

# Programme

Day One Wednesday 20 September

08:30 Conference Registration

09:30 Welcome to Service Design in Government 2023 **PENTLAND**

09:45 **KEYNOTE** **PENTLAND**  
 Building successful service organisations 60 Minutes  
**Kate Tarling** Advisor, consultant and author of The Service Organization

10:45 Refreshment Break

11:15

Pentland East • TALK  
45 Minutes

**Embedding service design bottom up & top down - lessons from the field**

**Kate Ivey-Williams**  
The Open University

Pentland West • TALK  
45 Minutes

**Inclusion: going beyond accessibility & digital capability**

**Stéphanie Krus**  
Independent Contractor

Prestonfield • TALK  
45 Minutes

**Transactional or relational services? applying user-centred design in complex policy spaces**

**Dr Jen Manuel**  
UK Health Security Agency

South Hall • CASE STUDY  
45 Minutes

**Championing a value-based design approach...**

**Yemima Safra**  
Transform  
**Pavan Dady**  
HMCTS - Immigration and Asylum Chambers

Kirkland • WORKSHOP  
90 Minutes

**Tools for navigating uncertainty**

**Suraj Vadgama**  
Nesta

12:00 SWITCHOVER

SWITCHOVER

SWITCHOVER

SWITCHOVER

12:15

Pentland East • CASE STUDY  
45 Minutes

**How to influence the strategic direction of large, complex services**

**James Higgott**  
NHS England

Pentland West • TALK  
45 Minutes

**Designing services from a distance**

**Sally Halls**  
CoLab (UK Home Office)  
**Pippa Streeter Hurlle**  
CoLab (UK Home Office)

Prestonfield • CASE STUDY  
45 Minutes

**System leadership & design culture - the surrey "SEND" experience**

**Emily George**  
Surrey County Council

South Hall • CASE STUDY  
45 Minutes

**Uncovering unheard voices: challenges in recruiting marginalised groups in service design**

**Hyun Ju Lee**  
Immigration, Refugees and Citizenship Canada

13:00 Lunch Break

14:00

Pentland East • TALK  
60 Minutes

**Successfully delivering design projects in your ecosystem**

**Malcolm Beattie**  
Department of Finance, NI

Pentland West • TALK  
60 Minutes

**Taking an equitable design approach...**

**Nina Wafula**  
TPXimpact  
**Mike Woolf**  
YoungMinds

Prestonfield • TALK  
60 Minutes

**Using boundaries to create healthier, more resilient and effective services, teams, and partnerships**

**Fionn Tynan-O'Mahony**  
Sopra Steria

South Hall • WORKSHOP  
90 Minutes

**Systemic design: a hands-on session to learn how to approach complex policy challenges from different user perspectives**

**Lesley Fewster**  
**Pamela Woods**  
Version 1

Kirkland • DISCUSSION  
60 Minutes

**A seat at our table - developing design governance**

**Tory Dunn**  
**David Broggio**  
NHS Blood and Transplant

15:00 Refreshment Break

15:30

Pentland East • CASE STUDY  
60 Minutes

**This is not service evolution, it's service revolution**

**Rachel Furze**  
**Kaz Hufton**  
Ministry of Justice, UK  
**Stephen Petch**  
Office of the Public Guardian (England and Wales)

Pentland West • CASE STUDY  
60 Minutes

**Homegrowing service design capability in government**

**Jen Staves**  
**Simon McCartney**  
HMRC

Prestonfield • TALK  
60 Minutes

**How psychological safety enables inclusive design**

**Natalia Riley**  
**Becky Kuang**  
Snook

Kirkland • WORKSHOP  
60 Minutes

**Addressing power, bias & potential harm in design for cultural diversity**

**Delina Evans**  
Camden London Borough Council  
**Talise Tsai**  
Royal Borough of Greenwich

16:30 SWITCHOVER

SWITCHOVER

SWITCHOVER

SWITCHOVER

SWITCHOVER

16:50

Pentland • Discussion  
60 Minutes

**Whoops-a-Daisy & the Killer Whales: 10 years of service design in government**

**Sophie Dennis**  
Conference Chair, Service Design in Government

17:50 Social Evening



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# Programme

Day Two Thursday 21 September

08:30 Conference Registration

09:15 Welcome to Service Design in Government 2023 **PENTLAND**

09:30 **KEYNOTE** **PENTLAND**  
The Journey to Eutopia 60 Minutes  
**Rochelle Gold** Head of User Research, NHS England

10:30 Refreshment Break

11:00

Pentland East • CASE STUDY  
60 Minutes  
**Breaking bad policy: how we built HMRC's policy lab**  
**Faye Churchill**  
HM Revenue and Customs

Pentland West • TALK  
60 Minutes  
**Service maintenance! resetting the conditions to design with impact**  
**Alan Colville**  
Colville CX

Prestonfield • CASE STUDY  
60 Minutes  
**A look inside sport England's whole organisation transformation: one service at a time**  
**Steven Garrett**  
Sport England

South Hall • WORKSHOP  
90 Minutes  
**Public services in the age of AI: a workshop for designers who want to avoid ethical nightmares!**  
**Jasmine Kendall**  
**Kate Iida**  
**Sulamaan Rahim**  
Oxford Insights

Kirkland • CASE STUDY  
60 Minutes  
**Introducing a successful national HPV vaccination campaign - the value of co-creating public policy**  
**Kate Spierings**  
Ideate

12:00 SWITCHOVER

SWITCHOVER

SWITCHOVER

SWITCHOVER

12:15

Pentland East • CASE STUDY  
45 Minutes  
**Navigating 'dark matter' - a model for policy design in local government**  
**Polly Bass**  
London Borough of Camden

Pentland West • TALK  
45 Minutes  
**Customer centricity in the public sector**  
**Amanda Payne**  
cxpartners  
**Germaine Faulkner**  
Civil Aviation Authority

Prestonfield • TALK  
45 Minutes  
**How services can be planet-centric by design**  
**Ned Gartside**  
DEFRA

Kirkland • TALK  
45 Minutes  
**Designing with data using a life-course approach**  
**Chiara Garattini**  
**Danila Lalli**  
NHS England

13:00 Lunch Break

14:00

Pentland East • TALK  
60 Minutes  
**Net zero & service design: overcoming technical silos & driving systems change**  
**Zung Nguyen Vu**  
**Harriet Pugh**  
TPXimpact

Pentland West • TALK  
60 Minutes  
**Designing for people with dyscalculia or low numeracy**  
**Jane McFadyen**  
**Anna Khoury**  
DWP Digital

Prestonfield • TALK  
60 Minutes  
**Designing good services at scale: our experience of transforming public services across the UK**  
**Isobel Seacombe**  
**Marianne Brierley**  
dxw

South Hall • WORKSHOP  
120 Minutes  
**Triz, w<sup>3</sup>izz & wicked questions - an exploration of liberating structures**  
**Valerie McLean**  
Because Agile Ltd.  
**Sarah Liston**  
Registers of Scotland

Kirkland • WORKSHOP  
60 Minutes  
**Assess your organisation's service design maturity using the new local government service design maturity model**  
**Henrietta Curzon**  
**Katie Brunger**  
Newham Council  
**Nicholas Ward**  
Essex County Council

15:00 Refreshment Break

15:30

Pentland East • TALK  
60 Minutes  
**Research & co-design with children - a beginner's guide**  
**Ali Fawkes**  
**Jenni Parker**  
Humanly

Pentland West • TALK  
60 Minutes  
**Lightning talks**  
**Areeba Siddiqui**  
**The product mum**  
**Natasha Trotman**  
**Equalities design and anti-oppressive co-production**  
**Jaye Hackett**  
**Crisis, punctuated equilibrium and the planet calling our bluff**  
**Laura Dalrymple**  
**Defensive practice (risk averse practice) in UCD**

Prestonfield • CASE STUDY  
60 Minutes  
**Policy re-design, a multidisciplinary & design approach to reform the policy for disability certification in Colombia**  
**Diana Pamela Villa Alvarez**  
Fundación Saldarriaga Concha

Kirkland • WORKSHOP  
60 Minutes  
**How do you know your service works?**  
**Beatriz Belmonte Acero**  
Better Public Services

17:00 Social Evening

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# Programme

Day Three Friday 22 September

08:45 Conference Registration

09:30 Welcome to Service Design in Government 2023 **PENTLAND**

09:45 KEYNOTE **PENTLAND**  
Transcending Black Realities: The Possibilities of Joy & Imagination 60 Minutes  
**Julian Thompson** Founder & Design Director, Rooted by Design

10:45 Refreshment Break

11:15

Pentland East • TALK  
60 Minutes  
**The long slog of public service design**  
**Martin Jordan**  
German government's Digital Service  
**Kara Kane**  
Government Digital Service

Pentland West • TALK  
60 Minutes  
**Partners in communities**  
**Shagun Seth**  
EY Seren  
**Kalvinder Kohli**  
Birmingham City Council

Prestonfield • TALK  
60 Minutes  
**Content as a product**  
**Bonny Colville-Hyde**  
Torchbox

South Hall • WORKSHOP  
90 Minutes  
**The innovation hunger games**  
**Lily Payton**  
**Naja Nelson**  
Centre for Public Impact (CPI)

12:15 SWITCHOVER

SWITCHOVER

SWITCHOVER

SWITCHOVER

12:30

Pentland East • TALK  
45 Minutes  
**Lessons from the lab: policy design in the 'real world'**  
**Pippa Dagnall**  
Department for Work and Pensions

Pentland West • TALK  
45 Minutes  
**Make mapping great again**  
**Jessica Hughes**  
HM Courts & Tribunals Service

Prestonfield • CASE STUDY  
45 Minutes  
**Shaping a public health approach to financial inclusion**  
**Thomas Dunn**  
Derbyshire County Council

Kirkland • LIGHTNING TALKS  
45 Minutes  
**Lightning Talks**  
**Sean Peacock**  
**Including children and young people in design**  
**Disha Mittal**  
**Designing for a diverse generation**  
**Tommy Petillo**  
**Designing for people with dementia**

13:15 Lunch Break

14:00

Pentland East • TALK  
45 Minutes  
**Is co-design futile?**  
**Martha Edwards**  
Government of British Columbia

Pentland West • TALK  
45 Minutes  
**Once more, with feeling: the role of emotions in design**  
**Kerrie Hughes**  
SPARCK

Prestonfield • CASE STUDY  
45 Minutes  
**Designing a viable land for future generations**  
**Assunção Sampayo**  
WithCompany

South Hall • WORKSHOP  
45 Minutes  
**45 ways to get into the 'discovery' groove**  
**Andrew Grimes**  
Mace & Menter

14:45 Refreshment Break

15:15

Pentland • Discussion  
45 Minutes  
**Conference Wrap Up: where next for Service Design in Government?**  
**Sophie Dennis**  
Conference Chair, Service Design in Government

16:00 Event close