

Digital Birmingham Executive Board Meeting, 12th September 2007

Action Notes

Present	Apologies
<ul style="list-style-type: none"> - Councillor Paul Tilsley, BCC - Chair - Richard Allen – CISCO - Tim Manson, Marketing Birmingham - Steve Ellis – Aston University - Fahri Zihni – Aston University - Debbie Goode, LSC - Derek Lote, Business Link - Keith Budden – BSP- Head of Sustainability - Clive Hill, Matthew Boulton College - Peter Wall, W.G. Eaton - David Lane – Birmingham Change-Up - Sharon Hodson – Vodaphone - David Holdsworth, BBC - Chris Price, Digital Development & Communities - David Jackson, Centro - Jane Nugent, Trinity Group - Judith Mackay, Projects in Motion - Brian Mitchell, NTL/Telewest - Adrian Middleton, AWM - Fay Goodman- Chamber of Commerce - Nicola Bryant – Digital Birmingham - Donna Galt – Digital Birmingham - Ian Binks – BT (presentation only) 	<ul style="list-style-type: none"> - Glyn Evans, BCC - Neil Grant- Head of Bham Community Safety Partnership Team - Jennifer Price- Midcity (Birmingham Forward) - Phil Braithwaite, Service Birmingham - Steve Payne, iCentrum - Steve Smith, TIC / UCE - Stuart Webb – AWM - Andrew Donald, BEN PCT - Fiona Cohn, BCC - Chris Spencer- Jones , South Birmingham PCT - Ray Plummer, Connexions - Karl Noakes – Microsoft - Mick Rice, Birmingham Association of Neighbourhood Forums - Phil Extance – AWM - Ray Tier, University of Birmingham <p>Notes: Heike Schuster-James</p>

Introductions, apologies, matters arising, actions from last meeting:
<p>The following new members were welcomed: Fahri Zihni and Steve Ellis – Aston University; David Lane – Birmingham Change Up</p> <p>Peter Wall – W.G. Eaton Ltd attended as a potential Exec Board member representing SMEs;</p> <p>The following resignations were noted: Chris Kerr and Ian Kellgren – Brightfield resigned as their involvement in Birmingham has ceased. Bob Kamall – Cabinet Office eGovernment Unit resigned due to changes in the Cabinet Office. The new Transformational Government Unit is evolving but it is not clear yet how contact with Local Government will be kept.</p>

ACTION: The Board recommended that DB stays in touch and approaches DCLG or Paul Waller in the City of London.

Actions from last meeting:

- The financial report is on the agenda.
- David Tidmarsh has been approached regarding cooperation with UCE; a meeting is being set up.
- Content workshop notes were circulated, the Ops Board stays involved in further development.
- The Virtual Home workshop took place. Birmingham and Shropshire representatives supported the concept of developing an online tool to store securely private data for contact with services, employers etc. for people who have 'no fixed abode'.
- The marketing programme is on the agenda.
- A written report on panels' activities has been shared.
- Response to the Regional Economic Strategy has been submitted and circulated.
- It was noted that the carbon promises campaign had generated 10,000 pledges through their web site

Update on Members and Finance

An overview statement of the Digital Birmingham finances was shared. The Board approved the end of year report.

Partnership and governance

Digital Birmingham has been existing in its current form for over 2 years. It is not a legal entity; that option was explored and rejected as the flexible and voluntary set up is seen as fit for purpose. The Digital Birmingham team is now applying to BCC to achieve formal recognition of Digital Birmingham as a significant Council partnership.

Benefits will be greater recognition and visibility in BCC and citywide.

Part of the application was a governance review, which resulted in the following improvement suggestions:

- The Digital Birmingham team could establish a stronger relationship with its members/partners. It is suggested to take on an account management approach. BT has offered to give some training to the team.
- Although financial reporting procedures are not as strict as in a company it is good practice and will improve openness to the public. Therefore Digital Birmingham would welcome help with a financial audit through one of its Board members.
- The Board membership has been growing and changing considerably over the past 12 months. It is recommended to produce an information pack detailing terms of reference, governance and delegation principles, which will be given to all Board members.

The Board fully supported the application and the improvements.

ACTION: It was recommended to get the Digital Birmingham partnership also recognised by BSP.

<p>Video: Shift happens</p> <p>A short video clip presenting facts about the speed of technical development was shown.</p> <p>Action: HSJ to circulate link to the American and English version</p>
<p>Programme, priorities and projects</p> <p>Digital Birmingham is developing a framework programme for October 2007-2010, which has to be agreed by Executive Board/BCC/Service Birmingham by Xmas. Economic and social benefits need to be achieved in a collaborative and inclusive way. Any project will only be successful if it delivers towards the 3Cs of connectivity, content and capability. A consultative process to identify the priorities was undertaken. The main feedback was for Digital Birmingham to suggest key ideas for approval.</p> <p>An analysis of the Connected Communities concept showed:</p> <ul style="list-style-type: none"> • Birmingham receives more grant funding for secondary pupils of disadvantaged parents than any other English city through the Computers for Pupils initiative. Birmingham aims to go one step further and give access to every pupil – through a project called Universal Home Access (UHA). • Birmingham University is tendering for connectivity in student residents. • Several wireless projects are underway: Gaia in Aston, BT in the city centre, Pipex plans to provide wimax across Birmingham in the near future. <p>Comments:</p> <ul style="list-style-type: none"> • Birmingham Buzz concept: It's analysis showed gaps against community and public services - this is where it should be delivering • There are hundreds of people that do social networking in a fairly safe and controlled environment because of self-selection – friends set it up, friends administrate, help to set-up new users etc. Digital Birmingham should tap into the existing social networks. E.g. Birmingham freecycle is run by volunteers but its environmental impact can be measured. • Engagement through content is most important e.g. old people access historic photographs or videos. Existing places like libraries and Neighbourhood Offices should be opened so people can use other services. <p>ACTION: CP to circulate programme presentation</p>
<p>Birmingham Card 'Birmingham Key'</p> <p>Several organisations in Birmingham have or are planning to issue a card e.g. Centro is tendering for a regional travel card that will be rolled-out April 2008. The Customer First Programme is exploring a citizen's reward card. Marketing Birmingham is looking at a visitor's card. BCC is issuing non-chip cards for libraries, adult education and leisure and 50% of residents have either a library or a leisure card.</p> <p>There are 3 card options for the future:</p> <ol style="list-style-type: none"> 1. Use credit card chips 2. Use an RFID card like Oyster 3. Use a mobile phone sim card <p>Fast development of the market, issues around privacy and the identity card (not too many functions should sit on one card) and the variety of organisations and purposes influence what will happen in Birmingham. A debate at city level e.g. through a</p>

periodic forum for the next couple of years to ensure there will be a (reasonable) number of well thought out cards was welcomed:

- The purpose will not be to have 'one card for everything' but to make each card the best possible card for its users.
- It would be good if one card issuer could take the lead to establish the concept and build on/around it.
- Mixing statutory services with other services didn't work in the past because the providers wanted to keep total control over statutory services.
- What group would benefit most from a card?
- It is important to get authentication right and simplify the use of cards to avoid barriers and low usage.
- Marketing Birmingham has done research on European visitor cards.
- Reach of cards is likely to be the city region – 4m people instead of 1m residents

ACTION: TM to set up workshop to discuss the idea of Birmingham cards hosted by Marketing Birmingham with Digital Birmingham

Marketing Programme

Planned marketing activities for the next 12 months are to the budget of £102k:

- It is planned to map and showcase the digital developments where Birmingham is leading and showing how life can be better through technology
- PR agency: Better PR was appointed for 2 days per month to create background noise
- Digital Birmingham will work with the Board members towards developing digital ambassadors and build up a base of partner quotes to use
- Close cooperation with the Birmingham Post & Mail
- Support of 2 days per week has been contracted to develop web content. Web2.0 technology is being looked at to see if it can add value.
- Long term campaign: Birmingham Bulletin was launched in June, Birmingham Voice was launched in July, Business out of the Box launch is planned for October
- Events: planning for next years 'go digital' week which will be in the early summer will start in Nov/Dec with the marketing panel. A working group will be set up to ensure we reach out to people across sectors.
- 2010: The marketing plan is currently a 1 year plan – work with the marketing panel is underway to develop a plan up to 2010.
- The folder is due to be printed shortly as the Board membership is now complete.
- Key activities will be to develop links with the partners, use their channels and capitalise on their activities (e.g. case studies).
- The marketing panel would like to get ad hoc input from other Board members when it's relevant and will pick up ideas through the account management process.

Panel Reports

Content Panel

The first meeting took place 10/09/07. Points made were:

- 3 types of information: essential, useful but not essential, entertainment

- People subvert systems to get out what they want – is interference needed?
- Media literacy (all) ⇔ emerging talent; how can we harness the talent and cooperation in the future?

4 areas of work:

1. Look at public sector publishers and broadcast – what impact will there be on professionals and community
2. How can we capture the energy of skilled kids and retain talent in the city?
3. Mapping: do we know who does what? Create a list, use CURS' initial study.
4. How do we benchmark and assess what we've got and tell people about it?

Marketing Group

See above

Due to time pressures, the below panel reports were circulated in the 'Panel update August':

Education Panel

Health and Care Panel

Infrastructure Panel

Business Panel

Project Report

An updated project report was circulated. The main achievements were:

- FIZ is on track to be launched 27/09/07.
- Dragon's Den, an add-on to Business out of the Box, is now live.
- Voice of the Community was launched and has already 100+ organisations registered.

AOB

In a fast moving market SMEs have to embrace the broadband/digital challenge. SMEs will need help through business support schemes – capability doesn't come without support. It was suggested to influence the new Department for Business, Enterprise and Regulatory Reform (BERR) to include digital in their plans.

ACTION: Thank you letter to Connexions who sponsored the events and condolences re CE.

ACTION: To report back on the wireless developments (BT openzone network and FIZ) at the next meeting.

Date of next meeting:

December 05/12/2007 15.30-18.30hrs

Venue: Council House, Committee Room2, Victoria Square, Birmingham, B1 1BB

Presentation: telecare led by Andrew Donald (as postponed from this meeting)

Presentation at this meeting: The Free Information Zone and BT wifi city centre.