

08:30 Conference Registration

09:15 Welcome to Service Design in Government 2020 **PENTLAND**

09:30 KEYNOTE **PENTLAND**
Bringing unsexy back: fixing the plumbing of government 60 Minutes
Carrie Bishop City and County of San Francisco

10:30 Refreshment Break

PENTLAND EAST

PENTLAND WEST

PRESTONFIELD

KIRKLAND

11:00

CASE STUDY
How to prototype your business or operating model
 45 Minutes
Emily Bazalgette
 Organisation designer

CASE STUDY
Co-creating truly inclusive services: beyond wheelchairs and screen readers
 45 Minutes
Vita Mangan
 dxw

WORKSHOP
Igniting Scotland's change leaders of tomorrow today
 90 Minutes
Lisa Murphy
 Young Scot

WORKSHOP
Public service mapping: collaborating on end-to-end multi-channel journeys
 90 Minutes
Brian Hendrick
Samantha Sadasivan
 Canadian Digital Service

SWITCHOVER

SWITCHOVER

11:50

CASE STUDY
From service design to systems change: lessons from practice
 45 Minutes
Adam Groves
Nerys Anthony
 The Children's Society

CASE STUDY
Using design to embed ethics in product development
 45 Minutes
Dawn Duhaney
Aoife Spengeman
 Wellcome Trust

12:35 Lunch Break

13:25

CASE STUDY
Service designers in detention: case studies from crime and education
 45 Minutes
Tanvi Kareer
 Dublin by Deloitte
Munpreet Uppal
 Department of Education: Education and Skills Funding Agency

CASE STUDY
Cake as work
 45 Minutes
Dan Barrett
 Citizens Advice

TUTORIAL
Service Design: not just a toolkit... but a way of being
 90 Minutes
Jo Carter
 The Satori Lab
Melys Phinnemore
 Go Further
Howard Merrett
 Valleys to Coast Housing Association

WORKSHOP
Rapid prototyping: making a considered AI-driven public service
 150 Minutes
Akil Benjamin
Beverley Benjamin
 Comuzi

SWITCHOVER

SWITCHOVER

14:15

CASE STUDY
Scary design - building Local Welcome from our riskiest assumptions
 45 Minutes
Will Myddelton
 Local Welcome

CASE STUDY
How our community of practice got better at growing our design capability
 45 Minutes
Joe Honywill
 HM Land Registry

15:00 Refreshment Break

15:30

CASE STUDY
Pass on the spark: spreading the story of your project
 60 Minutes
Sam Willis
Hattie Kennedy
 MHCLG
Rahma Mohamed
 London Borough of Hackney

TUTORIAL
Co-producing a feedback tool with young people with care experience: thinking critically about the role of technology in social work services
 60 Minutes
India Roche
 Dartington Service Design Lab
Zoë Prosser
 Snook

WORKSHOP
What it's really like doing user-centred design in policy?
 60 Minutes
Joe Silverman
Tristan Ostrowski
Sophie Boyd
 Department for Education

WORKSHOP CONTINUED
Rapid prototyping: making a considered AI-driven public service
 150 Minutes
Akil Benjamin
Beverley Benjamin
 Comuzi

16:30 Social Evening (see page 23)

08:45 Conference Registration

09:20 Welcome to Service Design in Government **PENTLAND**

09:30 KEYNOTE **PENTLAND**

What role are you taking in change? 60 Minutes

Cassie Robinson Head of Digital Grant Making, The National Lottery Community Fund and Co-founder of the Point People.

10:30 Refreshment Break

PENTLAND EAST

PENTLAND WEST

PRESTONFIELD

KIRKLAND

11:00

CASE STUDY

Redesigning cervical screening: collaborating across health governing bodies to deliver a whole service

45 Minutes

Rochelle Gold

NHS Digital

Shirley Sarker

NHS Digital (contractor)

CASE STUDY

Service (re)-design at Registers of Scotland – The Doing

45 Minutes

Clare Barnett

Barry Mullan

Registers of Scotland

WORKSHOP

Citizens Advice: how can we design services with a unique local offering?

90 Minutes

Clare Villalba

Jessica Kyriacou

Leanne Griffin

Alex Gadsby

Citizens Advice

WORKSHOP

Power and privilege in design: a training course

90 Minutes

Clara Greo

Government Digital Service

Sonia Turcotte

SWITCHOVER

SWITCHOVER

11:50

CASE STUDY

The undercover service designer: bringing service design to a traditional NHS role

45 Minutes

Sarah Josefsberg

NHS

Emma McAuley

CASE STUDY

Innovation on the rocks

45 Minutes

Tony Young

Malcolm Beattie

Department of Finance

Northern Ireland

12:35 Lunch Break

13:25

CASE STUDY

7 years to deliver change - why having more time doesn't make things easier

45 Minutes

Sohila Sawhney

Amy Ricketts

Barnardo's

CASE STUDY

In Argentina, citizens and government are co-creating technological projects to help rural families

45 Minutes

Julieta Tortosa

Government Lab of Argentina

CASE STUDY

Starting small to build big

45 Minutes

Simon Walder

Scott Logic

HANDS-ON

Liberating Structures for service design

90 Minutes

Mike Press

Hazel White

Open Change

SWITCHOVER

SWITCHOVER

SWITCHOVER

14:15

CASE STUDY

How to keep traffic moving across Greater London

45 Minutes

Sally Halls

Sopra Steria

Schumoné Groener

TFL Network Management Control Centre

Alex Sykes

Transport for London

CASE STUDY

Increasing public participation in the policymaking process: a valuable, but risky endeavour?

45 Minutes

Lucy Jessop

Department for Work and Pensions

CASE STUDY

Inwards and outwards research: choosing your research methods according to the service lifecycle

45 Minutes

Caroline Jarrett

Effortmark Ltd

Clara Greo

Government Digital Service

15:00 Refreshment Break

15:30

CASE STUDY

Exploring the future of open justice: speculative design in service design

60 Minutes

Rachel Bruce

Nina Cutler

Policy Lab

CASE STUDY

Defining a theory for discovery

60 Minutes

Nabeeha Ahmed

Ministry of Justice

TUTORIAL

Soft power: influence through storytelling

60 Minutes

Tanvi Kareer

Dianna Wu

Yi Wu

Dublin by Deloitte

TUTORIAL

Using data in the design process

60 Minutes

Ottla Arrigoni

Jenni Parker

Humanly

16:30 Social Evening (see page 32)

08:45 Conference Registration

09:20 Welcome to Service Design in Government **PENTLAND**

09:30 KEYNOTE **PENTLAND**
Building better worlds 60 Minutes
Cennydd Bowles Designer and futurist

10:30 Refreshment Break

PENTLAND EAST

PENTLAND WEST

PRESTONFIELD

KIRKLAND

11:00

CASE STUDY
Designing an environmental service standard
 45 Minutes
Ness Wright
Zoë Prosser
 Snook

CASE STUDY
What lies beneath - future problems of truth and power in design
 45 Minutes
Alastair Somerville
 Acuity Design

WORKSHOP
Do or die: why local government needs to collaborate to survive
 90 Minutes
Mia Peters
Tom Cleary
 London Borough of Southwark

WORKSHOP
How might we collectively create a service design apprenticeship?
 90 Minutes
Amy Newnham
 Adur & Worthing Councils
Clara Greo
 Government Digital Service

SWITCHOVER

SWITCHOVER

11:50

CASE STUDY
The designer's ego and how it will prevent us saving the world
 45 Minutes
Audree Fletcher
 Sensemaking Limited

TUTORIAL
Data and Public Services Toolkit
 45 Minutes
James Maddison
 The ODI

12:35 Lunch Break

13:25

CASE STUDY
I just want to be believed
 60 Minutes
Sam Groves
 UR Consultant

CASE STUDY
Facilitating cross-government transformation through co-design
 60 Minutes
David Singer
Natalie Harney
 Engine Transformation (in partnership with HMCTS)

TUTORIAL
Starting with the right questions
 60 Minutes
John Waterworth
Lucy Taylor
 dxw digital

WORKSHOP
Policy, participation and power - how can deliberative democracy change decision making and service design in government?
 60 Minutes
Emyr Williams
 Y Lab
Oliver Escobar
 Edinburgh University

14:25 Refreshment Break

15:00 ENDNOTE **PENTLAND**
Title 560 Minutes
Shanti Mathew Deputy Director, Public Policy Lab

16:00 Conference Wrap-up and Close (10 minutes)