



***Interactive on-line training delivered on Zoom
by Breakthrough Communications***

Communicating with your community Part 1: creating a communications strategy Every local council should have a communications strategy. It should set 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.	Communicating with your community Part 2: implementing effective community engagement and building sustainable conversations This session will focus on putting your council's communication plan into action. On how your council could connect with the community it represents. We will consider the ways your councils can communicate effectively and build conversations. We will equip you with tools and techniques to start engaging and getting messages across.
01/06 10.00am	09/07/26 1.00pm

Recruiting and retaining a more diverse pool of councillors Recruiting passionate and engaged individuals to stand as councillors is becoming increasingly challenging. This session focuses on how to effectively connect with your community to spark interest in serving as a councillor. You'll learn strategies to raise awareness about the vital role of the council and its councillors, build relationships with key stakeholders, and inspire people to get involved. By the end of the session, you'll have practical tools to promote the work of the council, highlight the rewards of being a councillor, and encourage community members to consider stepping forward.	How councils can more effectively engage with young people Councils often find it challenging to connect with young people. In this session, we will define "young people." Consider the issues important to 'young people.' Explore effective ways to engage online and offline. We will also offer insights on forming partnerships with local youth organisations.
16/07/26 10:00am	02/06/26 10.00am

Crisis Communications for Local Councils A crisis could strike at any point. Anything from flooding to a meeting going viral. There are many ways in which you could find yourself in the eye of the media storm. This session takes participants through the detail of preparing for any crisis. Passing on expert tips and guidance on being prepared. On the effective steps your council could take should the worst happen.	Get the most from local and regional media Local newspapers, magazines, regional TV, and radio offer local councils a way to communicate 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. How to write impactful press releases. Ensure that your council gets regular and positive coverage in your local media.
23/07/26 10:00am	16/06/26 9.30am
Social media for councils: getting started Social media is a great tool for councils to use to improve their communication. In this session you will learn the basics and how to get started right. We will focus on creating a social media strategy and the basics of Facebook. Our goal is to share with you time-saving tools and techniques. Hopefully, this will help you and your council to be more confident using social media.	Social media for councils: advanced strategies Councils often use different social media platforms to connect with the community. This session explores a wide range of social media platforms. There will be a focus on how to get the most from key social media platforms. Exploring the ways of ensuring that social media supports your council to achieve its goals and aims. We will also introduce you to social media advertising.
11/06/26 10.00am	25/06/26 10.00am
Councillors: social media skills It has never been more important for councillors to understand social media. In the session we will go through the confusing world of social media communications. It is designed for both social media users and those new to it. During the session you will learn where to focus your time and effort. We will point out the pitfalls. Consider difficult situations. Most importantly we will help you as a councillor to get the most from social media.	Emotional Intelligence and Resilience This a practical workshop to help you thrive in your council role. We provide council officers and councillors with an understanding of where our behaviour comes from, we consider what resilience means in the context of our council roles and how to build emotional intelligence. We'll explore council-focused scenarios and how best to respond to each of them.
29/06/26 6.30pm	08/07/26 10:00am

Dealing with difficult people and conversations Handling professional relationships within local councils is critical. However, it can be tough dealing with challenging people and situations. In this session, we discuss practical techniques for managing difficult conversations and situations.	Councillors: Data Protection Training It's important for any councillor to grasp how data protection laws relate to your role. This is true for new as well as longer serving councillors. This session clarifies a councillor's legal responsibilities to themselves and the council. We will guide you on the right procedures and best practice. We will also introduce Freedom of Information and the implications it has for councillors.
22/07/26 10:00am	19/05/26 6.30pm 29/06/26 6.30pm 27/07/26 6.30pm
Data Protection & GDPR: Part 1 The legislative landscape is constantly changing. It is important that councils have the most up-to-date understanding of data protection legislation. They should also have a good grasp of their data protection obligations. This introductory session walks councils through the theory and core principles of UK GDPR and other relevant legislation. We will explain what policies, practices and processes local councils need to have in place.	Data Protection & GDPR: Part 2 This session deep dives into how councils demonstrate accountability with UK GDPR. We consider the different lawful bases for the processing of personal data. We will also delve deeper into how to create the policies and documents required for local councils. We will explore the requirements of the published Privacy Notice, how to create Legitimate Interest Assessments and Data Protection Impact Assessments.
08/06/26 10.30am 06/07/26 1.30pm 14/07/26 6.30pm	15/06/26 1.00pm 13/07/26 11:00am
Data Protection & GDPR: Part 3 In this session we consider how to deal with data subject rights requests, including Subject Access Requests (SARs). We explore the steps to take to ensure you are compliant. Consider what exemptions may apply. There is also an introduction to information security for local councils and what this means in practice.	Freedom of Information for councils This course examines the obligations of local councils regarding Freedom of Information (FOI). We discuss the necessary policies and procedures. How your council could ensure awareness among officers and councillors about FOI. Consider the steps to follow when managing an FOI request including the use of exemptions.
28/05/26 10.00am 22/06/26 10.30am 20/07/26 10.30am	29/05/26 10.00am 27/07/26 11.00am

Canva Part One - Getting Started Canva is a design tool that can be used for free. It allows you to quickly create posters, newsletters, and other physical documents. You can also create images and videos for social media and websites. This session is for people who have never used Canva before. We will go through the basics and show you how to get the most out of the free version. Our goal is to get you started with Canva and to help your Council to communicate better.	Canva Part Two - Advanced During the session we will focus on the advanced features of Canva. This session is for experienced users of it. In part 2 of our Canva training we will show you how your Council can get more out of it. For instance, creating complex designs and a brand for your Council. We will also cover integrating Canva with social media. There will be a particular focus on creating social media videos and using the scheduling tools.
01/07/26 1.00pm	15/07/26 10.00am
Boosting Your Council's Identity: How to Promote Your Council Effectively This session will explore what brand identity means for parish and town councils, why it matters, and how to create a clear and consistent identity that reflects your council's purpose and values.	
10/06/26 9.30am	

The per-delegate fee from April 2026 is **£42.00**. All courses are two hours in duration. New dates are added regularly. All prices quoted are the BATPC member council rate. **Booking on places on any of the above courses provided by Breakthrough Communications is a commitment to pay.**

Tracy Moorhouse handles all bookings. Please contact Tracy direct for booking forms and to check availability – email: admin@batpc.co.uk