

Communications and Marketing meeting

Date: Tuesday 14 October 2025

Time: 11.0am – 12.30pm

Location: ACT, Ocean Park House, East Tyndall Street, Cardiff, CF24 5ET.
A Teams link will be available for those unable to attend at the venue.

Attendees:

Venue:

- Karen Smith, NTFW
- George Coulton, Welsh Government
- Izzy Birkett, ACT
- Alison Collingridge, Cambrian Training
- Kris Petkova, Cambrian Training
- Mike Bell, Educ8
- Mary Mann, ITEC Skills and Employment
- Liam Oates, ITEC Skills and Employment

Joined via Teams:

- Emma Rączka, Medr
- Kaleigh Caulfield, Coleg Y Cymoedd (NPTC Group)
- Berni Colfer, B-wbl (Pembrokeshire College)
- Tracy Swannick, Cardiff and Vale College
- Jessica Jones, ITEC Skills and Employment

1. Welcome and apologies of absence

Karen welcomed everyone and thanked ACT for hosting the meeting.

Apologies received from Sian Powell Welsh Government, and from the organisations not represented:

- Coleg Cambria
- Grŵp Llandrillo Menai
- Gower College Swansea

2. Actions from the last meeting

Action 1: Reviewing the apprenticeship vacancies platform.

Three options, have been taken forward and are with the Welsh Government Policy Team and Medr. Will consult with the group as soon as they are in a position to do so.

Action 2: Apprenticeship Ambassador Scheme

a) All: Nominate one apprentice for the Apprenticeship Ambassador Scheme
There are currently 5 ambassadors, but there is still time for you to put forward a learner. Golley Slater to be invited to present at a Comms meeting.

b) George: Advise on the themes and topics to be covered.

Case studies in life-science sector also digital – AI, etc. Would like to also use this sector for Apprenticeships Week.

b) George: Ask England to give a presentation on how they are using the model.
England model works. Liaising with colleagues as to the system they use.

3. NTFW update

EuroSkills Welcome Home Event

An event was held at the Pierhead Building, Cardiff Bay on 9 October, to welcome home the competitors from EuroSkills. It also marked the launch of the 'Torch Relay', which celebrates the WorldSkills UK finals coming to Wales. The relay will travel to 11 locations comprised of colleges and independent training providers.

SkillsFest 2025

A series of CPD sessions is taking place between 21 October – 5 November, including Beauty Therapy; Carpentry and Joinery; Cyber Security; Additive Manufacturing; Automation; Electrical Installation; 3D Game Art, Wind Power Systems' and Creative Make-Up.

<https://inspiringskills.gov.wales/events>

WorldSkills UK

From 26-28 November the WorldSkills UK finals will be taking place in Wales and there is the opportunity to view competitions that are taking place. Locations are: Bridgend College, Cardiff and Vale College, Coleg Gwent, University of Wales Trinity St David and University South Wales. Places need to be pre-booked by emailing: matthew.watts@colegssirgar.ac.uk

<https://mcusercontent.com/b74b7329334b769e0926b914b/files/bab5ee12-37d5-c4ad-1390-ce633b53b1b4/WorldSkills%20UK%202025%20-%20Competition%20Tours.pdf>

The National Finals will be livestreamed on 26 & 27 November. Link to register:
<https://www.worldskillsuk.org/skills/national-finals-2025/>

Skill Competition Wales

Competition briefs are now available online: <https://inspiringskills.gov.wales/competitions>
Registration open 24 November-5 December.

Apprenticeships Fair

Taking place on Wednesday 11 February at the Senedd, Cardiff Bay 11.0am-2pm. The format will be the same as this year, with each apprenticeships contract holder showcasing a skill from one of their apprentices and offering a 'Have a Go' activity to those attending. Providers are also asked to invite employers to encourage attendance from MS's.

4. Welsh Government update

Apprenticeship Week – 9-15 February 2026

- English: <https://www.gov.wales/apprenticeships-genius-decision/apprenticeship-week-wales-2026>
- Welsh: <https://www.llyw.cymru/prentisiaethau-dewis-doeth/wythnos-prentisiaethau-cymru-2026>

This will focus on the Minister's priority sectors - energy, carbon, digital, AI. Assets to be ready November/December. Objectives are increasing employer awareness; educate on the benefits of hiring an apprentice and seeing a 5% increase in conversion. This is currently at 3%. These stats have been taken from the Omnibus survey. Working with some of the larger employers on how they can get involved. Careers Wales looking at school engagement.

User generated content will be used from previous employers that they have worked with. Will go out to the group if more employers are needed.

Minister keen to do a number of visits in the run up to and during Apprenticeship Week.

Action 1 All: Send George a brief overview of any potential visits in the run up to and during Apprenticeship Week.

Action 2 All: Send Comms plan to George, before Christmas break.

Welsh Government Campaigns

Individuals offer – Apprenticeships, PLA, JGW+, ReAct+.

A new concept is being developed which will encompass the whole offer for individuals - 'Let's Get to Work'. Although nothing is confirmed, this could mean that Genius Decision will be phased out.

Redundancy: Looking at Neath Port Talbot area due to TATA closing.

Employers: Currently 'We're in your Corner'. A new concept is being developed similar to the UK Government 'Skills for Life' Looking at names and straplines. Maybe 'Skills for the future'. A focus group for employers will be set up. The Comms and Marketing group will also be asked to comment.

Green Skills agenda – Energy and Carbon Apprenticeships. Please advise if you need any support as there has been difficulties recruiting into this sector.

Results Week – The Young Persons Guarantee, targeting 16-24. This campaign was reduced during the summer so it can be more consistently seen throughout the year – now, January and March.

TikTok – Welsh Government now have a TikTok channel and are working with a group of young people. One piece '10 things you missed this week', had 150,000 views. Working on something for Apprenticeship Week.

You will find all Welsh Government assets on Brandkit (Select 'Economy' and scroll down to 'Apprenticeships') <https://assets.service.gov.wales/>.

5. Medr Update

The Apprenticeship Programme in Wales Consultation

<https://www.medr.cymru/en/News/medr-2025-17-apprenticeship-programme-in-wales-consultation/>

The consultation will close on 31 October 2025. Events have taken place both online and face to face. Due to demand, an additional session is taking place online on 22 October 10am-12pm. You must register to attend this session. If full, email apprenticeships@medr.cymru and ask to be put on the waiting list.

Phase 2 of the Regulations Consultation will open on 22 October for 8 weeks.

Any case studies, good stories around the value of apprenticeships, human benefit, etc. to be sent to Emma: emma.raczka@medr.cymru

In the process of recruiting senior managers.

6. Round table updates from Members

Coleg Cambria

- Holding open days across all sites in November.

Itec

- Attending the Welsh Business Show today.
- Trialing a new have a go activity around Project Management.
- Won a contract to run boot camps for the DFE in High level management.
- Apprenticeship Week – Looking at marketing plan.
- Gathering case studies to use on their social channels - Welsh language is getting good engagement.
- Covering Welsh Awareness Day and Shwmae Day tomorrow.

ACT

- Internal events included a staff strategy day; hosted the first networking event for CIPD learners where 3 speakers were brought in. This was trialed as it was felt the learners weren't getting the opportunity to meet. Three speakers were brought in and learners from level 3-5 got the opportunity to network with the speakers and other learners. Now looking to extend this into other areas.
- External events to attend include: Skills Cymru, Wales Tech Week, ProcureX and holding their WorldSkills UK Team Wales Torch Relay event next Wednesday.
- Success Through Skills – Internal Learner and Employer awards (these include their subs)
- Work being done on the website. Using hotjar.

Educ8

- Annual graduation event took place on 18 September. Speakers included Jack Sargeant MS, Lisa Mytton, NTFW, Medr and a past contestant from Dragons Den. Moving forward looking to hold the event across 2 days or move to a bigger venue.
- Launched their Employer Recognition Awards, of which there are 3 categories.
- Shwmae Day – Different activities will be taking place.
- Elevat8 – This is their schools offer, which will be delivered as workshops.
- Apprenticeship Week – Looking at marketing plan.
- Angharad (was Itec) will be working for Educ8.

Cambrian

- This September marked their 30th anniversary – New assets were developed for the campaign '30 days of September'. This included a corporate video. The videos featured training officers, apprentices and employers. The campaign also featured Adult Learners Week, Hospitality Apprenticeship Week and Zero Waste Week.
- Autumn graduations will take place on 4 November at the Royal Welsh Winter Fair, which is to be one of the locations for the Team Wales Torch Relay.
- Attending Career Events in collaboration with other providers.
- Created a competition to encourage learners to sign up for Skills Competition Wales.
- Engaging with schools through webinars around hospitality. This is being delivered to learners who are considering their options.
- Planning for Apprenticeship Week.

Skills Academy Wales at NPTC Group

- One of their CIPD level 3 learners has been shortlisted for the Caerphilly Business Club Awards - Apprentice of the Year. Looking to do an article on this.
- Coleg y Cymoedd Apprenticeship section of their website is currently being updated and will be going live in January, this will include an AI Bot.
- Awards will be taking place during Apprenticeship Week.

Cardiff and Vale College

- Massive congratulations to Sgil Cymru learner Will on winning the Skills for Work Award at the recent Inspire! Awards. Will is a technician at Real SFX.
- CAVC awards are being held during Apprenticeship Week on the 12 February.
- Hosting 18 WorldSkills UK competition finals at the end of November.
- Over 100 learners are competing for the chance to represent the UK in the WorldSkills Finals 2028 being held in Japan.
- CAVC have 14 competitors in the WorldSkills UK Finals, including four who are competing in their second Finals; This is representation from across the network of their sub contractors. Good luck to everyone participating.

B-Wbl

- Last contract year B-wbl had received funding from Coleg Cymraeg Cenedlaethol to create promotional videos to support 'Why the Welsh Language is Important in the workplace' – Coleg Sir Gâr have recently created two videos for use across the consortium. Videos include apprentices, staff and employers.

- B-wbl Conference 2026 – currently in planning stages for their next practitioner conference. This will be to both Apprenticeship and JGW+ providers within the consortium.
- Following another successful learner and staff awards ceremony back in June, we are reviewing the application process for the 2026 awards.
- Number of subcontractors have Open Days/Evenings coming up where they will be promoting Apprenticeships and JGW+ programmes.
- Team Wales Torch Relay – is coming to Pembrokeshire College next week.
- The report has been released following our recent Estyn Inspection. Positive outcome with only one recommendation.

Action 3: Grŵp Llandrillo Menai and Gower College Swansea to send a brief overview of their activities.

7. AOB

No further business was discussed

8. Meeting dates for 2026

- Tuesday 13 January 2026 - Itec
- Tuesday 14 April 2026 - ACT
- Tuesday 14 July 2026 - Itec
- Tuesday 13 October 2026 - ACT

A Teams link will be available for those unable to attend the meeting at the venue.

Please remember, if you are unable to send a representative to a meeting, please send an update to Karen so it can be included in the notes.