



# 21st Century Schools and Education Programme publicity guidance

## Publicity for 21st Century Schools and Education Programme

This document covers publicity guidelines for information released relating to the 21st Century Schools and Education Programme. Branding, press notices and key acknowledgement statements are included here.

## Branding

### Branding and logo rules

If your project has been match funded by the 21st Century Schools and Education Programme, it is your responsibility to ensure all contractors and project sponsors associated with your projects adhere to branding guidelines for this programme as agreed in your project funding contract. As such all project contractors and sponsors are required to display both the Programme logo and the Welsh Government logo on all signage and press releases.

The Programme logo is:

Ysgolion yr 21ain Ganrif  
21st Century Schools

Here is the Welsh Government logo:



Llywodraeth Cymru  
Welsh Government

If the Programme logo and the Welsh Government logo are being used on your websites, it will be useful to have links to the 21st Century Schools and Welsh Government website, i.e. '[21stcenturyschools.org](http://21stcenturyschools.org)' and '[www.gov.wales](http://www.gov.wales)'.

Any logos used must not be altered, redrawn, or cropped in any way as this affects the impact and quality of the logo.

Logos are available in the following formats:

**JPG** for desktop publishing (MS Word, PowerPoint, etc.)

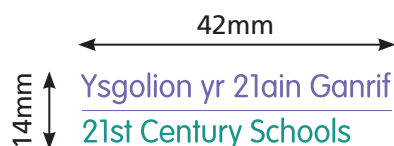
**EPS** or **TIFF** for high quality printing

**GIF, JPG** or **PNG** for web.

All logo requests should be made to [21stcenturyschools@wales.gsi.gov.uk](mailto:21stcenturyschools@wales.gsi.gov.uk)

## Logo size and wording

The 21st Century Schools logo must be reproduced to a satisfactory quality when enlarged, and fully legible when reduced in size. The minimum size permitted is 42mm x 14mm (x and y axes).



## Billboards and plaques

Bilingual billboards and plaques acknowledging all funding sources must be erected during the construction phase at all infrastructure or construction sites for projects supported by the 21st Century Schools and Education Programme.

The display of the logos must meet the following criteria.

- Both the 21st Century Schools and Education Programme logo and the Welsh Government logo should be used.
- Both logos should have equal prominence to any other funding partner logo.

When deciding on the wording of plaques please remember the following:

- A plaque needs to tell the story, think about the message you want to convey (is it to acknowledge funding? Is it to commemorate an opening ceremony? Is it both? Name of the project? Who's involved? What's the date?)
- The message needs to be communicated clearly, concisely and consist only of the facts.
- The Welsh text should be positioned so that it is likely to be read first.

If a Minister is being asked to unveil a plaque, ensure the relevant Minister's Office is aware and has the opportunity to comment.

Dates on plaques should be written 01 January 2017 in English and 01 Ionawr 2017 in Welsh. Do not use 'st', 'nd', 'rd', 'th' in the English. Do not use 'af', 'ail', 'ydd', 'ed', 'eg', 'fed', 'ain' in the Welsh.

On project completion, a permanent bilingual sign or plaque should be erected, formally acknowledging the involvement of the Welsh Government and the 21st Century Schools and Education Programme. A draft version of this must be sent to Welsh Government officials for clearance.

Site signage example



Plaque example



## Press coverage

### Press releases

Press releases are an important way of engaging with the media and communicating messages to the general public.

All press releases, features and advertorials relating to a project or beneficiary (e.g. announcing a project approval, a launch event, achievement of milestones) must acknowledge the funding received from Welsh Government and specifically the 21st Century Schools and Education Programme. It is the responsibility of the local authority/further education institution to ensure that all press materials, including those generated by project contractors and sponsors, clearly acknowledge Welsh Government support.

It is essential for project sponsors and the Welsh Government to work together to ensure all parties are fully acknowledged. An example press release is given in the Annex. In addition, examples of statements that should be included are given below:

- This project has been match funded by the Welsh Government through its 21st Century Schools and Education Programme.
- The project, backed with £\*\* million from the Welsh Government's 21st Century Schools and Education Programme, will help...
- The project is 50% match funded by the Welsh Government, through its 21st Century Schools and Education Programme.
- The £1.4 billion funding is part of the first wave of 21st Century School projects, which will be delivered by 2018–19.
- The 21st Century Schools and Education Programme aims to transform the learning experience of learners, ensuring they are taught in classrooms with the technologies and facilities needed to deliver a 21st Century curriculum.

To monitor this requirement, all draft press releases must be sent, as early as possible prior to publication, to the 21st Century Schools and Education Programme Team at **21stcenturyschools@wales.gsi.gov.uk**, in accordance with your project grant award letter.

This arrangement will also allow us to consider the inclusion of a Ministerial quote and/or Ministerial attendance at a proposed event, as well as possible involvement during the event planning stage. It will also ensure we can maximise any publicity relating to events, project achievements and milestones/case studies by promoting stories on the 21st Century Schools website and potentially gaining regional, national or EU coverage.

As part of your press release, you should describe the community benefits/benefits realisation aspects of the project e.g. raising skills, job creation, education service and business support.

Where possible, project funding announcements and achievements should be accompanied by case studies to demonstrate how the project will create benefits for people; businesses; communities; and the environment of Wales. Using human interest stories is a powerful way of communicating the message of the benefits of investment and increases the prospect of media/press coverage.

## Ministerial visits, launch events

The 21st Century Schools and Education Programme Team must be informed as early as possible of any events, visits or key project milestones in relation to capital funded schools projects, such as the turf cutting/topping out ceremony, official opening, contractor project events, launch plans and arrangements.

In many instances, a Welsh Government Minister may be interested in attending project launch events, and also may visit projects in progress to see how funding is being used. The team will work with local authorities to organise these events and Ministerial attendance.

We would also welcome any photographs or case studies of your project, which you have agreed to supply as part of your project grant award letter. We will display on our 21st Century Schools website to share good practice nationally, and may include them in corporate Welsh Government publicity with your consent.

## Welsh language

In line with the Welsh Language Standards, all publicity activity relating to your project must be bilingual and it must adhere to the guidance for the use of the Welsh language in Welsh Government communication and marketing work. Contact **communicationcontractsmailbox@wales.gsi.gov.uk** to obtain a copy of this guidance. This guidance applies to all Welsh Government funded programmes.

## Annex

Example press release

---

# New £40m Port Talbot school officially opened by Kirsty Williams

13/03/2017

## **A new £40m school for Port Talbot has been officially opened by Education Secretary Kirsty Williams.**

Ysgol Bae Baglan took 18 months to build, with £20m coming from the Welsh Government's 21st Century Schools and Education Programme.

The programme is worth £1.4 billion over 2014 to 2019 and is the largest investment in schools and colleges since 1960s. All 22 local authority areas are benefitting from the money, with construction underway on 53 projects and 59 completed to date.

Funding of around £126 million from the programme has been earmarked for Neath Port Talbot.

The new building has capacity for 1500 pupils, and replaces three secondary and one primary school. It is one of only seven all-through schools in Wales that will educate pupils from age three to sixteen.

The school will stay open until 10pm on weekdays, with the canteen transforming into a cafe open to the community.

Kirsty Williams said:

"This wonderful new £40m school is the biggest single education investment for the county to date. When you look around this fantastic site it is evident this has been money well-spent.

"It means children and young people in the area have the most modern environment available for their education and realising their ambitions.

"This project is not only benefiting the teachers and children, but has provided training and work experience opportunities for the local community, and jobs for local supply chains.

"This school will also be an invaluable community resource for sport and recreational activities for individuals, groups, clubs and societies to use and enjoy. This is another example of how we are continuing to invest in our schools and in the community."

Ysgol Bae Baglan has been shortlisted for a prestigious award by the Royal Institution of Chartered Surveyors.