

# SLCC

For Local Council Professionals®

## 2025 Commercial Opportunities



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# 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

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

## 2 How do I book?

Visit [www.slcc.co.uk/exhibit](http://www.slcc.co.uk/exhibit) to complete a booking form

# 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



X #SLCCBasicBootcamp



# EXHIBIT AT THE LOCAL COUNCIL CLERK EXPOS

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

Visit [www.slcc.co.uk/exhibit](http://www.slcc.co.uk/exhibit) to complete a booking form

# 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 £60 + 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](http://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





**CELEBRATE YOUR TOWN'S HISTORY**

Sally McLeish FSLCC, Clerk to Slcc, Wellingborough Town Council, discusses the benefits of launching their new guided walking app.

How many people know about your town's past and why places exist? A guided walking app, a short walk can capture your town's history.

Wellingborough Town Council wanted to celebrate the town's history by creating a digital walking app for the town centre. The app would be free to use for all and would be available on both Android and Apple devices. It would be available on both smartphones and tablets. The app would be available on both smartphones and tablets. The app would be available on both smartphones and tablets.

At Creative specialists in helping town and parish councils create engaging, interactive and accessible self-guided trails.

Our specialist mobile app developers build, design, launch and manage your self-guided trails. We'll build your app location aware and deliver easy-to-use walking cycling or wheelchair trails. You'll have full control over the content in your customisable app.

Explore product demos with our team on 01905 701093 or design@creative.co.uk

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.

**Glasdon**  
Quality of Design

To view the full range of high quality, durable and sustainable products, visit: [www.glasdon.com](http://www.glasdon.com)

**KEIGHLEY TOWN COUNCIL PARTNERSHIP ROAD SAFETY EVENT**

Louise Southill, Community Development Officer to Keighley Town Council in West Yorkshire, shares insights into the planning and execution of a collaborative Road Safety Show involving multiple agencies and schools, aimed at educating and engaging year nine students on road safety matters.

A multi-agency Road Safety Show organised by Keighley Town Council in partnership with West Yorkshire Fire & Rescue Service, a local secondary school and Keighley Police and Yorkshire Ambulance Service took place with year nine students on Wednesday, 22 November 2023.

It began with the then Mayor and Transport Committee who were joined with members of the local road safety committee and a local safety authority and had the task of bringing something similar to Keighley.

In terms of beginning to plan the event, Louise says that with the assistance of her colleagues from the Fire Service, Police and Ambulance, they started to look into finding the right people and organisations to take part and make it a reality.

A budget of £1,000 was received by the committee and the decision made to stage a pilot event during the charity drive's national Road Safety Week.

I contacted three secondary schools in the area to see if they would like to take part in the road safety initiative. One of the schools was keen to participate in the event.

We then took schools responsible and were very keen to be involved. The initial plan was to initially work with all three schools in an outdoor area, but it made more sense together to work with them on their sites for the pilot project.

We discussed what issues they had around road safety with their teachers and decided the key themes for the event would be pedestrian safety, being a good passenger and avoiding drink driving.

I got in touch with Georgina Hulse, a local woman who worked at the local Fire Station and had previously spoken at an event about road safety. She had organised and led a road safety event at the school and was keen to participate in the event.

Initial planning meetings were held with West Yorkshire Fire and Rescue Service, the local Fire Station and the local Police. It was agreed an active role in the planning and delivery of the event including arranging a live music performance to take place at the school, as well as contacting stakeholders to take part to support with activities and general advice.

I also contacted the school's Senior Schools Officer, PC Andrew Barber, who agreed to talk at the event and had an interactive session with the teacher to teach students.

Photograph - John Dal Pizzanetto: Left to right: Martin, PC Andrew Barber, PC Andrew Barber performing a live music performance.

Photograph - John Dal Pizzanetto: West Yorkshire Fire and Rescue Service performing a live music performance.

Photograph - John Dal Pizzanetto: Clive Hulse from Yorkshire Ambulance Service.

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VISIT OUR WEBSITE [WWW.GREENBARNES.CO.UK](http://WWW.GREENBARNES.CO.UK)

Community Engagement Noticeboards for Indoor & Outdoor Use  
CALL 01280 701093 or Email [sales@greenbarnes.co.uk](mailto:sales@greenbarnes.co.uk)

**THERE'S NEVER BEEN A BETTER TIME TO MOVE TO A .GOV.UK DOMAIN**

Khair Sulaiman and Sandra Lowe from the Parish Council Domains Helper Service Project Team, Cabinet Office, explain the benefits of moving to a gov.uk domain.

Thinking about moving over to a gov.uk domain? Here are five great reasons why there's never been a better time to make the move:

- Funding:** 1,000 eligible councils will receive a discount of £100 to offset the initial costs of setting up a new gov.uk domain. More than 200 councils have already taken advantage of this funding and registration was limited so this help is only available during the financial year 2024-25.
- Step-by-step support:** You'll have access to detailed sign-up guidance - including templates, checklists, and good practice advice - to help you at each stage. What's more, our helpline is open to you for advice on setting up your domain and will also help you with any technical issues.
- Technical build support:** From managing the registration of your domain, to actively supporting technicians and email set up, our Appointed Registrar team will help with the most technical aspects of this move to a gov.uk domain.
- Flexibility:** If you're happy with your current website or small provider there's no need for you to change - your Appointed Registrar team will help you make the connection to your new gov.uk domain.

The Parish Council Domains Helper Service is offering a wide range of support to all councils moving over to a gov.uk domain in the financial year 2024-25. If you're interested in finding out more please contact [parishdomains@domains.gov.uk](mailto:parishdomains@domains.gov.uk).

**PARISH PRECEPTS**

The government has published information on Council Tax levels set by councils in England for the 2024-25 financial year.

These figures currently 10,296 parishes in England of whom 8,304 raised a precept this year.

The average Band D precept charged by local authorities for 2024/25 is £95.88, an increase of 0.74 or 0.7%.

- 6,822 parishes have precepts exceeding £10,000, up from 6,610 in 2023/24
- 500 parishes have precepts exceeding £20,000, up from 485 in 2023/24
- 346 parishes have precepts exceeding £30,000, up from 328 in 2023/24
- 124 councils have precepts exceeding £7M, up from 124 in 2023/24

For more information and a list of the top 10 highest Council Tax in Band D visit <https://bit.ly/12024>

As the time of going to press the 2024/25 precept for Wigan were not available.

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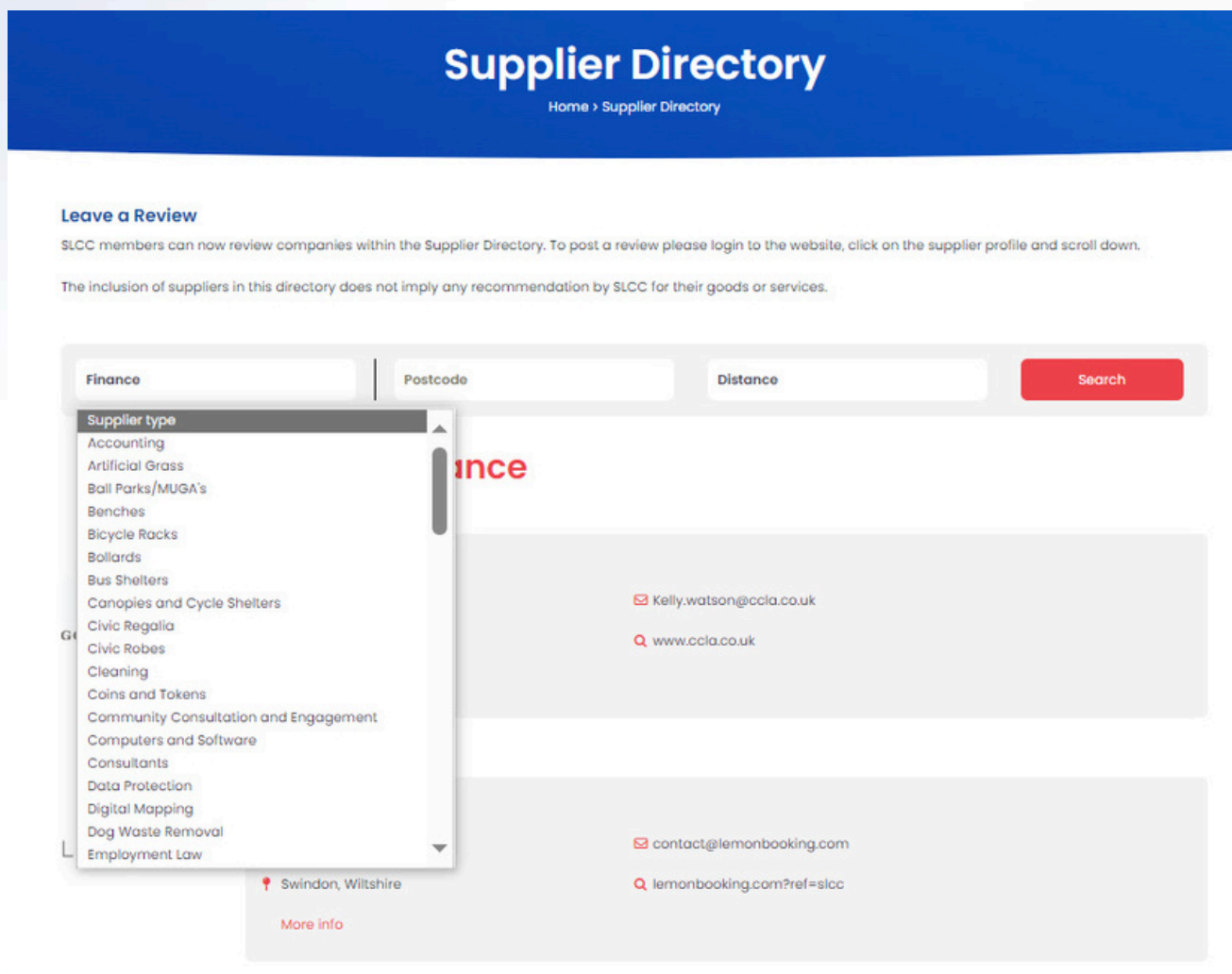
**7 How do I book?**

Visit [www.slcc.co.uk](http://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](http://www.slcc.co.uk/supplier-directory)



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**

## 8 How do I sign up?

Visit [www.slcc.co.uk/advertise](http://www.slcc.co.uk/advertise) to complete a booking form



# 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

**GoCollaborate**  
Online community engagement platforms  
Empowering communities and generations to work together

Join us at SLCC's Planning Summit on July 5th  
[Click here to book](#)

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](mailto:wayne.german@slcc.co.uk) to book, or for further information.



# SLCC

For Local Council Professionals<sup>®</sup>

## 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](http://www.slcc.co.uk)



IN-PERSON

# 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.



**2025 Date:**

29 & 30 January 2025

**Location:**

Chesford Grange Hotel, Kenilworth

## 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.

**SOLD**

# 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](http://www.slcc.co.uk)