

Equipped to Lead:

Supporting You to Thrive in Your
Role as an Elected Member

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Welcome

Stepping into public office is a proud achievement – and a significant responsibility. Whether you're newly elected or have been serving for some time, understanding the complex landscape of local government can be challenging. That's where West Midlands Employers (WME) comes in.

As your regional employers organisation and owned by 31 councils in the West Midlands, WME exists solely to support and strengthen local public services. We are not-for-profit and every surplus we generate is reinvested into the region – so when you work with us, you're investing back into your communities.

We understand that elected members need the right knowledge, skills and confidence to navigate their roles effectively. Our support is tailored to help you grow in your position, lead with clarity and influence change in the communities you serve. Whether you are taking your first steps into governance or looking to refresh your approach, we are here to help.





→ **Human Resources & People Leadership**

From understanding your role as an employer, to supporting the wellbeing and performance of your teams, we offer guidance on the HR responsibilities that come with public leadership.

→ **Governance & Good Decision-Making**

Gain confidence in navigating council structures, legal duties and the standards of ethical leadership. We help members understand their governance role and how to use it effectively.

→ **Scrutiny, Committee and Cabinet**

Chairing a meeting – or contributing well to one – is an essential part of being an effective member. Our support helps you develop the skills to lead meetings with authority, clarity and fairness while managing time and contributions effectively.

→ **AI and Digital Innovation**

As councils embrace new technologies, members need to feel confident engaging in discussion around AI and digital transformation. We can help to demystify this fast-changing area and ensure you're informed and empowered.

→ **Local Government Reorganisation and Devolution**

Change is constant in local government. West Midlands Employers can provide insight and development opportunities that support members to understand, adapt to and help lead through change.

→ **Resourcing & Recruitment in Local Government**

Our sector is facing unprecedented workforce challenges. We support members to understand the strategic implications of recruitment, workforce planning and talent retention in a council context.

Our development opportunities are flexible and can be tailored to your council's needs – whether through one-to-one support, group sessions or regional events. We bring together expert insight with a deep understanding of the West Midlands context.

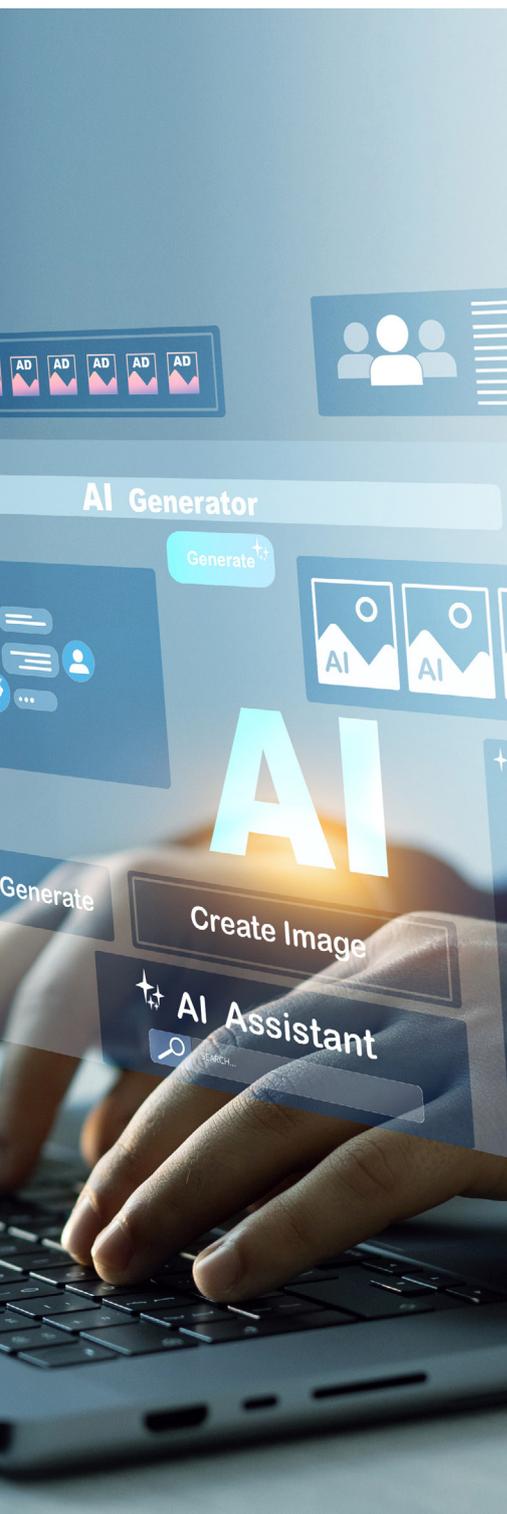
If you're ready to build your confidence, sharpen your skills and make the most of your role, West Midlands Employers stands ready to help. To find out more or to arrange a conversation, please contact the team.

What's Available

AI & Digital Innovation

GenAI: What Every Councillor Should Know

A series of short, practical and politically aware briefing sessions for elected members. Designed to reflect varying levels of digital confidence, each session will build trust, reduce fear and show the relevance of AI not the hype.



Briefing 1:

What is GenAI and Why Does it Matter?

(60 mins online)

Introduces the basics and why councils are exploring it now. With increasing financial pressures, staff workloads and shifting citizen expectations, Gen AI is not just a trend, it's a capacity enabler.

Briefing 2:

Citizens, Concerns and Councillor Conversations

(60 mins online)

Understanding the human elements of digital innovation and how to address citizen's concerns. Councillors more than ever, are community connectors and communities may be feeling anxious or angry about AI. This briefing will help councillors to reassure without overpromising.

Briefing 3:

GenAI in Local Government – Opportunities and Oversight

(60 mins online)

Using real-life local authority scenarios, this briefing will demonstrate how councils are using AI and where scrutiny is key. We'll explore the right questions to ask especially concerning data privacy and ethics.

Briefing 4:

Using GenAI in Your Role as a Councillor

(60 mins online)

AI can be a powerful tool in the day to day role of a councillor. This briefing will show you practical ways to utilise AI to summarise long reports or policies, draft effective communications and prove invaluable in research.

Briefing 5:

Prompting Like a Pro – Practical Skills

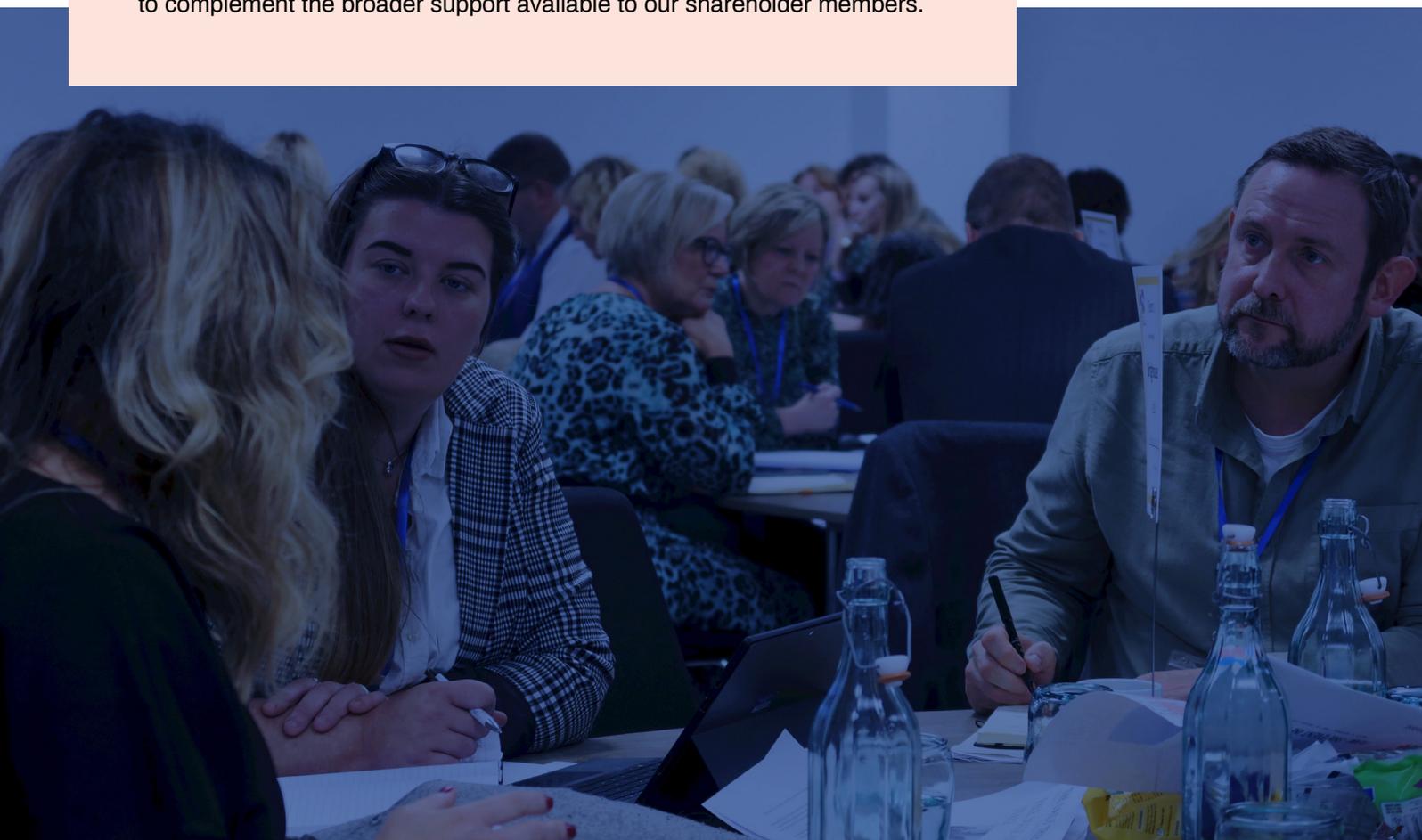
(60 mins online)

Building confidence through hands-on learning. Councillors will understand how to create prompts, which tools to use and which to avoid and important "do's and don'ts" when using public tools. The briefing will prove that you don't need to be techy, just curious.

Local Government Reorganisation

Local government reorganisation is a significant moment for councils – bringing both challenge and opportunity. For elected members, it can reshape how you lead, make decisions and serve your communities.

The following development opportunities can be delivered flexibly – for individual members, political groups or whole councils – and are designed to complement the broader support available to our shareholder members.



Leading Through Reorganisation

(60 mins online)

A short, high-impact session covering governance in transition, ethical leadership and decision-making in uncertainty – ideal for newly elected members.



Chairing in a Changing Landscape

(60 mins online)

Practical development for newly appointed chairs and vice-chairs to lead effective meetings during structural change.





Human Resources & People Leadership

As an elected member navigating structural change and increasing workforce pressure in your authority, your role in shaping, overseeing and supporting people strategies is more important than ever.

These development sessions are designed to provide members with the practical knowledge and confidence to engage with key people and HR issues.

Understanding Local Government Pay & Conditions (60 mins online)

A clear overview of national pay bargaining mechanisms, collective agreements and terms and conditions.

Fair & Effective Recruitment (60 mins online)

Essential for members involved in senior appointments. Covers principles of fair recruitment, the impact of unconscious bias and the importance of consistent and lawful selection practices.

Statutory Officer Contracts & JNC Procedures (90 mins online)

Guidance on the contractual and procedural frameworks for Chief Executives and statutory officers (S151 and Monitoring Officers). Includes appraisal, performance management and relevant JNC handbook protocols.

Public Sector Transfers During LGR (90 mins online or in-person)

An overview of employee transfer principles during LGR, including TUPE-like considerations, continuity of service and risks around harmonisation and engagement.

Resourcing and Recruitment in Local Government

Effective resourcing in local government isn't just about filling vacancies – it's about attracting, supporting and retaining people who deliver vital public services. As elected members, understanding the regional resourcing tools available can help ensure councils make the most of shared services, deliver value for money and engage local talent.

These short briefings offer insight into how West Midlands Employers supports councils through collaborative platforms like WMJobs, WMTemps and sector-wide outreach activity.

The Recruitment Landscape in Local Government: The Impact of Regional Collaboration

(90 mins online)

This session explores how regional collaboration is reshaping recruitment across local government—delivering greater efficiency, better outcomes, and a more inclusive public sector workforce.

We'll cover:

→ WME's Resourcing Shared Services:

Including WMJobs, applicant tracking systems, and DBS checks—highlighting how shared infrastructure and regional buying power help councils recruit more effectively and reduce costs.

→ Championing Careers in Local Government:

How councillors and council leaders can support efforts to attract diverse, local talent through community engagement, targeted campaigns, and member-led advocacy.



Understanding the Contingent Workforce: What Every Council Member Should Know

(60 mins online)

Session overview:

Temporary, interim, and agency workers are a vital part of how councils deliver services—but navigating the contingent workforce market can be complex, costly, and inconsistent across the sector.

This session is designed to demystify the world of contingent labour for elected members—highlighting the strategic, financial, and social value considerations involved in how councils engage agency staff.

We'll explore:

- › What is the contingent workforce and why does it matter?
- › Common challenges: visibility, cost control, off-contract spend.
- › What does “good” look like? Practical indicators of a well-managed contingent workforce strategy.
- › Key questions councillors should be asking of procurement and HR teams.
- › How a regionally-led, collaborative approach (such as the **WMTemps framework**) is helping councils save money, reduce risk, and reinvest through social value.

Member development has never been more important. Local government reorganisation, devolution and the growing influence of generative AI are reshaping the environment in which elected members operate.

Upcoming free webinars

Following the local elections in May 2026, West Midlands Employers will deliver a free series of briefings and workshops to support councillors across the region.

All sessions will be available to all elected members, with recordings available afterwards for those unable to attend live. The sessions explore key themes shaping the sector, supporting councillors to strengthen their oversight role and make informed decisions.

Register for as many briefings as required using the details below to join the sessions and continue developing the knowledge and skills needed to lead effectively in your role.

Workshop/Briefing	Delivery Date & Start Time	Event Registration Link
Leading Through Reorganisation	Thursday 11th June 5:30 -6:30pm	Register now →
The Recruitment Landscape in Local Government	Wednesday 17th June 5:30 - 6:30pm	Register now →
Chairing in a Changing Landscape	Thursday 18th June 5:30-6:30pm	Register now →
What is GenAI & Why Does it Matter	Tuesday 23rd June 5:30 - 6:30pm	Register now →
Understanding the Contingent Workforce: What Every Council Member Should Know	Wednesday 24th June 5:30 - 6:30pm	Register now →
Citizens, Concerns & Councillor Conversations	Thursday 25th June 5:30 - 6:30pm	Register now →
GenAI in Local Government - Opportunities & Oversight	Monday 29th June 5:30 - 6:30pm	Register now →
Using GenAI in Your Role as a Councillor	Wednesday 1st July 5:30 - 6:30pm	Register now →
Public Sector Transfers During LGR	Thursday 2nd July 5:30-7:00pm	Register now →
Prompting Like a Pro - Practical Skills	Tuesday 7th July 5:30 - 6:30pm	Register now →
Understanding Local Government Pay & Conditions	Wednesday 15th July 5:30-6:30pm	Register now →
Fair & Effective Recruitment	Thursday 16th July 5:30-6:30pm	Register now →
Statutory Officer Contracts & JNC Procedures	Tuesday 21st July 5:30-7:00pm	Register now →

How West Midlands Employers Can Help

As your partner in progress, WME works flexibly to deliver meaningful workshops tailored to your specific needs. We can develop bespoke sessions for individual authorities or political groups, addressing your unique challenges and priorities.



Whether you need training on local policy implementation, leadership development for new councillors, or specialist briefings on emerging legislation, we'll design content that delivers real value.

All bespoke workshops can be delivered in-person at your preferred venue, or online to maximise accessibility. Our experienced facilitators will work with you to ensure the content, timing, and format align perfectly with your objectives.

When you're ready to explore a customised solution, please contact our team to start the conversation about how we can support your member development goals.

Further information

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