

2026 Residential Courses Programme

Communicator Course (APC series)

Communicator Strategic Course (APS series)

Internal Comms and Campaigns Course (ICC series)



Operated by **PolComm Training and Development Ltd**



In association with

The Association of 
Police Communicators



Communicator Course

APC Series | Five nights residential

The APC series of courses is designed for those recently appointed to police communicator roles or to posts in the criminal justice arena. The course is continuously updated and those in post for some time will benefit from the experience.

Arrival on this course is late on the Sunday afternoon and after a 'Welcome' session there will be a presentation before dinner. For the rest of the week until Friday lunchtime there will be a range of presentations and practical sessions designed to be relevant to professionals dealing with media and communications issues in a law and order and criminal justice environment.

The course has the reputation of being a '*two week course crammed into one*' and in addition to the wealth of learning sessions, it is an invaluable opportunity to make new contacts with colleagues in similar roles. Each course is adjusted to reflect the feedback from the previous course and also examine the way the media was dealt with in a number of high profile cases.

With up to thirty learning sessions squeezed into the time with us, there is little leisure time to enjoy the excellent facilities at Belton Woods Hotel. Without exception, everyone returns home having made a new group of like-minded friends and exhausted from a full-on week of experiential learning!

The comments quoted in this flier have been extracted from the most recent course feedback.





Polcomm Training & Development (PCTD Ltd) operate these courses in collaboration with the Association of Police Communicators (APComm). Each course will only operate if enough registrations are received to make it viable by the 'register by' date shown.

2026 SCHEDULE

APC11: Sunday 15th to Friday 20th March
(register by 6th February)

APC12: Sunday 27th September to Friday 2nd October
(register by 25th August)

Cost: £2500 (excl VAT)

Includes full board accommodation, instruction and support materials

Subjects include: Dealing with SIOs on murders and other major incidents | media law | dealing with the relatives of victims | numerous case studies from major and critical incidents | social media | practical sessions on dealing with major incidents, discussions with former chief officers and broadcast interview techniques.

Arrival will be late afternoon on the first day and the course will be completed by 1230 on the fifth day.

MORE INFORMATION INCLUDING A PREVIOUS COURSE BROCHURE AND PROVISIONAL RESERVATIONS CAN BE MADE BY E-MAILING:

support@pctd.org.uk

Below is a selection of extracts of the comments from the written feedback of previous delegates

An excellent, varied and thought-provoking course with brilliant speakers ...

I feel enthusiastic and far more eager and confident to go back to work and tackle the press desk ...

It has been a packed itinerary and run so smoothly ... I have learned so much and something from every session ... it is the best course I have ever attended – can't wait for the next one – superb!

Fantastic room, brilliant hotel – excellent food – I have been looked after every step of the way ...

What a slick, smooth operation – intense but I can't express how varied this course is ...

Such an amazing course and I have learnt so much, so interesting and educational. The team was welcoming and friendly and always happy to chat and listen ... I can't thank you enough for such a great course ...

I am leaving with a huge boost in confidence to deal with all manner of situations and with the tools to help me and my team through it ...

A hugely informative and comprehensive course – it has been compelling and I am enormously grateful to have been given the chance to complete it ...

Run by three absolute gents who have been utterly charming and a pleasure to meet and learn from ...

"I thought I was ready for on-call and was not allowed to go on-call until I had completed this course – and now I know why – I was NOT ready for on-call!"

"Great course, speakers and content and access to the former chief officers ..."

"Absolutely brilliant and very inclusive, safe and professional space which was the right environment for such extensive learning..."

"From the moment I arrived I have felt so looked after. It was well organised and the sessions were a huge mix which have left me feeling well equipped to do my job ..."

"I thought this course was absolutely superb and highly beneficial to my learning as a comms officer. The experience and variety of speakers was brilliant ..."

"Absolutely brilliant course – hands down the best I've ever been on in my career ..."

"The amount of learning and practices I am taking away are immense ..."

"Roll on the strategic course – Alec, Roger and Tony you are our HEROES ..."

"I came to the course hoping I'd learn a few bits – I never anticipated just how much I'd learn. The days were long and tiring but so worth it – thank you!"

"I cannot exclaim enough just how fantastic this course has been – I have learned SO much both from the presentations and mixing with the other delegates ..."

"Fantastic course and a real privilege to listen to such amazing speakers ..."

"An absolutely exceptional course – I'm so happy I was allowed to attend – I learned something new in each session – thank you all so much ..."

For a recent brochure please contact: support@pctd.org.uk

Communicators Strategic Course

APS Series | Three nights residential

... a development course for police communicators and senior police officers

Although this course is ideal for developing police communicators with a few years experience in the specialism, we also believe police officers of inspector rank and above would benefit from the range of presentations and practical sessions. The combination of a number of criminal cases where the way the media was dealt with played a crucial part, a session on media law, the day-long session on developing a crisis strategy and a thread running through the course which culminates in a robust television interview, provides an invaluable learning experience in a safe environment.

Arrival is scheduled by 1100 on the first day and concludes with lunch on the fourth day.

Content will Include:

- ◆ Up to three case studies of relevant major incidents and the media strategies adopted to deal with them
- ◆ Advanced refresher in media law
- ◆ Critical incident exercise
- ◆ Developing a media strategy for a crisis
- ◆ A reputational crisis exercise





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2026 SCHEDULE

APS11: Monday 8th – Thursday 11th June
(register by 8th May)

Cost: £1700 (excl VAT)

Includes full board accommodation, instruction and support materials

Dates for the APS series of courses in 2027 will be announced later in 2026.

Any enquiries to support@pctd.org.uk

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Feedback from APS9 which took place in October 2024

“Overall, I found the course fantastic, really helpful and thoroughly enjoyed the opportunity to build relations with colleagues ...”

“I was quite apprehensive about coming on this course as I’d heard it was intense and I worried I would spend four days stressed out. It was intense but in a good way ...”

“I’m feeling more confident in my abilities because of the course ... thoroughly enjoyable and I will be recommending it to my colleagues ...”

“I really enjoyed this course and am always in awe of the slick professional way APComm events are run ...”

“This was an excellent course for me personally – every session was a learning experience and I took away so much learning and insight ...”

“I gained so much and thoroughly enjoyed working with my syndicate team ...”

“I thought the course was really good with lots of engaging, relevant content and exercises ...”

“I’ve had a bit of an uncertain and difficult time at work lately for various reasons but this course has reminded me that I do know what I am doing ...”

“I attended the communicator course and there is a clear and helpful difference between the two. This one was pitched at the right level and offered a safe environment to step out and up! ...”

“This has been an excellent and very challenging course with highly informative content and has truly encouraged strategic thinking ...”

“The knowledge, approachability and friendliness of everyone involved has been wonderful and it was brilliantly organised ...”

“Another great week and really valuable course which was a brilliant learning opportunity ...”

“A great experience and really insightful from a strategic perspective ... it was a fantastic experience and I will take away lots of learning ...”

“Loved the whole course ...”

Internal Comms and Campaigns Course

ICC Series | Three nights residential

This course is aimed at individuals who are already specialising in internal communications and running campaigns or likely to be asked to progress to these areas from their current roles..

This is a predominantly practical and participative course working in small syndicates. After a late morning arrival and refreshments on the first day there will be a number of practical exercises together with related presentations and discussions with experts in the field of internal communications and campaigns. The course will culminate with each syndicate making a presentation of a proposed campaign to an independent, chief officer level panel. Departure will be after lunch on the fourth day.

This course will be co-directed by APComm Vice Chair Helen Wilson – who is Head of Communications and Engagement at Surrey Police – and former chief officers, Alec Wood and Roger Bannister.





The Association of
Police Communicators

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2026 SCHEDULE

ICC7: Monday 23rd – Thursday 26th March
(register by 16th February)

Cost: £1700 (excl VAT)

Includes full board accommodation, instruction and support materials

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Feedback from ICC6 which took place in December 2024.

“... the practical sessions are good, especially with the contrived Gold sessions...”

“As a complete course this has been a huge help and will be taking a lot back to force...”

“... this presentation resonated with me as we have had similar internal comms issues ...”

“... really great, useful and thought provoking ...”

“... I was very anxious about the presentation, however I was glad I did it because I've never had to present before ...”

“... Really relevant and will keep this session in mind for future campaigns – they won't always be a smooth ride ...”

“... it was really good to hear a chief officer's perspective of internal comms ...”

“... really inspiring and good to hear about 'best practice' ...”

“... I now feel confident in putting internal comms to the top of the agenda – the impact can be easy to take for granted ...”

“... really liked the mix of presentation focusses and felt really relevant and inspired me ...”

“... incredible – wanted more and was really inspirational and made me feel empowered! ...”

“... I am so new to my role but I will take so much away and loved the opportunity to learn from the experience of the team ...”

“... spot on! ...”

“... very, very interesting – great storytelling and kept us all on the edge of our seats ...”

“... the presentation took me very much out of my comfort zone but enjoyed the questions and feedback ...”

“... I'm looking forward to applying all I have learned back at force ...”



Police Communicator Training operated by:
Polcomm Training & Development

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