

ppma
ANNUAL
CONFERENCE



Thursday 23rd - Friday 24th April 2026

The Hilton Birmingham Metropole NEC

Day 1 Thursday 23 April 2026 The Hilton Metropole – Birmingham NEC

Time	Session	Speaker	Location
09.00 – 10.00	Conference Registration & Networking		Reception
10.00 – 10.10	Pam Parkes, PPMA President Welcome		Queen’s Hall
10.10 – 10.50	Opening Keynote	Leading for Meaningful Impact This opening keynote explores leadership in today’s changing social, economic, political and technological landscape. Attendees will gain insight into navigating complexity, inspiring teams, and shaping organizations that make a positive difference. Joanne Roney CBE , Managing Director of Birmingham City Council	Queen’s Hall
10.50 – 11.30	Keynote	Local Government Today: Challenges, Reforms, and Financial Priorities Join Graeme McDonald, Managing Director of SOLACE, for an insightful overview of the current landscape in local government. This session will cover key issues including local government reform (LGR), financial pressures, and emerging priorities. Attendees will gain expert perspectives on navigating the challenges facing councils today and understanding the strategic decisions shaping the future of local public services. Graeme McDonald , Managing Director, SOLACE	Queen’s Hall
11.30 – 12.00	Coffee & Sponsor Networking		Exhibition Space Princes Hall
12.00 – 13.00	Fringe Sessions	Shaping the Future of Adult Social Care: Workforce, Pay, and Local Authority Roles As adult social care undergoes significant reform, HR and OD leaders face new challenges and opportunities. This session will explore the latest developments, including the National Care Service proposals, fair pay agreements, and evolving commissioning responsibilities. Attendees will gain insights into how these changes could impact workforce pay, conditions, and service delivery within local authorities, with practical guidance for navigating this rapidly changing landscape. David Williams , Member workforce lead, ADASS	Breakout Rooms: Queen’s Hall
		Employment Rights Act: What It Means for Employer–Union Relations This session explores how the Employment Rights Act may reshape workplace expectations, consultation processes, and collective negotiations. The discussion will highlight key implications for both employers and unions, offering practical insight into maintaining constructive, collaborative relationships in a changing regulatory environment. Alison Thompson , Head of People and Employer Services, Local Government East (LGE)	Hampton Room
		Creating a Thriving Culture at Pace This session will tell the inspiring story of how Runnymede Borough Council was able to transform their culture from having received a Best Value Notice that specifically referenced culture, within 12 months. Join Kate Enver, Corporate Head of Comms, HR & OD at Runnymede Borough Council and Juliette Alban-Metcalf, Chief Executive, from Real World Group who will be sharing insights from how Runnymede harnessed leadership across the Council to achieve such a critical and positive improvement under immense pressure. Juliette Alban-Metcalf , CEO, Real World Group & Kate Enver , Corporate Head of Comms, HR & OD, Runnymede Borough Council	Henley Room
13.00 – 14.00	Lunch and Conference Exhibition Networking		Exhibition Space Princes Hall
14.00 – 14.50	Keynote	Insights on Local Government Reform and Leadership In this keynote, Theresa Grant OBE shares her extensive experience in leading local government through major reforms and reorganisations. Drawing on decades of frontline leadership, she offers practical insights on effective leadership, navigating complex structural changes, and ensuring transformation delivers real impact in today’s challenging local government landscape. Theresa Grant OBE	Queen’s Hall
14.50 – 15.15	Tea break and Conference Exhibition Networking		Exhibition Space Princes Hall
15.15 –16.15	Closing Keynote	Chief Executives Panel: Navigating Today’s Public Service Challenges A distinguished panel of chief executives will explore the most pressing issues shaping the world of work in public service. From workforce transformation and leadership challenges to policy changes and organisational resilience, this session offers candid insights, practical perspectives, and forward-looking strategies from some of the sector’s most experienced leaders. Mark Rogers , Chief Executive, Leadership Centre Care Leaver Covenant Champion Interim Chief Officer Sussex and Brighton Combined County Authority, Stephen Moir , Chief Executive of Cambridgeshire County Council, Dawn Carter-McDonald , Chief Executive, Hackney Council and Shokat Lal - Chief Executive, Sandwell Council	Queen’s Hall
18.30 – till Late	PPMA Excellence in People Management Awards 2026 and Gala Dinner Hosted by Alistair Williams Founder of Creation Consultancy, is a seasoned leadership consultant, coach, and facilitator, bringing insight, energy, and a warm presence to our awards ceremony.		Queen’s Hall

Day 2 Friday 24 April 2026 The Hilton Metropole – Birmingham NEC

Time	Session	Speaker	Location
08.30 – 10.00	Conference Registration and Networking Exhibition space – Princes Hall		Reception Exhibition Space Princes Hall
10.00 – 10.10	Day 1 and 2 Reflections with Sandra Farquharson, New PPMA President		Queen’s Hall
10.10 – 10.50	Day 2 Opening Keynote	Harnessing AI and Emerging Technologies to Transform the Public Sector Workforce Artificial intelligence and emerging technologies are transforming how public sector organisations attract talent, boost workforce efficiency, and deliver services. In this session, Eddie Copeland, Director of the London Office of Technology and Innovation (LOTI), explores how HR and OD professionals can harness these tools responsibly and strategically to enhance people processes, build digital capability, and drive smarter public services. Eddie Copeland , Director of the London Office of Technology and Innovation (LOTI)	Queen’s Hall
10.50 – 11.15	Tea break and Conference Exhibition Networking		Exhibition Space Princes Hall
11.15 – 12.00	Fringe Sessions	Employment Law: Key Updates and Implications This session provides a concise overview of current employment law developments and their impact on workplaces. Attendees will gain practical guidance on compliance, employee rights, and best practices to navigate legal challenges effectively. Sean Hick , Partner and Claire Gilbert , Legal Director, Capsticks	Breakout rooms Hampton Room
		Equal Pay: Advancing Fairness in the Workplace This session explores the principles, challenges, and practical steps for achieving equal pay. Attendees will gain insights into legal requirements, strategies for addressing pay gaps, and ways to foster a fair and inclusive workplace culture. Luann Donald , Senior Adviser Workforce, Local Government Association (LGA) and Caroline Nugent , Senior Executive Human Resources, Nu-GenHR Ltd	Henley Room
		Celebrating Excellence: Meet the PPMA Peer & Rising Star Winners A celebratory and interactive session showcasing the outstanding winners of the PPMA Peer and Rising Star programmes. This session offers a chance to hear directly from participants about their journeys, key takeaways and the impact the programmes have had on their professional growth. A warm and celebratory discussion that highlights the value of developing and championing emerging talent across our sector. Led by Julie Biggs , Awards and Talent Programme Manager, PPMA	Queen’s Hall
12.00 – 12.45	Day 2 Closing Keynote	Lessons That Must Be Learned: Reflections from the Grenfell Tower Inquiry In this powerful closing keynote, Mark Hardingham shares critical organisational learning emerging from the public inquiry into the Grenfell Tower fire. Drawing on first-hand involvement and national leadership experience, he explores what the tragedy revealed about system failures, culture, governance, leadership responsibility and organisational resilience. This session invites public sector leaders to reflect on how these lessons can translate into meaningful change across their own organisations, strengthening accountability, improving cross-agency collaboration, and ensuring that learning is not only captured, but acted upon. A thought-provoking and essential discussion for anyone committed to public service improvement. Mark Hardingham , CBE QFSM	Queen’s Hall
Conference close – Sandra Farquharson, New PPMA President GRAB AND GO LUNCH			