

Building the case for change

20th – 21st November | Wychwood Conference Centre, Crewe

Workshop co-chairs: Catherine Blackaby and Siobhan Hollier

Facilitators: Catherine Blackaby and Siobhan Hollier

Friday 20th November 2026

1230-1315	Arrival, registration and lunch	
1315-13:30	Welcome, introductions and expectations An introduction to the sponsors, facilitators and the purpose of the session.	Siobhan Hollier
1345-1415	Hopes and Fears	Catherine Blackaby and Siobhan Hollier
1415-1445	Keeping abreast of policy and context: the current landscape Update on any significant changes Recap on structures	Katherine Hickman
1445-1530	The role of AI A significant disruptor in the current context What it is and how it's being used Opportunities and challenges	To be confirmed
1530-1600	Break and resource area	
1600-1630	What do we want to change? What is your idea/project	Catherine Blackaby and Siobhan Hollier
1630-1730	Tips for success and avoiding failure Why projects fail and what you need to succeed. Goals, keeping on track and engaging the right people. How will you know your approach is working.	
1730-1750	Canva as a tool to make your case Introduction to Canva (www.canva.com) With opportunity for Q&A	Becky Roberts
1750-1800	Close Summary and information for evening and tomorrow	

Saturday 27th June 2026

0830-0845	Welcome and recap	Catherine Blackaby
0845-0930	Research data and how to use it How to use data to understand broader issues and to support practical challenges.	
0930-1000	What to do with the data once you have it Exploring the difference between outcome and impact data. What you can use to demonstrate the need for change, and what you might use to show the value of what you are doing.	
1000-1020	Discussion and learning	
1020-1050	Break and checkout (no later than 1100 hours)	
1120-1205	Planning for action Plan on a page: Putting together a proposal in a meaningful way. What is the plan, the "so what?" and where to start.	
1205-1235	Lift pitch Getting your point across: using your plan, the evidence and your understanding of your stakeholders, how might you get across to them why your change matters?	Claire Cook Siobhan Hollier
1235-1245	Introducing the afternoon's exercise and case studies	
1245-1315	Lunch	
1315-1400	Group activity Using Canva, present your case for change.	
1400-1500	Plenary 10-minute presentations - what, who and how would you get people on board to tackle the issue you have identified	
1500-1530	Summary, hopes and fears review, evaluation Revisiting our hopes and fears from day one. Identifying our next steps and sharing personal reflections on what we have learnt.	
1530	Close	

NB Activity timings are approximate, but we will start and finish each day promptly

We are grateful to Chiesi for providing sponsorship to allow us to run this course free of charge for PCRS members. Chiesi have had no input to the development, content or delivery of this programme.