k revenue reserve.

With future likely opportunities available to the Council arising from hosting an event in the district there is likely to be a further budget requirement which the Project Team will need to assess and will be subject to a further report to Cabinet as appropriate.

6.2 Legal

None.

6.3 Human Resources

None.

6.4 Risk Management

As the individual projects are progressed risk registers will be developed as part of any project management arrangements put in place.

6.5 Equality & Diversity

None.

6.6 Climate Change

None.

7 Appendices to the Report

None

Previous Consideration

Commonwealth Games 2022 – Legacy Project – Cabinet 17 September 2020.