National Member Development Strategy 2014-17

The WLGA aims to work with all the Authorities in Wales to enable councillors in all positions to understand and perform their roles to the best of their abilities.

In support of this aim, the WLGA is working with authorities to develop a nationally co-ordinated approach to and programme for councillor support and development which recognises the individual and collective needs of members in Wales and seeks to develop the knowledge skills and behaviours required by members to be effective.

This strategy covers the period from 2014 until the anticipated local elections in 2017 and includes on-going support and development work with existing members and plans for support for newly elected members in 2017.

During this period, the WLGA, working with officers and members of all the Unitary and National Park and Fire and Rescue Authorities in Wales will concentrate its efforts on refreshing and clarifying its current offer to authorities in support of members and planning for the induction and development of new members post election.

The anticipated activities for the next three years will be delivered within the following themes which will also be used as descriptors to clarify the support available.

New Members	Skills for effective Scrutiny	Connected Councillors
The Ethical Councillor	Councillors in the Spotlight	Councillors in the Community
Thinking of Becoming a Councillor?	Political Leadership	Councillor Self Development
Wales Charter for Councillor Support and Development	Good Practice in Member Support and Development	Officers Supporting Members

In preparation for the work:

1. The development needs of councillors will be identified through a reassessment of the skills required by members and the creation of a revised skills framework, with members for members.

2. Role descriptions will be reviewed and updated

3. A training needs analysis will be undertaken with members and officers across Wales based on the outcomes of individual members personal development reviews.

4. The WLGA will also consult with the Welsh Government, CFPS and WAO as necessary.

5. An agreement on mandatory training will be sought

Delivery

Delivery options must include a range that will encompass the following:
1. Regional events external facilitators and the WLGA including Leadership Academy programme
2. In authority events, with shared centrally produced content facilitators from WLGA and partners procured by WLGA to fix costs.
3. Events delivered through the Webcasting infrastructure
4. e learning
5. Member information and briefing materials available through a members' portal to WLGA website.
6. coaching (by external facilitators procured by WLGA) mentoring (by trained members)

To make the offer of support more transparent to councillors and officers the WLGA website will be upgraded to reflect the 12 areas of support and development. The table below shows the themes and offers within each one.

New Members	The Effective Scrutineer	Connected Councillors
National Induction programme - materials for the sessions and WLGA commissioned delivery in authorities .	Scrutiny skills workshops in: chairing, questioning, using info and handling data, in support of CFPS Scrutiny function support programme.	Webcasting guidance Social media guidance Workshops in: Community engagement, Social media.
E learning packages		
Role Descriptions		
Councillor Skills Framework	Links to CFPS website	Advanced Social Media
Councillor Handbook	Link to Scrutiny Direct website	Links to legislation on Webcasting and Remote attendance.
Councillor Workbooks	Link to Characteristics of effective Scrutiny	E learning
Links to LA resources	Link to revised scrutiny role descriptions	Workbooks Links to LA resources
The Ethical Councillor Links to code of conduct guidance	**Councillors in the Spotlight**	**Councillors in the Community**

Model code of conduct Ombudsman's website Workshops for Councils in: Equalities, Respect in the council, Workbooks legislation	Workshops for councils on: Working with the media, Presentation skills, Public speaking, Webcasting, Chairing for Webcasting, Chairing skills, Civic Leadership, Chairing full council meetings. Link to social media guidance Workbooks e learning modules	Workshops in: Community engagement, Community leadership, Casework, Managing information and the "home office", Leading Communities in Change - managing expectations and difficult conversations. E learning materials Workbooks guidance
Thinking of Becoming a Councillor? Candidates guide Links to WG recruitment campaign Information for employers/businesses Link to LG campaigns WLGA contribution to on Balance work	**Political Leadership** Young councillors (summer school, fund places) Female councillors network, if required Bespoke Cabinet development Leadership Mentoring and Coaching Effective opposition Local leadership Academies National Leadership Academy Leading in Austerity Guidance for senior members on undertaking appraisals with chief execs Leading mergers workshops (Subject to Williams)	**Councillor Self Development** Link to all workbooks Link to all e learning Publications Councillors Guide Service/Policy/Portfolio briefings Councillor skills framework Member 360

Wales Charter for Councillor Support and Development	Good Practice in Member Support and Development	Officers Supporting Members
Background	GP and I awards	Policy and legislation
Criteria	Link to Good Practice Wales	Support for candidates survey and issues emerging
Charter councils	Mentoring Guidance	Exit surveys work with Data unit to collate and distribute results
Good Practice	PDR Guidance	Networks, MSO/MSO and champions/ champions and chairs, webcasting RA
		Officer Development

Evaluation

The work of the WLGA and authorities in this area will be evaluated according to the quality of input and the quality of outcome as follows:

1. feedback from members and officers at development events (input and understanding)
2. feedback from members at their PDRs (understanding, skills, behaviours)
3. observation from officers (skills and behaviours)
4. external evaluation of WLGA offer in this area as recently conducted with authorities and members (input)

The achievement of Charter status by authorities will also be seen as a measure of success