

# GREENHOUSE

GROW YOUR CAPACITY FOR  
POLICY & SERVICE DESIGN

**21 - 23 OCTOBER 2019**  
**CARDIFF**



**Transform your  
organisation from  
one that delivers  
transactions to  
one that builds  
relationships.**





# WHO WE ARE

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PDR is a design consultancy and applied research centre. We have a unique approach, blending leading, high quality research activity alongside award winning, proven and highly experienced consultancy practice. For over two decades, we have generated world leading results and outcomes for the organisations we work with.

Located within Cardiff Metropolitan University we are organised across eight groups, each a leading exponent in its field. Together, under one roof, the capabilities, knowledge and expertise is unprecedented and maintains PDR at the cutting edge of knowledge and practice and a globally renowned centre in design and innovation.

# ABOUT

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Greenhouse is a unique training programme created by PDR to upskill public service leaders and policymakers in service and policy design methodologies and tools. It has been developed based on years of research and experience of delivering design-driven innovation projects in the public sector.


Our approach to designing services and policies is focused on the user-centred perspective, allowing you to really understand what is happening in your services and how your users experience them. Through systemic, iterative collaboration with your users, you will be able to address the challenges quicker on the policy level and create services that are better, simpler, more integrated and connected to the values and needs of the user.

This course will equip you with the confidence to apply design approaches to developing services and policies in your organisation. Greenhouse combines a live project, set and assessed by a public body, with training in design tools and techniques. This approach ensures that the training is applied within a real-life context, providing a far richer learning experience for participants.

Greenhouse offers not only 2.5 days of intensive hands-on learning, but also excellent social and networking opportunities. It is delivered by facilitators who literally practice what they preach, working with public sector clients at local, national and European levels.





A man with glasses and a light blue checkered shirt is smiling at the camera. He is sitting at a white table. In front of him are two white coffee cups, a pen, a notebook, and some papers. The background is blurred, showing other people in a room.

**"Engaging, highly participative and a superb learning experience due to practical hands-on nature of the course content."**

Niall, Cork County Council









## User Research Framework

How to use this tool  
Use the tool before undertaking user research

When to use this tool  
Use the tool before undertaking user research



**Data capture**  
How will you capture material for analysis?

**Location**  
Where will the studies be conducted?

**Recruitment**  
Who will be your participants?

**Ethics**  
What legal and moral issues must be addressed?

**Incentives**  
How can you encourage participation?

**People**  
Who do you need on to run the study?

**Contextual understanding**  
What is the context of the study?

**Design**  
What kinds of studies will you use?

**Planning**  
What are the realistic planning frames for conducting the research?

# ATTENDEES

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## Who should attend:

Greenhouse is aimed at people working within the public and third sector. Specifically innovation labs, improvement and performance teams, commissioning, innovation, business improvement, performance management, information technology, audit and operations.

## What you'll learn:

- The fundamentals of service design.
- How to address the problems on a policy level and use design to formulate public policy.
- Methods for understanding public challenges from a user's perspective.
- Tools for engaging front-line staff in design and innovation projects.
- Ways to co-own public decisions and co-create public services with citizens.
- Processes that will help you design within tight boundaries.
- New ideas for stretching your approach to continuous improvement.
- Understanding of how to manage design and innovation within public services.
- Techniques for designing and iterating on live projects.
- Introduction to speculative methods to expand the realms of what is possible.
- How you can design more effective touchpoints for your service.



# OUR ALUMNI

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Cabinet Office



HM Revenue  
& Customs



**Belfast**  
City Council



Llywodraeth Cymru  
Welsh Government



Hellenic Design Centre



EUROPEAN CENTRAL BANK



GOV.UK



HM Treasury



Scottish Enterprise



Cork  
County Council  
Comhairle Contae Chorcaí



Latvian School of  
Public administration



Essex County Council



**We work with public & private organisations to develop their capacity for policy & service design.**



**"The course is very well structured to not only give a great introduction to service design but also give real practical experience of applying the techniques in a real, live situation with real, live people and business problems."**

Peter, Government Digital Service,  
UK Cabinet Office





# COURSE DETAILS

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**Cost:** **£895** until 31 August 2019  
£995 from 1 September 2019

**Dates: 21-23 October 2019**

**Venue: PDR, Cardiff**

## Participants

A maximum of **20** participants will be allocated places on the course.

## Venue

The majority of the Greenhouse course will be based at PDR. However, some activities will involve travel and off-site working. Arrangements for this will be made by the facilitators and all costs relating to these activities are included in the participant cost.

## Facilitators

Biographies are provided on pages 16 - 21.

## Course materials

All materials used during the Greenhouse will be available for participants following the course. These materials are also licensed for use by participants and will be provided in both physical and digital format. These include; SPARK handbook, workshop tools and presenter slides.

## At sign up/registration

Registration and payment through our Eventbrite page - [www.pdronline.eventbrite.com](http://www.pdronline.eventbrite.com)

Participants will be asked to provide a short bio about themselves and to describe the biggest challenges they are working on right now.

Upon successful registration a confirmation email including a list of hotel options with special rates.

## Accommodation & Travel

Accommodation will need to be arranged by the participant and is not part of the course cost. Details of suggested accommodation will be provided within the confirmation email.

## Food and drink

**All food and drink** (during the course) **will be included in the participant cost:**

- Tea and coffee for breaks
- Buffet lunch on days 2 and 3
- Evening meal on day 1 and 2

## 3 weeks before

An email will be sent to all participants containing the following information:

- Travel information
- Parking information
- Venue information
- Maps
- Delegate list
- Lightning presentation template and instructions\*

\*Participants will receive a lightning presentation template and asked to prepare a 10 slide introduction presentation.

METRICS  
+ IMPACT.





# Dr Anna Whicher

Head of Design Policy

Anna's main professional interest is in developing, implementing and evaluating public policies and services using design methods. As Head of Design Policy at PDR, she has been managing a portfolio of multi-million pound European, research and government contracts. Examples include EU projects on innovation policies, consultancy for trade associations and strategy development for local, regional, national and overseas governments. Anna is an accredited Master Service Design Trainer with the global Service Design Network, an elected board member of the Bureau of European Design Associations and a member of the Arts and Humanities Research Council's Public Policy Advisory Group. Anna completed a PhD benchmarking design for innovation policy in Europe.



# Prof Andrew Walters

Director of Research

Andrew has 18 years of experience in the delivery of design research in collaboration with industry, academia, governments and other external organisations. These projects have been based on how companies use design, and how that use of design can be improved through intervention at the organisational and government policy level. Andrew has received over £4m in funding from Research Councils, Innovate UK, Governments and directly from industrial contracts. Andrew is a member of the Arts and Humanities Research Council and Engineering and Physical Sciences Research Council Peer Review Colleges. He is also a Fellow of the Royal Society for the Arts. He holds a BA in Industrial Design and a PhD on "The Impact of Advanced Manufacturing Technology on Small Welsh Companies".







# Jo Ward

Designer

Jo works within PDR's Design & Innovation Policy team on an exciting range of European projects, specifically Design4Innovation, which promotes design as a tool to increase innovation within services and businesses. Jo enjoys working with varied groups of people to help them join the dots – discover, develop and co-create opportunities and solutions to potential futures. One of her main interests is evolving service and policy design tools to make design process more effective and enjoyable for everyone involved.



## Piotr Swiatek

Researcher

Piotr is a Researcher and Project Manager working on a multiple projects focused on design-driven innovation in the public sector including, inter alia, developing design-driven innovation policies and support programmes for design, building capacity for design thinking in public sector, and testing new, design-based approaches in fields of political decision-making or circular economy.

Piotr believes that innovation comes from deep understanding of the challenge and people involved; and as such enjoys exploratory stages of a design projects and deliberative stakeholder engagement methods.







# Lee Gaynor

Designer

Lee works as a Service Designer within PDR's Design & Innovation Policy Team. After completing his research Masters in 2017, which explored 'How design thinking offers strategic value to micro-enterprises in regional Ireland', Lee joined PDR to work on the European funded project User-Factor. User-Factor aims to assist SMEs in using service design as a tool to drive innovation in their business. Lee is most passionate about the power of visualisation in bringing people together, enabling shared understanding and possible futures.






# Amy Lowe

Designer

Amy works within PDR's User Centred Design (UCD) team working on commercial projects for a variety of clients. Amy's passion is building empathy with user's by getting to the core of their problems through the use of a range of user research techniques. A key interest of Amy's is focusing on ways we can use user centred design to form sustainable solutions to climate change.



A background image showing a hand holding a pen over a spiral-bound notebook. Several colorful sticky notes are attached to the notebook. One pink note is at the top, a blue one is below it, and a green one is to the right. The green note has the words "BENEFITS" and "PROFITS" written on it. The text of the quote is overlaid on the left side of the image.

**"This was the most interesting, engaging and fun training course I've ever attended. The practical experience I gained has given me the confidence I needed to apply the skills in my workplace."**

Emma, Eduserv





# INTERESTED?

## BOOK YOUR PLACE

[www.pdronline.co.uk/greenhouse](http://www.pdronline.co.uk/greenhouse)

OR

Eventbrite - [www.pdronline.eventbrite.com](http://www.pdronline.eventbrite.com)

Once booked the course is non-refundable.

Any questions?

## CONTACT US

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Phone: **029 2020 5594**