

# **SOCIAL VALUES CHARTER**

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DELIVERING SOCIAL VALUE LEGACY



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## **The Commonwealth Games**

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The Commonwealth Games bring nations together in a colourful celebration of sport and human performance. But the Games have evolved dramatically since their beginnings in 1930.

Held every four years, with a hiatus during World War II, the Games have grown from featuring 11 countries and 400 athletes, to a global spectacle of 6,600 sports men and women from across 71 nations and territories.

The Commonwealth Games have also made progress in gender equality with the 2018 Games making history as the first major multi-sport Games with an equal number of medal events for both men and women.

Underpinned by the core values of humanity, equality and destiny, the Games aim to unite the Commonwealth family through a glorious festival of sport and culture. Often referred to as the 'Friendly Games', the event is renowned for inspiring athletes to compete in the spirit of friendship and fair play.

The 2022 Games will be the first time the West Midlands has played host to the event, following London 1934, and Manchester 2002. As preparations for the Birmingham 2022 Commonwealth Games take shape, the city and the region become part of a lasting legacy, one that displays world-class teamwork, athleticism and friendship.

## **The Birmingham Commonwealth Games**

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We are the Birmingham Organising Committee for the 2022 Commonwealth Games Ltd ("Birmingham 2022"). We are responsible for the planning and operational delivery of the Commonwealth Games in Birmingham and across the West Midlands. This includes the sport programme, venue and competition management, ticket sales, all ceremonies, and the Queen's Baton Relay.

Birmingham 2022 will shine a light on this vibrant corner of the Commonwealth and work to improve health and wellbeing and a sense of cohesion for local communities. This is an event that will help the West Midlands to grow and succeed, be a catalyst for change, and foster the spirit of friendship, athleticism and competition.

These are a Games for everyone, a level playing field for men and women with a fully integrated para-sports programme, and a huge emphasis on the Commonwealth's youth. There is no better stage to showcase the world's most inclusive, fair and progressive multi-sport event.

## **Our Social Values Charter**

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The Birmingham 2022 Social Values Charter sets out the values which are important to us as the organisation responsible for delivering the Games. It applies to the delivery of Birmingham 2022 from conception through planning and implementation, review, and post-Games activities.

We will live the terms of this Charter through our delivery of the Games.

## What We Stand For

Engrained within Birmingham 2022 are those values which unite the Commonwealth Nations, and which underpin the Commonwealth Sports Movement. These values form the framework for our vision, mission and strategic focus for the 2022 Games.

The core values and principles of the Commonwealth Nations are set out in the **Commonwealth Charter**. Many of these are especially pertinent to Birmingham 2022 and have influenced our strategic focus for Birmingham 2022 including human rights, sustainable development and protecting the environment. We have a suite of policies which cover these areas of focus and which can be found at [www.birmingham2022.com](http://www.birmingham2022.com)

The **Commonwealth Sport Movement** is led by the Commonwealth Games Federation (CGF), the organisation responsible for the strategic direction of the Commonwealth Games. The vision of the CGF is to build peaceful, sustainable and prosperous communities across the Commonwealth through sport. In its Transformation 2022 strategy, the CGF sets out the values of the Commonwealth Sports Movement: Humanity, Equality, and Destiny.<sup>1</sup>

**These values, which unite the Commonwealth nations, and which underpin the Commonwealth Sport Movement, are all reflected in Birmingham 2022's vision, mission and strategic focus:**



<sup>1</sup> [https://thecgf.com/sites/default/files/2019-09/CGF\\_TRANSFORMATION\\_2022.pdf](https://thecgf.com/sites/default/files/2019-09/CGF_TRANSFORMATION_2022.pdf)

## Our Vision and Mission

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The Birmingham 2022 Commonwealth Games will bring people together, be they athletes from countries far and wide, or communities from across the city and region. As we prepare for this iconic celebration of sport, we embrace the Commonwealth values of humanity, equality and destiny in everything we do.

### Vision

A Games for everyone: through a festival of thrilling, fast-paced sport, exhilarating culture and business, the 2022 Commonwealth Games will make a world of difference for everyone throughout the West Midlands and beyond. This momentous event is a chance to celebrate a global community and our human potential.

### Mission

As athletes go for gold in the 2022 Games, and visitors flock from across the globe, this ceremonious gathering has a clear purpose to leave a lasting positive impact. Our mission is to:

- **Bring people together**  
These Games will embrace and champion the youth, diversity, humanity and pride of the region and the Commonwealth.
- **Improve health and wellbeing**  
Inspire, engage and connect communities and athletes to realise their full potential and live happier, healthier lives.
- **Help the region to grow and succeed**  
Drive sustainable growth and aspiration, creating opportunities through trade, investment, jobs and skills.
- **Be a catalyst for change**  
Transform and strengthen local communities, working together to deliver new and improved homes, facilities and transport links.
- **Put us on the global stage**  
Deliver an unforgettable, global Games in partnership, on time and on budget to showcase the best of Birmingham, the West Midlands and the Commonwealth.

## The Strategic Focus of our Social Values Charter

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Our Social Values Charter focuses on the following five key areas:

- **Sustainability:** sustainability is an ongoing process to ensure environmental, economic and social aspects are considered in all key decisions. By balancing these aspects, we can meet the needs of our Games without compromising the needs of future generations.
- **Health and Wellbeing:** we want to maximise the opportunities presented by the Games to improve levels of physical activity and wellbeing of communities.
- **Inclusivity:** we want the Games to be accessible to all and to promote a culture that reflects the diversity of the local communities.
- **Human Rights:** we want to ensure that in our delivery of the Games we always have the UN Guiding Principles on Business and Human Rights in mind, and we respect, protect and promote those rights and freedoms guaranteed to all individuals under law.
- **Local Benefit:** we want to use the Games to contribute to the local economy, improve our local communities, and provide opportunities for our local people.

## How We Will Deliver Our Vision, Mission and Strategic Focus

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Birmingham 2022 will deliver our vision, mission and strategic focus through four principal delivery channels:

- **Procurement:** we will give appropriate weighting to the content of this charter in our procurement decisions, ensuring that our suppliers meet the social values commitments they have made to us.
- **Workforce:** our social values charter will guide the way we recruit and look after our staff and volunteers.
- **Community Engagement:** we will engage with the widest possible audiences, reaching into communities to ensure they are fully represented and able to participate.
- **Games Delivery:** our social values charter will be reflected in the way we design and deliver the games.

These are just some of the things we are doing to deliver social value:

## SUSTAINABILITY

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| WHAT DO WE WANT TO ACHIEVE?  | WHAT STEPS ARE WE TAKING TO ACHIEVE THIS?  |
|--|--|
| A successful event in a sustainable way, as regards costs, resources and people.   | We are embracing a multi-games approach and working collaboratively with the Commonwealth Games Federation and CGF Partnerships to secure sustainability of these and future Games.  |
| Minimise the environmental impact of the Games throughout its entire lifecycle, from development to delivery, promoting the UN Sustainable Development Goals where possible. | Our sustainability pledge sets out our sustainability goals, it's our blueprint that outlines how the Games can help play its part to achieve a better and more sustainable future.  |
| Promote sustainable procurement.   | <p>We will comply with our obligations in the Public Contract Regulations around prompt payment of suppliers by ensuring that we pay our suppliers within a maximum of 30 days (but sooner where possible) and ensuring that this is replicated throughout our supply chain.</p> <p>We will make it a contractual requirement that suppliers comply with the Government Supplier Code of Conduct and the Greening Government Commitments.</p> <p>Our sustainable sourcing code also sets out our minimal environmental and social standards.</p> |
| Encourage a circular economy.  | We will ask suppliers to make commitments (which we will then make a contractual obligation) around how they will encourage a circular economy and promote sustainability in the local region.   |

## HEALTH AND WELLBEING

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| WHAT DO WE WANT TO ACHIEVE?           | WHAT STEPS ARE WE TAKING TO ACHIEVE THIS?  |
|---------------------------------------|--|
| Improved levels of physical activity. | <p>We are working with partners, particularly DCMS as the Physical Activity and Wellbeing lead on the Legacy and Benefits Steering Group, to provide everyone with both the inspiration and information to make different and better choices.</p> <p>We are developing active transport initiatives, such as cycle and walking routes to venues, to encourage active travel.</p> |
| Improve mental health and wellbeing.  | <p>We will create mental health champions [to provide real life examples to others of the benefits of volunteering and working].</p>   |



## INCLUSIVITY

| WHAT DO WE WANT TO ACHIEVE?   | WHAT STEPS ARE WE TAKING TO ACHIEVE THIS?  |
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| <p>Ensure that the Games are accessible to all.</p>   | <p>We are producing the following policies to govern our behaviour:</p> <ul style="list-style-type: none"> <li>• Ticketing Strategy</li> <li>• Accessibility Policy</li> <li>• Equal Opportunities, Diversity and Inclusion Policy</li> <li>• Accessible Transport Policy</li> </ul>   |
| <p>Operate a recruitment process which is inclusive and accessible and ensure that colleagues are aware of best practice in inclusion.</p> <p>Provide opportunities to support disadvantaged people into the workplace and help ensure suppliers are making their employment opportunities accessible as they build a workforce which is diverse and representative of the community.</p> | <p>We have achieved Leaders in Diversity Accreditation and we're due for a reassessment in January 2023. We are also signatories of the Race at Work Charter.</p> <p>We have provided diversity and inclusion training for all colleagues, including the Board.</p> <p>One of our EDI priorities is to develop a workforce that represents the West Midlands, therefore we benchmark our workforce diversity profile against the local population.</p> <p>Birmingham 2022 are Disability Confident Employers and achieved the Armed Forces Covenant Employer Recognition Scheme Bronze Award Certificate.</p> <p>We delivered the 'InspireOne' programme in collaboration with the National Careers Service and Sandwell College for individuals who unemployed to expose them to opportunities at Birmingham 2022 and inspire them to seek roles in the sports sector.</p> <p>Our recruitment programmes are creative and use non-standard channels to reach deep into harder to reach communities.</p> |

We will provide opportunities to support disadvantaged people into the workplace.

We will target specific at-risk groups in our recruitment of staff and volunteers:

- NEET
- Long-term unemployed
- People with disabilities
- Returners to Work
- Apprentices

We have Recruitment and Selection Policies and Procedures to guide our practices and will monitor the number of local applications securing work with the OC.

## HUMAN RIGHTS

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| WHAT DO WE WANT TO ACHIEVE?   | WHAT STEPS ARE WE TAKING TO ACHIEVE THIS?  |
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| <p>Protect rights and freedoms and operate in compliance with the UN guiding principles on business and human rights.</p> <p>Promote ethical procurement that respects and protects rights and freedoms</p> | <p>We adhere to the Commonwealth Games Federation Human Rights Policy:</p> <ul style="list-style-type: none"> <li>• CGF <a href="#">Human Rights Policy</a></li> </ul> <p>We have a <a href="#">Modern Slavery Statement</a> and are developing a Modern Slavery Policy.</p> <p>We have already produced the following policies:</p> <ul style="list-style-type: none"> <li>• <a href="#">Anti-Corruption, Counter Fraud, Bribery, Gifts and Gratuities Policy</a></li> <li>• <a href="#">Whistleblowing Policy</a></li> </ul> <p>We expect our supply chain to be consistent with our position on these fundamental principles and we will include contractual requirements around:</p> <ul style="list-style-type: none"> <li>• Modern Slavery compliance</li> <li>• Human Rights Act compliance</li> <li>• International Labour Organisation standards compliance</li> <li>• Anti-Corruption, Counter Fraud, Bribery, Gifts and Gratuities Policy</li> <li>• Whistleblowing Policy</li> </ul> |

## LOCAL BENEFIT

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| WHAT DO WE WANT TO ACHIEVE?  | WHAT STEPS ARE WE TAKING TO ACHIEVE THIS?  |
|--|--|
| Local employment and skills development opportunities.                     | <p>We have developed an apprenticeship programme and are utilising WMCA Apprenticeship Levy Skills Funding.</p> <p>We are providing volunteering opportunities for 10,000 people and we have a Volunteer Policy to guide our behaviour.</p> <p>We will evidence the number of Games time roles we create, including:</p> <ul style="list-style-type: none"> <li>- Volunteers</li> <li>- Staff</li> <li>- Apprentices</li> </ul>  |
| Local contract sourcing and promotion of opportunities for SMEs and VCSEs. | <p>We are targeting local businesses through our business briefings.</p> <p>We are advertising procurement opportunities on <a href="http://www.finditinbirmingham.com">www.finditinbirmingham.com</a></p> <p>We will monitor the percentage and value of contracts awarded to regional and local businesses.</p> <p>We will provide tendering support for SMEs and are working with the University of Birmingham and the Chamber of Commerce to create a programme of workshops for SMEs to assist them with the tendering process.</p> |
| We will promote local employment in our supply chain.                      | <p>We have asked suppliers to make commitments around how they will promote the development of local economic growth and investment.</p> <p>We are assisting supply chain partners to evidence their local employed numbers.</p>   |
| We will promote local skill development in our supply chain.               | <p>We have asked suppliers to make commitments around how they will achieve skills development in the region.</p>  |

## **CONTACTS**

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