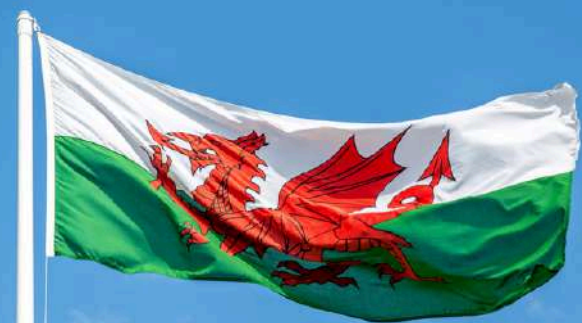




**Un Llais Cymru**  
**One Voice Wales**

# Commercial Opportunities



# GET YOUR COMPANY NOTICED THROUGHOUT WALES!

One Voice Wales is the principal national representative body  
for Community and Town Councils in Wales.

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# About One Voice Wales

We provide a wide range of services including advice, guidance, training, support and the opportunity to network at events for local councillors and clerks in Wales.

We were established as an unincorporated association in April 2004. Welsh Government was instrumental in the establishment of One Voice Wales and recognises the organisation as their principal point of contact with local councils.

Last year community and town councils in Wales spent over £60million and are responsible for a wide range of activities such as delivery of services and asset management.

This figure is likely to increase as the sector becomes responsible for additional non-statutory services as they are devolved from unitary authorities.



Sincerely,

*Lyn Cadwallader*

Lyn Cadwallader

One Voice Wales Chief Executive

Exhibitors who regularly attend our conferences inform us that the one main advantage of attending is that they can engage with a number of individual Welsh councils in one day which is an effective use of their time; it also provides them with a key networking opportunity, to speak to delegates, key speakers and representatives from Welsh Government and other organisations that are in attendance.

As a bilingual body it is important that adverts and information are through the medium of Welsh and English to reach all our members. If you are a company based in England and would like to work with us, we suggest that we introduce you bilingually and advise our members that correspondence from you will be through the medium of English.

# Why advertise with One Voice Wales?

One Voice Wales is entering another exciting period of national strategic development within the community and town council sector in Wales. We are fortunate to be in a niche position and by working with and collaborating with us, we can help you reach over 92% of the 732 community and town councils in Wales and maximise your company's exposure to this hard to reach sector of local government.



***We offer a range of cost-effective on-line and in-person advertising and promotional opportunities which can be tailored to your company's promotional needs. VAT is not applicable on our prices.***

# Collaboration

We work in collaboration with many organisations including Welsh Government, Public Service Ombudsman for Wales, Welsh Local Government Association (WLGA), Wales Council for Voluntary Associations (WCVA), Planning Aid Wales (PAW), Independent Remuneration Panel for Wales (IRPW), Save a Life Cymru, Centre for Regeneration Excellence, Cynnal Cymru, Llais (health & social care), Age Cymru, National Association of Local Councils (NALC) and the Society of Local Council Clerks (SLCC).

Welsh Government are currently funding a Local Places for Nature Officer, a Digital Project Manager and a Cost-of-Living Crisis team who are working on thematic projects. We are a membership organisation for the Community and Town Councils sector in Wales, and you are supporting us by exhibiting, sponsoring or partnering with us.

Companies can reach their desired audience in a number of ways throughout the year, including over a focussed training course or conference.

# Meetings

Our 16 **Area Committees** cover the whole of Wales meet individually 4 times a year.

These meetings provide an opportunity for member councils to be updated on latest developments, share local issues, promote best practice, and to network with other local councils.

**Larger Councils Committee** -  
3 meetings per year.

Our **National Executive Committee** who represent councils from the 4 regions of Wales - 4 meetings per year.



# Thematic Events & Project Webinars

Local Places for Nature

Cost of Living Crisis



Digital Health of the Sector



# Training

We offer an extensive range of online and in-person training courses which have been developed especially for Councillors and Clerks. There is an opportunity for suppliers and organisations to sponsor our training modules and we will display your company logo on the Training Certificates.



# Partnerships

In addition to our separate sponsorship and advertising opportunities, One Voice Wales is inviting partnership offers from prospective commercial partners, businesses, suppliers and organisations who wish to enter into short, medium or long-term agreements with our well-established organisation.



We are committed to encouraging sustainable solutions and service delivery which makes this invitation appealing to prospective partners. We promote sustainable digital solutions for councils at grass-roots level, encourage training and development across a variety of themes, and we champion equality and diversity.

# What we can offer

We offer an ideal opportunity for business partners to showcase their products and services throughout the community and town council sector in Wales:

**Gold Package** - a three-year package which includes extensive marketing and promotion of your business and services.

**Silver Package** - a two-year package which includes extensive marketing and promotion of your business and services.

**Bronze Package** - a one-year package which includes extensive marketing and promotion of your business and services.

*If you would like to become a business partner and require further information on our commercial packages, please contact us and we can discuss your requirements.*

# Annual Programme of Events

We organise three **annual conferences** throughout the year which are all held at the Royal Welsh Showground in Builth Wells. Every April we hold our **National Awards Conference**, in July we hold our **Innovative Practice Conference** and in October we hold our **National Conference**.



# National Awards Conference

This prestigious annual event is held in April in the 'Hafod a Hendre' building on Royal Welsh Agricultural Showground, Llanelwedd (near Builth Wells). It showcases the most innovative councils in Wales as well as highlighting best practice within our sector. Awards are acknowledged throughout Wales and sponsoring them offers suppliers/ organisations a fantastic opportunity to increase your profile within local councils.

The conference provides suppliers/organisations with the opportunity to participate in our prestigious awards ceremony by sponsoring or just exhibiting. As well as interacting with our members, you will also meet colleagues from Welsh Government and representatives from the public and third sectors.

Refreshments and the Lunch are all served in the Exhibition area. We give maximum opportunity for you to promote your products/services. There is ample free parking, free Wi-Fi and easy access for setting up.

A copy of the National Awards Sponsorship guide which outlines the sponsorship opportunities and how to become a sponsor of the different awards is available at the beginning of every year.



***If you would like to sponsor the conference, sponsor an award or exhibit at this conference, please contact us and we can discuss your requirements.***

# Innovative Practice Conference

This annual conference is held in July at 'Hafod a Hendre', Royal Welsh Showground, Llanelwedd. It is open to all Community and Town Councils in Wales, partner organisations and stakeholders. All Councils are invited to attend as there is an opportunity to listen to a range of interesting speakers on relevant topics, engage in thematic workshops, and an opportunity to learn best practice from other Councils.

The exhibitors and refreshments are all in the same area as the conference, giving maximum exposure for you to promote your products/organisation. There is ample free parking, free Wi-Fi and easy access for setting up.



***If you would like to sponsor or exhibit at the conference, please contact us and we can discuss your requirements.***

# National Conference

Our National Conference is held annually in late September or early October at the Royal Welsh Showground Llanelwedd, LD2 3SY. It is split between two buildings, with the main conference taking place in the Montgomery Pavillion and all exhibitors are set up in the Food Hall (Clwyd/Morgannwg).

We give maximum exposure for you to promote your organisation, your products and services. There is ample free parking, free Wi-Fi and easy access for setting up.

It is open to all Community and Town Councils in Wales, partner organisations and stakeholders. There is an opportunity to listen to a range of speakers on relevant topics, attend interactive themed workshops and learn best practice.



***If you would like to sponsor or exhibit at the conference, please contact us and we can discuss your requirements.***

# Additional Opportunities

Partners, Sponsors or Exhibitors also have the opportunity to:

- Sponsor food at the conferences
- Supply company and/or joint branded marketing information or gifts
  - Advertise in the post conference report

***If you would like more information, please contact us  
and we can discuss your requirements.***

# Meetings and Events

Suppliers have the opportunity to sponsor meetings, events and/or have a ten minute supplier slot, to present their goods and/or services at the following meetings and activities throughout the year:

**National Executive meetings**

**Area Committee meetings**

**Larger Councils meetings**

**Smaller Councils meetings**

**Cost of Living Crisis Team events & webinars**

**Local Places for Nature events & webinars**

**Digital Project events & webinars**

*If you would like more information, please contact us  
and we can discuss your requirements.*

# Website

We can offer suppliers and organisations a valuable opportunity to market their products and services to Community and Town Councils in Wales through our website. We are also continuously developing our on-line Suppliers Directory.

Members tell us that having access to a central point of information when sourcing services within their community is of great assistance – especially when three quotes are required to ensure value for money and to comply with Standing Orders.

As part of our 20th birthday celebrations, we improved our website to make it easier for everyone to use and navigate. The website is our members' primary source of information as it gives access to advice and information such as policy and best practice, training opportunities, latest news, conferences and committees.

Supplier Directory - Adverts need to be no more than 30 words and give a brief description of the service you provide.

***If you would like to advertise on our website, please contact us  
and we can discuss your requirements.***

# Direct Mailing Options

We circulate e-newsletters, e-bulletins and e-shots. Each publication is circulated to over 8,000 councillors and clerks.

**E-newsletters** - up to 6 newsletters are distributed to our members throughout the year. The bi-monthly newsletter includes items of general policy information. Adverts need to be A5 size or less and we can include your company's logo and hyperlink to your website.

**E-bulletins** – up to 24 times a year ebulletins are distributed to all councils in Wales and stakeholders including third sector and public sector partners. The bulletin provides practice based information. Adverts need to be A5 size or less and we can include your company's logo and the hyperlink to your website.

**E-shots** – we provide opportunities for you to circulate information to advertise your services to all of our member councils as many times as you would like. An e-shot can be an advert flyer which is sent out with an email to all our member councils. There is no word limit and we can include your company's logo and the hyperlink to your website.

***If you would like to advertise through our direct mailing options, please contact us and we can discuss your requirements.***

# Contact Us

For further information about the opportunities with One Voice Wales and how to get your company noticed throughout Wales,

please email Maria Mulcahy at:

**[mmulcahy@onevoicewales.wales](mailto:mmulcahy@onevoicewales.wales)**

or telephone **01269 595400**

**[www.onevoicewales.wales](http://www.onevoicewales.wales)**

**Find us and follow us on social media:**

