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Interreg Europe

European Union
European Regional
Development Fund

PURE COSMOS:
The example of digital Birmingham

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Genova Smart Week | 21 November 2017

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The PURE COSMOS project

Digital Birmingham

Birmingham’s Digital Log Book

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The PURE COSMOS project

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- Financed by Interreg Europe
- 8 regions
- led by Genoa
- will improve ERDF policy instruments
- through interregional learning

Peer Review
Good Practices Register
Study Visits
Import Workshops
Regional Action Plans

https://tinyurl.com/PURECOSMOS

The PURE COSMOS challenge

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Enhancing the competitiveness of SMEs by making the business climate more transparent and reliable.

To do this we will:

Increase the quality of the public administration services (e.g. government effectiveness);

Use intellingent tools for modernising public administration (e.g. eGovernment; strategic human resources management, etc;

Find solutions to avoid administrative burden on businesses (e.g. time and cost to start up a business; time needed to obtain licences; tax compliance burden).

PURE COSMOS partners

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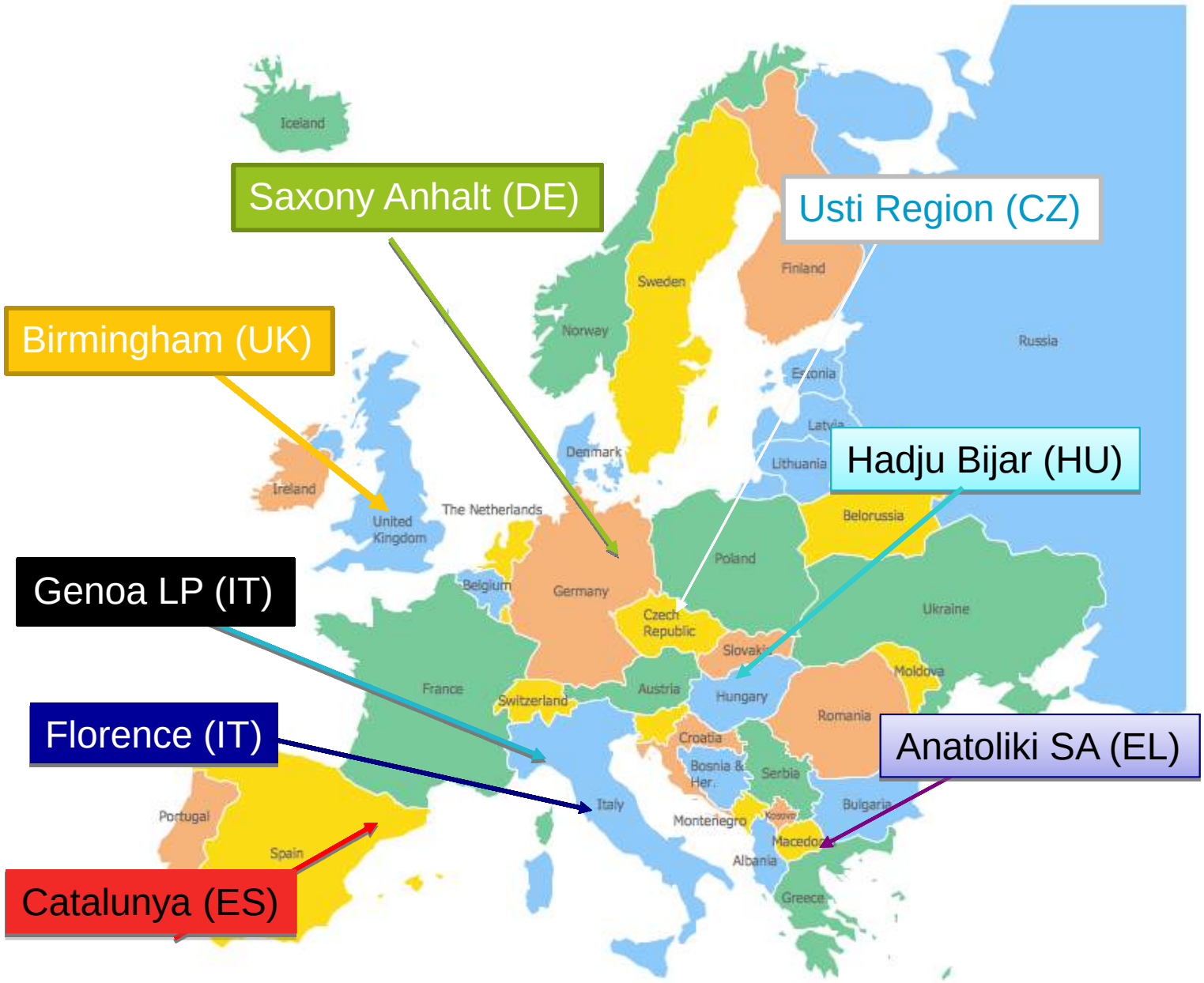

8 Regions exchange good practices on Digital reforms for SMEs

#1: Apr-16 > Mar-19
#2: Apr-19 > Mar-21
Budget: €1,8m

PURE COSMOS themes

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Policy Themes and project-partners	1 Genoa	2 Florence	3 Hajdú-Bihar	4 Saxony-Anhalt	5 Birmingham	6 C Macedonia	7 Ústí	8 Catalonia
One stop shop model	✓	✓				✓	✓	✓
Government to business		✓		✓	✓			
Digital by default	✓				✓	✓	✓	
More effective / transparent public services	✓	✓	✓	✓	✓	✓	✓	✓
Increasing the digital skills of SMEs		✓	✓	✓				✓
e-commerce services			✓		✓			
Better intra-regional e-communication						✓	✓	✓

PURE COSMOS themes

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The 29 good practices and the Policy Themes	N
One stop shop model	13
Government to business	8
Digital by default	13
More effective and transparent public services	16
Increasing the digital skills of SMEs	8
e-commerce services	1
Better intra-regional e-communication	3

Birmingham's good practices

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Digital Log Book

Online, secure and personalised portal for the delivery of bespoke public sector services in a collaborative approach e.g. housing tenants; public authority; community services and SMEs.

Together Birmingham

Collaborative digital tools to support effective stakeholder engagement and service user involvement in the design and delivery of public services.

Virtual Library of Birmingham

Use of digital planning tools by public authorities to enable greater interaction of SMEs and citizens in design and build of new planning developments, thus also boosting business supply chain growth.

Greater Birmingham Growth Hub

A one-stop shop to support SMEs and start-ups across the area to aid their growth and to advise, guide and connect them to information, opportunities and specific support.

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Birmingham's Digital Log Book

#digibrum

Birmingham Smart City

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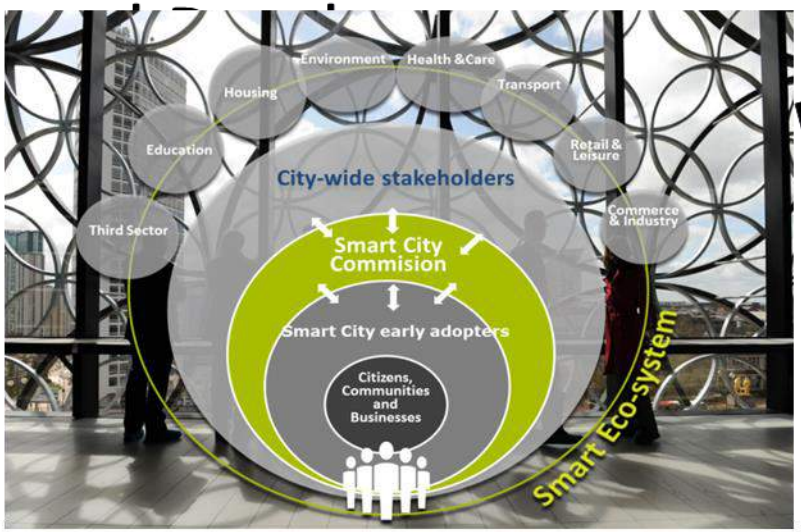
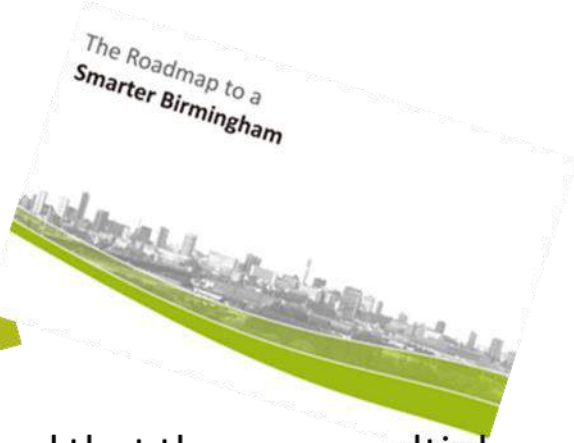
why Smart Cities?

- Increase in UK Population to 70 million by 2027 – fastest growth in 70 years
- Pressures; housing, energy, transport, carbon reduction
- Ageing populations and skills shortage
- Silo-ed systems and piecemeal development of services designed for efficiency, but connected and not designed for collaborative and cross sector working

Birmingham Smart City

Early Trailblazers – Birmingham Smart City Vision





Recognised that there are multiple approaches to establishing a smart city but any approach needs to;

- Regard cities as a system of systems
- Enable the integration of infrastructure and processes
- Promote the use of data and digital technologies
- Involve citizen and ensure citizen focused service delivery

Digital Birmingham's Role?

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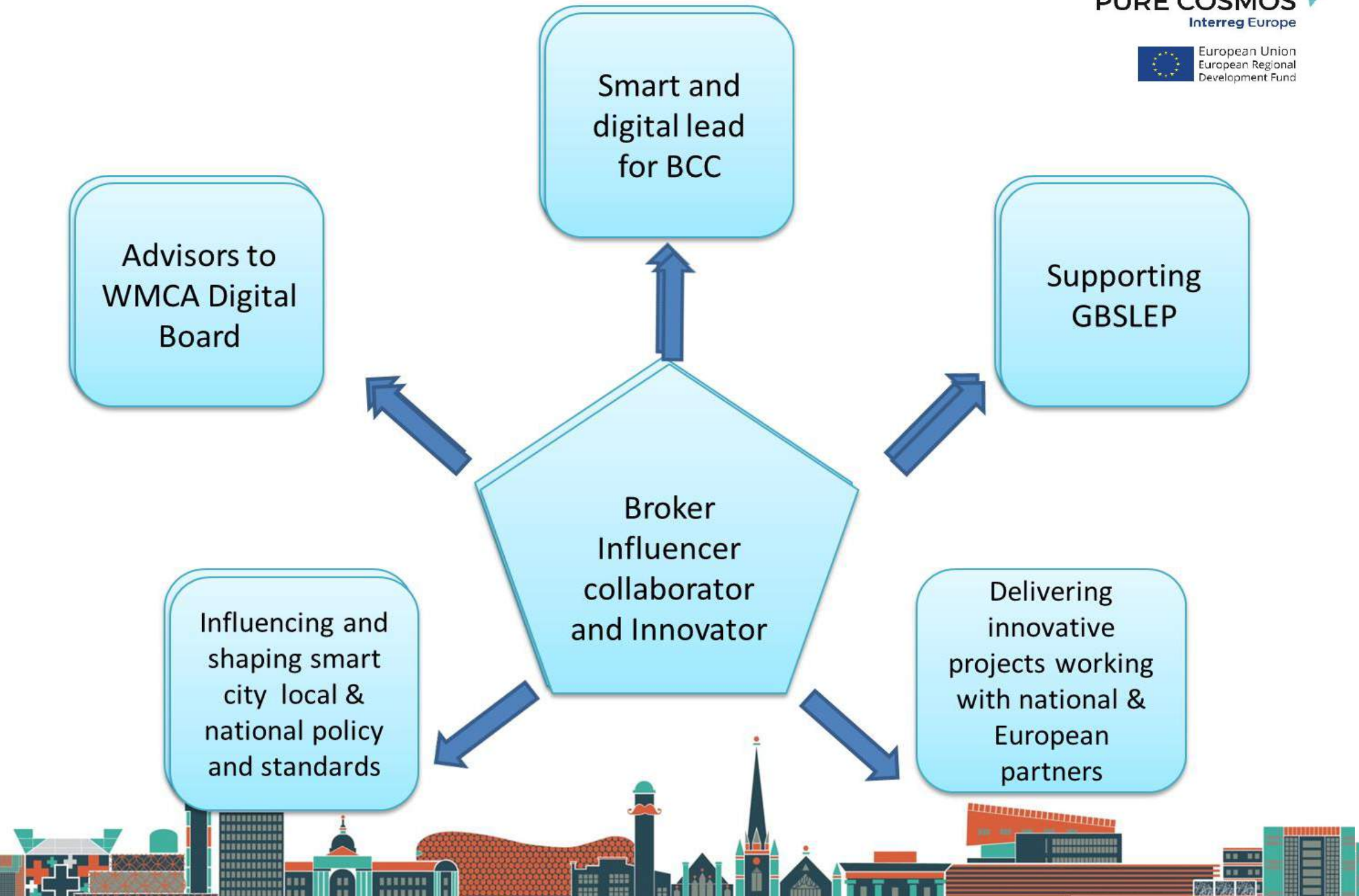

Birmingham Smart City

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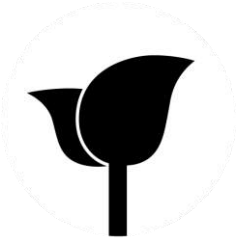
Accelerating city outcomes

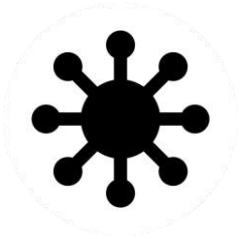
Economic prosperity

Stimulate Enterprise



Sustainable Growth

Better Quality Of Life



Civic Engagement

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Birmingham Smart City

Taking a smart approach

Intelligent & integrated approach

Use of digital and ICT

Open collaboration

Optimise use of resources

Co-produce with the city and its people

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Joining it together

Smarter Birmingham

Technology & Places

Creating the infrastructure for growth

A: Connectivity

B: Planning for Digital Infrastructure

C: Information Market Places

People

Creating an inclusive & skilled society where citizens thrive

A: Digital Inclusion

B: Skills & Employment

C: Innovation

Economy

Creating a sustainable and prosperous future

A: Health & Social Care

B: ICT & Energy Efficiency

C: Mobility

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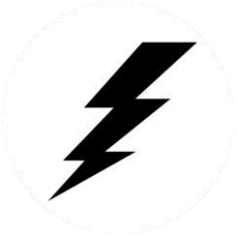
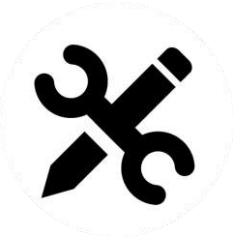
Addressing city priorities

Health & Wellbeing

Mobility



Energy



Skills

= a better life for everyone

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Our smart eco-system

The ecosystem in practice

A civic economy organically grown

Ideation.innovation.enterprise

INCUBATORS

Future Shift & Civic Foundry
Women's enterprise hubs
Balsall Heath Forum

COLLABORATORS

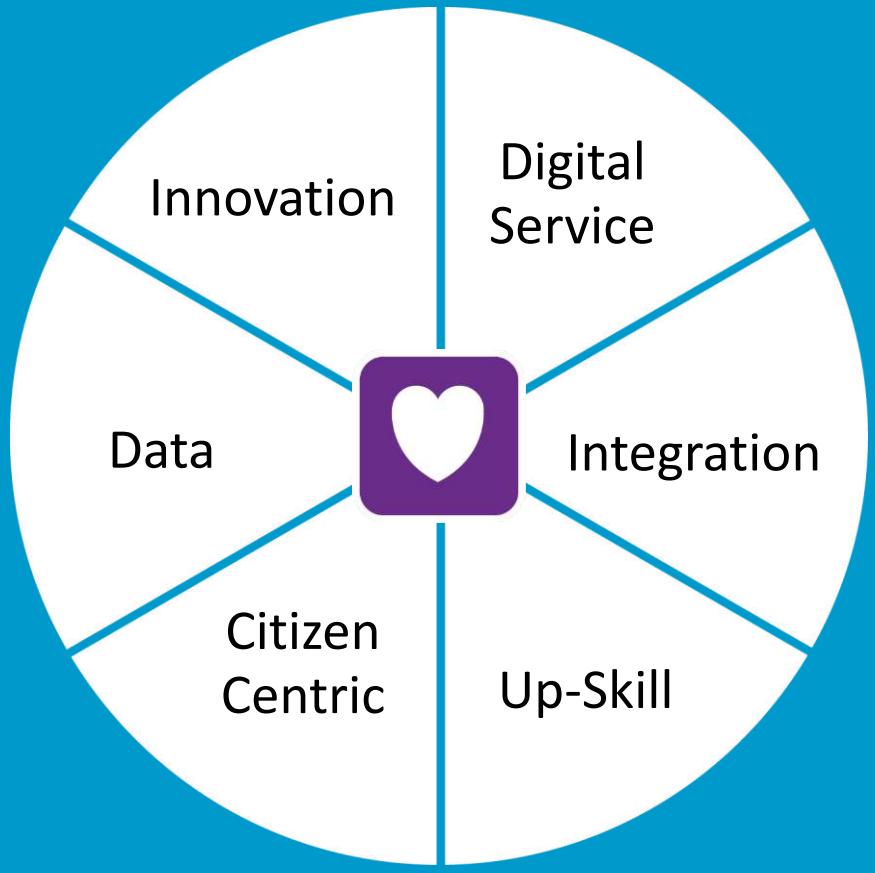
Smart City Alliance
Housing Associations

DIGITAL CODERS & MAKERS

BBC - Mailbox
Hub Birmingham - Millennium Point
Community spaces

Better quality of life

Predictive, preventative healthcare



Greater independence

Support self management

Economy

Integrated health & care

Digital Neighbourhood

Free community wi-fi integrated services

UP-SKILL

DISCOVER
– Digital skills for carers
Social media & open data surgeries

NEW BUSINESS MODELS

Creative Digital Health Solutions
Healthy Villages – Complete Care
PM Challenge Fund – Virtual Care

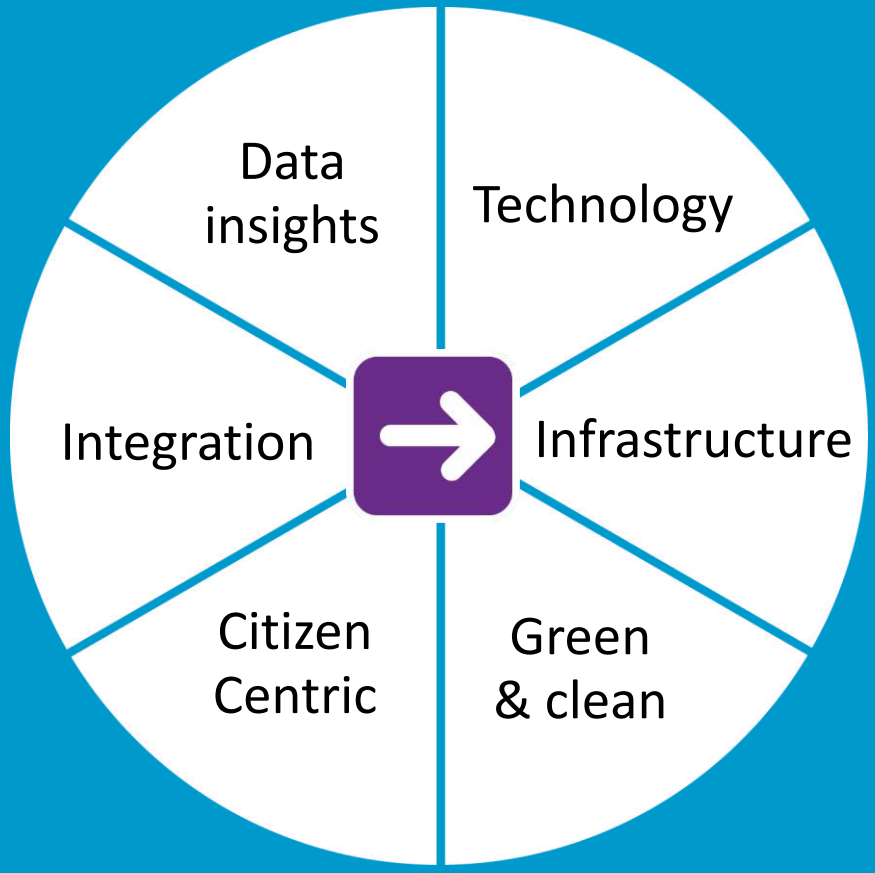
DIGITAL SERVICES

Care co-ordination – online networks e.g.Tyze,
Universal Credit Digital Logbook

Easy and affordable connections

Ease congestion

Better journey planning



Enhanced travel experience

Economy

Birmingham Smart City

Easy & affordable connections

Effective & Seamless Mobility

UK Smart Cities Forum – Mobility lead

SOCIAL INNOVATION

My Neighbourhood

CITY INFRASTRUCTURE

Smart street lighting
Smart Parking
Ultrafast mobile street network
Birmingham cycle revolution

FULLY INTEGRATED NETWORKS

Traffic prediction – Opticities
Traffic control platform – WM Urban Traffic Control Major Scheme
Birmingham Mobility Action Plan

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Birmingham's Digital Log Book: the challenge

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- Pressure to cut operating costs
- New City Council system for allocating social housing
- New UK government system for supporting people in need "Universal Credit", to be administered online (high risk for vulnerable people)
- Tenants' need for more support in using online services

Birmingham's digital logbook: the solution

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- Track the prospective tenant's journey from start to end
- Use a 'gateways of influence' model, to evaluate the level of support required
- Develop a set of tools enabling tenants to manage their
  - housing application
  - personal finances
  - house move (rent, utilities etc)
  - employment and training
- Create seamless links to all support-service providers
- Provide targeted support by Council staff for 12 weeks

Birmingham's digital logbook: the outcomes

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- Simple to use digital-by-default tenancy-journey
- More effective use of front-line teams
- Reduced system costs
- Tenancy sustainability increased by 5%
- Reduced evictions within first 12 months, saving £400K
- Reduced rent arrears within first 12 weeks, saving £144K
- **On-line** housing benefit claims rose from 26% to 92%

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THANK YOU

and enjoy the following sessions

QUESTIONS?

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