



**ADDYSG CYMRU**  
**EDUCATION WALES**  
cenhadaeth ein cenedl | our national mission



Llywodraeth Cymru  
Welsh Government

# Toolkit for Local Authorities

Communications with schools about  
financial help with School Essentials,  
including Free School Meals.

# Get Help with School Costs

This is a campaign to signpost the support available to parents and carers, to help with the cost of school. This includes the rollout of **Universal Primary Free School Meals (UPFSM)** and checking eligibility for **Free School Meals** and the **School Essentials Grant**.

The campaign will encourage parents who are eligible for support with school costs, but are not currently claiming them, to apply.

It will clearly outline where schools and families need to go to access this support.



# Why are we doing this campaign?

**Across Wales, many parents are not claiming the help with school costs they are entitled to. In recognition of the rising cost of living, we are urging parents and carers to claim the support, to help pay for School Essentials.**

We need to be pointing parents and carers towards the right information, and make it easy for them to apply for support with School Essentials, including Free School Meals.

We are working in partnership with you to make this happen.

# Why now?

**Parents and carers need to know what's changing and what that will mean for their child.**

**September 2022 saw the rollout of Universal Primary Free School Meals across Wales, starting with learners in Reception. The policy is part of the Co-operation Agreement between the Welsh Government and Plaid Cymru, which will see Free School Meals extended to all primary school learners by September 2024.**

Working with you, we want to ensure parents and carers have the right information about the new support on offer, in recognition of the rising cost of living.



# Messaging



# Key messages for schools

**To apply, re-apply or check eligibility for Free School Meals or the School Essentials Grant, schools should direct parents to the web page of their Local Authority.**

## UPFSM: Universal Primary Free School Meals

Universal Primary Free School Meals (UPFSM) will be offered to all primary school children by September 2024 — check with your Local Authority or school on their plans for rollout.

## eFSM: Existing Free School Meals

You might see the phrase eFSM alongside information about UPFSM. **You need to check your eligibility to receive Free School Meals regardless of the rollout of UPFSM — if eligible, you and your school could also receive extra funding.**

## School Essentials Grant

There could be additional support available to those currently in receipt of, or eligible for, Free School Meals. School Essentials can help pay for things like school uniform, footwear, stationery, sports kit and other equipment.

From July 2023, the allowance is £125 per learner and up to £200 for those going into Year 7 to recognise the additional costs of starting secondary school.



# Working Together



# Working together

**Thank you for playing your part in helping us to share the messages with more parents and carers.**

Based on findings from our focus groups, we know parents and carers expect to hear updates on Free School Meals and extra help with school costs directly from their school or local authority. Therefore it is essential there is consistency in message from schools and LAs in making sure parents get the correct information about financial help with School Essentials and the rollout of Free School Meals in their area.

# Asset bank / resources

**You can find all our ready-made assets, downloadable materials and templates in one place, to help you share our key messages.**



**Access everything  
you need here.**

Extra templates for social media can be found in the Toolkit for Schools, which you can also access in the asset bank above.



# Examples of assets available:



Please click here  
to download the  
social media assets.

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Claim up to **£200** of  
**additional support for School  
Essentials** if you're eligible for  
**Free School Meals.**

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Even if your child already receives Universal  
Primary Free School Meals, check if you can get:

- ✓ up to **£200** for School Essentials
- ✓ **extra funding** for your school

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Gwiriwch a yw eich plentyn yn  
gymwys i gael **Cinio Ysgol Am  
Ddim** a hyd at **£200** ar gyfer  
**Hanfodion Ysgol.**

BWYDO EU  
BYWYDAU

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Hyd yn oed os yw'ch plentyn eisoes yn cael  
Prydau Ysgol am ddim i holl blant Ysgolion  
Cynradd, fe allech chi gael:

- ✓ hyd at **£200** ar gyfer Hanfodion Ysgol
- ✓ **cyllid ychwanegol** i'ch ysgol



# Print Materials



Please click here  
to download the  
printable materials.

## A5 leaflet



### Have you claimed all the support you can get with school costs?

The Welsh Government offers support with Free School Meals and School Essentials such as uniform, kit and stationery.

**Make sure you've checked your child's eligibility** for Free School Meals. Even if they receive Universal Primary Free Schools Meals, **more help** could be available!

#### If eligible:

- ☒ you can get up to **£200 per child** for School Essentials
- ☒ your school will get at least **£1,150 of extra funding**

Search "Get Help with School Costs"



### Ydych chi'n hawlio'r holl help posib gyda chostau ysgol?

Mae Llywodraeth Cymru yn cynnig help gyda Chinio Ysgol am Ddim a Hanfodion Ysgol fel gwisg ysgol, cit ac offer.

**Sicrhewch eich bod wedi gwirio cymhwysedd eich plentyn** i gael cinio ysgol am ddim.

Os yw eich plentyn yn gymwys am ginio ysgol am ddim neu'n derbyn Prydau Ysgol am ddim i holl blant Ysgolion Cynradd, gall **mwya o help** fod ar gael!

#### Os yn gymwys:

- ☒ Gallwch chi gael hyd at **£200 y plentyn** ar gyfer Hanfodion Ysgol
- ☒ Gall eich ysgol gael o leiaf **£1,150 o gyllid ychwanegol**

Chwiliwch am "Hawliwch Help gyda Chostau Ysgol"



# Checklist

- ☐ Follow our social media channels
- ☐ Share key messages on social media and Local Authorities channels
- ☐ Create and share content using the #FeedTheirFuture hashtag
- ☐ Download and share print materials



# Accounts to follow

## Twitter

[@LIC\\_Addysg](#) / [@WG\\_Education](#)  
[@dechraucartref](#) / [@edubeginsathome](#)  
[@HwbAddysg\\_Cymru](#)

## Facebook

[addysgcymru](#) / [educationwales](#)  
[dechraucartref](#) / [beginsathome](#)

## YouTube

[Addysg Cymru](#) / [Education Wales](#)

## Websites

[gov.wales/education-changing](#)  
[hwb.gov.wales](#)

## Hashtags to Use

[#BwydoEuBywydau](#) / [#FeedTheirFuture](#)



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Thank you.