



Empowering Community & Voluntary Services Through Digital

Fletcher's Lea, Ware

26th April 2019

09.30 to 12.30

Speaker Information and Timetable



The confirmed programme will look like:

09.00 Registrations, refreshments, networking

09.30 DIZ Chair, Cllr Alan Lion – Brief introduction to the seminar (5 mins)

09.35 Welcome from our sponsors - Tim Roberts-Holmes (CGI) (5 mins)

09.40 Speaker 1 – Felix Macpherson (Samaritans) (10 mins)

09.50 Speaker 2 – Veronica Sadowsky (Carers First) (5 minutes)

09.55 Speaker 3 – David Alexander (Mydex) (10 mins)

10.05 Q&A (15 mins)

10.20 Coffee Break & Networking (20 mins)

10.40 Speaker 4 – Tristan Stanton (NHS Digital) (10 mins)

10.50 Speaker 5 – Helen Dobson (Citizens Online) (10 mins)

11.00 Speaker 6 – Kerry McGowan (HR Specialists) (10 mins)

11.10 Q&A (10 mins)

11.20 Video – Zoe Amar (Zoe Amar Digital): Introduction to workshop (5 mins)

11.25 Workshop Session and Plenary – Facilitated by Ellie Hale (CAST) (60 mins)

12.25 Closing remarks – Cllr Linda Haysey (Leader, East Herts DC) (5 mins)

12.30 End

Our speakers



Felix Macpherson (Samaritans): Felix Macpherson is a product manager at Samaritans, where he is leading the development of a digital self-help tool to help people cope with suicidal thoughts and challenge the feelings that can lead to them.

Felix previously worked on a number of digital products in the Civil Service and as a translator. He is interested in how technology can improve access to services for high risk, hard to reach groups



Veronica Sadowsky (Carers First): Veronica has worked with unpaid carers in Essex since 2005 for a variety of organisations, both statutory and voluntary, as a Community Support Worker, Carers Assessment Co-ordinator, Hospital Liaison Worker and, latterly, as Essex Service Manager for CarersFIRST. She lives in Mid Essex but has worked extensively in West Essex, including a project in the Community Hospitals at Epping and Saffron Walden.

Veronica has a particular interest in supporting carers in health settings and safeguarding but believes passionately that all carers should be able to access support, information and advice wherever they are identified and at all stages of their caring journey. A self-confessed technophobe, she is nevertheless excited about the MyNavigator offer on the CarersFIRST website and feels it is a very valuable option for carers to empower themselves through appropriate information



David Alexander (Mydex): David is the Chief Executive of Mydex CIC who run a digital trust platform supporting safe and secure collection, storage and distribution of verified personal data to underpin a diverse range of transactions across almost all spectrums of a citizen's life, including voluntary and third sectors, health and social care, public services, financial services and including key areas covering identity assurance, age verification, proof of entitlement and status.

Citizens have many roles in their lives, employees, volunteers, patients, customers, consumers, students. By taking a person centred approach to identity and designing services and solutions, individuals can take control of their lives. Mydex CIC equips citizens with a personal data store and privacy protecting set of identity credentials both under their control and free for life so that they can be active participants in the digital economy independent of service providers across all sectors.



Tristan Stanton (NHS England): Tristan is an Implementation Lead for NHS England's Empower the Person portfolio supporting the implementation of national patient facing digital initiatives across the Midlands and East region. He is currently working with the NHS App team to support the national rollout across England and implement learning from the successful pilot.

Prior to working for NHS England in this role, Tristan worked as an Acute Medical Matron at Solihull Hospital and has been involved in the large scale implementation of GP Online Services across England and the implementation of Electronic Prescribing and Medicines Administration within secondary care.



Helen Dobson (Citizens Online): Citizens Online are a digital inclusion charity. Founded in 2000, they have worked in over 50 communities around the UK. Pockets of digital exclusion exist everywhere and the people that are offline are often the hardest to reach. They believe that the best way to tackle this problem is to take an evidence based approach, targeting resources where they are most needed. Alongside working together in a sustainable cross-sector partnership with a joint action plan. They call their approach 'Switch' and are working with Epping Forest District Council to implement a Switch project in the borough.

Helen brings over 20 years of partnership management and project delivery experience. Helen's digital training started in 1998 when working for a creative start-up and she has since managed a vast range of digital projects including international businesses and public sector organisations. Passionate about social justice, she moved to work in the charitable sector in 2013, forming cross-sector partnerships to address lack of digital skills and increase diversity in creative industries.



Kerry McGowan (HR Specialists): Kerry McGowan is a Fellow of the Chartered Institute of Personnel and Development (FCIPD) and Fellow of the Institute of Paralegals (F.Inst.Pa) with qualifications in business and Personnel Management.

Kerry holds an Interpersonal Mediation Practitioner's Certificate and is a skilled and qualified manager & HR professional with over 25 years experience. Kerry has worked for large retail organisations, such as House of Fraser, Marks and Spencer and Tesco, and provided HR support at a strategic level in public sector organisations including policing and education and worked with public service & teaching unions and the police federation. Kerry now uses her experience supporting businesses develop and grow their HR functions



Zoe Amar (Zoe Amar Digital): Zoe Amar is widely regarded as one of the charity sector's leading digital experts. She founded digital agency and social enterprise Zoe Amar Digital in 2013. Their clients have included NSPCC, Anglia Ruskin University and The School for Social Entrepreneurs. Zoe is Chair of The Charity Digital Code of Practice. She writes for Third Sector about charities and digital issues and co-founded the Social CEOs awards. Zoe and her team produce an annual barometer of how charities across the UK are using digital, The Charity Digital Skills Report. She also co-authored The Charity Commission's digital guidance for trustees, 'Making Digital Work.'

Zoe has ten years' experience as a charity trustee. She currently sits on the board of Tech Trust. She also sits on the Board Audit and Risk Sub-Committee at the Samaritans as their digital expert. Previously, Zoe worked for 5 years as part of the leadership team at a national charity which advised non-profits about technology. She recently won an Inspiring Communicator award from Charitycomms.

Ellie Hale (CAST): The Centre for the Acceleration of Social Technology (CAST) helps social sector organisations deliver greater impact with digital technology. Over the past three years, CAST has worked with over 300 non-profits and their funders to embed digital across their services, strategy and culture.



Ellie leads CAST's programme of Design Hops, a series of nationwide free, half-day workshops that offer an accessible introduction to digital service delivery and how charities can take their first steps. She previously ran CAST's Digital Fellowship, a comprehensive digital learning programme for charity leaders, and is CAST's Community Champion, collaborating with other leading organisations to run regular events including Tech for Good London, NetSquared London and a number of other Meetups.

Our event sponsors:



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The District of East Hertfordshire has a population of approximately 144,000 and covers about 480 square miles on the eastern side of Hertfordshire.

The main centres of population are Hertford, Ware, Bishops Stortford, Sawbridgeworth and Buntingford.

The vision of the Council is to provide East Hertfordshire residents and businesses with a future that is prosperous and sustainable.

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