

## Invitation to quote

The Coleg Cymraeg Cenedlaethol (the Coleg) is seeking to appoint an individual or company to undertake a research project and produce a report and recommendations on the Coleg's offer for Welsh-speaking and bilingual pupils, learners and apprentices from black, Asian and minority ethnic (BAME) backgrounds.

The application should be submitted by 13:00 on Friday 07/05/2021.

## INTRODUCTION

The Coleg leads on the development of Welsh-medium and bilingual education and training in the post-compulsory sector in Wales. We work with universities, further education institutions and apprenticeship providers.

The Coleg is a national strategic planning body, with the Welsh language at the core of its purpose and vision. The Coleg contributes to the planning and building of a first-rate Welsh-medium education and training system, as part of the Welsh Government's strategy to create a million Welsh speakers and a bilingual Wales. In doing so, we are embedding the Welsh language in a thriving Welsh community and economy.

More information about all the Coleg's plans and activities can be found at [www.colegcymraeg.ac.uk](http://www.colegcymraeg.ac.uk).

## BACKGROUND

The Coleg supports every effort to create a post-compulsory sector that stands firmly and proactively against racism. We want to ensure that more people from BAME communities are accessing and receiving Welsh-medium and bilingual post-compulsory education, and we have a role to play in bringing about the necessary change.

As a sign of our commitment to the anti-racism agenda, the Coleg has signed the [Zero Racism Wales](#) policy.

The Coleg is pleased to be taking proactive steps for the first time to ensure that our offer is accessible and appealing to people from a BAME background and recognise that our rates of engagement with people from those communities has been lower than we would have liked.

The Coleg's officers have been considering and discussing our response to the current discussion on anti-racism and have established an internal group to ensure that the Coleg's action plan to

increase our engagement with people from BAME communities is implemented and that the agenda is given a prominent place within the Coleg's plans.

## **The Coleg's Anti-Racism Action Plan**

The Coleg's initial Anti-Racism Action Plan focuses on several elements including:

### **- Staff training**

We have held a number of sessions for our staff on the themes of equality and diversity focusing on race, which are outlined below:

- a recent session with external presenters from the BAME community discussing experiences of racism for Welsh speakers
- a training session with EYST Wales on prejudice and racism against specific groups in society
- a general equality and diversity training session held by Diverse Cymru
- a session on unconscious bias to be held by Elevate BC in April and May 2021. Other organizations in the Welsh language sector will also receive this training in conjunction with the Coleg.

### **- Audit**

As a first step, a list of all the Coleg's stakeholder groups was compiled, including internal staff, Coleg Board members, ambassador scheme members, scholarship holders, members of the Associate Lecturer scheme, etc. The Coleg intends to conduct an audit of the representation of people from a BAME background within the key stakeholder groups in order to establish a baseline, and repeat the audits after a specified period to measure whether our engagement has increased.

To date, the Coleg has conducted an audit of internal staff. The Coleg's internal HR group has discussed the audit results and is currently considering the steps to be taken to make roles within the Coleg more accessible for people from the BAME community.

Other stakeholder groups have been identified, and the next step will be to undertake more audits to establish a baseline. The results of the audits will be considered by the relevant internal groups and plans will be put in place to increase engagement and representation.

### **- Ambassadors Scheme**

Traditionally, the number of Coleg ambassadors from BAME backgrounds have been very low. This year, for the first time, potential ambassadors were asked about their ethnic background so that the Coleg can start monitoring this with a view to increasing the number of people from BAME backgrounds applying to be ambassadors year on year.

This year, for the first time, a dedicated effort was also made to recruit ambassadors from the BAME community by targeting individuals of whom we were aware.

Two ambassadors from the BAME community have been appointed out of the Coleg's 26 Higher Education Ambassadors.

The Coleg now has a number of ambassador schemes, including:

- School Ambassadors
- Further Education Ambassadors
- Apprenticeship Ambassadors
- Higher Education Ambassadors
- Postgraduate Ambassadors

Ambassadors play a leading role in promoting post-compulsory Welsh-medium and bilingual education and act as role models for their peers, so it is vital that they are representative of the population of Wales.

We are very keen to ensure that more people from a variety of backgrounds are attracted to apply to become ambassadors for the Coleg, and we are keen to better understand the steps that could be taken to make the roles more accessible and appealing.

- [Incentive Scholarships](#) Scheme

The Coleg currently offers Incentive Scholarships worth £500 a year to students who intend to study at least 40cr a year of their undergraduate course through the medium of Welsh at university.

For the first time this year, we will be collecting information on the ethnicity of potential scholars to try to understand the extent to which we are succeeding in attracting students from a BAME background.

The Coleg is very keen to increase the number of applications from students from BAME communities. In order to do this, we are keen to better understand what currently prevents students from applying, and the proactive steps the Coleg can take to attract more to apply.

- **The Coleg's Visual Profile**

This year, the Coleg's marketing and communications teams have begun work towards making our website, social media accounts (@ColegCymraeg), and publications such as the [annual report](#), more representative of the population of Wales.

The appointment of more ambassadors and scholars from a BAME background will contribute to making the Coleg's visual image more representative, and as a result is likely to convey an inclusive institution that is more relevant to people of all backgrounds.

## SPECIFICATION

Whilst the anti-racism agenda has featured prominently in the Coleg's activities this year, we recognize that more needs to be done. Our intention, therefore, is to commission a piece of research by an individual, organization or company to better understand the views of pupils, learners and apprentices from BAME backgrounds about the Coleg's current offer (specifically the ambassador schemes and the incentive scholarship scheme), and to produce a report and make recommendations on how the Coleg can increase our engagement with people from these communities and encourage greater numbers to take advantage of Welsh-medium and bilingual post-compulsory education.

<b>Title</b>	Undertake research and produce a report to include recommendations on the Coleg Cymraeg Cenedlaethol's offer for Welsh-speaking and bilingual pupils, learners and apprentices from a Black, Asian and minority ethnic (BAME) background.
<b>Aim</b>	<p>We wish to receive a report on the attitudes and perceptions of <b>Welsh-speaking pupils</b> from BAME backgrounds, who are in years 10 and 11 and the sixth form, in relation to</p> <ul style="list-style-type: none"> <li>• Welsh-medium and bilingual post-compulsory education (further education, apprenticeships and higher education)</li> <li>• the need for a workforce with bilingual skills</li> <li>• the Coleg's current offer (specifically the Ambassador Schemes and Incentive Scholarship Scheme)</li> </ul> <p>In further education colleges and apprenticeships, the Coleg would like to better understand the perceptions of trainees and learners from BAME backgrounds, <b>across the levels of language ability</b>, about the importance of improving and developing bilingual skills and how relevant this is to their choices in terms of the field and medium of study as well as the world of work.</p> <p>As part of the report, we would like to receive a series of recommendations on the steps the Coleg should consider in order to increase rates of engagement with pupils, learners and trainees from BAME backgrounds to encourage a higher take-up of post-compulsory Welsh-medium and bilingual education, and how this might be achieved.</p>
<b>Methodology</b>	Online focus groups or telephone interviews with prospective students in schools / further education colleges / apprenticeships and desktop research.
<b>Output</b>	A report based on the focus groups / interviews and a series of recommendations listed in order of priority. We would like to receive recommendations for the short, medium and long term to enable the Coleg to develop a five-year strategy to increase our engagement with people from BAME backgrounds.

<b>Specific Requirements</b>	<ul style="list-style-type: none"> <li>• Applicants must demonstrate that they can conduct focus groups / interviews through the medium of Welsh and bilingually.</li> <li>• The pupils, learners and apprentices must represent the different geographical regions of Wales.</li> <li>• The report should consider whether there are institutions in Wales with whom the Coleg should consider forming partnerships to move the agenda forward.</li> </ul>
<b>Audience</b>	Coleg officers
<b>Brand</b>	<p>The successful company will be expected to work within the Coleg's brand guidelines. Please follow the link below to see them –</p> <p><a href="http://www.colegcymraeg.ac.uk/en/aboutus/formsanddocuments/brandguidelines/">http://www.colegcymraeg.ac.uk/en/aboutus/formsanddocuments/brandguidelines/</a></p>

## TIMESCALE

<b>Commencement date of the work/project/service</b>	We will need to agree a suitable timescale for commencing the work once the successful person or company has been appointed, but the focus groups will need to be held before the end of the 2020/2021 academic year to ensure access to school pupils and learners in the further education colleges before the start of the summer holidays.
<b>Completion date</b>	The report must be submitted to the Coleg by 13:00 on 15th September 2021, and the contractor should prepare a presentation for a relevant meeting of the Coleg.

## GUIDELINES FOR RESPONDING TO THE BRIEF

In responding to this brief, please provide the following:

- A statement that you have the capacity to complete the work within the specified timescale.
- A brief explanation of your methodology for carrying out the work.

- A statement that you have the ability to deal with and understand bilingual text and conduct focus groups / interviews in Welsh and bilingually.
- Examples of similar work you have completed previously.
- A quotation for the work (inclusive of VAT).
- Responses to be sent to Gwenllian Griffiths, Chief Engagement Officer, via e-mail, [g.griffiths@colegcymraeg.ac.uk](mailto:g.griffiths@colegcymraeg.ac.uk)

## **DEADLINE FOR SUBMISSION OF QUOTE**

- 13:00 Friday 7 May 2021