

Torch Relay & Roundtable – Q&A

Q. How many Torch Relay stops will there be?

A. The number isn't fixed. It will depend on regional split, demand from organisations, and what's realistic to deliver well. The aim is to get a good spread across Wales rather than a set number.

Q. How will the route be decided?

A. We'll look at ensuring coverage across different parts of Wales, a mix of urban and rural areas, and a range of sectors and providers.

Q. Will every region be included?

A. That's the intention, but it will depend on the quality and number of applications received.

Q. Can there be more than one stop in the same area?

A. Potentially, if there is a strong demand and a clear reason, but we'll need to balance this with covering all regions across Wales.

Q. How long will the relay run for?

A. The relay will run up to mid-October, with the deadline for content submission for inclusion in the hero video Friday 23rd October. This allows time to bring everything together at the end, including producing a final wrap-up video for social channels and showcasing it at the WorldSkills UK Awards ceremony.

Delivery and logistics

Q. What does a Torch Relay stop need to include?

A. Something that brings skills to life - this could be a skills demonstration, employer engagement, or a community activity. It doesn't need to be large-scale, just meaningful. You can take inspiration of events from last year's round up video [here](#).

Q. Who is responsible for delivering each stop?

A. Each college will be responsible for planning and delivering their own events, supported by guidance and assets from the central team (Welsh Government and Inspiring Skills Excellence in Wales).

Q. Will there be a standard format?

A. No strict format - there's flexibility. But we'll provide guidance so there's a level of consistency across the relay.

Q. Who manages the logistics (e.g. moving the torch)?

A. This will be coordinated by us, with clear handover points for the torch agreed with each host. The torch has a new case this year, making it easier to transport between locations.

Funding and support

Q. Is there any funding available?

A. No - activities are expected to be self-funded.

Q. What support will be provided by Welsh Government and partners?

A. Branding and messaging, editable social media assets, suggested social copy and support with amplifying activity through national channels.

Purpose and outcomes

Q. What is the aim of the Torch Relay?

A. To showcase skills across Wales, raise awareness of opportunities, and build momentum towards the National Finals being held in Wales for the final year.

Q. What does success look like?

A. Strong local engagement, high-quality stories and content, and clear media and social reach, with strong links to skills opportunities.

This could take the form of a celebration event hosted by your college or training provider, showcasing learners' skills and highlighting their involvement in skills competitions. Alongside attendance on the day, activity should be amplified through social media and PR, helping to raise wider awareness of skills competitions across Wales.

Q. How does it link to the wider campaign?

A. It helps build a strong national narrative, linking local activity into the wider WorldSkills Wales and WorldSkills UK National Finals story. By connecting activity across different locations, it showcases skills across Wales and highlights the impact of investing in future talent, while building momentum towards the UK National Finals.

Torchbearers / "Heroes"

Q. Who can be a torchbearer?

A. Learners, apprentices, competitors, alumni or staff — anyone involved in skills competitions, who has helped put Wales on the map, or has a strong story about skills to share.

Q. What are we looking for in a torchbearer?

A. An inspiring learner with a strong personal journey and clear motivation, who can confidently share the impact that skills competitions have had on them.

Q. How will we use these stories?

A. Videos (short clips and longer stories), quote cards with photography, written case studies for the website, and possibly a national compilation video featuring heroes from across Wales – if budget allows.

Q. Will there be guidance on content?

A. Yes – similar to last year we'll provide editable social templates and suggested content formats, so content feels consistent but still authentic. Please share comments on last year's templates.

Communications and marketing

Q. Who leads on communications?

A. It's a shared approach - Welsh Government sets the direction and amplifies, while hosts create local content.

Q. Are there expectations on content creation?

A. We expect all hosts to capture and **share** content (e.g. photos, quotes, short video clips, case study write-ups), While many learning providers shared excellent high-resolution video content last year, lo-fi footage and phone photography is acceptable and often just as effective. We're keen to use a blend of content styles across our channels.

Q. Will there be a coordinated social media campaign?

A. Yes, with shared hashtags, assets, and key moments.

Q. When we are filming, can we have more clarity on what is required - for example, whether sound is needed, whether there should be a separate piece to camera for the hero, and how Welsh language should be handled? Do we need scripted words?

A. Yes - clear filming guidance will be provided in advance so that everyone understands what is needed. This will cover the type of footage required, whether sound is needed, whether we want a separate piece to camera from the hero, and what is expected in terms of Welsh language content. Where appropriate, we will also provide suggested questions, key messages or short lines to help structure filming, while still keeping the content natural and authentic. This is in keeping with the wider approach in the toolkit, which makes clear that torch bearer stories will be used to create strong written and digital content, supported by shared assets and guidance for partners.

Roundtables

Q. How many roundtables will there be?

A. We're aiming for two roundtables to be delivered, one by a college or training provider in North Wales, and vice versa in South Wales. These providers will be expected to plan

and deliver their own roundtable, with Golley Slaters managing the PR and media attendance on the day.

Q. Can others run their own roundtables?

A. Yes - organisations are encouraged to replicate this model at their own events. This could be the basis for your torch relay event if you wanted to choose this route.

Q. What is the purpose of the roundtables?

A. To bring employers, learners and partners together to discuss the benefits of skills competitions and skills development more broadly, while sharing insights from personal experience. The aim is to generate media interest in the relay and increase awareness of skills competitions across Wales.

Q. Will discussions be captured?

A. Yes - there is an expectation that key points are recorded and shared to inform wider work.

Q. What should a roundtable cover?

The roundtables should focus on local skills needs, clear pathways into employment, and strengthening partnership working across providers, employers and stakeholders. They can explore the role of skills competitions in raising standards across Wales, alongside the challenges employers face in attracting and developing talent, and the support learners need to progress.

More broadly, they provide an opportunity to position skills competitions within the wider skills system—showcasing how they contribute to building a highly skilled workforce. Bringing together participants to share real-world experiences will help identify practical insights and opportunities for future development, ensuring activity is aligned to economic priorities and long-term skills needs.

Q. What happens if there are more applications than places?

A. Selections will be made to ensure a balanced, high-quality route across Wales.

“This is designed to be flexible and partner-led. The focus is on telling strong, local stories that add up to a compelling national picture of skills across Wales.”