

# Dynamo Board Meeting Agenda

**Date & Time:** 8<sup>th</sup> May 16.30 – 17.30

**Location:** Ryder Architecture, Newcastle upon Tyne

## **Attendees:**

Alan English, Mark Larsen, Mike O'Brien, Charlie Hault, Graeme Fletcher, Matt Oakley, Phil Jackman

## **Minute taking:**

Sarah Thackray, Clare Nicholson

## **Apologies:**

Graham Jordan, Alastair Irons, Keith Dickson, Lindsay Phillips, Jen Hartley, Becky Strachan, Anne MacDonald, Anthony McMenzie, Chris Wade, Paul Watson, Stu Lynn, Deni Chambers, Janet Ross, Alison Shaw, Bob Paton, David Carroll, Giselle Stewart, John Hunt, Neil Hemming, Richard Waterhouse, Simon Roberson

## **Board Updates**

- Welcome to Jane Turner – apologies given
- The Journal supplement – was published 28<sup>th</sup> April – link on Dynamo website
- Funding
  - Bid update
  - European Structural Investment Fund ESIF bid for Innovation funding
  - ESIF bid with Innovation Supernetwork to provide £200k total from £100k of Dynamo revenues and £100k European funding match. Target start date is Jan 18
    - July to accept invitation to tender. Take until Jan 18 to go ahead
    - Cluster focus, broad remit

Plan is for the new £100k money to give us another 3-4 headcount for Dynamo for Cluster working – focusing on skills & training, where are the innovations and can we get govt money to invest AI, tax digital platforms etc)?

  - Cyber – Mark would like to talk to Charlie offline regarding Accenture's Cyber support.
  - BIM (meeting in London at Downing St soon to pitch for funding for a BIM centre for excellent/R&D at Northumbria Uni)
  - Shared service centres (there are ex-BA people who could be good leaders) – working well with North of Tyne devolution.
  - Tax & accounting / Digital Government
  - Advanced manufacturing (how do you help the Nissan supply chain be more effective in their production process)

## **Finance**

- Overview and update

£13k up on this time last year.

Slightly behind forecast.

Looking good we just need to tighten up the formal documenting and planning process.

**ACTION** – Sarah working with Phil on this.

## Workstreams

### ➤ BIM

Meeting with Northumbria and RIBA to bid for a National Centre of Excellence for Connected Construction

- BIM Cluster Meeting – 16<sup>th</sup> May @ Northumbria University – 20 attendees confirmed to date from digital, construction and design sectors. Working with Becky at Northumbria and Beacon House Events. The meeting will focus on taking actions forward from our February BIM Think Tank including:
  - Identifying and developing case studies involving regional organisations
  - An update on our regional clusters bid and how organisations can get involved
  - Cluster needs survey feedback
  - NE sector data and research update
- Meetings held with stakeholders in region including Teesside University, Spearhead VR and David Carroll.
- Continuing to gather market intelligence and understand sector needs.

### **Funding**

- Secured for BIM sector analysis work from Sunderland Software City.
- Formal proposal submitted to NE LEP for Dynamo ‘pump priming’ support in 2017 – being considered by Hans Moller’s team.
- Considerable effort put in to develop Dynamo ESIF digital clusters application for April 2017 funding round. Meetings held with LEP, BIC and Innovation Super network and discussions ongoing with potential match funders. Decided to work in partnership with experienced ERDF partners rather than submit an independent bid. News on success of initial application expected July; full application will then be developed. Project should commence Jan/Feb 2018.

### ➤ Shared Service Centres

First meeting held with Steve Attwell Sage/Utilitywise, plus Sage, Accenture, Opencast, Sunderland Uni, Newcastle City Council, North Tyneside Council

### **Skills**

Bob, Alison and Giselle are at DoE today meeting re. UTC.

Colleges – bidding for institute of technology

Universities – bidding for institute of coding

How does the industry help to shape the curriculum to train the right skills? It’s developing a flexible structure that is the important bit.

Mark suggested a clearing house for apprentices – if Accenture have 400 applicants but only 35 places. Who should we pass the good quality applicants. How can we share them across industry?

Shared service cluster manager – one role could be managing the applicants to these centres and developing a clearing house system.

Schools need advice/pointers to the right skills supporters/systems.

**Action:** Phil has asked Gren Irving to score the skills matrix of school/education – will share

Regional Digital Skills Summit – Dynamo to curate something and get all the Unis/Colleges/Employers to attend and sponsor?

- Are you trying to consolidate the skills training for primary schools
- Value of Institute of Coding or Institute of technology

**Action:** Write a Dynamo-owned strategy. We need to narrow the question – purpose and aims.

**Action:** Graham to support Dynamo on this.

**Action:** Mark to create a 10-point plan. Challenges and suggested solutions. To then review and narrow.

## Events

### **DynamoNets**

- **8<sup>th</sup> May** – Ryder Architecture. Topic: Exporting North East Digital Excellence in Architecture and Lifecycle Management
- **10<sup>th</sup> May** - Founders4Schools event with Sherry Coutu, Boilershop NE1
- **12<sup>th</sup> June** – Nigel Wright – Topic: Attracting Talent People to your Business
- **10<sup>th</sup> July** – Accenture. Topic: Innovation workshop

Clare contacting other IT & Tech members for future hosts

Dynamo Dinners – should we introduce monthly/bi monthly/quarterly dinners?

### **Think Tank**

Thursday 8<sup>th</sup> June - 'Diversity in IT, hosted by Sage – invites sent out

### **Dynamo 17**

Monday 3<sup>rd</sup> July. Hosted by Durham University.

### ***Fringe events:***

**Post event reception** to be held on the night of the conference.

### **Careers event:**

- Likely to take place on Wed 28<sup>th</sup> June. Will likely be hosted by RTC North.
- Will be targeting teachers, careers advisors and any organisations involved with the skills agenda with an interest in school age education.
- We will be inviting member organisations to exhibit at the event as in previous years. This will be FOC to Dynamo member companies to exhibit at, and attend.
- Need to work out the agenda/content for the event.
- Liaise with Bob, Giselle and Graham on proposed content.

***Sponsorship:***

Durham University are hosting in kind by donating the room hire FOC.

Headline sponsor - Sage

Host city sponsor – Durham County Council

Host venue sponsor – Durham University

Workshop Room – NE LEP

Programme Sponsor – Business Durham

Sponsorship pack has been circulated to all previous Dynamo sponsors.

£24k confirmed need another £13.5k to reach target.

**Warm leads/potentials include:**

Accenture - £6k

Nutshell apps - £1.5k

Orchard - £1.5k

Northstar ventures - £500

Teesside University – tbc

DIT - tbc

Protirus - £350

Ward Hadaway - £550

Muckle - £550

***Programme:***

Title is 'Tech Boom North East: Spotlight on the opportunity'

Compere:

James Ashton

Keynotes:

Professor James Woudhuysen (opening)

Prof Carlos Frenk (closing)

**Other plenary sessions:**

**Panel: Tech Boom North East - Spotlight on the opportunity:**

Charlie Hoult, Sty Lynn, Giselle Stewart and Neil Hemming

**Panel: Our North East Successes (afternoon plenary)**

Sally Bell, Waterstons; Nigel Watson, NWL, invited Bede Gaming, invited PrismTech (if they join!). Maybe Visualsoft or tombola

Confirmed Themes/Speakers/Curators:

- Tax and accounting (Craig Eblett)
- Big Data (Paul Watson)
- Advanced Manufacturing (Catherine Johns, The advanced manufacturing park)
- Smart Energy (Dani Turton and Wesley, Siemens; Durham Energy Institute)
- Cyber (David Carroll)
- Shared service (Steve Atwell)
- Dynamites case studies:

- Mike Parker, Orange Bus
- Awaiting: Zerolight (invited) or Hedgehog lab
- Digital transformation & innovation (Curated by Paul Sutherland)
- Government Digital Service (tbc, Andy Beale can't do it)
- Games, Apps, Creative and Digital (Ubisoft, tombola, hedgehog lab?)
- Diversity in tech (Amy Stabler, Women Leaders in IT programme – Northumbria uni to curate)
- Skills (ask Bob/Giselle?) – maybe involve Dynamites skills developer winner Dan Pudwell and Catherine Boland STEM ambassadors
- Tech investment showcase – curated by Campus north/Northstar Ventures?
- BIM or VR (curated by Anne MacDonald)

**Tickets:**

Ticket price held from 2016.

21 tickets sold to date. On par with sales pattern from 2015 & 2016

**Action:** Email Amy Stabler re. women in IT leaders – chase up if they are interested.

Marketing:

- Mailout went out on Friday 7<sup>th</sup> April.
- Email to Board, Supporter members and networks and Past attendees to book/encourage others to attend/tweet

**Dynamites 17**

Taking place on 19<sup>th</sup> October at Civic Centre, Newcastle.

Capgemini confirmed as category sponsor

Approach BT for headline sponsor once again

**Membership**

- New members:
  - Atlas Cloud
  - Nathaniel Ray
  - Protirus/OOT Ltd
  
- Lost members:
  - Biddible
  - Insure the Box
  - Digital Allies
  - Adept

Cancelled 5 in total from o/s invoices and 2 retained from this. (END & Infinite Design)

- May - Aug Renewals: £10,470, 36 members. **ACTION** To be issued by mid-May.
- Dynamo Credit Control – log set up Clare chasing

- Member survey to be sent out mid-May
- Warm leads – collated spreadsheet (attached to agenda) Can any of the Board members contact any of these leads to encourage to join?

**ACTION:** Allocated Board members, as per attached list, to follow up with contacts there.

## **Dynamo Marketing:**

### **Website:**

Being re-designed. Aiming to launch new website by end June.

Board Profiles, and interested requested for the site.

Requesting testimonials from previous event attendees, sponsors and members for the website

**Matt** – could we run a hackathon at the conference to develop an app? Develop Dynamo content into an App. Capgemini/Accenture/Sage to invite some of their techs.

**Action:** Sarah to follow up with Matt, Mark and Graeme. Project and update at plenaries.

### **Yearbook:**

Could we print 1000 or 4000 and distribute to schools? Plan to create this for the Conference Dynamo 17 if possible.

## **AOB**

- Phil Jackman & Chris Wade: What is the purpose of Dynamo?

We need to recognise that:

- We have something good going
- This cannot continue on the good will of a small number of individuals
- We all sit round the table for different reasons
  - Some are common
  - Some are individual

What is it that we come for?

- Those who have responded
- Those who have not

What is it that we have in common?

What would good look like?

Can this be represented in a fabric of horizontals and verticals?

Dynamo's relationship with other groups:

What can we contribute today that will take us there, such as:

- Say something good about North East Tech every conversation outside the region

- Tweet / FB / LinkedIn something about NE tech everyday
- Retweet / Like / Poke something every day
- If it meets our common objectives support it

**Feedback:**

Mark would like Dynamo to have a Quarterly themes – comms plan so that we know what the focus is  
Graeme liked the idea the sample tweets for sponsors.

**Action:** Phil to report back.