

Common-wealth games in Birmingham

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Introduction

Sport has the potential to change the world for the better. It can inspire people and bring communities closer together than almost anything else can. It speaks to young people in terms they can understand. When all else has failed, sports can restore belief in the future. This is much more impactful than government policies at reducing discrimination and encouraging mutual understanding. This piece is a scathing social commentary on discrimination in all its forms. This article will concentrate on the Commonwealth Games, an additional championship that is more well-known than its French counterpart, "Les Jeux de la Francophonie." The Commonwealth Games are regarded by some as the second-most significant multi-sport championship after the Olympic Games (Gogishvili, 2022). Our primary focus will be on the outcomes of the shared wealth games and the community engagements they facilitate.

An Illustration of Common Wealth Games

The Commonwealth of Countries is an independent political organisation. Since no single state dominates the others, we can more accurately call it a web of states than a union. There is no written constitution in place. There is a wide range of countries represented in it, from large industrialised ones to tiny developing ones. They work together to improve health and the economy, and they have close personal ties and commonalities such as shared educational experiences or cultural traditions (Chaplin, 2018). British investments abroad are bolstered by the country's favourable trade connections. Institutions that include the Commonwealth Administration, the Commonwealth Corporation, and others like the Commonwealth of Knowledge manage the Commonwealth. The ideals shared by members of The Commonwealth have been articulated in the Commonwealth Charter since 2013 (Scott, 2022). It guarantees the country's official support for principles like freedom of expression, racial equality, and the rule of law. The twenty-second Commonwealth Games took place in Birmingham, England, between July and August 2022. These games were the largest multi-sport tournament to be held in Britain in the past 10 years. They featured thousands of athletes of the highest calibre and over 1.5 million audience members from over 180 different nations (Revauger, 2022). Participation in the Games is restricted to just those athletes who hold a Commonwealth passport.

The activities took place at fifteen different venues in and around Birmingham, the West Midlands, and London. There were 19 different sports featured at the Games, and even more than 1.5 million persons attended (Ruyter, 2021). Women's T20 cricket, basketball 3x3, and wheelchair basketball 3x3 all achieved new debuts at the Commonwealth Games, and the number of paralympic events was the highest it had ever been at a multi-sport event of this magnitude (Revauger, 2022). Multiple historical milestones can be attributed to the 2022 Commonwealth Games, which were held in Birmingham. To ensure that human rights and diversity were prioritised during the planning and execution of these Games, the first-ever Commonwealth Games Social Value Charter was created. The Charter considered the broader economic, social, and ecological consequences of providing the Games. More medal events were open to women than men for the first time in history at major multi-sport competitions. The Games attracted more spectators than any other event ever held in the United Kingdom, with 1.5 million people purchasing

tickets. More than a quarter of the whole delivery time was spent under cause unwanted side effects because of the COVID-19 pandemic, and still, the recorded delivery was completed in 4.5 years instead of the usual 7 (Cole, 2022). Birmingham and the West Midlands offered the Olympic and Paralympic Games a warm welcome, as evidenced by the crowds that gathered to watch the "Raging Bull" in Centenary Square, the thousands of spectators who lined the avenues for the marathon and road cycling, and the vibrant scenes of celebration at Festival Sites across the region (Ladvigsen, 2022). Birmingham 2022 was planned as the "Sports for Everyone", where all people and all communities would have equal access to the events and benefits of the Games.

Community Engagement Initiatives in Common Wealth Games

Sports have a way of bringing people together. People of all backgrounds and origins can come together to celebrate their shared love of a common team. The competitive nature and emotional investment required in sports bring people together. Because of the beginning of time. Therefore, sports provide an unrivalled opportunity to interact with and have an effect on a community. By collaborating with and empowering local communities to address issues that impair their well-being, community engagement improves the lives of everyone involved (Ackerley, 2022). It frequently entails forming coalitions and alliances to mobilise resources, affect institutions, fortify partner relationships, and alter policies, activities, and practices.

Engagement in the Community

The Commonwealth Games, widely described as the "friendly Games," bring together athletes from all over the Commonwealth to compete, with people of different cultural backgrounds, physical abilities, gender, or socioeconomic level. Participants were encouraged to get involved in their local communities in meaningful ways as part of an extensive community programme designed to bring people closer together in celebration of the Games. In and around Birmingham and the West Midlands, 34 Community Hubs have been built with great success. Within Birmingham and the wider West Midlands, 125 Public Roadshows and programs were held, with a total of 183,000 visitors (Ruyter, 2022). The West Midlands Arranging Committee and Games alliance hosted 18 Public Engagement Forums to encourage engagement from interested parties across the region.

Engagement of New Generation

The "Bring the Power" youth involvement and learning project created by the Planning Committee has been crucial in inspiring a new set of young people. They also started a nationwide campaign that provided educational materials like lesson plans, seminars, workshops, and more that focused on the Games and let students all over England feel like they were a part of it. Over 6,700 kids from 300 schools took part in the campaign's 500+ sessions. To further encourage young participation and leadership, Common

Ground Grants totalling £28,000 were distributed to 28 secondary institutions (McDowell, 2022). It was such an amazing participation of the next generation's fresh minds.

Ceremony highlights have included flight by the Red Arrows and an appearance by the 10-meter high highly automated bull, both of which occurred during the section of the ceremony dedicated to the struggles of female integrated supply at the beginning of the 20th century. When the cultural celebration wraps up in September 2022, the bull will go to Centenary Square (James, 2022). The Games' sponsors are currently on the hunt for a more stable location for the bull. Both the Festivities and the Closing Ceremony, which bookended the Games, were spectacular. Opening ceremony performers Duran Duran and Black Sabbath musician Tony Iommi delighted the sold-out audience at Alexander Stadium (James, 2022). Birmingham's multiculturalism and industrial heritage were celebrated during this event. The ceremonies provided the formerly opportunity to showcase the United Kingdom's brightest contributions on a global platform, and one of the highlights was embracing the rich cultural variety of Birmingham as well as the Midlands together with their friends from around the Commonwealth.

Probable different approaches that could have been used

The expense of attending the event and making small conversation with the delegates, among other things that must be done in order to make a bid. All of these options are prohibitively pricey. In order to justify why visitors from less densely populated areas couldn't afford it. It might have been able to reduce expenses for everyone, in varying degrees.

Citizens of the host city might expect some inconvenience as competition and communication infrastructure are built. The council didn't seem too worried about the environment's future. It might have been more successful if they had advocated for a cleaner, greener environment. The event planners blew a golden opportunity. Booking a Homestay for a few hours of the night so to be able to participate a conversation or two more towards the end of the tournament was difficult, and that's before we even considered the cost of food and drink. The West Coast is not well-known for its affordable cost of living, particularly in the cities in which the Olympics are indeed being held. Because of this, everyday expenses like food and shelter were quite pricey (Maharaj, 2022). Disruption to the retail and tourism sectors as customers stay away from the area as a whole or specific neighbourhoods where the events aren't taking place.

Impact of Several Factors on Common Wealth Project

The city centre got nearly 5 million visitors in the two weeks commencing July 25, 2022, a 200% increase from the same period in 2021 (Smith, 2022). The local economy benefited tremendously from this. Hosting the 2022 Commonwealth Games provided a huge economic boost for Birmingham, the Midlands, and Great Britain as a whole, and set the stage for a more comprehensive economic recovery after the epidemic.

Stakeholders and the influence of consultation

Five million dollars were provided by the Jobs and Skills Academy to help train unemployed locals for possible jobs in the Games. In preparation for their roles as stewards, cleaners, hosts, and other crucial Games-related roles, over 7,500 people got training which was run by the J & S Academy (McBell, 2022). This was crucial for the Events, and it's also helping the region attract and retain a more diverse workforce. The West Midlands Combining Authority received an additional 812 thousand pounds under the National Lottery Community Fund to help link one thousand young people with programs relevant to the Tournament until the end of 2022 (McBell, 2022). The J & S Academy also spent one million pounds on staff training for higher-level skills. Official Games charities include the Commonwealth Sports Association and Merged By 2022 Legacy Charity. To achieve the maximum beneficial effects of the Games on future generations, they worked along with Sport Relief, the official charitable partner, to raise money. The operation of the UK House during the Games, including the Commonwealth Panel Discussion, which was launched by the Party Leader and Chancellor, was one of the business promotion activities that took place during the Games (Naidoo, 2022). At UK House, the United Kingdom was promoted as a forward-thinking and innovative nation that offers a dynamic and business-friendly environment to investors. The UK House programme included eight days of events with more than ninety different sessions, panels, clinics, and workshops centred on learning, data-driven healthcare, the sporting events industry, creative and digital technological advances, food and drink, potential mobility, tourism, and legacy.

Implications of Creating Diversity, Inclusion, and Equal Opportunity

The Games were executed per a high-definition vision of making them accessible to everybody who wanted to take part in or watch them. The values of fairness, tolerance, and unity were vital to the execution of the Games themselves. Open to the public, these festivals take place in several locations throughout the city, with the most popular being Victoria Square and Smithfield. Empowering the Events, the cities, and the surrounding area in bright orange Balti uniforms, the Commonwealth Collective helped provide 14,000 volunteer opportunities (Fine, 2022). Birmingham 2022's six-month-long festival will feature unique cultural events that are representative of and reflective of the diverse communities that form the West Midlands.

Conclusion

The only goal was to make sure that the Games would leave a permanent mark on the region, with people celebrating their communities and the region. Work on the venues is going as planned, and even though there are worries about some bus routes and security, Covid-19 still seems to be the biggest threat. The event was supposed to take place after Brexit and Covid, but health and security measures or debates about vaccinations are very likely to still be at the centre of the stage. Creative and cultural events are being planned, and once again, the Brand is promoting diversity and a shared history. It's probably too early to look closely at these events, but they promise a chance to reflect on cultural encounters.

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