

## **North America Area Association Meeting**

**Committee Room 1, Council House**

**28<sup>th</sup> January 2014, 17.00 -18.30**

### **Attendees**

Mike Murray	BCC
Heather Law	BCC
Jo Andrews	BCU (Chair)
Carl Smith	The Edge Collegiate of Schools
Ant Thomas	Marketing Birmingham
Symon Easton	BCC
Piali Ray	Sampad
Rhian Dobbs	Newman University
Anjum Cave	Bournville College
Harpreet Sabbharwal	Former BCU student
Christopher Barron	BRB
Peter Trethewey	Ex Cathedra
Lise Olson	Birmingham School of Acting, BCU

### **Apologies**

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

Steve Cunnane	UKTI
Johnny Golding	Birmingham City University
Jack Kelly	National Express

### **1. Apologies**

As above

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

All other action points have been completed.

### **3. Update from Jo Andrews**

Proposed the group considered participating in 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)

Other areas of interest expressed by the group:

- Third sector/ community engagement (scouts and rotary)
- Progressing work between BCU and US counterparts – Depaul university and Roosevelt university.
- Suggested working through the BCU Faculty of Education/BCC schools department to start engaging teachers both sides of the pond to develop joint US/UK projects. Fiona Church (Exec. Dean of Education, Law and Social Sciences) should be invited to attend the next meeting.

### **Update from Mike Murray**

- Met with Rupert Ward, KPMG – Chair of Birmingham/Chicago Sister City Committee.
- Maybe at the next meeting we could Skype our counterparts.
- Has arranged a meeting with Sue Twells to progress a model developed to connect Birmingham schools to Guangzhou. This could be extended to America.

- BCC working with INLOGOV (UoB) and Chicago City Hall to develop a Masters focussing on city management in times of austerity?
- Has obtained a short promotional video produced by a BCU graduate who participated in the November visit last year (2013). The video highlights links between Birmingham and Chicago.
- Work progressing with social services- Birmingham, Chicago and Hamburg. They are exchanging best practice in 2014, to include safeguarding.
- The Lord Mayor is travelling to Washington in April for a performance by Birmingham Contemporary Music group in the library of Congress. He will also go to Chicago. National Express are also taking this opportunity to gain publicity for the company which runs the iconic yellow bus in 30 states.
- Work is progressing with Gary Forsyth, Assistant Chief Constable and Chicago Police Department around knife crime and community engagement.
- Met with Nick Venning PWC to discuss potential collaboration.
- Will invite Justin Benson, KPMG to the next meeting to deliver a presentation on behalf of KPMG.

#### **4. Roundtable plus updates from:**

Piali Ray – Chicago visit – ‘A Tale of Two Inner Cities’

- Project outlined in attached paper
- Project to be extended to incorporate a schools element on the theme of ‘journeys’ and to draw in Birmingham schools. Maybe have an exhibition in Birmingham museum. Jo Andrews will take this part of the project forward.
- Also exploring a potential dance link.
- JA has funding in place for March 2014 visit, Piali is still looking to identify funding.

Anjum Cave – UKTI/British Council funding

- Suggests Piali look at potential funding through UKTI 'Passport to Export' fund.
- British Council funding for skills partnerships doesn't extend to the USA, it is only for Middle East North Africa (MENA) countries.

Lise Olson – Birmingham School of Acting, BCU – The school has extensive links in the States which could be drawn upon as appropriate for activity proposed by the group. Links include: NY; San Francisco and Chicago.

**Further comments from group:**

- Communication is a key aspect of our work and we need to design projects which people can link into. The Distinctly Birmingham (DB) website should help us to do this.
- Culture should link to business.
- We need to identify projects which have the 'attraction' factor for an American audience e.g. fashion – Kate Middleton or jewellery; digital or military.
- Harpreet has a Chicago/Birmingham blog which the group can feed into – this is at: <http://goo.gl/sQw2wx>
- Aston Villa owned by An American and they want to increase their fan base in N. America.

**ACTION POINT 1:** MM to introduce Jim Kerwood to Harpreet Sabbharwal

**ACTION POINT 2:** HL bring copies of DB strategy to the next meeting.

**ACTION POINT 3:** MM to approach J Webber to encourage representation from BABC on the committee.

**ACTION POINT 4:** MM to organise meeting with the American Embassy to raise awareness of the group.

**ACTION POINT 5:** MM to ask Andrew Dunbar for an Aston Villa contact.

**ACTION POINT 6:** MM to invite KPMG and UKTI to present at the next meeting.

**ACTION POINT 7:** MM to arrange a Skype with the sister city committee.

**ACTION POINT 8:** MM/JA to invite a representative from Birmingham Civic Society to the next meeting – ask Keith Stokes-Smith

**ACTION POINT 9:** MM/JA to invite Peter Pitchford to the next meeting – to be clarified.

**ACTION POINT 10:** MM to contact Andy Street, Chair of the LEP and invite him to the next meeting.

**ACTION POINT 11:** JA to seek an update on the development of Chicago's cultural policy. (Heritage Hub, UoB)

**ACTION POINT 12:** MM to look into how the US Information Agency could help the group meet its objectives.

**ACTION POINT 13:** MM to invite Catherine Staite and Catherine Lemon to the next meeting.

**ACTION POINT 14:** MM invite Wouter Schuitemaker, Marketing Birmingham to next NA meeting.

**ACTION POINT 15:** MM invite Mike Hopkins, South and City College to next NA meeting.

**ACTION POINT 16:** MM to invite Kim Vaughn, International Office, Sutton College (part of Birmingham Metropolitan College) to next NA meeting.

**5. Social (after next meeting)**

Social: after next meeting at the Café Rouge, Brindley Place at 7.15pm

**6. Date of next meeting**

Next meeting: 13<sup>th</sup> March 5.15pm, committee room 6.

**7. Any other business**

None