

Digital Birmingham Executive Board Meeting, 17 March 2010

Action Notes

Present	Apologies
<ul style="list-style-type: none"> <li>- <b>Cllr Paul Tilsley, BCC (Chair)</b></li> <li>- Andrew Hartshorn - Chamber of Commerce</li> <li>- Barry Clewer, BACOP</li> <li>- Brendan O'Brien – BANF</li> <li>- Brian Mitchell - Virgin Media</li> <li>- Chris Price - Digital Birmingham</li> <li>- Colin Winstone - UK Broadband Ltd</li> <li>- Dave Jackson - Centro</li> <li>- David Burden - Daden Ltd</li> <li>- David Hardman - BSPA</li> <li>- Fay Goodman - Chamber of Commerce</li> <li>- Fiona Cohn - Birmingham City Council</li> <li>- Gerry Gould - Deloitte</li> <li>- Glyn Evans - BCC</li> <li>- Hugo Russell – iCentrum</li> <li>- Judith Mackay – Projects in Motion</li> <li>- Kate Manion - Fazeley Studios</li> <li>- Keith Budden - Be Birmingham</li> <li>- Khembe Clarke – Redstone</li> <li>- Mark Mynard – Service Birmingham</li> <li>- Peter Rayson – BCU</li> <li>- Peter Shearer – Aston University</li> <li>- Phil Wells – AWM</li> <li>- Rich Gwyther - Microsoft</li> <li>- Rob Benson – BEN PCT</li> <li>- Sam German – BEN PCT</li> <li>- Trevor Potten – BCU</li> <li>- Heike Schuster-James - Digital 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>- Adrian Middleton - AWM</li> <li>- Alun Thorne - Bham Post &amp; Mail</li> <li>- Arpinder Bansi - Atkins</li> <li>- Brian Carr - BVFC</li> <li>- Cath Hearne – BBC</li> <li>- Chris Lane - Centro</li> <li>- Chris Spencer-Jones - South Bham PCT</li> <li>- Clive Hill – Metropolitan College</li> <li>- David Cusack - Family Housing</li> <li>- David Taylor - University Hospital Birmingham</li> <li>- David Thomas - Virgin Media</li> <li>- Debbie Goode – Learning &amp; Skills Council</li> <li>- Fahri Zihni – Aston University</li> <li>- Frank Mills - Coventry University Enterprises Ltd</li> <li>- Gill Hamer - Business Link West Midlands</li> <li>- Ian Binks – BT</li> <li>- Keith Wilson - CISCO</li> <li>- Marc Reeves - Independent</li> <li>- Neil Crockett - CISCO</li> <li>- Neil Grant - Safer Bham Partnership</li> <li>- Neil Serougi – Solihull PCT</li> <li>- Padma Reddy - University of Birmingham</li> <li>- Peter Wall - WG Eaton</li> <li>- Richard Haynes - Deloitte</li> <li>- Robin Russell - AVFC</li> <li>- Satpal Hira - Birmingham City Council</li> <li>- Sharon Hodson - Vodafone</li> <li>- Tim Manson – Marketing Birmingham</li> <li>- Tim Sewell – Family Housing Association</li> <li>- Tracey Simkin - Vodafone</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. The Deputy Leader introduced new Board members and those returning to the Board to the meetings:

- Colin Winstone - UK Broadband Ltd
- Andrew Hartshorn - Shakespeare Putsman LLP on behalf of the Chamber of Commerce
- David Burden - Daden Ltd
- Fiona Cohn - Birmingham City Council
- Kate Manion - Fazeley Studios

The minutes were agreed as an accurate reflection of the December 2009 Board.

The Deputy Leader expressed thanks to Gerry Gould and Deloittes for hosting this Board meeting.

**Executive Board and Operations Board - Roles & Responsibilities – Chris Price, Director of Digital Birmingham**

CP explained to the Board that future meetings will now be more topic focused - less formal with time for discussion around the table. Topics of debate will be discussed at Operational Board level, the contributions of the Executive Board could prove key to Digital Birmingham projects.

The Terms of Reference of the Operational and Executive Board have been revised and will be sent to them in due course. CP asked the Board to peruse and feedback any comments that they may have.

**Digital Birmingham Update - Chris Price & Raj Mack, Digital Birmingham**

CP sought approval from the Exec Board to use the £71,000 spend which is delegated to the Operations Board. There was approval from the Executive Board - all agreed fund to be used for DB event.

RM gave an update on various Digital Birmingham projects and activities:

***Strategic Developments***

Digital Birmingham has been using its links to the social media community to develop new ways of communicating with unemployed young people and add to the channels the city uses to publicise its schemes. A bid for funding has been made and actions are being undertaken with the Council Social Media group and the Future Jobs Fund developments.

***Martha Lane Fox Visit***

Martha Lane Fox visited Birmingham on 3 March 2010 to see some of the groundbreaking work being carried out by organisations in the city to get people online and increase their knowledge, skills and employability. During the day she met with residents who have benefited from inclusion projects as well as share findings from a workshop on Digital Inclusion and its role in economic recovery.

**Presentation: What is the Living Lab? - Heike Schuster-James, Digital Birmingham**

HS-J gave a presentation about the European Network of Living Labs (ENoLL) and asked whether SME's would be able to use this project.

A Living Lab is a system for building the future innovation environment in which real-life user-driven research and innovation could produce new products, services and social infrastructure.

There are currently 12 registered labs, 8 of which are in the DC10 Network.

DH agreed that a living lab could grow a business and would be ideal for new SME's.

JM thought that living labs were a great initiative and could start off collaboration.

DB agreed - could Virtual Labs be created - the set-up of this could provide a blueprint so organisations know where to go in reality.

FC informed the group that there could be a need for a much wider test bed with various demographics and that we should not underestimate resources.

This presentation is available to view at [www.digitalbirmingham.co.uk](http://www.digitalbirmingham.co.uk).

**Presentation: Health Profiling of East & North Birmingham Populations - Same German, BEN PCT**

SG gave a presentation about the Bham East & North Primary Care Trust health typologies segmentation exercise, undertaken over 20 months ago, and its embedding throughout the organisation, including its relevance to digital activity/exclusion.

The typologies can easily identify the needs of the population of a chosen geographical area. Board members agreed that the work carried out by BEN PCT could play an integral part in the Total Place agenda i.e. the linking of information from various sources e.g. communication channels, behaviours to aid successful service delivery at a lower cost.

This presentation is available to view at [www.digitalbirmingham.co.uk](http://www.digitalbirmingham.co.uk).

**Presentation: Review of the Digital Birmingham Digital Inclusion Programme - Heike Schuster-James, Digital Birmingham**

HS-J updated the Board about the Martha Lane Fox visit to Birmingham on 3 March 2010 and the connection between Economic Recovery and Digital Inclusion.

This presentation is available to view at [www.digitalbirmingham.co.uk](http://www.digitalbirmingham.co.uk).

**Events Update - Nicola Bryant, Digital Birmingham**

NB gave an update to the Board re Birmingham's Digital Week, sponsorship opportunities and assistance required from the Board.

This presentation is available to view at [www.digitalbirmingham.co.uk](http://www.digitalbirmingham.co.uk).

**AOB**

- Chris Price announced his retirement to the Board. He will be leaving Digital Birmingham on 31 May 2010. The Deputy Leader followed by thanking him for all the contributions he has made.
- BC announced that Silver Surfers Day was taking place on 21 May 2010.

**Actions:**

1. Request from DL that BEN PCT offer an update of digital technology in healthcare at a future meeting.
2. DB Exec Board Roles and Responsibilities document to be circulated to Board for comments with next Board minutes.

**Next Meeting:** Wednesday 16 June 2010 Board Meeting 15.30-17.30

**Venue:** Council Room, Aston University, Aston Triangle, Birmingham. B4 7ET