



Birmingham 2022 Festival

An Overarching Evaluation Report Of The Key Findings From The Birmingham 2022 Festival



Easy Read Version



Birmingham 2022 Festival Evaluation Report



This **report** is about the **Birmingham 2022 Festival**.



The **Birmingham 2022 Festival** held hundreds of events.



Events were held for the **Commonwealth Games**.



The **Commonwealth Games** is a sporting event.



It is held every 4 years.



In 2022 the Games were held in the city of Birmingham.



The events showed the region's **culture**.



Culture means people's way of life, art, beliefs, clothing, food or celebrations.



The events also showed the city's **creative** community.



Creative is to be able to make new and original things.



Thank you to everyone who shared their work.



Thank you also to everyone who took part.



A **report** is a document that describes and tells you about something.



Evaluation means when you look at the quality or value of something.



This **Evaluation** is for the **Birmingham 2022 Festival**.



Birmingham 2022 Festival

About this report.



Pictures, symbols and words are used in this **report**.



It has been made in an easy to read format.



If you need more help



Show this document to



a friend



a family member



or a supporter or carer.



Hard or difficult words are shown in **bold**.



These words will have their meaning explained.



Look for the  information icon nearby.



This is a shorter summary of the full report.



You can ask for a copy of the full report if you wish.



You can read the full Birmingham 2022 report



and an Easy Read version on our website.



<https://www.birmingham2022.com/festival/evaluations>



There are 9 reports in total.



There is space to make notes on **Page 28 and 29**.



Executive Summary

This section is a short version of the report that gives you facts.

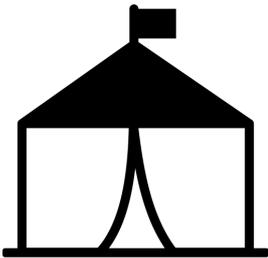


2,467,588 people attended events at Birmingham 2022 Festival.

Of this number

1,299,349 people attended 56 commissions projects.

753,273 people attended Festival sites.



Festival Sites were places around the city.

You could watch The Games, take part in **cultural** events and free activities

162,581 people visited 104 Creative City Grants projects.



Learn more about Creative City Grants in their report.

267,173 **people streamed and viewed projects** online.

More than 4 million people **live streamed** 1 project called On Record, a new music album.



Streaming means to watch on a phone or computer.

96% of people said they had a good or excellent time.

86% of people said the Birmingham 2022 Festival made them proud of their area.



What did the Festival do?

221 projects in total.

11,506 sessions.

9 Festival sites.

115 **international collaborations**.

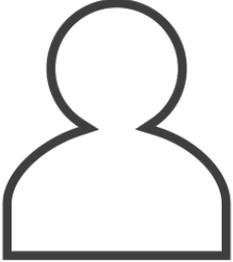


International collaboration means to work with people from other countries.



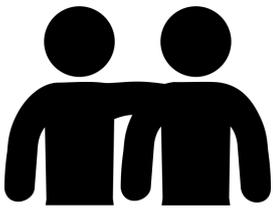
Executive Summary

This section is a short version of the report that gives you facts.



41,906 people took part.

We call these people **participants**.



There were 1315 **volunteers**.

A **volunteer** spends their time helping others.



4964 people were in the **workforce**.

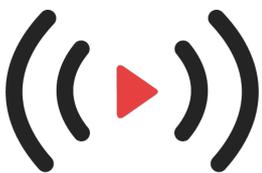
Workforce means people employed to do a job.



80% came from the West Midlands.

15% came from the United Kingdom.

5% came from outside of the United Kingdom.



3647 artists took part.



There were 3364 **freelancers**.



Freelancer means someone who works for themselves.

It was a new job for 68% of **freelancers** at the Festival.



Executive Summary

This section is a short version of the report that gives you facts.



There were 2 **sector development** programmes

504 people took part in 85 sessions.



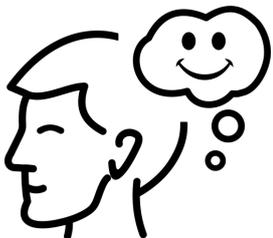
Sector development means to support groups to grow.

There were good local **outcomes**.

An **outcome** is the result of an event or activity.



90% of local people felt the Festival was important to promote **culture** in their area.



81% of local people felt the Festival made people think better things about where they lived.

91% of local people felt the Festival gave a positive image of the area.



Local people agreed it made people think it was a good place to live, work and visit.

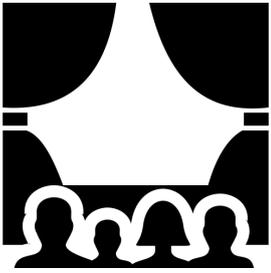
The average person attending spent £32.



About £100m came into the local area.

£47m was spent in the city by tourists.

The total value of goods and services was £87m.



Engagement Profile

Audiences, Participants and Volunteers.

A summary of key numbers from **Pages 13-16** of the full report.

The information below tells you about who took part.

The section is about gender.



Audience.



- 57% were female.
- 41% were male.
- 1% were non-binary
- 1 did not want to say.
- 41 was the average audience age.



Participants.

- 76% were female.
- 20% were male.
- 2 were non-binary.
- 2% did not want to say.
- 47 was the average participant age.



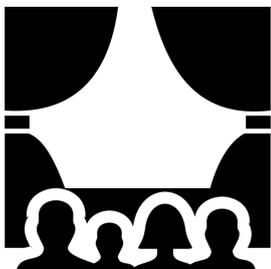
Volunteers.

- 66% were female.
- 30% were male.
- 2% were non-binary.
- 1% did not want to say.
- 1% self describe.
- 44 was the average volunteer age.



Non-binary means a person who does not identify as a male or female.

Self describe means for you to say what you are yourself.



Engagement Profile

Audiences, Participants and Volunteers.

A summary of key numbers from **Pages 13-16** of the full report.



The information below tells you about who took part.

This page tells you about people's backgrounds.

Audience.



- 51% were White UK or British
- 19% were Asian or Asian British
- 14% were Black or Black British
- 8% were White Other
- 6% were Mixed Heritage
- 2% were Middle Eastern or Arab
- 1% were from other backgrounds.



Participants.



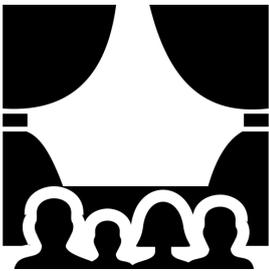
- 54% were White UK or British
- 17% were Asian or Asian British
- 12% were Black or Black British
- 8% were White Other
- 4% were Mixed Heritage
- 1% were Middle Eastern or Arab
- 3% were from other backgrounds.



Volunteers.



- 48% were White UK or British
- 20% were Asian or Asian British.
- 12% were Black or Black British
- 8% were White Other
- 7% were Mixed Heritage
- 1% were Middle Eastern or Arab
- 4% were from other backgrounds.



Engagement Profile

Audiences, Participants and Volunteers.

A summary of key numbers from **Pages 13-16** of the full report.
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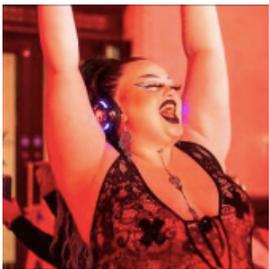
The information below tells you about who took part.

This page tells you about people's identity.

Audience.



- 17% were born overseas
- 12% mainly spoke a language that was not English
- 7% were disabled
- neurodiverse or had a long term health issues
- 8% were LGBTQIA+



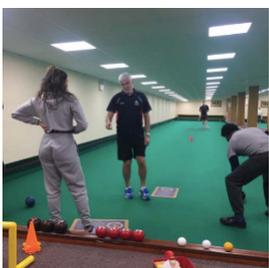
Participants.

- 17% were born overseas
- 15% mainly spoke a language that was not English
- 19% were disabled
- neurodiverse or had a long term health issues
- 11% were LGBTQIA+



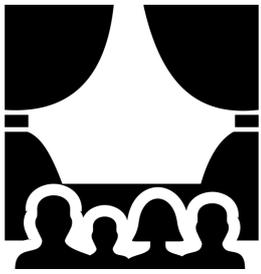
Volunteers.

- 20% were born overseas
- 16% mainly spoke a language that was not English
- 18% were disabled
- neurodiverse or had a long term health issues
- 12% were LGBTQIA+



Neurodiverse means when people experience the world in a different way.

LGBTQIA+ is a short way of saying lesbian, gay, bisexual, transgender, queer or questioning and other identities.



Engagement Profile

Audiences, Participants and Volunteers.

A summary of key numbers from **Pages 13-15** of the full report.



In 2022 Birmingham hosted The Commonwealth Games.

It was the biggest sports event in England in 10 years.

An aim of the Birmingham 2022 Festival was to bring people together.



We wanted to know who got involved.

To do this we asked people to do surveys.



We did surveys to find out about

Participants, audiences and volunteers.

We sent people surveys to complete online, and spoke to them at events.



We wanted to know things like

What was their age?

Where they were from?



What was their background?

What was their gender?

Were they from Birmingham or elsewhere?



We asked lots of questions and got lots of answers.

You can see more in the full report on **Pages 13-15**.



Programme Strategy

A **strategy** is a plan to achieve something over a long period.

See more on **Pages 16-21** of the full report.
.....



We started planning in 2019.

We did research and met with lots of artists.

We also met with organisations from across the region.



We did this to find out what people wanted to do.

We needed to understand what the Festival could be.



We also needed to know if it could be done.

We agreed what the **themes** of the Festival would be.

Theme means the message or big idea of a story.



We call these **themes** the Festival's **curatorial lines**.

You can see what these **themes** are on the next page.

We spoke to more than 600 artists and specialists.



We spoke to over 250 organisations.

In August 2020 we had a plan for a 6 month Festival.

We began to fund projects from November 2020.



Groups had to make sure their bid met the **themes**.

A panel of people decided if a bid was successful.

3

Programme Strategy

A **strategy** is a plan to achieve something over a long period.

See more on **Pages 16-21** of the full report.



The Birmingham 2022 Festival had 3 areas for artists and groups to focus upon.

1. Our Place In The **Commonwealth**



To celebrate Birmingham as the **host** city for the games.

To talk honestly about the **origins** of the **Commonwealth**.

A **host** receives guests and entertains them.



The Commonwealth

Origins means the place where something begins.

The **Commonwealth** is a group of 56 nations and territories from across the world.



The Commonwealth's roots go back to the British Empire.

2. The Present Moment



To focus on issues that show and enable the power that young people can have

and to respond to current challenges and events.

3. Stories of Birmingham and The West Midlands



To tell stories about people from the local area.

The stories can be from the past or present.

These stories may not have been told before.

They should tell us about our **identity** and **perspectives**.



Identity is what a person or thing is.

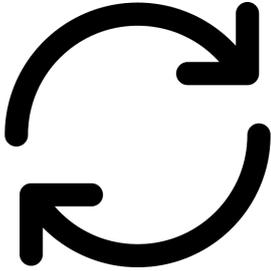
A **perspective** is a way of thinking about something.



Evaluation Methodology

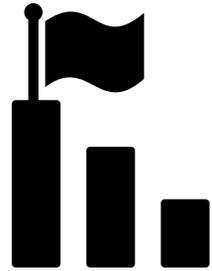
A **methodology** is the process and way of doing something.

See more on **Page 19** of the full report.
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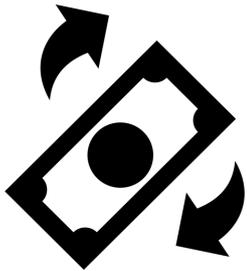
We made a **theory of change** for the Festival.

A **theory of change** is a way of tracking what are you going to do and the results that you get.



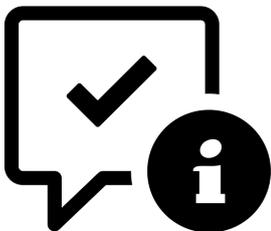
It showed our short, medium and long term **outcomes**.

An **outcome** is the result you get by doing something.



We looked at the money that had been spent on events.

To learn what change in the culture of the region had happened.



To do this we collected and looked at information.

We collected different information from a lot of different projects.



We gave each project the survey tools to do this.

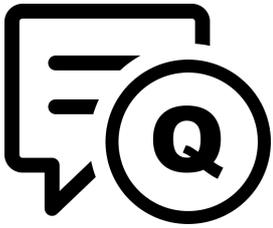
This allowed each project to collect information easily.

This included feedback from audiences.



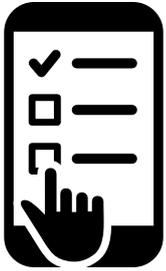
This was good as it meant we have lots of information to look at and learn from.

This allowed us to properly **evaluate** each project.



Dimension Selection

These were **questions** we asked people about their **experience** of an activity or project at the Festival.
.....



Each survey contains lots of different questions.

Some of these questions were dimension questions.

To answer this type of question you move a slider.

YES **NO**



This is to show if you agree or disagree with a statement.

This type of question helps us to understand **impact**.



We wanted to know the **impact** of events and projects.

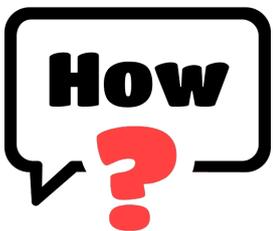
An **impact** is the effect that something happening has.

We chose questions that matched what the Festival was aiming to achieve.



Our questions looked at how the project was paid for.

Our questions asked about project **outcomes**.



We asked about how a project was delivered.

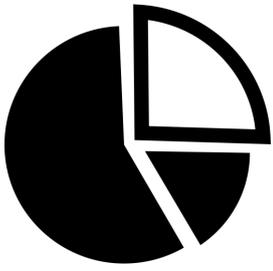
We asked who was replying to our question.

We matched this to our **Theory Of Change**. See Page 13.



We then agreed short term **outcomes**.

You can learn about all the **outcomes** in the 9 reports and easy read versions.



Outcomes

Outcomes are the results or effects of an event.

See more on **Pages 22-40** of the full report.



Every activity, event and project were different.

We made a **survey** for each one. Each was different.

Survey means collecting information using questions.



We got a wide range of answers back.

We expected this due to the different types of projects.



There was also a variety of experiences for **participants** and **audiences**.

Many replies were **consistent** across the project.

Consistent means to happen in the same or regular way.



Contribution was the best performing **dimension**.

This was the case for more than half of the projects.

Contribution means to give something.



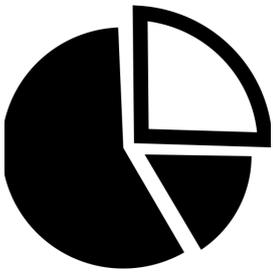
This tells us that people felt their contribution mattered.

The lowest was Stretch.

This tells us that people were least likely to agree.



They were less likely to feel they had done something they would not do before.



Outcomes

Commissions were projects funded to achieve **outcomes**.

See more on **Pages 22-40** of the full report.



The Birmingham 2022 Festival funded 56 projects.

There were 549 groups and organisations.

We call these **Commissions**.



They took place across a 6 month period.

There was a total audience of 2,400,000 people.

There was also an online audience of over 213,000.



Events took place in Birmingham and the West Midlands.

96% of people had a good or excellent experience.



The **average** spent at an event by a person was £33

80% of activities took place at more than one place.

There was a total of 8686 performances or activities.



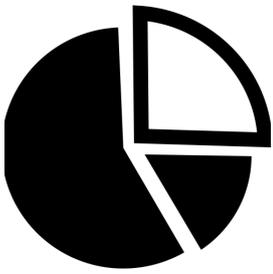
Most who responded came from the West Midlands.

We think many already attended **cultural** activities.

The age of people responding was close to the festival average.



Average means it is typical or usual.



Outcomes

Commissions were projects funded to achieve **outcomes**.

See more on **Pages 22-40** of the full report.



Many **dimensions** matched the Festival **average**.

Commissions highest result was for **Content**.

This meant it had a wide range of **inclusive** voices.



Inclusive means to involve all types of people.

Insight had the smallest result.

Insight means to look into and understand something.



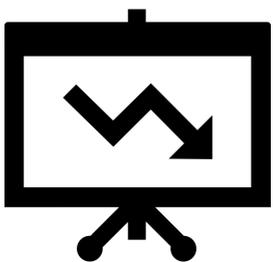
The **outcome** was **consistent** in **commission** activities.

Results for **Connections**, **Skills** and Artistic skills were the same as the festival **average**.



Connections means to be close to or joined to something or someone else.

Skills means being able to do something well.



Some of the activities did not meet these **outcomes** as **consistently compared** to the overall festival.

Compared means to look and see what is similar between things.



Project Spotlight

Healing Gardens of Bab by Fierce

See more on **Pages 22-40** of the full report.



94% of people had a good or excellent experience.



10% of identified as **non-binary**.

The project was an artistic response to **colonial** history.



Colonialism happens when a country takes control of other countries.

It celebrates what the **empire** tried and failed to stamp out.



Learn more in the **LGBTQ+Space Report**.

Empire means a country that rules or controls many other countries.

The project worked with 5 creative **LGBTQIA+** young people.



They shaped and programmed all of the Healing Gardens of Bab.

Healing Gardens of Bab had different performances.

There were events and artworks.

It showed joy and **expressions** of queerness.

Expression means showing how you feel.

Audiences could get involved during events.

Audiences were younger for this project than for the Festival **average** audience member.

People were more likely to say they were **LGBTQIA+**





Project Spotlight

Waswasa by Soul City Arts

See more on **Pages 22-40** of the full report.



94% of people had a good or excellent experience.

58% of people responding were Asian or Asian British.

Waswasa was a theatre experience.



People could walk through a tunnel of prayer mats.

It explored the act of Islamic prayer.

It looked at its meaning in a modern **secular** society.

Secular means things that are not religious.



There were live performances.

Performance art & film zones.



This put the audience in the middle of the story.

The audience were most likely aged 40-49.

This was higher than the Festival **average**.



People who responded were **significantly** more likely to be Asian or Asian British than the festival **average**.

Significantly means hugely or by a large amount.



Waswasa scored one of the highest for people saying it was different to things they had experienced before.

Learn more in the **Untold Stories Report**.



Project Spotlight

Tappin' In by Stephanie Ridings and Lou Lomas

See more on **Pages 22-40** of the full report.



Tappin' In was a tap dancing and storytelling experience.

Lots of people performed together.

This is called **mass participation**.



The project brought together people from the region.

Birmingham, Coventry, Stoke, Cannock, Rugby, Solihull, Tamworth and Telford.

It taught **participants** to tap dance.



It was a place for participants to share stories.

Participants could share experiences with each other.

Tappin' In held the biggest outdoor tap lesson.



Most people involved were aged 50 - 59 years old.

70% of people said they lived in the West Midlands.

The **average** results for

Distinctiveness

Skills

and **Stretch**

were some of the highest of the Festival.

Distinctiveness is the quality of being different from other things.

'Stretch' means doing something you did not know you were capable of.





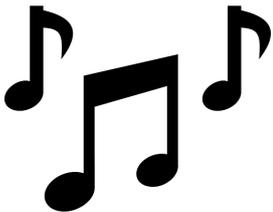
Creative City Grants

There was £2 million pounds of funding for projects.
See more on **Pages 22-40** of the full report.



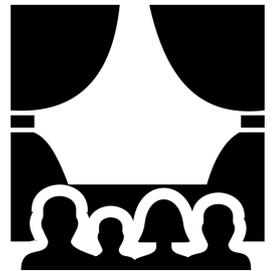
The projects were funded with money from Birmingham City Council.

There were 104 projects and 318 organisations.



There was music, dance, presentations and groups for people to come together.

Creative City activities took place over 6 months.



There was a total audience of over 200,000 people.

163,000 people attended in person.



39,000 people attended online.

There were 2772 performances or activities in total.



70% of activities took place across multiple places.

96% of people who replied said they came from Birmingham or the West Midlands.

Activities reached people who did not normally get involved in arts and **culture**.



There were a higher than **average** number of people older than 60.

There were fewer people than the Festival **average** aged 20 - 29 years old.



People were more likely to be Asian or Asian British or Black or Black British.



Creative City Grants

Dimension Results

See more on **Pages 22-40** of the full report.

.....



Creative City projects had the highest **average** results for

Content

Creative City had a wide range of **inclusive** voices.

It also had a the highest **average** results for

Contribution means to give something.

Connection had the smallest range.

But **Connection** had the third highest average result.

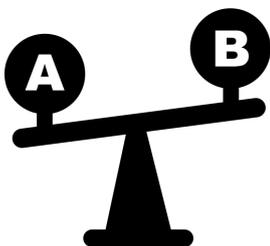
Connections means to be close to or joined to something or someone else.

The projects helped people feel **connected** to their community.

This suggests strong and **consistent outcomes**.

Skills and Artistic Skills had more than the Festival **average**.

However this performance was not **consistent** based on other projects for some activities.





Project Spotlight

Cog In The Wheel by Deaf Explorer

See more on **Pages 22-40** of the full report.



Cog In The Wheel was a live performance and a Creative City Grant Project.



It was created by a deaf **choreographer**.

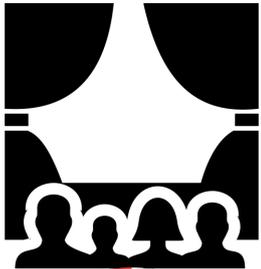
A **choreographer** tells dancers how they should move.

The team had hearing loss.



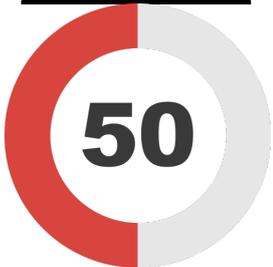
There was a deaf community **cast**.

For this project, **cast** means the dancers who danced in the show.



It was a brand new piece of outdoor street dance.

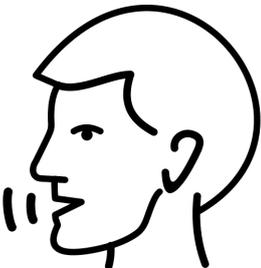
It was performed in 5 places in Birmingham.



The project involved a family audience.

Many who watched or took part were 15 - 16 years old.

50% lived in Birmingham. 50% lived in the West Midlands.

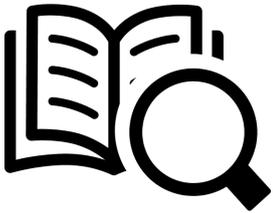


When compared to the Festival **average**

Participants were more likely to speak a language other than English.

Participants were more likely to identify as **LGBTQIA+**





Project Spotlight

Cog In The Wheel by Deaf Explorer

See more on **Pages 22-40** of the full report.



Participants were more likely to say they were disabled.

Participants were more likely to say they were **neurodiverse**.



Participants were more likely to say they were living with a long term health condition.

Some of the results for

Confidence

Skills

and Artistic Skills

were some of the highest of the Festival.

This suggests that Cog In The Wheel was good at

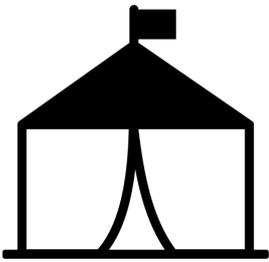
Making participants more confident doing new things.

Improving their art or non artistic **skills**.

All other results were within the Festival benchmark range.

Benchmark means when to measure something against another.





Festival Sites

There was £2 million pounds of funding for projects. See more on **Pages 22-40** of the full report.



.....
Festival Sites were available during the 11 days of the **Commonwealth Games**.

They were free to attend.

These were the 11 days of sporting activity.



The Birmingham 2022 Festival planned and made these sites.

The sites were places where people could watch sports, eat, drink, socialise and take part in art and **culture**.



Many projects from the Festival performed at the sites.

There was a relaxed site at Sense Touchbase Pears in Selly Oak, Birmingham.



This was for people who are **deaf, disabled** or **neurodiverse**.

112 organisations took part in doing the sites.

753,000 people attended.

78% of people who attended were from the region.



22% came from outside Birmingham or the West Midlands.

Dimension results for Festival Sites were the weakest.



Contribution and **Stretch** were poor.

But **Wellbeing** and **Pride In Place** were good.

A low result for insight also suggests that the sites did not always give audiences new knowledge.



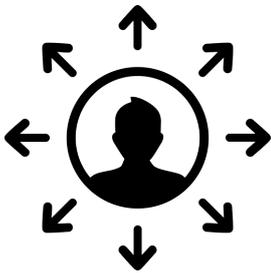
Aligned Projects



Aligned Projects work towards shared successes.

The Festival had 60 aligned projects.

They did not give them money, but they helped promote their activities and they were part of the Festival.



Audiences, participants and volunteers could engage with **Aligned Projects** in the same way as other projects.

43 of these projects completed their evaluation data.



Aligned Projects mean the Birmingham 2022 Festival reached a further:

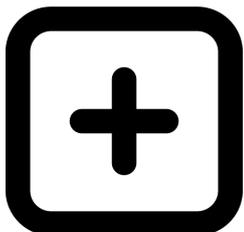
556 organisations.

3844 sessions.

689,000 attendances.

33,000 **participants**.

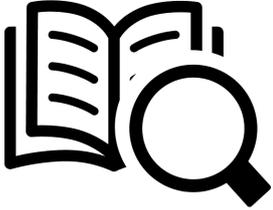
1723 in the Festival **workforce**.



This is on top of the numbers already included in this report.



Want to know more?



You can learn more about the outcomes of the Festival on pages **43 - 65** of the full report.

There are a further 8 full reports that cover all parts of the Birmingham 2022 Festival.

Go to www.birmingham2022.com/festival/evaluations



There are also screen reader versions of the reports at this weblink.

These are all available in an easier to read format.



This is an easy to read summary version of

Birmingham 2022 Festival

An Overarching Evaluation Report Of The Key Findings From The Birmingham 2022 Festival

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