



# Design Skills Training for Public Services

Tools and approaches for user-centred public services

- Various courses tailored to your needs
- Maximum 15 delegates per cohort for optimal learning
- Cost ranges from £2,995-£4,995 per cohort
- Delivered virtually or in-person



"Thought-provoking, interactive and practical" - The Bi-Borough

**Basis**  
Training

# Design Skills for Public Services

Develop your service and content design capabilities

Public services designed with users at heart improve people's lives and save money. But the challenges faced by public services and by citizens are constantly changing. This can make consistently taking a user-centred approach to the design of service, difficult.

We've developed these training courses to help people working in the public sector develop the skills and knowledge to really understand the needs of citizens and to design services that meet them.

This brochure helps you to choose which course or courses are fit for you.

Whether you are a senior executive, new to the field or have some experience in design skills, we have a course for you and your team.

The three main areas of focus within our programme are:

- Design tools and techniques
- Service Design for leaders
- Content design

The logo for Basis Training, featuring the word 'Basis' in a large, white, sans-serif font with a yellow scribble above it, and the word 'Training' in a smaller, white, sans-serif font below it.

Training

Quick Contact

This way you can easily contact us:

 +44 (0) 20 3239 2407

 [comms@basis.co.uk](mailto:comms@basis.co.uk)

We help Public Services tackle messy problems, co-delivering effective change.





# Tailored training courses for your needs

Do you recognise yourself, or team members, in these points? Then one or more of our training courses are for you:

- You are a senior leader wanting to increase your understanding of service and content design
- You want to adopt a user-centred approach to your services
- You are keen to deepen your service and content design practice
- You want to save time and money for your organisation with effective and efficiently designed services supported by impactful digital content
- You want to improve residents' experience of your services

"The training was really refreshing. Minimal jargon, real life examples that actually related to our sector, personable trainers who made it fun, energising activities to bring us together"

- Ealing Council

# Design tools and techniques

Methods, techniques and skills to design user-centred services

You can choose one or a few of these courses to best meet your and your team's needs.

Drawing on real-life examples from the public sector these courses give participants the opportunity to test their learning within the training environment. When the leave, they leave with the confidence to use the learning in practice on real projects.

Course	Target Group	After the course
Introduction to User Research	You are about to change a service and want to understand the needs of users	You can follow a user research process to identify needs.
User Persona Development	You want to better communicate the needs of your users to stakeholders	You know how to turn research data into user personas and use them to identify improvements to a service
Journey Mapping	You want to improve user's experience of your services	You can interview users and map their experience, and communicate with stakeholders about how these journeys need to change.
Service Blueprinting	You need to change how you operate to better serve your users	You can articulate the changes you want to make to a service in the form of a blueprint.





## Here's what some of our participants said:

*"... the session was really well paced ... a perfect balance of small group work, discussions as a main group, and just individual time to think"*

**- Introduction to User Research**

*"I would highly recommend this training to colleagues should it be offered again - very useful for LA's to start to think about how our customers feel."*

**- Journey Mapping**

*"... going through the whole process as a team helped make it easier to remember and to visualise the tools and techniques ... All courses should be like this!"*

**- Service Blueprinting**



# Content Design Training



For beginners and  
experienced staff

This course is delivered by Basis' partner Crocstar. You'll learn how to write and present information so your users can do what they need to do. Writing engaging and meaningful content can reduce failure demand in services by allowing your users to serve themselves.

This course content is relevant to those producing digital communications and designing online services. The learning is also applicable to the design of physical letters, posters and other offline materials. You can choose one or a few of these courses to best meet your and your team's needs.

Course	Target Group	After the course
Foundational Content Design	You are new to content design and need to understand the design process	You can translate user needs into effective and engaging digital content.
Advanced Content Design	You are responsible for creating digital and other content	You are confident in testing and iterating content. You can guide others through the design process.
Content Design Senior Stakeholder Workshop	You lead projects or services who need to improve how they communicate with users	You can explain the value and importance of content design across your organisation. You can support content design efforts.

# Service Design for Executives

An end-to-end view of service design for leaders

This course focuses on the benefits of a more user-centred approach to designing services. Leaders explore the mindset required to work in a user-centred way and identify changes they could make to enable the approach to be used more widely in their organisations.

Course	Target Group	After the course
Service Design for Executives Masterclass	You lead projects and services undergoing change	<p>You can explain the value and importance of service design across your organisation.</p> <p>You know how you can support this way of working to flourish in your service area.</p>



Joe - Trainer

Do you have questions or do you want advice?

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comms@basis.co.uk



# Where we've delivered this before

with, and for, local  
government

The Digital team at the Welsh Local Government Association wanted to offer training in design skills to officers across Wales. This was part of a wider programme to help local authorities to develop user-centred digital services that save money, time and make life easier for citizens.

The Digital team wanted participants to feel ready to apply these approaches immediately after training, ensuring that users benefited directly from the programme.

Participants were taught theory, tested their learnings with simulations and activities and collaborated with peers to strengthen their understanding. We co-created a safe space for them to explore how these approaches can be used in practice.

## What our clients say

"A terrific session, just how learning sessions should be. Focused, on point, relative to peoples retention capacity. Thank you so much!!!"

- Advanced Content Design

"... was very informative and at this level didn't use too much jargon.."

- Foundational Content Design

"..a great course facilitator. Length of the course was just right."

- Content Design Senior Stakeholder Workshop

# Costs, add-ons and registration

We have created various courses, with costs ranging from £2,995-£4,995 per cohort. We can also discuss customised course packages to best meet your needs.

Take advantage of our attractive add-ons when you register for several courses.

To speak with one of us directly, drop us a line at [comms@basis.co.uk](mailto:comms@basis.co.uk).

You can also request a no-obligation quote for a training delivered in classroom / an 'in-house' training at your location.

Do you want to follow a Design Skills training course with six people or less?  
We may be able to link you to another client so you can share the costs:  
[comms@basis.co.uk](mailto:comms@basis.co.uk).



*Rebecca - Trainer*

Not sure which course is for you? Give us a call, and we can help you out!

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# 100+ local government officers trained in 2 months

These officers came from 20 of the 22 Welsh Local Authorities. Based on feedback from participants, we know this learning is being applied in a variety of service areas ranging from planning and development management to social care.

The courses were rated, on average, 8.4/10 and 83.3% said they would recommend it to a colleague.

"Big thanks to all at Basis and Crocstar for making my life easier and being really easy to work with. I appreciate all your hard work and speed."

Sarah Evans, Head of Digital at Welsh Local Government Association



Max - Trainer

If any of these courses sound right for your organisation - then we'd love to speak with you.

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# We are proud of what we do



The skills you need to turn messy problems into meaningful opportunities.

Basis Training was established to meet our clients needs for high-quality, impactful public sector training at an affordable price point.

In 2010, driven by acute austerity, our clients told us, “we need to diversify our staff’s skills to save money.” We realised we could fill that knowledge gap – and fill it well – so we started developing our first courses to rave reviews.

Since then, we’ve made it our mission to build more and more courses in response to our clients’ most pressing problems. We take those problems and turn them into meaningful opportunities by equipping delegates with a powerful mix of theory and frontline experience.



# We provide training for:



and many more!

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