

Commonwealth Games

Equality, Diversity and Inclusion

The West Midlands is a vibrant and culturally diverse region and thus provides the ideal opportunity for the Organising Committee to engage communities in Birmingham and across the West Midlands, to inspire them to join us on the journey to deliver the best ever Commonwealth Games.

The vision of the 2022 Commonwealth Games Organising Committee of 'Making a world of difference at the Games for everyone' by having a positive impact on the West Midlands and the Commonwealth, through targeted community involvement and engagement.

- delivering a legacy of promoting and celebrating diversity and inclusion in the West Midlands and the Commonwealth
- more engagement in sports and physical activity resulting in the improvement of underrepresented groups getting involved and/or participating in sport
- ensuring the Games are accessible and inclusive for everyone: athletes, team officials, volunteers, spectators, media and our key stakeholders.

The Birmingham 2022 Organising Committee's strategic priorities state the way that we plan to deliver the Games - **Sustainably**, **Inclusively** and **Creatively**, therefore it is essential the Games are accessible and inclusive to everyone.

Our Vision

To deliver an inclusive and accessible Commonwealth Games experience for everyone.

The Commonwealth Games is renowned as being the 'friendly Games', bringing people together from across the Commonwealth regardless of their cultural background, disability, gender or socio-economic background.

The success of Birmingham 2022 will be measured on its legacy, and this will be a direct result of the lasting impression that all stakeholders take away. Ensuring equality, diversity and inclusion are a fundamental of the games will improve the experience and expand the breadth of stakeholder involvement providing a greater positive legacy.

Our Equality, Diversity and Inclusion Priorities

1. Developing a workforce reflective of the West Midlands ([View our latest workforce diversity data](#))
2. Delivering a highly accessible and inclusive Games
3. Creating a fair, supportive and open culture throughout the Games delivery
4. Connecting communities to the Games through engagement and participation

5. Educating and developing our shared understanding on issues of inequality

We will be open on how we are performing against our priorities and will share information as regularly as possible. One of our five priorities is: **Developing a workforce reflective of the West Midlands.**

To capture data, whilst we wait for the Census 2021 data, we are benchmarking against the most up to date data from the Office for National Statistics (ONS) for the region.

Keeping the community informed

We want to ensure we keep the West Midlands community engaged and informed with the progress the Birmingham 2022 team are making and therefore we will be delivering quarterly EDI Forums up until Games time for community leaders and groups.

The Future

We are committed to providing development opportunities for our staff to support their career progression and produce the next generation of leaders as a positive outcome from being part of delivery of the Games. With this in mind, our focus is on giving our staff the skills to pursue careers in sport and potentially future roles at sporting events in the UK.

To achieve this, we launched an internal mentoring programme in collaboration with DCMS, Team England and our Birmingham 2022 Board who signed up to be mentors to 70 mentees. The programme commenced in July 2021 and will conclude in February 2022 ahead of Games time.

Our Workforce

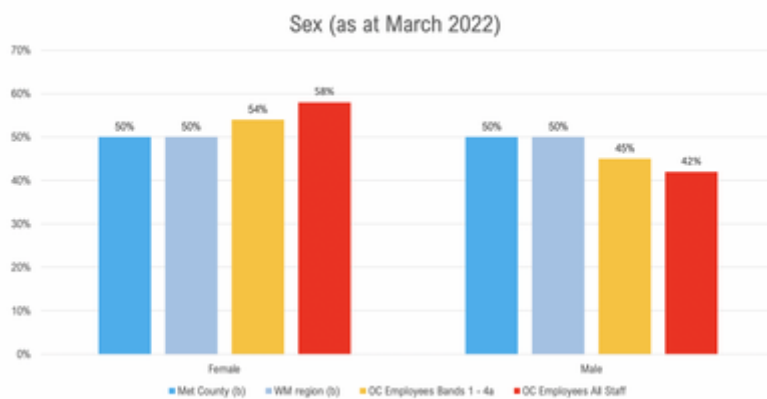
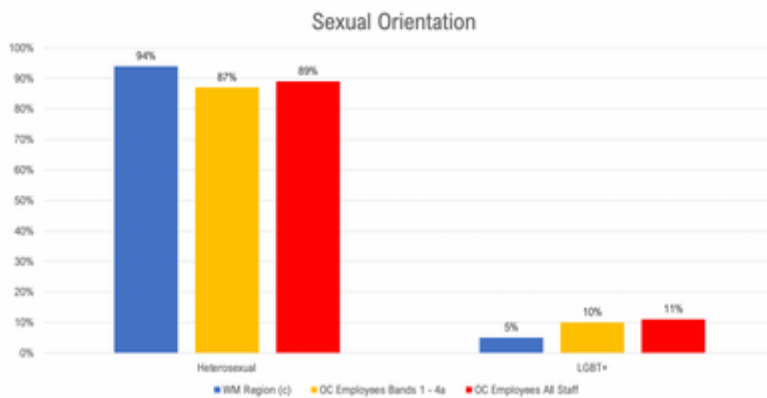
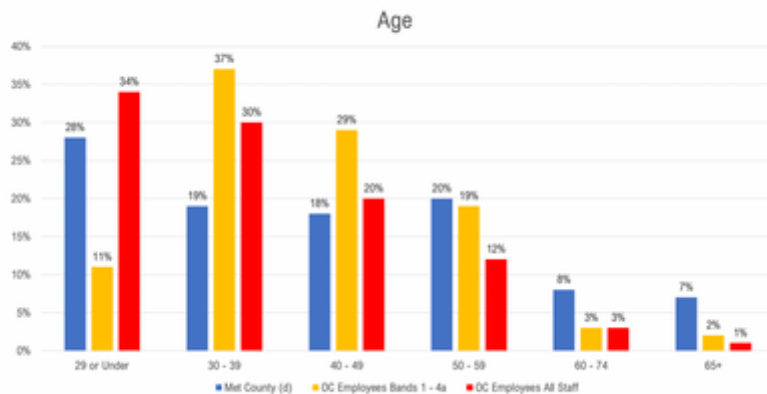
Overview

We want Birmingham 2022 to be a Games for everyone, and in particular to ensure that the diverse citizens, businesses and communities of the Birmingham and the wider West Midlands region can contribute to and benefit from this exciting and unique event. One of our five Equality, Diversity and Inclusion priorities is: **Developing a workforce reflective of the West Midlands.**

The number of people employed directly by the OC is expanding rapidly. Our workforce of 750, as of March 2022, will double over the next few months as we fill the 800 remaining roles. These include roles across Games operations and services, with opportunities in technology and management positions.

From the outset we have stated that we want the diversity of our workforce to reflect that of the region. Initially we benchmarked ourselves against the data from the 2011 census. However, we recognised this didn't accurately represent that changing demographic of the region, so we have chosen where possible to use the latest ONS working age population data for the West Midlands region to measure our progress. This data is not available for some protected characteristics so we have used what we believe to be the best available benchmark, either from the 2011 Census or Annual Population Survey.

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March 2022 Workforce Data Sexual Orientation

Some strands of diversity have a good level of representation among OC employees. For example, 11% of staff identify as LGBT+ as of March 2022 (compared to 5% of the West Midlands population) and there is a higher proportion of female employees than males in our workforce at 58% versus 42%.

In respect of ethnicity, 20% of the OC workforce is from ethnically diverse communities (defined as anyone who is non-white as defined by the categories used by the ONS). This is in line with the working age population of the West Midlands region.

However, we know that the working age ethnically diverse population of the Metropolitan area, as defined by the ONS, is higher than this at 32.4%. Therefore, we have set ourselves the challenge of closing the gap, even though our workforce is drawn from the wider region and beyond.

We recognise there is underrepresentation for some other diversity strands such as religion and disabled people. We respect that some people do not wish to disclose their religion and our EmbRace Network continue to educate and raise the awareness of different religions. We are committed to the employment and career development of disabled people and as a Disability Confident Employer we will continue to support disabled people in the organising committee.

Gender Pay Gap Report

[READ MORE](#)

Building an inclusive culture

We have sought to create a culture that is welcoming and supportive for all staff. We have implemented a number of initiatives to help us achieve this. From 2020 onwards we adopted the FREDIE model (Fairness, Respect, Equality, Diversity, Inclusion, Engagement) to support our EDI Priorities. In order for us to benchmark the effectiveness of our EDI activity, we achieved Leaders in Diversity status and in 2021 were ranked number 14 on the National Centre of Diversity's Leaders in Diversity list.

We signed the Race at Work Charter in 2021, which comprises seven calls to action to ensure that employees from ethnically diverse communities have the necessary support networks in place. These include a Board level commitment to zero tolerance of harassment and discrimination, appointing an executive sponsor for race, capturing and publishing ethnicity data, ensuring that all leaders and managers understand their personal responsibility for EDI, and taking action to support the career progression of ethnically diverse employees.

We've improved our Induction programme by introducing an increased focus on EDI for new starters, so there is a clear understanding of the culture and behaviours expected at the OC from the outset. Our staff networks - Women at Work Network, EmbRace Network and the Inclusive Network - continue to engage both internally and externally as well as support personal and career development for the member colleagues.

We recognise the importance of ongoing education and development around EDI, especially at senior levels of the organisation. Over the past six months, the OC Board took part in a Race Equality Workshop delivered by Nathan Dennis of Legacy Consultants and our Executive Management Team (EMT) and Directors have participated in an EDI Workshop delivered by Cleo Morris of Mission Diverse both local organisations. Prior to this, members of EMT received 1:1 training from the National Centre for Diversity.

"Working with Birmingham 2022 in relation to their drive to a more equal, diverse, and inclusive Commonwealth Games, highlighted a clear drive for growth and development from the organisation and its senior leadership. Our sessions led to enhanced personal and interpersonal understanding, in addition to working towards greater positive action for Birmingham 2022 and beyond. It's immensely impressive that an organisation of such stature took the initiative to deepen their knowledge around creating an inclusive, diverse, and representative Games." **Cleo Morris, Director of Mission Diverse CIC**

What we have done to increase diversity in our workforce

We have implemented a number of initiatives to reach out to local ethnically diverse communities to encourage and support job applications. These have included our dedicated Community Engagement team visiting local areas and publicising vacancies, focusing on disadvantaged wards and community hubs in ethnically diverse communities including mosques, temples, community centres; attending job fairs at educational institutions with a high proportion of ethnically diverse students; and providing targeted mentoring and application support for Bangladeshi and Pakistani community groups in partnership with organisations including DWP and Prospects/Shaw Trust. We have also publicised employment opportunities in targeted media including The Voice, Unity FM and Newstyle.

We have also established an Organising Committee apprenticeship programme, which has 27 opportunities for local people to work on Birmingham 2022 gaining valuable experience and skills. The apprentices, all but one of whom are from the West Midlands and 10 of whom are from an ethnically diverse background, are working in a wide range of areas including finance, ticketing, event services and security.

While we have had some success with the proportion of ethnically diverse employees growing by 2% between July 2021 and March 2022, we recognise that we can and should go further to ensure our workforce more closely reflects the local population.

With the aim of increasing the number of applications from job seekers and people with disabilities, we have run mentoring sessions with the support of DWP. In addition, as part of a review of the accessibility of our application process, we have created an Access to Work fact sheet [here](#) providing information on the support available to all employees and how it can be easily accessed, as well as providing accessibility FAQs [here](#) and assistance/GiS forms in .DOC format to facilitate document readers.

What we are doing next

We launched a major recruitment [campaign](#) in February 2022 to fill 20,000 jobs across the OC and our key suppliers, targeted at people living in the West Midlands. This is being supported by on-the-ground community engagement, as well as ongoing media and marketing activity that includes paid advertising, in multiple languages, across a number of regional and community media channels to ensure we reach out to as wide and diverse an audience as possible. Examples of community media channels we have supported through paid advertising include The Voice, The Phoenix, Desi Blitz, Big City Radio, Unity FM, Raaj FM, Switch Radio, Newstyle Radio, Gulshan Radio, BEYONTV UK and The Asian Today.

The Community Engagement team has delivered a series of hub drop-in sessions at community spaces across the West Midlands to engage with communities and inform them of opportunities associated with the Games with particular focus on Jobs and skills opportunities available and application support. Find out more about our [Community Engagement](#).

Our Community Engagement team has delivered two Faith Forums for faith leaders in the West Midlands to engage them in supporting the faith provision for athletes during the Games.

We are also reviewing our internal recruitment processes to ensure these are as fair and effective as possible, including refresher unconscious bias training for hiring managers.

There has been a focus on supporting young people, disadvantaged groups, the unemployed and disabled individuals – especially those from ethnically diverse communities. This won't only benefit the Games, but will also help create a qualified, experienced talent pool for the region.

We supported The Governance Forum's 'Young Leaders Programme Get on the Board' by opening up this opportunity for ethnically diverse staff at the OC. The programme is designed to broaden the experience of individuals by learning about governance, so they have the skills to contribute to the leadership of an organisation by becoming board members.

Data Sources

- (a) Census 2011 - WM Region only
- (b) Annual Population Survey, Age 16-64, WM Met County and WM Region
- (c) Annual Population Survey, Sexual Orientation 2019 (WM Region only)
- (d) ONS Population Projection, Base 2019