

## **North America Area Association Meeting**

**Committee Room 6, Council House**

**13<sup>th</sup> March 2014, 17.15 -18.45**

### **Attendees**

Mike Murray	BCC
Heather Law	BCC
Jo Andrews	BCU (Chair)
Carl Smith	The Edge Collegiate of Schools
Ant Thomas	Marketing Birmingham
Anjum Cave	Bournville College
Harpreet Sabbharwal	Former BCU student
Carolyn O'Brien	RBS
Steve Cunnane	UKTI

### **Apologies**

Symon Easton	BCC
Piali Ray	Sampad
Rhian Dobbs	Newman University
Christopher Barron	BRB
Peter Trethewey	Ex Cathedra
Fiona Church	BCU
Paul Mountain	SGH Martineau
Paul Noon	UKTI
Justin Benson	KPMG
Mashuq Ali	BCC
Richard Parker	PWC

David Houghton	RBS
Wendy Yip	Aston University
Catherine Lemon	Bham University
Mashuq Ally	Birmingham City Council
Stephen Simms	BCU
Sue Twells	BCC
Tim Manson	Marketing Birmingham

### **1. Apologies**

As above

### **2. Action points/ notes of last meeting 19.11.2013**

All action points have been completed.

### **3. Presentation on live Distinctly Birmingham website**

The DB website address is: [www.distinctlybirmingham.com](http://www.distinctlybirmingham.com)

The site hosts meeting notes and associated papers; the DB strategy and other documents. It contains links to sister cities, latest news and events (with an online form for you to complete if you would like to publicise an event or news, please complete the online form).

### **4. Update from Chair and colleagues**

#### **Chair:**

- At the moment 'A Tale of two inner cities', a SAMPAD initiative is on hold as there have been funding issues with the proposed visit to Chicago.
- Jo has been speaking to Paul Faulkner, Aston Villa CEO to explore the possibilities of getting them on board with the North/South America Association, plus exploring sponsorship potential.
- Jo has arranged a meeting with Professor Ian Grosvenor, Deputy Pro-Vice Chancellor for Cultural Engagement, UoB and Professor Richard Clay on 31<sup>st</sup> March. UoB have very strong links with Chicago and contributed to the development and launch of the Chicago cultural policy.

- Assistant Chief Constable Gary Forsyth will be invited to attend future meetings. Gary participates in the 'First Kicks', a national sports initiative for disadvantaged young people. Gary has also via his police work, linked with police in Chicago.
- Jo met with Paul Keyhoe, CEO of Birmingham airport and learnt about the 'Skills for Birmingham' Advisory Group which Paul chairs.

### **Mike Murray**

- Abdul Qadir, from the funding team will attend the next meeting to report on potential EU funding streams which may extend to activity in North/South America.
- Has scheduled a meeting with Michele Fergal from the airport; she is invited to the next meeting.
- Has met with Andy Howell, Strategic Director of the Birmingham Arts partnership to encourage his participation in this work.

### **Steve Cunnane**

- Steve will now attend these meetings.
- Steve has worked with business and professional services missions 2008/2010, these have included numerous University of Birmingham staff. BABC is a key institution for American activity – Helen Grice is now co-ordinator for this. There will be a trade mission to Chicago later this year.

## **5. Proposal to establish sub – groups**

Jo proposed the North/South America International Strategy (I.S.) group considered sub-dividing and forming more focussed sub/ task and finish groups. These would encompass:

- Education (schools, colleges and higher education)
- Business and trade (UKTI, BABC and Marketing Bham)
- Culture and sport
- Public services(social services and police)

The sub-groups would have autonomy of their own and will report back to the I.S. group.

Suggested leads for the sub-groups:

Education – Carl Smith

Business and trade – UKTI or Marketing Birmingham TBC

Culture and sport – MM to approach Symon Easton

Public Services – Mike Murray

**ACTION:** HL/MM to send out lists of representatives for each association to association leads.

## **6. Presentation on Birmingham / North America jazz engagement by Jim Simpson, Director, Big Bear Music**

Jim gave a very informative overview of the North America/Chicago/Birmingham jazz connection and the impressive work Big Bear Records has been undertaken to promote blues and jazz collaboration between the US and Birmingham. The 30<sup>th</sup> Birmingham International Jazz and Blues Festival will be taking place 18<sup>th</sup> – 27<sup>th</sup> July 2014.

Details to follow.

## **7. Any other business**

- The group were pleased to welcome Carolyn O'Brien, Director, International Network Origination Transaction Services UK (RBS) to the group.
- Jo highlighted the work she is undertaking to promote employability skills for people through an initiative founded by Prince Charles entitled: 'The Pub is the Hub' <http://www.pubisthehub.org.uk/> It was established in 2001 to facilitate projects aimed at encouraging pubs to engage with the communities they serve.
- Carolyn O'Brien (RBS) highlighted 'Moneysense', a free interactive programme RBS runs which gives students the skills to manage their money so they can thrive in today's society and be prepared for independent living. This could link to 'Pub is the Hub' activity.

### **Date of next meeting**

1<sup>st</sup> May 2014 at 17:00hrs, Committee Room 1, Council House.

### **AGENDA TO FOLLOW**