



Pencampwr Partnership for the Promotion of Welsh Medium Education – Promoting Welsh medium education together

Commissioning project work

Specification reference PH007

Draft Engagement and Marketing Strategy for the partnership of the Pencampwr.

Introduction

The Regional Welsh-medium Education Promotion Pencampwr and the partnership of Local Authorities, Mentrau Iaith, Cymraeg i Blant, RhAG and the Welsh Government, in the south-east Wales area are looking to commission a Draft Engagement and Marketing Strategy for the Pencampwr partnership members.

The aim of the partnership is to create a Wales where everyone is free to learn and speak Welsh.

The aim of the PH007 project is to facilitate the work of the local Education Forums and promote Welsh medium education by creating a resource for the members of the partnership to own and populate by local authority area. We are commissioning a Draft Strategy, not a Strategy. The Draft Strategy will include example/s of, and instructions on how to go draw up all the elements of an Engagement and Marketing Strategy, from the vision to use of social media.

The aim of the Engagement and Marketing Strategies for Welsh-medium Education once they have been adopted locally is to get people to feel that Welsh-medium education is suitable for them, and choose it.

Background

Each local authority has a Welsh in Education Strategic Plan (WESP) which was updated in 2022 for the next 5 and 10 years. Their aims are based on growing Welsh-medium education and increasing the numbers of children, young people and adults who speak Welsh. The local authorities are responsible for their plans which have been drawn up in conjunction with local and national organisations. They are accountable to the Welsh Government for their outcomes and their success is dependent on everyone working together effectively through the local Education Forums.



We know that not everyone in south-east Wales knows that Welsh-medium education is available locally and suitable for them. Promoting Welsh language education is therefore essential to realising the objectives of the WESPs and working towards the Welsh Government's target of achieving a million Welsh speakers by 2050.

We believe that the Draft Engagement and Marketing Strategy will enable organisations to identify and consolidate the elements that are already in place, such as booklets to promote Welsh-medium education, web pages, Welsh play sessions for Children, officers of Mentrau Iaith and Information Services for Families attending local festivals, working with childcare settings, showcasing the fun and successes of Welsh-medium schools, etc. Despite considerable activity, there is little focus on a unified campaigns, messaging, and branding. We realise that professionalising the work by drawing up and implementing a Draft Engagement and Marketing Strategy would enable better collaboration, better recognition of the roles of the partners, and a better experience for the public.

These are examples of materials to promote Welsh-medium education in south-east Wales.

Vale of Glamorgan Council

<https://www.valeofglamorgan.gov.uk/cy/living/schools/Welsh-Medium-Education/Welsh-Medium-Education-and-Resources-for-Parents.aspx>

<https://www.valeofglamorgan.gov.uk/en/living/schools/Welsh-Medium-Education/Welsh-Medium-Education-and-Resources-for-Parents.aspx>

Mudiad Meithrin

<https://www.youtube.com/watch?v=AOSspCzh6ow&list=PLrUunC9eiE2w9VM6WRXmINit85akJLZpm&index=1>

Torfaen County Borough Council

<https://www.carreg-lam.com/>

Newport City Council

<https://www.newport.gov.uk/documents/Schools-and-Education/Welsh-in-Education/Becoming-Bilingual.pdf>

Contract Details

Title

Draft Engagement and Marketing Strategy

Project Reference

PH007



Description

The aim of the PH007 project is to facilitate the work of local partnerships and promote Welsh-medium education by creating a resource for the members of the partnership to own and populate by local authority area.

We are commissioning a Draft Strategy, not a Strategy. The Draft Strategy will include example/s of, and instructions on how to go about drawing up all the elements of an Engagement and Marketing Strategy, from the vision to social media direction.

The audience

The Pack is for the Pencampwr partnership.

The resource will be suitable for people without experience of engagement and marketing to use. It will be the basis for discussions on drawing up local engagement and marketing strategies.

We will share the resource with the partners and place it in the partners' only section on the Pencampwr's website. It may be shared more widely amongst practitioners, at an all Wales level. It will not be available to the public.

The content

Example/s of or relevant description of:

- Vision (such as can be found the local Welsh in Education Strategic Plans)
- Main objectives (3-4) and indicators
- Brand
- Narrative / Main messages
- Tactics
- Partners and How we work together
- Stakeholders with the public and how we relate to each other
- Main contacts for the public and stakeholders to have discussions
- A work plan to implement the main objectives which includes public engagement and social media (actions to be taken from the WESPs)
- Calendar of events
- List of campaign resources, e.g. Being Bilingual booklet, web page, videos of people's experience, Mudiad Meithrin videos, 'Apply for a Place at School' book, pop-ups,
- The media
- The organisations' social media accounts, including YouTube, Facebook and Twitter
- Other media – newspapers, local papers, Radio Cymru, Radio Wales, BBC, ITV
- Details of the campaign's social accounts including the main council account, specific accounts, hashtags



- Details – campaign language, which partners to include @cymraegibawb, @menteriaithlleol, images
- Include smaller campaigns e.g. immersion of latecomers, transition from primary to secondary, etc
- Curating the online content – types of content – original, repurposing, engagement
- How to respond to comments
- Measuring impact – data, indicators, surveys, brand recognition
- Review the Strategy and celebrating successes.

We expect all resources in the name of the Pencampwr to promote inclusion and sustainability.

Output

In Welsh and English

Branding

The pack will make use the Pencampwr's branding – which is being designed.

Process

The successful company will be expected to work closely with the Pencampwr (Llio Elgar) and a small team from the partnership to understand the current position and ensure the quality of the output.

The Pencampwr will be able to provide examples of existing messaging and actions for the successful company to develop / include.

A small panel of the Pencampwr's Board will approve the strategy. The successful company is expected to make some changes to the strategy following the Board's feedback.

Timetable

We intend to commission the work in August 2023.

Language

The successful company is expected to work through the medium of Welsh and English.

Contract Award Date

Applications must be received by 5.00pm on 22 August 2023, and awarding will take place by 31 August.



Date of Submission

30 October 2023.

We will need to receive regular updates on the project's progress to ensure that the partners are kept up to date on the work being done.

Budget

Costs and expenses must be included within the budget.

Contract Value

Up to £4,000 including VAT. The money will be paid within 28 days of the submission of an invoice after the completion of the project. The invoice must be delivered to Menter Caerffili, as the host organisation for the Pencampwr, stating the project title and reference number. Full invoicing details will be provided at the time.

Criteria and Eligibility

The applicants for this project will have to provide information and evidence of the following:

- A description of how you will undertake the Draft Engagement and Marketing Strategy: actions, responsibility, timing
- Previous experience of creating similar strategies, experience of working and co-creating with other clients, awareness of bilingualism and inclusion, and experience of creating strategies relating to third sector partners / organisations representing communities in south-east Wales
- Quality: internal quality verification and checking with the client

Information against each of the above will have to be provided in order to be considered, and you are welcome to include any additional and relevant information. You will also be expected to keep in touch regarding the project's progress and if questions arise.

For further information or for a discussion about the requirements, please contact lloelgar@cymraegibawb.cymru before 22 August 2023.



Partner Details

Welsh-medium Education Promotion Pencampwr

Cardiff Capital Region Local Authorities

Blaenau Gwent County Borough Council
Bridgend County Borough Council
Caerphilly County Borough Council
City and County of Cardiff
Merthyr Tydfil County Borough Council
Monmouthshire County Council
Newport City Council
Rhondda Cynon Taf County Borough Council
Torfaen County Borough Council
Vale of Glamorgan Council

Cardiff Capital Region Mentrau Iaith

Menter Bro Ogwr
Menter Caerdydd
Menter Caerffili
Menter Casnewydd
Menter Iaith Blaenau Gwent, Torfaen and Monmouth
Menter Iaith Bro Morgannwg
Menter Iaith Merthyr Tydfil
Menter Iaith Rhondda Cynon Taf

Other partners

Cymraeg i Blant
Mudiad Meithrin
Parents for Welsh Medium Education (RhAG)

Principal Funding Organisation

Welsh Government