

MDDA

Manchester Digital Development Agency



MANCHESTER
CITY COUNCIL

Manchester ^{always}
on



northwest
development agency



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Development Fund

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Manchester City Council



ISSS 2006

Hradec Kralove 3rd/4th April 2006

From Telecities to Intelligent Cities (IntelCities)

- **Transforming cities, transforming lives**
- **Pool experience and expertise from across Europe**
- **New e-Government Interoperability Framework (eGIF)**
- **E-City Integrated Development Environment (IDE)**
- **New business models – PPPs/social enterprises**
- **New public assets and city trading networks**

Manchester's Strategic Development of ICT

How did Manchester get involved - key milestones:

- **Review of the City's Economic Development Strategy in 1989**
- **Information Society adds new challenges to urban regeneration**
- **Changing the image of Manchester – creativity and innovation**
- **Three linked elements to the City's Strategic Framework for ICT**
 - **central to regeneration – externally facing – bring local benefit**
 - **transformation of services – internal infrastructure**
 - **human resources – developing skills and confidence at all levels**

Manchester's image and reputation

- **the 'original, modern' city**
- **from 'dirty old town' to 'theatre of dreams'**
- **importance of creative and cultural assets – sport/music**
- **strong virtual presence – e-Manchester – changes people's perceptions of the real place**
- **importance of e-tourism through new e-services provided by creative, cultural and community networks**
- **e-visitors become real visitors and potential investors**





Tackling the Digital Divide

Contradictions and challenges:

- **innovation and growth sitting side by side with continuing deprivation**
- **advanced digital applications but most local people don't use them**
- **need to connect opportunities of knowledge economy with local needs**
- **existing infrastructures unavailable to many facing social exclusion**
- **bridging the digital divide is essential for sustainable development**

Exclusion = social + digital + financial

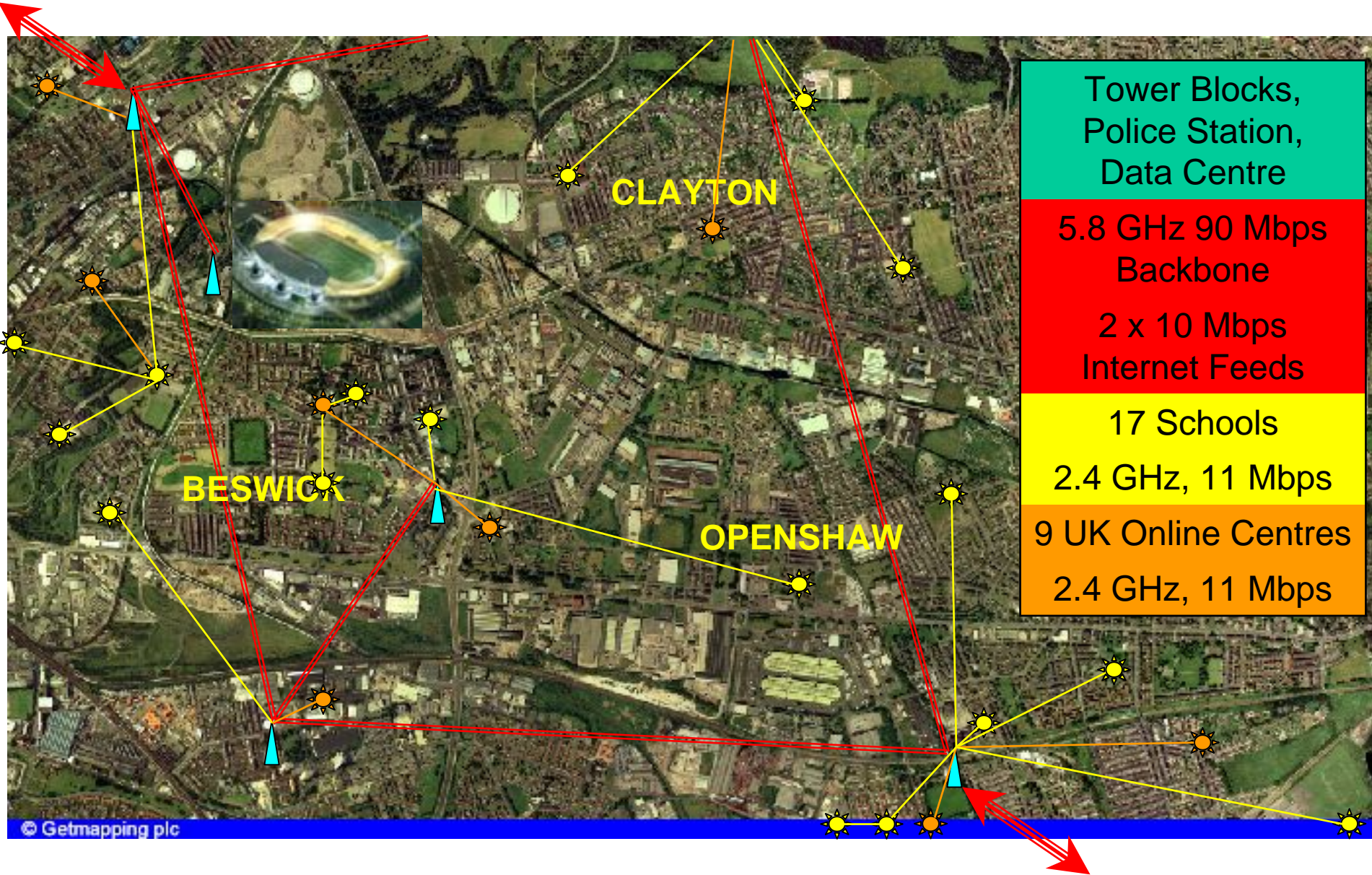
- **Financial exclusion was the biggest problem**
- **Creative thinking needed – use credit unions for ‘buy in’**
- **Infrastructure exclusion, e.g. 25% of households in East Manchester no longer used telephone landlines**
- **New delivery systems needed, e.g. wireless broadband**
- **New structures to deliver these, such as social enterprises**
- **Citizen-led e-services are needed**
- **Citizens as active producers of content - not just passive consumers**

Lessons learnt to date

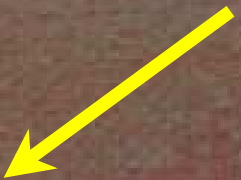
- **Social innovation is as important as technological innovation**
- **Importance of the voluntary sector in developing local initiatives**
- **From Electronic Village Halls to Electronic Neighbourhoods**
- **Access and training are crucial and ongoing**
- **Content production and new e-services are increasingly important**
- **Building and renewing partnerships is a continuing process**
- **Experience of East Manchester – building a digital ‘New Town’**
- **Sustainability remains the key challenge**

Social innovation + digital innovation

- **Reversing the decline of inner urban areas**
- **East Manchester: 100,000+ people to less than 30,000 in 40 years**
- **New East Manchester – ‘Sport City’ and “New Town in the City”**
- **Being ambitious – aim to have 60,000+ people by 2012**
- **Community engagement - kit, connectivity and capacity building**
- **£200 for new PC, £60 for a refurbished PC – 90% went for new**
- **Credit Union (CU) low-interest loans – UK’s fastest growing CU**
- **350 households to 3,500 households and Stage 3 to 5,000+**
- **Internet access from 10% to 50%, broadband from 2% to 25%**
- **Currently 4,300 users and 1,400 have active wireless connections**



East Manchester – Beswick, Clayton & Openshaw



WINDHOPE CLOSE
WINDHOPE CLOSE
WINDHOPE CLOSE
WINDHOPE CLOSE
WINDHOPE CLOSE

Demonstrating real local benefit

Eastserve users are:

- **More aware of employment opportunities**
- **Keen to get further IT training (more than one-third said this)**
- **More likely to take part in other education/training opportunities (45% had done this)**
- **More likely to be looking for fresh challenges (if seeking work)**
- **Much more likely to be planning to seek work (if currently out of work)**
- **More interested in running their own business and getting training to do this**

Manchester's 'Digital Challenge'

- Reaching a critical mass – extending the Eastserve model
- City-wide basis (25,000+ households) - city-region (250,000+)
- Media convergence – Web portals to community based IPTV
- Future-proofed infrastructure – synergy - fibre and wireless
- Fibre To Thewhere??...Home/Door/Street??
- Promoting new business models – PPPs and social enterprises
- Also opening new markets for 'Cities as Businesses'
- Creating and sustaining jobs in the networked digital economy
- Ensuring that local people have the skills to access to these

Putting the 'e-' into regeneration – from 'connected communities' to 'intelligent cities' (lessons drawn from the EU IntelCities Project)

- **need to improve urban governance and sustainability**
- **improve communication - administrations, citizens and businesses**
- **develop new city information infrastructures**
- **exploit new public assets with innovative business models**
- **new potential for PPPs and social economy enterprises**
- **local people and businesses - active producers of content and services**
- **capture and share experience across Europe and globally**

e-City Vision for enhanced governance



Citizens
family, old people,
disabled people etc.



Government
politicians, public
services officers

Customers



Businesses
companies,
professionals,
transport service,
etc.



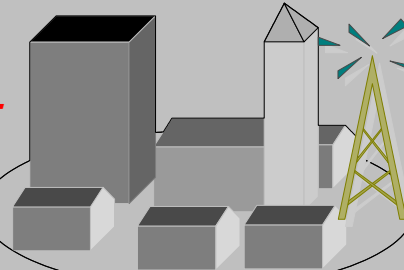
**Non-Governmental
Organisations**
Friends of the Earth,
Human rights etc.

**e-City Platform
enables
INTEGRATED
INFORMATION
PROCESSING
providing
BUSINESS
INTELLIGENCE**



Service data
Real-time data

**City Management
Services Set**



Stats & trends
Spatial data

**City Planning
Services Set**

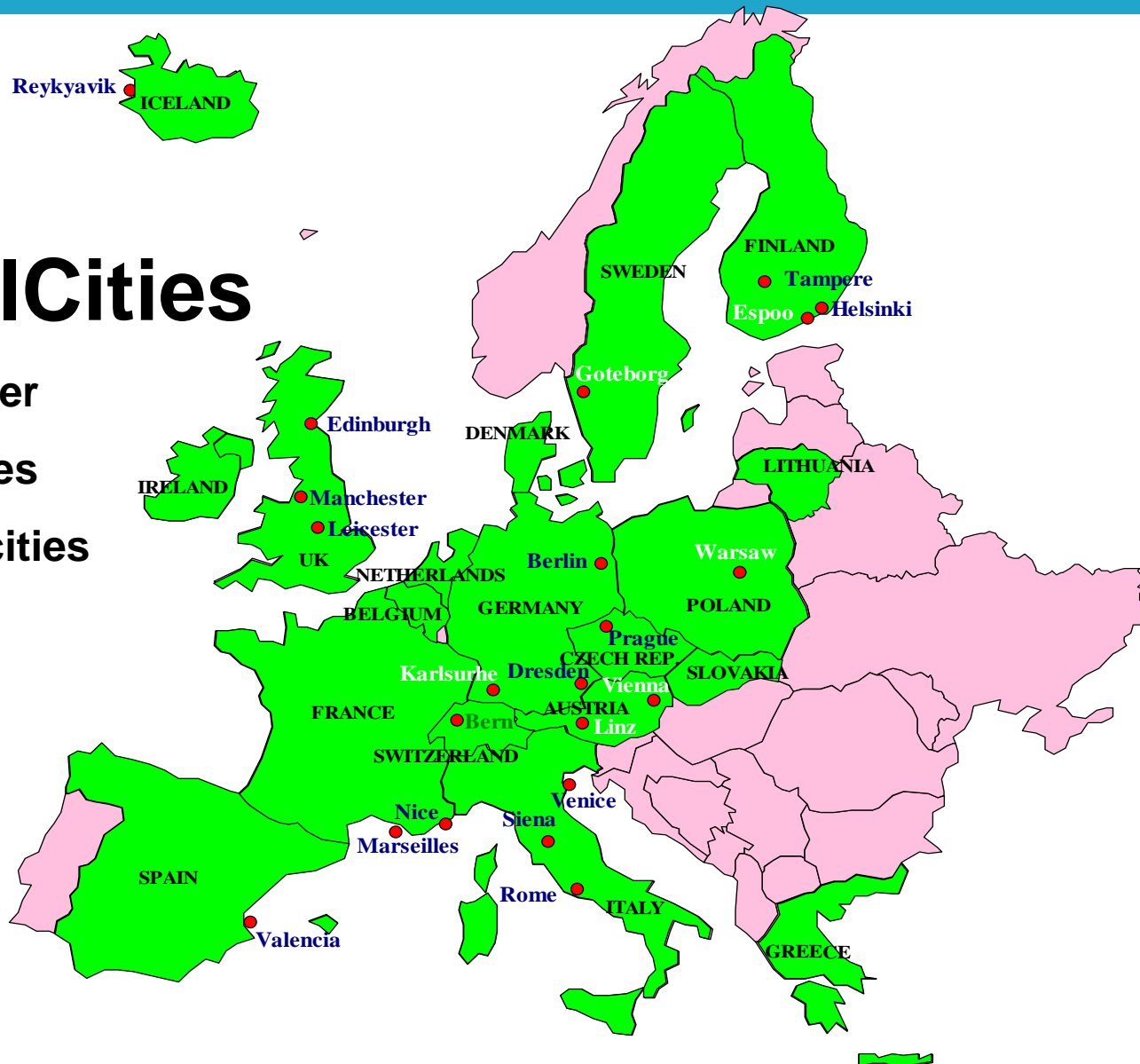
Intelcities will create and integrate a set of innovative, e-government services that will improve the management and planning of cities through *business intelligence*, leading to higher quality, more sustainable urban environments, delivered via the e-city platform

Emerging markets in Europe and beyond

- New EU member states and other countries in CEE
- International initiatives – Intelligent Communities Forum
- Support to enable cities to avoid ‘re-inventing the wheel’
- Recognition of strands of specialist expertise where countries are ‘leapfrogging’ the innovation process
- Role of trans-European networks and projects and EU funding programmes – e-TEN, FP7, Structural Funds
- The work of the IntelCities Alliance Consortium with support from Telecities and Eurocities
- Cisco Local Government e-Leaders Forum

IntelCities

+ another
100 cities
In Telecities



Where now?

- **Make something happen - a 'leap of faith' – like Amsterdam or San Francisco**
- **Mix together social entrepreneurs with business entrepreneurs**
- **Marry together the best of wireless with the best of fibre**
- **Mellow and think imaginatively about sustainability**



Further information:

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- **MDDA - www.manchesterdda.com**
- **Manchester regeneration initiatives: East Manchester – www.eastserve.com Wythenshawe – www.wythit.com**
- **Manchester Community Information Network (MCIN) – www.mcin.net**
- **EU IntelCities project - www.intelcitiesproject.com**
- **Telecities – www.telecities.org or Eurocities – www.eurocities.org**



