



'The first citizen and civic office: making the bigger difference'

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David McGrath:

- **Training and coaching** elected members 17 years
- **Former Councillor** (Birmingham City, West Midlands Police, Fire & Defence)
- **Qualified Trainer** (Chartered Fellow IPD)
- **Author:** Elected Member Development
- **Managing Director** Link Support Services (UK) Ltd – since 1994 (core business is elected member development/ staff training)

Key questions:

- Let's be controversial:
- Why **resource** the Civic Office?
- What is the **value** of the Civic Office?
- What is the '**Return on Investment**' on the 'First Citizen'?
- Should there be **tangible links** to the achievement of **Corporate Objectives**?

The Modern First Citizen & the C.I.V.I.C Office

Corporate Priority (major focus)

Impact (making a tangible difference)

Visible (corporate reputation management)

Inclusive & **I**nfluential

Charities and **C**hairing

Lets talk HERESY: Achieving 'return on investment' from the Civic Office

Key Issues

- **Planning:** Link strengths, interests and ambitions to Corporate Priorities
- **Establish a culture** of 'making a difference' in the Civic year
- **Support** the first citizen (coaching, training and review)
- **Plan for impact:** avoid 'blocked out diaries' and 'Chain gang-ism'
- **Pace the programme** to avoid 'civic fatigue' and achieve a KEY focus

Efficient processes to ensure:

- **Linkage to major corporate priorities**
e.g. 3rd sector development and social enterprise
- **Goal setting:** to realise ambitions & inform acceptance speech
- **Effective representation** at events (use 'The Mayoral Magic Minute')
- Chairing Skills, social media etc
- **Succession planning** to maintain the momentum for next year where possible

**Cllr Marianne Taylor:
Mayor
Northampton Borough
Council**



*This coaching support is fantastic and invaluable. It has **built my confidence to try to do something really important with my Mayoral year for the People of Northampton.** David and Link Support Services have helped me to reflect on how I can help the Council to raise its profile (as an ambassador,) help to **achieve Corporate Goals** whilst helping our communities to understand that we care.*

*It has helped me to think through and start to **plan projects** which can **bring our community and partners together** and has also taught me new skills to manage the role and keep a work/life balance. Even though Councillors will have a lot of experience before they become a 'Mayor or Chair' I would urge them to get an experienced coach to work with them to **unlock their full potential***

Testimonial

'I have commissioned work from Link Support Services UK (David McGrath) on a number of Member Development issues, including our civic office and they have been popular and lively sessions, well evaluated by participants. David is a knowledgeable and inspirational facilitator'

Phil O'Brien – Head of Democratic Services, Derby City Council and Vice – Chair NACO



Other courses for members:

- Chairing Skills (handling Dr Heckle and Mr Jibe)
- Raising the Bar in Overview and Scrutiny
- The Secrets of Speed Reading
- Effective Community Leadership
- Presentation skills & public speaking
- Managing the Media/ Interview skills



Some Clients



Thank you for your time: –
enjoy
'Making the Bigger
Difference'

