



# Sponsorship opportunities 2019

11-12 September 2019

Newcastle Civic Centre, Newcastle



RECOGNISING EXCELLENCE IN LOCAL GOVERNMENT FRONTLINE SERVICES



@apseevents  
@apsenews

## About the annual seminar

The event, unique in the local government calendar, will focus on all the big issues and challenges in the sector. The event will take place in the historical and cultural city of Newcastle, and brings together strategic policy issues with practical research, information and advice on frontline service improvements.

The seminar, which stretches over 3 days and includes the prestigious APSE Annual Service Awards ceremony, offers frontline service providers the chance to learn from each other, network with sector experts and develop strategies for local government services.

## About the awards

The APSE Annual Service Awards 2019 celebrate outstanding achievement and innovation within local government service delivery.

Unlike many local government awards, the APSE Awards are UK wide so they are open to APSE member and non-member councils from across the UK.

Interest and recognition in the awards has grown year on year, with over 300 submissions received for the 2018 awards. Judged by a panel of distinguished sector leaders, the local authorities who are winners and finalists receive publicity, both nationally and locally, as being exemplars in service delivery from the wider local government family.

## Sponsoring the seminar

Sponsorship provides your organisation with an excellent opportunity to get 'front of mind' with our influential delegates and speakers.

The 3-day Seminar and prestigious Awards ceremony provide the perfect platform to boost your brand profile and connect with your audience in a variety of ways. It also ensures your organisation is associated with best practice in the sector.

With opportunities tailored to suit your requirements, you can be sure of excellent exposure.

Find out more at: [www.apse.org.uk/events](http://www.apse.org.uk/events)

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# annual seminar 2019

## About APSE

The Association for Public Service Excellence (APSE) is a not-for-profit membership organisation that is dedicated to promoting excellence in the delivery of frontline public services. APSE is owned by its members and, working on their behalf, we sit at the heart of a network of local government officers and councillors from local authorities across England, Northern Ireland, Scotland and Wales.

APSE conducts research, publishes reports, and campaigns to create a positive role for local government in delivering high quality, effective and efficient public services. Our targeted training programme, regular briefings and inclusive events strive to keep council officers and elected members constantly updated on the latest public service issues. Helping us to do this is APSE's performance networks, which is the largest voluntary local government benchmarking service nationally. We also have APSE Solutions, our in-house team that offers high quality consultancy and interim management support for members and other relevant organisations.

APSE Energy is part of the APSE family and was launched with a vision to facilitate the municipalisation of energy services. We help support local energy projects and the green agenda by bringing councils together to share information, ideas, resources and best practice. Since its launch in 2014, APSE Energy now has over 80 members and the numbers are growing.

APSE provides a united national voice for our members, as well as showing them the way to move forward and develop strong, sustainable frontline services.

## Our members

We work with more than 300 local authorities across the UK. As well as local councils, we welcome membership or associate membership applications from organisations including fire and rescue authorities, police services, housing providers such as social landlords, leisure trusts, and local government trade unions.

Our diverse membership consists of experienced and highly qualified frontline service providers. These officers carry genuine influence and spending power, holding senior positions within organisations responsible for spending significant budgets in their service areas.

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## Press and media

APSE has a strong media presence, which comes from our own media outlets as well as from our relationship with various members of the press.

As well as frequently posting news on our website, we also use social media sites like Twitter and LinkedIn to share news and inform our members of any events, briefings, or other activity that we've been participating in at APSE. Alongside this, our in-house magazine, published every 2 months, keeps our members updated on APSE news and the latest developments in local authority frontline service provision.

In the magazine, you can find informative contacts from other councils where readers can discover new, innovative ways of running frontline services. The magazine is delivered to all members and is also available online.

"APSE do a superb job of helping equip local authorities to deliver excellence in frontline services. For this reason Yotta are delighted to partner with APSE as we place excellence at the heart of everything we do. APSE's research and events have consistently proven to be of a high standard and, perhaps more importantly, of great relevance to the challenging times and opportunities this sector faces. It's a privilege working with, and supporting APSE as both organisations continue to endeavour to play an instrumental role in improving council services."

**Steve White, Yotta Business Development Manager**

"Sponsorship is a great way of starting conversations with potential clients in addition to showing your support for local government and your understanding of the big issues that are impacting it."

**Paul O'Brien, APSE Chief Executive**

## Did you know?



☆☆☆☆

Over the last 12 months APSE has received a

**97%**

customer satisfaction rating

**656**

local government suppliers have showcased their products at APSE events this year



**3,434**

delegates attended an APSE seminar or training course this year

**34**

seminars this year





# annual seminar 2019

## Sponsorship packages

Our sponsorship packages have been developed to ensure maximum exposure for your brand and networking opportunities with event attendees. These include:

### Overall conference sponsor

At the highest level, we offer an exclusive sponsorship opportunity that will feature one organisation as the Headline Sponsor of the Seminar.

### Overall annual charity dinner sponsor

We offer an exclusive sponsorship opportunity that will feature one organisation as the Headline Sponsor of the Annual Dinner.

### Sponsoring a service award:

Exclusive ownership of an individual category, establishing a strong affiliation with your chosen area of excellence. Sponsorship will expose you to targeted professionals in

### Additional sponsorship

- Exhibiting at the 2-day Annual Seminar
- Sponsoring a workshop at the Annual Seminar
- Sponsoring lunch/refreshments during the seminar
- Sponsoring the Annual General Meeting reception (Wednesday night)
- Sponsoring pre-dinner drinks for the service awards
- Sponsoring lanyards, bags, seminar packs, or similar

To learn more about the packages on offer and what is included, please contact Matt Paton at Spacehouse at: 01625 666 389 or [m.paton@spacehouse.co.uk](mailto:m.paton@spacehouse.co.uk)

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