

Digital Birmingham Executive Board Meeting, 08<sup>th</sup> April 2008

Action Notes

Present	Apologies
<ul style="list-style-type: none"> <li>- <b>Councillor Paul Tilsley, BCC - Chair</b></li> <li>- Adrian Middleton, AWM</li> <li>- Chris Price, Digital Development &amp; Communities</li> <li>- Annette King, Digital Birmingham</li> <li>- David Jackson, Centro</li> <li>- Derek Lote, Business Link</li> <li>- Jane Nugent, Trinity Group</li> <li>- Keith Budden, BSP- Head of Sustainability</li> <li>- Martin Abbott, CISCO</li> <li>- Tim Manson, Marketing Birmingham</li> <li>- Chris Leggett, Service Birmingham</li> <li>- Phillip Wells, ICT Cluster AWM</li> <li>- Richard Fitzgerald</li> <li>- Glyn Evans, BCC</li> <li>- Hugo Russell, iCentrum</li> <li>- John Blundell, Government Office</li> <li>- Peter Tudor, Matthew Boulton College</li> <li>- Andrew Donald, BEN PCT</li> <li>- Brian Mitchell, NTL/Telewest</li> <li>- Judith Mackay, Projects in Motion</li> <li>- Steve Ellis, Aston University</li> <li>- Kelly Smith, University of Birmingham</li> <li>- Frank Mills, Bham &amp; Solihull PCT</li> <li>- Debbie Goode, LSC</li> <li>- Dominic Gill, Microsoft</li> <li>- Steve Smith, University of Leeds</li> <li>- Chris Dyke – Medilink</li> </ul>	<ul style="list-style-type: none"> <li>- Chris Spencer- Jones, South Birmingham PCT</li> <li>- Steve Ellis, Aston University</li> <li>- Ian Binks, BT</li> <li>- Brian Carr, BVSC</li> <li>- Jennifer Price – Midcity (Birmingham Forward)</li> <li>- Brendan O’Brion, BANF</li> <li>- Fay Goodman, Chamber of Commerce</li> <li>- Richard Allen, CISCO</li> <li>- David Lane – Birmingham Change-Up</li> <li>- Sharon Hodson – Vodaphone</li> </ul>
<p><b>Notes: Annette King</b></p>	

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

The Exec Board welcomed John Blundell as the regional and national government link, Phil Wells as AWM ICT Cluster Group lead and Kelly Smith as the new lead of learning panel and representative of Birmingham University.

CP reported that Specialist Computer Centre had declined to be part of the Executive Board. Ray Plummer had left Connexions.

**Funding bid:** The report on funding bids was accepted. The view was that it was unfortunate that some European application had just missed the final selection criteria and it was recognised that there were limited resources in the team constraining bid proposals.

**Papers :** CP explained briefly the papers that had been sent out with the Exec Board agenda and if people had any specific comments, he would respond.

**Digital Advisory Panel –** CP asked for volunteers from exec board partners to be part of this panel. It is a virtual panel that looks at innovation and technical aspects of digital technologies and it is not expected to hold specific meetings but send out specific topic areas for comment e.g. virtual worlds. DB is looking for people with expertise or knowledge who can help create innovation in Birmingham. People can spend as much or as little of their time taking part in discussions. All nominations to go by email to digital birmingham. Simon Whitehouse is the contact.

**Project Updates**

**DC10 developments:** CP gave update. AK confirmed that there would be other projects that Birmingham would be doing in relation to Digital Switchover and Health using IPTV in the home.

**Birmingham Card:** The card is moving forward with Marketing Birmingham currently doing some market testing with consumer focus groups. Talks are going ahead with CP regarding links to Centro and BCC card.

**Innovation Centre:** Chris Leggett from Service Birmingham asked for ideas and volunteers from board members for what should be included within this centre. PW and FM commented that they had strong academic links through universities and that they should be involved.

Connected Urban Development Initiative – Cisco are running this initiative as part of the Cluster Global action and Birmingham is one of the 6 cities taking part. The aim is to create a blue print for carbon neutrality. Although Cisco would be providing resource this would be for research and support rather than to implement a solution.

The project report was approved.

**Branding:**

CP presented the outcome of the branding consultation and passed around examples. Jane Nugent explained current marketing strategy for Digital Birmingham is to re-brand based on two specific areas, family and business.

KB commented on whether font should be same as Be Safe, Be Green etc TM confirmed that the original tahoma font that was being used has been dropped as it doesn't work well with digital and different fonts can now be used.

Call to have real images of real people as images always looks contrived. PW, AWM and TM Marketing Birmingham commented they had photo libraries that Digital Birmingham could use. (Marketing Birmingham contact is Mary Rogers).

Digital Month, June – Exec board members to identify how they could help in the digital month and let Nicola Bryant from Digital Birmingham know.

**Telecare/Telehealth:**

JN commented on the Digital Family Competition that will be running during digital month (Collaboration between DB, BT and Bham Mail). Criteria are currently being drawn up for entrants.

Presentations by Andrew Donald (Chair of Health Panel) and Medilink were given about what the Health Sector and Private Sector were doing in relation to technologies that aided independent living in the home.

Key objectives for Health were to focus on preventative care and to get people to focus on their own conditions so that they can manage their conditions better by using self-service/assistive technologies in the home.

Birmingham's Own Health scheme is the only one in England where nurses help people manage their own conditions by phone. This was a large and successful scheme which would be expanded.

Recently purchased 200 Tunstall Units to allow people to self-monitor in their own home with data going back to central point. This will allow human resources to be utilised more efficiently.

Currently in discussion to use cutting edge technology that will allow individuals in their own home to undertake up to 20 different tests.

Medilinks presentation by Chris Dyke was around the smart home and they were launching their new demonstrator home on 1<sup>st</sup> May. The home would have the latest assistive technologies that would aid independent living.

**Panel Update:**

**Business:** Hugo Russell had agreed to chair the business panel. DL commented that Business Link were interested in Business out of the box.

**Learning Panel:** Kelly Smith from Birmingham University had recently agreed to chair the panel so no update at this time.

**Infrastructure:** Ian Binks from BT had recently agreed to Chair the panel so no update at this time. Frank Mills did mention however that recent press coverage from BT had confirmed that Birmingham has been recognised as the fastest growing wireless city.

**Other ideas:** Judith Mackay questioned whether we could set up a 6 city collaborative workspace in connection with the CISCO Project which links the carbon neutral blueprint work and climate change initiative so that all cities can work together across different timezones.

**Action:** Martin Abbott, Judith Mackay, Keith Budden and Sandy Taylor to discuss proposal further.

Presentation for next Exec Board Meeting was agreed to be on Climate Change/Carbon Reduction Agenda and all members to bring information as to what their companies are doing.

**Action:** Keith Budden with Martin Abbott agreed to do a presentation on the topic and lead the discussion.

**AOB**

**Action:** The Exec Board would like key list of contacts for different projects so that they could contact direct to discuss any issues or how they link to their own organisation.

**Date of next meeting: 25<sup>th</sup> June 2008 15.30 - 17.30**  
**Venue: Aston Villa Conference Suite**