

Boosting Your Council's Identity: How to Promote Your Council Effectively

Councils do amazing work, but if people don't know about it, that work can go unrecognised, undervalued or misunderstood.



Course description

This session focuses on how your council can build a stronger, clearer identity that connects with your local community. We'll explore practical ways to promote the council's work, improve public perception, and raise awareness of your role and achievements. From branding and messaging to visibility and communication style, we'll show you how to create a consistent voice that builds trust and recognition over time—while staying authentic and grounded in your community's values.

Who should attend?

Perfect for Clerks, communications leads, Councillors and Chairs who want to build a stronger public profile for the council and engage more effectively with residents.

What will I learn?

You'll gain the tools and ideas to shape your council's identity, communicate its value more clearly, and promote your work in ways that reach and resonate with your community.



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Councillors training: chairing council and public meetings effectively

Leading meetings with confidence is about more than just following procedure. It's about creating clarity, encouraging participation and maintaining control with calm authority.



Course description

The effective chairing of meetings is a good skill for councillors to have. During the session we will consider how to effectively prepare for meetings, how to get the most out of the meetings you chair and how to deal with tricky situations.

We look at how to create a respectful and constructive environment while ensuring business is conducted properly and decisions are made efficiently.

Who should attend?

Particularly useful for councillors who regularly chair meetings or are preparing to take on that role. Also beneficial for those looking to refresh their skills.

What will I learn?

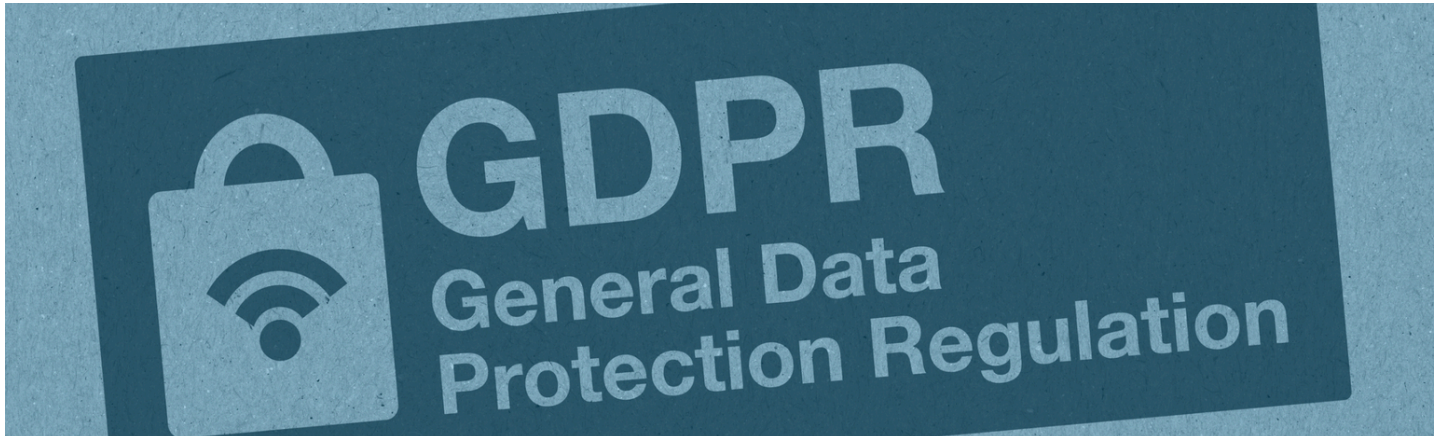
You will learn how to manage time, deal with interruptions, keep discussions on track and make space for all voices to be heard. We'll also cover how to remain impartial, build consensus and defuse tensions.



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Councillors training: Data protection training for parish and town councillors

We'll help you understand why data protection matters for councillors and what it means for your role.



Course description

Councillors often come into contact with personal information ('data') as part of their community work and through their role within the council itself.

This session will explain how data protection legislation applies to you as a councillor and what steps you need to take to ensure compliance with your council's policies and procedures, and what this all means for you personally as an elected or co-opted member.

Who should attend?

All parish and town councillors—especially new councillors or those unsure about where their responsibilities begin and end in relation to data protection.

What will I learn?

You'll understand your personal responsibilities under data protection law, what actions to take to stay compliant, and how to manage and store data safely and legally in your role as a councillor.



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Councillors training: Social media skills for parish and town councillors

Discover how councillors like you are getting the most from social media to listen to the community, hear what people have to say and to engage in appropriate ways, whilst being mindful of council social media policy and the Code of Conduct.



Course description

In this session we explore the range of ways that councillors can use social media, to listen, to connect and to engage with their community, whilst being mindful of council social media policy and issues related to Code of Conduct.

You will learn where to focus your time and effort on social media as a councillor. We will point out the pitfalls and consider how to tackle difficult situations.

Who should attend?

Useful to all councillors who want to use social media to communicate better and connect with the community they represent

What will I learn?

Social media is one of the most important channels of communication available to councillors today. Unfortunately it is often under used or misused. We will show you how you can start to make the most of it in your role as a councillor.



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Communicating with your Community

Part One: Creating a Communications Strategy



Course description

Every parish and town council should have a comprehensive community engagement strategy that sets out its communications priorities, aims and goals.

In this session, we will consider how your council could create an effective communication strategy. One that is sustainable and supports your council. A strategy that considers your council's human and financial resources.

Who should attend?

A great foundation for those working in or supporting their council with communications.

Most useful for those starting out with council communications or who are wanting to refresh their knowledge and latest best practice.

What will I learn?

Discover the essentials of council communication and empower your council to create an impactful communication strategy.



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Communicating with your Community

Part Two: Engaging with your Community



Course description

This session will focus on putting your council's communication and engagement strategy into action.

We explore how your council can connect with the community using a range of communication channels.

We will consider the ways your council can build sustainable conversations with the community. We will equip you with tools and techniques to get messages across.

Who should attend?

If your council has ever said the words '*no one is listening to us*', this is the training session for you. Most useful for clerks, officers and councillors who want to build on their communications knowledge.

What will I learn?

More advanced communication and engagement techniques that a local council can use to engage and get its message across.



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Council Social Media: Part One

With 8 out of 10 people regularly using at least one social media platform every day, it's never been more important for your council to take a strategic approach to its social media use.



Course description

Social media is a great tool for councils to use to improve their communication and digital reach. In this session you will learn the basics and how to get started with a strategic approach. We will focus on creating a social media strategy and the basics of social platforms.

Our goal is to share with you time-saving tools and techniques to help you and your council to be more confident using social media.

Who should attend?

This session will be useful to those who lack confidence with how to get started with council social media or how it could be used to strategically support the council's communication objectives.

What will I learn?

The session will give you a good foundation of knowledge about social media and how your council could start to make better use of it.



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Council Social Media: Part Two

Discover how you can support your council with advanced social media communication tools, techniques and skills



Course description

Councils use different social media platforms to connect with the community. This session explores a wide range of advanced social media platforms, tools and techniques,

We focus on how to get the most from key social media platforms, as well as newer platforms, exploring ways to ensure social media supports your council to achieve its goals and aims. We will also introduce you to social media advertising and the power of video content.

Who should attend?

For council officers involved in communications or the development of the council's communications strategy. This training session is relevant to any size of council.

What will I learn?

We will build on the first session and consider some of the more advanced techniques you can utilise to support and enhance your council's digital communications objectives.



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Crisis communications for parish and town councils

It's best to prepare for a crisis rather than react after it has happened - discover how with Breakthrough Communications



Course description

A crisis could strike at any point. Anything from flooding to a meeting going viral. There are many ways in which your council could find itself in the eye of the media (or social media) storm.

Councils often have robust plans in place to deal with a range of crises, but are often less prepared to manage crisis communications. explore how to prepare and factors your council needs to consider.

Who should attend?

Councils who want to ensure their crisis communication plans are up to date will find this most useful. It will also be of use to councils who are reviewing their communications following a recent crisis.

What will I learn?

This session takes participants through the process of communicating through each stage of any crisis. What to say, how to say it, when to say it, who should say it - and what not to say!



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Dealing with difficult people and conversations in our local councils

Challenging behaviour and tough conversations can feel draining, but with the right tools and mindset, they can become constructive and even transformational moments in council life.



Course description

This session explores common challenges that arise when dealing with seemingly 'difficult' individuals or conversations in local councils.

Whether it's a tense council meeting, a heated email exchange, a difficult 1-2-1 conversation or a tough discussion with a member of the public, this training helps you respond and engage with confidence and professionalism.

Who should attend?

Ideal for anyone who want to build their confidence in managing tricky interactions and who want to foster a more respectful, productive working environment.

What will I learn?

You'll learn how to manage and respond to challenging behaviours and conversations constructively, with emotional intelligence and assertiveness. We'll help you feel more prepared and in control if difficult situations arise.



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How councils can effectively engage effectively with young people

Young people are the future! Learn more about how your council can effectively engage with them



Course description

Councils often find it challenging to connect with young people. In this session, we will define what the term "young people" means, we will consider the issues important to younger demographics and explore effective ways to engage with them, both online and offline.

We will also share best practice and insights on forming partnerships with local youth organisations.

Who should attend?

Clerks, officers and councillors who want to engage with young people in their communities.

What will I learn?

Young people are often an 'overlooked' group in local council communications. In this session we will consider the ways in which local councils can more effectively engage with young people.



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Get the most from local and regional print and broadcast media

Reports about the death of local media have been exaggerated. It still plays an important role in community communications.



Course description

Local and regional newspapers, magazines, TV and radio offer local councils a powerful way to engage and communication with residents.

However, dealing with journalists and the media can be intimidating. In this session we will consider how to establish positive relationships with journalists and how to write impactful press releases. We will help you to achieve regular and positive coverage in local media.

Who should attend?

This session will be most useful to Clerks, officers and Chairs who come into contact with the media and for those councils reviewing their approach communications, particularly how they tackle crisis communications.

What will I learn?

Local media can reach some of the people in your community that social media and other forms of media don't. It should form part of your councils communications



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How councils can recruit a more diverse pool of local councillors

Work to build a more diverse pool of prospective local councillors that reflects your local community.



Course description

It is increasingly challenging to find people who are willing to put their names forward, either at election time or to be co-opted.

We explore effective ways councils and councillors can engage a more diverse pool of people over time, building up their awareness and interest in what the parish or town council does, in order to better promote and demystify the role of a councillor.

Who should attend?

Local councils should actively seek to recruit new members. This interactive session will be most useful for those with elections coming up in the next two years.

What will I learn?

We hear time and again how difficult people find recruitment of new councillors. In our session we will talk you through the steps you can take today to recruit a more diverse group of local councillors



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