

Digital Birmingham Executive Board Meeting, 28<sup>th</sup> March 2007

Action Notes

Present	Apologies
<ul style="list-style-type: none"> <li>- Councillor Paul Tilsley, BCC – Chair</li> <li>- Adrian Middleton, AWM</li> <li>- Chris Price, Digital Development &amp; Communities</li> <li>- Glyn Evans, BCC</li> <li>- Judith Mackay, Projects in Motion</li> <li>- Martin Abbott, CISCO</li> <li>- Phil Braithwaite, Service Birmingham</li> <li>- Steve Payne, iCentro</li> <li>- Jane Nugent, Trinity Group</li> <li>- Stuart Webb, AWM</li> <li>- Tim Manson, Marketing Birmingham</li> <li>- Tom Hamilton, BT</li> <li>- Chris Spencer-Jones, Health and Well Being Board</li> <li>- Keith Beech, BBC</li> <li>- Brian Mitchell, NTL/Telewest</li> <li>- Himadri Hazarika, Centro</li> </ul>	<ul style="list-style-type: none"> <li>- Brian Carr, BVSC</li> <li>- Chris Jones, NTL/Telewest</li> <li>- Chris Kerr, Bright Field</li> <li>- Phil Extance - AWM</li> <li>- Bob Kamall, Cabinet Office</li> <li>- Clive Hill, Matthew Boulton College</li> <li>- David Holdsworth, BBC</li> <li>- Fiona Cohn, BCC</li> <li>- Richard Allen, Cisco</li> <li>- Debbie Goode, LSC</li> <li>- Derek Lote, Business Link and BCI</li> <li>- Frank Mills – BT</li> <li>- Mick Rice, Birmingham Association of Neighbourhood Forums</li> <li>- Ray Plummer, Connexions</li> <li>- Ray Tier, University of Birmingham</li> <li>- Steve Smith, TIC / UCE</li> </ul> <p>Notes: Heike Schuster-James</p>

<b>Introductions, apologies, matters arising, actions from last meeting:</b>
<p>Chris Spencer-Jones was welcomed as new Board member. Minutes from last meeting have been agreed.</p> <p><b>Matters arising</b></p> <ul style="list-style-type: none"> <li>- Digital Challenge, Sunderland announced as winner, Government announced £2m additional funding for the 9 other finalists plus £500k from the DfES for the computers at home scheme for Sunderland only.</li> <li>- The Minister was impressed by the cooperation between the finalists. The group of finalists is now called DC10, they work together to submit a national bid under the European FP7 framework.</li> </ul>
<b>Decisions undertaken by the Operations Board</b>
<ul style="list-style-type: none"> <li>• Anniversary Event took place 14/02/07. £14.5 k was spent</li> <li>• Income: £30k on ledger, £36.5k committed</li> <li>• Move account from Chamber to the Aston Science Park, Steve Payne is in touch.</li> </ul> <p>Decisions were approved by the Board.</p>

### Organisation – Current Position

- It was agreed to recruit new Board members to ensure a wide sector representation.
- Andrew Donald from BENPCT would like to become involved in Digital Birmingham. The Board agreed to invite him.
- Microsoft is interested
- Birmingham Forward – discussing membership
- Retail Birmingham – discussing membership
- Vodafone considering if they'd like to represent the mobile sector
- Simon Topman is going to advise on a member from the manufacturing sector
- St. Pauls Trust should be approached

The Board agreed the progress

### Anniversary Event

- A paper was circulated.
- Good support from the exhibitors beforehand, great number of visitors, Centro thought it was a good turnout
- Suggestions for improvement: Organise a range of target events to reach specific audiences
- Recommendation to the Board:  
Invest £15k in a 'Go Digital' week
- A number of suggestions were received will be considered by the team.

**Action: Forward suggestions to the team - HSJ**

The Board agreed to delegate the decision on events to the Ops Board.

### Demonstrations

- The relaunched Digital Birmingham website was welcomed and many suggestions for further development and improvement were received.

**Action to forward comments to the team for consideration - HSJ**

**Action to increase traffic:**

Suggestions:

- Get Digital Birmingham logo/link or set up as homepage in e.g. neighbourhood offices, partners to promote for a month as partner website of the month etc.
- Pursue linkages from partner pages e.g. BCC website, other Board members  
Recommendation: The Operations Group to look at how important the website is, what its purpose is and what are the resource implications
- Look at Google keywords e.g. BBC is very good
- Word of mouth, promote trials for one week – e.g. waste disposal

**Smart Surfers - Comments:**

- Too much text, more steps and smaller would be easier to understand
- Use images from Digital Challenge to break up text
- What do people think, brand as unique Birmingham site
- Include: feed back, is there an area that we haven't covered?
- Put menu in the middle of the page to let people click through

**Digital Curve - Comments**

- Easy to use, easy to understand but not funny yet
- Suggestion to create a Business curve: measure against other competitors in same sector – need to get more personal info – give as option

### Digital Charter

- Copy circulated
- The high level document has been supported by BCC Cabinet
- Archetypes and target groups are being developed with the aim to turn the Charter into a programme

Comments:

- The exploitation of innovative projects doesn't come out in report
- Innovative projects, neighbourhood office Yardley has budget for laptops for old people, Brian Mitchell can get details
- Innovative technology and sustainable content – Charter misses link to promote content
- Look for funding for projects / how to make innovation and sustainability and the usage

### Project Report

- It was requested to add an explanatory paragraph for projects in amber or red.
- Partner projects and offerings should be added.

**Action: All Board members to consider and inform the Digital Birmingham team what activities in their organisation could be promoted to add value and help achieve Charter outcomes.**

With regard to funding applications specific information about partner activities is needed and should be requested at the time.

- It was recommended to separate activities in progress and keep closed activities as a list of achievements

### Panel reports

#### Business Group

- Since December a questionnaire was completed by the business panel to get ideas for appropriate content (business out of the box, db website). Business out of the Box is currently being developed. An online work space has been created for the group.
- The panel would like to develop a Business Version of the Digital Curve with recommendations for businesses where to go to learn more. The panel is looking at events where Digital Birmingham can play a part.

#### Learning Panel

- It was proposed to have small projects to bind the group together. It turned out to be difficult for members to deliver. The networking part is still valuable. When ideas are explored – how does the group get permission to go ahead?

Recommendation: Submit ideas to the Ops Group

- It was explored if members of the public can access the learning institutions to use technology? Currently this isn't possible at any of the attendants' organisations. It was recognised as a challenge to move forward on individual and community access. Access and accounts vary widely between institutions.

#### Content Panel

- 2 types of content: Content created as a tool and content created to sustain.

- The Panel should address people who produce content.

**Action: A list of possible members has been created, add your recommendations**

#### **Marketing Group**

- Jane Nugent is the new Marketing Group lead.
- Nicola Bryant was introduced as the new marketing manager
- Resources are very limited to effectively market the partnership, therefore need to piggy back on partners marketing activities
- Work is underway to set targets and benchmarks by 2010
- Centro: Promotion, time table designers can include content, bus time table stay up for 1 month to a year – include e.g. Digital Birmingham website

**Action: It'd be good to get representatives from other partners, Board members to recommend (within or external to their organisation)**

#### **Ops Board**

- The new membership has been implemented; the group now includes panel chairs. It is important to have full attendance to move the programme forward.
- A new Health & Care Panel is likely to be chaired by Andrew Donald.
- Infrastructure Panel – no progress yet (infrastructure meaning roads, buildings etc.)

#### **AOB**

- CURS was commissioned to look at metrics for digital usage, they will approach organisations to find out about data collected, Digital Birmingham will share the results
- Centro/Transport – powered bus sheltered are now available to fit kit e.g. wifi and incorporate when design new bus shelters, every single bus poll is being replaced. It is planned to use smartcards by 2008-09.
- A new mobile phone website for traffic is live [www.westmidlands.mobile](http://www.westmidlands.mobile)
- It was suggested to open up presentations to externals; suggestions for guest speakers are welcome. CISCO offered a presenter for a Web2.0 session.

#### **Date of next meeting:**

**27/06/2007 15.30-18.30hrs**

**Venue: Centro House, Room 144, 16 Summer Lane, Birmingham, B19 3SD**

**Presentation: Web 2.0 by CISCO**

#### **Dates of meetings 2007:**

12/09/2007 15.30-18.30hrs

Venue: Connexions, Charter House, 100 Broad Street, Birmingham, B15 1AE

05/12/2007 15.30-18.30hrs

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