



Beyond the **Straight Banana**

...captures a wider view of **Making Europe Relevant to Local Government** facing UK local government and society as a whole.



Training package for Brussels office staff



local authority **staff** in **Brussels need** to be...

... the European policy translators and interpreters for councillors and communities in the UK

Even when EU policy documents are in English they can still seem like Greek to people in local wards back home. The local media have a field day mocking the straight bananas and frustration starts to surface with Brussels.

In order to effectively present the EU in a way that is understandable to local authorities, Brussels-based staff need to have an in-depth understanding of the way in which UK local government functions and of the recent reforms at both central and local level.

“ *The Brussels-based regional offices play an important role in relaying the actions and policies of the European Commission to the local actors in the Member States.* ”
Danuta Hübner, Commissioner for Regional Policy, European Commission



So **SOLACE**

the professional body for chief executives and senior managers across the UK, is stepping in to offer you a free taster session and a specialist staff training package that will ensure that European staff have the best skills and knowledge to meet the real needs of the people in the UK.



The **training**

Our feedback from UK Brussels Office (UKBO) staff, their UK-based managers and SOLACE members has helped to craft this training package, which focuses upon two key areas - knowledge and skills - each with three modules.

Part One *(November 2008)*

The **knowledge**

The rapid development of UK local government.

This will ensure that Brussels staff frame their analysis of European policy developments in a way that relates to the reality experienced by councillors, senior officers and citizens in the local area they represent. **The three modules in this part of the training package are:**

1 *The state of* **public sector reform**

Where UK local government is at the moment and where it is going.

This covers:

- Comprehensive Area Assessment
- Devolution
- Partnerships with Police and Primary Care Trusts
- Co-design
- Personalisation
- Off-shoring

2 *Structural* **changes**

The internal structures and working of UK local government

This covers:

- The new unitary councils
- Directly elected mayors and executives
- Co-terminosity of police, health services and councils
- New regional improvement partnerships

3 *Community, citizens and* **customer-centred services**

How council services relate to the people living in the local authority area that UKBO staff represent.

This covers:

- Why citizens should matter to UKBO staff
- How their work impacts on UK people and service users
- How they can manage interaction with citizens and customers

Part Two (February 2009)

The skills

This focuses on the skills that individuals need to improve the way they work. The three modules in this part of the training are:



1 Leadership

Learning to distinguish between leadership and management

This covers:

- Leadership of thought and people
- Leading and managing change
- Leadership and partnership



2 Risk

The importance of risk in local government

This covers:

- Identifying and managing risk
- The increasing importance of risk in local government
- Tools to manage risk



3 Resource planning

Sound management of human and financial resources

This covers:

- Supporting and developing others
- Training, coaching and mentoring
- Skills in planning and monitoring budgets

The Society of Local Authority Chief Executives

and Senior Managers (SOLACE) has been providing training, advice and support to local authority managers for more than 30 years. Today we represent 1,200 chief executives and senior corporate managers in the UK public service. We provide a range of services to our members, including influencing government and policy makers and the provision of high quality learning and networking opportunities. We also partner with a range of blue-chip businesses to help them understand local government needs. For further information please see www.solace.org.uk

Our people are your people

Our trainers are not the usual people who borrow your watch to tell you the time.

They are the very chief executives and managers who have, for many years, been looking to Brussels-based staff for clear, critical information on European policy that will allow councils to:

- Home in on European developments that have a real impact on the lives and work of people in their council areas
- Target and release EU funding
- Find partners from other countries for joint projects

Trainers will include

Byron Davies

(Chief Executive, Cardiff Council)

Alan Jones

(Chief Executive, Somerset County Council)

David Clark

(Director General SOLACE and former Chief Executive of the City of York Council)

“ I have always been impressed by the high quality of SOLACE training, which offers excellent value for money, and I am pleased to be associated with this programme ”

Alan Jones, Chief Executive,
Somerset County Council

Contact for more information:

Jo Benfield

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or see back page.



FREE
taster

...

day

Beyond the **Straight Banana**

Making **Europe** Relevant to Local **Government**

Monday 15 September, 12.00 – 14.00

AER Brussels Office, Boulevard Baudouin 12, B-1000 Brussels

David Clark (Director General SOLACE and former Chief Executive of the City of York Council) will facilitate an interactive Masterclass on Successful Management in Local Government.

The Masterclass will cover:

- managing in a political environment
- understanding the needs of the customer
- challenges for local government today

FREE taster Event:
register
for this event
Monday 15 September 08

To register for this event please send an email to:

Jo Benfield, International Consultant to SOLACE, international@solace.org.uk
or tel: **0044 207 233 0081**

Please do not forget to provide details of any specific dietary or access requirements.