

# SCHOOL GAMES

United by Birmingham 2022  
Key Messages Toolkit



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# Overview

## Why the Commonwealth Games are an important moment

The Commonwealth Year is Here! With it comes a clear ambition from Birmingham 2022 to bring communities together to drive positive change and improve health and wellbeing across the nation.

The School Games will be delivering this legacy directly to children and young people across England, with a specific focus on tackling inequality. This is because we are part of the United by Birmingham 2022 initiative. This association connects our work to all the initiatives and community projects across the country all working towards the same goal.

To successfully deliver this legacy, we have received additional funding from Sport England, to help supercharge existing work and create bespoke United by Birmingham 2022 inspired opportunities. The principles behind this investment are:

- 1. Reaching Those Who Need It Most:** Use the inspiration and profile of Birmingham 2022 to engage new and different children and young people in the School Games with a clear focus on tackling inequalities.
- 2. Positive Experiences:** Position positive experiences of sport and physical activity at the heart of any Birmingham 2022 inspired opportunities to ensure that it makes a meaningful difference to the children and young people that need it most.
- 3. Accelerate Local Collaboration:** Use insight and input from young people to act as a catalyst to reframe the School Games and to accelerate conversations with partners locally.

### The purpose of our key messaging toolkit

The purpose of this messaging toolkit is to give you the practical tools to effectively communicate all of the above; the legacy of the Commonwealth Games and how it is naturally connected to the work delivered by the School Games.

To make the most of this opportunity, it is crucial we are all able to communicate this clearly and impactfully to multiple audiences.

This Toolkit is here to help!

The exciting opportunity now is using this investment to deliver positive impact on those children and young people who need the most support.

# Key messaging parallels

The Commonwealth Games' core values of Humanity, Equality, and Destiny are heavily entwined in Birmingham 2022's ambitions to connect young people with the Commonwealth Games legacy to provide positive experiences of sport and improve wellbeing both mentally and physically for life.

We believe the School Games network already complement the goals of Birmingham 2022 thanks to the brilliant work you do in schools and with young people every day, meaning our messages align naturally.

Here's how they compare:

COMMONWEALTH GAMES KEY MESSAGES*	SCHOOL GAMES KEY MESSAGES
Embrace and champion the youth, diversity, humanity, and pride of the region and the Commonwealth Games	The School Games inspires young people to be physically active for life through positive experiences of daily activity and competition
Transform and strengthen local communities, working together to deliver new and improved homes, facilities and transport links	The School Games delivers physical activity via a local network supported nationally
Inspire, engage and connect communities and athletes to realise their full potential and live happier, healthier lives	The School Games creates opportunities and experiences that young people will enjoy
Drive sustainable growth and aspiration, creating opportunities through trade, investment, jobs and skills	The School Games supports the wider development of young people
Deliver an unforgettable, global Games in partnership, on time and on budget to showcase the best of Birmingham, the West Midlands and the Commonwealth	

\*<https://www.birmingham2022.com/about-us/our-purpose/>

# School Games x Commonwealth Games messaging tools

We've worked with the School Games network and representatives from Youth Sport Trust and Sport England to develop bespoke messaging which will help you communicate the connection between the School Games and Commonwealth Games to your audiences, both new and existing.

The messaging grid is the culmination of this work and provides a guide on how you can talk about your connection to the Commonwealth Games effectively.

Please also refer to the United by Birmingham 2022 brand rules to ensure that when you are communicating about your work you are keeping within the guidelines that have been set for us.

A couple of definitions before you view the key messaging grid:

**Umbrella Statement** = the overarching message present in all the sub-sections of messages.

**Key Messages** = most important pieces of information that we want to convey on a regular basis.

**Proof Points** = provide the evidence to back up the key messages. These are flexible - different proof points can be used for different audiences.

<p><b>Umbrella Statement</b></p>	<p><b>School Games is part of the United by Birmingham 2022 programme and will support the mission to improve the health and wellbeing of young people across the country, particularly those who need it most.</b></p>		
<p><b>Key Messages</b></p>	<p>The School Games network is targeting young people who are the least active and engaging them in positive sport experiences.</p>	<p>The School Games will unite the inspiration from the United by Birmingham 2022 association with the boost in investment to motivate more inactive young people than ever before.</p>	<p>The School Games network is working locally to tackle inequalities and ensure more disadvantaged young people reap the wider social and personal benefits of physical activity.</p>
<p><b>Proof Points</b></p>	<p><b>What</b></p> <p>United by Birmingham 2022 is a community of non-profit organisations working collectively to support the Commonwealth Games legacy through shared goals.</p> <p>The ongoing School Games work in schools across the country complements the national goals of United by Birmingham 2022 to inspire communities to live happier and healthier lives, as well as the Commonwealth Games values of humanity, equality, and destiny.</p> <p>The provision of positive sport experiences means that the physical activity programmes will be tailored to young people’s development needs.</p> <p>United by Birmingham 2022 raises the profile of the School Games and its value to schools by evoking pride in its legacy.</p>	<p><b>How</b></p> <p>The School Games has an additional £2 million funding from Sport England to ensure more young people, particularly those facing inequalities, feel the positive impact of a ‘home’ Commonwealth Games.</p> <p>Each School Games Organiser and Active Partner representative has £3,000 and £11,500 respectively to enable them to collaborate and create United by Birmingham 2022 inspired opportunities.</p> <p>The School Games network will have national resources and initiatives to complement the current local programmes taking place across the country. These include:</p> <ol style="list-style-type: none"> <li>1. Educational resources from the Birmingham 2022 Organising Committee to inspire your school opportunities.</li> <li>2. The new Green Value to engage young people and promote sustainability</li> <li>3. A National Virtual Competition to enhance the use of digital spaces to engage new young people</li> </ol>	<p><b>Why</b></p> <p>The pandemic has had a negative impact on activity, with the Sport England <a href="#">20/21 Active Lives Children and Young People report</a> finding there were 94,000 fewer active children and young people compared to the year before the pandemic. Those young people from less affluent families remain the least active, and this gap has widened since the start of the pandemic.</p> <p>Focusing effort, time, and resources on young people who have little or no access to physical activity will not only improve their health but enable them to develop key social skills, mental wellbeing, and life skills such as leadership and resilience.</p> <p>Instilling the School Games’ values of passion, self-belief, respect, honesty, determination, and teamwork including the new green value supports young people’s development. The values are especially crucial for those who do not have access to activity or have had a negative experience.</p>



## How to use the messaging grid

From your work within the network, you know that those you work with have different priorities and focuses, which means you will need to adapt the messaging depending on who you are speaking to.

The key messages and proof points are not designed to be used in their entirety, as some of the points will be more relevant than others depending on your audience and will need adapting at your own discretion.

For example – schools may pay more attention to the reasoning behind the new United by Birmingham 2022 inspired activity, while parents may be more interested in what positive benefits it will have on their child.

Five step process for using the messaging day-to-day:

# 1.

### **Familiarise.**

Take the time to digest the messages and the supporting proof points and think of practical examples from your own work.

# 2.

### **Audience.**

Think about your audience and what matters to them.

# 3.

### **Relevance.**

Choose the key messages and proof points from the messaging grid that match the audience's priorities.

# 4.

### **Authenticity.**

The messages are not designed to be delivered verbatim, adapt to your style and experiences.

# 5.

### **Deliver and adapt.**

Listen to the response and then supplement with further proof points or messages if required.

## The key messages in action

To illustrate how the key messages can be used, we have provided several different situations you may be in, including scenarios with PE coordinators, parents, and head teachers.

For each scenario, we have demonstrated how you can use the key messages and proof points effectively.

### Approaching schools

#### Scenario setting:

Conversation with a PE coordinator about setting up United by Birmingham 2022 inspired activity.

#### Key message:

The School Games will unite the inspiration from the United by Birmingham 2022 association with the boost in investment to motivate more inactive young people than ever before.

#### Explanation:

Emphasising how the School Games can support teachers provide their students with positive experiences of competition is the key.

It also allows you to take advantage of the national sporting moment.

#### Relevant proof points:

**What:** United by Birmingham 2022 is a community of non-profit organisations working collectively to support the Commonwealth Games legacy through shared goals.

**How:** Each School Games Organiser and Active Partner representative has £3,000 and £11,500 respectively to enable them to create Birmingham 2022 inspired opportunities locally to their existing offer.

**Why:** Focusing effort, time, and resources on young people who have little access to physical activity will not only improve their health but enable them to develop key social skills, mental wellbeing, and life skills such as leadership and resilience.

#### In action:

“The School Games has additional funding to support United by Birmingham 2022 opportunities in schools to make a meaningful difference to young people who need it the most.

We are looking to inspire inactive young people to try physical activities. We know that young people who currently do not take part will benefit the most both physically and personally.

Physical activity such as this can instill the School Games’ values of passion, self-belief, respect, honesty, determination, and teamwork to support young people’s development and benefit the whole school. This is especially crucial for those who do not have regular access to physical activity.”



## Approaching schools

### Scenario setting:

Responding to a headteacher regarding a reduced School Games offer in their school.

#### Key message:

School Games network is working locally to tackle inequalities across the country and ensure more disadvantaged young people reap the wider social and personal benefits of sport and physical activity.

#### Explanation:

Highlighting that the School Games has been granted additional funding to target young people facing inequalities is the crucial point to get across when explaining why more affluent schools may have seen a decrease in activity. It also gives you the chance to engage with the school around some of their targeted young people and how you can support the school to meet their outcomes for these identified cohorts.

#### Relevant proof points:

**What:** The provision of positive sport experiences means that the physical activity programmes will be tailored to young people's development needs.

**How:** The School Games has an additional £2 million funding from Sport England to ensure more young people, particularly those facing inequalities, feel the positive impact of a 'home' Commonwealth Games.

**Why:** The pandemic has had a negative impact on activity, with the Sport England 20/21 Active Lives Children and Young People report finding there were 94,000 fewer active children and young people compared to the year before the pandemic. Those young people from less affluent families remain the least active, and this gap has widened since the start of the pandemic.

#### In action:

**Head Teacher:** "If the School Games has received additional funding ahead of Birmingham 2022, why has my school's termly support dropped?"

**Response:** "Funding provided to support the Commonwealth Games legacy has been granted with the specific goal to ensure young people facing inequalities feel the positive impact of a 'home' Commonwealth Games. This means that during the build up to Birmingham 2022 resources of the School Games are being focused on young people who have little access to physical activity in order to support their health and mental wellbeing, and enable to develop key social skills and life skills.

Any decrease in activity in your school is due to a more targeted approach being used for disadvantaged areas where a greater need of support is required. Let's chat around some of your wider whole school priorities and which young people are missing out in your school. For example who are your pupil premium students?"

## Speaking to parents

### Scenario setting:

Engaging with a parent on social media.

#### Key message:

The School Games will unite the inspiration from the United by Birmingham 2022 association with the boost in investment to motivate more inactive young people than ever before.

#### Relevant proof points:

**What:** The ongoing School Games work in schools across the country complements the national goals of United by Birmingham 2022 to inspire communities to live happier and healthier lives, as well as the Commonwealth Games values of humanity, equality, and destiny.

**How:** The School Games network will have national resources and initiatives to complement the current local programmes taking place across the country.

**Why:** Instilling the School Games' values of passion, self-belief, respect, honesty, determination, and teamwork supports young people's development. The values are especially crucial for those who do not have access to activity.

#### Explanation:

The School Games connects the international legacy of the Commonwealth Games in local schools to improve health and wellbeing through the natural shared goals.

#### In action:

Social comment from parent:

"The Commonwealth Games are great, but what does it have to do with my child's school in the North East?"

Reply:

United by Birmingham 2022 has been created to deliver the Commonwealth Games legacy of improving the health and wellbeing of young people nationwide. The School Games are really proud to have a role in this. We'll be working in your school and schools across the county and England-wide to use the inspiration of the Commonwealth Games to give more young people positive experiences of School sport and physical activity.

We'll be providing additional United by Birmingham 2022 inspired activities in schools to support and achieve this goal.

You can read more at [\[insert link\]](#)  
#UnitedbyBirmingham2022

## Speaking to parents

### Scenario setting:

Sending a newsletter to parents following a United by Birmingham 2022 inspired event.

#### Key message:

The School Games network is targeting young people who are the least active and engaging them in positive sport experiences.

#### Explanation:

It is important to make sure parents understand why the event took place and what it hoped to achieve.

#### Relevant proof points:

**What:** The provision of positive sport experiences means that the physical activity programmes will be tailored to young peoples' development needs.

**How:** The School Games network will have national resources and initiatives to complement the current local programmes taking place across the country. These include:

1. Educational resources from the Birmingham 2022 Organising Committee to inspire your school opportunities.
2. The new Green Value to engage young people and promote sustainability
3. A National Virtual Competition to enhance the use of digital spaces to engage new young people

**Why:** Instilling the School Games' values of passion, self-belief, respect, honesty, determination, and teamwork supports young people's development. The values are especially crucial for those who do not have access to activity.

#### In action:

The School Games has been endorsed by United by Birmingham 2022 to make a positive change in young people's lives through the involvement in sport and physical activity. To that end the School Games locally has received some additional investment linked to the B2022 legacy.

The event held is an extension of the School Games ongoing work in your child's school, but we were able to bring bespoke United by Birmingham programmes to inspire more young people to get active.

To find out more about how the School Games' work through United by Birmingham 2022 will have a positive impact on your children, follow the link to learn more [\[insert link\]](#)"

## Engaging the local community

### Scenario setting:

Introducing United by Birmingham 2022 activity to local media, via a press release quote.

#### Key message:

The School Games will unite the inspiration from the United by Birmingham 2022 association with the boost in investment to motivate more inactive young people than ever before.

#### Explanation:

Evoking pride of a 'home' Commonwealth Games to the local community is important, and to show how this international competition brings opportunity to them locally, via the School Games.

#### Relevant proof points:

**What:** United by Birmingham 2022 is a community of non-profit organisations working collectively to support the Commonwealth Games legacy through shared goals.

**How:** The School Games has an additional £2 million funding from Sport England to ensure more young people, particularly those facing inequalities, feel the positive impact of a 'home' Commonwealth Games.

**Why:** The pandemic has had a negative impact on activity, with the Sport England 20/21 ALCYP report finding there were 94,000 fewer active children and young people compared to the year before the pandemic. Those young people from less affluent families remain the least active, and this gap has widened since the start of the pandemic.

#### In action:

**[NAME]** from the School Games, said: "It's amazing that the School Games will be able to further its existing offer to local schools thanks to the boost behind United by Birmingham 2022 inspired activities.

Young people, especially those facing inequalities, need the support of physical activity more than ever after months in lockdown. We can't wait to increase our offering as part of the School Games in **[enter local area]** and give children and young people the opportunity to participate in physical activity again to develop their skills and improve health and wellbeing".



## Engaging the local community

### Scenario setting:

Active Partnership liaising with local community club on the benefits of additional United by Birmingham 2022 inspired activity in their programme.

### Key message:

School Games network is working locally to tackle inequalities across the country and ensure more disadvantaged young people reap the wider social and personal benefits of physical activity.

### Explanation:

To show how School Games is going to be even more effective in tackling local inequalities as a result of United by Birmingham 2022 role.

### Relevant proof points:

**What:** United by Birmingham 2022 raises the profile of the School Games and its value to schools by evoking pride in its legacy.

**How:** Each School Games Organiser and Active Partner representative has £3,000 and £11,500 respectively to enable them to create United by Birmingham 2022 inspired opportunities.

**Why:** The pandemic has had a negative impact on activity, with the Sport England 20/21 Active Lives Children and Young People report finding there were 94,000 fewer active children and young people compared to the year before the pandemic. Those young people from less affluent families remain the least active, and this gap has widened since the start of the pandemic.

### In action:

**Local Club:** "What does the Commonwealth Games have to do with our local club?"

**Active Partnership:** "As a result of United by Birmingham 2022 we are able to put even more time and effort in tackling inequalities in **[insert town]**."

The School Games, endorsed by United by Birmingham 2022, has the means to support these activities in a bid to help more young people, especially those facing inequalities, access sport, feel benefit of a 'home' Commonwealth Games, and ultimately instill values and skills into them which will inspire positive behaviours for life."

We feel this really shows the benefits that School Games brings to **[insert town]**.

We want to help you grow your club and to be able to engage this new cohort of participants that have been inspired by Birmingham 2022 and the experiences that they have had through their local School Games offer.

# Additional initiatives and resources

As you know, the primary focus of United by Birmingham 2022 is to tackle inequality among young people by inspiring, engaging and connecting communities and athletes.

To support you in this role the School Games has developed a number of celebration moments and new initiatives within the network which can be used as an opportunity to use some of the messaging outlined within this document.

## New Initiatives

1. The launch of a **new School Games value** that focuses around improving green credentials. Timings are being finalised but at the time of writing it will involve a new module for young leaders and act as a hook to engage a new cohort of leaders and a CPD module for School Games Organisers and Active Partnerships on how to improve green credentials within your local and county offer.
2. There is also a **National Virtual Competition**, where School Games will share some easy to adopt digital ideas to be used across the nation. This will focus on the three CWGs values of humanity, destiny and equality.
3. New **CPD module** around positive experiences of competition, which will result in an appointed positive experience Changemaker in each county.

All these national moments will give you the chance to speak again to your local area about the School Games and United by Birmingham 2022 with the correct language to show that we are delivering at a local level but as part of a national movement. This is in addition to your locally planned events which you will be sharing.

## Resources

If you are looking for further inspiration on how other organisations and groups are activating or communicating around the Commonwealth Games, then there are a number of existing resources available to access.

### Introducing the association to schools

Given its locality, our Birmingham-based School Games Organisers and Active Partnership, Sport Birmingham, were given early access to the United by Birmingham 2022 identity and have already launched a number of resources and activity to their local schools and communities.

They advise to speak directly to your schools to emphasise the purpose of United by Birmingham 2022 inspired events and activity and to ensure there is complete clarity on the School Games role within the Commonwealth Games legacy.

### Education resources launch

On the 19th of January the Birmingham 2022 Organising Committee released a new bank of online learning resources as part of their learning programme. These will be made available in February and can be used to inform your own plans and activity.

It is also good to refer to some of the terminology they use within these resources when describing the education opportunities United by Birmingham 2022 offers.

### Queen's Baton Relay

In November 2021, the Organising Committee launched free online resources for reception, KS1 and KS2, all around the Queen's Baton Relay.

The packs aim to bring the celebrations of the important tradition into schools. All can be downloaded here: <https://www.birmingham2022.com/news/blog/birmingham-2022-launches-free-digital-queens-baton-relay-educational-resources-for-primary-schools/>

# SCHOOL GAMES

## Getting in touch

If you require further guidance on how best to communicate the connection between School Games and the Birmingham 2022 legacy, then please do not hesitate to get in touch with your Development Coach and or the following:

Youth Sport Trust – please use your regional inbox  
[englandnorth@youthsporttrust.org](mailto:englandnorth@youthsporttrust.org),  
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