

## STRATEGIC DEVELOPMENTS

### **Back to the City**

Digital Birmingham returned to the City at the beginning of April from their secondment to Service Birmingham. This will better position Digital Birmingham to take advantage of the wider partnerships developing in the City and to drive forward its cross city and European agendas.

### **Home Access**

Building on the success of CfP (Computers for Pupils) where over 18,000 computers have been distributed to pupils' homes, we are now preparing for the next round of funding around Home Access to run through until 2011. Piloted in Suffolk and Oldham the aim is to have a joined up approach for Birmingham targeting initially parents who qualify for free school meals. Due to our leading role in home access, Becta are consulting us over the new national scheme.

### **ACTIVITY UPDATE**

#### **Broadband services for tenants**

We are working with the council housing department to take advantage of the digital switchover works to include a broadband infrastructure within Windsor House Tower block. This will provide free connectivity for tenants using integrated Reception System Technology (IRS) and will enable tenants in social housing to access online digital services and broadband connectivity.

#### **Next Generation Access**

A successful Next Generation Broadband Roadshow was

delivered in Birmingham in April at which we presented on the topic 'Growing creative industries and addressing the digital divide.' We are procuring consultancy for the city in this area.

### **Open City**

Birmingham's 'Open City' project developed by Digital Birmingham has received funding from the DCLG as part of the 'Timely Information' pilot. Focusing on developing an online community that will allow people to influence the planning and delivery of services, the Open City plan is an interactive 'web 2.0' approach to generating discussion and debate using tools such as blogs and social media to enable residents to connect directly.

### **PROJECT UPDATE**

#### **Intelligent Transport**

The Consortium of Birmingham City Council, Coventry University Enterprises, Shoothill and Microsoft successfully delivered the proof of concept project that combines a range of data including traffic congestion, car parking availability and bus scheduling to provide real time location specific tracking information through one platform. A grant submission is being prepared to fund the creation of a live demonstrator along the A38 corridor.

### **FUTURE ACTIVITY**

#### **2010 Final Event**

A workshop to scope content and speakers for 2010 events in October has been arranged for 19 June and board members and partners are to be invited.

### **Digital Britain**

We will be welcoming Minister, Lord Carter to Birmingham on 17 June at the ICC for the first regional launch and round table debate of the 'Digital Britain' final report which will follow straight on the heels of its publication. We are working in partnership with Berr to finalise programme for this invited audience event. This will be followed in early July by an Ofcom led workshop on broadcast spectrum providing a real opportunity to consider how Birmingham might have its own (or regional) TV channel.

### **Digital Business**

An idea for a **Digital Business** campaign is currently being explored that will identify a local café and show how social media tools (such as blogging) can be used to build better customer relationships and make a direct impact to a company's bottom line.

### **PARTNERS**

Jane Nugent, board member for BPM Media and Chair of our Marketing Panel, left the company at the end of last month. Her valued and active contribution will be sadly missed and we wish her well.

We welcome new partners to the board:

Atkins Highways and Transportation – Arpinder Bansi  
 BACOP – Barry Clewer  
 BCC (Planning & Regeneration) – Philip Singleton  
 Deloitte – Richard Haynes  
 Family Housing – Tim Sewell  
 Solihull Care Trust – Neil Serougi  
 University Hospital of Birmingham – David Taylor

[www.digitalbirmingham.co.uk](http://www.digitalbirmingham.co.uk)