

Strong Performance Built on Construction

SLG has delivered one of its strongest years in its 45-year history, exceeding turnover targets and achieving record profitability. We not only delivered growth but reinforced our position as trusted advisers, with consultancy now accounting for nearly a third of revenue.

We have broadened our client base, ensuring no account exceeds 20 percent of turnover, and secured recognition as the only construction-specialist agency cited by both Campaign and Marketing Week.

Internally, we achieved our best staff satisfaction scores, 100 percent retention, and record uptake of training, with new expertise in AI and crisis comms enhancing client value. Combined with our advisory board roles, sector reports, and policy contributions, SLG continues to shape the construction marketing landscape while delivering consistent commercial success.

118%

against revenue target

91.12%

gross profit, the highest in SLG's history

32.4%

of revenue from consultancy services

100%

client retention and best-ever staff satisfaction

