

# Department for Children, Schools and Families

## Integrated communications and consultation

department for  
**children, schools and families**

### Introduction

DTW was appointed by the new Department for Children, Schools and Families to handle communications, marketing and consultation to support competitions for new schools in Northern England.

A number of competitions are expected to be held in the Yorkshire and Humberside, North West and North East regions each year. This is in line with the Education and Inspections Act 2006, which requires local authorities to hold competitions in most cases for new or replacement schools.

This further extends the government policy of local authorities acting as commissioners of new schools, which could be run by other public, private or voluntary sector organisations including faith groups, charitable trusts and parents' groups.

### Brief

The three-year contract, from 2007, calls for a unique combination of skills and experience. DTW's background in local government and education, together with our understanding of public consultation and integrated communications campaigns, were the main ingredients in the bid success.

The work is principally local communications and consultation, but also involves advising bidders on the education-related aspects of their proposal.

The contract involves the management of communications programmes whose timeframes are strictly defined by the new act. The work includes:

- Event management
- Media relations
- Public consultation
- Advertising
- Multimedia presentation
- Publications

