

MEDIA TRAINING FOR COUNCILLORS AND SENIOR LEADERS

Practical, local government-focused media handling that builds confidence, sharpens messages and prepares senior spokespeople for real scrutiny.

Councils need spokespeople who can explain complex issues with clarity, authority and calm.

Westco's media training is designed specifically for local government and combines expert coaching, realistic scenarios and filmed practice to help members and senior officers perform under pressure.

WHY THIS TRAINING MATTERS

The media environment facing councils is faster, more political and less forgiving than ever.

Senior leaders are expected to respond on difficult issues such as financial pressure, service change, regeneration, complaints, emergencies and public accountability.

Generic corporate media training rarely reflects the realities of member-officer working, local scrutiny and the pressure of representing a place in public.

WHY WESTCO

We are wholly owned by Westminster City Council and have worked exclusively with the public sector since 2003.

We understand local government media handling from the inside: political leadership, officer advice, scrutiny, reputation and public service delivery.

This is not generic training repackaged for councils.

Every session is built around the issues your leaders genuinely face.

Our wider communications practice supports more than 80 public sector clients and generates extensive local, regional and national media coverage across England and Wales.

What we deliver

Understanding the media landscape

How local, regional and national media operate; how stories develop; and how social media amplifies scrutiny and risk.

Message development

A disciplined framework for preparing key lines, supporting evidence, reassurance and next steps.

Emergency media handling

Communicating when facts are emerging, concern is high and confidence must be maintained.

What journalists look for

How to shift from internal council language to clear public narrative built around impact, accountability and relevance.

Interview technique

Bridging, handling hostile questions, body language, tone, pace, authenticity and staying focused on the public audience.

Filmed scenario practice

Realistic mock filmed interviews based on council issues, with immediate coaching, playback and practical feedback. Each participant will receive clips of their interview.



How we deliver it

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Format

- Half-day sessions, in-person.
- Small groups (ideally up to 6) to maximise practical coaching and individual feedback.
- Separate or combined sessions for Cabinet Members, council leaders, chief executives, directors and senior officers.

Tailored to your council

- Scenarios are shaped around your issues, priorities and risk profile.
- Training can focus on proactive media, hostile interviews, service change, crisis response or spokesperson confidence.
- Follow-up coaching and additional filmed practice can be provided where needed.



VIEW FROM A CLIENT

“Westco’s approach was professional, credible and highly practical... what really stood out was his wealth of experience as both a senior journalist and a professional in local government. I would strongly recommend Westco to any local authority seeking effective media training.”

Guy Holloway, Assistant Chief Executive, North Northamptonshire Council

“One of the best training courses that we have commissioned as a senior leadership team.”

Adele Wylie, Chief Executive, North Northamptonshire Council

LED BY SIMON JONES

Executive Director of Communications at Westco, Simon has held senior local government communications and policy roles, is a PRCA Fellow and former Chair of LGcomms, and previously worked as an award-winning journalist and editor in the UK and overseas.

Training can also include professional filming and playback support to mirror real interview conditions and build confidence on camera.

That combination of council-side leadership and newsroom experience is what makes Westco's training especially relevant, practical and credible.

WHAT CLIENTS LEAVE WITH

- ✓ Greater confidence in dealing with the media.
- ✓ Clearer messages and stronger public-facing narrative.
- ✓ Better handling of difficult or hostile questions.
- ✓ More disciplined performance on camera and in live interviews.
- ✓ A shared framework for preparing leaders before media activity.

Broader Westco Credentials

Since 2003

Public sector
communications
specialists

Council owned

Wholly owned by
Westminster City Council

80+ clients

Supporting councils and
public bodies across
England and Wales

Real world insight

Deep experience of local,
regional and national
media

Investment

£1975 for a half-day session with a trained videographer, including post-course interview clips (excluding travel costs and VAT)

READY TO STRENGTHEN YOUR COUNCIL'S MEDIA CONFIDENCE?

We would be pleased to design a tailored session for your members, senior officers or leadership team. Contact simon@westcocommunications.com or visit westcocommunications.com



Thank you

For more information get in touch with

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Visit us at westcocommunications.com

