

SLCC

For Local Council Professionals ®

2022 COMMERCIAL OPPORTUNITIES



Contents

- 1 - What is the SLCC?
- 2 - Exhibit at Regional Training Seminars
- 3 - Advertise at Practitioners' Conference
- 4 - Exhibit at Management in Action
- 5 - Exhibit at National Conference
- 6 - Advertise in The Clerk Magazine
- 7 - Advertise in the Suppliers Directory
- 8 - Commercial News Stories
- 9 - Commercial Webinars
- 10 - Sponsorship Opportunities



For Local Council Professionals®

What is the SLCC?

SLCC is the professional body for clerks of town, parish and community councils and we currently represent over 5000 councils across England and Wales.

Founded in 1972, our mission is to provide training, guidance, advice and support to members so that they can develop the professional skills, knowledge and experience necessary for them to best serve their councils and communities; and through this develop the overall recognition and status of their profession.

Promote your Products & Services with SLCC:

- Qualified audience -** Our channels provide an unparalleled platform to engage with delegates working as council clerks, deputy clerks and responsible financial officers across England and Wales.
- Captive audience -** Our informative conference and training agendas not only mean that we entice a large audience but also that they stay at the event for the entire day.
- Engaged audience -** We use techniques to try to ensure each delegate visits your stand, such as a prize draw at each event.
- Strengthen brand -** Strengthen your brand with your existing customers or establish your brand with new customers.
- New Developments -** Learn about new developments in our sector – speak directly to your target market and identify their current wants/needs.

SLCC

For Local Council Professionals®

EXHIBIT AT REGIONAL TRAINING SEMINARS (RTS)

In-Person

The one day, training seminars offer an unrivalled learning opportunity for clerks, councillors and council officers to ensure they are promoting best practice and serving their community to the fullest.

What opportunities are there to network with delegates?

1. Registration typically opens at 8.30am with tea and coffee being served in the exhibitor area for 30 – 45 minutes.
2. After a morning of training, there is another 30 – 45 minutes refreshment break with tea and coffee being served in the exhibitor area
3. Lunch is then served in the exhibitor area for 45 – 50 minutes, delegates then continue with training while exhibitors are free to depart.



WHO ATTENDS?

In 2019:

- On average 47 local council employees attended each of our Regional Training Seminars.*
- 28% of the delegates said it was their first attendance at an RTS.
- 53% of delegates had a precept under £150k.
- Over 171 exhibitors appeared at our Regional Training Seminars selling a range of products and services from hanging baskets, play equipment, cemetery management, IT systems, insurance, Christmas lighting, outdoor furniture, public toilets etc.

*Figures for 2019 taken up to the Harrogate RTS

WHAT DO YOU GET?

Exhibitor stands cost £365 + VAT and include the following:

- A list of delegates (opt-in) attending the event, sent one week before the RTS.
- A clothed table.
- Two chairs.
- Lunch and coffees for one representative (£40 + VAT for each additional representative).
- A listing in the SLCC event App.

Nearby accommodation is available, please book directly.

WHAT ARE THE DATES FOR 2022?

South Training Seminar - 11 May 2022
South West Training Seminar - 25 May 2022
Wales Training Seminar - 22 June 2022
North Training Seminar - 7 July 2022
Midlands Training Seminar - 21 September 2022

#SLCCRTS

HOW DO I SIGN UP? Visit www.slcc.co.uk/exhibit to complete a booking form

ADVERTISE AT PRACTITIONERS' CONFERENCE

Virtual

Virtual Practitioners' Conference is a 3 day, online event open to clerks, councillors and council staff offering essential training and updates on the local council sector.

What do you get ?

Virtual advertisers will have the opportunity to promote their products and services in a video played during the lunch and breaks throughout the event. The video can be up to a minute in length and will be listed in the SLCC Event App.



WHO ATTENDS?

In 2021:

- The 2021 virtual conference attracted over 400 delegates
- 82% of delegates said that the event exceeded their expectations
- 80% of delegates rated the booking process 5 out of 5
- 94% of delegates rated their overall experience 4 or 5 out of 5
- 78% of delegates said it's extremely likely they would recommend SLCC events to a friend or colleague

HOW MUCH DOES IT COST?

Virtual Advertiser spaces cost £400 + VAT

SLCC

For Local Council Professionals ®

WHAT ARE THE DATES FOR 2022?

15, 16 & 17 February 2022

 #SLCCPractitioners

HOW DO I SIGN UP? Visit www.slcc.co.uk/exhibit to complete a booking form

EXHIBIT AT MANAGEMENT IN ACTION

In-Person

A residential, two-day event open to clerks, councillors and council staff from the larger councils across England and Wales.

What opportunities are there to network with delegates?

Day 1

Registration typically opens at 9am with tea and coffee being served in the exhibitor area for 45 – 60 minutes. After a morning of seminars and workshops, lunch is then served in the exhibitor area for 45 – 50 minutes. Maximise your time with the delegates by attending the networking BBQ. (The cost to attend the dinner is in addition to the exhibitor stand cost).

Day 2

Registration typically opens at 9am with tea and coffee being served in the exhibitor area. After a morning of open workshops, lunch is then served in the exhibitor area.



WHO ATTENDS?

In 2019:

- 59 local council employees attended our Leadership in Action.
- 88% of delegates had a precept over £150k.
- 19 exhibitors appeared at Leadership in Action selling a range of products and services from hanging baskets, play equipment, cemetery management, IT systems, insurance, Christmas lighting, outdoor furniture, public toilets etc.

WHAT DO YOU GET?

Exhibitor stands cost £750 + VAT and include the following:

- A list of delegates (opt-in) attending the event, sent one week before the event.
- A clothed table.
- Two chairs.
- Lunch and coffees for one representative (£90 + VAT for each additional representative over the two days).
- A listing within the SLCC event app.

WHAT ARE THE DATES FOR 2022?

9 & 10 June 2022 at Chesford Grange, Kenilworth.

 #SLCCLeadership

HOW DO I SIGN UP? Visit www.slcc.co.uk/exhibit to complete a booking form

EXHIBIT AT NATIONAL CONFERENCE

In-Person

National Conference is SLCC's showcase event which, for 2022, will include a special celebration of the 50th SLCC anniversary. The event offers clerks and council staff the opportunity to engage, empower and exceed within their council. Delegates network with fellow clerks and have the chance to attend the SLCC Annual General Meeting (AGM).

What opportunities are there to network with delegates?

1. Registration typically opens at 8.30am with tea and coffee being served in the exhibitor area for 30 – 60 minutes.
2. After a morning of seminars and workshops, there is another 30 – 45 minutes refreshment break with tea and coffee being served in the exhibitor area
3. Lunch is then served in the exhibitor area for 45 – 50 minutes.
4. Maximise your time with the delegates by attending the networking dinner on day one. (The cost to attend the dinner is in addition to the exhibitor stand cost)



WHO ATTENDS?

In 2018:

- 141 local council employees attended our National Conference
- 66% of delegates had a precept over £150k
- 40 exhibitors attended National Conference event selling a range of products and services from hanging baskets, play equipment, cemetery management, IT systems, insurance, Christmas lighting, outdoor furniture, public toilets etc.

WHAT DO YOU GET?

Exhibitor stands include the following:

- A clothed table.
- Two chairs.
- Lunch and coffees for one representative (£90 + VAT for each additional representative over the two days).
- A listing within the SLCC event app.

STAND COSTS:

- 11ft x 6ft = £2,500 + VAT
- 8ft x 7ft = £2,400 + VAT
- 8ft x 4ft = £1,750 + VAT

To view the floorplan please contact wayne.german@slcc.co.uk

WHAT ARE THE DATES FOR 2022?

2 & 3 November 2022 at Jury's Inn, Hinckley Island, Leicestershire

 #SLCCNational

HOW DO I SIGN UP? Visit www.slcc.co.uk/exhibit to complete a booking form

ADVERTISE IN THE CLERK MAGAZINE

One of the key benefits of SLCC membership is the bi-monthly magazine 'The Clerk', which is our major piece of communication with our members. As a members-only magazine, publications are valued and retained. The content (including your advert) is read, absorbed and referred to for future purchases. The Clerk is delivered directly to the clerk themselves.

WE'VE GONE DIGITAL!

Each publication is also available in digital form on our SLCC website featuring a click-through to the advertisers' website.


WHO READS THE CLERK:

- The circulation is over 3,600 clerks representing over 5,000 councils.
- The majority of our members have an annual budget/turnover of £100,000 - £250,000*.
- Our members have responsibility over the community allotments, parks and recreation grounds, waste bins, play equipment, cemetery, community centres, markets, football grounds, street lighting, grass cutting, public toilets, war memorials and more.
- 93%* of members rate The Clerk as 'good' or 'excellent'. *Figures taken from the 2017 membership survey


SPECIAL FEATURES IN 2022:

January: 50 years of SLCC and the Queen's Platinum Jubilee
March: Elections including Councillor Induction and Training
May: Management
July: Project Management of Play Areas
September: Wales
November: Standards and Behaviour in the Sector


ADVERTISEMENT SIZES



Quarter page
Size:
 89mm x 128mm



Half page
Size:
 183mm x 128mm



Full page
Size:
 210mm x 297mm
Bleed:
 216mm x 303mm

2020 Prices:

Quarter page £294 + VAT	Half page £472 + VAT	Full page £708 + VAT
Insert £869 + VAT		



Production Information

Please use the following guidelines to create pdf files that conform to our specifications

- All files to be supplied as Hi resolution PDF's
- Files must be centred to the page with crop marks and 3mm bleed.
- All images contained within the PDF must be high resolution (300dpi recommended), CMYK format.
- All files need to be sent via wetransfer.com and you will receive an email of safe receipt. The advertiser must have the appropriate insurance to indemnify them for any advice or information quoted on the advertisement

If a digital proof, which must be run from the PDF file, is not supplied The Clerk cannot accept responsibility for incorrect colour match/copy.

Please email your artwork to:
advertising@slcc.co.uk

ADVERTISE IN THE SUPPLIERS DIRECTORY

Our online suppliers' directory is used by clerks and visitors to our website to gain supplier information and contact details. Add your company profile to one or more of our seventy categories!

The categories range from accounting to graffiti removal and can all be viewed here www.slcc.co.uk/supplier-directory/

The screenshot shows the SLCC Supplier Directory website. At the top, there is a red navigation bar with social media icons, a phone number (01823 253 646), a search bar, and links for 'Account' and 'Logout'. Below the navigation bar, a dropdown menu for 'Supplier type' is open, listing various categories such as Accounting, Artificial Grass, Auditing, Ball Parks/MUGA's, Benches, Bicycle Racks, Bollards, Bus Shelter, Canopies and Cycle Shelters, Civic Regalia, Clocks, Coins and Tokens, Computers and Software, Consultants, Employment Law, Engraving, Fencing, Festive Illuminations, and Floral Features. The main content area has a blue header with the text 'Supplier Directory' and 'Home > Supplier Directory'. Below this, there is a search form with fields for 'Supplier type', 'Postcode', and 'Distance', and a red 'Search' button. The search results for 'Accounting' are displayed, showing two suppliers: DCK Accounting Solutions Ltd and Easy PC Accounts. Each supplier entry includes a logo, name, phone number, address, email, website, and a 'More info' link.

Supplier type
Accounting
Artificial Grass
Auditing
Ball Parks/MUGA's
Benches
Bicycle Racks
Bollards
Bus Shelter
Canopies and Cycle Shelters
Civic Regalia
Clocks
Coins and Tokens
Computers and Software
Consultants
Employment Law
Engraving
Fencing
Festive Illuminations
Floral Features

Supplier type Postcode Distance Search

Accounting Postcode Distance Search

Search results for Accounting

DCK Accounting Solutions Ltd
01793 739110
Swindon, Wiltshire
admin@dckaccountingsolutions.co.uk
www.dckaccountingsolutions.co.uk
More info

Easy PC Accounts
01223 860899
Waterbeach, Cambridgeshire
info@easypcaccounts.co.uk
www.easypcaccounts.co.uk
More info

The supplier directory also includes a review feature. SLCC members are able to leave and view reviews of the goods and services received from a supplier within the directory. Reviews will be displayed on the main supplier page using a five star system.

**Advertise in one category for a year for £200 + VAT
or multiple categories for £300 + VAT**

Commercial News Stories

Do you have a new product you'd like to advertise, a case study you'd like to share or just some good news to announce? Commercial News Stories featured on our website and in our bi-weekly membership bulletin are a great way to reach your target audience. Commercial News Stories can be up to 600 words and include your company logo and hyperlinks to your website.

News & Publications

Home > News & Publications

Latest News

A selection of the latest sector news and information. To view news by category click the category name on the right and login to view member-only news items.

Department for Levelling Up, Housing and Communities

Published 20 September 2021

Remote Meetings – We Need Your Views!

Published 17 September 2021



News categories

- Applicable in England only >
- Applicable in Wales only >
- Commercial News >
- Consultations >
- Coronavirus (COVID-19) >

News pieces on our website are listed chronologically and archived so they don't expire. They are charged at £250 + VAT to feature on the website but if you would like the news story to also feature in our bi-weekly news bulletin that is sent to our members, this will be an extra £250 + VAT.

An Innovative Approach to Help Councils with their Website Accessibility

Published 15 April 2021

Commercial News Item



Are you one of the many organisations struggling with website accessibility?

Maybe you don't know where to start. Or you are frustrated with constraints on how to manage your newly certified site so that it is engaging but still compliant.

Struggle no more! We have just what you need...

Article categories

Commercial News

News categories

- All news >
- Applicable in England only >
- Applicable in Wales only >
- Commercial News >
- Consultations >
- Coronavirus (COVID-19) >
- Funding >
- General Sector News >
- Government >
- Announcements/Legislation >
- Planning >
- President's blog >

HOW DO I SIGN UP?

Email wayne.german@slcc.co.uk to book or for further enquiries

COMMERCIAL WEBINAR

Showcase your products and services to local council officers from across England and Wales using the SLCC webinar platform.

The live format of the webinar will allow you to promote the benefits, demonstrate your product and discuss any queries with your potential customers.



Special introductory offer!

We are offering your company the chance to book a trial webinar for just £500 + VAT.

Your webinar can last up to an hour, can be on a topic of your choosing and will be listed on the SLCC website which is viewed by over 9,000 users each month. The best part is that it will be completely free to SLCC members, increasing your audience potential!

Terms & Conditions

- Maximum of 25 delegates per webinar, delegate numbers are not guaranteed
- Limited webinar availability, the final booking date of the webinar will be made by SLCC but we will try to ensure a mutually convenient time
- The webinar will need to be booked at least two months ahead to allow sufficient time for bookings and for you to promote it

SLCC

For Local Council Professionals ®

2022 Sponsorship Opportunities



Themed Summits

One-day, virtual events providing an opportunity for delegates to engage with the latest advice and guidance relating to climate change, finance, community engagement or standards and wellbeing.

Sector experts will lead the themed sessions encouraging in-depth discussion and debate for a stimulating and vibrant event, all from the comfort of the home or office.

Open to clerks, deputy clerks, Responsible Financial Officers from councils of any size across England and Wales, and anyone with an interest in the local council sector.



2022 Dates:

Climate Change Summit - 23 March **SOLD**

Community Engagement Summit - 6 April **SOLD**

Standards & Wellbeing Summit - 18 May

Finance Summit - 7 September **SOLD**

EVENT SPONSORSHIP:

- Ethos - To provide our delegates with a full learning experience, we are looking for companies who's ethos aligns with the finance, community engagement, climate change or standards and wellbeing themes.
- Benefit from an introduction to your company at the beginning of the event.
- Educate and inform delegates in your 30 minute, dedicated training session during the event.
- Sell your products and services to delegates during the breaks! We'll play your promotional video to delegates during the break and lunch period.
- Receive a dedicated listing in the SLCC Event App with a click-through to your website.
- Gain recognition in the lead-up to the event with your logo featured on the event promotions including exposure on the SLCC website and social media channels.

**SPONSORSHIP COST:
£1,000 PER EVENT**

JOINT SLCC & OVW CONFERENCE

Virtual

This event is jointly hosted with One Voice Wales (OVW) and features high profile speakers from the sector attracting clerks from across Wales to update them on current legislation and regulation.

The sponsor will enjoy exposure amongst over 150 delegates per year.

2022 Date: 9 November 2022



EVENT SPONSORSHIP:

- Benefit from an introduction to your company at the beginning of the event.
- Educate and inform delegates in your 30 minute, dedicated training session during the event.
- Sell your products and services to delegates during the breaks! We'll play your promotional video to delegates during the break and lunch period.
- Receive a dedicated listing in the SLCC Event App with a click-through to your website.
- Gain recognition in the lead-up to the event with your logo featured on the event promotions including exposure on the SLCC website and social media channels.

**SPONSORSHIP COST:
£1,500**

www.slcc.co.uk

PRACTITIONERS' CONFERENCE

Virtual

A conference instigated by clerks for clerks and their councillors; this popular two-day conference is filled with topics chosen by our delegates including a variety of training workshops, one to one advice surgeries and the annual Community Governance graduation ceremony.

The sponsor will enjoy exposure amongst over 250 delegates per year.

2022 Date: 15 - 17 February



EVENT SPONSORSHIP:

- Benefit from an introduction to your company at the beginning of the event.
- Educate and inform delegates in your 40 minute, dedicated training session during the event.
- Sell your products and services to delegates during the breaks! We'll play your promotional video to delegates during the break and lunch period.
- Receive a dedicated listing in the SLCC Event App with a click-through to your website.
- Gain recognition in the lead-up to the event with your logo featured on the event promotions including exposure on the SLCC website and social media channels.
- Network with delegates informally at the virtual drinks session which will be included in your sponsorship.

**SPONSORSHIP COST:
UNDER OFFER**

MANAGEMENT IN ACTION CONFERENCE

Hybrid

An intensive, management training event for managers and Responsible Financial Officers (RFO's). The innovative conference features training sessions, workshops and presentations delivered by key experts in the sector. The conference also offers extensive opportunities for delegates to network with other managers and RFO's from councils of any size who are professionals in leadership positions or aspire to be so.

2022 Date:
9 & 10 June, Chesford Grange



EVENT SPONSORSHIP:

- Benefit from an introduction to your company at the beginning of the event with your company banner displayed prominently at the front of the conference room.
- Educate and inform delegates in your 40 minute, dedicated training session during the event.
- Receive an enhanced listing in the SLCC Event App with a click-through to your website.
- Gain recognition in the lead-up to the event with your logo featured on the event promotions including exposure on the SLCC website and social media channels.
- Network with delegates in the exhibitor room with prime choice of stand position.

SPONSORSHIP COST:
£3,500

NATIONAL CONFERENCE

Hybrid

SLCC's showcase event which, for 2022, will include a special celebration of the 50th SLCC anniversary. The event offers delegates the opportunity to engage, empower and exceed within their council. Delegates network with fellow clerks and have the chance to attend the SLCC Annual General Meeting (AGM).

The sponsor will enjoy exposure amongst approximately 180 delegates.

Date & location

2nd & 3rd November,
Jurys Inn Hinckley Island Hotel



EVENT SPONSORSHIP:

- Benefit from an introduction to your company at the beginning of the event with your company banner displayed prominently at the front of the conference room.
- Educate and inform delegates in your 40 minute, dedicated training session during the event.
- Receive an enhanced listing in the SLCC Event App with a click-through to your website.
- Gain recognition in the lead-up to the event with your logo featured on the event promotions including exposure on the SLCC website and social media channels.
- Network with delegates in the exhibitor room with prime choice of stand position.

**SPONSORSHIP COST:
SOLD**

COMMUNITY GOVERNANCE

A unique opportunity to promote your products and services to local council officers studying on the Community Governance course who are currently working or aiming to work for some of the largest councils across England and Wales. Follow your career-driven, professional students through their level 4 and 5 qualification, promoting your products and services to them at relevant points of their study. The level 4 qualification commences in February each year.



EVENT SPONSORSHIP INCLUDES:

- Align your company with the education and development of the local council sector
- Meet and network with students at the first study day
- Take advantage of a 15 minute presentation slot to inform students of your products and services
- Create awareness of your brand during the Community Governance graduation at the 2023 Practitioners' Conference by presenting an award.

**SPONSORSHIP COST:
SOLD**

www.slcc.co.uk