



# **GEN2**

**Our Impact  
2021 - 22**







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# Introduction

Inspired by the Games, and empowered by Gen22, young people are making an incredible difference to the West Midlands. We have clocked an incredible 30,000 hours of social action in our communities, but it's the stories behind those hours that truly bring this achievement to life.

In Sparkhill, a young person who had a tough year and struggled to engage at school, was referred to the local Gen22 programme run by Blue Jay Exchange. They developed new film-making skills, leading to interviews with spectators at the Games and a big boost to their confidence and employability.

Kalianne had an idea for change in her community and took the steps to make that a reality, receiving £10,000 for her application to Ideas Made Real. With Centre Spot, a Gen22 Partner, she now runs her own mental health and wellbeing sessions for young women in Wednesbury. Organisations have also used Gen22 to update their equipment and facilities, giving many more young people access to a benefit from the Games, with some gaining a qualification to put on their CV and use for future job applications.

Gen22 was designed by young people and is a big part of its success. The Games may be over, but we are already getting enquiries about next year. With the cost of living on everyone's mind there is more need than ever for us to empower young people to make positive change a reality for their communities. We are working with funders like the United By 2022 Legacy Charity to bring Gen22 to thousands more young people in years to come. Watch this space!

Nicola Turner MBE

**Director of Legacy, Birmingham 2022 Commonwealth Games**



We both volunteered to take part in the Gen22 Consultation Group to ensure that young peoples' voices were heard. For young people the Commonwealth Games and Gen22 has meant a lot. For ourselves being part of Gen22 has brought us both amazing opportunities from the start.

Since the first meeting it has allowed our confidence to grow. We as young people took part in several events such as being on the panel to select the recipients of the Ideas Made Real funding. This meant a lot to us, as we were given the opportunity to listen to many pitches and be part of making life changing decisions.

Looking back at the Games it has been such an amazing time and has brought our city alive! As for young people like ourselves, the Games has meant a lot for us as we have been part of something life changing. Looking back at the Games it brings so many positive emotions.

We met so many people and felt highly honoured to work with Gen22 to ensure that the legacy is left behind. We thank you for giving us all the memories and experiences we can look back on. We hope in the future we continue to be involved in many more projects. For Gen22, the future can hold many things. If it is anything like what we have experienced, we know it will be amazing!

Chloe and Amy

**Gen22 Consultation Group members**



**THIS MEANT A LOT  
TO US, AS WE WERE GIVEN THE  
OPPORTUNITY TO LISTEN TO MANY  
PITCHES AND BE PART OF MAKING  
LIFE CHANGING DECISIONS.**



# What is Gen22?



When the Birmingham 2022 Organising Committee first consulted young people about the Games and the opportunities it could offer them, for example in volunteering, they spoke about the barriers they faced and how they were unlikely to apply or take part.

With Birmingham being the youngest city in Europe, coupled with the economic impact of the pandemic disproportionately affecting young people, there was a need to do more to mitigate the serious risk that lack of confidence and unemployment could have on the life chances of young people in the region. This could be mitigated by harnessing, shaping, and tailoring the volunteering opportunities presented by the Games to provide employment and skills boosting opportunities.

And so Gen22 was born. A free to access programme creating opportunities for one thousand young people (16-24) from the West Midlands to gain employability boosting opportunities through the Birmingham 2022 Commonwealth Games.

## GEN22 AMBITIONS

**FLEXIBLE VOLUNTEERING OPPORTUNITIES**  
FOR THOSE FACING BARRIERS TO ENGAGING WITH THE MAIN VOLUNTEERING PROGRAMME

**PROVIDE 1000 YOUNG PEOPLE (16-24)**  
WITH 30 HOUR SOCIAL ACTION ASSIGNMENTS

**INCREASE EMPLOYABILITY**  
BY DEVELOPING SOFT SKILLS, PROVIDING EXPERIENCE AND A WRITTEN REFERENCE

**INCREASE ASPIRATIONS OF PARTICIPANTS**  
AND SUPPORT INTO ONWARDS DESTINATIONS SUCH AS TRAINING, EDUCATION, AND JOBS

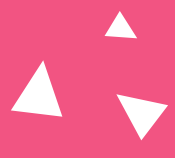
Gen22 is for young people in the West Midlands who might otherwise struggle to access Games related opportunities. Barriers could include lack of confidence, being a young carer or young parent, or having a criminal record. It was specifically designed to be inclusive and to offer help such as travel expenses and training. To ensure it met their needs, the programme was co-designed with a group of 12 young people from across the West Midlands who face a range of barriers and who have formed the Gen22 Consultation Group.

Gen22 aims to boost long-term employment prospects through meaningful 30-hour social action assignments, giving young people access to purposeful opportunities, networks, and raising their aspirations. The 30 hours are spread over a period flexible to the needs of each participant and some of the time can involve training. Taking part also provides opportunities to meet new people, try new things, and have fun. It is aimed at young people that would not normally look for or take part in this kind of experience.





# Gen22 Key Achievements





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**1001**

**PARTICIPANTS**

**WITH A FURTHER 300+  
OPPORTUNITIES COMMITTED  
WITHIN THIS CYCLE\***

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**89%**

**OF YOUNG PEOPLE**

**FACE ONE OR MORE BARRIERS,  
SUCH AS LIVING IN A COMMUNITY  
CONSIDERED TO BE DISADVANTAGED  
OR HAVING A DISABILITY\***

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**637**

**YOUNG PEOPLE**

**HAVE COMPLETED THEIR 30-HOURS  
OF SOCIAL ACTION TO DATE\***

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**20,000+**

**HOURS OF ACTION**

**WITHIN COMMUNITIES IN  
THE WEST MIDLANDS\***

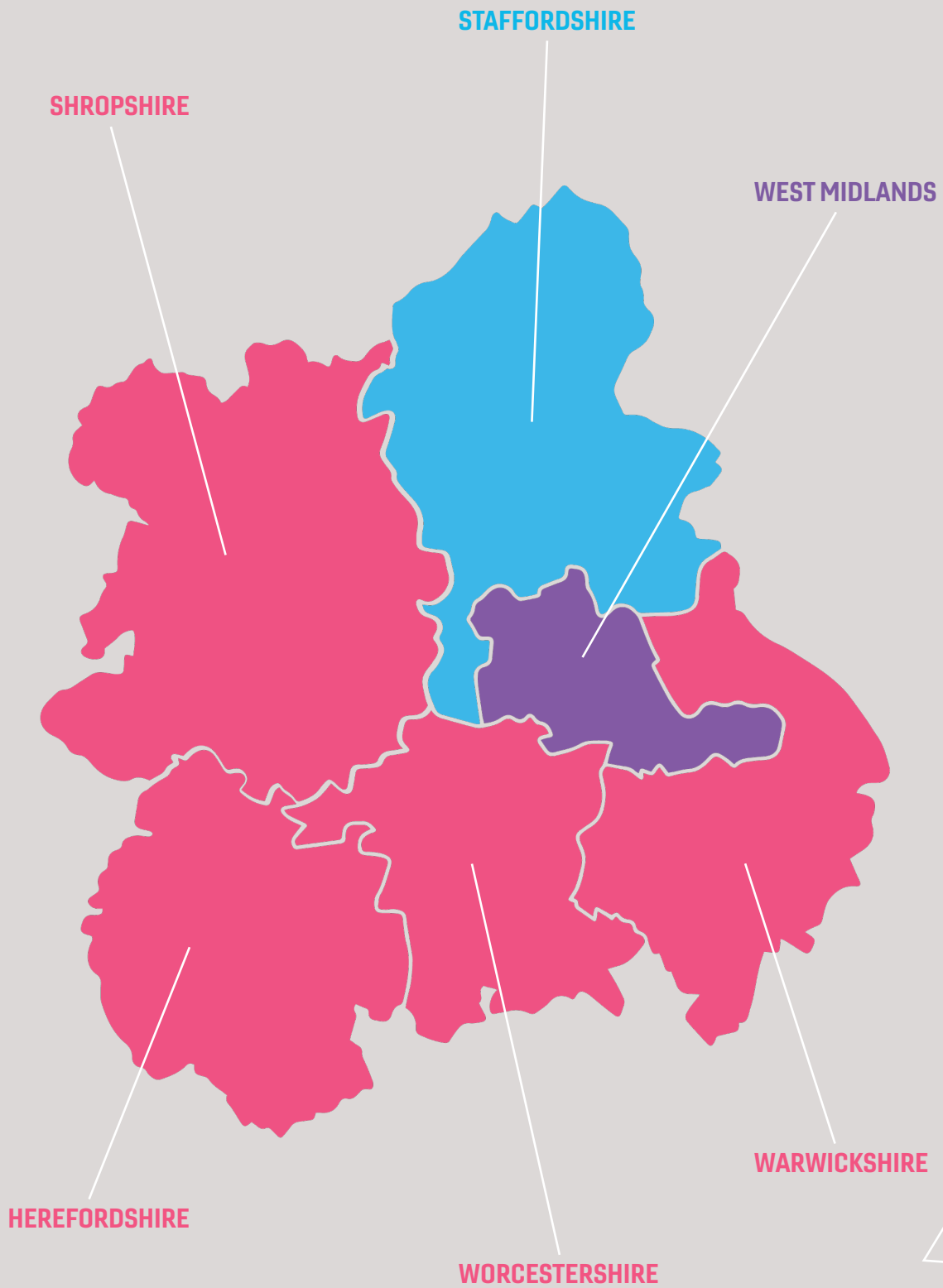
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\*These figures are as of 1st November 2022 and still growing.



## SPREAD OF PARTICIPANTS

Young people from all across the West Midlands region took part in Gen22.



1% - 10% of participants  
11% - 20% of participants  
More than 50% of participants



# Inclusion in Gen22

53%

LIVE IN A  
COMMUNITY CONSIDERED  
TO BE DISADVANTAGED<sup>1</sup>



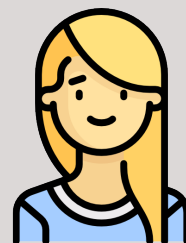
48%

DIVERSE  
COMMUNITIES<sup>2</sup>



46%

FEMALE



Below is the population average figure, for comparison against the above statistics:

- 1/ 20% Indices Multiple Deprivation
- 2/ 15% Ethnically diverse communities ONS 2022
- 3/ 14% ONS 2021
- 4/ 23% ONS 2022
- 5/ 7% LGBTQ+ ONS 2019
- 6/ 10% ONS 2021
- 7/ 3% ONS 2022

**28%**

**DISABLED OR HAVE A  
LONG-TERM HEALTH  
CONDITION<sup>3</sup>**



**8%**

**NOT IN EDUCATION,  
EMPLOYMENT OR  
TRAINING<sup>6</sup>**



**25%**

**RECEIVED FREE SCHOOL  
MEALS (WHEN AT SCHOOL)<sup>4</sup>**



**4%**

**IN CARE OR  
CARE LEAVER<sup>7</sup>**



**20%**

**LGBTQ+<sup>5</sup>**



**3%**

**A YOUNG CARER  
/ YOUNG PARENT**



**19%**

**HAVE LOW SELF-ESTEEM  
/ LOW SELF-CONFIDENCE**



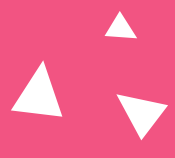
**3%**

**HAVE A FRIEND OR FAMILY  
MEMBER WHO IS OR HAS  
BEEN IN PRISON**

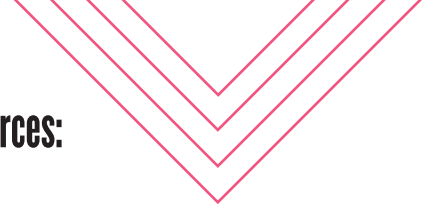




# Funding Partners



Gen22 has brought funding into the West Midlands region from a number of sources:



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**£800k**  
**INVESTMENT**



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**£200k**  
**INVESTMENT**



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**£50k**  
**INVESTMENT**



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**£360k**  
**INVESTMENT**



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**£1.45 Million** TOTAL INVESTMENT

This investment from external funding partners is in addition to the support directly provided by the Birmingham 2022 Organising Committee.

# The Gen22 Programme

The majority of young people were nominated to take part in Gen22 by an organisation that knows them and feels that they would benefit from the opportunity. This was deliberately designed to attract and support those who might otherwise not put themselves forward or have the confidence to take part.

Gen22 participants have been supported to do 30 hours (or more in many cases) of social action through one of the following pathways:

## **Gen22 Flagship Providers**

- Canal & River Trust
- Groundwork West Midlands
- Positive Youth Foundation
- Street Games

## **Gen22 Community Delivery Partners (Funded by the West Midlands Police and Crime Commissioner)**

- Blue Jay Exchange
- Centre Spot
- Sport4Life
- Sports Key
- The Inspire Group

## **Gen22 in Active Partnerships**

## **Gen22 Delivery Partners (non-funded)**

- NCS
- Volunteer It Yourself

## **Ideas Made Real**

These pathways will be explained in more detail later in this document, including examples of the amazing social action the young people have achieved.





Gen22 participants also received a number of additional career and personal benefits to ensure they could maximise the impact of the programme on their future opportunities (and really enjoy the experience!).

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# CAREER

- > NETWORK OF PEER AND PROFESSIONAL CONTACTS
  - > ON PROGRAMME SUPPORT
  - > GUARANTEED REFERENCE
  - > MENTORING
  - > A CHANCE TO DEVELOP NEW SKILLS AND CONFIDENCE
- 

## ADDITIONAL BENEFITS

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# PERSONAL

- > A PAIR OF TICKETS TO A BIRMINGHAM 2022 EVENT
  - > GEN22 KIT; INCLUDING T-SHIRTS, LANYARDS & MORE
  - > SPECIAL GEN22 EVENTS; INCLUDING A GRADUATION CEREMONY AND ATHLETE Q&A'S
  - > ENTRY TO THE BRONZE DUKE OF EDINBURGH AWARD
-

## ENRICHMENT OPPORTUNITIES

Gen22 participants had the opportunity to attend a number of exciting once in a lifetime opportunities during the year, offering them further enhancement. Here are some of the highlights....



**WE GOT TO SEE  
SOME GREAT PERFORMANCES FROM  
THE MILITARY BANDS! VERY EXCITED  
WHEN THEY STARTED TO PLAY THE  
AVENGERS THEME TUNE!**



Queen's Platinum Jubilee Military Tattoo,  
University of Birmingham



Gen22 participants are supported to participate in the Duke of Edinburgh Award thanks to a generous donation from one of Gen22's benefactors.

Several young people had the opportunity to meet HRH The Earl of Wessex to share their experiences of Gen22 and how their Gen22 social action is fulfilling the volunteering section of their Bronze Award.



**I'M NOT SURE  
IF I CAN FIND THE RIGHT WORDS TO  
DESCRIBE MY REFLECTIONS ON PRINCE  
WILLIAM'S VISIT TO OUR ORGANISATION.  
TO SAY THAT WE WERE HONOURED AND  
IMMENSELY PROUD WOULD BE AN  
UNDERSTATEMENT!**



Gen22 participants had the opportunity to attend the Birmingham 2022 Commonwealth Games



# YOUNG PEOPLE

HAVE BEEN AT THE HEART OF THE BIRMINGHAM 2022 COMMONWEALTH GAMES FROM THE VERY BEGINNING. ELEVATE-22 WAS A BRILLIANT OPPORTUNITY TO CELEBRATE THEIR INVOLVEMENT, INSPIRE THEM TO CONTINUE BEING GAME-CHANGERS IN THEIR OWN COMMUNITIES, AND EMPOWER THEM TO MAKE A DIFFERENCE.



# THANK YOU

AGAIN FOR THE OPPORTUNITY TO WATCH TWO AMAZING MATCHES AT THE BEACH VOLLEYBALL. A REALLY SPECIAL EXPERIENCE.



# TOTALLY AWESOME

EXPERIENCE FOR ME AND OUR GREAT CITY. THIS COMMONWEALTH GAMES HAS DEFINITELY BEEN THE HIGHLIGHT OF THE YEAR SO FAR.

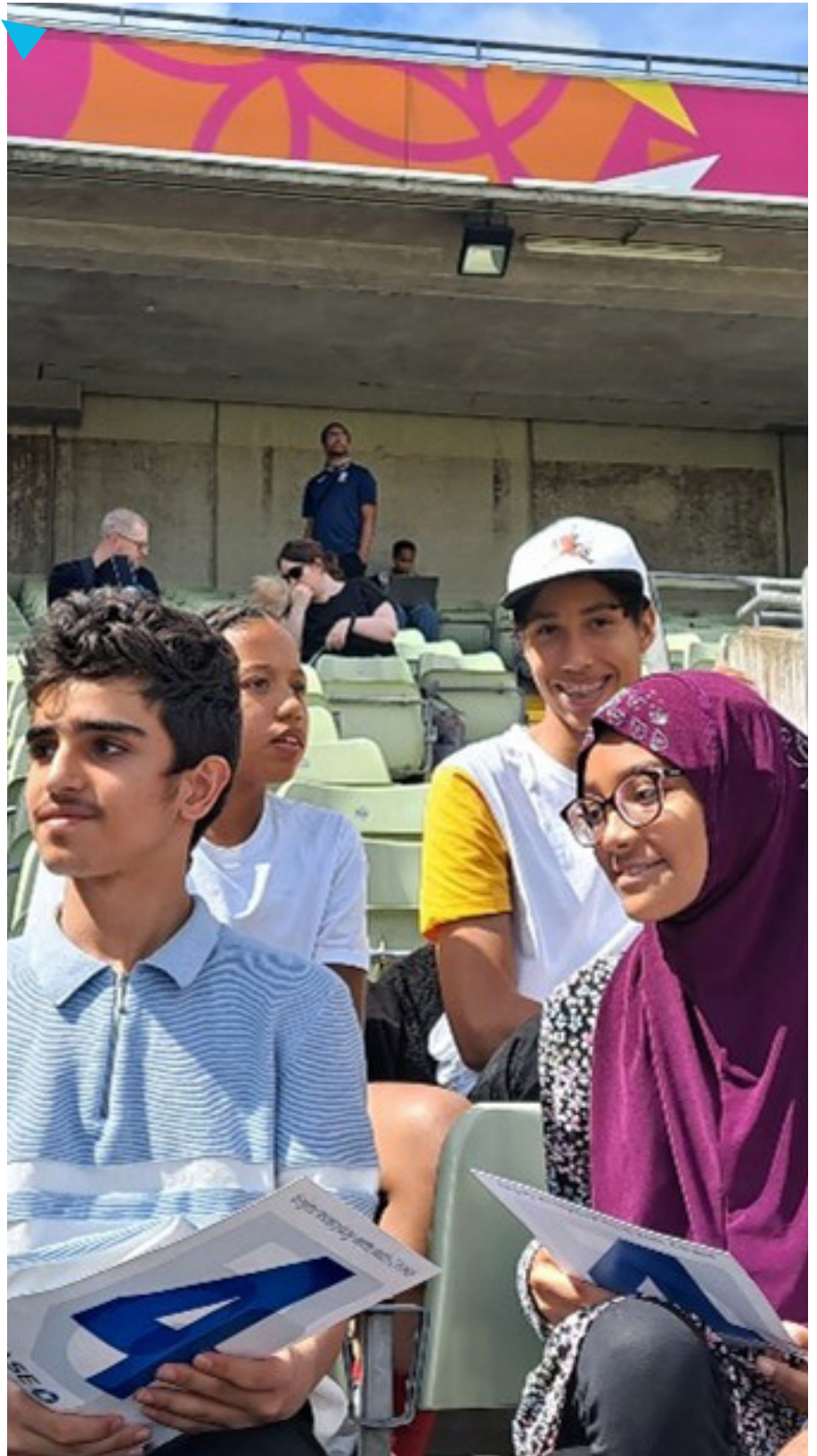


# Gen22 Delivery Partners

There were two models of delivery within Gen22:

A Nominating Organisation put forward a young person they had an existing relationship with for Gen22. They then did their social action with another organisation that was the Assignment Provider.

Both approaches were sometimes adopted within one organisation according to the needs of different cohorts and the opportunities available.



## FLAGSHIP PROVIDERS

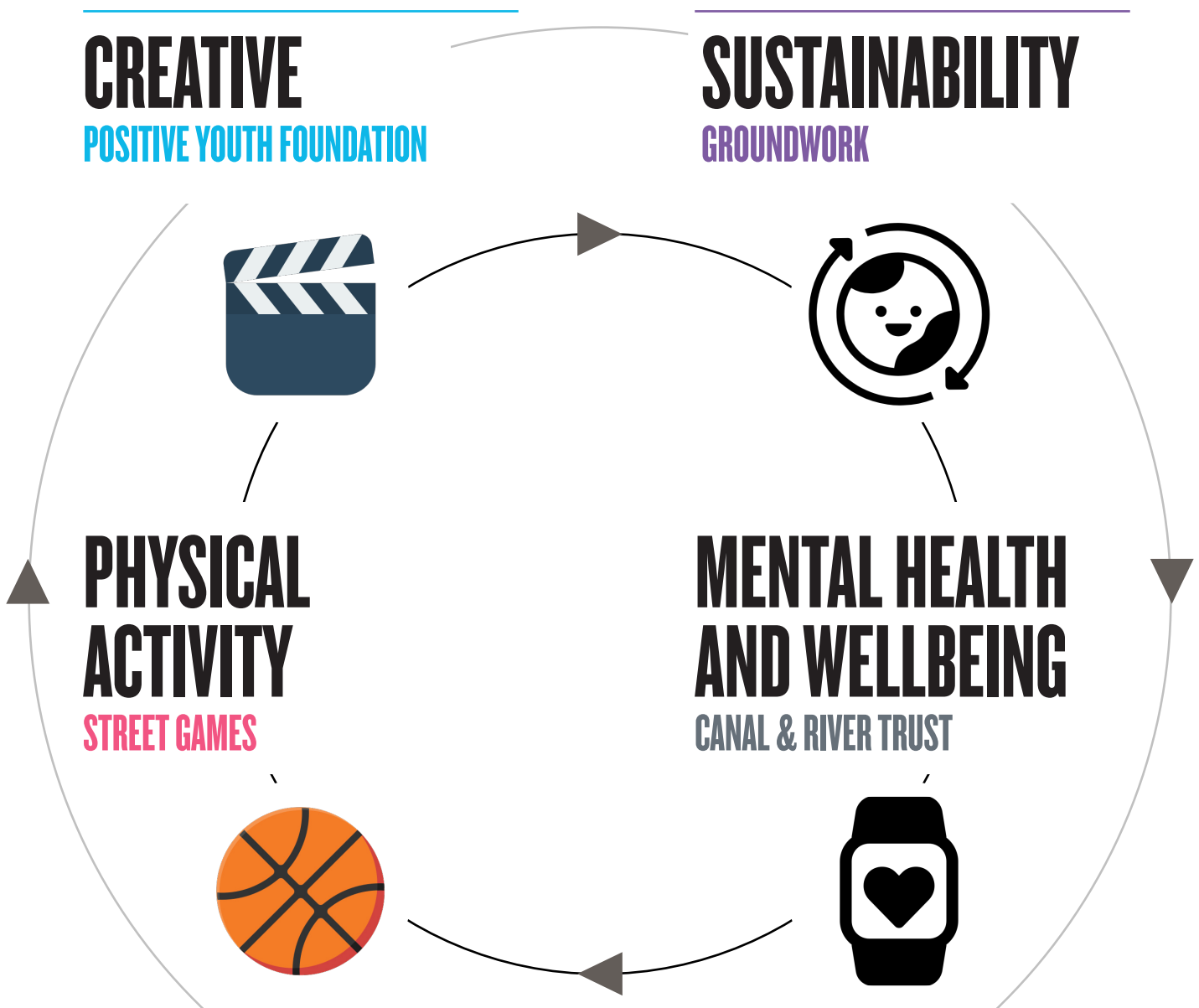
Part of the grant from the National Lottery Community Fund was used to support four Flagship Providers. This enabled Gen22 to be offered at scale and have a presence across the whole of the West Midlands region. There were also indirect benefits, such as the organisations forming new partnerships and sharing learnings both Gen22 specific and more generally.

Each Flagship Provider had a specific thematic focus to the social action opportunities it provided to make best use of the existing skills and competence of the organisation. From the beginning it was important for 'Physical Activity' to be the focus of one of the Flagship Providers given the link to the Birmingham 2022 Commonwealth Games. Due to the importance of the Birmingham 2022 Festival, 'Creative' was another natural area of focus.

The other two areas of focus were decided by the Gen22 Consultation Group. 'Mental Health and Wellbeing' and 'Sustainability' were topics that were important to them and their friends.

These four themes enabled a wide range of opportunities to be offered to engage as many young people as possible. Once the themes were identified, Flagship Providers were then selected based on their ability to offer engaging, inclusive, youth-led social action opportunities around one of the focus areas. This was also undertaken in partnership with young people on the Gen22 Consultation Group.

Below is the menu of Gen22 opportunities offered through the Flagship Providers:



## CANAL & RIVER TRUST

The Canal & River Trust were selected as the Mental Health and Wellbeing Flagship Provider and tasked to offer social action assignments to 100 young people. The Canal & River Trust are a charity and care for a 2,000-mile-long, 200-year-old, network of canals, rivers, reservoirs and docks across the UK. Their vision is to have living waterways that transform places and enrich lives. The canal network within the West Midlands runs through some of the most underserved and densely populated areas in the region, where local communities need safe open space, support and career opportunities more than most. There is a desire from the Canal & River Trust to improve their own youth strategy through this partnership.

### CANAL & RIVER TRUST CASE STUDY

These Gen22 participants recently moved to the West Midlands from abroad. They all studied *English for Speakers of Other Languages* at Halesowen College. Some took additional classes in work-based skills or maths. The young people were keen to become more embedded in their local communities, but until Gen22 they struggled to find opportunities to volunteer due to a variety of barriers such as a lack of confidence in their written English or not having relevant ID documents.

As a group, the participants decided that they would like to make the canal towpaths in the local area a more accessible and pleasant place to walk. They began by undertaking training in a variety of topics including: manual handling, throwline practice and using strimmers and leaf blowers. They then put these skills into practice by improving a number of areas on the Dudley No2 canal. At the Gosty Hill Tunnel North Entrance they restored a canal-side garden, including edging to the towpath. Then at Bull Fisheries and Coombeswood they focused on clearing the towpath from overgrown vegetation, litter picking and removing magnet fishing waste.

The Gen22 participants completed their social action with a celebratory final session where they had the opportunity to have a go on a bell boat and admire all their hard work from the canal! The young people were committed and fully engaged with the project. Two of them have already undertaken more volunteering with the Canal & River Trust.



## GROUNDWORK

Groundwork West Midlands were selected as the Sustainability Flagship Provider and tasked to offer social action assignments to 100 young people.

Groundwork West Midlands works across the region to create stronger, healthier communities, responsible business and greater prospects for local people. They focus their activity on communities where they can make a difference and create projects and services that benefit both people and the wider environment. They are passionate about ensuring nobody is held back by their background or circumstances.

### GROUNDWORK CASE STUDY

The Gen22 participants from Handsworth who took part in this project began by joining a workshop to identify the causes that they care about and how to form them into a social action project. Some of this group expressed an interest in environmental action and others in art, so they decided to merge the two areas and create a litter art exhibition.

The young people picked litter in Handsworth Park and RSPB Sandwell Valley to use for their artwork. Omillia, one of the participants, said that she felt like this work was important because “parks are not just for people, they’re for our local wildlife as well.”

The Gen22 participants then worked with a local environmental artist, Ildiko Nagy, who specialises in upcycling litter into artwork. They created bottle bird feeders depicting environmental issues and bottle cap murals. Gen22 participant Wendy is a keen artist and felt that this opportunity has shown her how art can be used to promote change and has inspired her to incorporate environmental elements into her own art. The artwork was displayed in Handsworth Park, with encouragement from Birmingham Open Spaces Forum and the Friends of Handsworth Park.

Denise, another participant, said that the idea of talking to strangers had originally made her nervous but she was thrilled that she had found the confidence to do so and was proud of what she and her cohort had achieved!



**PARKS ARE NOT  
JUST FOR PEOPLE, THEY'RE FOR  
OUR LOCAL WILDLIFE AS WELL.**



## POSITIVE YOUTH FOUNDATION

Positive Youth Foundation were selected as the Creative Flagship Provider and tasked to offer social action assignments to 100 young people. Positive Youth Foundation is a registered charity that supports young people in Coventry and the youth sector, nationally.

A key focus of their work is on raising the aspirations and life chances of young people who are facing challenging circumstances.

### POSITIVE YOUTH FOUNDATION CASE STUDY

To deliver Gen22, Positive Youth Foundation worked with Family Hubs across Coventry to ensure as wide a coverage as possible. One example of this is the Woodside Family Hub based in Willenhall, an area of high deprivation and high rates of crime.

6 young people enrolled onto Gen22 and decided to do something that brings the community together, improves their shared space, and can have a lasting effect on the wider community.

To build on their skills and interests, the young people chose to create a graffiti mural on the wall of their Family Hub that would promote the inspiring nature of the Commonwealth Games to the community that attend sessions at the Family Hub. The participants reflected on their community and what it meant to them and the things they enjoyed about their community. The prominent theme was that their community was a close-knit and almost family like environment.

The young people took part in a 2-hour graffiti workshop learning different graffiti techniques before they created the wall mural. The graffiti artist then supported the young people to create their art piece. The idea of the mural was to showcase different communities coming together as one and depicted this by showing outer space and earth colliding to make a hybrid living environment.

They titled the art piece "Unity" and created planets using flags from different Commonwealth countries. The participants hosted a community event to share their art piece with the wider community of Willenhall and create a buzz around the Commonwealth Games coming to the city.





## STREET GAMES

StreetGames were selected as the Physical Activity Flagship Provider and tasked to offer social action assignments to 100 young people.

StreetGames is a charity that harnesses the power of sport to create positive change in the lives of disadvantaged young people across the UK. StreetGames' work helps to make young people and their communities healthier, safer, and more successful.

### STREET GAMES CASE STUDY

Street Games delivered Gen22 through partnerships with Locally Trusted Organisations (LTO's). These organisations have a long-standing relationship with both Street Games and young people in the communities they serve.

One of these LTO's is 'Engage Communities' based in Stoke-on-Trent. They identified a group of four young men who took part in their Sunday Doorstep Sport Football Session who they felt would benefit from participating in Gen22. These young people had struggled to engage in school and had been excluded, put on early exam leave, or not reached their full potential. Initially the young people were reluctant to get involved, however with the support from a mentor they were able to relate to, they attended the StreetGames 'Youth Social Action' training workshop.

The participants reflected that it may seem intimidating for others to use the courts when a group of lads were hanging out on them so hoped that by them delivering fun and engaging sessions, barriers would be broken down and others like them may enjoy taking part in tennis like they now do. They felt that the tennis courts were massively underused compared to the football pitches in their local park and there were few Asian role models within the sport.

They worked through their ideas and decided that they would deliver a weekly Doorstep Sport tennis session and presented it to their 'Dragon's Den' panel to secure their StreetGames funding. They then attended a Tennis Activator Workshop to allow them to engage others in tennis and deliver fun activities.

When asked what they have enjoyed most about the Gen22 programme, the young people mentioned the skills they have developed and the confidence they have gained.



**THE YOUNG PEOPLE  
MENTIONED THE SKILLS THEY HAVE DEVELOPED  
AND THE CONFIDENCE THEY HAVE GAINED.**

# Gen22 Community Delivery Partners Funded by the West Midlands Police and Crime Commissioner

The West Midlands Police and Crime Commissioner awarded funding to Gen22 as part of their support to local projects that contribute to crime prevention and community safety.

Five organisations were given funding and support through this route. These organisations were selected on the basis of their ability to recruit and support young people at risk of being involved in the criminal justice system and offer motivating and varied social action opportunities.



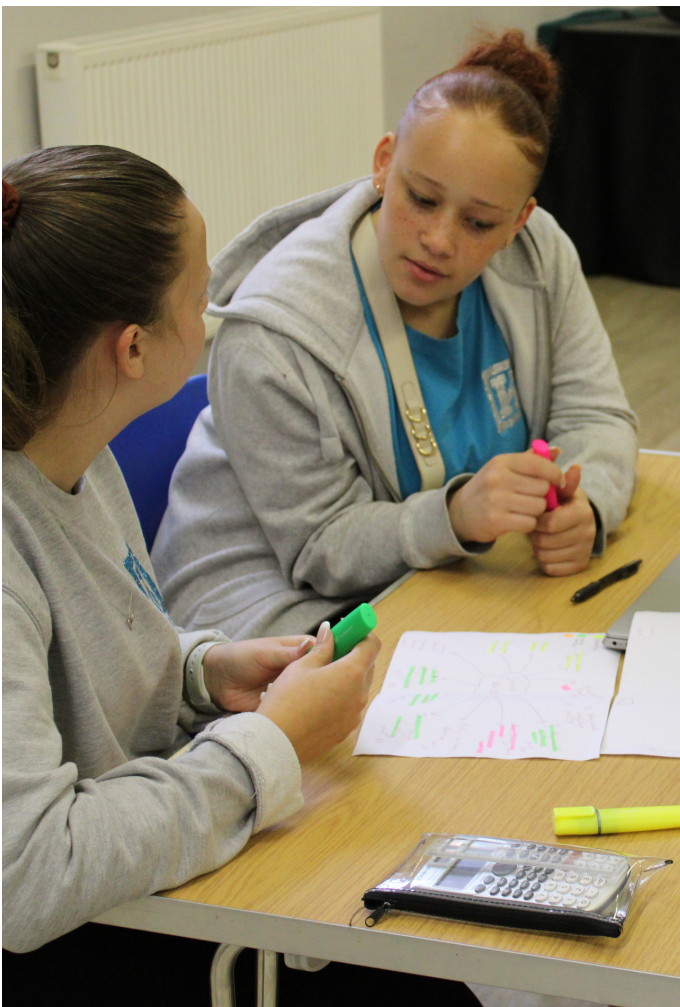
## BLUE JAY EXCHANGE CIC

Blue Jay Exchange CIC have worked in conjunction with Concord Youth Centre to support their Gen22 participants to create a documentary entitled "Based in Brum: Sparkbrook and Small Heath Heritage Stories."

Participants were referred to the project by qualified youth workers based at Concord Youth Centre. Many of the young people who attended the youth centre or who the youth workers meet during their detached work, were at risk of becoming involved in crime and were not in education, employment or training (NEET).

Gen22 participants have co-created a historical piece of film, capturing local residents' stories of coming to England, integrating, the challenges they have faced, and what the city of Birmingham means to them now. The project has enabled them to contribute to their community and make connections to people of different generations giving them a sense of belonging towards their own community.

Young people have also undertaken training in film making and sound production.



## CENTRE SPOT

Centre Spot CIC uses physical and creative activities to support young people from communities that face barriers in Wednesbury and surrounding areas in Sandwell.

This support enables them to adopt healthier lifestyles, divert from negative activities, engage in volunteer projects, to build confidence and self-worth. Staff have extensive knowledge of the realities of growing up in disadvantaged communities in the Black Country, the needs of local young people, the barriers they face.

Within their Gen22 programme, Centre Spot set out to engage young people at risk of crime or marginalisation through their strong links with the Wednesbury Police Team and Sandwell Young Peoples Services.

There were three cohorts of youth led social action. One group wanted to address the impact of Covid on social isolation and loneliness. They organised a community fun day to bring local people together again. It was designed to draw in young people, particularly those who were isolated, and open to the whole community.

Another group coordinated an externally delivered workshop on knife crime. All participants tried to bring a friend or someone they thought it would be useful for. Gen22 participants also received training to support their social action.



Gen22 Community Delivery Partners

# Funded by the West Midlands Police and Crime Commissioner

## SPORT4LIFE

Sport4Life believe in changing lives through the power of sport and giving young people the opportunity to create a better future for themselves. They help young people (aged 11 to 29) move into sustained education, training and work through sports-themed personal development. Funding from the PCCO supported a number of cohorts to undertake Gen22.

### SPORT4LIFE CASE STUDY

As a teenager, Jamie had severe mental health issues requiring hospital treatment. This stopped her from pursuing her career aspirations. In hindsight she realises her difficult teenage years led to her making decisions she now regrets and also led to her being around people who were a negative influence on her.

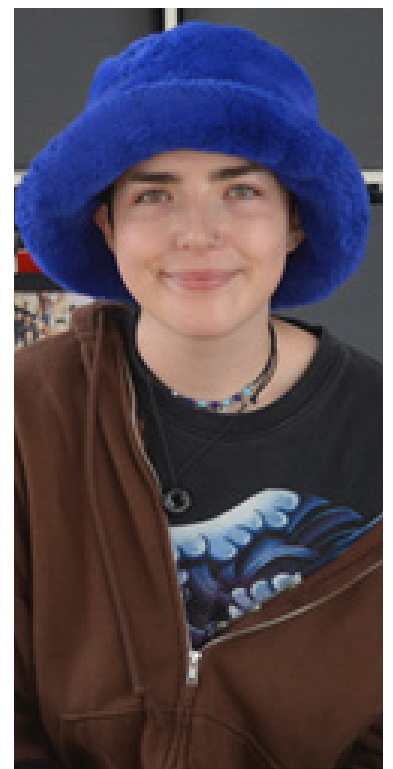
Jamie decided to seek help and was allocated a Sport4Life mentor. Her mentor told her about many opportunities available to her through Sport4Life and external organisations. Jamie was supported to go outside of her comfort zone and enrolled on Gen22 programme with Sport4Life which included a Sports Leadership qualification.

Jamie was determined to develop her personal skills during her Gen22 experience with Sport4Life. She took a lead role in directing an educational film on the dangers of alcohol produced by the group, and really excelled doing this.

After completing Gen22, Jamie managed to secure employment with Sport4Life as an Assistant Sports Coach. She's excited about helping other young people through the help she's received. Sport4Life feel that Jamie has come a long way and is changing her life through the power of education and hard work.



**MY MENTOR HAS CATERED TO ME AND UNDERSTOOD ME. I DIDN'T THINK I WAS READY TO APPLY FOR JOBS BEFORE COMING TO SPORT4LIFE, BUT HIS CONTINUED SUPPORT MADE ME REALISE I'M ACTUALLY READY. I REALISED I CAN TAKE CHARGE OF MY LIFE AND I AM NOW FULLY AWARE OF WHAT I NEED THE MOST FROM LIFE.**



## SPORTS KEY

Sports Key is a Birmingham based CIC. They utilise physical activity as the tool to build the health, skills and cohesion of the local community. There is a focus on improving life opportunities, particular for those from lower socio-economic backgrounds.

### SPORTS KEY CASE STUDY

Akhieam lives in inner city Birmingham, just 2 miles from Alexander Stadium. He has faced many personal barriers which has impacted his ability to reach his full potential. Akhieam first came into contact with Sports Key about 5 years ago, when his mother signed him up to join their weekly football programme. Since then, he has used playing football as an escape mechanism to take his mind off challenges.

Akhieam always had a keen interest in a career within sport but was never sure of the best route to go down. Therefore, when he expressed interest in being part of Gen22, Sports Key were pleased to welcome him on board.

Akhieam was part of a group of ten young people who planned, organised and delivered the "Sports Key Games" for their social action. He also volunteered at Sports Key's weekly football sessions - registering participants, setting up equipment and refereeing matches. Akhieam is about undertake his FA Level One in Football Coaching. He plans to utilise his qualification to coach young people within the community.



## AKHIEAM

**WAS A STANDOUT VOLUNTEER. BEING PART OF A WORKFORCE HAS EQUIPPED HIM WITH THE SKILLS TO WORK AS A TEAM AND CONDUCT PROFESSIONALISM WITHIN GIVEN ENVIRONMENTS. HIS PROBLEM-SOLVING SKILLS, POSITIVE ATTITUDE AND DETERMINATION HAVE BEEN NOTICEABLE ATTRIBUTES WHICH HAVE A POSITIVE IMPACT ON THE COMMUNITY.**



Gen22 Community Delivery Partners

# Funded by the West Midlands Police and Crime Commissioner

## THE INSPIRE GROUP

The Inspire Group, based in Walsall, exists to inspire sport, engage people and empower communities. They believe that active individuals can contribute to healthy communities and everyone should have the chance to take part in meaningful physical activity in order to experience the benefits that come with it.

### THE INSPIRE GROUP CASE STUDY

James' Gen22 social action involved both supporting The Inspire Group's community sport delivery, whilst at the same time creating his own initiative in the community in which he is from.

James helped to create a Friday Night Youth club in Mossley that delivered sports and activity sessions to young people based in the church hall. It had well over 20 attendees each week during 2022. This helped him gain the nickname "Mr Mossley."

James has been a key advocate of Gen22. He played an important role at the visit of Tim Hollingsworth, Sport England CEO, to Walsall. At this event James was able to discuss his role in the Gen22 programme and talk about the importance of creating a real impact of Birmingham 2022 Commonwealth Games for communities across the West Midlands.

James has spoken about how Gen22 has helped him to learn more about the sports industry and community work, as well as improve his public speaking and presentation skills. As part of Gen22 James has also taken on more responsibility within the team at The Inspire Group and is looking to make a career in this industry.



## JAMES

**HAS BEEN ON AN INCREDIBLE JOURNEY AS PART OF HIS GEN22 EXPERIENCE AND HIS SOCIAL ACTION PROJECT FEATURED A NUMBER OF UNIQUE EXPERIENCES. AS PART OF PLANS TO CONTINUE TO SUPPORT JAMES, HE IS NOW A WORKFORCE MEMBER AT THE INSPIRE GROUP IN A PAID CAPACITY AND WE ARE LOOKING AT DEVELOPING HIM FURTHER WHILST HE CONTINUES HIS STUDIES.**





# Gen22 in Active Partnerships

## ACTIVE PARTNERSHIPS

Given the connection to the Birmingham 2022 Commonwealth Games, it was important to ensure that social action relating to physical activity was well represented within Gen22.

It was also crucial for this to happen across the West Midlands region and not just in Birmingham. This was realised through the six Active Partnerships in the West Midlands who received funding from Sport England as a consortium.

This was to support the roll-out of Gen22 across the Active Partnerships, but also facilitate the development of volunteering pathways for young people and regional capacity building.

There is a commitment to continue into 2023/2024, building on the legacy of the Games.





## ACTIVE BLACK COUNTRY

TOGETHER ACTIVE  
STAFFORDSHIRE &  
STOKE-ON-TRENT

ACTIVE  
HEREFORDSHIRE AND  
WORCESTERSHIRE

WEST  
MIDLANDS  
ACTIVE  
PARTNERSHIPS

THINK  
ACTIVE

ACTIVE  
HEREFORDSHIRE AND  
WORCESTERSHIRE

SPORT BIRMINGHAM

### REDDITCH SELF DEFENCE CLUB, ACTIVE HEREFORDSHIRE AND WORCESTERSHIRE CASE STUDY

Redditch Self Defence have links with the police and regularly have young people referred to them. To help reduce repeat offences, the club aims to get them to participate in boxing, martial arts and self-defence type training. The first of the Gen22 participants begun her social action in the summer. She has completed her self-defence instructor qualification and will support in the running of a new girls' class. A further nine Gen22 participants will be supported over the coming months.

### ACTIVE BLACK COUNTRY CASE STUDY

Through Gen22, Active Black Country are aiming to boost the employability skills of young people within the physical activity sector. They are working on a number of projects. In partnership with Places Leisure, nine young people have recently completed their NPLQ lifeguarding qualification and gained employment at Places Leisure Centres in the Black Country. As well as providing employment for the young people, this has also filled a skills-gap in the area.

### BRIGHT STAR, ENERGIZE SHROPSHIRE, TELFORD & WREKIN CASE STUDY

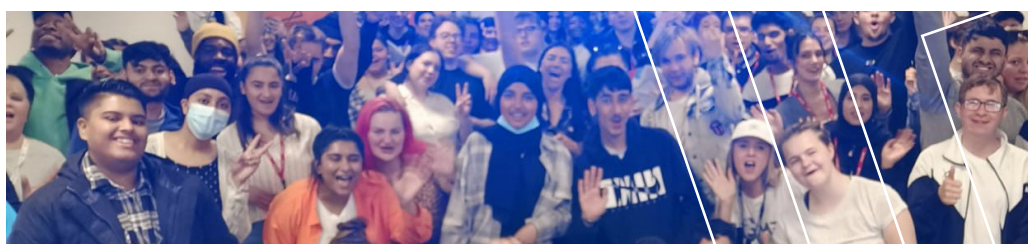
Most members of Bright Star are referred due to previous trauma or adverse childhood experiences. Seventeen of the members were supported through Gen22 to take a leadership role within the group. They received training, including trauma informed approaches to coaching. They have then been role models for the juniors attending sessions as they have lived experience and have already made great changes within their lives. The Gen22 participants "are doing great and have been involved with roles from coaching to reception work and even event planning for a show."

# Ideas Made Real The Journey

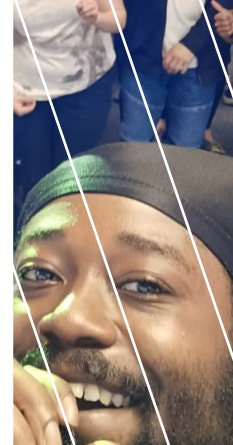
Ideas Made Real was a campaign within Gen22 and was a unique opportunity for young people (16-24) across the West Midlands. Young people were funded to create 22 youth-led legacy projects that make the difference they want to see in their community.

With an Ideas Made Real Award of up to £10,000 and support from Gen22's specialist team, 22 young people / groups of young people had the chance to turn their powerful ideas and youth social action projects into a reality.

Ideas Made Real was deliberately designed to be fully youth led with the aim that the funding would kick-start their volunteer journeys, making a difference to the lives of residents living across the region, through the power of the Birmingham 2022 Commonwealth Games.



IDEAS MADE  
**REAL**



## **PART ONE**

Ideas Made Real launched in March 2022.

## **PART TWO**

Nearly 1000 young people engaged in social action workshops.

## **PART THREE**

There were 47 applications from individuals and groups of young people to Ideas Made Real.

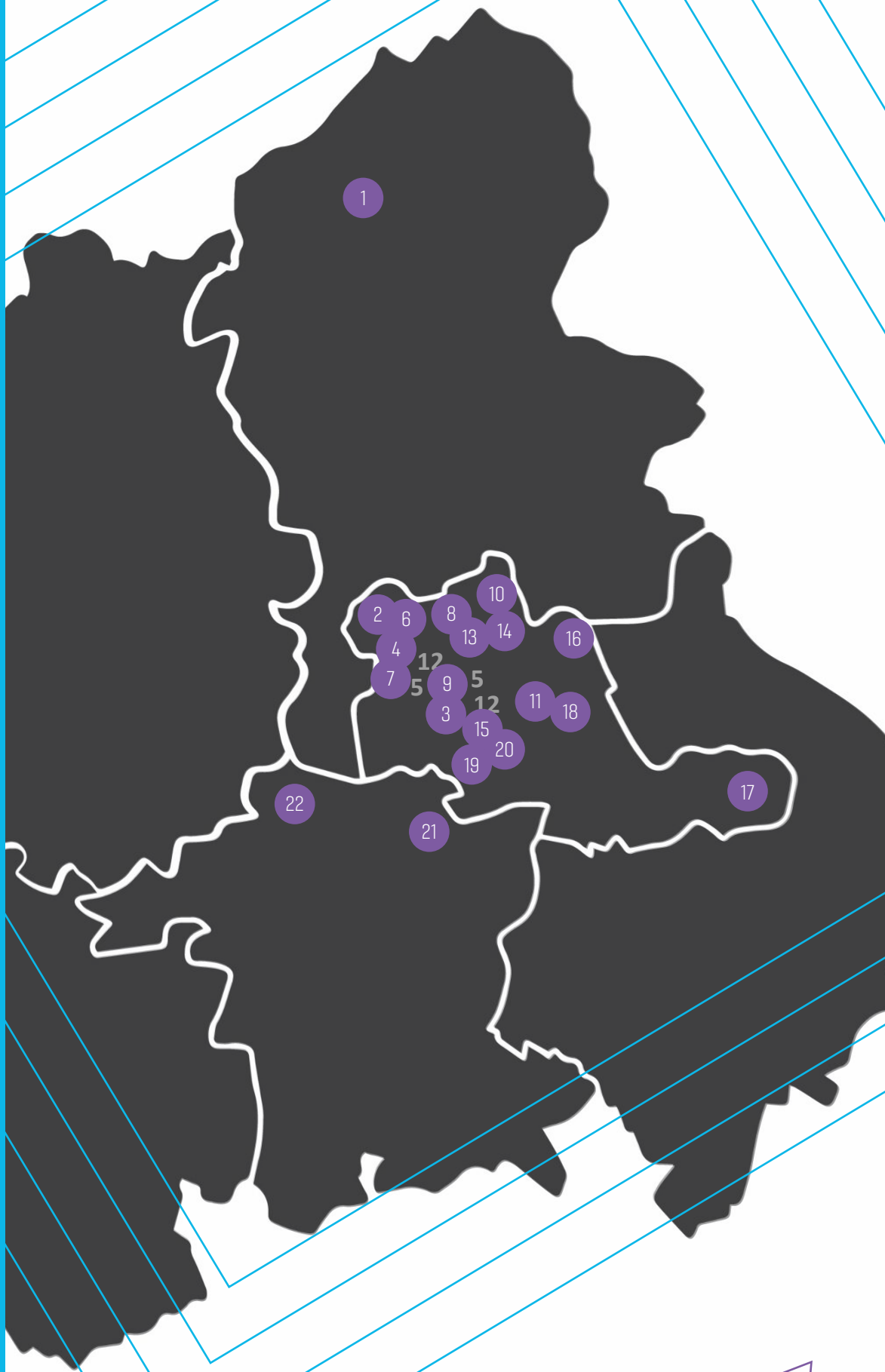
## **PART FOUR**

85 young people were invited to 'Power Plan', to upskill and help them develop their ideas further.

## **PART FIVE**

22 projects were selected, allocated a support organisation and given funding.

# Ideas Made Real The Projects



**These projects were all selected and the young people are in the process of making their ideas real.**

**Local Hospice Garden <sup>1</sup>**

Improving the garden/spaces in the children's hospice in Stoke with young people from across the area.

**Dance Box Crew <sup>2</sup>**

Combining boxing, dance and music to improve young people's physical activity levels, mental health and creativity, combining all 3 to tackle the issue of knife crime across Wolverhampton.

**Hadley Stadium Walking Group <sup>3</sup>**

Setting up a club for the community to become more active and socialise with different people, including a walking club and learn to ride – teaching people to ride a bike safely.

**Me & U Digital Inclusion Project <sup>4</sup>**

Raising awareness and purchasing resources to support young people with autism across Dudley.

**Million Mile Clean <sup>5</sup>**

Hosting monthly clean up events in parks across Sandwell and surrounding areas.

**Changemakers in the Community <sup>6</sup>**

Providing care packages for homeless people and low-income families across Walsall.

**Students4Trees <sup>7</sup>**

Redeveloping Dudley College campus exterior spaces, planting trees and running an education programme.

**Mental Health Matters <sup>8</sup>**

Running additional mental health sessions for young people who already attend Kickstart dance classes.

**Street to Freestyle <sup>9</sup>**

Running freestyle football session and developing a project to combat anti-social behaviour and mental health issues in the community.

**Think4Brum Community Garden <sup>10</sup>**

Starting a small multifunctional community garden in an inpatient CAMHS clinic.

**Smile Heroes <sup>11</sup>**

Creating resources and workshops for parents and primary schools about oral health, aimed at the 5 most deprived wards of Birmingham.

**ECAD Midlands Deaf Cricket Club <sup>12</sup>**

Growing and developing the first Midlands Deaf Cricket Team, aspiring to take part in mainstream leagues.

**Opportunity Knocks <sup>13</sup>**

Designing an online platform where people can 'donate' opportunities for young people to access and share, benefiting the community in Nechells.

**Fastest in Brum 2022 <sup>14</sup>**

Organising a community sports day which will include 10+ events with over 500 local community members.

**Creative Minds <sup>15</sup>**

Organising an event to encourage people from ethnic minority backgrounds to get into creative industries.

**Welcome Change CIC <sup>16</sup>**

Running sessions at the community garden to teach young people about the importance of exercise, healthy eating and engage them with nature including creating a pre-school nature space.

**Coventry City Boat Club <sup>17</sup>**

Organising an indoor rowing project to teach children across schools in Coventry how to row.

**#EDARise <sup>18</sup>**

Organising a community event for young people with autism including talks, workshops, emotion management sessions and more.

**Dexter's Poetry Place <sup>19</sup>**

Open mic nights, Poet, spoken word artists & performer workshops, across Birmingham and the Black Country.

**Look Sharp <sup>20</sup>**

Creating a short film and campaign to explore the growing issue of spiking by injection across the UK.

**Beyond Hub <sup>21</sup>**

Setting up a community safe space for young people who have faced disruption during their education, including a youth summit to be held in Hereford.

**St Basils Community Garden <sup>22</sup>**

Regenerating communal garden areas at St Basil's Hostel, a West Midlands-wide homeless charity supporting young people 16-25.

# Ideas Made Real The Inside Story

## CALICO THEATRE COMPANY CIC CASE STUDY

### DAZ AND MARTHA [ORGANISERS]

#### Tell us a little bit about you, and the journey you've been on?

We are Calico Theatre, Daz and Martha, a Midlands-based dance theatre duo with a drive to devise movement-driven work that facilitates important social conversations. Driven by the aim of elevating community voices, the work we create is always socially engaged and often blends dance, theatre and film to find new and exciting ways to bring to life the stories we uncover.

#### What is your Ideas Made Real project and why is it important to you?

When we saw that Gen22 wanted to fund social action projects, made for and by young people, we thought this would be the perfect time to take matters into our own hands, and start to build the campaign against spiking ourselves.

Look Sharp is a short film and campaign video exploring spiking via injection, which has increased in Birmingham since last year. The film aims to reclaim the conversation from a feminist perspective, and is built around community responses to the question 'what is your favourite party outfit', from women, non-binary and LGBTQIA+ people in Birmingham. It responds to the Police's advice to 'wear leather' or 'thick denim' as the only way to protect from spiking via injection, and the fact that currently in the UK, spiking is not in itself a criminal offence.

#### What difference has the funding you've been awarded made?

The funding we were awarded will make a huge difference, not only to us as an arts organisation (in a time where accessing funding is increasingly difficult), but also to the communities affected by spiking. We hope to see this difference on four key levels: cultivating a community, paying artists, spreading awareness, and changing the law.

#### What is one thing that you'd like to share with people reading this?

WE NEED TO DO MORE TO PROTECT PEOPLE FROM SPIKING!



## KICKSTART DANCE CASE STUDY

### KALLIANNE

#### Tell us a little bit about you, and the journey you've been on?

I currently run a CIC which provides dance lessons. I started this when I was 16 as the only dance lessons I could find were a 30 minute drive away, so we didn't really have anything local and I wanted to be part of something as well as getting others involved.

#### What is your Ideas Made Real project and why is it important to you?

My project is based around creating a youth club for mental health. The idea is we put on a youth club session every three weeks that have different activities and during this time we will do an activity based around expressing our emotions and learning how to process all the different things that we feel. This idea came around after we returned to our dance classes from the pandemic. We found that a lot more young people were coming into our sessions with things on their mind, becoming a bit more upset easily and just feeling like they don't have a space to talk.

#### What difference has the funding you've been awarded made?

Without this funding we simply would not have been able to run this project at all. With the aid of this fund, we have been able to not only design this programme but design it to a quality that the people accessing it want. I'm really excited to see how this project is going to grow and to make a bond with the people coming.

#### What is one thing that you'd like to share with people reading this?

If you have a random idea of doing something like this or doing some sort of community work then trust your gut feeling. It only takes one small action to make a difference, and it all starts with one idea.

## ME & U PROJECT CASE STUDY

### MITCHELL

#### Tell us a little bit about you, and the journey you've been on?

Hi, my name is Mitchell, in 17 years old, live in Gornal and I'm autistic. I attend a local youth club that specialises in working with autistic youth.

Since attending the club I've felt more positive about things in my life and because I've been given some responsibility there, I feel like I'm able to make a difference to the other young people that attend. The club gives me something to look forward to every week, I feel safe there and I feel happy being around the other members, volunteers and staff.

#### What is your Ideas Made Real project and why is it important to you?

My Ideas Made Real project is about Autism Inclusion and using digital media and assets to get messages about inclusion across to the community. I decided that this was a project I wanted to do after participating in an awareness day at college which highlighted this subject.

My personal experience is, throughout my life, I have been treated differently and unfairly, I've been bullied and harassed and I've had poor experiences with professionals, peers and even friends because they haven't been aware of what the spectrum means for me.

#### What difference has the funding you've been awarded made?

We think the inclusion project will give our members a voice and allow them to advocate what it's like to be autistic on their own terms. Smashing the stigma and assumptions.

#### What is one thing that you'd like to share with people reading this?

Please take a little time to become more aware of the challenges autistic people face and to understand how you can be more inclusive. Diversity is a fact, but inclusion is an act!



# Gen22 Outcomes

After young people had completed their Gen22 social action, they were asked to complete a survey on their experience of Gen22 and the impact it had of them.

## Skill Development

99%

**OF PARTICIPANTS  
FELT THEY HAD LEARNED NEW SKILLS**

Most frequent were transferable skills (62%) and project specific skills (62%)

87%

**OF PARTICIPANTS  
FEEL THEIR ABILITY TO SET AND  
ACHIEVE GOALS HAS IMPROVED**

83%

**OF PARTICIPANTS  
BELIEVE TAKING PART WILL HELP IN  
THEIR FUTURE CAREER/TRAINING**



Community Development

---

**96%**

**OF PARTICIPANTS**  
NOW CONSIDER THEMSELVES MORE  
PART OF THEIR COMMUNITY

---

**94%**

**OF PARTICIPANTS**  
FEEL MORE ABLE TO GET  
INVOLVED IN THEIR COMMUNITY

---

**93%**

**OF PARTICIPANTS**  
HAVE BEEN INSPIRED BY GEN22 TO  
TAKE PART IN FUTURE SOCIAL ACTION

---

**77%**

**OF PARTICIPANTS**  
INCREASED THEIR TRUST OF PEOPLE  
IN THEIR LOCAL AREA

Wellbeing

---

**93%**

**OF PARTICIPANTS**  
THINK THEY ARE HAPPIER NOW THAN  
WHEN THE PROGRAMME STARTED

---

**81%**

**OF PARTICIPANTS**  
FEEL THAT THEIR CONFIDENCE AND  
SELF-ESTEEM HAS IMPROVED

---

**74%**

**OF PARTICIPANTS**  
FEEL THAT THEIR MENTAL WELLBEING  
HAS IMPROVED

---

**72%**

**OF PARTICIPANTS**  
HAVE BECOME MORE PHYSICALLY  
ACTIVE

# Final Reflections

GEN22 IN THE WORDS OF THE PARTICIPANTS:

HELPFUL

GOOD

EXCELLENT

POSITIVE STIMULATING MEMORIES CREATIVE

GREAT  
SUPER

FUN

EDUCATIVE

HAPPY EXCITING

FANTASTIC

ENJOYABLE

ENJOYED

AMAZING

PRODUCTIVE  
EXPERIENCE  
BRILLIANT  
TREMENDOUS  
FORTUNATE

SUPERB

DEEP

SOCIAL

PLAYING

CRICKET

When I took on my role as Chairman of Birmingham 2022 Commonwealth Games, there were two things that I wanted the organisation to achieve, firstly a 'Games for Everyone', with us celebrating the multiculturalism of Birmingham and the West Midlands, and secondly, true, long lasting legacy and benefits for the region.

March 2020 saw the introduction of a new factor that I'd never anticipated – a global pandemic. This added urgency and increased the need for a reactive legacy programme, designed to help those residents across the region who faced more barriers than most in taking part in some of the opportunities presented by the Games. With that in mind, Gen22 was conceived, by a team that was, like everyone else, working from home and could count the number of times they'd met in person on one hand.

Gen22's mission was to create an access point for one thousand young people from across the West Midlands to engage with the Games, in a way most meaningful to them. Working with a Youth Consultation Group, the team designed and developed Gen22 to focus on themes selected by young people themselves: sustainability, physical activity, mental wellbeing and creative.

At the time of writing, 1001 young people have taken part in the project, and will together have contributed more than 20,000 hours of social action across the West Midlands, and more still being counted.

This Gen22 Impact Report captures some, but not all, of the achievements of our region's young people. I am delighted that this project has demonstrated what we all know - that when given the belief and opportunity, young people can work alongside our region's experienced leaders to make a difference.

I could not be happier with what they have achieved, and I have faith that the future of our great region is in safe hands.

John Crabtree OBE  
**Chairman of the Board**





**GEN22**

**Our Impact  
2021 - 22**