

report



meeting	Administration Committee	
date	6 JULY 2005	agenda item number

REPORT OF THE HEAD OF MEMBERS' SERVICES

BROADCAST MEDIA TRAINING FOR SENIOR MEMBERS

1. Purpose of report

To seek approval for Cabinet members and other councillors in senior public roles to attend a one day broadcast media training course.

2. Reasons for attendance

Cabinet members have to regularly engage with the local, and occasionally national broadcast media.

Dealing with the media in an appropriate way can help to improve the reputation of the authority, and there are skills that can be learned to help with this.

Media training can help to provide the skills to improve performance on radio and TV interviews. Those dealing with the media on a regular basis are advised to keep their skills up to date by regular training. This type of training will also be useful for Chairs of Select Committees and Leaders and Spokespeople of Minority Groups

The Council has used a media training organisation, based in Nottingham to train a number of members and senior officers in the past. Training is provided by media professionals.

3. Costs

There are a wide number of UK suppliers offering media training of this type. The County Council has built up a working relationship with a locally based supplier who are able to tailor the course to meet our needs. Evaluation of previous training events has been very positive. We recommend continuing

to work with this supplier whose costs are not out of line with what is available elsewhere.

The cost of training 12 members is £4,800. This cost includes lunch. It is suggested that, as a first step, 2 courses are arranged. Places will be offered to the Cabinet, Group Leaders and the Chairs and Vice-Chairs of the Select Committees and the Standards Committee.

The course is based in Nottingham so no accommodation will be necessary. The training will take place in September.

3. Statutory and Policy Implications

This report is necessary to ensure compliance with the Council's Travel and Accommodation policy and current arrangements for approving attendance at conferences, seminars and Member Training events.

4. RECOMMENDATIONS

It is recommended that media training be provided for 24 as described above.

Legal Services' Comments (KK)

The Administration Committee has the delegated authority to approve expenditure on costs to be incurred and required by Members in connection with the attendance at training courses. In addition, this Committee has the responsibility to determine the level and nature of support services for Members of the County Council. The proposal in this report is therefore within the remit of this Committee.

Director of Resources' Financial Comments (MB)

The cost of the training can be met from the 2005/06 budget for Members Training and Development.

Background Papers Available for Public Inspection

Training programme from the supplier

Electoral Division(s) Affected

List