

Community Engagement

Assessment 2

Reflective Report

Reflection on the success of the Commonwealth games

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1. Introduction

As well as a celebration of stunning sporting competition, the success of the Birmingham 2022 Commonwealth Games has been widely attributed to the fun, friendly atmosphere generated by the city's people. Chief among those responsible for that warm Brummie welcome has been a 14,000-strong army of volunteers – made up mostly of Midlanders, but with ranks swelled by people from across the Commonwealth and beyond. With more than 5,000 athletes from 72 nations having competed for 1,875 medals across 15 venues, the buzz continues within Team BCHC as volunteers return to tell tales of the memories they have made. BCHC chief executive Richard Kirby said: “There seems to be a broad consensus that the city of Birmingham and its people have proved a wonderfully warm and welcoming environment for such a colorful multicultural celebration and it's no surprise to me that an impressive number of our BCHC colleagues stepped forward to serve as volunteers. As Approximately 5,054 competitors representing 72 Commonwealth nations competed in this year's Commonwealth Games, which took place in

Birmingham from July 28 to August 8. The Commonwealth Games are widely regarded as the second-largest international multi-sport event, after the Olympic Games (blog. Bham. ac. UK. n.d). Birmingham's successful hosting of the 2022 Commonwealth Games will have far-reaching economic and social consequences. Community engagement assessment 1 has already mentioned that the commonwealth games held in Birmingham have aroused and inspired people from all across the world to work collaboratively in the different games and competitions. This clearly indicated that community engagement has been demonstrated by the Birmingham commonwealth games.

The introduction in community engagement 1 has shown different nations have gathered around in the arena with all their differences set aside. Organizing these sporting events means bringing the people of the Commonwealth closer together under the guiding ideals of humanity, equality, and destiny. The study is conducted to Understand and evaluate the concept of community engagement; adopt principles and standards that will enable you to engage with stakeholders across different organizations. As commonwealth games held in Birmingham have earned huge success by bringing people from different

countries close together. Therefore, it is well-suited for the community engagement examination. Assessment 1 on community engagement has put highlighted the introduction and background of the commonwealth games, how it started, and how it has achieved a lot of success. The objectives of assessment 2 on community engagement are:

To analyze how the commonwealth games have influenced the locals.

To analyze the success of the commonwealth games in terms of youth empowerment, industrial development, and economic growth.

To discuss the impact of communication, active participation, and human inclusion.

2. The effect on Birmingham's economy

In the assessment 1 on the community engagement, the stakeholders participation was emphasized that was considered by the commonwealth games in Birmingham. It was also indicated in assessment 1 that different local and International associations took part in the commonwealth games and come together with similar interests to bring the commonwealth countries together. Assessment 1 has clearly highlighted stakeholder participation through the commonwealth games.

Assessment 2 is also connected to assessment 1. A reflection of the commonwealth games' success is considered in this section as to what impact it has put on the locals.

Across 11 days, 4,500 participants from 19 sports and 8 para-sports put on a show for spectators in the West Midlands (and beyond, for some events). This summer, Birmingham will play host to the 2022 Commonwealth Games, providing an ideal opportunity to reflect on the Games' potential economic and cultural advantages to the community, as well as some of the myths surrounding the Games and the difficulties inherent in leaving a meaningful legacy. It was predicted that more than one million people would visit Birmingham and the surrounding area throughout the course of the Games and that more than 1.5 billion people would watch the event online around the world.

Given the scope of these occurrences, the term "mega-event" has entered common usage to describe them. Analyses of the FIFA World Cup, the Olympic Games, the Commonwealth Games, and the Formula One Grand Prix have revealed both immediate and long-term benefits. However, the short-term boost in spending and employment that results from these events is rarely sustained without additional governmental

actions. In light of this, there is a significant discrepancy between academic evaluations of the supplementary effects on long-term economic growth and the marketing literature used to advocate for the hosting of such events.

In the short term, you may see opportunities that are directly tied to the event, such as contracts with local businesses, live music performances, local businesses receiving sponsorship or public grants, and enhanced visibility and worldwide exposure. There is a brief increase in sales and employment; approximately £350 million in goods and services were purchased, and approximately 40,000 jobs and volunteer positions were filled. Seventy-five percent of the supply chain expenditures have been made to West Midlands suppliers, allowing more West Midlands businesses to benefit from the increase in activity.

The massive influx of visitors expected to attend the games is widely expected to translate into a tourist benefit for the host area in the long run. The government recognizes this and is investing £24 million over three years to fund a Business and Tourism Programme that will boost local capacity to advertise the region to inward investors, with the hope of drawing more visitors and increasing their spending. During the Games, the

University collaborated with the WM Growth firm and the Department for International Trade (DIT) to transform The Exchange into 'UK House,' where they hosted high-profile guests and possible investors interested in the region.

3. Impact of Commonwealth games on the economic growth

Long-term economic benefit of mega-events is the promotion of regional creative industry profiles and local talent. BBC Midlands' recent announcement of a move to a new location in the city's central Digbeth neighborhood is more evidence of Birmingham's thriving creative sector. The UK's creative industries have been growing at twice the rate of the overall economy, and they have huge potential to spur growth on a local, national, and international scale.

There was a public investment of £700 million in Perry Barr's transportation, housing, and infrastructure, while the Sandwell Aquatic Centre cost £73 million. Additionally, £72 million was spent on renovating Alexander Stadium for the Games and surrounding residents. With UK Athletics relocating to the stadium, there will be permanent job security and a lasting economic impact.

Beyond the merely economic considerations of investment, employment, and regional prosperity, the Department of Culture, Media, and Sport (DCMS) is responsible for fostering culture, creativity, and sport. The Commonwealth Games are expected to spark widespread cultural and societal shifts. Health and happiness can be improved through taking part in extracurricular activities such as sports, musical performances, and community gatherings.

Participation in the arts and sports has been linked to numerous health benefits, including a higher sense of well-being and longevity, fewer instances of loneliness, and a more robust physical and mental state throughout life. Participating in cultural activities is an excellent way to increase one's sense of regional pride and appreciation for one's own community.

There will be a well-developed legacy programme for the 2022 Commonwealth Games in Birmingham, with the stated goal of "assisting Birmingham and the West Midlands to leverage the benefits of hosting the Games" in 11 separate areas. The Games are anticipated to generate £200 million in 'social value' through

boosting local inhabitants' education, confidence, and optimism.

But, alas, there is some discouraging news to report. An analysis of previous mega events, such as the 2012 London Olympics and the 2010 FIFA World Cup in South Africa, raises doubts about the extent to which such events can achieve the legacy they are often touted to leave behind.

It's possible that the good impact that a global event has on the identity and reputation of a city or region won't last. Economy growth and quality of life can benefit from the influx of educated workers and wealthy tourists. Birmingham, long eclipsed by other UK cities and even earning an unfavourable reputation as a possible place for employment and housing, has scored a major triumph with this news.

The city of Birmingham and its surrounding area stand to gain numerous economic, cultural, and social benefits from hosting the Commonwealth Games. Birmingham's cultural and artistic landscape needs concerted and ongoing support from municipal and regional governments if it is to benefit from the attention, investment, and interest generated by the games.

“The stadium will become the permanent home of UK Athletics, securing long-term employment and creating a multiplier impact by attracting other events to the region.”

Professor Simon Collinson - Director, WM-REDI and City-REDI, Birmingham Business School

4. Youth empowerment with commonwealth games

The community engagement assessment 1 has already shown the various standards and principles of community engagement like diversity, inclusion and participation. However, most essential aspect to consider in these mega events is the youth empowerment. This section examines the Commonwealth's broad definition of youth work and the contexts in which it is carried out. The Commonwealth's role in helping to make the industry more credible is also discussed in the article. In the conclusion, we go over the goals and methodology of the baseline (Smith, and Fox, 2007).

"non-formal learning within a matrix of care that promotes personal awareness and fosters the social, political, and economic empowerment of young people," as defined by the Commonwealth Secretariat.

5. How the Commonwealth has helped improve youth service

Values such as democracy, human rights, and the rule of law are all maintained by the Commonwealth Charter (Gready, 2008). The statement adopts a youth-centered, asset-based approach to recognize "the positive and active engagement and contributions of young people in supporting development, peace, democracy and in preserving and promoting other Commonwealth values."

The Commonwealth understands the significance of expert youth work in assisting, guaranteeing, and empowering young people (Gready, 2008). It recognises the importance of youth work in responsible nation-building because of the potential impact youth workers can have on improving the lives of young people and protecting their rights. Youth workers are seen as an essential link between young people and decision-makers at all levels of government by the Commonwealth.

The Commonwealth is working to create a rights-based paradigm of youth work that takes into account young people's needs and aspirations for youth services while also accurately reflecting Commonwealth values and human rights accords. This lays the groundwork for future efforts by member

governments and other stakeholders to enhance youth work's institutional framework and methodological practices

Since the 1970s, the Commonwealth has assisted member countries in developing and implementing youth worker education and training programs. At the Commonwealth Youth Ministers Meeting in 2007, the commitment to youth development was reinforced with the adoption of the Plan of Action for Youth Empowerment (PAYE) (Commonwealth Secretariat, 2017). This was reaffirmed at subsequent Commonwealth Youth Ministers Meetings (CYMMs).

The Commonwealth, in accordance with Action Point 12 of PAYE, will work with governments to increase funding for education and training for youth workers, will work with youth worker associations to create codes of professional ethics that explicitly link to human rights, and will include youth workers as partners in the policymaking process.

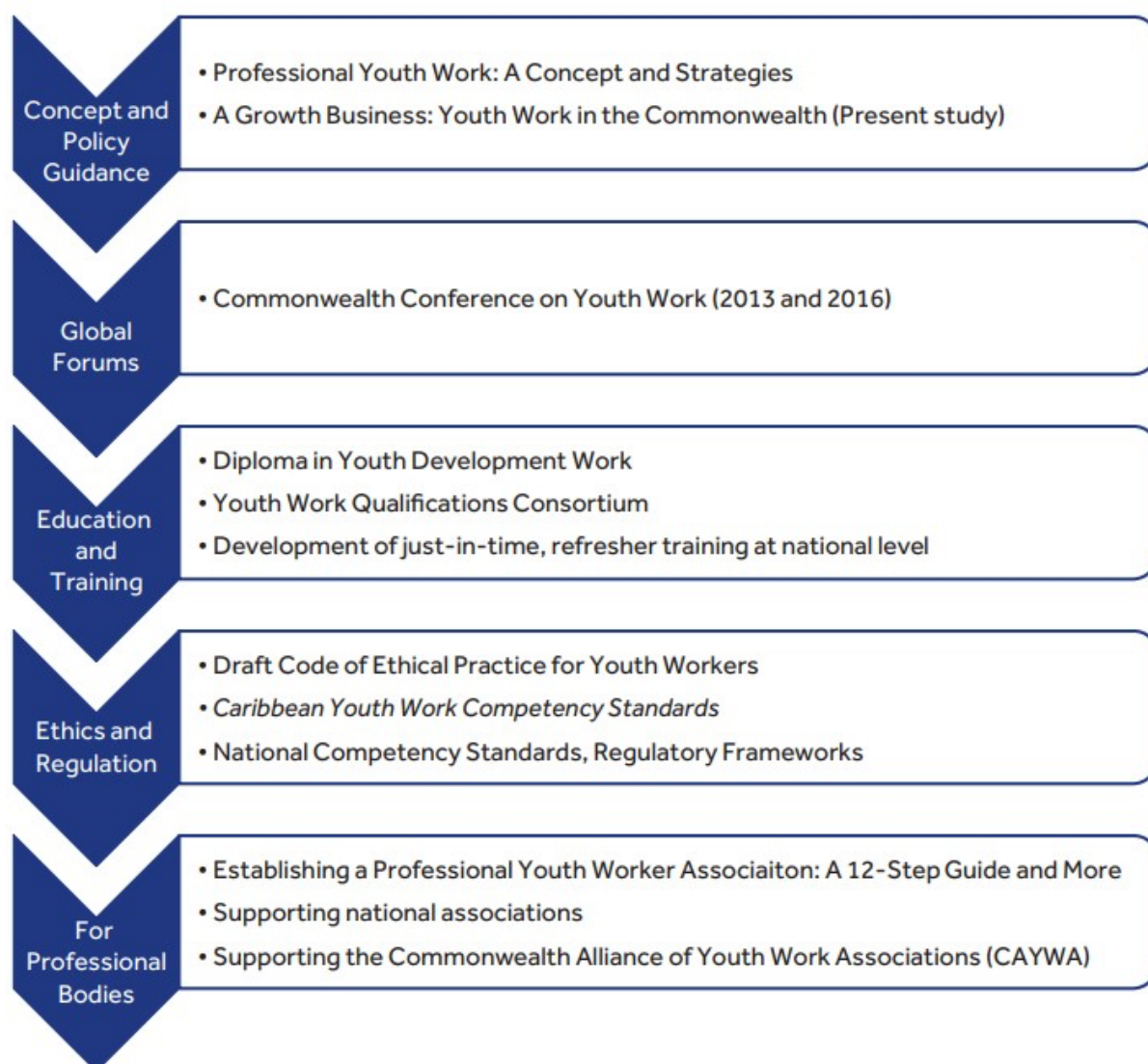
The Commonwealth Diploma in Youth Development was a pioneering effort to formalise the professionalization of youth work inside the organisation (Secretariat, 2017). Over the years, nearly thirty Commonwealth nations have presented and will present the Diploma. The Commonwealth Youth Programme

has, over the years, supplied the Diploma with a wide range of support, including external regional moderation, tutor training, and subsidies for both students and delivery. Then, it mutated into schools and universities.

The Commonwealth Alliance of Youth Workers' Associations (CAYWA) is forming with the backing of the Commonwealth to promote the global collectivization of youth work professionals. This alliance is comprised of regional, national, and subnational professional associations committed to advancing youth work across the Commonwealth (Annexure 1). CAYWA encourages youth work professionals from the Commonwealth and beyond to share their knowledge and offer each other collegial support in order to create a unified global influence in support of governments and other stakeholders in the youth work profession.

Their work is guided by the Draft Code of Ethical Practice for Youth Workers created by the Commonwealth Secretariat (Secretariat, 2017). Commonwealth guidelines on youth work, such as Professional Youth Work: A Concept and Strategies and Establishing a Professional Youth Worker Association: A 12-Step Guide and More, are still widely used to guide

professional associations and stakeholder groups around the world in the development of youth work policy and practice.



The Commonwealth of Nations organised two international conferences on youth work in Pretoria, South Africa, in 2013 and 2016. Through these gatherings, youth workers from all over the world were able to discuss the importance of elevating youth work to the level of a profession and cooperating toward a common goal.

Events seem to leave a more tangible physical legacy for the better when they are part of wider regeneration efforts. This follows the plan outlined by Carriere and Demaziere (2002), who advocate moving the focus away from using an event as a catalyst for urban expansion and toward growth that is driven by the event itself. Many of the changes associated with the 1992 Olympic Games in Barcelona were proposed by city officials more than 25 years before they were actually put into place. In particular, this event was a significant catalyst and deadline for the implementation of plans to construct novel transit modes, communities, commercial and industrial establishments, communication technologies, and residential areas. When compared to the creation of new event spaces, each of these four categories received much greater funding. This tangible legacy of the Olympic Games was crucial to the city of Barcelona's subsequent economic growth.

6. The success of the commonwealth games

From the point of view of the host city, the Games have resulted in a financial windfall from the federal, state, and local governments. For every dollar spent by local governments on Games-related operations and capital costs, host cities in the

United Kingdom received between £2.7 (in Manchester in 2002) and £3.0 (in Glasgow in 2014) in funding from central and regional governments. Historically, the majority of public sector funding for the Olympic Games in Australia has come from the respective state governments, ranging from 75% (Melbourne, 2006) to 79% (Gold Coast, 2018).

The Commonwealth Games have resulted in the creation of anything from 13,600 to 23,000 full-time equivalent (FTE) jobs. In addition, the poll revealed that volunteerism flourished as a result of increased community cohesion as a result of hosting the Games. Half of the more than 14,000 volunteers who helped make the 2006 Olympic and Paralympic Games in Melbourne a success stated they intended to continue volunteering after the Games concluded.

The Games were reported to have increased tourism by as much as 25% in the three years following the event, as well as bringing up to £400 million in investment and expediting Commonwealth commercial transactions.

7. Conclusion

The Birmingham 2022 Commonwealth Games provided the city, the West Midlands region, and the United Kingdom with

an unparalleled platform to showcase their best assets to an international audience, thereby boosting the profile of the region and our country and highlighting all the opportunities they have to offer across the Commonwealth. The commonwealth games were successful in establishing community involvement through inclusiveness, diversity, and stakeholder participation, as evidenced by both the first and second community engagement assessments.

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