



CELEBRATING COMMUNITY LEGACY

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Head of Programmes



WHO WE ARE

Born out of the Birmingham 2022 Commonwealth Games, United By 2022 was created to continue the Legacy of a groundbreaking Games.

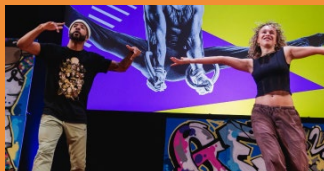
With a vision to make the West Midlands a centre of excellence for community engagement, social value and volunteering, we drive inclusive growth and social value by connecting responsible businesses with local charities and community groups.

We champion the region as a destination for major events, with a place-based volunteer workforce who keep that 2022 feeling of pride alive!



2021-22 GAMES FOREVERYONE

A groundbreaking Games delivers the first 'social value charter', connecting private sector suppliers and local charities, generating £300m in social value. The Games advanced inclusion, catalysed change and sparked civic pride, with the volunteers – the stand-out stars! Against this backdrop 12 legacy programmes were delivered and valued at £85 million.



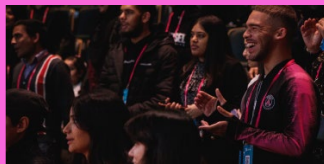
2022-23 SETTING UP THE CHARTY

With a mission to enable more people to benefit from the Games legacy, 5 'trailblazer' programmes were extended under the Legacy Enhancement Fund; Volunteering – The Volunteers Collective; Gen22 – Youth Volunteering Programme; Bring the Power – School Programme; Critical Mass – Disability Inclusion; Social Value – Connecting responsible businesses with local Charities.



2023-25 completing games legacy

We deliver our 5 trailblazer programmes, rejuvenating event volunteering, expanding youth volunteering and continuing to advance disability inclusion. We commence region-wide community investment to build resilience and skills in charities and community groups. We engage priority community groups in the Inclusive Communities Fund, building skills and funding readiness across the West Midlands third sector.



2025-32 uniting the region

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2 Years Strong:
**UNITED BY
LEGACY**

An overall verified social value return on investment of £734,335 for our 5 trailblazer programmes.



UNITED BY
2022

OUR PROGRESS SO FAR-

VOLUNTEERING (*event & community volunteering*) –

800 volunteers still engaged following the Games, they have provided 1800 volunteer places and over 20,000 hours of their time across more than 50 events

GEN22 (*supporting young people with employability skills and placements*)-

400+ young people supported through 14 community organisations

CRITICAL MASS (*inclusive dance programme*)-

170 participants taking part in regular inclusive dance sessions across the region

BRING THE POWER (*schools engagement programme*) –

Over 10,000 young people engaged through workshops, resources and projects.

SOCIAL VALUE (*linking businesses & community groups to create value*)-

373 upskilling and training workshops, including 1-2-1 surgeries and sessions with skilled volunteers

 **403** long-term participants

GEN22

Gen22 is an award-winning project that supports young people aged 16-24 from the West Midlands who face barriers to engagement. These barriers could include long-term health conditions, having a criminal record or being a young carer or parent.

We create bite-sized volunteering for 16-24 year-olds that increases confidence and employability skills and helps a community project. Gen22 uses arts, sport and community as the engagement hook. Participants gain employability boosting skills by undertaking a volunteering assignment linked to Sport and Physical Activity or Creative, Cultural or Digital.

The programme also focuses on building capacity within the host organisations to ensure that they are better equipped for future activities.





UNITED BY
2022

UNITED BY 2022

We invest in underserved communities, creating skills opportunities for thousands of young people.



OPPORTUNITIES FOR YOUNG
PEOPLE



INVEST IN COMMUNITIES



EVENTS VOLUNTEER
WORKFORCE





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Malikah Khan
Ideas Made Real participant



INSPIRATION

- Personal journey
- Being a trailblazer

So from there I started to ask around and found a few reasons as to why people didn't join snowsports:

Expensive (number 1 reason!)

Felt out of their comfort zone or 'it wasn't for them'

Fear of an extreme sport or injury

Didn't know anyone in the snowsport community

Youth-led (young people being able to have a voice)

This was a chance to hear from young people themselves and the changes they wanted. It was a chance to meet others with similar minds or ideas.

Wasn't too formal, even with the pitch!

There was a lot of support offered and I'm still receiving it. United By 2022 didn't just hear the idea and send me away, they kept in touch and provided help when needed. I got to deliver a 2-minute video during the application process, meaning I got to show myself and I felt like it made the process more personal and easier to manage. The pitch for my project was supported by workshops that helped me think more on presenting, which helps even today!

Hearing
about Ideas
Made Real

BREAKDOWN OF THE PROJECT



The project allowed a group of 10 girls to try 3 days of snowboarding.

This supported their confidence and worked on their snowboarding skills. It was spaced out for 3 months so they could have something to look forward to and simply forget everything else.

The project was done to focus more on social engagement to build a community through sports.

The group travelled by train to Snowdome where they gained life skills of responsibility and time management. A few of the girls had never used the train before so this was a new experience in itself.



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IMPACT

We are currently approaching our last day but a few things I have seen so far:

- The support the girls give one another
- Confidence in most
- And simply having fun

Statements from the girls:

“I wouldn’t ever have done this”

“I can’t believe I managed to do it”



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NEXT STEPS:

Inspire!

We allowed the girls to keep the clothing given so they have one less stress to worry about. It will hopefully allow them to return back into snowboarding.

I would like to support more girls who approached me during the project by providing more opportunities to do the project again.

