

SLCC

For Local Council Professionals ®

2025 Commercial Opportunities



Contents

1 - What is SLCC?

2 - Exhibit at Practitioners' Conference

3 - Exhibit at the Basic Bootcamps

4 - Exhibit at the Local Council Clerk Expo

5 - Exhibit at National Conference

6 & 7 - Advertise in The Clerk Magazine

8 - Advertise in The Supplier Directory

9 - Commercial News Stories

10 - Commercial Webinars

11 - Sponsorship Opportunities

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.

EXHIBIT AT PRACTITIONERS' CONFERENCE

IN-PERSON

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

What daily opportunities are there to network with delegates?

- Registration typically opens at 8.30am with tea and coffee being served in the exhibitor area for 30 – 60 minutes.
- 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.
- Lunch is then served in the exhibitor area for 60 minutes.
- 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?

Previously:

- Over 150 local council employees attended Practitioners' Conference.
- 18% of the delegates said it was their first attendance at Practitioners' Conference.
- 85% of delegates had a precept over £150k.
- 89% of delegates rated the conference as 'good' or 'excellent'.
- 19 exhibitors attended selling a range of products and services from insurance, playgrounds, legal services, lighting, outdoor furniture and more!

Stand Cost

Stands are charged at **£850 + VAT** and include:

- A list of delegates (opt-in) attending the event, sent one week before the event.
- A clothed table.
- Two chairs.
- Lunches and refreshments for one representative. (Additional reps are charged at £65 + VAT per day).
- A listing in the SLCC Event App as an exhibitor

Dates & Location:

29 & 30 January 2025, Chesford Grange Hotel, Kenilworth

 #SLCCPractitioners

EXHIBIT AT THE BASIC BOOTCAMPS

Introducing our new one-day Basic Bootcamps. These one day events are packed with training and networking opportunities for local council officers.

Similar to our previous Regional Training Seminars, these events will give you an opportunity to meet, network, and showcase your products and services during the lunch/refreshment breaks throughout the training day.



Stand Cost - £400 + VAT

Your stand cost includes a clothed table with two chairs, and lunch/refreshments for one representative throughout the day

Lunches for one rep will be provided with your stand. Additional reps are charged at £30 + VAT each.

Dates & Locations:

22 May 2025, Radisson Blu Hotel, East Midlands Airport

16 July 2025 - Metropole Hotel and Spa, Llandrindod Wells

19 November 2025 - Portsmouth Marriott Hotel



 #SLCCBasicBootcamp

EXHIBIT AT THE LOCAL COUNCIL CLERK EXPOS

IN-PERSON

Introducing the new one-day Expo connecting local council officers with local council suppliers. Browse our exhibition room featuring solution providers from a range of industries including play equipment, waste management, insurance, software, lighting and more. And visit the demo area to hear how solutions can be adapted to suit your council needs.

Refreshments will be available throughout the day and attendance will be free for delegates.

Stand Cost

Standard (3m x 2m): £500 + VAT

Large (6m x 4m): £1,000 + VAT

Enhance your exhibitor experience with a 30-minute slot in our demo room with availability for up to 50 delegates. Bookings will be allocated on a first come first served basis.



Lunches for one rep will be provided with your stand. Additional reps are charged at £30 + VAT each.



“

*Attending the SLCC Clerk Expo was an incredibly rewarding experience!
The event was meticulously organised, providing a perfect platform to network with existing customers, new customers and many industry experts.
The support and hospitality from the SLCC team was exceptional, making it a thoroughly enjoyable and productive day.
I'm already looking forward to participating in next years, and would highly recommend!*

Utility Aid

”

Dates & Locations:

10 June 2025, Exeter

12 June 2025, Welwyn

18 June 2025, Derby

X #SLCCExpo

EXHIBIT AT NATIONAL CONFERENCE

National Conference is SLCC's showcase event. 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?

- Registration typically opens at 9:30am until 11:00am with rolling tea and coffee being served.
- Lunch is then served in the exhibitor area for 60 minutes.
- Maximise your time with the delegates by attending the President's dinner on day one. (The cost to attend the dinner is in addition to the exhibitor stand cost).



Who Attends?

Previously:

- Over 200 clerks and council officers attended National Conference.
- 35 exhibitors attended selling a range of products and services from insurance, IT services, legal services, lighting, outdoor furniture, cemetery services, investments, utilities and much more!

Stand Cost

- Large (3.4m x 2m) - **£2,550 + VAT**
- Medium (2.5m x 2m) - **£2,450 + VAT**
- Small (2.5m x 1.2m) - **£1,800 + VAT**

What Do You Get?

- A list of delegates (opt-in) attending the event, sent one week before the event.
- A clothed table.
- Two chairs.
- Lunches and refreshments for one representative. (Additional reps are charged at £65 + VAT per day).
- A listing in the SLCC Event App as an exhibitor.
- Networking dinners are available to book at an additional cost to further increase your time with the delegates.

Dates & Location:

14 & 15 October 2025, Leonardo Hotel & Conference Venue, Hinckley

X #SLCCNational

Visit www.slcc.co.uk/exhibit to complete a registration form. Once we have received sufficient stand registrations, exhibitors will be able to select up to four preferred stand locations which are then allocated on a first come, first serve basis.

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'RE ALSO DIGITAL!

Each publication is also available in digital format on our 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.
- 87%* of members rate The Clerk as 'good' or 'excellent'.

*Figures taken from the 2023 membership survey





Quarter Page
Size:
89mm x 128mm

Half Page
Size:
183mm x 128mm

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

Quarter Page
£312 + VAT

Half Page
£500 + VAT

Full Page
£750 + VAT

Leaflet inserts: £920 + VAT

Product Information

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

- All files to be supplied as hi-res PDF's
- Files must be centred with correct crop marks
- All images contained within the artwork must be hi-res (300dpi recommended) and in CMYK format
- All artwork must be sent prior to the copy deadline provided

Advertisers must have the appropriate insurance to indemnify them for any advice or information quoted within 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 artwork to: wayne.german@slcc.co.uk or advertising@slcc.co.uk.



SPECIAL FEATURES IN 2024:

January - A variety of different topics

March - Audits

May - Recruiting and Engaging Councillors

July - A variety of different topics

September - Local government partnership working / The purpose and principals of the public sector

November - Technology and the Future

7 How do I book?

Visit www.slcc.co.uk/advertise to complete a booking form

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 eighty-seven 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 'Supplier Directory' page with a blue header. Below the header, there's a section titled 'Leave a Review' with instructions for SLCC members. The main search area includes a 'Finance' category dropdown menu, a 'Postcode' field, a 'Distance' field, and a red 'Search' button. The 'Finance' dropdown is open, showing a list of categories including Accounting, Artificial Grass, Ball Parks/MUGA's, Benches, Bicycle Racks, Bollards, Bus Shelters, Canopies and Cycle Shelters, Civic Regalia, Civic Robes, Cleaning, Coins and Tokens, Community Consultation and Engagement, Computers and Software, Consultants, Data Protection, Digital Mapping, Dog Waste Removal, and Employment Law. Below the search fields, there's a location pin for 'Swindon, Wiltshire' and a 'More info' link. Two supplier profiles are visible: one for 'Kelly.watson@ccla.co.uk' with a website link 'www.ccla.co.uk', and another for 'contact@lemonbooking.com' with a website link 'lemonbooking.com?ref=slcc'.

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.

Getting to Grips with the Freedom of Information Act

Published 28 September 2023

SLCC Response to Government's Permitted Development Rights in England Consultation

Published 28 September 2023



News categories


- Applicable in England only >
- Applicable in Wales only >
- Civility & Respect >
- Climate Change >
- Commercial News >
- Consultations >

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.

Are you optimising your online community engagement efforts?

Published 5 June 2023

Commercial News



The use of digital technologies has changed in how we can reach out to and engage with our communities. There's also been a dramatic change in the way communities are taking part, accelerated since the Covid

Article categories

Commercial News

News categories

- All news >
- Applicable in England only >
- Applicable in Wales only >
- Civility & Respect >
- Climate Change >
- Commercial News >
- Consultations >
- Coronavirus (COVID-19) >
- Elisabeth Skinner's Blog >
- Funding >
- General Sector News >
- Government Announcements/Legislation >
- IIMC >
- Local Government Pay >

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.



Commercial webinars are 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.

10 How do I sign up?

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

SLCC

For Local Council Professionals ®

2025 SPONSORSHIP OPPORTUNITIES



JOINT SLCC & ONE VOICE WALES (OVW) CONFERENCE

VIRTUAL

This virtual 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.



2025 Date:

12 November 2025

The sponsor will enjoy exposure to over 150 delegates per year

EVENT SPONSORSHIP INCLUDES:

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.

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

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.

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

EVENT SPONSORSHIP INCLUDES:

SLCC email promotion - Your logo with a click-through to your website will appear on all of the SLCC emails to promote the event.

Website exposure - Your logo with a clickthrough to your website will appear on the main Practitioners' Conference page of the SLCC website.

Event app - your company profile and contact details listed in our event app and highlighted as the sponsor.

Event exposure - Your company banner will be displayed prominently within the plenary. conference room and your logo will be displayed on welcome screen in plenary conference room.

Exhibitor room - You will have a stand space at the event with prime choice of stand location.

During the Event - Acknowledgement of your sponsorship from compere at conference opening/closing.

Accommodation - Dinner and accommodation for two of your representatives for two evenings.

Branding - Your branded gift or leaflets on the delegate tables before the start of the conference.

Training - The opportunity to provide an informative, 45 – 60-minute presentation at the event.



2025 Date:

29 & 30 January 2025

Location:

Chesford Grange Hotel, Kenilworth

NATIONAL CONFERENCE

IN-PERSON

SLCC's showcase event. 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 to approximately 180 delegates.

2025 Date:

14 & 15 October 2025

Location:

Leonardo Hotel & Conference Venue, Hinckley



EVENT SPONSORSHIP INCLUDES:

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, and accommodation and dinners for two of your representatives.

www.slcc.co.uk