

Dynamo Board Meeting Agenda

Date & Time: 11 December 4.30pm – 5.30pm

Location: Newcastle University - Urban Sciences Building

[Map](#) – There is no parking on site. There is public parking nearby at the Discovery Centre, Grainger NCP, St James Park.

ATTENDEES:

Allan King, Anne Macdonald, Bob Paton, Charlie Hault (Chair), Graham Jordan, Phil Jackman, Simon Roberson, Mike O'Brien, Paul Watson, Jen Hartley, Siobhan Fenton

Minute taking:

Clare Nicholson

Apologies:

Mark Larsen, Keith Dickson, Matt Oakley, Becky Strachan, Peter Murphy, Michelle Rainbow, Alison Shaw, Graeme Fletcher, Anthony McMenzie, Alastair Irons, Sandra Thompson, Sarah Thackray, Alan English, Antony Hall, Stuart Lynn, David Carroll, Giselle Stewart, John Hunt, John Marrin, Lindsay Phillips, Neil Hemming, Richard Waterhouse, Deni Chambers. Rob Hamilton, Robert Bing, Jennifer Thompson (for Jane Turner), Janet Ross, Chris Wade

Board Updates

Dynamo Yearbook – in development with North East Times. £14,500 sponsorship confirmed. (Waterston's, NCL College, NBS, Cag Gemini, Mincoffs, Newcastle City Council, Opencast Software, Newcastle University)

All Dynamo clusters to feature. Launch of publication @ HOL IC3 event on 29th Jan.

Renamed 'HotSpot' – may not be doing annually

Purpose to raise profile of Dynamo and North East.

ACTION: Clare to circulate media pack to board

House of Lords – Email invitations to be sent out before Christmas. Paper invites follow in January. Launch the project, promote the NE digital sector, ties in with Yearbook. Highlight Dynamo and work we are doing.

Dynamo 'Talent Matching Service' - Pilot now planned for early 2018 to test the concept prior to further development and roll out. Members to contact Nicola Short direct if would like to participate

nicola.short@gradvert.com

UTC (Digital Technology and Life Sciences)

- Open Sept 2018 – building on schedule
- Applicants to date 30 (20 boys, 10 girls. Yr10 access – 27, Yr12 access – 3)
- Applicants required by Easter x 120 minimum. Aiming for 160.
- Total applicants required x 200 (as there will be drop-off) need 200 applicants to fill 160 places.
- Mentor for every child – campaign support from industry please
- Open Evenings: 17th January, 19th February and 12th March 2018
- Map of where applicants have come from. North, South and East mainly. Less from West
- Update - 34 sign ups now.
- Dept of Education meeting – 3 weeks ago. Left on a very positive frame of mind. Very encouraged by what we're doing.
- Marketing campaign not fully started yet – waiting on Principal to pick up pace. Recruitment and marketing – how will we push this? Charlie leading on this.
- Most expensively built UTC outside of London. Selective on location for transport links etc.
- Metro agreed most a student will pay is £2 per day
- Contact of Giselle's to work specifically on targeting schools (HT/head of science etc)

- Strategy in Jan for a mentor for every child – Jen Hartley. Small cohort, photoshoot, video shoot – sharp content. Address parents and potential students. 12-15 mentors needed. Diverse mix as possible. 6 x 1 hour sessions per year.
- Direct Action Group – where do these children hang out? Comic shops, skate parks etc.
- school will have employer engagement as one of the main things to 'sell'
- School great for region, sector and Dynamo!

ACTION – Board members to follow/like on LinkedIn. Retweets/sharing on social media

ACTION – Clare to circulate mentor request from Jen Hartley to members

Finance

- Overview and update
- £6,666.66 being added to December accounts
- Should breakeven by end of the year
- Revenue down in the past 2 years – conference sponsorship reduced Sage/Accenture
- More funding to help cover Cluster costs- in process of applications

ACTION – Clare to speak to accounts – invite Sarah & Mark to January's Ops meeting. Need report showing up to end of last month, not mid-month. Accenture money – how is it to be split/added?

CLUSTERS & SPECIAL INTEREST GROUPS

CYBER

- SWOT analysis and objectives agreed at last meeting
- Continued the development of an activity plan based upon the agreed objectives, meeting with each member of the board.
- Continued the mapping of cyber activities, meeting with each member of the board.
- Completed the draft cyber cluster definition document.
- Held further fortnightly meetings with Michael on 7 and 21 November. We talked about the progress made and how to present to Accenture.
- Attended a Journal cyber event at Centre for Life. There is possible interest in a story for the Journal.
- Received a proposed segmentation and classification scheme.

Activities next month

- Seek agreement of activity plan based upon the agreed objectives from Dynamo.
- Agree a date to present to Accenture to seek agreement of activity plan based upon the agreed objectives.
- Allocate responsibility and plan agreed activities.
- Continue mapping of cyber activities, including a representation of the various group in a graphical format.
- Continue fortnightly meetings with Michael.
- Plan for Dynamo Think Tank, date and content.

GDPR (General Data Protection Regulation)

- A group met to look at how to develop the North East region as a centre of excellence for GDPR.
- Look to start a cluster of trusted supplier
- Need to define what we mean by a cluster.
- Consideration needs to be given to new entrants and that Dynamo does not want to be a closed shop.
- Help Dynamo organizations to become compliant and then their clients.
- Raise awareness through Dynamo events and membership.
- Develop peer to peer forums to share experiences

ACTION: Phil to follow up with Teesside Uni – they would like to be involved

SKILLS

- North East UTC – updates as above
- Careers event – 20th June. Will be held at school in North Tyneside.

BIM and IC3

- International Centre for Connected Construction (IC3) project planning continues.
- £180k LEP Innovation Project Development Fund grant applied for on 8th December. This would enable Dynamo to lead a formal project to develop a detailed business case and financial planning for IC3. Outcome on funding success expected end Jan 18.
- More detailed business case developed for sign off by Northumbria University's Vice Chancellor and Deputy Vice Chancellor as lead education partner.
- Planning continues for 29th Jan reception on IC3 at House of Lords to promote the project to senior stakeholders in Westminster and beyond. Briefing lunch for VIP stakeholders planned on same date at Institution of Civil Engineers (ICE).
- Numerous meetings and briefings being held to gain further industry support and lobby government departments. Meetings held with various stakeholders and groups including BIM Regions North East, Innovate UK and Turner and Townsend.
- Latest BIM cluster event was held at Space Group on 15th November with 20+ attendees. Members gave valuable feedback on IC3 proposals. Options to support BIM Show Live in Spring 2018 being explored.

Planning underway to create a programme of cluster meetings and events for 2018.

Business plan for NE LEP – re circulate with minutes

Bid went in on Friday and if successful we can get £180k to pull business plan together. Hear in January. Funds will be used - fully costed feasibility study for the IC3.

ACTION: Simon Roberson to help spread the word for support

FINTECH (Pete Murphy)

- Anne Supporting Pete Murphy and Mike O'Brien to set up a Finance Cluster. Currently scoping the sector and networking to identify businesses to form an initial group. Planning a first cluster group meeting in new year.

Trying to figure out some work that people can do to prove the value of it. Get companies in the sector. Gary Scott, Scott Logic may be involved. Meeting again in January to move forward.

ACTION: Do the board know of anyone who may want to be involved in this cluster?

DIGITAL MANUFACTURING (Robert Bing)

No update provided

SHARED SERVICE CENTRES (Simon Roberson)

- Meeting held with Simon Roberson, Rachel Hancock and Angela Howey at BT/EE on 4 December.
- Keen to work with Sage, Accenture and others to build a Shared Services Cluster.
- Key areas of interest include; addressing negative image of the sector (public perception of call centre work), raising awareness of career pathways and range of opportunities, explore opportunities for apprenticeships, develop a more joined up approach to schools/education engagement, improving communications and sharing best practice between other organisations in the sector regionally. Also interested in talent matching programme.

- Next steps are to agree aims/objectives of the cluster, identify and reach out to other organisations who would like to be part of the cluster and set follow up meeting in February.

PROFESSIONAL SERVICES (Anthony Hall/John Marrin)

No update provided.

EVENTS

DynamoNets

- **11th December** – Urban Sciences, Newcastle Uni.
- **15th January** – Invest North East England
- **19th February** – Boilershop/Maven Capital Partners – TBC. Potentially link in with NE UTC event.

Think tank

- **20th February 2018** Cyber – details/venue TBC
- **April/May 2018?** GDPR – if becomes law in May, April would be good

Board Dinner 18

Baltic confirmed for Thursday 22nd March 2018

Sponsorship – TBC. Mincoffs and KPMG to target initially.

Target £6000 + VAT

Will be launched Tuesday.

ACTION – Clare to increase price to £87.50 + VAT

Dynamo 18

Wed 20/Thurs 21st June 2018

Urban Sciences Building

Further details to follow

ACTION – Speakers dinner – Clare to contact NCL College as potential host

MEMBERSHIP

➤ **New members:**

Sunderland College £450

Newcastle City Council £450

TOTAL £900

➤ **Lost members:**

Quicksilver Web £40

Advenio Digital £40

Lombard Technology £40

Rymote £40

Performance Horizon £850

ITPS £450

TOTAL £1,460

137 members, overall total **£58,500**

ACTION – Clare to schedule for Sept 2018 – membership renewal, benefits, price increase