

Digital Birmingham Executive Board Meeting, 25th March 2009

Action Notes

Present	Apologies
<ul style="list-style-type: none"> - Cllr Paul Tilsley, BCC (Chair) - Glyn Evans, BCC - Arpinder Bansi, Atkins - Tim Sewell, Family Housing - Chris Price, Digital Birmingham - Jane Nugent, Trinity Mirror Midlands - Barry Clewer, BACOP - Fahri Zihni, Aston University - Chris Lane, Centro - Steve Somerfield, Service Birmingham - Philip Wells, AWM ICT Cluster - Peter Wall, WG Eaton - Fay Goodman, Bham Chamber of Commerce - Keith Budden, Be Birmingham - Richard Haynes, Deloitte - Tim Manson, Marketing Birmingham - Hugo Russell, iCentrum, - Adrian Middleton, AWM - Neil Grant, Safer Birmingham P'ship - Martin Abbott, CISCO - Philip Singleton, BCC - Sharon Hodson, Vodafone - Peter Tudor, Matthew Boulton & Sutton Coldfield Colleges - Nicola Bryant, Digital Birmingham - Donna Galt, Digital Birmingham - Dave Harte, Digital Birmingham - Claire Davis, Digital Birmingham 	<ul style="list-style-type: none"> - Ian Binks, BT - Frank Mills, BT - Judith Mackay, Projects in Motion - David Taylor, University Hospital Birmingham - Chris Spencer-Jones, South Birmingham PCT - Dave Jackson, Centro - Neil Serougi, Solihull Care Trust - Peter Shearer, Aston University - Richard Mendelsohn, BEN PCT - Brendan O'Brien, BANF - Trevor Potten, BCU - Chris Leggett, Service Birmingham - Debbie Goode, LSC - Clive Hill, Matthew Boulton & Sutton Coldfield Colleges
<p>Notes: Claire Davis</p>	

Introductions, matters arising, and actions from last meeting: The Executive Board has seven new members who were introduced at the meeting – Arpinder Bansi (Atkins), Richard Haynes (Deloitte), Philip Singleton (BCC), Tim Sewell (Family Housing) and Barry Clewer (BACOP), the other new members Neil Serougi (Solihull Care Trust) and David Taylor (UHB) unfortunately could not make this meeting.

All action points had been met from the previous meeting and the minutes were agreed as an accurate reflection of the December Board.

Digital Birmingham Update – Chris Price, Director of Digital Birmingham

It was agreed that the Executive Board would not receive the full Project Report and Activity Report from Digital Birmingham in the future. Instead, less information will be provided more often e.g. a headline report and the newly launched e-newsletter. The headline report will be sent out from the beginning of April 09 and the e-newsletter is being sent out monthly from December 08. The Board were asked to feedback regarding the new monthly e-newsletter – many agreed it was more useful than a full report due to the brief items and varied monthly focuses.

The delivery team is in an extremely busy phase where the following is happening - the LUCID project event on 26th March; the Birmingham Next Gen Roadshow on 22nd April which may be covered by the local news; Chris Price presented at a mobile Government event on 24th March and Digital Birmingham has been invited by West Mids in Europe (WMIe) to present at iBrussels. Also involved in the national Digital Inclusion Action Plan launched through the Digital Challenge network, which will include ministers in the near future.

The Power of Birmingham / Social Media and business – Dave Harte, Economic Development Manager, Digital Birmingham

How to use social media as a business tool is becoming more and more popular, as people want to learn more about it and how they can apply it in their workplace such as RSS Feeds, Google Reader/Alerts etc. Social media requires time to fully exploit and benefit from it, one has to contribute to blogs, Twitter and other social networks as well as use the information they find out. Dave Harte is an avid user of social media, both personally and professionally – his blog can be found at <http://www.daveharte.com> and is a recognised member of the blogging community. Many businesses are taking the step towards using social media to engage with their customers e.g. a Herefordshire compost company have a profile on Facebook, "Digbeth is good" blog at <http://digbeth.org/>. The Government has started to notice what Birmingham is doing around this medium – Power of Information agenda through Government Office is to be adapted for the Power of Birmingham project. One problem can be that much of the public sector has banned the use of social networks during work hours, understanding of the benefits of using social media for work purposes is not understood and employees can be distrusted through using it. However, the business sector must start to appreciate social media **is** part of the day job and should be exploited and see the value in it. It may be worth putting a campaign together to open up mindsets.

Dave's full presentation can be found at: <http://www.digitalbirmingham.co.uk/board-minutes>

LUCID Project Demonstrator – Donna Galt, New Media Manager, Digital Birmingham

LUCID is a project funded through the Science City initiative from AWM, Birmingham City University leads on it and Digital Birmingham is a partner. There are seven pods across the city which are able to locate your mobile signal. Birminghamfiz (our Free Information Zone) is a 1 mile square zone across the city centre in which BT supported by Digital Birmingham has set up. If you have a WiFi enabled mobile or PDA you can access birminghamfiz on the move re content that you would like to get hold of e.g. jobs, travel information etc.

LUCID has further developed birminghamfiz by establishing a demonstrator which can personalise the information people receive i.e. targeting people as they walk through Centenary Square re what is showing at the Symphony Hall or the REP. The project focused on “shopaholics” around the Bullring, and “culture vultures” around Victoria and Centenary Square. What will your audience want to know about? Most websites have mobile friendly content which has benefited the project. The project has been successful in its objective to establish a demonstrator model, to advance this further funding will be required. Future = customer knowledge focused, personalised to the individual and what they like to do in Birmingham. It is free at the moment but could become an income stream. Donna will feed back after the project review on 26th March.

Donna’s full presentation can be found at:

<http://www.digitalbirmingham.co.uk/board-minutes>

Intelligent City Project – Dominic Gill, West Midlands Regional Manager, Microsoft

This project was started with Coventry University but now has a much wider partnership. Similar to LUCID, it is a proof of concept/demonstrator. There is a lot of information within public sector environments which could be pulled together to better serve the citizen.

The demonstrator can show real-time information on traffic congestion and available parking across the city. It can provide information to the driver that a car park is full and then re-direct them to the nearest car park with spaces via a satellite navigation system. It can also connect your whole journey if you are going by public transport e.g. the directions you need to walk to each bus stop, how long it will take you and what the bus services is like that particular time of the day e.g. delays. There are a lot of places that provide this service but not with real-time data – journeys can be shared via social networks.

A project board is being set up to discuss the next steps; members will include CISCO, BT and Digital Birmingham. Another update will be provided in due course.

Dominic’s full presentation can be found at:

<http://www.digitalbirmingham.co.uk/board-minutes>

Big Event 2010 – Nicola Bryant, Marketing Manager, Digital Birmingham

The idea is for the final event from 20-22 October 2010 to link into a range of other events that are taking place across Birmingham to come together like a festival. Hello Digital will be one of the events that will be linked into, Glyn Evans will

represent Digital Birmingham on the Hello Digital Board. Digital Birmingham will be setting up a planning group that will look into the specifics of the Big Event – the first workshop will be confirmed shortly – currently looking at 26th May from 14.00-16.00 and the Executive Board were invited to attend if they thought appropriate. The invites will be circulated by Claire Davis.

Nicola's full presentation can be found at:

<http://www.digitalbirmingham.co.uk/board-minutes>

Update on Digital Birmingham programme – Chris Price, Director of Digital Birmingham

A new core presentation has been produced by Digital Birmingham to fully publicise the programme as 2010 is approaching. It covers the 3 C's – Connectivity, Content and Capability which underpin the Digital Birmingham programme – without these 3 aspects then Birmingham cannot be a leading digital city. It also covers the themes of Inclusive City, Connected City, Successful City, Innovative City, Informed City and Leading City.

To have a look through this new presentation please follow this link:

<http://www.digitalbirmingham.co.uk/board-minutes>

Business change within Trinity Mirror Midlands – Jane Nugent, Business Development Director, Trinity Mirror Midlands

The profitability of any business is an issue due to the current economic climate. There is more choice regarding how to get hold of news, there is also much more competition. Trinity Mirror Midlands and its new brand BPM Media have developed a very clear Digital Development Strategy to adapt to changing business environments. It is a business, which obviously has to generate income, therefore it has had to change the way it operates.

Trinity Mirror Midlands operates 20 sites across the Midlands, including Birmingham Post, Birmingham Mail and Sunday Mercury. The live blog has nearly 3,000 subscribers. The digital media advancements have created a lot of interactive news such as George Osbourne MP recent live Q&A session, Land Rover's closure campaign and Marc Reeves' (Editor of Birmingham Post) latest trip to Mumbai to carry out interviews.

All journalists are now multi-media journalists (MMJs). There are 1.3 million unique visitors to Trinity Mirror's sites every month. Revenue is up by 200% from last year and since the office move to Fort Dunlop just before Christmas, over £7 million has been spent on changing to digital systems (bookings etc). Trinity Mirror Midlands is an impressive example of one of regions digital media businesses.

Jane's full presentation can be found at: <http://www.digitalbirmingham.co.uk/board-minutes>

Panel Updates

Learning: Digital Schools participating in the national Safer Internet Day, a feature of which was the presentation delivered by Microsoft's Chief of Cyber Security, Ed Gibson to Year 9 & 10 pupils at Sheldon Heath Community College. The panel is focusing on the three integral areas of content, access and resources, the first step would be the development of a 'city-wide learning zone' which would

feature media-rich content from the institutions, virtual tours, bite-size video or audio content and resources. Movement of data from schools provision to FE; and a skills review of land market information and what the sector skills agency are stating as current / future skill demands and the impact on employment / skill development, would all help inform and shape the activities of the Learning Panel.

Health & Care: A new group is being formed with the PCT's, Hospital Trusts and the Health Exchange. Will be focusing on assisted living technologies and how best to use technology to communicate health issues to young people.

Marketing: Starting to look at the Big Event 2010 and how linkages can be made across the city. Looking at Digital Birmingham website and how the audience can be better engaged. Digital Birmingham has won its first award – the National eGovernment Award in the “Building a fairer society through eGovernment and ICT services” for its Aston Pride Computers in the Home project

(<http://www.digitalbirmingham.co.uk/projects/computers-in-the-home>). The Digital Family continues to progress well with their personal use of digital technologies within the home. The panel will now start to focus on developing the Digital Business in the same vein.

Business: Continuing to promote BT Trade Space – free tool for businesses to sell, buy and network (<http://www.bttradespace.com/>). Currently watching the developments of BT Tradespace and the BCC procurement process to enable easier access to the procurement process. Dave Harte is writing a paper on Digital Media opportunities. The panel are creating a buzz about Birmingham and the region through the promotion of collaboration, social media and other activities.

Actions: Feedback from Executive Board re new report format of e-newsletter and e-report to provide less information more often. **(ALL)**

Donna Galt to provide feedback from the LUCID project review on 26th March at Aston Science Park. **(DGalt)**

Invites to be sent out for the Big Event 2010 planning workshop on 23rd April at Austin Court to the Executive Board. **(CD)**

Sharon Hodson to contact Nicola Bryant regarding the mobile library service around the Digital Business model. **(SH/NB)**

Look into possibility of putting BEN PCT on the agenda around health technologies for a future meeting. **(CP)**

Look at putting AWM's IT Advisory Service (ITAS) on the next agenda for Philip Wells to provide an update. **(CP/PWells)**

AOB: None.

Next Meeting: Wednesday 24th June 2009 - 15.30-17.30

Venue: Currently at Birmingham City Council House, Victoria Square, Birmingham, B1 1BB – but may be changed to an alternative, larger room elsewhere which will be confirmed nearer the time.