

Digital Birmingham Executive Board Meeting, 23<sup>th</sup> September 2009

Action Notes

Present	Apologies
<ul style="list-style-type: none"> <li>- <b>Paul Tilsley, BCC (Chair)</b></li> <li>- Chris Price, Digital Birmingham</li> <li>- Barry Clewer, BACOP</li> <li>- David Taylor, University Hospital Birmingham</li> <li>- Steve Somerfield, Service Birmingham</li> <li>- Peter Wall, WG Eaton</li> <li>- Keith Budden, Be Birmingham</li> <li>- Peter Shearer, Aston University</li> <li>- Fay Goodman, Goodmedia Ltd</li> <li>- Arpinder Bansi, Atkins</li> <li>- Sharon Hodson, Vodafone</li> <li>- Tim Manson – Marketing Birmingham</li> <li>- Judith Mackay – Projects in Motion</li> <li>- Phil Wells – AWM</li> <li>- Ian Binks – BT</li> <li>- Emma Tennant - BT</li> <li>- Padma Reddy, University of Birmingham</li> <li>- Chris Jennings, Redstone</li> <li>- Dominic Gill, Microsoft</li> <li>- David Thomas, Virgin Media</li> <li>- Derek Lote, Business Link WM</li> <li>- Nicola Bryant, Digital Birmingham</li> </ul>	<ul style="list-style-type: none"> <li>- Glyn Evans - BCC</li> <li>- Frank Mills – Coventry University Enterprise</li> <li>- Tim Sewell – Family Housing Association</li> <li>- Brian Mitchell – Virgin/ntl/Telewest</li> <li>- Chris Spencer Jones – South Birmingham PCT</li> <li>- Trevor Potten - BCU</li> <li>- Neil Serougi – Solihull PCT</li> <li>- Richard Mendelsohn – BEN PCT</li> <li>- Adrian Middleton - AWM</li> <li>- Mark Reeves – Birmingham Post</li> </ul>
<p><b>Notes: Nicola Bryant</b></p>	

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

Update on awards identified at previous meeting – Nominet Best Practice Challenge - Digital Birmingham awarded runner up with Keeping IT in the Family. The European e-government awards received Best Practice Label. Board advised of Digital Birmingham team members leaving to take up new posts: Claire Davis (MA at Liverpool University) and Dave Harte (BCU). Copies of DB's September Headline report circulated to all board members.

All action points from previous meeting had been met apart from recycled computers initiative and access for older people which Steve Somerfield will bring to next meeting. The minutes were agreed as an accurate reflection of the June Board.

**Digital Birmingham Update – Chris Price, Director of Digital Birmingham**

An overview of the Digital Birmingham programme with particular focus on Total Place. Birmingham is one of 13 pilot areas for the Government's Total Place programme which offers potential for significant cost savings from working together. It will specifically look at how public agencies can design new models of service delivery and develop collaborative ways of working. Keith Budden highlighted potential collaboration through Eastside developments around environment, energy and digital with good opportunities for sustainability.

Digital Birmingham is keen to raise the profile of what is happening across the city and board members were invited to provide contacts and links to aggregate digital activity across the city. Case studies were welcomed from partners that feature real people and stories around technology use. Barry Clewer suggested a focus on older people's use of technology, what difference it has made to their life and helped them to be independent.

**Big Event 2010 – Nicola Bryant, Business Development Manager, Digital Birmingham**

The name 'Beyond 2010' has been agreed for the international public sector conference to be held 20 – 22 October 2010 at the ICC. A process is being put in place to coordinate the digital events during 2009/10. An events summit group involving cross city partners shares a calendar of events to coordinate activities and aid planning and synergy. A project timeline was used to illustrate the concentrated focus of activity for the October digital week (18 – 24 October 2010) which includes events such as Eurocities KSF, Hello Digital and Beyond 2010. The presentation can be found at: <http://www.digitalbirmingham.co.uk/board-minutes>

**National Implementation and local responses – Chris Price, Director of Digital Birmingham**

**National Implementation and local responses:** Digital Birmingham is working with other core cities linked to the Digital Challenge and DC10 Plus. The TSB is being influenced through Core Cities which offers excellent proposition with access to key markets to demonstrate economic value. Negotiations currently in progress with TSB.

**Hello Digital 21 October:** Digital Birmingham has been contracted to deliver an

SME business conference entitled "Being competitive in a digital world" as part of the Hello Digital festival. This is being funded by AWM and Business Link West Midlands and is being held at Millennium point on 21 October. The focus is on applications of digital media and monetising digital and is targeting cross sector of businesses. In connection to Hello Digital Dominic Gill (Microsoft) to contact Nicola Bryant to look at opportunities around their SME IT supplies apprenticeship package and Keith Budden (Be Birmingham) on involvement of social enterprises at Hello Digital.

**Local TV event 18 September (Update Judith Mackay):** DB/AWM/COG ran an afternoon workshop to bring together local media organisations to debate the opportunities and potential collaborations for local television in the West Midlands as well as contribute to a regional response to the current DCMS consultation on the Sustainable Independent News. There is an increase in locally generated content and with Ofcom proposing to hold 3 pilots, Friday's event was an attempt to quantify interest for region, achieve common understanding and explore what might be possible. The region needs to be ready to bid for spectrum when it becomes available and agree milestones. A further meeting is planned to move agenda forward. CityTV are opening up the old Virgin Media store in Birmingham with the plan to open early next year and offer local service.

#### **Regional Implementation and Summit – Phil Wells, AWM**

Invited group of thought leaders to Summit at AWM to coordinate activity to deliver Digital Britain. Focus is on new strategy and to obtain diverse views across the various elements. Number of places still available and all invited. AWM aware of new media partners and need to work together. In light of national strategy emerging all parties need to be supportive of the economy of the future and there is a need to align work of Digital Birmingham with wider region as a whole.

#### **Digital Birmingham key priorities – Chris Price, Digital Birmingham**

Birmingham City Council has adopted stringent process that prioritises deliverables by staff focusing on use of resources in public services.

An overview of Digital Birmingham's aims was provided on:

- Benefits of technology
- Significance of economic growth and success from technology adoption (£2.7 billion GVA increase if firms undertake effective use of technology).
- Digital Birmingham's key themes of: Economic growth; Sustainability; Inclusion and participation; Profiling the city

A discussion followed as to how Birmingham should be engaged with the digital Britain policy.

Fay Goodman (Goodmedia) highlighted the tremendous talent across the city and that it would be good to be able to provide digital support to the young using mediums such as dance/music/art to channel creativity. Ian Binks (BT) highlighted the investment proposal for super fast broadband and bringing high speed capability into the city which will help drive new innovations across the city and support the creatives. BT is keen to see this investment used and maximised.

Keith Budden (Be Birmingham) commented that Digital Birmingham need to look at messaging that focused on the digital value and benefits to end user i.e. how technology can deliver cost savings around health, environment linked to the outcomes for the end user. Padma Reddy (University of Birmingham) noted that there are opportunities to trigger collaborations between regional universities and IT infrastructure for the future and showcase this through the Digital Birmingham agenda.

Phil Wells (AWM) mentioned IBM's involvement in developing cities to act as a powerful demonstrator through portfolio of solutions.

Digital Birmingham is engaging IBM in discussions with the opportunity to get wider board membership and universities to be part of that.

**Information Technology Advisory Service – Derek Lote, Business Link WM**

Due to change of personnel a presentation covering this to be postponed until next meeting.

**Digital district – Chris Price, Digital Birmingham**

The digital district was announced at regional Digital Britain event in June. The area is on the eastern side of the city centre, from Birmingham Science Park through to Millennium Point, Aston University, Birmingham Metropolitan College to Digbeth, the Custard Factory and Fazeley Studios.

The first digital district will act as a showcase to attract new businesses and create opportunities for existing businesses to be innovative as part of the plan for economic recovery in the city. The ambition is to extend this to a 'Digital Ring' around the city centre and across the city as part of the city regeneration in the Big City Plan. The availability of superfast broadband will enable businesses to develop innovative applications, created in Birmingham and marketed globally but also to make our existing skills in engineering, finance and design available across the world.

Total Place provides opportunities aligned to Digital Districts.

As part of this project also working with other developments such as Ladyport and Tysley to ensure that as part of their build they take into consideration need for NGA telecommunications connectivity.

A structure has been put in place to bring together industry partners on connectivity to explore their plans and how they can work together. One area of focus is to look at ways in which mobile access can be improved.

Keith Budden highlighted comparison with Suffolk (Elephant Castle) multi service solution linking utilities with fibre-optic long term developments.

**Digital Family – Nicola Bryant (Digital Birmingham), Ian Binks (BT) and the Locke 'Digital Family' (Julie Locke and Sophie Locke)**

A short video featuring the highlights and experiences of the year long digital family campaign was presented. The campaign sponsored by BT with media partner Birmingham Mail took the Locke family on a digital journey to increase their knowledge and demonstrate to a wider audience and other families how technology can help improve your life as well as help save money. It secured Advertising Value Equivalent in excess of £84K through the monthly features in the Family Life section of the Birmingham Mail. Julie Locke with daughter Sophie were quizzed by the board about their experiences, what they had learnt and what particular changes it had made to their life.

**Panel Updates**

**Marketing:** This panel continues to work successfully and provided ideas for the Hello Digital 2009 promotion and additional links to business contact databases for mktg as well as involvement in the development of the digital café campaign.

**Health and Care / Business:** In absence of Richard Mendelsohn and Hugo Russell, panel updates deferred to December meeting.

**AOB**

Sharon Hodson (Vodafone) is working on a project with mobile libraries service to fit wireless routers to the buses that will provide internet access to local residents using the mobile facility.

**Actions:**

1. Cfwd: Steve Somerfield Service Birmingham) to bring recycling computers and access for older people proposal to next meeting **(Steve Somerfield)**
2. Dominic Gill and Keith Budden to feedback any potential items / linkages for consideration for Hello Digital programme as required –SME IT Supplies apprenticeship package and social enterprises
3. Derek Lote to report back on Information Technology Advisory Service (ITAS) at next board meeting **(Derek Lote)**

**Next Meeting:** Wednesday 9 December Board Meeting 15.30-17.30

**Venue:** BBC Birmingham, Level 10, The Mailbox, Birmingham B1 1RF