

THE INCLUSIVE COMMUNITIES FUND

A LEGACY OF THE COMMONWEALTH GAMES

COMMUNICATIONS TOOLKIT

V6 - 3 NOVEMBER 2023



DATE PUBLISHED:
OCTOBER 2023

This is a living document and may change from time to time. For the most recent version please go to heartofenglandcf.co.uk.

If you have any questions or need assets that aren't available online, contact our Communications Team at Marketing@heartofenglandcf.co.uk

CONTENTS

- 2** Background Information
- 4** About the Fund
- 6** Which organisations are involved in delivering the Fund
- 8** Key Messages about the Fund
- 10** Communicating about the Fund - Processes and Branding
- 12** Contacting our team

BACKGROUND INFORMATION

The 2022 Commonwealth Games took place between July 28th-August 8th, 2022 and was the biggest event in the history of the West Midlands and the largest major event in the United Kingdom since the London 2012 Olympic and Paralympic Games.

Alongside the sport, the Birmingham 2022 Festival between March-September 2022 attracted a record audience for a Commonwealth Games cultural programme of nearly 2.5 Million people.

The Games resulted in a budget underspend which facilitated the creation of a £70 million Commonwealth Games Legacy Enhancement Fund via the Department for Culture, Media and Sport. The West Midlands Combined Authority (WMCA) are overseeing delivery against this investment to enable a significant programme of Legacy projects to take place until March 2025.

This Communications Toolkit details The Inclusive Communities Fund, which is £9million of funding that will give opportunities to organisations and communities across the region.

ABOUT THE FUND

The Inclusive Communities Fund is set to ignite communities across the West Midlands to imagine, propose, and bring to life solutions that directly address the challenges in their neighbourhoods and local areas. This Fund is inspired by the momentum generated by the Birmingham 2022 Commonwealth Games, which provided support to community-based organisations across the West Midlands, enabling access to exciting opportunities and fresh funding streams.

The Fund aims to strengthen the achievements, prompted by the Games, offering community organisations access to new funding to make a difference for the people they work with. The Fund will serve as a catalyst to address inequalities, forging deeper connections between individuals and organisations to continue the legacy of the Games.

This Fund shares the four original core mission principles of the Commonwealth Games:

- Bringing people together
- Improving health and wellbeing
- Helping the region to grow
- Putting the region on the map

Grants will be available for works, activities and services that will contribute to the four core missions, and which fall within one or more of the following three themes:

- Physical activity and sport
- Mental health and well-being
- Arts, culture and creativity

**WHICH
ORGANISATIONS
ARE INVOLVED IN
DELIVERING THE
FUND**

The Inclusive Communities Fund has been made available by the **UK Government through the Department for Culture, Media and Sport (DCMS)**.

The **West Midlands Combined Authority (WMCA)** are overseeing delivery of this investment to enable a significant programme of Legacy projects to take place until March 2025.

Heart of England Community Foundation are the administrators of the funding across the West Midlands. The Community Foundation are the leading, independent grant-making body in the West Midlands and Warwickshire. Since 1995 they have awarded over £35million to over 7,000 good causes, supporting communities towards happier and healthier lives.

United By 2022 are the Games Official Legacy Charity. Created to push the Games legacy further, they support people and places in the West Midlands that have been traditionally overlooked and underserved. United By 2022 are partnering the Community Foundation to deliver community engagement activities and to support organisations to successfully apply to the Community Grants Fund.

KEY MESSAGES ABOUT THE FUND

Empowering Communities for Positive Change:

The Inclusive Communities Fund will support local communities to propose and implement solutions to real issues in their areas, allowing local people to drive positive change.

Creating a lasting legacy for the West Midlands

The Fund is a direct result of the budget surplus from the 2022 Commonwealth Games, supporting the lasting positive impact of this major event. We will award £9million to good causes across the West Midlands by March 2025 to support this legacy.

We will seek to address inequalities across the region

The fund aims to address disparities, inequalities and improve inclusion particularly in our worst affected areas, promoting inclusivity and equality.

Where will we fund?

The fund will be available to communities in the following Local Authority boundaries: • Birmingham • Cannock Chase • Coventry • Dudley • Redditch • Shropshire • Tamworth • Telford and Wrekin • Sandwell • Solihull • Walsall • Warwickshire • Wolverhampton

Grant Thresholds and Application Periods:

- All grant thresholds open on 6th November 2023.
- Small Works and Refurbishment Grants close on 4-January 2024 (up to £100,000).
- Small Grants (up to £15,000) and Medium Grants (£15,000 to £75,000) will have varying closing dates in throughout 2023 - 2024.

Large Grants (£75,000 to £300,000) will close on 4-January 2024.

Focus areas for the Fund

This Fund shares the four original core mission principles of the Commonwealth Games:

- Bringing people together
- Improving health and wellbeing
- Helping the region to grow
- Putting the region on the map

Grants will be available for works, activities and services that will contribute to the four core missions, and which fall within one or more of the following three themes:

- Physical activity and sport
- Mental health and well-being
- Arts, culture and creativity

Working in Partnership: Heart of England Community Foundation & United By 2022

The fund is being administered by the Heart of England Community Foundation with support from United By 2022. The Community Foundation has nearly three decades of experience, ensures efficient and credible grant management. United By 2022 are the official Games legacy charity.

COMMUNICATING ABOUT THE FUND - PROCESSES & BRANDING

If you are planning any communications activity related to The Inclusive Communities Fund please let us know so that we can help amplify your messaging.

Please send any press releases to us at least 3 working days before they are issued. This is just so we have sight of anything going out to press. We will only come back to you if there are any issues to flag. Please email: marketing@heartofenglandcf.co.uk

Please use the below structure for your case studies so that they are aligned. Please keep text to a minimum and illustrate with images and infographics where possible:

- a. What is the background of your organisation / scheme?
- b. Why did you apply for a grant from The Inclusive Communities Fund?
- c. What impact will / has the funding made to your organisation / scheme, and how will it help the West Midlands maximise the impact of the Commonwealth Games legacy?

BRANDING & LOGOS

Please ensure that The Inclusive Communities Fund Logo lockup which includes the logos for HM Government, West Midlands Combined Authority, Heart of England Community Foundation and United By 2022 on any communications regarding The Inclusive Communities Fund in the same order they are written here.

[You can download our logo here](#)

Please contact us at marketing@heartofenglandcf.co.uk for further directions if required

CONTACTING OUR TEAMS

For general enquiries about The Inclusive Communities Fund you can contact our team via email at:
Commonwealth@heartofenglandcf.co.uk

For community engagement and pre application enquiries, please contact our team at:
Communitygrants@Unitedby2022.com

For media enquiries about The Inclusive Communities Fund these should be sent to
Marketing@heartofenglandcf.co.uk

THE INCLUSIVE COMMUNITIES FUND

A LEGACY OF THE COMMONWEALTH GAMES

THE INCLUSIVE
COMMUNITIES FUND



Funded by
UK Government

Commonwealth Games
Legacy Fund



West Midlands
Combined Authority

heart of england
COMMUNITY FOUNDATION



UNITED BY 2022
LEGACY CHARITY