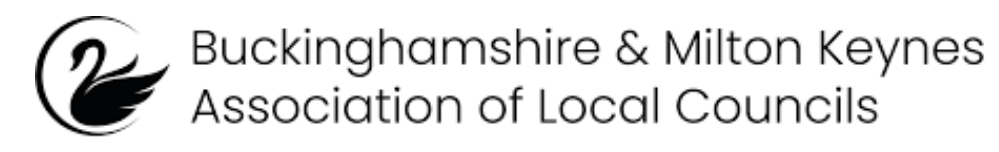


Communicating Place: Empowering Communities through Strategic Storytelling



BREAKTHROUGH
COMMUNICATIONS
SPECIALISTS IN CONNECTING COUNCILS WITH THEIR COMMUNITIES

We work across the local council sector





BREAKTHROUGH **COMMUNICATIONS**

SPECIALISTS IN CONNECTING COUNCILS WITH THEIR COMMUNITIES

**We help local councils with communications,
community engagement and information compliance.**

Social media

Communications Strategy

Crisis Comms

Surveys and Consultations

AI Tools and Best Practice

Internal Communications

Training and Workshops



BREAKTHROUGH
COMMUNICATIONS
SPECIALISTS IN CONNECTING COUNCILS WITH THEIR COMMUNITIES

**We help local councils with communications,
community engagement and information compliance.**

GDPR Audits and Risk Assessments

GDPR Policies and Best Practice

Training for Council Officers and Councillors

Tools and Templates

FOI and GDPR advice and support

**Before we get to
my presentation...**



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**The 2025/26 AGAR means councils
have to declare GDPR compliance.**

Is your council ready?



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Introducing AGS Assertion 10

- New AGS Assertion 10 is being introduced in the 2025/26 AGAR (previously covered under Assertion 3).
- The new Assertion 10 focuses on digital governance, UK GDPR compliance, and website/email standards.
- This includes web accessibility compliance, council-owned email accounts and adopting .gov.uk domains
- **All councils must confirm their compliance with UK GDPR and the Data Protection Act 2018**

AGS Assertion 10: UK GDPR and DPA Compliance

Under AGS Assertion 10, councils must:

- Comply with their legal and statutory obligations under UK GDPR and the DPA 2018
- Process personal data lawfully, fairly, and in line with the prescribed data protection principles
- Recognise their role as both a Data Controller and a Data Processor

AGS Assertion 10: UK GDPR and DPA Compliance

To achieve compliance, councils are recommended to:

- Carry out data protection audits, mapping personal data being processed and carrying out data risk assessments.
- Provide regular data protection compliance training for council staff and councillors.
- Have appropriate information compliance policies and ways of working in place that reflect how the council operates.

**“Ticking a little box
to confirm GDPR
compliance is the
same as ticking a
box that says:
*I comply with the
Highway Code!*”**

THE HIGHWAY CODE



Breakthrough Communications is delighted to announce

The Local Council Data Protection Compliance Kit



*“Clarity, confidence and compliance, all in one place.
Get peace of mind, reassurance and save time.
Everything your council needs to get GDPR-ready for
the 2025/26 AGAR and beyond, without the stress.”*

The Data Protection Compliance Kit?

- ✓ On-demand bitesize training, templates and resources to help get your council data protection ready for the 2025/26 AGAR.  **Worth £400**
- ✓ Regular live and on-demand training events for clerks, council staff and councillors, with certificates supplied.  **Worth £300**
- ✓ Monthly practitioners' UK GDPR masterclasses, covering specific council data protection compliance topics.  **Worth £250**
- ✓ Live drop-in 'clinics' with expert advice on AGAR GDPR and data protection compliance preparation.  **Worth £250**

Total value: £1,200. Councils can buy for just £695.
Before 30th June 2025: Just £495!

The Local Council Data Protection Compliance Kit

Launches on 1st July 2025, valued at £1,200, but we'll be selling 12 months' access for just £695.

Pre-register by 12pm on Monday 30th June 2025 and save £200, and get access for just £495.

The first 15 councils to register will also get a bespoke compliance report for your council, and two hours 1-2-1 bespoke advice (worth £295).



Communicating Place

Empowering Communities through Strategic Storytelling



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The Role of Communication in Place Shaping

- If people don't know, they can't care
- What you say about your work matters as much as the work itself
- Communication and community engagement drives trust and support

What's the Story of your Place?

Text

**Identity Isn't Abstract.
It's Strategic.**

Text

Listening Before Talking

Text

Trust is Built Through Consistency

Text

Communication and Engagement that Drive Action

Text

From Passive Residents to Active Partners

Text

**If your council doesn't shape the
Narrative, someone else will**

Text

Test

Text

