

Digital Birmingham Executive Board Meeting, 05th December 2007

Action Notes

Present	Apologies
<ul style="list-style-type: none"> - Councillor Paul Tilsley, BCC - Chair - Adrian Middleton, AWM - Chris Price, Digital Development & Communities - Dave Thomas, NTL/Telewest - Chris Lane, Centro - Derek Lote, Business Link - Frank Mills, BT - Ian Binks, BT - Jane Nugent, Trinity Group - Keith Budden, BSP- Head of Sustainability - Peter Wall, W.G. Eaton - Martin Abbott, CISCO - Steve Ellis, Aston University - Tim Manson, Marketing Birmingham - Brendan O’Brion, BANF - Becky Watson, BCC Policy Advisor - Chris Leggett, Service Birmingham - Clive Hill, Matthew Boulton College - Bob Evans, Digital Birmingham - 	<ul style="list-style-type: none"> - Andrew Donald, BEN PCT - Judith Mackay, Projects in Motion - Ray Tier, University of Birmingham - Glyn Evans, BCC - Sharon Hodson – Vodaphone - Fahri Zihni – Aston University - David Lane – Birmingham Change-Up - David Holdsworth, BBC - Ray Plummer, Connexions - Debbie Goode, LSC - Brian Mitchell, NTL/Telewest - Richard Fitzgerald, Aston Villa FC - Chris Spencer- Jones, South Birmingham PCT - Hugo Russel, iCentrum - Fay Goodman- Chamber of Commerce - Jennifer Price- Midcity (Birmingham Forward) - Karl Noakes – Microsoft - Neil Grant- Head of Bham Community Safety Partnership Team - Stuart Webb – AWM - Phil Extance – AWM -
<p>Notes: Heike Schuster-James</p>	

Introductions, apologies, matters arising, actions from last meeting:

Minutes from last meeting were agreed.

Introductions: Brendan O’Brion is replacing Mick Rice as BANF representative; Dave Thomas is replacing Brian Mitchell as NTL/Telewest representative; Paul Waller - Digital Inclusion Team City of London have been made to find a new link into Cabinet Office

Actions from last meeting: Digital Birmingham was approved as significant partnership by BCC Cabinet; shift happens video was distributed; programme draft was distributed; 2 meetings have been held to discuss the use of smart card(s) in Birmingham (detailed update is on agenda)

<p>Acct Management:</p> <p>The team has received professional training courtesy of BT. Each team member will look after several Board members. Team members will contact Board members after Xmas. The Board embraced the approach.</p>
<p>Resource Report:</p> <p>Sylvia Broadley, Funding Manager, is leaving towards a new post with Tribal to set up Heartlands Academy. It is intended to recruit a successor in January 08.</p> <p>A project coordinator (12 months contract) has been procured to progress the DC10plus projects Communities Building Capacity and Virtual Home.</p> <p>Marketing Budget: The Board authorised the Operations Board to approve spend of £45k for marketing activities as described in the marketing plan.</p>
<p>Wireless Launch</p> <p>Birmingham was the first BT Wireless City to launch the network 27th -30th September with a stand on Victoria Square jointly manned by BT, Intel and BCC – Digital Birmingham staff. The network has been operational for 3 months, with steadily increasing usage. BT is working with partners to establish new ways of working and applications e.g. Science City re 0-emissions car which will be wireless; giving out Openzone trial accounts free of charge and working with the Council to trial applications.</p> <p>Conditions to create a separate SSID for the FIZ have been agreed, which will allow people to go straight to the FIZ instead of going to the Openzone page first. The landing page is currently split in Openzone and FIZ.</p> <p>BT stressed that the DB partnership played a crucial role in making Birmingham the first city to launch and influenced the decision to up the investment – Birmingham has the widest coverage of all BT Wireless Cities.</p> <p>In the following discussion it was raised that 60% of Birmingham’s working population are in SMEs. Many of those still don’t think enough about the use of IT to improve working practices; more support is needed. E.g. DBERR is spending 3m on support, what are Business Link and AWM doing? Marketing Birmingham reported on a trial in the hospitality sector. Restaurants were offered the use of live online bookings through a diary system or email, which can be done wirelessly at no cost to them. Only 18 businesses have taken up the offer – this shows that small businesses can be quite change resistant. Another example is BT’s offer of 250 free wifi minutes to businesses with low uptake.</p>
<p>3-yr programme</p> <p>The 3-year outline programme was presented, grouped in short, medium and long term activities. The intention is to align the delivery team’s activities to create maximum impact i.e. 30% marketing what Birmingham is doing to take technology forward; 40% influencing city developments; 30% delivering (incubator) projects</p> <p>The Board approved the programme subject to circulation of the presentation. Comments will be considered until 31/12/07. Implementation of the programme will start 01/01/08.</p>

Action – HSJ to circulate presentation. All Board members feed back where their organisation sees alignments to HSJ.

Comments:

- Short term – PT to CL – can we ensure that old computers are used in public access points
- If the aim is to connect organisations, what connections exist to e.g. CBI (Confederation of British Industry), West Midlands Business Council etc – PW to help advise offline
- New city apartments – the infrastructure panel discussed to challenge the private sector how they invest in built in technology in the future
- Engage with the Urban Living Sandwell pathfinder (15 yrs project) investing in A457 and A41 corridors
- Health and care area offers big opportunities e.g. monitoring people in homes (social care budget) or prisoners' treatment (health budget) – there are overlaps between exclusion and health. Encouraging a partnership and bringing budgets together could help.
- Medium term - DB partnership and 1m residents make a compelling offer; could a commercial proposal be put together that developers can buy into?
- Virtual Birmingham – Steve Smith now works for Leeds University. He would like to stay in touch and set up a Virtual Birmingham group to look at how games, web 2.0 etc can enhance how we work. The Board supported the idea.
- HR offered to create a specimen example of Aston Science Park as demonstrator on google earth. KB would like to explore mapping offline.

Virtual Advisory Panel

DB proposes to establish an expert group to advise on technical issues. The group will not meet but communicate by email or in a forum. Board members will be able to submit ideas/questions to the experts.

BCC pays for the People's Panel – DB would like to create a virtual panel to ask especially young people e.g. on democracy issues. Target is to get e.g. 1000 people subscribed to a moderated forum in 12 months time.

The Board approved the establishment of the Virtual Advisory Panel and a Virtual People Panel.

Suggestion: Link to existing national advisory groups and their regional representative e.g. in Education Becta, Nilta

Aston Pride IT Project

The project started in 2003. Aston had high unemployment and crime rates; only 5% of households had computers; the 3 existing online training centres were mostly empty; poor attainment levels in education; residents had a high percentage of pensioners and overall perception of the area was poor.

The AP IT project found a way to engage with the community: A van with 20 laptops and onboard wifi connection reaches community centres. Exemplars:

- 18 West Indian pensioners discovered their homes on google earth. As a result they followed recommendations to go on courses and some are now on level 3 courses.
- When the Dept of Transport introduced online driving theory tests the van got licences for the software. 200 people came to train for their driving licence and 50% went on to attend further courses.
- A pilot in Prince Albert School with 15 pupils that received adsl lines and a pc at home built momentum. There is now a wireless cloud over Aston and every child in one year group is given a computer at home. Part of the contract is that kids show the parents how to use computers. No theft occurred during the project. Parents pay a £10 p.m. contribution.
- A previously unemployed mother has started working from home as an online translator and can earn up to £30 per hour.

In November 2007 are 471 homes connected; 7.6 adults per household use the 1 computer; evaluation by Lancaster University proves that attainment results in Aston have increased considerably. Prince Albert School was named the best primary school in the UK, received a Becta award and becomes an Ofsted showcase.

Project Update

A written report was distributed; any comments or questions should be sent to HSJ.

Action: A written report is to be prepared regarding the reasons for rejection of the FP7 bids.

DC10:

The national Connected Neighbourhood Forum concept was approved by DC10 Board and funded with £20k – activities are underway. Communities Building Capacity – a project coordinator will shortly be contracted, work packages and a project plan have been drafted.

Birmingham Key:

2 meetings with interested players took place. Marketing Birmingham shared their research results, the Black Country scheme shared experience and Centro explained their travel scheme.

Innovation Centre:

Service Birmingham rented a whole floor in Fort Dunlop (ca. 55,000 square feet) to show how back office services can be supported and used and show new and emerging technologies. Building work is due to start. Ideas and thoughts are welcome.

Service Birmingham also built its B1 offices as an exemplar. **It was agreed to hold the next Board meeting at B1 and arrange time for tour through the building.**

Panel update:

Marketing:

Messages have become clearer through work in recent months and audiences are better understood. The branding workshop this week was well attended. The panel decided to focus more on workshop type activities. The next meeting in January will cover support for the 'get digital event' in 2008. Likely event date is May 2008. Nicola Bryant will send out invite; please attend if the event is relevant to you or

send the appropriate representative from your organisation.

The DB brochure is currently with the printer. The 'Let's get digital' consumer newsletter is being drafted; Board members can still submit articles. All content should be sent directly to Nicola.Bryant@servicebirmingham.co.uk.

The contracted PR agency is doing a good job e.g. the recycling campaign was successful.

Business:

Hugo Russell offered to lead the group. A meeting will be called shortly

Content:

The outcome of the September meeting was that there are a number of groups in place in the content arena. The group felt no need to create another group. Liaison with existing groups has started e.g. Screen WM

Infrastructure:

The first meeting took place with 4 participants but was considered worthwhile to progress. The group agreed to act solely in an advisory function. The next meeting is being arranged.

AOB

The Board member information pack has been distributed for information and will be published on the DB website.

The Board approved delegated authority for expenditure of up to £20k to the Operations Board. (previously £10k)

Digital Signage – could displays in the city be commonly used? A first meeting, to establish the level of interest takes place Friday 14/12.

Cisco has started talks to Birmingham to become one of 4 global cities in the connected urban development project. The aim is to show best practices to reduce the carbon footprint of major cities and develop a blueprint for global adoption.

Date of next meeting:

Dates For 2008 will shortly be distributed in a separate email.

Venue: B1 – Service Birmingham