

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 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.





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2026 SCHEDULE

APC11: Monday 28th September to Friday 2nd October
(register by 25th August)

2027 SCHEDULE

APC12: Monday 15th March to Friday 19th March
(register by 15th February)

APC13: 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

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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2026 SCHEDULE

APS11: Monday 8th to Thursday 11th June

(register by 8th May)

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 but contact support@pctd.org.uk

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

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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 ...”

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)

2027 SCHEDULE

ICC9: Monday 7th to Thursday 10th June
(register by 8th May)

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 but 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**

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