

Digital Birmingham Executive Board Meeting, 24th September 2008

Action Notes

Present	Apologies
<ul style="list-style-type: none"> - Ian Binks, BT - Chair - Chris Price, Digital Birmingham - Keith Budden, Be Birmingham - Tim Manson, Marketing Birmingham - Judith Mackay, Projects in Motion - Clive Hill, Matthew Boulton & Sutton Coldfield Colleges. - Peter Wall, WG Eaton - David Thomas, NTL/Telewest - Sharon Hodson, Vodafone - Tracey Simkin, Vodafone - Trevor Potten, Birmingham City University - Chris Leggett, Service Birmingham - Steve Smith, Leeds University - Chris Lane, Centro - Nicola Bryant, Digital Birmingham - Debbie Goode, LSC - Dennis Mottrom, Aston University - John Buchanan, CISCO - Fay Goodman, Goodmedia Ltd - Annette King, Digital Birmingham - Claire Davis, Digital Birmingham 	<ul style="list-style-type: none"> - Councillor Paul Tilsley, BCC - Glyn Evans, BCC - Derek Lote, Business Link - Jane Nugent, Trinity Group - Martin Abbott, CISCO - Hugo Russell, iCentrum - David Holdsworth, BBC - Adrian Middleton, AWM - Fahri Zihni, Aston University - Neil Grant, BCC - John Blundell, GO Regional Co-ordination, - Brian Carr – BVSC, - Dominic Gill, Microsoft - Phillip Wells, AWM ICT Cluster - Peter Shearer – Aston University, - Brendan O'Brien, BANF - Chris Spencer- Jones, South Birmingham PCT - Andrew Donald BEN PCT
<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 Keith Budden highlighted that there are 35 KPI's that Be Birmingham has submitted to Government for approval, not 24 as was detailed on page 2 of the 25th June minutes.

All actions have been taken.

In light of the announcement from BERR re revised business services which do not specifically include ICT, there were concerns regarding the ramifications not just in Birmingham, but across the country. Peter Wall is attending the CBI Annual Conference and will be lobbying for further support. It was suggested that Phillip Wells keeps the Board up to date on this at future meetings through the AWM ICT Cluster. Judith Mackay highlighted the other cluster that deals with this sector i.e. Screen, Image and Sound Cluster, which could also be used as an avenue for getting further information and/or support from the RDA.

Executive Board membership: Chris Price asked for approval from the board to review the membership of partners due to non-attendance, and confirm with these partners their dis/continued involvement. This will be agreed with the Operations Board in due course. The Executive Board were asked to feedback on the value of their individual attendance at the quarterly meetings i.e. networking opportunities, project links, collaborative working.

Project Update: This item was kept brief, Board members were asked to feedback if they have any questions on individual projects to the Digital Birmingham representative identified on the report.

Virtual Birmingham: It is still progressing well – Web 2.0, serious gaming and virtual worlds.

BT Tradespace: This is a BT owned product that is free to SMEs to promote themselves online. Digital Birmingham is promoting this offer – and although Birmingham is still seen as having more to do for businesses re connectivity, BT Tradespace is planned to be the catalyst for this to improve.

Connected Urban Development (CUD): The Deputy Leader, Cllr Tilsley, is currently at a conference in Amsterdam promoting Birmingham as a CUD city.

DEHEMS: Keith Budden reported that BCC had received a factor of 10 more responses than any other city partner in this project re the survey that was sent out over a month ago. Residents have now been identified, and Summerfield pilot is under way. Be Birmingham are interested in looking at gas and water consumption as well as electricity. Ian Binks suggested that the DEHEMS project be an agenda item at a future meeting. Chris Price will confirm at a later date.

Connectivity: Vodafone and BT are both involved in looking at Next Generation Access (NGA). Moving to high bandwidth is taking off as an idea, enabling people to connect virtually – therefore less need to travel i.e. carbon reduction. There are opportunities re take up in Longbridge, Eastside and planned business parks. Birmingham City University and the other Universities have a fibre network through the Joint Academic Network (JANET).

Marketing & Events:

The final event is provisionally booked at the ICC from 20th-22nd October 2010. There is a possibility of the 2010 CUD conference taking place in Birmingham which may be able to be co-ordinated with our final event.

Digital Birmingham will have a presence at the Hello Digital conference/festival at Millennium Point from 23rd-26th October 2008. There will be links with the libraries during the Birmingham Film Festival. Nicola has been meeting with marketing officers from a variety of directorates within BCC to look at possible links. The Board was asked to consider other events that could be linked with Digital Birmingham's work e.g. what is in the pipeline for your organisation event wise?

The new brand/website will be launched w/c 6th October – the Board were invited to visit and have a look around. The Digital Family competition (in conjunction with BT and Birmingham Mail) was very successful, and the Locke family were chosen from a variety of entries. This will be a year long marketing campaign with the family, each month will have a different focus. Board members were asked to recommend other topics that could be used, or any links with their organisations e.g. John Buchanan suggested a possible link with CISCO during the focus month on digital TV.

Digital Birmingham has commissioned a freelance journalist, Charlotte Dalton, who will be writing press releases and working with partners to highlight case stories across the city re digital technologies and successes. Exec Board members were asked to support her in this.

(For Nicola Bryant's full presentation is available upon request)

Shift Happens – Birmingham Style

Claire Davis presented the first draft/work in progress of the proposed Digital Birmingham version of Shift Happens. Shift Happens is a showcase that was posted on websites such as YouTube, which is a stylisation of a slideshow originally created by Karl Fisch. It examines globalisation and America's future in the 21st Century. It is designed to stand alone, without having to have a person presenting it. Many spin offs have been created since, including UK and EU versions.

It was decided that this type of slideshow would be a creative and interesting way of promoting the "shift" that has happened in Birmingham from when it was a leading city in the industrial revolution, to it becoming a leading European digital city. It has been designed to promote the positive impact of digital technologies across the city and the initiatives that Digital Birmingham has been involved in. **PLEASE NOTE THIS IS THE FIRST VERSION, I.E. ONLY WORK IN PROGRESS AT THIS STAGE.**

It will look at the past, present and future successes of Birmingham, along with comparisons to other cities. This presentation aims to show Birmingham's status as a leading European digital city by 2010. It is a contrast of the industrial and digital revolution. The Hello Digital event is the Midland's first digital festival, and it will be hosted in Birmingham at Millennium Point from 23rd-26th October 2008. It will celebrate the awe inspiring possibilities of the modern world; produce an electrifying showcase of sights and sounds. Digital Birmingham will be present at this event, showcasing a wide variety of aspects of the programme – we hope to include this Shift Happens presentation within the agenda

Please provide feedback to Claire Davis (Claire.davis@servicebirmingham.co.uk) or Nicola Bryant (Nicola.bryant@servicebirmingham.co.uk).

Vision of technology supporting the visitor experience: Tim Manson, Operations & Policy Director, Marketing Birmingham

The accurate visitor economy value is difficult to work out due to the NEC being situated in Solihull. Marketing Birmingham's report commissioned through KPMG has been sent to Central Government, and all Regional Development Agencies will be expected to do the same.

Birmingham Built for Business – received a lot of press coverage in spite of the fact it does not launch until w/c 29th September. This month long campaign has cost £403k. It will be visible across the city's train stations.

Live & Learn – each university (Aston, Uni of Bham and BCU) are contributing to this campaign. 17 students were given video cameras, which has led to Marketing Birmingham having over 40 hours worth of footage. There has been a press insert in the Sunday Times (included in presentation).

Visit Birmingham – new website launched recently www.visitbirmingham.com in which hotel, restaurant and leisure bookings can be undertaken. Both city football clubs, Aston Villa and Birmingham City, are on board and have been encouraged to provide hospitality to gain bonuses. Both clubs promote the Visit Birmingham website on their hoardings. This campaign will be running until Christmas 2008 at a cost of £400k.

Meet – Business Tourism – Tourist Information Centres have seen visitor numbers increase dramatically. Hotels on average are reporting a 72% occupancy rate at any one time. A Conference Concierge System is a portal that will be launched in Westminster in the next 2 weeks, obviously aimed at business people. (diagram included on presentation)

All of these campaigns are supported by industry leading brands. Marketing Birmingham is also in the process of supporting the NEC in branching out re its revenue based services, as only 10% of NEC's revenue comes from non-venue hire.

(Tim Manson's full presentation is available upon request.)

Approving the Digital Birmingham programme for the next 2 years: Chris Price, Director of Digital Birmingham

Digital Birmingham is focusing on how to measure the progress of the programme regarding tangible outputs and identifiable outcomes, as we enter our 4th year in October. It is a challenge, as comparison with other cities, whether national, European or international is difficult as there is no standard and not many appear to measure what they are doing themselves.

A measures paper has been developed (which was circulated at the meeting) detailing 10 top level measures, and a number of supporting ones. All of them link into the themes across the city, individual projects and "sizzler" headlines. The benchmarking process is still taking place and this will be approved through the Operations Board. A focus will be how to include digital indicators, deliverables

and/or strap lines in Council strategies, plans. Can we measure them? How? Do we think they are good ideas?

There was a lack of understanding re how Digital Birmingham fitted into the overall master plan of the city. Peter Wall is a part of the City Region project; he suggested that a representative be invited to sit on the Executive Board. Chris Price explained that Digital Birmingham works as an influencer e.g. Raj Mack is currently inputting into which economic drivers should be included in the new strategy. Raj Mack is also involved in submitting an ERDF capital bid to AWM, which is due w/c 29th September.

It was highlighted that Executive Board "buy in" regarding Digital Birmingham measures is essential. Sharon Hodson highlighted Vodafone's work around mobile libraries which would be a good avenue to push the Digital City agenda. Trevor Potten suggested links with BCU's focus on measuring 'how much have we done to help students get connected'? This could fit with a few of Digital Birmingham's measures. Nikki Spencer is currently looking at the e-admissions process, Birmingham residents use of this is at 7%, against the national average of 15% - Bristol is outperforming many other large cities with a 52% take up.

Chris Price aims to share our measures with San Francisco, Seoul and Amsterdam and other core cities such as Manchester and Leeds.

Virtual Worlds video

The new video produced by Daden Ltd was presented. It showcases virtual worlds including Virtual Birmingham and the briefing hub, "b-scape" that has already attracted interest and over 350 visitors in Second Life even though it has not been actively promoted and marketed. The newly built University Hospital Birmingham (UHB) and the planned Library of Birmingham are both involved in featuring within Virtual Birmingham. The Executive Board were invited to promote this video to their colleagues, partners and clients on Digital Birmingham's behalf.

Panel Updates

Learning: Unfortunately the chair, Kelly Smith, has left her post at the University of Birmingham and will no longer be involved. However, Nikki Spencer has returned from maternity leave so there is a lead for this within Digital Birmingham.

Infrastructure: It has been difficult to get engagement from partners; therefore Ian Binks and Raj Mack meet on a regular basis to discuss how to reform the panel to enable continuation.

Health & Care: DC10+ has provided funding. The project, IPTV (assistive technologies i.e. digital set top boxes in peoples home), a joint venture between Bham East & North PCT and BCC will start w/c 29th September. There are also plans to create a virtual body within Second Life where avatars can walk around and learn more about health and medical issues. The recent NHS Choices tender was won by Capita. Also, smart homes are being planned in Shard End.

Marketing: The panel is continuing to progress well, and have been extremely supportive re new website, branding and future events. Interested partners not

already involved are invited to come on board, meetings take place on a monthly basis.

Business: The panel are currently focusing on BT Tradespace and related initiatives; it is also progressing well and meeting regularly.

Actions:

Phillip Wells to keep the Executive Board up to date with developments on ICT agenda in light of BERR's recent announcements. **(Phillip Wells)**

Chris Price to look into possibility of DEHEMS project being a future Executive Board agenda item. **(CP)**

The Executive Board were asked to feedback on the value of their individual attendance at the Executive Board meetings and how it could be improved i.e. networking opportunities, project links, collaborative working. Please contact Chris Price. **(All)**

Board members are asked to feedback if they have any questions on individual projects to the Digital Birmingham representative identified on the Programme Report. **(All)**

The Board were asked to consider other events that could be linked with Digital Birmingham's work e.g. what is in the pipeline for your organisation event wise? Please contact Nicola Bryant. **(All)**

Board members were asked to recommend other topics that could be used for the Digital Family campaign, or any relevant links with their organisations. Please contact Nicola Bryant. **(All)**

AOB:

None.

Next Meeting: Wednesday 10th December 2008 - 15.30-17.30

Venue: Birmingham & Solihull LSC, 15 Bartholomew Row, Bham, B5 5JU