



**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 18<sup>th</sup> October 2018. 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 (the joining instructions), 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 Isle of Lincfolk. Within the county there are four Unitary+ authorities, each led by a different political party. Please note these Unitary+ authorities are unique to the Challenge and may have different responsibilities from those that you may be used to. This is deliberate and has been introduced to allow those from outside local government to be able to participate in the challenge on as near a level playing field as is possible. You will be provided with the necessary background information – partly in the joining instructions and partly on the day.

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

The challenge itself will end at 5 pm. 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

You will be provided with all the necessary equipment needed to undertake the challenge including a laptop, telephone and stationary. Please note printing facilities will not be available (nor are they required so **please do not bring a printer with you**).

Projectors and projector screens are **not** required as the use of PowerPoint for the presentation to committee is forbidden. The telephone is **incoming calls** only. There is no requirement within the challenge itself to make outgoing calls.

## Miscellaneous Equipment

In theory 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!

## 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. In order that all teams are playing to the same 'rule book' the organisational structures of the councils have been standardised. Further information of this structure is provided in the joining instructions. We recommend meeting up as a team before the event once you have received your joining instructions.

## 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 Partnerships. 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](mailto:info@breckland-training.co.uk)

For more detailed information on your local regional event, please contact Maureen O'Keefe – [mokeefe@nereo.gov.uk](mailto:mokeefe@nereo.gov.uk).