



## Current Partners

British Red Cross  
Chalvey Learning & Advice Centre  
Enterprise Project  
People 1st Slough  
Rethink  
Scout Enterprises (Western)  
Slough Equalities Commission

Slough Council for Voluntary Service  
Slough Community Transport and Shopmobility  
Slough & Eton ACL Centre  
Slough Homeless Our Concern (SHOC)  
Volunteer Centre Slough

## WHAT IS SLOUGH COMMUNITY TRAINING PARTNERSHIP

- The partnership is a coalition of local organisations who bring together the best of local training opportunities that help to support the work of local communities and voluntary groups.
- The courses that are available cover a wide range of needs and experience and the majority of the courses are free or are available at a minimum cost.
- The partnership currently has 12 members, all of which are key players in the local community.

## BENEFITS OF SLOUGH COMMUNITY TRAINING PARTNERSHIP

- This is a fantastic opportunity for any organisation that has a vested interest in Slough's local community to promote their training via the Training Bulletin to the local community
- Network with other local community training providers for ideas and updates
- Have the opportunity to circulate training information via Training Alert twice a month to over 500 contacts in the voluntary sector
- This will give an organisation a chance to promote their brand and activities in the community by sponsoring Slough Community Training Partnership Bulletin as the publication targets volunteers, community organisations, and key community members.

## TRAINING BULLETIN

- Training courses are published and promoted to Slough's community through the publication of a bulletin twice a year.
- The publication is of high quality and is full colour.
- The bulletin has a large Circulation via email, mail and via weblinks to community groups and people that are active in the community, this list is constantly growing. The remainder are distributed and circulated by the partners.
- It is important to note that the bulletin is distributed to a large majority from BME backgrounds and hard to reach grass roots communities.
- Readership of the bulletin is hard to define and is estimated to be in excess of 2,500.

## SPONSORSHIP OPPORTUNITY

- Sponsorship of the bulletin is £2,000, which will be used to cover printing and distribution costs.
- The sponsor will receive space on the bulletin to promote their organisation and for their logo.

## BENEFITS OF SPONSORSHIP

- The bulletin is value for money in comparison to other publications that target the same market.
- Reaches hard to reach communities and individuals that cannot be accessed by mainstream advertising
- Will enhance and promote the brand through associations and the values of the partners involved.

## CONTACT

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