

GET YOUR BUSINESS READY FOR THE GAMES

**GET SET
FOR THE
GAMES**
28 JULY - 8 AUG

Working together:



Transport for
West Midlands



BACKGROUND



The Games will shine a spotlight on Birmingham and the West Midlands, meaning over a million people from across the globe will be travelling to the region to enjoy not only the sporting events, but everything else it has to offer.

In the run up to and during the Games there'll be some changes to parking and how the roads operate around competition venues, the road race events and some transport hubs. These changes will protect local access and parking, allow for the smooth operation of the Games and help you move around the area easier.

We want all residents and businesses to be able to enjoy the Games events and festival sites, whilst also being able to go about their day-to-day activities and continue to operate as needed.

To achieve this, we are arming you with the relevant information to be able to make informed operational and travel choices.

HOW TO USE THIS TOOLKIT



This toolkit contains assets that you can use to communicate with your staff and customers across your channels.

If you require any additional formats or sizes please contact gamestransport@tfwm.org.uk



TRAVEL TIPS

The team are here to help and support you but, it's likely that you will need to have discussions with staff / visitors / patients / deliveries / servicing partners etc and provide them with information in relation to the Games and the potential impacts they will experience and the options they have to change the way they travel during the games period.

Find bespoke travel advice and tips for the below locations:

- Black Country
- Birmingham City Centre
- Cannock Chase
- Coventry
- Perry Barr
- Sandwell
- Solihull
- South Birmingham
- Sutton Coldfield
- Warwick & Royal Leamington Spa

[DOWNLOAD HERE](#)

SANDWELL TOP TRAVEL TIPS

ROADS AND PUBLIC TRANSPORT
WILL BE BUSY ACROSS THE
REGION. BE PREPARED AND
PLAN AHEAD.

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HERE ARE OUR TOP TIPS TO KEEP YOUR BUSINESS MOVING BEFORE, DURING AND AFTER THE GAMES:



Look to use public transport where possible but be mindful that services to/from The Hawthorns and Smethwick Galton Bridge Stations are expected to be busier than usual. Could the journey be completed via Bus, Walking or Cycling?



Manor Road and Londonderry Road will experience traffic management, the A41 Birmingham Road between West Bromwich and The Hawthorns will be much busier than usual due to spectator shuttle bus movements. Reroute your journey to avoid these areas if you can.



The road network and public transport will be busiest before and after sessions on weekdays. Look to travel outside of these times.

Road: Weekdays 11am-2pm

Rail (The Hawthorns & Smethwick Galton Bridge): 1-2pm and 9-11pm towards the city centre

SCAN HERE



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OTHER ASSETS

- Generic poster (A4 & A3)
- Social media graphics
- Email signature
- Screensaver

[DOWNLOAD HERE](#)

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USEFUL LINKS

[Local Road and Parking Restrictions](#)

[Support for Businesses](#)

[Journey Planner](#)

[Advertising and Trading Restrictions](#)

[Business briefing events](#)

[Games Opportunities](#)



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WORKING TOGETHER TO GET THE REGION READY



Behind the scenes there is a partnership of organisations working together to ensure the city and region can continue to function and thrive in the lead up to, and during, the Birmingham 2022 Commonwealth Games.

The Birmingham 2022 Organising Committee

Birmingham 2022 (also known as the 'Organising Committee') was set up to plan and deliver the Birmingham 2022 Commonwealth Games. Its responsibilities include preparing the venues for the Games, delivering the sporting programme, ticketing, volunteering, and promoting the Games. Birmingham 2022 is also responsible for organising the Opening and Closing Ceremonies, the Birmingham 2022 Festival, and the Queen's Baton Relay. Birmingham 2022 is a non-departmental public body, sponsored by the Department for Digital, Culture, Media & Sport (DCMS).

Transport for West Midlands

Transport for West Midlands (TfWM) is striving to deliver a world-class transport system that is reliable, affordable and accessible to all. It puts people at the heart of decisions and giving everyone in the West Midlands access to opportunities, no matter where they live. For the Games, TfWM is working to ensure the region is kept moving and that every athlete and spectator arrives at their event safely and in plenty of time.

Your Local Authority

The council's role is to prepare the region to host the Games and deliver tangible benefits for its residents for generations to come.

West Midlands Police

Working with Games partners, regional police forces and emergency services, West Midlands Police (WMP) is responsible for delivering a safe and secure Birmingham 2022.

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