



**WELCOME TO THE
NORTH EAST LOCAL AUTHORITY
CHALLENGE...
...FIRST STEPS!**



**Breckland
Training Services**
Delivering skills and experience

INTRODUCTION

Thank you for your entry to the **Local Authority Challenge – North East**, an exciting and innovative learning and development event that takes place on the **19th October 2017**. This is the first of two documents you will receive prior to the event and covers the more general aspects of the Challenge, sets down expectations and lays out any requirements that are going to be made upon delegates. It is also a great source of information to individuals who may be unsure as to whether to put their name forward or not.

The second document, which is aimed at the selected team members, will be released about 2-3 weeks prior to the event itself. It will cover more about the challenge (including any background reading etc) how the day unfolds, how the scoring works and to give more guidance on how to prepare for it. Please note there will be a duplication of information across the two documents. This could, of course, mean that this particular information is important!

SCENARIO

The day is set around the fictional county of Linfolk. Within the county there are four districts, each led by a different political party. All four councils are failing (or have failed). The senior management teams have all resigned and you will be their replacements. Throughout the day you will meet with your council leader, deal with the media as well as handle any e-mails and telephone calls that may be routed through to them. You will also be expected to form partnerships with external organisations in order to fix any problems or issues you identify. There will also be a requirement to deliver, to committee, a short presentation.

PRACTICAL ARRANGEMENTS

Venue

The Challenge will be held at Durham County Cricket Club, Riverside, Chester-le-Street, DH3 3QR. Ample free parking is available on site.

Timings

The day starts with tea and coffee from 8.45am with the event proper starting at 9.30am. A packed lunch will be provided at lunch time with tea and coffee 'on tap' throughout the day.

The challenge itself will end at 5pm. There will be a buffet supper followed by the awards ceremony, the event will finish at 7.30 pm.

Dress Code

The dress code for the whole day is normal **business attire**.

Equipment Requirements - IT

Each team needs to bring **no more than two** Wi-Fi enabled devices (and chargers!) for use throughout the day – please know the procedures on how to connect your laptop to a Wi-Fi network beforehand as IT

support on the day will be very limited! Please note printing facilities will not be available (nor are they required so **please do not bring a printer with you**).

These devices need to connect to a web-based e-mail server. In order to check, to the best of our ability, that your selected devices will be compatible on the day could we ask you undertake the following small test on the equipment that you intend to use (using WiFi to connect to the internet rather than an Intranet connection):

- Go to: <https://login.one.com/mail>
- E Mail Log In : test@localauthoritychallenge.com
- Password : test123
- Send an e-mail to bts@localauthoritychallenge.com with **North East Challenge** as the **SUBJECT** line and your name in the message **BODY**. You should get an automated message back with further information within. If you do not get an automated message back please check your Junk Folder. If still no message then it is likely that due to (local) security protocols your device is not suitable and alternative arrangements will need to be found. Please contact dave.senior@breckland.gov.uk if this continues to be problematic.

You may be asked to repeat this process again nearer the day of the challenge – worth doing as security protocols may have been updated!

Projectors and projector screens are **not** required as the use of PowerPoint for the presentation to committee is forbidden.

You will be provided with a phone to use throughout the challenge. **This is for incoming calls only**. There is no requirement within the challenge itself to make outgoing calls.

Miscellaneous Equipment

In theory, apart from the electronic devices, you will be provided with everything you need. Space within the event room, and on your tables, is likely to be very tight so do not bring unnecessary items with you. Flip chart stands – no. In trays – your call. Sweets and chocolate – YES! Arts and craft supplies – perhaps, but keep it sensible.

Social Media

Part of the challenge includes the use of social media. It is not necessary to create new Twitter accounts for the challenge as, due to staff limitations, these cannot be monitored. The procedures for how we will run social media throughout the event will be given on the day. **However**, should you wish to ‘tweet’ about the challenge in general, either before, during or after the event then please include, at the very least, **#lachallengenortheast** and **@brecktraining** in your messages. Also, consider requesting access to your (real world) council’s Twitter feed for the day.

Team Organisation

The primary focus of the Challenge is the learning and developmental aspects. Whilst we strongly advise that team selection should be made accordingly (e.g. not fill it with Senior Managers only) we respect that this is entirely down to individual Council discretion. However, we do strongly advise that delegates undertake roles within the team that they do not undertake day-to-day (e.g. your Communications Manager does not take on the role of media during the Challenge). The only formal position role required is the Chief Executive and the earlier this appointment is made the better. How you 'label' the rest of the team is entirely up to you.

We recommend meeting up as a team before the event, particularly after the follow on document has been released.

Assessment

Whilst the primary focus of the Challenge is learning and developmental there are still prizes to be won including Best Chief Executive, Best Team and Best Media and Communications. Points can be scored across many areas including:

- Meetings with your Leader.
- Contact with partner organisation.
- Handling the media.
- Handling the general public.
- Presentation skills.

Further details, and guidance, will be given nearer the event.

WHAT NEXT

Once all the teams have been confirmed you will be allocated to one of the district councils. Wherever possible this will be one of a different political persuasion than the one you work for in the 'real world'. You will discover your allocation about 2 weeks prior to the event when you will also receive the second pre-event document.

We wish you the best of luck and we look forward to seeing you on the day.

For general information regarding the Challenge, please contact Breckland Training Services on either 01362 656282 or info@breckland-training.co.uk

For more detailed information on your local regional event, please contact Maureen O'Keefe – mokeefe@nereo.gov.uk.