

Digital Birmingham Executive Board Meeting, 25th June 2008

Action Notes

Present	Apologies
<ul style="list-style-type: none"> - Glyn Evans, BCC - Chair - Chris Price, Digital Birmingham - Derek Lote, Business Link - Jane Nugent, Trinity Group - Keith Budden, Be Birmingham - Martin Abbott, CISCO - Tim Manson, Marketing Birmingham - Phillip Wells, ICT Cluster AWM - Hugo Russell, iCentrum - Judith Mackay, Projects in Motion - Dominic Gill, Microsoft - Clive Hill, Matthew Boulton & Sutton Coldfield Colleges. - Peter Wall, WG Eaton - Ian Binks, BT - David Holdsworth, BBC - David Thomas, NTL/Telewest - Sharon Hodson, Vodafone - Fahri Zihni, Aston University - Heike Schuster-James, Digital Birmingham - Phil McGrahan, Digital Birmingham - Mark Woodley, NTL/Telewest - Tracey Simkin, Vodafone - Adrian Middleton, AWM - Claire Davis, Digital Birmingham 	<ul style="list-style-type: none"> - Councillor Paul Tilsley, BCC - Steve Ellis, Aston University - Kelly Smith, University of Birmingham - Jennifer Price – Midcity (Birmingham Forward) - Brendan O'Brien, BANF - Andrew Donald, BEN PCT - Neil Grant, BCC - Trevor Potten, Birmingham City University - Chris Leggett, Service Birmingham - Brian Mitchell, NTL/Telewest - Chris Spencer- Jones, South Birmingham PCT - Steve Smith – Leeds University - Chris Lane – Centro - Dave Jackson - Centro
<p>Notes: Claire Davis</p>	

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

The Executive Board approved the minutes of the last meeting for accuracy, however Peter Wall corrected that he was in attendance on 08/04/08.

Martin Abbott reported that the Connected Urban Development (CUD) main contact was Julie Garden.

CP reported AVFC, through Robin Russell (CFO), had re-engaged with Digital Birmingham and offered thanks to them for hosting this meeting. After Ray Plummer's departure, Connexions would not be involved in the Board for the near future due to the restructure taking place and the organisation moving back under Local Authority. CP has tried to engage with KPMG but to no avail.

AWM IT Advisory Service: Phillip Wells highlighted to the Board that AWM have been piloting an IT Advisory Service for SME's, for which he is project lead, from 07/01/08 – 30/06/08 in conjunction with Business Link WM. Lessons learnt action and progress plan is to be undertaken. It is not a helpline, but advice for SME managers to notice ICT issues, opportunities etc. From 01/07/08 it will be designed further, picking up on the lessons learnt aspect of the pilot.

AWM has a target of reaching 10,000 businesses per year, but marketing has been an issue during the pilot. GE highlighted that BCC has over 40,000 suppliers, so PW could provide marketing material to BCC to be inserted with supplier invoices. The IT Advisory Service aims to go live during the first quarter of 2009.

General Updates: CP informed the Board that the Project Report now referred to colleagues within Digital Birmingham that were specifically responsible for each project. If the Board has any queries on projects, please contact the person directly. GE requested for the RAG status to be written as well as coloured.

Birmingham Card – CP reported that the Card Programme Board has now been formed.

Library of Birmingham – CP requested the Board's support on Digital Birmingham's response to English Heritage's recommendation that Birmingham Central Library be Grade II listed. GE advised that the Board supports the creation of a new Library, but will not be drawn into the debate on demolishing the current Library.

Digital = Cutting CO2? – Keith Budden, Head of Sustainability, Be Birmingham (Birmingham Strategic Partnership)

Be Birmingham has 24 KPI's that have been submitted to Government for approval, one of which is Climate Change. The carbon history of Birmingham shows that CO2 emissions have increased at a faster rate in the last 78 years (40% increase) than in the 300 years before, and is now at its highest level in 650,000 years.

BCC Deputy Leader's target of a 60% decrease by 2026 is challenging, but shows the commitment of Birmingham to make a difference. Birmingham is responsible for 2% of the UK's carbon emissions.

Keith Budden and Sandy Taylor are responsible for achieving the annual targets set, reporting to DEFRA on progress. Be Birmingham is also feeding into the City Regions

climate change targets.

The public sector has a huge part to play as it employs 40% of Birmingham's working population, therefore can make a major difference in attitudes and behaviour re cutting carbon emissions and the like.

League tables will be introduced in the near future, where large organisations are offered financial incentives to cut their carbon footprint.

(For Keith's full presentation, please see:

<http://www.digitalbirmingham.co.uk/content.php?uid=board1>)

Green IT – Martin Abbott, CISCO

Green Data Centres (DC) and Connected Real Estate (CCRE) can provide environmental benefits to owners and operators of corporate and commercial real estate also reducing cost and risk.

Extension Mobility Service – a person can walk into any building and use their personal phone contract by entering an ID – it will then have a list of all your personal phone numbers available for use.

CUD – CISCO is a key participant in Clinton's Global Initiative on Climate Change. Birmingham is one of the 6 cities involved in Connected Urban Development Project. Applied IT can reduce carbon emissions by 10 times compared to its direct impact.

IT's direct annual impact in CO₂ = + 4.73 M tonnes

Possible annual CO₂ replacement = - 48.37 M tonnes

(For Martin's full presentation, please see:

<http://www.digitalbirmingham.co.uk/content.php?uid=board1>)

Digital Birmingham Green Project Updates:

DEHEMS: HSJ reported that the Framework 7 (FP7) project DEHEMS (Digital Environment Home Energy Management System) has been successful. Birmingham is a partner, Manchester City Council lead the project. EC Grant amount is €2.9 M. Birmingham has sterling equivalent of £85,000 to provide a Living Lab in Summerfield with a SMART metering system. The system will measure carbon emissions, and recommend ways to reduce them. User requirements will be identified; the system will be implemented and then evaluated. This process will continue until the end product is developed (will also look to change behaviour). The project ends in December 2010.

Connected Urban Development Initiative: CISCO is 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. Longbridge focus – planning application has been submitted. Smart home within the Big City Plan.

Discussion: IT makes up 2% of the world's carbon footprint, which is currently the same amount as air travel. But it is anticipated IT will soon overtake air travel. Green IT is about buying the right equipment, using it right and then disposing of it in an environmentally friendly way.

Green IT hardware is the same price as ordinary hardware – small businesses can make headway against their competitors by going green.

Apple now offers to email receipts to their customers rather than printing.

Procurement is changing, in some cases suppliers have to prove they are green before they are awarded contracts.

Be Birmingham invites organisations to use the climate change branding to show their support, a new officer will soon be appointed whose sole purpose is to network and bring like-minded organisations together, along with influencing those who are still catching up. The Climate Change Agenda needs to be linked with the Economic Development Agenda.

Marketing Update – Jane Nugent, Trinity Group

“Get into Digital” month took place during 2nd – 28th June, including physical presence at the Climate Change Festival. 27 different activities were delivered e.g. 90 attendees on i-House tours, 60 attendees on community blogging workshops. 50 elderly people took part in the Nintendo Wii fit sessions at their local library; this has inspired them to create a virtual bowling club! The Ancestry.com sessions were oversubscribed.

Digital Birmingham worked in conjunction with Secure IT Disposals Ltd to advertise the free disposal/recycling of computer hardware during the Climate Change Festival.

366 people left messages on the Green Video Diary that was located in Central Library during the Climate Change Festival.

Action: JN welcomed the Board to provide guidance on whether Digital Birmingham should continue physical presence at events (take account of capacity, resources, expense). It was proposed that in the future, events that target specific people i.e. community blogging, digital centre tour, use less resources but maximise marketing potential should be used.

Virtual Birmingham – Phil McGrahan, Digital Birmingham

Virtual Birmingham will support Digital Birmingham’s aim of “Birmingham becoming a leading European digital city by 2010”.

It will enable future visitors to Birmingham to look around the city before they travel, and make decisions about where they want to visit. Residents of Birmingham will be able to view planned developments/buildings before they are built – see the change to the landscape. It will also help the planning boards in their decisions.

Progress so far – Daden Ltd’s Virtual Birmingham briefing Hub. iCentrum’s mapping of health provision in Birmingham.

Dominic Gill mentioned Microsoft’s interest in participating in the Virtual Birmingham programme and making an investment in a Proof of Concept project in negotiation with the Digital Birmingham team.

Action: Digital Birmingham welcome partners to contact Phil McGrahan re collaboration, what you are already doing, whether you want to become involved etc.

(For Phil’s full presentation, please see:

<http://www.digitalbirmingham.co.uk/content.php?uid=board1>)

Panel Updates

Learning: Kelly Smith (Uni of Bham) will be chairing this panel, a meeting is in the pipeline.

Infrastructure: Ian Binks is currently working with Raj Mack (Digital Birmingham) to progress this –watch this space

Marketing: Progressing well. The website has been re-designed and branded and will be launched in the near future. Jane Nugent again asked for guidance from the Board re Digital Birmingham's role in future events over the next 18 months.

Business: Progressing well, have been using BT workspace collaboratively. Currently looking at best practice/guidance and entrepreneurship/innovation. (Phillip Wells highlighted that AWM already provide Design Advisory Service and Innovation Advisory Service).

Actions:

Project Report RAG status to contain letters as well as colours. **(CD)**

Executive Board to look at BBC Bloom for further information/ideas re carbon reduction. **(All)**

Executive Board asked to provide guidance to the Marketing Panel re Digital Birmingham's future events – contact Jane Nugent. **(All)**

Executive Board asked to assist AWM and Business Link WM with marketing for IT Advisory Service – contact Phillip Wells. **(All)**

AOB:

Virtual Birmingham is an immense tool and should be utilised effectively. The Digital Birmingham Executive Board could hold a virtual conference that provides the benchmark for others.

Next meeting main topic:

Birmingham becoming a digital city (measures, evidence needed) plus one of

1. Virtual Birmingham
2. e-participation
3. Connectivity

Next Meeting: Wednesday 24th September 2008 15.30-17.30

Venue: CENTRO, Centro House, 16 Summer Lane, Birmingham, B19 3SD