

2026/27 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 | Four nights residential

The now restructured 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 we believe those in post for some time will benefit from the experience.

Arrival on the course is by late morning on the Monday and departure just after lunch on Friday. There will be a range of presentations and practical sessions designed to be relevant and useful to the communicator role.

The course has a 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 those attending the previous course and examine the way the media was dealt with in a number of high profile cases.

With twenty-four presentation sessions and a day and a half of practical syndicate work, there is little leisure time to enjoy the excellent facilities at Belton Woods Hotel. Without exception, everyone returns home having met and made friends with a new group of like-minded colleagues after five days of experiential learning.

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





The Association of
Police Communicators

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2026 SCHEDULE

APC12: Monday 28th September to Friday 2nd October
(register by 25th August)

2027 SCHEDULE

APC13: Monday 15th March to Friday 19th March
(register by 15th February)

APC14: Monday 27th September to Friday 1st October
(register by 27th August)

Arrival will be by 1100 on the Monday of the course and departure after lunch on the Friday. There is also the option to arrive and stay on the Sunday prior to course start - see booking form.

Cost Held: £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

Feedback extracts from APC 11 completed in March 2026

The course was incredible, I enjoyed every moment and we all walked away with a great set of new skills ...

Can't praise enough – incredible week and the organisation and leadership of the course has been fantastic ...

Roger, Alec and Tony are warm and friendly which makes the course a safe and professional space to learn ...

Overall a good course with lots of great insights and learning ...

The course was well organised and the speakers were excellent ...

Learnt a vast amount with the practical sessions especially helpful ...

What an amazing course! I have learned so much and feel so much better prepared for any eventuality at work – it's really boosted my confidence ...

I have learnt a lot and have been able to pull out key themes on how comms has reacted to major incidents ...

This course was full of learning and thought-provoking sessions – I came to the course with not much experience and am leaving with a wealth of knowledge and contacts that I can depend on in future incidents ...

The course was run incredibly well by the three lovely gentlemen – a big thankyou for all your work ...

Thoroughly enjoyed the entire course and have learned so much from top class presenters. The connections I have made during this course are so valuable to me and my policing career ...

Genuinely really useful week giving me plenty of questions to go back to the office with next week ...

A really great course. Thoroughly enjoyed it and feel I have learned so much ...

A really fantastic and informative course – the sessions and inputs were great ...

A really fantastic week – I wasn't sure what to expect but I can honestly say I have taken away learning from every session ...

Priceless, informative and inspirational. Incredible course and I've learned so much and wish I'd been able to come on it sooner ...

Outstanding speakers and content ...

Alec, Roger and Tony did a fantastic job of making everyone feel at ease and confident – I've learned so much and had a lot of fun ...

Really well organised from the outset – perfect set up and venue and the content has been massively useful ...

Really great course ... and overall, fantastic ...

Really good course and I've taken lots of learning away – I would highly recommend the course to anyone early in their police comms career ...

Really interesting range of topics from people from across the country ...

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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2027 SCHEDULE

APS12: Monday 12th to Thursday 15th April
(register by 12th March)

Cost: £1700 (excl VAT)

Includes full board accommodation, instruction and support materials

Monday 6th to Thursday 9th December

This will either be an APS or an ICC course depending on demand – full details will be announced later in 2027.

Please contact support@pctd.org.uk

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

support@pctd.org.uk

Feedback from APS 11 which took place in June 2026

“Really useful and engaging course and a great opportunity to meet and learn from colleagues from across the UK ...”

“This was a great opportunity to reflect and learn on strategic planning ...”

“Thank you so much for such an engaging and informative course – I’ve learnt so much in the past four days, particularly in the area of strategic communications ...”

“This has been a wonderful week filled with really useful sessions and excellently organised with everything taken care of ...”

“Incredibly well organised and a massive thankyou – I always rave about how good these courses are and it’s down to attention to detail by the organisers ...”

“This was an excellent week with relevant and constructive exercises, case studies and learning opportunities ...”

“The live exercise day was one of the standout highlights of an enjoyable and outstanding week ...”

“Faultless! I had heard very good things about the course and it lived up to those expectations ...”

“... a unique and invaluable opportunity ...”

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

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.





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2026 SCHEDULE

ICC8: Monday 7th to Thursday 10th December
(register by 8th November)

Cost: £1700 (excl VAT)

Includes full board accommodation, instruction and support materials

2027 SCHEDULE

Monday 6th to Thursday 9th December

This will either be an APS or an ICC course depending on demand – full details will be announced later in 2027. Please contact **support@pctd.org.uk**

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Feedback from the ICC7 which took place in March 2026

So much discussion and collaboration – the course should have been longer! ...

Great course, so much learning and advice ...

The course directors were brilliant and the guest speakers provided valuable insights to their own work ...

I loved the integrity of Helen, Alec and Roger and showing an innate desire to get internal comms on the main podium ...

The course was dynamic, interesting and interactive ...

This course had very high calibre of speakers with challenging and thought-provoking group exercises ...

I will take away lots of ideas, energy and inspiration ...

Interacting with others has been so useful and I've really enjoyed the course ...



Police Communicator Training operated by:

Polcomm Training & Development

Telephone: **07879 604001**

Email: **support@pctd.org.uk**

Website: **www.pctd.org.uk**