

## STRATEGIC DEVELOPMENTS

**There have been significant developments in all of our major work areas** - In the economic arena, [Digital Districts](#)

is our most intensive area taking up over a quarter of our time as we prepare funding bids, make links with others on a regional and national basis and put together the business plan for Eastside/Digbeth. On sustainability, a key event was the signing of the [Eurocities](#) green digital charter in Stockholm. Birmingham will be working with sister cities across Europe to reduce the carbon footprint of ICT and use technology to improve energy efficiency. The [Total Place](#), Total Community initiative is looking at how services can be delivered better and cheaper in a fully connected place. [IBM](#) have already assisted us with looking at using data in a smarter city; [Cisco](#) will be helping us look at connected communities.

## PROJECT UPDATE

### **Computers for Pupils (CfP)**

The [CfP programme](#) has now completed the rollout of a total of 18,858 portable computing devices to secondary schools across Birmingham, nearly twice the Government target. [Birmingham e-Learning Foundation](#) is continuing to work with schools and parents to provide additional equipment over and above that envisaged by the original scheme. In the New Year Digital Birmingham will be working with schools to support and encourage parents to apply for [Home Access Grants](#).

***Talk About Local, Innovation in Empowerment***

The 4iP project, [Talk About Local](#) has teamed up with Birmingham City Council and will be developing a bespoke Talk About Local programme to target key communities in Birmingham. The aim is to empower those people on the ground with the skills to create their own sustainable voices communicating through the online media channels.

### **Online School Admissions - idTV development**

Digital Birmingham have been commissioned by DCSF's Gateway to Educational Services to run a parallel online school admissions service through Birmingham's interactive [digital TV channel](#) service, as a proof of concept project. This development will be a national first and aims to improve take-up and access for Birmingham citizens.

## ACTIVITY UPDATE

### **Hello Digital business conference 2009**

[Hello Digital business conference 2009](#) for SMEs built on the success of 2008 with a wealth of high profile speakers from the region and beyond and had over 350 delegates, 1600 #HD09 tweets and live international panels. The Creative Industries minister Sion Simon MP confirmed his belief that the region is the home of leading edge digital media innovation and enterprise. The scene is set for Hello Digital 2010 to go global across a number of innovative, inclusive and creative programmes.

### **Digital Business campaign**

Digital Birmingham launched its [Digital Cafe campaign](#) in September that is helping a Birmingham cafe, Cafelicious embark on a digital adventure to look at how businesses can make the most of social websites such as Twitter and

Facebook. The Digital Cafe's progress can be viewed via [Twitter](#) and on their [blog](#). The café is also featured in monthly columns in the Birmingham Post.

### **Web 2.0 for business**

Funded through Digital Birmingham from the Working Neighbourhood Fund, Birmingham City University will act as a digital champion to 16 businesses over the next 18 months to develop web 2.0 strategies to grow and support their business.

**The awards keep coming:** Our website, [www.digitalbirmingham.co.uk](http://www.digitalbirmingham.co.uk), (developed by IE Design) has won Silver in the international W3 Awards. The [Welcome to Birmingham](#) website has been Highly Commended within the Good Practice in Equality and Diversity category of the [RegenWMM awards](#).

### **Healthy Way to Learn IT event - 10th November**

Over 40 people attended the dissemination workshop showcasing the DC10 project "[A Healthy Way to Learn IT](#)". The project was delivered jointly by [Digital Birmingham](#), [Aston Pride](#) & community partners Saathi House and comprised a software programme that has not only helped develop the community's IT and language skills but has enabled them to understand more about the importance of a healthy diet and regular GP checks.

## FUTURE ACTIVITY – diary dates

'Modelling the Built Environment' workshop led by [Daden](#) (16 December); Planning for 2010 events, identifying sponsorship opportunities, and tendering for event management support.