

Digital Birmingham Executive Board Meeting, 16 June 2010

Action Notes

Present	Apologies
<p>Adrian Middleton - AWM Andrew Hartshorn - Chamber of Commerce Arpinder Bansi - Atkins Colin Winstone - UK Broadband Ltd Dave Jackson - Centro David Taylor - University Hospital Birmingham Fahri Zihni – Aston University Judith Mackay – Projects in Motion (Chair) Kate Manion - Fazeley Studios Keith Budden - Be Birmingham Keith Vinning - Fujitsu Keith Wilson - CISCO Marc Reeves - Independent Mustafa Shevket - Metropolitan College Neil Serougi – Solihull PCT Paul Merrett - Improvement & Efficiency West Midlands Phil Wells – AWM Prashant Singh - Ulfah Arts Tim Manson – Marketing Birmingham Arif Latif - Cafelicious Ravinder Bains - BCC, Customer Knowledge Team Susan Keung - BCC, Customer Knowledge Team Nicola Bryant - Digital Birmingham Raj Mack - Digital Birmingham Surita Devi - Digital Birmingham</p>	<p>Alun Thorne - Bham Post & Mail Barry Clewer, BACOP Brendan O'Brien – BANF Brian Mitchell - Virgin Media Cath Hearne – BBC Chris Lane - Centro Chris Price - Digital Birmingham Chris Spencer-Jones - South Bham PCT Clive Hill – Metropolitan College Cllr Paul Tilsley, BCC (Chair) David Burden - Daden Ltd David Cusack - Family Housing David Hardman - BSPA David Thomas - Virgin Media Debbie Goode – Learning & Skills Council Fay Goodman - Chamber of Commerce Fiona Cohn - Birmingham City Council Frank Mills - Coventry University Enterprises Ltd Glyn Evans - BCC Hugo Russell – iCentrum Ian Binks – BT Khembe Clarke – Redstone Mark Mynard – Service Birmingham Neil Crockett - CISCO Padma Reddy - University of Birmingham Paul Knight - Business Link West Midlands Peter Rayson – BCU Peter Shearer – Aston University Rich Gwyther - Microsoft Richard Haynes - Deloitte Rob Benson – BEN PCT Sam German – BEN PCT Satpal Hira - Birmingham City Council Sharon Hodson - Vodafone Tim Sewell – Family Housing Association Trevor Potten – BCU</p>
<p>Notes: Surita Devi</p>	

Introductions, matters arising, and actions from last meeting:

Judith Mackay chaired the meeting in the absence of The Deputy Leader.

Previous minutes read and discussed. Action points from the last meeting have all been met.

The following new members were introduced to the Board:

- Prashant Singh - Ulfah Arts
- Keith Vinning - Fujitsu

The minutes were agreed as an accurate reflection of the March 2010 Board.

JM expressed thanks to Peter Shearer, Fahri Zinhi and Aston university for hosting this Board meeting.

Digital Birmingham Update - Raj Mack, Digital Birmingham

RM expressed thanks from Chris Price, for all the support and expertise received during his time at Digital Birmingham.

RM updated the Board with DB's highlights for the month of June 2010:

Neighbourhood & Constituencies: Bloomsbury & Nechells Tower Blocks

DB are working with selected Neighbourhood Managers to increase the level of engagement and participation in their local areas through the provision of broadband connectivity and recycled PCs into Bloomsbury and Nechells social housing tower blocks.

WEBEX

Digital Birmingham are about to start a pilot, in July, with staff to assess the benefits of Cisco's Webex Meeting and Training Center products which is a web browser based software that offers a powerful alternative to face-to-face meetings. Facilities include integrated audio conferencing, business video, instant messaging and web content sharing that have the potential to revolutionise how staff communicate over a large geographical area in turn making savings on officers time, travel expenses, meeting room resources and CO2 emissions.

Freight Management & Social Car

Two FP7 proposals have been submitted.

Smart URban Freight (SURF) builds on the intelligent Cities platform and will aim to better route freight deliveries at peak times to the 'last mile' and includes piloting a live demonstrator in Birmingham.

The SocialCar proposal is an innovative approach to carpooling for urban areas integrating real time traffic management systems with new web technologies that exploit social networks.

Smartcards

Enabling a multi-service smart card was one of DB's original aims but had been put on the shelf when it was unable to become part of the City Council's Customer Service project. Interest has increased again – Centro's implementation on buses continues, the National Smart Card Forum held its annual meeting in the city and there is new interest in cards for citizen reward.

Customer Knowledge Presentation - Susan Keung and Ravinder Bains, Customer Knowledge Team

The Customer Knowledge Team presented the board with a presentation about their TrueTouch segmentation models used for CRM.

The data they hold is currently not available to a third party due to a privacy notice. The Council use the data internally for analysis only and is not available publicly.

Should DB or the Board require any reporting information, the team has raw data which it can manipulate to produce project reports. A request form for this is available upon request from DB. The team also work with Experian and CACI as their main sources of data.

AM asked how this related to BCC Self Service, i.e., can a user correct their own personal information on-line?

At present, any requests for change are alerted via the customer service contact centre. Once the amendment has been made, the customer is then notified.

PS asked how people are accounted for, ie, new immigrants, asylum seekers, older adults etc who steer clear of the system, how would you find out about them?

There is work which is being done surrounding new immigrants, however, if somebody is steering clear from government systems they clearly don't want to engage.

This presentation is available on request to Board Members only.

Green Digital Charter Presentation - Keith Budden, Be Birmingham Partnership

Keith Budden of the Be Birmingham Partnership gave a presentation about the Green Digital Charter and Birmingham's declaration on climate change.

The presentation covered the risks that Birmingham and the UK faces if changes in the way we work and live were not made.

Initiatives such as the Electric Cars, Intelligent Transport, Eco-neighbourhoods and clean energy cash back schemes were introduced to the group as ways in which such reductions can be made.

KB closed the presentation with a request asking the Board to feedback to him ways in which their organisation has made efficiency savings on their carbon footprint and to make your own carbon reduction pledge. All savings to be reported to KB - Keith.Budden@birmingham.gov.uk.

This presentation is available to view at www.digitalbirmingham.co.uk.

Events Update - Nicola Bryant, Digital Birmingham

NB informed the Board of recent updates regarding Digital Week:

Beyond 2010 - 20 and 21 October 2010

DB have secured SAP and AXON as the headline sponsors. Currently in talks with UK Broadband Ltd.

The website is currently under construction and will aim to go live in July 2010.

15 sponsorship tables have been reserved for the Gala Dinner on 20 October 2010 which will be held at the Town Hall.

2010 Digital Time Capsule Update

Birmingham's digital time capsule will provide an interactive and accessible archive of Birmingham's digital heritage. It will capture organisations, business, schools, communities and individuals' achievements and developments that mark Birmingham's journey to become a leading digital city.

Board members were asked for their support in providing content to the capsule which can be uploaded as video, audio, digital images and also promoting the capsule to their wider network of contacts. The capsule will be showcased in partnership with Say Hello, BBC, Big Screen, Aston Pride, Digital Switch-over and Birmingham Libraries on Friday 23 July 2010 at the Cultural Olympiad Weekend in Victoria Square as well as the Gala Dinner - 'Our Digital City - this is us in 2010'.

Please visit <http://www.ourdigitalcity.me.uk> to upload your digital memories.

KFS Eurocities Conference - 19 and 20 October 2010

Day One - Open to wider audience as well as KSF members. This will cover the role of Smart Cities in driving forward EU2020 and the digital agenda.

Day Two - This is for KSF members only with workshops, lunch and networking - the day will be linked with Intelligent Community Forum. The afternoon will cover a members board meeting.

The event page has now gone live and bookings for this are now being taken.

Hello Business - 21 and 22 October 2010

Day one will consist of industry led sub sector event and will take place at The Custard Factory.

Day Two will be aimed at cross-sector businesses and will take place at the ICC.

Board members were asked 'what makes Birmingham a leading digital city?' Contributions from around the table included the success of Birmingham's blogosphere and social media surgeries that have been recognised as a model of good practice; innovative development of green transport and the Public Transport Satnav prototype; growth of talented entrepreneurs focused on high tech industries such as IT; digital media, web 2.0, biotechnologies and new platforms and methodology linked to health and patient engagement. There was a general view that Birmingham as a whole does not promote its digital achievements.

All agreed that Birmingham is a great City, a great Digital City - We are just not that good at promoting ourselves.

Further information regarding Birmingham Digital Week and this presentation can be found at www.digitalbirmingham.co.uk.

Digital Business & Social Media Update - Nicola Bryant, Digital Birmingham

The Board were updated with the progress of the Cafelicious Project with a video presentation. Arif Latif, the owner of Cafelicious, kindly agreed to attend the Board meeting to tell us about his social media adventure.

Within the first 6 months of the project, Cafelicious had signed up to Twitter, Facebook and wrote regular blogs to promote themselves. They now have a loyal following of 700 plus Tweeters and over 200 Facebook followers.

Arif explained that the use of social media and wireless connectivity has helped increase his business potential.

This video presentation is available to view at www.digitalbirmingham.co.uk.

Actions:

1. ToR to be brought forward to September's meeting agenda
2. Windsor Tower project info to be sent to Tim Manson - OPTIMA to consider
3. All members asked how they are making CO2 savings - details to be forwarded to KB - Keith.Budden@birmingham.gov.uk
4. Board members to make contributions to the Time Capsule

Next Meeting: Wednesday 15 September 2010 Board Meeting 15.30-17.30

Venue: Room UG-40, School of Computer Science - University of Birmingham Edgbaston campus