

Digital Birmingham Executive Board Meeting, 27<sup>th</sup> June 2007

Action Notes

Present	Apologies
<ul style="list-style-type: none"> <li>- David Jackson, Centro</li> <li>- Chris Lane, Centro</li> <li>- Adrian Middleton, AWM</li> <li>- Chris Price, Digital Development &amp; Communities</li> <li>- Judith Mackay, Projects in Motion</li> <li>- Martin Abbott, CISCO</li> <li>- Phil Braithwaite, Service Birmingham</li> <li>- Steve Payne, iCentro-Chair</li> <li>- Jane Nugent, Trinity Group</li> <li>- Tim Manson, Marketing Birmingham</li> <li>- Brian Mitchell, NTL/Telewest</li> <li>- Himadri Hazarika, IBI Group</li> <li>- Derek Lote, Business Link</li> <li>- Mick Rice, Birmingham Association of Neighbourhood Forums</li> <li>- Ray Plummer, Connexions</li> <li>- Jennifer Price- Midcity (Birmingham Forward)</li> <li>- Neil Grant- Head of Bham Community Safety Partnership Team</li> <li>- Keith Budden – BSP- Head of Sustainability ?</li> <li>- Claire O'Halloran – Microsoft ( for Karl Noakes)</li> <li>- Andrew Donald, BEN PCT</li> <li>- Ian Binks – BT</li> <li>- Richard Allen – CISCO</li> <li>- Steve Smith, TIC / UCE</li> <li>-</li> </ul>	<ul style="list-style-type: none"> <li>- Councillor Paul Tilsley, BCC</li> <li>- Chris Jones, NTL/Telewest</li> <li>- Chris Kerr, Bright Field</li> <li>- Phil Extance – AWM</li> <li>-</li> <li>- Clive Hill, Matthew Boulton College</li> <li>- David Holdsworth, BBC</li> <li>- Fiona Cohn, BCC</li> <li>- Debbie Goode, LSC</li> <li>- Ray Tier, University of Birmingham</li> <li>- Glyn Evans, BCC</li> <li>- Tracey Simkin – Vodaphone</li> <li>- Fay Goodman- Chamber of Commerce</li> <li>- Chris Spencer- Jones , South PCT</li> </ul> <p>Notes: Raj Mack</p>

<b>Introductions, apologies, matters arising, actions from last meeting:</b>
<ul style="list-style-type: none"> <li>- Following new members were welcomed . Jennifer Price- Midcity (Birmingham Forward, Neil Grant- Head of Bham Community Safety Partnership, Keith Budden BSP- Head of Sustainability, Claire O'Halloran – Microsoft, Andrew Donald, BEN PCT.</li> </ul> <p><b>Decision - Minutes from last meeting were agreed.</b></p> <p><b>Matters arising</b> Anniversary event Programme will be planned by the Marketing Group and agreed by the Ops Board.</p>

**Action : Chris Price : Project Reports – noted that members needed chasing up for stories and achievements**

Marketing – Partner organisations should use their media to promote digital Birmingham and its activities as current budget is insufficient

**Decision : Agreed by the Board**

**Update on Members and Finance**

Close to achieving the £100,000 target budget. This has been shared with Ops Board.

45K of the £100K is proposed for marketing activities. Examples of expenditure are Digital Bham folder – this was circulated for comments and investment in the website

There has been no new expenditure requiring formal approval at this time.  
BIDS

Working with Science City and AWM on BID for the FIZ. Joint bid with Wolverhampton – maximum available will be ~ £250K between the two

3 BIDs under FP7 for research and development purposes

- (i) Chi – Health and Well being- assistive technologies
- (ii) Digital libraries – archiving scientific artefacts in Museums and Libraries
- (iii) ICONET – supporting SMEs networking

**Members**

For Leisure, approaches are being made to the football clubs

Jane Nugent agreed to cover City Centre partnership as well as media

Jennifer Price will cover Forward as well as infrastructure

Chamber – Fay Goodman has volunteered

Simon Topman – has identified someone for manufacturing

Judith MacKay – has built a link to KPMG which may cover financial services

**Action : Financial report to be submitted to the Board next meeting**

**Website**

All agreed that Website needs to be an exemplar – further development required to show Bham at the forefront

Ops Board recommended approaching UCE for further development given the expertise in media

A meeting with UCE Vice Chancellor to be arranged through Steve Smith.

**Decision :Board Agreed for UCE to be involved**

A workshop had taken place on the website

David Burden's (DADEN) report had been circulated and was discussed. Report accepted as a good framework to build on.

**Action : Further information about content had been created in the workshop and it was requested that this be circulated.**

Considerable discussion held on the importance of content and sustainability of website. Content needs to exemplar, very dynamic etc

Need to establish a USP for website  
 Website needs to link how Digital Birmingham activities to quality of life agenda  
 Should there be google type search facility  
 Content must come from a wider resource than just executive board members

**Decision : Board accepted the DADEN report and agreed to move forward to the next phase**

**Action : Keith Budden offered support on community aspects on behalf of the BSP**

**Action : Chris Price to provide results of content discussion flipcharts produced at web workshop**

**Action : Chris Price to discuss editorial control issues re - website with Ops Board**

**DC10**

Each unsuccessful finalist was allocated £100K which commits £900,000 of the £2million budget. .

2 areas of development for CIRCUIT – Business out of the Box  
 - Virtual Home– supported by Malvern, Sheffield, Shropshire

**Action : For virtual home Chris Price is organising workshop of service users to identify a common set of functionality**  
 Phil Braithwaite referred to a Children in Care virtual room which may have similarities.

**Action : Phil Braithwaite to send details to Chris Price.**

The remaining £1.1m of the DC10 funds will have 2 main activities

1. Top sliced activities such as employment of a National Programme, marketing and funds raising
2. Projects such as independent living, Local champions and mentors, Digital Switchover and future technologies

Currently exploring possibility of DC10 being used as a procurement function. Key issue is how to get the private sector involvement.

**Wider Digital Birmingham Programme**

Chris Price gave powerpoint presentation and showed the development framework and matrix for DB activities .

**Decision : Board happy with the approach**

**Action : Need to devise a marketing message to support the matrix**  
**Action : Chris Price to circulate his presentation.**  
**Action: Board members to respond with strategic/project ideas**

**Panel Reports**

**Content Panel – Content needs to be creative**

Judith asked for volunteers for a workshop to develop content. Invitation paper already drafted which was circulated.

Note : Meeting to be scheduled for September

**Action : Board members to volunteer or put forward volunteers**

#### **Education Panel**

Group agreed not to have physical meetings. Will act as sounding board  
Ray Tier has offered some time of the e-learning team resources of the University

**Action Panel to scope up the work that is required and liaise with Ray.**

#### **Health and Care Panel**

Date of first meeting agreed as 12 July 2007. Key areas for discussion are tellyhealth.

#### **Marketing Group**

Material circulated earlier was accepted. Marketing group meeting next week.

**Action : Need to raise awareness of DB by other partners media resources to maximise impact**

#### **Infrastructure Panel**

Initial list of names gathered. Names will be contacted.

**Action : Infrastructure scope needs to incorporate Community Strategy and Birmingham Prospectus, transportation etc.**

**Decision: Jennifer Price, Martin Abbotts and Himadri volunteered to be on panel.**

**Action: Agreed list of panel members to be established.**

#### **Business Panel**

Meeting on 19<sup>th</sup> July.

Business section on website needs information on PAYE and Idea checker feature should within Business out of a box.

Should be available in October.

#### **Project Report**

- A list of projects under progress was circulated.
- Wireless projects are moving ahead well (although still in red due to earlier

delays) and BT see Birmingham as a leading base.

**Action : Need to add Business Out of A Box to the list of projects**

**West Midlands Economic Strategy**

A short paper was circulated as DB's response to WMRES.

**Action: Judith MacKay to send paper to Stephen Gray for the COGS meeting.**

**Action : Comments on the RES to be sent to Adrian Middleton**

**Action : Paper to be agreed with Ops Board and send in response to consultation on behalf of Digital Birmingham.**

**AOB**

- On 16<sup>th</sup> July there is an on line campaign to pledge to reduce carbon footprint
- DB should have a presence at the Innovations Festival at the NEC held on 15 November.
- National Open Source: Adrian Middleton requested members to contact Chris Price if they want to be involved in the NO Source discussions.

**Date of next meeting:**

**September 12/09/2007 15.30-18.30hrs**

**Venue: Connexions, 100 Broad Street, Birmingham, B15 1AE**

**Presentation: TeleCare led by – BEN PCT and Homeshoring - CISCO**

**Dates of meetings 2007:**

05/12/2007 15.30-18.30hrs

Venue: Council House, Committee Room 2, Victoria Square, Birmingham, B1 1BB