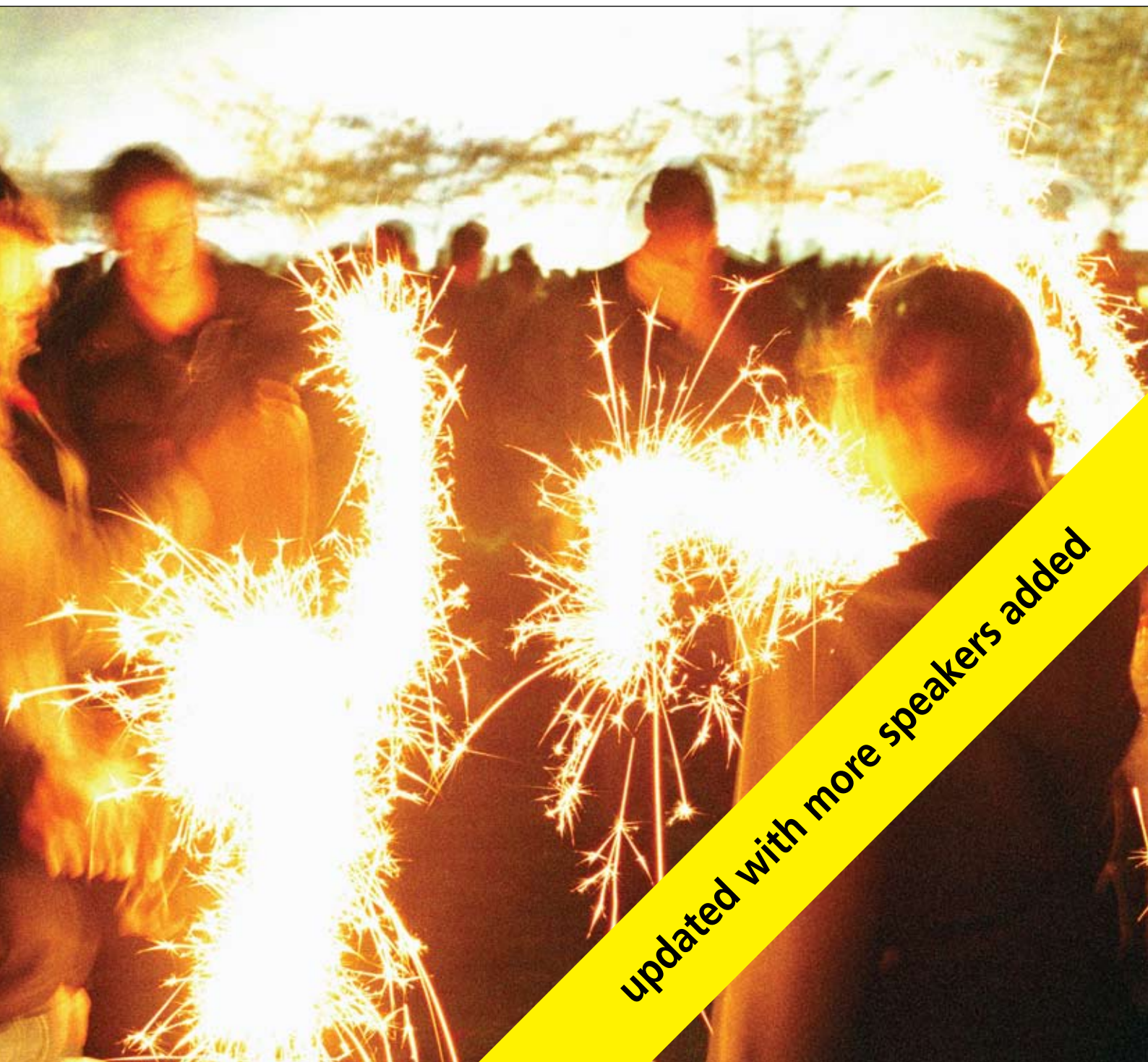


# A new public services innovation conference

Share bright ideas to improve people's lives

Thursday 20 – Friday 21 November 2008, Business Design Centre, London N1



**updated with more speakers added**

## about the conference

People want to live in places with high-quality services, a safe environment, accessible transport links, a strong sense of community and opportunities for all. This aspiration is not new but the world in which councils and other local public service providers are seeking to achieve it is changing rapidly and becoming increasingly complex. So much so that it is no longer simply enough to speak of improving council performance as the solution to creating the sort of places people want to live.

Local Area Agreements have now been signed and the issues we face – climate change, community cohesion, affordable housing, teenage pregnancy, and worklessness are not things we can crack by simply doing more of the same but better. They require innovations in local public services, which by definition, do not yet exist and require local public service providers to design. They require us to harness the collective expertise and knowledge we hold to generate new ideas.

This new conference will help you to deliver the top priorities for your locality.

It will provide a unique opportunity for public service policy makers and providers to come together to share ideas and insights, showcase emerging good practice and design together solutions to the most intransigent problems.

Facilitator **Gene Payne** will shape this event around the issues you want to tackle. With the help of innovation experts from the **Young Foundation**, the **Innovation Catalyst**, **Forum for the Future**, **Improvement and Development Agency** and the **Leadership Centre for Local Government**, we will explore what we already know, develop new ideas and ways of taking them forward.

But the learning won't stop there. During the event we will capture the best ideas and practice that emerges and showcase the best of these across the local government family in *first* magazine in the months to follow.

## the conference programme

### Day 1 – Thursday 20 November

09.00 – 10.00 Registration, refreshments and exhibition viewing

10.00 – 12.15

#### Innovation insights – interactive sessions

Innovation is the latest buzz word across the public services but do we really understand what it means and more importantly, do we really know what makes innovation possible?

We will start with the top 5 LAA issues you identified and will provide an opportunity for you to pitch your ideas, pose questions you want answered and identify sources of expertise.

From this, we will begin populating our Innovation Insights and Ideas wall that will capture the learning and shape the event.

**Cllr David Parsons**, Chair of the LGA Improvement Board, will welcome delegates to our first keynote session where we will hear from the **Rt Hon James Purnell**, Secretary of State for Work and Pensions, **Cllr Mike Freer**, Leader of Barnet and **Geoff Mulgan**, Chief Executive of The Young Foundation on why public service innovation is a must for the 21st Century.

12.15 – 13.30 Lunch, exhibition viewing, plus a chance to view the Innovation Insights Wall and exchange ideas with colleagues

13.30 – 15.45

#### Innovation through mass participation

**Charlie Leadbeater**, leading authority on innovation, one of the top management thinkers and expert in the power of mass creativity and user driven innovation will lead delegates through a participative session to tackle the issues that matter most. We will have the opportunity to hear from and be challenged by Charlie, then work alongside public sector colleagues and innovation experts in workshops to develop thinking around your top issues. We will be working towards developing an agenda for change for each issue.

15.45 – 16.15 Refreshments and exhibition viewing

16.15 – 17.30

#### Innovation – who are we doing it for?

**Ruth Kennedy**, Director, ThePublicOffice

**Anthony Browne**, Policy Director, Greater London Authority

So that we don't lose sight of the purpose of innovation which is to improve the lives of local people, we need to understand who those people are, what they need and importantly, involve them in designing solutions. This panel session presents real-life video case studies that give insights into the experience of people, providing an opportunity to 'reality check' the top ideas emerging from the first day.

17.45

## Drinks reception – sponsored by Odgers, Ray & Berndtson



## Day 2 – Friday 21 November 2008

From 09.00 Registration and exhibition opens

09.30 – 10.30

### Innovation: making it happen 5% inspiration; 95% perspiration

Day 2 of the conference focuses on how to turn the ideas from day one into reality, which is of course is what it is all about. What better way to start this discussion than to hear from a leading entrepreneur and find out their views on the future strategic challenges ahead, how to manage risks and what the public sector should do to foster innovation.

10.30 – 11.30

### Interactive sessions – giving away your best ideas

Interactive workshop sessions will help you to identify opportunities, embed creativity, take well-managed risks and share innovative practice so that you can turn the top ideas around each theme into actions – with a clear sense of what you will go away and do and what you need from others to make this work.

11.30 – 12.00 Refreshments and exhibition viewing

12.00 – 13.00

### Innovation in public services – what should we know?

Test your fresh ideas and actions with two innovation leaders – **Sir Michael Bichard**, Chairman of the Design Council and **Jonathan Kestenbaum**, Chief Executive of NESTA. They will share with us how good use of innovation and design can develop solutions to specific issues in the public sector and how we can put these innovative ideas and actions into practice.

13.00 Conference close and lunch

### Who should attend

This event is particularly aimed at:

- Local Authority Leaders and Elected Members
- Local Authority Chief Executives and Deputy Chief Executives
- Local Authority Directors of Innovation, Corporate Strategy and Performance
- PCT Chief Executives and Directors
- Police Chiefs
- Policy Makers
- Senior representatives from local partner organisations
- Senior representatives from government departments
- Representatives from private sector organisations supporting and developing council innovations

### information for delegates

- Places are subject to availability and early booking is advised.
- Details of conference rates are printed on the delegate booking form overleaf.
- Please complete the delegate name and organisation as you would intend them to be reproduced on badges, the delegate list, etc. We will endeavour to meet these requirements subject to space availability on our database fields.
- Unless otherwise specified (on a separate sheet) all delegate packs will be sent individually to the address given on the form.

If you have any conference booking enquiries, please telephone LGconnect on 020 7664 3131.

### accommodation details

All accommodation requirements will be dealt with by Expotel who have negotiated special hotel rates on behalf of the LGA. The accommodation form is available on the LGA's website and can also be access via [www.expotel.com/lga2008](http://www.expotel.com/lga2008)

### venue

The venue for the conference and exhibition is the Business Design Centre situated in Islington, one of London's most vibrant areas and home to over 500 bars, restaurants and cafes. The venue is easily accessible by public transport and within walking distance of Angel tube station and only minutes from Kings Cross and Euston.

The venue address is: Business Design Centre, 52 Upper Street Islington, London N1 0QH [www.businessdesigncentre.co.uk](http://www.businessdesigncentre.co.uk)

### Sponsorship and exhibition opportunities

The LGA's residential conferences offer you prime opportunities to network with key decision-makers within local government and its partner organisations.

There will be numerous opportunities for your organisation to sponsor or exhibit at this key event. All our packages contain a number of branding and integrated opportunities which will maximise your presence and ensure that you are way ahead of your competitors.

For further information please contact Richard Mole on 020 7664 3157 or email [richard.mole@lga.gov.uk](mailto:richard.mole@lga.gov.uk)

### disclaimer

It may be necessary for reasons beyond the control of the conference organisers to change the content and timing of the programme, the speakers, or the venue. Programme updates will be available at regular intervals from [www.lga.gov.uk](http://www.lga.gov.uk) – click on events or go direct to [www.lga.gov.uk/lga/aio/852601](http://www.lga.gov.uk/lga/aio/852601)

## Delegate booking form LGA innovation conference & exhibition 20-21 November 2008, London

### registration details

This conference is designed around your priorities. Having recently signed Local Area Agreements, we want to ensure this conference gives you the tools and knowledge to deliver the top priorities for your locality. Tell us which of the top LAA priorities, listed below, you most want to share ideas and insights on and work with colleagues across the public sector to tackle, and to help us shape the interactive programme. Please indicate with a tick.

Top priorities	Emerging good practice you can share	Priorities you would like to explore
1. Reducing the number of young people not in education, employment or training		
2. Reducing the percentage of teenage conceptions		
3. Increasing the number of homes available/building more affordable homes		
4. Reducing CO <sub>2</sub> emissions		
5. Reducing obesity among primary school age children in Year 6		
6. Cutting the serious acquisitive crime rate		
7. Increasing the proportion of population qualified to at least Level 2 or higher		
8. Stopping smoking		
9. Increasing the percentage of people who believe people from different backgrounds get on well together in their local area		
10. Other		

Please copy this form if you are sending more than one delegates.

### PLEASE COMPLETE IN BLOCK CAPITALS

**Registration Please** complete, sign and return by fax or post to: The LGA Conference Department, Local Government House, Smith Square, London SW1P 3HZ Tel: 020 7664 3131 Fax: 020 7863 9158 Email: info@lga.gov.uk

**Confirmation** Your conference place will be confirmed as soon as possible following receipt of this form and further information will be provided approximately two weeks prior to the event, by email

**Cancellation** It will not be possible to return fees if notification of cancellation is received after **6 November 2008**. Any bookings received and subsequently cancelled after this date will be subject to the full conference fee. Substitute delegates are welcome. **Note** that cancellations must be advised in writing via email or fax.

**Purchase order numbers** must be provided with the booking form if required by your organisation. It cannot be guaranteed that purchase order numbers will be included on the invoice if received at a different time to the booking form.

Substitute delegates are welcome and name changes are to be advised in writing via email or fax. **Invoicing** will in most cases reflect the delegate who attended the conference. If a delegate is substituted, the LGA expects invoices to be paid as per the original delegate booking.

**Note** It may be necessary for reasons beyond the control of the LGA to change the content, timing, speakers or the venue for this conference. Please be advised that the LGA can not be held responsible for any travel costs incurred should a conference be postponed or cancelled.

Name of Organisation:

Address to which delegate packs should be sent:


Postcode:

Contact Name:

Tel:

Fax:

Email:

Title (Cllr/Mr/Ms/Mrs/Miss)

Delegate's Name

Designation

Email:

Facilities/information requested (please tick as applicable)

- Vegetarian diet       Vegan diet  
 Wheelchair access       Induction loop  
 Large print       Other

#### LGA Member Rate

Payment: Rate per delegate (please tick as appropriate)

- LGA Member Rate**  
 £330.00 plus £57.75 VAT - total £387.75

- Non Local Authority Sector rate**  
 £430.00 plus £75.25 VAT - total £505.25

Order No.

#### Community/Voluntary Sector Rate

A limited number of places are available for representatives from small community and voluntary organisations at a reduced rate. Please contact the Conference Administrator at the address above for further details.

**Please tick as appropriate. Please also ensure remittance advice contains full event details.**

- I enclose a cheque for £   
 made payable to the Local Government Association

- Please invoice us for £   
 quoting ref: C4403  
 Please forward a VAT receipt in due course

- By BACS: to Nat West, sort code 56-00-20  
 a/c number 24575607

A VAT receipt will be sent to you in due course - LGA VAT No. 676078107

Signature

Date

**Unfortunately we are unable to accept telephone bookings but fax bookings are acceptable.**

Data Protection Act 1998 - The LGA handles personal data in accordance with the Data Protection Act 1998. Sometimes we may pass on your details to third parties for marketing purposes or for mailing information about goods and services that we believe may be of interest to you.

If you do not wish this information to be used by third parties for these purposes please indicate this by placing a cross in the box

If you do not wish to be notified about future LGA conferences and events please indicate by placing a cross in the box