

# Birmingham 2022 Accessibility and Inclusion Commitment

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## 1. Purpose

Birmingham 2022 is proud to be hosting the Commonwealth Games. The 2022 competition will include the largest integrated para sport programme along with the most women's events in the history of the movement.

This commitment outlines a strategic approach which will embed accessibility and inclusion within our sports programmes, planning processes, Organising Committee and Games as a whole.

## 2. Scope

This commitment applies to the whole of Birmingham 2022 and the activities of the Organising Committee.

The Organising Committee encourages all delivery partners, stakeholders and contractors associated with Birmingham 2022 to observe the terms of this commitment to create 'The Games for Everyone'.

## 3. What is Accessibility and Inclusion?

In a Games context, accessibility and inclusion is about delivering accessible venues and facilities with associated barrier free environments, supported by inclusive processes and services.

The Games will endeavour to meet the requirements of spectators, athletes, Games Family, team officials, press and broadcasters, whatever their disability.

Accessibility and inclusion are not about treating everyone the same - it's about being able to meet peoples individual requirements in the most appropriate way possible. To achieve this, additional and/or dedicated service provision is usually required to provide a quality and positive Games experience.

## 4. Strategic Approach

The Birmingham 2022 Organising Committee is committed to delivering a highly accessible, inclusive and successful Commonwealth Games.

Our strategy focuses on ensuring a safe, independent and dignified experience for all athletes, spectators, media and those involved with the Games.

Birmingham 2022's strategic approach to accessibility is;

- 1. Setting Standards** – Defining standards and setting levels for accessibility across the Games using 'The BIG Standard'.
- 2. Create an 'Accessibility Advisory Forum'** – To set up an 'Accessibility Advisory Forum'.

- 3. Improved Games Accessible Information** – Improve accessible information wherever possible across the Games.
- 4. Commit towards reducing the Disability Employment Gap** – A commitment from the Games to help reduce the disability employment gap.
- 5. Gain Certification** – Achieve recognised certification which shapes and promotes accessibility and inclusion across the Games.

## 4.1. Setting Standards

Birmingham 2022 will work to deliver the best access and inclusion standards possible. To do this ‘The Birmingham 2022 Inclusive Games Standard’ **The BIG Standard** will be developed.

The BIG Standard will be an ever evolving, A-Z of access and inclusion standards which can be applied across the Games.

Using current legislation, regulations and best practise as a base, we want to add something extra, which can be used by future Games, across the region and beyond as a blueprint for accessibility and inclusion.

The standards will be developed closely with each functional area before becoming part of The BIG Standard. We will also use feedback and input from our Accessibility Advisory Forum, current and former athletes and accessibility specialists.

Standards will be defined confirming design requirements, considerations and solutions for Games specific issues for areas such as;



The BIG Standard will work to be a catalyst for change, providing practical and clear guidance, demonstrating how Birmingham 2022 will deliver consistency and endeavour to better accessible standards.

The standards will be derived using the following three fundamental principles of accessibility and inclusion;

- **Equity** – Ensuring all people, regardless of their disability, receive the same level of service and a great Games experience.
- **Dignity** - Making sure the way in which a facility is operated, or service is provided maintains the status and respect of the person using it.
- **Functionality** – It is essential to ensure the design or delivery of a venue or service really, practically works.

Post Games, The BIG Standard will be gifted so that it can be shared in legacy.

## 4.2. Create an ‘Accessibility Advisory Forum’

The Accessibility Advisory Forum will consist of disability specialists, charities, venues and organisations.

The forums aim will be to ensure that all venues, services, processes and facilities are designed, operated and delivered to follow the three fundamental principles of Equity, Dignity and Functionality. By following these principles, the forum will ensure that an accessible and positive Games experience is available to all.

The Accessibility Advisory Forum will be coordinated by the Birmingham 2022 Accessibility Manager and run by an independent chair who has been elected following a vote by forum members.

Using the forum various topics such as services, processes and operations can be reviewed and discussed to ensure an appropriate standards and levels of accessibility are being delivered by the Organising Committee.

Topics to be reviewed and discussed with the forum will be such as;



Post Games, the endeavour is for the Accessibility Advisory Forum to continue meeting to share best practise and expertise. In order to do this, it will need to be gifted, to who and the processes behind this are yet to be decided but the forum will be consulted to find the best process of doing this.

### **4.3. Improved Games Accessible Information**

A wide range of Games information will be made available in the build up to Birmingham 2022. Ensuring this information is as accessible as possible is key to ensuring everyone can make an informed decision regarding their various options for the Games.

Not only does accessibility mean the format in which information is delivered, but also the content.

Depending on the information, improvements could appear in many different formats. Improvements to be reviewed will include;

#### **Additions to Existing Information**

The addition of accessible information in documents such as team guides. For example, by providing accessible information about the athletes village any issues can be resolved before a team's arrival.

#### **Creating Video Blogs**

Instead of digital maps with copy, we can be creative and produce video blogs to inform spectators about information such as transport routes to venues.

#### **Making Information Clear and Concise**

Ensuring all information is as user friendly as possible. Formatting and wording should be concise and clear.

#### **Apply Assistive Technology**

Using the right technology will make our processes more accessible. We are currently exploring options of how we can improve the experience of our website and ticketing systems to be more accessible and inclusive.

### **4.4. Commitment Towards Reducing the Disability Employment Gap**

Findings from the House of Commons 2019 'People with Disabilities in Employment' paper, state that people with disabilities have an employment rate that is 28.9% lower than people without disabilities.

In committing to reducing this gap, there are various initiatives which Birmingham 2022 can follow, these are such as;



## 4.5. Gain Certification

Various certifications are available to verify and promote accessibility and inclusion. Birmingham 2022 will be working to achieve accreditation which champion and promotes our dedication and commitment across the Games.

Certification which we are working to achieve include;

- **Disability Confident Employer**  
A government scheme which focuses on employers recruiting and retaining disabled employees.  
<https://www.gov.uk/government/collections/disability-confident-campaign>
- **Leaders in Diversity**  
A programme run by the National Centre for Diversity which gives organisations the tools and knowledge to build a culture of - Fairness, Respect, Equality, Diversity, Inclusion and engagement.  
<https://nationalcentrefordiversity.com/>
- **'Include Me' West Midlands**  
A regional approach run by West Midlands Combined Authority which follows 10 guiding principles for engaging disabled people.  
<https://www.wmca.org.uk/what-we-do/public-service-reform/include-me-west-midlands/>
- **Venue Certification**

Where appropriate Birmingham 2022 will be looking to work with our Games venues to provide them with certification which verifies their commitment to accessibility.

Whilst this is instrumental for improvements ahead of and for the Games, this will also help the venues continued commitments towards accessibility in legacy.

The exact certification(s) are yet to be decided as we look for the best, most suitable option(s).

## **5. Responsibilities**

Ensuring Birmingham 2022 is accessible and inclusive is the responsibility of everyone.

### **5.1. Accessibility Manager**

The Accessibility Manager is responsible for developing policies and processes whilst integrating and embedding accessibility across the Organising Committee and Games. Working with each functional area and workstream, the Accessibility Manager will review plans and processes with the aim to reduce risks, trouble shoot, and problem solve by creating solutions, confirming standards and providing recommendations.

### **5.2. Organising Committee Staff, Contractors and Volunteers**

Accessibility is everyone's responsibility and should be embedded into everything done by the Games as second nature.

Each functional area and workstream will already have regulations, legislations and best practice which they need to follow as part of standard process.

Support will be provided by the Accessibility Manager (Emma Clueit) along with additional training and workshops to assist with a better understanding and therefore implementation of accessibility.

Plans for additional training are in the process of being developed with charities and organisations with assistance and input from the Accessibility Advisory Forum.

## **6. Guiding Principles**

The Equality Act 2010 helps to enforce, protect and promote the rights of disabled people in the UK.

Further regulations and guidelines will apply to the delivery of Birmingham 2022, which will help to shape standards, policies and procedures as appropriate.

### **6.1. Related Documents, Policies and Legislation**

- Web Content Accessibility Guidelines (WCAG) WCAG 2.1 2008
- Access to and the use of Buildings, Building Regulations 2010 Part M
- Guide to Safety at Sports Ground (The Green Guide)
- The Inclusive and Accessible Stadia Report 2015

- BS 8300 2009 The Design of Buildings and the Approaches to meet the needs of Disabled People
- The Public Sector Equality Duty
- IPC Accessibility Guide 2015
- Accessible sports Facilities, Sport England (2010)
- United Nations (UN) Convention on the Rights of Persons with Disabilities (CRPD) 2018

## 7. Definitions

Accessibility terminology can often change by generation and differ by nationality which is important to remember in a Games context as we welcome 71 nations and territories to the city of Birmingham.

To instill confidence in and promote the use of accessible language across the Games Birmingham 2022, with input from our accessibility consultant and Accessibility Advisory Forum, will create an 'Accessibility Words and Language' guide.

The guide will suggest recommended accessibility terms and examples of how they can be used, explain the social model of disability which the Games will be following and host a glossary of access and inclusion terms.

Following a final round of approval and amendments the guide will be circulated to Organising Committee employees.

### 7.1. Models of Disability

Following recommendations and consultation with our Accessibility Advisory Forum the Birmingham 2022 Commonwealth Games will follow the social model of disability.

This model states that people are disabled by barriers in society, not by their disability or difference. Barriers can be physical, like a building not having accessible toilets, or can be caused by people's attitudes, such as assuming disabled people cannot do certain things. The model places responsibility on all of us to make the world inclusive, rather than put the burden on disabled people to adapt to fit processes and places designed in an exclusive way.

We can sometimes show our approach in the language we use. For example, "please contact us if you can't use the webform because of your disability" which suggests that it's the disabled person's fault they can't access the service. Saying "please contact us if our webform is not accessible for you" demonstrates a social model attitude.

In some instances, the Games will follow the medical model of disability. This will be for sports-based instances such as competition classifications.