

Digital Birmingham Executive Board Meeting, 9<sup>th</sup> December 2009

Action Notes

Present	Apologies
<ul style="list-style-type: none"> <li>- <b>Paul Tilsley, BCC (Chair)</b></li> <li>- Glyn Evans - BCC</li> <li>- Chris Price, Digital Birmingham</li> <li>- Barry Clewer, BACOP</li> <li>- Peter Wall, WG Eaton</li> <li>- Arpinder Bansil, Atkins</li> <li>- Judith Mackay – Projects in Motion</li> <li>- Phil Wells – AWM</li> <li>- Adrian Middleton - AWM</li> <li>- Ian Binks – BT</li> <li>- David Thomas, Virgin Media</li> <li>- Fahri Zihni – Aston University</li> <li>- Peter Shearer – Aston University</li> <li>- Hugo Russell – iCentrum</li> <li>- Debbie Goode – Learning &amp; Skills Council</li> <li>- Mark Mynard – Service Birmingham</li> <li>- Trevor Potten – BCU</li> <li>- Neil Serougi – Solihull PCT</li> <li>- Khembe Clarke – Redstone</li> <li>- Tim Sewell – Family Housing Association</li> <li>- Rob Benson – BEN PCT</li> <li>- Peter Rayson – BCU</li> <li>- Nigel Davies - Metropolitan College</li> <li>- Tim Manson – Marketing Birmingham</li> <li>- Nicola Bryant, Digital Birmingham</li> <li>- Raj Mack, Digital Birmingham</li> <li>- Surita Devi, Digital Birmingham</li> </ul>	<ul style="list-style-type: none"> <li>- Derek Lote – WM Business Link</li> <li>- Padma Reddy, University of Birmingham</li> <li>- Keith Wilson – CISCO</li> <li>- Sharon Hodson, Vodafone</li> <li>- Keith Budden, Be Birmingham</li> <li>- Dominic Gill, Microsoft</li> <li>- Peter Singleton – Bham Science Park Aston</li> <li>- Cath Hearne – BBC</li> <li>- Brendan O’Brien – BANF</li> <li>- David Taylor - University Hospital Birmingham</li> <li>- Brian Mitchell – Virgin Media</li> <li>- Clive Hill – Metropolitan College</li> <li>- Sam German – BEN PCT</li> </ul>
<p><b>Notes: Surita Devi</b></p>	

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

Previous minutes discussed. Action points from the last meeting have all been met. Hello Digital Event on 21 October 2009 was very successful with over 300 delegates in attendance.

CP informed board of Derek Lote's departure from Business Link and thanked him for his support whilst on the board. Derek's replacement will be introduced at the next meeting.

Surita Devi has joined the DB team in place of Claire Davis and will support the Executive and Operations Board.

Copies of DB's December Headline report circulated to all board members.

CP proposed a review of the Exec and Ops Board membership. This will be discussed at the next Ops Board meeting on 19 January 2010. It will focus on what ideas/suggestions the individual/company can bring to the board and form Ops Board meetings.

The minutes were agreed as an accurate reflection of the September Board.

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

DB's highlight report for December was circulated via e-mail to all board members – in response to Boards request, this is now a single concise page of updates on key projects.

Further to the highlight report, CP updated the board with the following:

**Digital Districts** – Funding bids are currently in the system and we are in the process of developing a number of proposals that aim to promote the Eastside business area and will take into account existing infrastructure where possible.

**Eurocities** – Green Charter has been signed by Cllr Paul Tilsley. CISCO have offered to run workshops to focus around Total Community/ Total Place – Connected communities.

**Computers for Pupils** – This project has come to an end with a total of 18,858 pupils across Birmingham given access to portable computing devices.

Barry Clewer mentioned that BACOP and Age Concern were working closely with Service Birmingham to come up with ideas on how recycled computers could be provided for older adults and how training could be offered.

**Digital Family** – DB are currently looking for more case studies from partners and are looking for 12 digital families to take part and feature their digital lives.

**Web 2.0** – This project focuses on helping the business sector take advantage of social media for their marketing.

**How Universities/ Colleges are Organising for the Digital Age – Fahri Zihni (Aston University) , Peter Shearer (Aston University) , Peter Rayson (Technology Innovation Centre) Trevor Potten (Birmingham City University) and Nigel Davies (Metropolitan College)**

Fahri Zihni explained that Aston University were in the process of completing the ICT strategy to provide better lecture systems which will be budgeted through funding. They were interested in community engagement through digital means.

Aston University together with Birmingham City Council are looking at setting up an engineering academy as students coming into this expertise, and other science related subjects, are beginning to dwindle.

The first phase of improving student accommodation has already begun. With both these projects in hand, Birmingham's profile will be promoted.

Trevor Potten updated the board on the City Centre Campus Plans. Based in the Eastside, the plan envisages moving to wireless connectivity throughout, promoting a virtual community. This plan will move towards non-traditional learning for those who are unable to attend i.e. working mums etc.

The University has been working with a group in the States and seeing how things work across the border; different styles of learning, apprentice schemes, patterns of lectures etc. The statistics in the States shows that this new way of learning works within higher education. The college envisage this new plan to be in place within the next 5 years. The key is to use digital devices which the younger generations can empathise with i.e. iPhones, ipod, Internet and so forth. For example, a student will be able to watch a You Tube video which will in essence be a lecture. This resource can be watched many times over giving the student the flexibility to study at their own pace and in their own time.

Peter Rayson spoke about a single digital platform being used across all its colleges and mentioned that digital technology was key on its agenda.

Nigel Davies referred to the size of Metropolitan College where 8,000 16 year olds are studying. Debbie Goode informed the meeting of the major changes underway in the funding of skills and the future role of the Local Authority.

It was proposed that at a future event, learning technologies could be presented.

**Local Media Update –Judith Mackay (Projects in Motion) and Ian Binks (BT)**

The last meeting took place over 'Local Media' was very positive and focused around the way local media is going to be structured and delivered using different platforms (trans-media). Judith explained that Ofcom were being pushed to get the initiative off the ground.

Judith and Ian explained how every person/business has different avenues to advertise to the mass differently, this can be promoted using trans-media platforms.

Smaller businesses seem to be turning back to traditional ways of advertising and are in need of help.

**Regional Digital Updates – Phil Wells, AWM**

A Digital Partnership meeting was held on 23 November 2009. Phil explained that the new meeting and Regional Strategy footprint will match the one of Digital Britain and will bring businesses and technology together in a single entity.

Jonnie Turpie has been asked top chair the Creative Industries Task Group which will look at supporting SME's.

Phil handed out Technology at Work (TAW) leaflets. TAW went live on 7 September 2009 with 20 SMEs taking part - more assessment will be done by the partnership to aid SMEs.

**Review of the Digital Birmingham Economic Programme – Raj Mack, Digital Birmingham**

Raj gave a presentation on Eastside, Digital Districts. This focused on creating transformal change and infrastructure. The presentation can be viewed on the Digital Birmingham website.

**Intelligent Communities Forum – Chris Price, Digital Birmingham**

Due to time constraints in this meeting, this item will be passed to the next Ops Board in January 2010.

**From BA Science to Beyond 2010 – Nicola Bryant, Digital Birmingham**

A short video featuring the highlights of 2009 was played to the board, this featured a project for every month. A description of each project was narrated by Nicola. The presentation informed the board of recent awards the DB team have won, the most recent recognising a Health Way to Learn IT. The presentation can be viewed on the Digital Birmingham website.

**Panel Updates**

**Marketing:** This panel continues to work successfully and have agreed a marketing budget for DB events 2010.

**AOB**

**Finance** – CP thanked the board for previous contributions and proposed that future input focused on sponsorship events. Activities. CP to report at next meeting.  
Glyn would like to revisit the economy discussion; Digital Economy Bill and Smart Government Bill at a future meeting.

**Actions:**

1. Proposals about Exec and Ops Board membership to be presented to next meeting.
2. College/ University to do a presentation on how new digital peripherals can be used as a teaching method at a future meeting.
3. Finance Proposal by CP at next meeting.

**Next Meeting:** Wednesday 17 March 2010 Board Meeting 15.30-17.30

**Venue:** Deloitte and Touche, 4 Brindley Place, Birmingham. B1 2HZ