

# Oscar Krane

WE ARE ENGAGEMENT

## EVENT PROGRAMME

Wednesday 20th & Thursday 21st September



EXCELLENCE  
IN LOCAL  
GOVERNMENT



Doing more with less sounds like an advert for one of the high street supermarkets, but it's what every council across the United Kingdom is having to do. With less money being distributed by central government, councils are having to find innovative ways to save money, increase efficiency and generate income. Many councils are well on their way to achieving either or both of these things whether it be combining and sharing resources with another council, renting out office space to SME's or everything in between. Change is here and changes will continue to happen!

However, this isn't the end of collaboration and issues, with more powers continuing to be devolved to local councils and the creation of so called "super councils" but with no extra funding, it would appear that things will become more challenging before they get easier.

During this meeting, all attendees will be able to share their own experiences and the challenges they are currently facing. In addition, you will then have the opportunity to look at different ways of addressing these problems and an overall look at where we were, where we are and what needs to be done to get to where we need to be.

Topics to be discussed include:

- Agility • Devolution • Digitalisation • Cyber Security • Transformation • Economic growth
- Data as an enabler • Organisational change • Which leadership model? • Technological enablement • Platform as a Service (Paas) • The role of AI and Chatbots • Managing cyber security risks • Demand / workforce management • The establishment of Unitary Councils
- Customer service experience improvement



**Staverton Park Hotel**  
Daventry Road  
Daventry  
NN11 6JT

## WEDNESDAY 20TH SEPTEMBER

**15:00 – 18:00** HOTEL CHECK-IN AND FREE TIME

**18:45 – 19:30** REGISTRATION AND DRINKS RECEPTION

**19:30 – 22:00** NETWORKING DINNER

# THURSDAY 21ST SEPTEMBER

**07:45 – 08:20**    **REGISTRATION, TEA, COFFEE & PASTRIES**

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**08:20 – 08:30**    **CHAIR'S WELCOME AND OPENING REMARKS**

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*Glyn Peach, Chief Information Officer*



**08:30 – 09:00**    **LEADING TECHNOLOGY CHANGE IN INCREASING COMPLEXITY**

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We are working in an increasingly complex context; organisational and financial pressures, a workforce with changing priorities, fluctuating systems and networks (in every milieu), and tools we have used for decades aren't working quite as well anymore. The introduction of transformational change on top of all this means we need to think differently, work differently and lead differently. I have been learning about and testing out new ways of working and new ways of leading, and I will share with you some ideas that might help you to adapt and succeed even though we cannot know what the complex work context of tomorrow is going to look like!

*Madeline Hoskin, Assistant Director Technology*



**09:00 – 09:30**    **WORKING TOGETHER TO STOP SECURITY BREACHES IN PUBLIC SECTOR**

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Learn how Bluefort and CrowdStrike are collaborating to keep Threat Adversaries out of the UK Public Sector and support organisations with limited resources to protect their environments and deliver improved security outcomes.

*Josh Neame, Chief Technology Officer*



09:30 – 10:00

## HERTFORDSHIRE COUNTY COUNCIL – IMPROVING RESIDENTS LIVES

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HCC recognises the value of data, information & insight to making informed decisions. But how can we make sure that we understand the linkages between corporate objectives, data & delivery?

Paraic will lead the room through an interactive discussion on how we can identify objectives, understand conflicting objectives, anticipate unintended consequences, harness reporting, challenge modelling & realise the importance of taking people with you.

The conclusion is that data, information & insight only go so far. Decision makers need to understand their own biases & intelligence practitioners need to understand that insight sits within an ecosystem of persuasion.

**Paraic McKenna, Head of Intelligence**  
*(Improvement & Technology)*



10:00 – 10:30

## CHALLENGING THE CYBER SECURITY THREAT WITH AWS & VEEAM

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Local government services are being continuously targeted by cybercriminals. Local Government leaders are recognising the importance of this threat and asking their teams for solutions which address both immediate risks and provide a long term protection strategy. Learn how AWS and Veeam work together to build recovery strategy for our customers, and how we jointly helped Northumberland County Council improve business continuity, avoid a single point of failure and increase speed of recovery by 99%.

**Polina Shloydo-Sadler, Enterprise Account Manager,**  
*UK Local Government*  
**Cath Parry, Senior Territory Manager – Public Sector**



10:30 – 11:30

## TEA, COFFEE & NETWORKING BREAK

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11:30 – 12:00

## DUDLEY METROPOLITAN BOROUGH COUNCIL – OUR JOURNEY TOWARDS BETTER DATA

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In this session Andy will explore the work that has been done in Dudley MBC to date to improve the use of data within different Directorates of the Council and links with various partnership boards. This will be focused on health and social care but incorporate some other areas of local authority responsibility. He will outline both successes and challenges in this process, as well as looking forward to how this can develop into a more coherent corporate approach in the future. This session will look at aspects of data management and governance, as well as presentation of data and identifying effective insight for stakeholders.

**Andy Baker**, *Head of Intelligence, Performance & Policy*

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12:00 – 12:30

## LOCAL GOVERNMENT TRANSFORMATION: LEADING CHANGE IN UNCERTAIN TIMES

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Genine Whitehorne will discuss the Transformation programme which has been undertaken at the City of London Corporation including:

- A new paradigm: challenging the existing norms
- What we can learn from COVID-19
- The challenges to embedding permanent change
- Key takeaways as a change leader

**Genine Whitehorne**, *Commercial Director  
& Acting Project Governance Director*

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12:30 – 13:00

## STRIKING THE BALANCE BETWEEN ENSURING DATA SECURITY AND GIVING EMPLOYEES FREEDOM TO FOCUS

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A recent news report highlighted a case where a council inadvertently published individuals' personal information online, a result of a human error.

In today's media landscape, a common thread unites many news stories: incidents such as sending emails to unintended recipients, inadvertently sharing spreadsheets with hidden tabs, misuse of CC/BCC, and lapses in recalling messages—this list of errors continues to grow.

While it remains a serious consideration for all businesses, for the public sector, data protection is often about people protection. Local government employees handle the personally identifiable information of residents every day, and no authority can afford the financial or reputational damage of a data incident. Yet leaks continue to happen.

So what is the solution? In wake of strapped resources and tightening budgets, digital fatigue and hybrid work, we showcase how, through seamless integration with existing IT infrastructure, smart effortless technology can empower local government organisations to prevent data leaks and achieve compliance, whilst giving their people the freedom to focus on their work.

**Amir Khan**, *Public Sector Specialist*

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13:00 – 13:45

LUNCH

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13:45 – 14:15

TEA, COFFEE & NETWORKING BREAK

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14:15 – 14:45

TRANSFORMING TWO COUNCILS INTO ONE TEAM

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Greg Campbell works as the Director of Policy & Transformation for Brentwood & Rochford Councils. He is successfully bringing together these two organisations against a backdrop of financial pressures, cultural dichotomy and stringent timeframes. This session will cover:

- How Brentwood and Rochford Councils tackled transformation to create resilience and effectiveness that will embed a platform for continual improvement
- Tackling the cultural clash, maintaining positivity and seeking early success
- Honesty and emotional intelligence as a key to success
- And, what next for this partnership?



Greg Campbell, *Director of Policy & Transformation*



14:45 – 15:15

CHANGING DOCUMENT MANAGEMENT SYSTEMS –  
A REAL WORLD EXAMPLE

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In April 2023, Central Bedfordshire Council completed a 2-year project to successfully migrate from BOX to SharePoint. This session will provide information on:

- Why the change was undertaken
- What went well – learn from best practice
- What challenges did we face
- What didn't go well – avoid our mistakes!
- What we achieved from the migration
- How we intend to develop our use of our Document Management system



Chris Trinder, *Head of Technology*

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15:15 – 15:45

## ACHIEVE IN-YEAR COST SAVINGS AND ENHANCE END-USER EXPERIENCE

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Riverbed's Alluvio platform empowers Local Government organisations to reduce IT expenses, streamline IT operations for greater efficiency, and elevate both employee and citizen satisfaction.

Simplify your IT management with our comprehensive monitoring platform. By optimising visibility and boosting application performance, you can ensure a seamless user experience. Riverbed helps local governments by simplifying processes and minimising IT expenditures. We can assist you in pinpointing areas where software and hardware consumption can lead to cost savings and in identifying potential application issues. This proactive approach allows your organisation to resolve problems before they impact end-users.

Our scalable solutions are designed to flexibly adapt to evolving needs. Discover how we can reduce your organisation's expenses, enhance IT efficiency, and enable the delivery of effective services to both employees and citizens.

**David Jenkins**, *Lead Solutions Engineer*

**riverbed**

15:45 – 16:30

## TEA, COFFEE & NETWORKING BREAK

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16:30 – 17:00

## PREPARING FOR THE FUTURE – DIGITALLY TRANSFORMING INTERNALLY AND EXTERNALLY

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Manchester has an ambitious programme “Future Shape” that is focused on the digital transformation of both our external facing services, and our internal processes and upskilling our colleagues.

Hear about our journey so far, plans for the future and the odd issue along the way.

**Chris Wanley**, *Director of ICT*

 **MANCHESTER**  
CITY COUNCIL



**17:00 – 17:30**

## **FEEDING HUNGRY LITTLE MINDS IN STAFFORDSHIRE**

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Good speech, language and communication skills are fundamental in childhood development. Children who don't develop these skills in their earliest years are not only behind when they start school, many never catch up and it has life-long effects on their health and happiness.

A multi-award winning campaign from Staffordshire County Council is using the power of automated email to help parents nurture speech and language skills in their children – and make sure they arrive at their first day of school ready to learn.

**Cristian Marcucci**, *Assistant Director for Communications*



**17:30 – 17:40**

## **CHAIR'S CLOSING REMARKS AND EVENT FINISH**

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