



LGA annual conference and exhibition

The future of public services - join the debate
Bournemouth 8-10 July 2014

LGA Innovation Zone Programme of sessions

Tuesday 8 – Thursday 10 July 2014

Join us at the Innovation Zone on 8-10 July

The dedicated zone at this year's event in Bournemouth will be a visually vibrant and creative space, designed to facilitate multiple conversations, demonstrations and presentations from councils that have risen to the challenge of being more innovative – and in turn have reaped successes and savings for their communities.

Hear informally from one of several councils showcasing their innovation's successes. Some councils will be presenting to a small seated audience, while others will be happy to talk to you and colleagues around small tables and chairs on an ad hoc basis over a coffee or lunch about what they are doing.

Innovation Zone sponsor

We would like to thank Wazoku for sponsoring Thursday's lunch from 1.00-2.30pm

Wazoku's Idea Spotlight innovation software helps organisations harness the power of the crowd by providing process and structure to capture, evaluate, and select ideas. Wazoku helps uncover the innovation capability that lies within an organisation and beyond its borders, enabling organisations and their stakeholders to come together to co-create and co-innovate.

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So visit the zone to:

- Hear the latest thinking from councils showcasing and sharing their innovative ideas and practice.
- Find out how they are fostering and encouraging innovation to solve their biggest local challenges.
- Participate in interactive sessions on political leadership, service redesign, transformation, demand management, data, digital and technology.
- Take away great ideas to consider and adapt to address your own council's challenges.
- Be inspired and energised by colleagues who not only are already being innovative but want to be even more so.
- Check out and contribute to the "asks and offers" board – we'll be updating and responding to this regularly throughout the conference.
- Tell us your innovation story and take part in an open-mic session.



Twitter: #lgaconf14

Programme of sessions in the Innovation Zone

- Themes
-  political leadership
 -  service redesign
 -  transformation
 -  demand management
 -  technology/digital
 -  data

Tuesday 8 July

<p>From 09.00</p>	<p>Innovation Zone opens – refreshments available throughout the day – check out and contribute to the “asks and offers” board or charge up your phone or iPad.</p>
<p>12.30-1.45 </p>	<p>Political leadership – how do you encourage innovation in your organisation? Come and join the discussion about how local politicians are leading a culture of innovation in their organisations and their communities. What are the challenges? What are the leadership lessons? And what are the rewards for embracing innovation as a political leader? Leading councillors share their stories.</p> <p>Facilitated by Cllr Peter Fleming, Chair, LGA Improvement and Innovation Board Cllr Jason Kitcat, Leader, Brighton and Hove City Council Cllr Simon Henig, Leader, Durham County Council Cllr David Hodge, Leader, Surrey County Council Cllr Jane Scott OBE, Leader, Wiltshire County Council Cllr Richard Watts, Leader, London Borough of Islington Cllr David Tutt, Leader, Eastbourne Borough Council</p>
<p>3.30-4.45 </p>	<p>Political leadership – what next? An opportunity to pick up where the first main conference plenary on political leadership leaves off and continue the discussion around political leadership in different contexts and from different perspectives. What is the future for the role of our local elected leaders and how can they build stronger relationships with citizens, officers, partners and central government?</p> <p>Facilitated by Cllr Peter Fleming, Chair, LGA Improvement and Innovation Board with contributions from: Mayor Dorothy Thornhill MBE, Elected Mayor, Watford Borough Council Cllr Marianne Overton MBE, LGA Independent Group Leader Cllr Sir Stephen Houghton, Leader, Barnsley Metropolitan Borough Council Cllr Izzi Seccombe, Leader, Warwickshire County Council</p>

...political leadership...service redesign...transformation...demand management...

technology/digital...data...political leadership...service redesign...tra

<p>5.00-5.45 </p>	<p>Political leadership – the networked councillor Led by the East of England LGA and Public-i, you will be asked to discuss how social media and digital is changing how you work as a councillor. You are probably already using social media so we will get the discussion beyond, “get on Twitter and use it well” to how society’s expectations of how you work with communities are shifting. Cllr Tony Jackson, Chairman, East of England LGA Emma Daniel, Programmes Co-ordinator, Public-i</p>
<p>5.00-5.45 </p>	<p>Transformation – driving transformational change beyond shared management and services Leaders from councils with Shared Chief Executives and their partners will debate how they are making transformation a reality completely re-shaping public services in their communities by: Sharing – new ways of working Integration – working together to shape and deliver better outcomes for communities Sovereignty – co-operating across boundaries and tiers without compromising local democracy. Cllr Jennie Jenkins, Leader, Babergh District Council Cllr Mark Bee, Leader, Suffolk County Council Cllr Lynden Stowe, Leader, Cotswold District Council Cllr Steve Jordan, Leader, Cheltenham Borough Council Cllr Barry Wood, Leader, Cherwell District Council</p>

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<p>From 09.00</p>	<p>Refreshments available throughout the day – check out and contribute to the “asks and offers” board and charge up your phone or iPad in the charging zone.</p>
<p>10.00-10.45 </p>	<p>Service redesign</p> <ul style="list-style-type: none"> <p>Epic CiC Epic CiC is the UK’s first youth support service mutual. Our ambition is to become the largest provider of integrated youth support services in London. Epic CiC is a product of the innovation of the Royal Borough of Kensington and Chelsea. Supported by the Cabinet Office through the Mutuals Pathfinder programme, we are both a social enterprise (reinvesting profit into service delivery) and soon to be employee owned through a share issue to staff. Having transformed the business model we are now focussing on creating a workplace culture based on autonomy and innovation. The change is already evident with staff feeling more enthusiastic and engaged. We are convinced that mutualisation has the potential to revolutionise service delivery in the public sector as well as producing more cost effective services. Brendan O’Keefe, Managing Director, Epic CiC and Cabinet Office Mutuals Ambassador</p>
<p>10.00-11.30 </p>	<p>Transformation</p> <ul style="list-style-type: none"> <p>Essex County Council – Employment and Skills Board – brokering a forum and skills investment fund to better connect employers and skills providers in the area – a first nationally. Cllr Kevin Bentley, Deputy Leader and Cabinet Member for Economic Growth and Infrastructure, Essex County Council</p> <p>North Somerset Council The development of the Town Hall Gateway and new Weston-super-Mare library has brought together a wide range of customer services in one place from a variety of organisations – including the council, its support service partners Liberata and Agilisys and Avon and Somerset Police. Partnership working with Avon and Somerset Police and other agencies is now being developed further with the creation of a multi-agency ‘citizen portal’. The portal will be optimised for mobile devices and will create a unique customer access point for multi-agency information and services in one place. James Foster, Head of Strategy and Policy and David Burdge, Corporate Information Manager, North Somerset Council</p> <p>Plymouth City Council – Delt Services will deliver shared ICT services across Plymouth City Council and New Devon Clinical Commissioning Group and is expected to make millions of pounds of savings over the next 10 years. This approach will consolidate services, make better use of ICT and improve service delivery for customers and will protect and enhance quality jobs being retained in the city of Plymouth. As one of the first organisations to attempt to deliver an ICT service in this way, it demonstrates the pioneering approach being taken in Plymouth to enable an improved service despite reducing resources. Giles Perritt, Head of Policy, Performance and Partnerships, Plymouth City Council</p> <p>Eastbourne Borough Council – transformation in work practices and customer delivery Ian Fitzpatrick, Senior Head of Community, Eastbourne Borough Council</p>

<p>10.45-11.30</p> <p></p>	<p>Service redesign</p> <ul style="list-style-type: none"> • Suffolk County Council – innovative approach to work inspiration, achieving Raising the Participation Age and supporting young people into employment Kevin Rodger, Head of Skills and Katrina Gardiner, Senior Skills Policy Officer, Suffolk County Council
<p>11.45-12.45</p> <p></p>	<p>Service redesign</p> <ul style="list-style-type: none"> • London Borough of Camden In April 2013 Camden Council became the country's first Timewise Council. The Timewise Council accreditation scheme helps councils stimulate flexibility in the local jobs market by sharing learning from their own workforce practice and using this experience to influence suppliers and local employers. Evidence suggests that low levels of maternal employment are driven by the lack of quality, part-time and flexible jobs combined with London's exceptionally high childcare costs. Through making commitments to, and advocating, flexible working Camden seeks to increase parental inclusion in the labour market and in turn have a positive impact on child poverty in the borough. Julie Foy, HR Business Partner and Nicola Kilvington, Head of Strategy Performance and Information, London Borough of Camden Emma Stewart, Co-Founder and Director of Timewise • Achieving for Children and Mutual Ventures Achieving for Children (AfC) is the first social enterprise in the country to deliver an integrated suite of children's and education services. Established jointly by the Royal Borough of Kingston-upon-Thames and the London Borough of Richmond-upon-Thames, it will provide a specialist focus on core services, improve staff engagement and bring decision-making closer to user needs. Whilst social enterprises are well-established in the adult social care arena, AfC will break new ground in children's services. This session will provide an interactive opportunity for delegates to engage with AfC and their Cabinet Office appointed advisors to explore how the organisation was established and the benefits that it is now providing. Rob Henderson, Deputy Chief Executive Officer and Ian Dodds, Director of Standards and Improvement, Achieving for Children David Fairhurst, Director and Andrew Laird, Director, Mutual Ventures • Oxfordshire County Council In 2007 Oxfordshire set up a Domestic Abuse Champion Network which has been a real success and has been held up as good practice in the LGA library, Ending Violence Against Women and Girls in the UK (EVAWG) strategy. The model has now been set up as a social enterprise through Reducing the Risk charity and offers other areas the opportunity to buy into this good practice – www.reducingtherisk.org.uk where champions can access and search for data securely. Michelle Plaisted-Kerr, County Domestic Abuse Coordinator, Oxfordshire County Council

	<ul style="list-style-type: none"> • Spelthorne Borough Council – enhancing the customer experience – how to achieve a successful, customer-centric approach to service delivery In May 2011, Spelthorne Borough Council launched an ambitious three year strategy to enhance customer service at the council. Linda Norman, Head of Customer Services, will share Spelthorne Borough Council’s approach, the successes and challenges they’ve faced along the way; and the results so far. With a significant part of the strategy relying on technology innovation to deliver results such as the Engage smartphone app to communicate with their residents, Linda will touch on some of the solutions used to achieve the customer-centric vision, including the crucial role and positive impact they played during the floods in February. • Wokingham Borough Council will showcase their strategic partnership work (as commissioners and shareholders) with their two companies, Wokingham Housing Ltd (WHL) providing housing solutions on their land and Optalis providing social care to adults. Robin Fielder, Managing Director, Wokingham Housing Ltd <p>Open mic innovation – turn up and share the highs (and lows) of your council’s innovation experience.</p>
<p>1.00-1.30 </p>	<p>Demand management</p> <ul style="list-style-type: none"> • Calderdale Metropolitan Borough Council Demand management: taking a whole organisation approach. Local government, like all public services, faces the challenge of rising demand, demographic change and reduced resources. Calderdale Council has responded to this environment by developing a whole organisation approach to demand management. The council has introduced ‘Shaping Demand’ as a core objective, training over 200 staff in key techniques, testing all their plans and implementing major projects to foster behaviour change inside the council. They have made ‘Shaping Demand’ their lead workforce development agenda and this session will outline the progress and challenges they have encountered. Robin Tuddenham, Director of Communities and Business Change, Calderdale Metropolitan Borough Council • Oldham Metropolitan Borough Council will present their whole system/place approach, including changing staff behaviour to reduce demand into services. Cllr Arooj Shah, Deputy Cabinet Member for Policy and Communications and Dr Carolyn Wilkins, Chief Executive, Oldham Metropolitan Borough Council

<p>1.00-1.30 </p>	<p>Technology/digital</p> <ul style="list-style-type: none"> <p>Reading Borough Council</p> <p>Too often young people who are Not in Education, Employment or Training (NEETs) find themselves trapped in the equivalent of a grid-locked traffic system with all the lights on Red and no clear pathway ahead. At Reading Borough Council the goal has been to create that new, clear pathway for young people aged 16–24 years: putting their aspirations at the heart of the provision and supporting them to achieve the future they dream of. Following their successful pitch to O2’s Local Government Future Fund in July 2012, they have developed the equivalent of a “SatNav” tool to help young people find the easiest way to their desired destination: this tool is ElevateMe (www.elevateme.org.uk), which they are now rolling out across Berkshire as part of their City Deal.</p> <p>Zoe Hanim, Head of Customer Services and Rohit Paul, Graduate Trainee, Reading Borough Council</p>
<p>1.30-2.30 </p>	<p>Demand management</p> <ul style="list-style-type: none"> <p>Buckinghamshire County Council’s foster care recruitment campaign.</p> <p>The UK needs more foster carers – fact. With rising numbers of looked after children and increasing competition from independent foster agencies, they had to take a different approach to foster care recruitment. Using a new model to profile foster carers’ life values and behaviours, they developed new creative and visuals, improved targeting and branched out into new areas with social media, digital advertising and QR codes. Foster carers have been getting involved in recruitment activity, events and the whole assessment process, addressing the need for a face-to-face conversation and emphasising the best (but sometimes least used) form of effective marketing: word of mouth! This alone has more than doubled enquiry levels, with the whole council behind the campaign and getting involved to raise awareness and spread the word.</p> <p>Kate Walker, Communications and Projects Officer, Buckinghamshire County Council</p> <p>Lewes District Council and FutureGov will be explaining how they have been working together to develop and test new innovative approaches to supporting people who are suffering financially. They have developed two apps that they will be demonstrating and discussing how they worked together and their journey. They have also worked closely with lots of partner organisations, and will be explaining how that process worked.</p> <p>Rachel Allan, Scrutiny and Committee Officer and Phoebe Morris-Jones, Lewes District Council</p> <p>James Brown, Strategist, FutureGov</p> <p>Southampton City Council’s waste and recycling service has made tremendous strides in managing demand for services with the use of innovative technology solutions such as apps, in-cab terminals, e-alerts and the use of reward schemes. All this is helping to improve the customer experience, make the service more accessible and encourage channel shift, which ultimately enables Southampton City Council to deliver a value-for-money service.</p> <p>Jon Dyer-Slade, Head of City Services and Gale Williams, Service Improvement and Transformation Manager, Waste and Recycling, Southampton City Council</p>

<p>1.30-2.30 </p>	<p>Technology/digital</p> <ul style="list-style-type: none"> • London Borough of Enfield – innovations via digital media and technology in staff training and development. Claudia Megele, Head of Practice Learning, London Borough of Enfield • Central Bedfordshire Council will share their innovative approach to supporting older lone adults – giving them iPads to help tackle loneliness and giving them easier access to services. Tim Hoyle, MANOP Head of Service, Social Care, Health and Housing, Central Bedfordshire Council • East Riding of Yorkshire Council – Using iPads to support older lone adults. Simon Laurie, VFM and Consultancy Manager, East Riding of Yorkshire Council • Kirklees Metropolitan Council and Swansea City and County Council – promoting digital democracy: becoming a digital councillor. Are you a new councillor who is not sure about how to apply social media to your new role? Are you a councillor taking your first steps into the digital world? Are you a councillor already experienced using digital tools who can share tips and advice? If yes, this session is for you. The best advice is from those who have already been there, so this session will connect new and less digitally experienced councillors with the more experienced both online and off. (And yes, there will be twitter!) It will discuss what digital tools such as twitter and facebook can (and can't) do to help councillors with engaging the community, making meetings more social, council decision-making and scrutiny, elections and campaigns. Facilitating the session will be Carl Whistlecraft, Head of Governance and Democratic Services at Kirklees Metropolitan Council and Dave Mckenna, Overview and Scrutiny Manager at Swansea City and County Council, who are leading the Rewiring Local Democracy work stream of LocalGov Digital (a national group of leading edge digital experts in local government). Follow them on Twitter: @ldbytes
<p>2.30-2.40 </p>	<p>Launch of Technology and Digital Exemplars report Cllr Peter Fleming, Chair, LGA Improvement and Innovation Board</p>
<p>2.45-3.45 </p>	<p>Data</p> <ul style="list-style-type: none"> • Devon County Council – making data make sense The Cloche Project at Devon County Council grew out of frustration with the clash between big data and the public sector paper culture. Attending the HubLaunchpad/FutureGov Public Service Accelerator has given the team a new appreciation for innovative commercial tactics and understanding how they can be applied effectively within the public sector. Following the end of the Accelerator programme they are building a better data dashboard for councillors, and are campaigning for clearer, friendlier data presentation to support transparency and robust decision making. Lucy Knight, Insight and Impact Team and Martin Howitt, ICT Strategy and Partnerships Officer, Devon County Council

<p>2.45-3.45 </p>	<p>Service redesign</p> <ul style="list-style-type: none"> • Corporate Social Responsibility Plus Toolkit – last year, thanks to your votes, Lana Northey won the Local Government Challenge 2013. In this session she will talk about how her project has developed since the final at last year’s conference and present the Corporate Social Responsibility Plus Toolkit. Come to this session to discuss how local authorities can promote localised corporate social responsibility to businesses that meets the needs and raises the aspirations of local communities and hear best practice examples from the UK, USA and Europe. Lana Northey, Commissioning Officer, Leeds City Council • West Lindsey District Council – new Ways of Working – MoD decommissioning Appreciation Not Deprivation – when four local communities were faced with immensely complex and multi-faceted, negative barriers which had prevented them from developing and becoming sustainable as a result of national MoD Decommissioning legacies, it would have been easier for West Lindsey District Council (WLDC) to pass the challenge back to central government. However, WLDC decided to embrace the issue and nationally lead the way with the aim of exploring genuine opportunities to share best practice and add value so that MoD sites yet to be decommissioned will not automatically become places associated with deprivation. How did they do it, who was involved and what will happen next... Manjeet Gill, WLDC Chief Executive, and Joanna Riddell, Head of Localism, explain all.
<p>4.00-4.45 </p>	<p>Data</p> <ul style="list-style-type: none"> • Open Data leading to improvement and innovation – panel discussion Public service reform, localism, Smart Places and a raft of other policies all rely on the opening up of local public data; and local authorities are custodians of much of this data. However, the value of this data is often little understood, as the transparency debate had centred around the release of open data rather than the benefits that can be realised through its use. The Open Data panel will host a discussion about the value of open data to local authorities, local communities and local businesses and explore what the sector can do to foster the understanding of data usability for improving and innovating services and encouraging communities to take part. Chaired by Cllr Tim Cheetham, LGA lead on Transparency and Open Data. Cllr Jason Kitcat, Leader, Brighton and Hove City Council Cllr Jill Shortland OBE, Somerset County Council Nick Booth, Managing Director, Podnosh Mike Jackson, Chief Executive, North Somerset Council

<p>4.00-4.45 //</p>	<p>Demand management</p> <ul style="list-style-type: none"> • Kent County Council – strategic transformation of services through evidence based commissioning The importance of understanding the current business model will be explained; establishing a deep understanding of current services and creating a strong evidence base as a driver for change; agreeing a clear vision, transformation approach and delivery model; prioritising projects against value and target resources to ensure delivery at pace and scale aligning joint commissioning opportunities to the transformation programme. Mark Lobban, Director of Commissioning, Social Care, Health and Wellbeing, Kent County Council Steve Phillips, Associate Director, Newton Europe • Royal Borough of Kingston-upon-Thames – adult social care efficiency programme – working with an efficiency partner on a payment-by-results basis to identify significant savings while retaining front-line services. Simon Pearce, Executive Head of Adult Social Care, Royal Borough of Kingston-upon-Thames • Wiltshire County Council – adult social care efficiency programme – promoting independence via outcome-based commissioning. Through interventions focussing on recovery and promoting independence, many older people will need less care. Maggie Rae, Corporate Director – Adult Social Services and Public Health, Wiltshire County Council
<p>4.00-4.45 //</p>	<p>Transformation</p> <ul style="list-style-type: none"> • Entrepreneurialism is a fast-growing response to local government’s challenging financial circumstances and a way to offset cuts to protect frontline services. A large number of councils are now thinking through a more commercial approach to their activities – and being councils – that also means ensuring better outcomes for their citizens. This session will highlight the excellent work that Woking Borough Council has done in this space to date. Ray Morgan, Chief Executive, Woking Borough Council

- Themes
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<p>10.15-10.45</p> <p></p>	<p>Service redesign</p> <p>Councils will talk about the Delivering Differently programme with Cabinet Office and the Department for Communities and Local Government colleagues – how it’s helping to transform services through the use of new delivery models.</p> <p>Natasha Price, Head of Mutuels Support Programme, Commercial Models, Cabinet Office Andy Bowie, Head of Commissioning Hub, Manchester City Council Marc Cole, Strategic Director for Place and Debbie Fagan, Delivering Differently Project Lead, North East Lincolnshire Council</p>
<p>10.45-11.45</p> <p></p>	<p>Service redesign</p> <p>Come along and listen to the following councils using the Delivering Differently programme to redesign the following services:</p> <ul style="list-style-type: none"> • Cheshire West and Chester Council – school support Mark Parkinson, Head of Achievement and Wellbeing, Cheshire West and Chester Council and Stuart Bellerby, Senior Manager School Traded Services, Wirral Metropolitan Borough Council • Devon County Council – libraries, youth and day care Louise Taylor, Partnership Research Manager, Devon County Council • Dover District Council – heritage services Colin Cook, Head of Corporate Services and Jon Iveson, Head of Museums and Tourism, Dover District Council • Manchester City Council – domestic violence and abuse services Andy Bowie, Head of Commissioning Hub, Manchester City Council • Kirklees Metropolitan Council – environmental services Emma Mills, Landscape Architect Manager and Kevin Walton, Senior Planner, Kirklees Metropolitan Council • North East Lincolnshire Council – environmental services Marc Cole, Strategic Director for Place and Debbie Fagan, Delivering Differently Project Lead, North East Lincolnshire Council

<p>12.00-1.00 "</p>	<p>Demand management</p> <ul style="list-style-type: none"> • Essex County Council – innovating on the edge of care Essex County Council is currently the only local authority to have successfully implemented a social impact bond. Margaret Lee, Executive Director for Corporate Services and Corporate Operations will be sharing her experiences on the development and implementation of this innovative financing and service delivery model during this session. Margaret will set out the characteristics of the service that supported the SIB model and explain how it was structured to ensure that the investors could buy into the proposal. She will set out what has been achieved to date and her aspiration for future models of social investment in a local authority context. Margaret Lee, Director of Corporate Services, Essex County Council • Cambridgeshire County Council – Making Every Adult Matter approach to social care. Tom Tallon, Project and Development Manager for Chronically Excluded Adults and Ivan Molyneux, Adult Safeguarding and Quality Manager, Cambridgeshire County Council
<p>12.00-1.00 "</p>	<p>Data</p> <ul style="list-style-type: none"> • LG Inform is a key part of the Local Government Association's 'support offer' to local government. An online service, it covers over two thousand pieces of data, and presents all English local authorities and fire and rescue services with up-to-date published information about their local area and performance compared to others. LG Inform has already transformed working practices, contributing to the improved efficiency and performance of local authorities. During this presentation you will see how three councils have used LG Inform to develop better understanding of their performance through benchmarking, develop new corporate plans, manage risk and enable effective scrutiny, as well as be accountable to their residents. Keith Bowden, Improvement Officer, Devon County Council David Trotter, Corporate Policy and Performance Officer (Performance Overview) and Mark Taylor, Head of Internal Audit, Insurance and Risk Management, Dorset County Council Oliver Jones, Performance Manager, Commissioning Group and Benedicta Russell, Performance Manager, Commissioning Group, London Borough of Barnet

12.00-1.00



Technology/digital

- **Buckinghamshire County Council** on behalf of partners, successfully secured up to £100,000 worth of support from O2's Local Government Digital Fund, to support the work they are doing on maximizing the opportunities and mitigating against the risks from the implementation of the welfare reforms in Buckinghamshire. They are working with O2 and partners to develop the Universal Benefit Calculator mobile app so that the Universal Benefit Calculator tool (a better off in work calculator that they are already using to support advisors to have a different conversation with residents) can be used in areas of poor broadband coverage and in different locations in the community. The support will also include the development of an 'action app' which acts as a type of triage and will help residents identify and overcome their barriers to work. The app will be able to support residents that are impacted by the welfare reforms but also could be developed to other areas such as care. All key organisations in Buckinghamshire, including district councils, voluntary groups, DWP and the business community have been involved.

Danielle Henry, Policy Officer, Buckinghamshire County Council
- **Newcastle City Council** – SelfTrav App – revolutionising special educational needs transport Newcastle City Council has successfully secured £100,000 of support from O2's Local Government Digital Fund. The project will enable children and young people with Special Educational Needs (SEN) and adults with learning disabilities to travel independently. They currently provide Independent Travel Training to young people and adults because this can open up access to the world of work and social activity. Newcastle has worked closely with young people and their parents and teachers to get to the heart of the issues. They've come up with the idea of a simple app – tailored to the user's needs – to connect young people and their parents which will support and enable independent travel and offer a valuable safety net. This session will be delivered by **Jill Bauld**, Special Educational Needs Project Manager and **Julia Woollard**, Team Manager, Architecture and Programme Management, ICT, Newcastle City Council
- **London Borough of Lewisham** must save £95m over four years and has devised We.Create, a social media ideas management platform, to crowdsource and democratise hundreds of staff ideas. The best ideas are making significant savings, improving services, reducing bureaucracy, opening dialogue to all levels of staff and motivating them. Ten ideas out of hundreds are moving new services online, building community capacity, enabling web access to services and enhancing use of existing resources. We.Create will identify further ideas leading to further successful changes, and forms part of Lewisham's approach to developing an inclusive culture for all staff to confidently suggest and shape ideas.

Joseph Badman, CRM Manager and Transformation and Development Officer, London Borough of Lewisham

	<ul style="list-style-type: none"> • Allerdale Borough Council – Allerdale Borough Council launched its ‘Spot the Grot’ campaign last autumn with a new, innovative way for people to file on-the-spot reports of environmental crime from their smart phone, developed by the council’s IT team using a phone’s inbuilt satellite technology. In a nutshell, this software with its interactive map will recognise a location and automatically send a report to the council, directly integrating with the back-office system that allocates out the work. Since its launch, the council has received 4 times as many requests submitted online, with more than 40 per cent of people reporting issues for the first time. The campaign is part of the Council’s Customer Transformation Programme which, over the last 3 years, has seen a 50% reduction in customers contacting the council face-to-face by reducing failure demand and encouraging people to contact the council using more convenient, low-cost channels. Richard Quayle, Head of Organisational Development and Transformation, Allerdale Borough Council
	<p>Open mic innovation – turn up and share the highs (and lows) of your council’s innovation experience.</p> <p>Continue your innovation discussions in the Zone over lunch.</p>



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