Primary Care Respiratory Society

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	Leslie Borrill
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	

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Saturday 21st November 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.	Jane Watson
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.