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NSCC
NETWORK

National
Social Care
Conference
Network

**Founding Partner
Opportunities**





Hello

As the incoming Cadeirydd of ADSS Cymru, it is my pleasure to introduce you to the brand new National Social Care Conference (NSCC) Network, which launches in May 2025.

The conference is a pivotal event, creating space for reflection, learning and inspiration. It enables ADSS Cymru Members to connect with partner organisations who work with and alongside the social care sector to deliver crucial care and support for some of the most vulnerable people in our communities.

In joining together in this way, we develop a shared understanding of the challenges and the possible solutions that can be created through working in partnership.

Every year, the National Social Care Conference brings us together in a creative space to forge new connections and nurture vital relationships through inspiring and thought-provoking conversations. These interactions spark a powerful ripple effect as people return to their workplaces, invigorated with fresh ideas and energy. However, we recognise that sustaining this impact can be challenging as the buzz of the conference fades and the demands of daily work take over.

That's why we are launching the National Social Care Conference Network. We want to create a year-round opportunity for these important conversations to continue: to pool knowledge; to share learning; and to nurture and grow our ever-important professional community.

The Network will be the space where ideas meet opportunity and, together, we will continue to shape the future of social care in Wales.

I hope that you will want to join with us and be part of this new and exciting Initiative. Please read on for more information and how to get involved.

Claire Marchant

Cadeirydd, ADSS Cymru (April 2025)



The new NSCC Network

The annual National Social Care Conference (NSCC) is a powerful example of what can be achieved when ADSS Cymru members, and our partner sponsors and exhibitors, come together to develop a shared understanding of the challenges faced by the sector, and the possible solutions that can be created through purposeful collaboration.

The conference also generates an informal network through the professional relationships that are created and strengthened each year. As the creator of the NSCC, and as one of the independent yet influential thought-leadership organisations shaping the future of social care, ADSS Cymru is now establishing a more formal network that enables these important relationships to grow and flourish, supporting each other and the wider sector.

We recognise the pressure that our colleagues in the social care sector and wider organisations are facing, and we want to do everything we can to make the Network widely accessible to all those who would benefit from the meaningful connection, engagement and collaborations created.

Our aim is that the NSCC Network will energise and invigorate the collective social care leadership contribution across the public, third and private sector landscape in Wales: enabling innovation; supporting improvement; and driving positive change for our people and our communities.



Founding Partners

As a Founding Partner of the NSCC Network, you will position your organisation at the forefront of innovation, collaboration, and influence within the social care sector, making this a compelling opportunity for leaders and organisations who are seeking to make a lasting impact.

By becoming a Founding Partner, your organisation will have the opportunity to connect with like-minded peers dedicated to improving service delivery in Wales. The Network aims to actively shape future initiatives that drive advancement in social care; by becoming a partner organisation, you will be involved in those conversations with sector leaders and partner organisations.

You will also be offered the opportunity to share your own projects and innovations with the broader Network membership through newsletters, bespoke events, and other channels as the Network grows and the programme develops.

Additional benefits include preferential access to the annual National Social Care Conference and related events, invitations to exclusive briefing events with ADSS Cymru and key stakeholders, and access to a regular members' bulletin highlighting events and opportunities to inform and enhance practice.

The Opportunities

Thought Leadership and Influence

As a Founding Partner, your organisation will enjoy a valuable opportunity to shape the development and direction of the Network, positioning yourselves as thought leaders in the social care sector. Being part of the Network from the beginning will allow our partners to engage in meaningful conversations that affect the future of social care.

Strategic Networking Opportunities

The NSCC Network formalises the existing relationships and builds on the extensive connections created through the National Social Care Conference, allowing our founding partners access to a robust network of organisations. As a Founding Partner, you will collaborate with key stakeholders, decision makers, leading practitioners, policymakers, and innovators to address sector challenges collectively.

Increased Brand Visibility and Recognition

Partnering with a respected organisation like the NSCC Network, endorsed by ADSS Cymru, will enhance credibility of our partner organisations and demonstrate your commitment to advancing social care. Founding Partners will be offered opportunities to showcase their expertise, highlight their contributions and innovations in the sector to an engaged and relevant audience through tailored campaigns, quarterly open mic nights and other events.

Business and Growth Opportunities

By becoming a Founding Partner, you will gain additional insights into sector challenges and trends, helping you to tailor your services or solutions to better meet the needs of the social care community, enhancing your business growth opportunities. By becoming part of the network, organisations will strengthen relationships with potential clients, collaborators, and other sector leaders expanding your business market potential.

Long-Term Impact and Legacy

As a Founding Partner, your organisation's pioneering role in establishing the Network will be part of its enduring legacy in shaping the future of social care. The network will provide the focussed space and time to nurture and develop the longer-term trust, relationships and commitments that are needed to create sustainable transformation.

Alignment with Social Responsibility Goals

In partnering with the Network, you confirm your alignment with our organisational values of contributing to meaningful societal change and supporting vulnerable communities. Becoming a Founding Partner requires a proactive approach to addressing critical challenges in social care and will demonstrate your organisation's commitment to social care excellence.



The Invitation

The NSCC Network is committed to partnering with a range of organisations. For suppliers of services and products to social care and related sectors, becoming a Founding Partner offers an exceptional opportunity to connect with others, make a difference to vulnerable communities and promote awareness of your organisation.

NSCC Network Founding Partner (£10,000 plus VAT)*

We want to include organisations of all sizes, fostering a diverse mix of representation, experience, and opportunity to help shape the future of the network. All founding partners will enjoy equal influence and opportunities, regardless of their size. All partners will play a role in promoting fairness and inclusivity to ensure this vision is realised.

This opportunity is limited to 12 organisations, for the period up to and including 31 March 2026. Those who are unsuccessful in their Founding Partner application in year one will be able to join us as members, details of which will shortly be published.

***We're committed to finding the right fit for you, whether you're a smaller organisation or a larger entity. We'd be happy to explore how we can tailor a package or discuss potential concessions to suit your budget as an SME or Third Sector partner. Please get in touch to discuss further.**

Benefits Summary

Category	Benefit	Partner	Member
Brand awareness and recognition	Named 'NSCC Network Founding Partner'	✓	
	Digital marketing campaign produced with our experienced team around the launch of the partnership	✓	
	Logo and branding displayed on the network web page and associated digital comms, including any digital materials produced for member events	✓	
	Partner spotlight on social media: feature in a series of posts on social media channels, generating buzz and excitement around their brand	✓	
Conference and related events	Opportunities to sponsor and exhibit at conference (as a preferred partner)	✓	
	Preferential terms for delegate tickets	✓	✓
	Preferential exhibitor and/or sponsor opportunities	✓	✓
	Priority booking access for tickets and/or exhibition space	✓	✓
Quarterly membership events	May: "The Year Ahead" - join us for our LIVE launch event and an introduction to the incoming ADSS Cymru Cadeirydd	✓	✓
	July: An online audience with Claire Marchant, Cadeirydd, looking ahead to this years' conference	✓	✓
	October: Exclusive brunch on day 1 of NSCC for Network Partners and Members, with the Cadeirydd and ADSS Cymru Leadership team	✓	✓
	January: An online lunch-and-learn session tailored to current landscape and upcoming priorities	✓	✓
	Founding Partners will also participate in our rolling monthly programme of online events, which offer the opportunity of speaker slots, contributing towards content and taking part in discussion panels.	✓	✓
Exclusive events and opportunities	Founding Partner Lunch in April with ADSS Cadeirydd and Members of the ADSS Cymru leadership team	✓	
	Participate in and present at briefing webinars to Network members	✓	
	Sponsor and support relevant themed Open Mic events (online) where members pitch for opportunity to address the network and share their insights	✓	✓
Network newsletter	Receive and contribute to a quarterly newsletter sharing information, opportunities and good practice from fellow partners, members and ADSS Cymru	✓	✓
Briefings	Founding Partners will join and lead conversations around key issues facing the sector, by helping to shape or take part in briefings, panel discussions, etc.	✓	
	Opportunity to attend (online) and receive written briefings on current events and changes including research, strategy, policy and practice	✓	✓



The Benefits

Brand awareness and recognition:

Gain recognition through a tailored digital marketing campaign, prominent logo and branding placement on the Network website and digital communications, and a featured spotlight in a series of engaging social media posts to generate excitement and boost your brand visibility.

NSCC Conference opportunities:

Enjoy exclusive conference benefits, including priority booking for tickets and exhibition spaces, preferential terms for attendance and sponsorship, and the opportunity to sponsor and exhibit as a preferred partner. Plus, gain access to a private brunch with the Cadeirydd Team and speakers on Day 1 of the conference.

Quarterly membership events:

Join us in key membership events throughout the year, including face-to-face and online opportunities such as "The Year Ahead" briefing in May, "An Audience with the Cadeirydd," in July, conference lunch discussions, and interactive lunch-and-learn sessions. Partners contribute to speaker slots, panel discussions, and content collaboration.

Exclusive events and opportunities for Founding Partners:

Partners are invited to an exclusive lunch with the ADSS Cadeirydd and Board members in April, alongside opportunities to present at member briefing webinars, sponsor quarterly themed Open-Mic events, and participate in these sessions to share insights and engage with the network.

Network newsletters and blog posts:

Stay informed and connected through newsletters featuring blogs, news updates, and case study examples of best practice from network members.

How to Apply

To become a Founding Partner of the NSCC Network, you are invited to submit an Expression of Interest (EOI).

This should outline your commitment to the vision of the network, the value that your partnership will bring, and how you hope to contribute to its growth and development. Your EOI should also include confirmation that none of the specific exclusions to partnership (see next page) apply.

EOIs will be reviewed by the ADSS Cymru Leadership team to ensure alignment with the network's goals and principles. If unsuccessful on this occasion, organisations will be invited to join the waiting list to become a partner in the following term, after April 2026. You may of course join as a member of the network in the meantime.

Our aim is that this process will help to ensure that Founding Partners represent a diverse, engaged, and collaborative community, setting a strong and impactful foundation for the network's success.

If you have any questions about the application process, or the role of Founding Partner, please contact Louise Sweeney, our Network Lead. Louise can be contacted by emailing louise.sweeney@adss.cymru or telephoning 01443 742641.

About ADSS Cymru

ADSS Cymru (the Association of Directors of Social Services Cymru) is the professional and strategic leadership organisation for decision makers within social services in Wales. It represents statutory directors of social services and senior leaders from all 22 local authorities across Wales, as well as regional partnerships. ADSS Cymru plays a vital role in shaping and influencing social care policy, championing collaboration, and driving improvements in the sector to ensure better outcomes for individuals, families, and communities. ADSS Cymru represents over 320 members, ensuring a strong, unified voice for social care in Wales.

Notes & guidance

Partnership

NSCC Network welcomes working in partnership with a range of external organisations, and we also seek opportunities for income generation through sponsorship. However, it is vital that we maintain our independence and do not allow external partnerships to bring the name of NSCC Network into disrepute. This section has been developed to ensure clarity and openness to all stakeholders.

NSCC Network seeks to:

- Establish productive relationship with partners
- Generate income from those partnerships
- Be open and transparent in its dealings with external organisations
- Work on initiatives that do not compromise the independent status and reputation of NSCC Network
- Work with organisations who are consistent with our values
- Ensure no company/organisation can expect exclusive relations with NSCC Network to give that company/organisation an advantage over its competitors

Potential partners will be invited to submit an expression of interest, within which they will be asked to demonstrate:

- Commitment to positive change in the sector
- The value their partnership will bring to NSCC Network and to themselves.
- Confirmation that none of the specific exclusions we've listed within the Network Partners manual apply (for example, organisations that support gambling, alcohol, etc).

For further information on this, please contact NSCC Network.

Exclusions

The NSCC Network will not offer for use or sale as part of any partnership arrangement personal data, which it holds under the Data Protection Act or General Data Protection Regulation. The NSCC Network insists on the retention of complete editorial control over its published work and, whilst happy to receive suggestions, does not allow partners to decide the content of publications, conferences, seminars, or other events.

The NSCC Network will not work with, or accept donations from, organisations whose activities, policies, aims or objectives contradict or distract from its own. The full list of these can be found at nsc.cymru/network



Further Information

All prices listed are subject to VAT.

For further information or to discuss a package to suit your budget requirements, please contact:

Louise Sweeney – Network Lead

louise.sweeney@adss.cymru

01443 742641

Requests to negotiate on the cost of our partnerships will be considered. Accepting sponsorship does not advocate endorsement or support for the partner's products or cause, please see notes and guidance.

