

Birmingham Commonwealth Games 2022: Cultural Programme

Chair Alan Heap *Purple Monster*

Christina Boxer *Warwick District Council*

Tim Hodgson & Louisa Davies

*Senior Producers (Cultural Programme & Live Sites) for
Birmingham 2022.*



Christina Boxer
*Warwick District
Council*



Warwick District Commonwealth Games Project Introduction

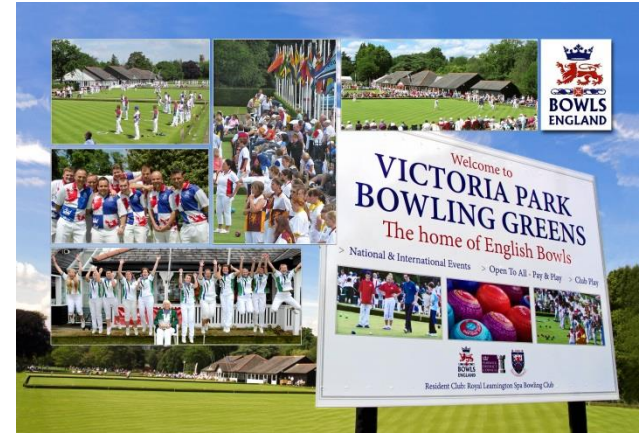
Spark
Symposium
14.02.2020

www.warwickdc.gov.uk

BOWLS &
PARA BOWLS
VENUE 2022



MAXIMISING
OPPORTUNITIES TO
SHOWCASE LOCAL
ENTERPRISE,
CULTURE, TOURISM
& EVENTS



ENHANCED
ENVIRONMENT,
PHYSICAL ACTIVITY
& WELLBEING



Venues – A Regional Showcase

Birmingham 2022 Venues



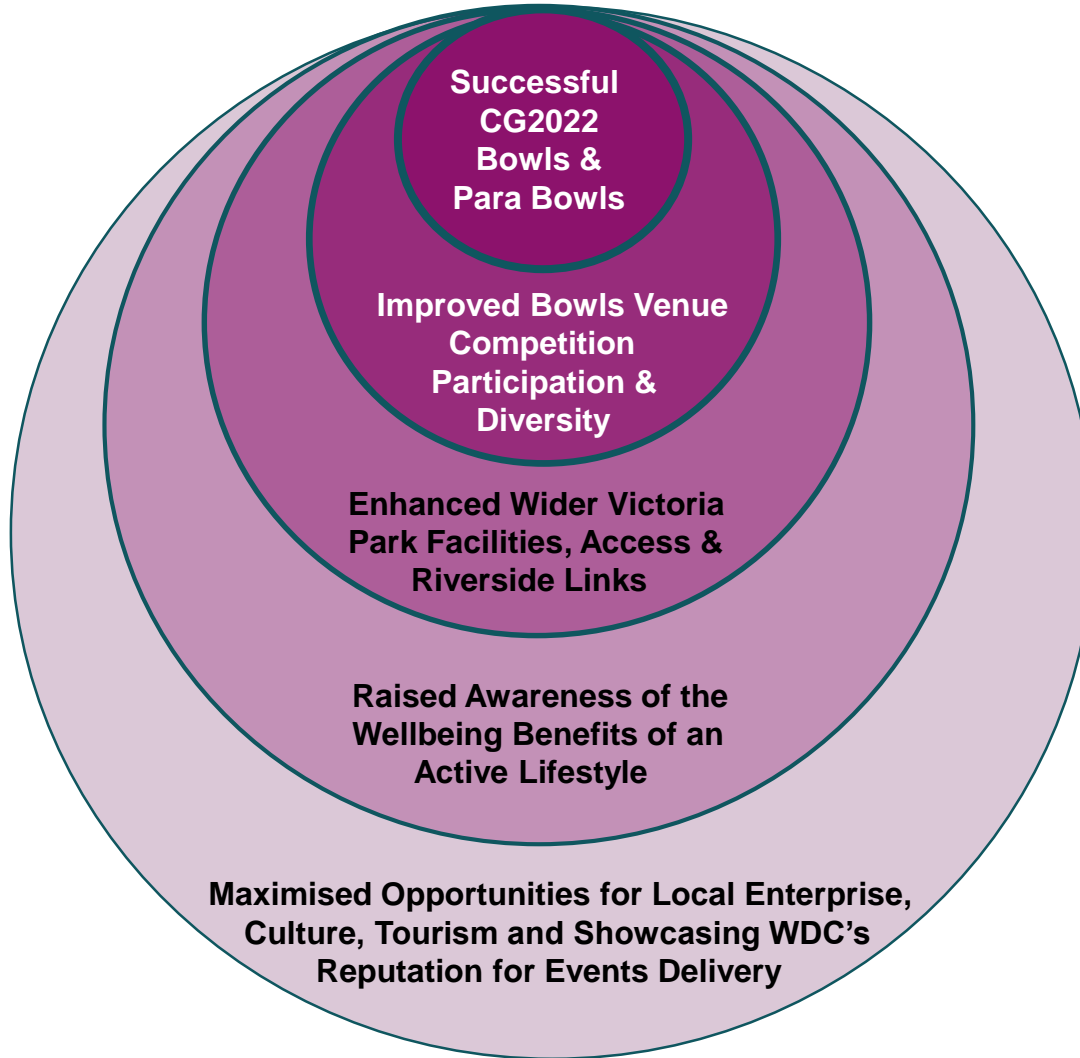
Venues for beach volleyball, 3x3 basketball and road events to be confirmed.

Lawn Bowls & Para Bowls

- Matches on 9 days of competition
- Minimum 2 sessions a day
- 5,000 - 6,000 visitors to the District daily
 - Spectators
 - Competitors
 - Officials
 - Volunteers
 - Media
- 240 lawn bowls competitors (2018)
- Integrated Para Bowls
- 28 nations (2018)



WDC Commonwealth Games Project Objectives



Louisa Davies

Tim Hodgson

*Senior Producers,
Cultural Programme
& Live Sites -
BIRMINGHAM 2022*



BIRMINGHAM 2022 CULTURAL PROGRAMME

**BIRMINGHAM
2022**
commonwealth
games 

Introduction
Spark
14 February 2020

INTRODUCTION



Louisa Davies

Senior Producer, Cultural Programme
& Live Sites - BIRMINGHAM 2022

Tim Hodgson

Senior Producer, Cultural Programme
& Live Sites - BIRMINGHAM 2022



19 SPORTS

INCLUDING 8 PARA-SPORTS



VENUES

BIRMINGHAM, WEST MIDLANDS AND THE UK



Alexander Stadium



Arena Birmingham



Edgbaston Stadium



NEC



Sandwell Aquatics Centre



University of Birmingham



Cannock Chase, Cannock



Coventry Stadium



Sutton Park,
Sutton Coldfield



Lee Valley Velo Park,
London



Victoria Park,
Royal Leamington Spa



NEC Arena

BIRMINGHAM 2022 IN NUMBERS

72 Commonwealth nations
11 days of sport 6,500
athletes and officials

A regional showcase with
venues in Sandwell, Solihull,
Cannock Chase, Coventry
and Royal Leamington Spa

2.4 billion citizens across
the Commonwealth

Over 1 million tickets to
be issued during the Games

41,000 (approx.) Games
time roles

Up to 1.5 billion global
TV spectators

Potential boost to the
regional economy in excess
of £1 billion
(based in GC2018)

A trained workforce
of at least 10,000
volunteers

3:1 cost benefit for
the West Midlands

Estimated £300m
of Games contracts
expected to go to local
and regional suppliers





MISSION

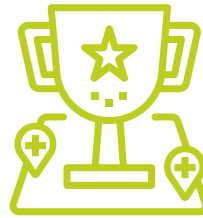
OUR GAMES WILL...



Bring people together



Improve health and well-being



Help the region to grow and succeed



Be a catalyst for change



Put us on the map



CULTURAL PROGRAMME

AN INTRODUCTION

BIRMINGHAM
2022
commonwealth
games 

OUR ROLE IN THE GAMES



**CULTURAL
PROGRAMME
& LIVE SITES**



**OPENING & CLOSING
CEREMONIES**



**QUEEN'S BATON
RELAY**



**SPORTS
PRESENTATION
& MEDALS
CEREMONIES**

CORE PRINCIPLES

- Artistically led
- Showcase the creativity of the region
- Collaborative and extraordinary
- Ambitious, risk-taking and disruptive
- Transformational
- Catalyst for change



AUDIENCES

- 1 million tickets = 1 million engagements with cultural activity
- Local and regional
- UK-wide
- International



PROGRAMME

- Open calls
- Direct commission or co-commissions
- Small grants programme
- Alignment





Coming up next:

**Mon 24 February, 8.30 – 11.30am
Cultural Programme Briefing,
Birmingham Conservatoire**

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Get in touch:

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THANK YOU & CLOSE
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