

AGENDA ITEM No. 20(A)
BERNARD HODES

London • Birmingham • Bristol • Cardiff
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Mr Andrew Cowe
Chief Executive
North Lanarkshire UA
Civic Centre
Motherwell
ML1 1TW

Dear Mr Cowe

SOCPO SEMINAR - 30 NOVEMBER 1995, BIRMINGHAM COUNCIL HOUSE

Over the past few years SOCPO has organised a number of one-day seminars on major national HR issues. These have been professionally well received.

In partnership with Bernard Hodes Advertising Ltd the Society is organising another one-day seminar on the subject of Flexible Working and Dependant Support Practices and Provisions. This will be held at the Council House, Birmingham on 30 November 1995.

The Society is keen to foster the concept of flexible working. This is an important subject as we approach the new millennium. Issues like employment breaks, enhanced maternity leave, job sharing, term time contracts, voluntary reduced time, annual hours, flexitime, child minding networks, pre/after school care and workplace nurseries are some that require examination.

Details of the seminar programme are enclosed from which you will note the prominent speakers involved including Geoff Armstrong, IPD and Brendan Barber, TUC.

I should like to congratulate you on your recent appointment to your new Authority and to wish you well. I can well remember my appointment as County Personnel Officer with the GMC when it was first created and the initial traumas of getting it of the ground.

I would like to suggest that the timing of the Seminar is opportune for your Authority to be represented and I commend it to you for your serious consideration.

Yours sincerely



Alf Lawrence
Local Government Consultant



Television House, Mount Street, Manchester M2 5WS.
Tel: 0161-833 0042 Fax: 0161-832 9972

SOCPO SEMINAR BOOKING FORM

ACHIEVING A FLEXIBLE WORK FORCE

THURSDAY, 30 NOVEMBER 1995
BANQUETING SUITE, BIRMINGHAM COUNCIL HOUSE

Authority _____

Address _____

_____ Postcode _____

Contact _____ Title _____

Telephone _____ Fax _____

DELEGATE(S) DETAILS

NAME	POSITION	DIET**
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_____	_____	_____
_____	_____	_____

**PLEASE SPECIFY IF YOU REQUIRE VEGETARIAN OR VEGAN DIET FOR LUNCH

FEES: £120.00 + £26.25 VAT = £146.25 per delegate _____

CONDITIONS: All fees are payable in advance of the seminar. Your cheque should be made payable to "BERNARD HODES" and enclosed with this booking form. A VAT invoice will be sent with the confirmation of registration. A cancellation fee of 20% will be charged in respect of any delegate whose booking is cancelled within 10 days of the seminar. NO REFUNDS can be given in respect of delegates cancelling within 2 working days or failing to attend.

CLOSING DATE FOR BOOKINGS: 10 November 1995

Please return this form with your cheque to:

David Lawrence, Bernard Hodes,
Television House, Mount Street,
Manchester M2 5WS.
Telephone 0161 833 0042.
Fax: 0161 832 9972.

PROGRAMME

- 10.15 am COFFEE AND REGISTRATION
- 10.30 am WELCOME AND SCENE SETTING
- 10.40 am THE CHANGING PATTERNS OF WORK
FROM BOTH THE EMPLOYER'S AND
EMPLOYEES' VIEWPOINT
Geoff Armstrong, Director General IPD
- 11.40 am HOW THE TRADE UNIONS CAN
INFLUENCE AND HELP BRING ABOUT
CHANGE
Brendan Barber, Deputy General Secretary TUC
- 12.40 pm LUNCH - Followed by The Guardian and Observer Lecture -
Celia Weston, Industrial Correspondent
- 2.00 pm CASE STUDY ON HOW TO APPROACH BRINGING ABOUT
THE CHANGES
David Wilson, Oldham MBC and
Dr Sue Lewis, Manchester Metropolitan University
- OPEN FORUM
- 3.15 pm TEA AND DEPARTURE

(The programme and issues covered will have particular relevance to Chief Executives, Heads of Personnel and Elected Members)

SEMINAR ORGANISERS

The Bernard Hodes Group is a full service agency and are specialists in Recruitment, Research, Employee Communications, Media Buying, PR, Equal Opportunities, Desk Top Publishing - all working under one roof and towards a common goal: to provide for every kind of communications need.

229 The Group have an advertising reputation and creative pedigree stretching back over 25 years and have a strong track record in the public sector operating at all levels working directly with many Chief and supporting Personnel Officers.

The Group can lay claim to being one of the largest advertising groups with agency offices in London, Birmingham, Bristol, Cardiff, Glasgow, Manchester and Newcastle.

SOCCFO

SEMINAR

**ACHIEVING A FLEXIBLE WORK
FORCE - A MOVE TOWARD
'FRIENDLY FAMILY' POLICIES**

AIMS OF THE SEMINAR:-

The world of work is changing as we move to the new millennium. Fewer numbers of traditional employees are going to be available. Women will dominate the overall employment market. Employees are demanding more of a 'social contract' with their employer in order to achieve a better balance between home and work. If employers are to continue to recruit and retain quality employees they must develop their personnel policies in response to this change.

THE SEMINAR OFFERS A WAY FORWARD.

Thursday 30 November 1995
Banqueting Suite,
Birmingham Council House,
Birmingham

Organised by

BERNARD HODES

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SPEAKERS

CHAIR OF SEMINAR - MOIRA HOLMES

Moira Holmes is currently the President of the Society of Chief Personnel Officers in Local Government (SOCPO). Moira is Director of Personnel and Management Development for New Forest District Council. She has a Masters Degree in Management Studies and is a Fellow of the Institute of Personnel Development. Her career in local government has spanned 26 years. She also acts as an advisor for a number of bodies including the Association of District Councils (ADC) and to the Audit Commission.

Moira is an established speaker and author. She is optimistic about the future and sees the challenge of change as a timely opportunity to enhance the importance and status of the Personnel role.

GEOFF ARMSTRONG

Appointed Director General of the Institute of Personnel and Development (IPD) on 1 July 1994; prior to this he was Director General of the Institute of Personnel Management. Before then he was for three years Group Executive Director on the Board of Standard Chartered Plc, the leading British international bank. His world-wide responsibilities covered Personnel, Communications, Strategic Planning, Information Technology and Group Secretariat/Legal Affairs.

Previously he was a member of the Board of MBGroup plc (1985 to 1989) and a member of the four-man executive group of directors directing the overall strategy and operations of that company. Prior to joining MBGroup he was with British Leyland for seventeen years, most recently (1979 to end 1984) as Director of Employee Relations, BLCars. During that period, he led all of the group-level negotiations with the trade unions at a time of major change in the conduct of industrial relations, as well as directing radical changes in personnel and training across all of the BLCars companies, employing over 130,000 people.

BRENDAN BARBER

Brendan Barber was appointed TUC Deputy General Secretary by the General Council in October 1993. He succeeded John Monks, who had been elected General Secretary at the 1993 September Congress. Since 1987, Mr Barber had been Head of the Organisation and Industrial Relations Department. After joining the TUC in 1975, he spent four years in the department. From 1979-1987, Mr Barber was Head of the Press and Information Department.

Before arriving at the TUC he worked for the Ceramics, Glass and Mineral Products Industrial Training Board. Earlier, Mr Barber took a sabbatical year as president of the students' union at the City University in London, following graduation. Between School and University he taught in Ghana with Voluntary Service Overseas.

CELIA WESTON

Edits Careers Guardian. Has been a journalist all her working life and has specialised in education, training and employment issues.

DR. SUE LEWIS

Sue Lewis lectures in organisational psychology at Manchester Metropolitan University, where she is also co-director of the Elizabeth Gaskell Centre for Interpersonal and Organisational Development. She has substantial experience of research, consultancy and training in organisational change, in relation to flexible working, work and family issues and stress management. She has published widely on these topics in academic, professional and popular journals and has co-authored and edited several books. She is co-ordinator of a European network of researchers on "family friendly" and flexible work, and has presented her work widely throughout Europe and the USA.

DAVID WILSON

David has a Management Services background in engineering and public transport. He has extensive industrial relations experience and has been a senior manager since 1976, at one time being Chief Work Study Officer for the Greater Manchester Council.

David is currently head of the Training Equal Opportunities and Welfare Section of Oldham Council. He holds qualifications in Training, Occupational Testing and Counselling skills.