



Department for
Science, Innovation,
& Technology

**futures framework
prospectus**



digital | planet | people



futures prospectus contents



futures
capability



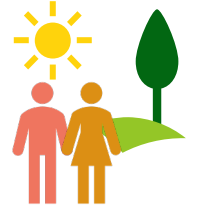
our futures
team



futures
clients



innovation in
futures



social value

futures capability

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our futures team

Perform Green was founded on a desire to enact real and positive change for society through future-oriented digital, environmental and people change services. As an organisation and as individuals, we live our values through our client projects, becoming trusted and valued advisors to all our partners.

For this Futures Framework we have partnered with Informing Choices to broaden the range of services we can offer, Informing Choices helps organisations become future-ready. As an insights business specialising in foresight, services are designed to help individuals and organisations make informed choices now about the emerging future.

This prospectus details the combined Futures capability of Perform Green and Informing Choices. This is substantiated with client examples, project details and the impact the capability delivered. Examples of innovation in delivery and organisational commitment to social value are also detailed. Further information about our people can be found via the link below:

<https://www.performgreen.co.uk/people/>



digital | **planet** | **people**

futures clients



Cyngor Bwrdeistref Sirol



MERTHYR TYDFIL
County Borough Council
Cyngor Bwrdeistref Sirol
MERTHYR TUDFUL



South, Central and West
Commissioning Support Unit



digital | planet | people

social value commitments

people

- Flexi-time
- Flexi work location
- Living wage employer
- Flat organisational structure
- Autonomy & self-supervision in work
- Multi-generational workforce
- Organisational culture respectful of neuro-diversity

community

- 20% net profit donation to charities in communities where earned
- Staff volunteering days
- Engaging & inclusive approach to people, community, customer
- Supporting NHS academy intern schemes
- Pro-bono coaching & mentoring

customer

- B Corp certified since 2018 meaning this business is a verified force for good
- Discounted service delivery for charitable organisations
- High trust relationships leading to repeat business and long-term associations
- Values-based consulting that delivers

planet

- Organisational net zero plan in place
- Sustainability policy aligned to UN SDGs
- Public transport-first approach
- Digitally connected nomads
- New services developed to identify & reduce carbon emissions

social value delivered

Overall B Impact Score

Based on the B Impact assessment, Perform Green Limited earned an overall score of 104.1. The median score for ordinary businesses who complete the assessment is currently 50.9.



- 104.1 Overall B Impact Score
- 80 Qualifies for B Corp Certification
- 50.9 Median Score for Ordinary Businesses

B Corp organisations are those who meet the highest verifiable and audited standards in relations to their workers, customers, community and the environment!



Perform Green: business as a force for good

futures capability client impact

	client	project	impact
Horizon scanning	Longhurst Group	Future of Work	informed future workforce strategy & considerations for workforce planning
	Bridgend County Borough Council	Economic Strategy & Data Report	condensed vast economic data into key statistics & presented in key infographics in strategy. Data report summarised all important economic data in one place & in a visually understandable format
Trends analysis	Longhurst Group	Future of Work	developed & presented board-level Future of Work foresight analysis; informed future workforce strategy & considerations for workforce planning
	Sky TV	Trends analysis	influenced early-stage development of commissioning for future TV programming
Driver analysis	Heathrow Airport	Future Drivers of Air Travel	developed mid- & long-term drivers impacting future of air travel (including “end to end” travel) for Heathrow strategic communications
Scenario development & Scenario planning	British Olympic Association	Carbon Emission Scenario Planning	allowed the BOA to identify the key areas of their business that will a) vary over time with changes to the Olympic destination & b) require significant changes to meet their data-led targets
	Sky TV	Future TV	influence early-stage development of commissioning for future TV programming
	Allergan UK	Future of UK Eyecare Market Place	influenced sales & marketing strategy in a rapidly changing market
	Pfizer UK	Future of Healthcare Market Place	influenced strategic planning & strategy for product & services

capability	client	project	impact
Competence mapping	HSBC	Global Capability Framework Development	facilitated development of capability framework, target operating model, & aligned skills development resources for global change function; aligning capability framework to performance management system to drive higher performance
Strategic Option Grid	Southend-on-Sea	Connectivity Infrastructure Business Case	developed potential options for the Council varying from 'Do Nothing' to 'Significant Investment' & analysed each against a set of key criteria. Allowed a fair appraisal of options for the Council & created a recommendation based on transparent process
Business Model design & Value Proposition design	NHS South, Central & West CSU	Business Model & Value Proposition	facilitated Business Model & Value Proposition design of future facing digital consultancy function for NHS SCW CSU contributed to wider organisational review of structures & service offering
Strategy	European Geosciences Union	Vision & Strategy development	clarity of purpose, direction & actions needed for organisation development
	Sunderland City Council	Developed City-wide Digital Strategy for Smart City Programme	over £100m of inward investment in development of fibre-to-the-premise, city-centre public Wi-Fi & 5G wireless network. https://www.sunderlandoursmartcity.com
Complexity – describing & explaining	Sunderland City Council	Smart City Outline Business Case	describing city-wide opportunities, use-cases, technologies & financial model for Sunderland Smart City programme - over £100m of inward investment in development of fibre-to-the-premise, city-centre public Wi-Fi & 5G wireless network. https://www.sunderlandoursmartcity.com

capability	client	project	impact
SWOT analysis	Bridgend County Borough Council	Economic Strategy development	SWOT analysis as part of development of development of Bridgend 10-year economic strategy; clear focus across Bridgend County (public, private, 3 rd sector) on key drivers of economic renaissance
	Southend-on-Sea	Connectivity Infrastructure Business Case	initial SWOT analysis of the existing connectivity infrastructure & broader context in the area identifying key areas for business case to focus on
Road mapping	Longhurst Group	Roadmap	facilitated development of roadmap for implementation of 2035 vision with senior executive team; clarity for organisational leaders on key stages of realising their vision
Innovation foresight	Fibres Online 2022	Trend Radar	Partnering with Finish foresight platform company to create broad-based trend radar: https://www.fibresonline.com/foresight-examples/steve-wells/reinventing-the-future
Disruptive Innovation	DCMS 5G Create £5m funded project	5G Connected Automated Logistics Consortium Partner	innovation project to prove 5G-enabled remote driver last mile logistics using electric HGV deliveries / roll out of low carbon: disruptive impact on manufacturing industry & nearside deliveries
Future personas	Sky TV	Future TV	influence early-stage development of commissioning for future TV programming
Visioning	Longhurst Group	Vision	developed example what 2035 might look like for his large social housing provider. Facilitated Vision development workshop with senior executive team; clarity for organisational leaders on long-term organisational vision
	European Geosciences Union	Facilitated Vision development	developed clarity of purpose, direction & actions needed for this trans-national organisation

capability	client	project	impact
Facilitation / Workshops	Longhurst Group	Target Operating Model (TOM)	Facilitation of target operating model for large social housing provider, involving multiple workshops with senior leaders & key stakeholders. TOM aligned to vision & strategy for transformation
	European Geosciences Union	Chair of Governance Review	Facilitating remote, Europe-wide meetings of governance review panel; completion of governance review leading to strategic actions to deliver governance improvements.
	BEIS	Future Analysts Network	Facilitation of devolved government groups exploring collaborative foresight in ageing
	North-East Public Service Academy	Foresight Development	Deploying foresight to explore future leadership challenges & opportunities
	NHS South, Central & West CSU	workshop facilitation	Facilitated Business Model & Value Proposition design of future facing digital consultancy function; contributed to wider organisational review of structures & service offering
	University of Lincoln	Productivity Conference	Facilitation of SMEs to consider benefits of new technologies in customer facing activities
	SITA	Future Passenger Journey workshops	Facilitation of workshop series with pan airline industry stakeholders in the future of the passenger journey
Interviewing	Bridgend County Borough Council	Economic Strategy Development	Structured stakeholder interviewing for development of 10-year economic strategy. Broad stakeholder input/engagement across public, private & 3 rd sector to development of economic strategy
	East Riding of Yorkshire Council	Smart County Strategy & Business Case Development	Stakeholder interviews to map out use-cases as part of development of Smart County Strategy & Business Case. Broad stakeholder input/engagement to development of Smart County
	Belfast City Council	DCIA Bid Development	Stakeholder interviews across multiple public bodies. Elicited technical & policy input to DCIA Asset Mapping Platform bid

capability	client	project	impact
Communications	Podcasts	Informing Choices Podcast	Producing successful podcast series exploring different aspects of the emerging future; https://www.youtube.com/watch?v=791PAudYuZQ&list=PLlxf6tAhDzmP9QuhPwja1UH4ivsx-YTh9
	Conference Speaking	Regular speaker (UK & international)	range of future issues catered around tech trends that point to importance to mindset & leadership as critical requirements of individual & organisational future readiness
Data visualisation & dashboard development	British Olympic Association	Carbon Emission Modelling	tables & data allowed organisation to make data-led commitments, visualisations used to track progress & identify need for changes
Literature reviews	Longhurst Group	Future of Work	influenced future workforce strategy & considerations for workforce planning
Benchmarking	Longhurst Group	Leadership Succession	influenced board-level discussion on leadership succession & considerations for talent management & planning
	Wiltshire Office of Police & Crime Commissioner	Review of Communications function	external benchmarking against comparator police forces resulting in restructure of communications team leading to improved service delivery
	Wiltshire Office of Police & Crime Commissioner	Review of Legal Services function	external benchmarking against comparator police forces leading to restructure of legal services team & new hires, systems & processes leading to improved service delivery

capability	client	project	impact
Risk assessment & management	DCMS 5G Create £5m funded project	5G Connected Automated Logistics Consortium Partner	disruptive impact on manufacturing industry & nearside deliveries / roll out of low carbon deliveries. Innovation project to prove 5G-enabled remote driver last mile logistics using electric HGV. Project managed £5m DCMS funded project that delivered on time, on budget. Managed consortium. Managed risks etc. One of few grant-funded bids that fully delivered ambitions
Change Management	HSBC	Capability framework	Facilitated development of capability framework, target operating model & aligned skills development resources for global change management function. Aligned capability framework to performance management system to drive higher performance in change management function
Project management	DCMS 5G Create £5m funded project	5G Connected Automated Logistics Consortium Partner	Lead Project Manager for grant-funded innovation project to prove 5G-enabled remote driver last mile logistics using electric HGV. Project managed £5m project that delivered on time, on budget. Managed consortium. Managed risks etc. One of few grant-funded bids that fully delivered ambitions; disruptive impact on manufacturing industry & nearside deliveries / roll out of low carbon deliveries