

Councillor Development Regional Workshops - June 2013 - January 2014

Seminar: **Who's Accountable in Localism?**

Tutors: **Dr Catherine Durose**, Director of Research,
Institute of Local Government Studies and **Liz
Richardson** Senior Lecturer in Politics, The University
of Manchester

Date: **21 June 2013**

Times: **12.30 – 4.30**

Venue: **Manchester**

The drive for localism seeks to open up decision-making to citizens, empowering them to contribute to achievable solutions and improved outcomes, and deliver services that better reflect the priorities and needs of communities. This ambition raises some real questions for accountability: **who should be taking decisions, for what? How, and to whom, are they accountable?**

These conversations are taking place in council chambers, wards and neighbourhoods across the country and are not easily resolved, with councillors, officers, community organisations and local people often taking strongly-felt but different views.

Liz Richardson, University of Manchester and Dr Catherine Durose, University of Birmingham will share insights from a recent policy review, funded by the Arts and Humanities Research Council's Connected Communities programme, which seeks to address this challenge and provide tools for reflection and debate.

Attendees, **both councillors and officers**, will have access to a **new diagnostic tool of accountability** which they can use to identify their own position and what changes they might want to make in the future.

This Seminar is being subsidised by North West Employers

Cost:
£45 per person for
Members/£58 for Non-
Members of North West
Employers + VAT

Workshop: **Always on Message**

Tutor: **Emma Taylor**

Date: **9 July 2013**

Times: **10.00 – 1.00**

Venue: **Manchester**

Always on Message is designed to equip councillors with public speaking delivery technique and mental structure so they're able to speak with authority in impromptu situations, i.e. posing a question in chamber, rebutting in chamber, unexpectedly being asked to "say a few words" at a public event.

Impact/Outcomes

- Reduce your thoughts to a key delivery message;
- Get your point across clearly and politely;
- Speak thematically as well as factually;
- Stay focused;
- Organise for refutation;
- Make pause work effectively;
- Use your voice, faces and bodies to boost your personal impact.

Delegates are taught various classical acting techniques and speechwriting theory. They will undertake exercises to put their newly acquired skills into practice.

Cost:
£90 per person for
Members/£117 for Non-
Members of North West
Employers + VAT



Workshop: **Using Change Conversations to Deliver Better Outcomes**

Tutor: **Paul Neill, Ten Storeys**

Date: **17 September 2013**

Times: **10.00 – 1.00**

Venue: **Manchester**

Maximising your impact as a councillor and supporting the changing relationship with citizens and communities will ultimately rest on your ability to engage with and include a diverse range of groups and individuals within the community, to deliver the best outcomes for local people.

‘Change conversations’ are a new approach to working with communities and partners to develop shared solutions to local problems. The focus of this workshop will be on the development of practical skills for having change conversations that you can take back and start using immediately - in the community, in the council and with partners.

In this workshop, you will explore:

- Introduction to ‘change conversations’ as an approach to working collaboratively with others to generate ideas, solve problems and take action
- A practical dialogue model for having focussed and purposeful conversations
- Change conversation skills and techniques for building positive relationships and shared ownership for change and improvement
- Skills practice on a ‘live’ challenge for you in your role as a councillor

Workshop: **Influencing and Negotiating to Promote Action**

Tutor: **Mary Frances**

Date: **10 October 2013**

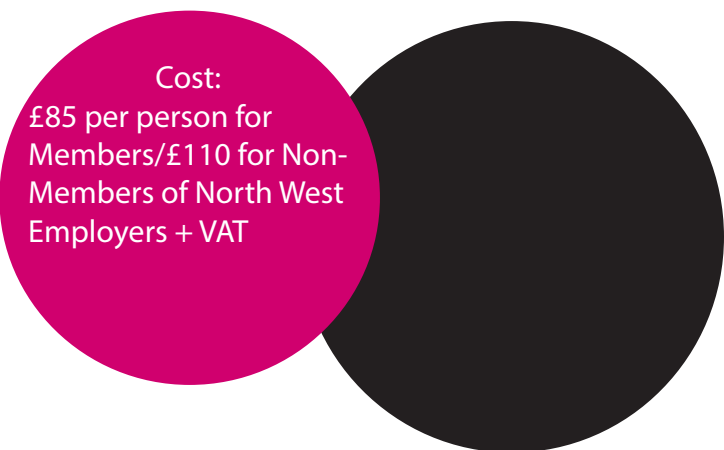
Times: **10.00 – 1.00**

Venue: **Manchester**


The way in which we deliver services, interact with partners and empower communities is being redefined at both a national and local level. A key feature of community leadership is the capacity to influence local partners and agencies and act to solve problems that arise. This means extending our reach to influence issues and organisations beyond our direct sphere of control and responsibility. It requires us to network, influence and persuade people, to build their capacity to generate solutions and reshape services to ensure local needs and demands are met.

The workshop will include:

- Exploring the skills of influencing across boundaries
- Understanding how attitudes and behaviours change, why they often don’t, and working constructively with resistance and objections
- Negotiation strategies and skills: increasing our choices and flexibility to reach agreements and develop plans
- Making persuasive presentations and winning ‘hearts & minds’



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Workshop: **Understanding what your residents really think and how to influence them**

Tutor: **Nick Pecorelli, The Campaign Company**

Date: **24 October 2013**

Times: **10.00 – 1.00**

Venue: **Manchester**

Understanding how the core beliefs and values of your community influence everything they want from you and how you should communicate and engage with them is fundamental to defining your approach at ward and council level. By understanding the things that drive different people and influence their view of the world, you are better equipped to support them as a community leader and council representative.

This workshop will explore:

- Why do some people fear crime when they are not the victims of it?
- Which of your residents care only about value for money and which care about fairness?
- Why do some people tell everyone your council is terrible, even if the service they get is perfectly good?
- What approaches to communication should you use that actually resonate with your community?

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Workshop: **Social Enterprises and the role of the councillor**

Tutor: **Mick Sheldon**

Date: **12 November 2013**

Times: **10.00 – 1.00**

Venue: **Manchester**

Councils have been extremely effective in the past in providing services to their constituents. The role of the council is changing from that of direct deliverer to an “enabler”. This workshop will assist in developing and being seen to develop this role at this time.

It will also provide the councils with a profile which is more than simply “cutting services” as well as offering businesses and individuals some specific strategies which can exemplify the Council’s response to health and social care commissioning.

By attending this workshop you will:

- Identify the range of social enterprises that exist.
- Explore what this means for councils
- Gain information about how to plan a social enterprise
- Identify options on how to attract investment
- Learn how to deal with approaches from constituents and staff for advice (in the current situation)
- Recognise how to match the different needs of different wards with different social enterprise options
- Recognise how to advise local partners

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Councillor Development Regional Workshops

Workshop: Conflict resolution and managing difficult conversations

Tutor: Mel Thomas
Date: 12 December 2013
Times: 10.00 – 1.00
Venue: Manchester

As a councillor it is inevitable that you will have to hold a difficult conversation and manage conflict. People who have personal problems, people with performance issues, people who lack motivation, people who demonstrate behavioural problems, people who game play and manipulate, people who are rude, people who make demands. Have you encountered any of these situations and wondered how to deal with it? If so this course is designed for you!

By attending this workshop you will be able to:

- Better manage difficult situations and people
- Better manage difficult conversations
- Keep your mind on your job whilst performing well under pressure
- Look at a variety of techniques designed to think, behave and act differently
- Learn how to deal with success and failure
- Manage and deal with constant change

Cost:
£80 per person for
Members/£104 for Non-
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Bookings:
To book a place please
contact:
Events
E: events@nwemployers.org.uk
T: 0161 214 7106

Workshop: Your facilitator role as a councillor

Tutor: John Lamb
Date: 23 January 2014
Times: 10.00 – 1.00
Venue: Manchester

Experienced councillors are in a good position to coach and mentor less experienced councillors and this course provides some simple models that can be used to make the experienced councillor an effective facilitator.

The session will cover:

How do people learn? - this session would be about introducing some theories about how people learn.

- Mentoring and Coaching - a brief introduction which deals with some of the main principles e.g. good listening and not jumping in to give advice and opinions – it's about the individual working out for themselves the solution to the challenge they are dealing with.
- We will also explore what makes for effective mentoring and the difference between coaching and mentoring.
- Action Learning Approach - what is Action Learning and why is it effective? This session would set out some of the principles of Action Learning and a way of practically running a session for members. Not only does a great deal of personal learning occur for those involved in an Action Learning Group but it is also a powerful way of generating solutions to stubborn and tricky problems.
- Your strategy for encouraging learning - we will share ideas on how some of your newly acquired skills can best be deployed back in your organisation.

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