



2007-2013 Action Note

Reference Number: 090/13
Date Issued: 6 September 2013
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2007- 2013 ESF PROGRAMME: DISTRIBUTION OF PROJECT PLAQUES AND POSTERS

Who

ESF Co-financing Organisations (CFO), national DWP CCSD and SFA ESF Teams, Managing Authority including Article 13 officers, GLA, European Programmes Management Unit (EPMU) ESF Team Leaders and publicity contacts, the Government of Gibraltar and Audit Authority.

What

ESF and match beneficiaries and providers (and their sub-contractors) are required to display an ESF plaque at the main location(s) at which each project is delivered to participants. This action note incorporates previous guidance and **provides additional guidance permitting a limited exemption to the requirement to display plaques in the case of providers in receipt of ESF Community Grants, who may now use ESF posters as an alternative to plaques.**

This action note **replaces Action Note 018/09 Distribution of Project Plaques**, (and prior to that Action Note 003/08 Distribution of Project Plaques) which set out action required by CFOs (and regional Managing Authority teams and intermediate bodies in the case of the non-CFO beneficiaries in Cornwall, Merseyside and Gibraltar and technical assistance projects) to ensure the correct display of project plaques from the central Managing Authority (ESF Division) at the main locations of ESF providers (and through providers to sub-contractors).

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Background

1. The display of ESF plaques is a regulatory requirement and supports the aim of raising awareness among the public and participants of the role played by ESF and the European Union in supporting domestic employment and skills policies and programmes. The requirement has been set out in beneficiary agreements, ESF guidance and the national Communication Plan for the 2007 – 2013 ESF programme.

2. The Managing Authority has issued CFO plaques to all CFOs and produces and distributes project plaques to CFOs free of charge. It also distributes plaques to intermediate bodies to distribute to non-CFO beneficiaries/providers in Cornwall, Merseyside and Gibraltar, and technical assistance projects. CFOs, GLA EPMU and the Government of Gibraltar are able to order additional supplies at any time. The plaques are made of aluminium (which is recyclable) and are supplied with two fixing mechanisms: four screws (with plasplugs) and an alternative of sticky pads.

3. CFOs are required to display ESF CFO plaques and ensure that their (ESF and match) providers and their sub-contractors display project plaques. Non-CFO beneficiaries/providers are also required to display ESF project plaques and ensure that their sub-contractors display plaques.

4. Providers and sub-contractors are required to display project plaques at the 'main location(s)' at which each project is delivered to participants. The plaques must be clearly visible to staff, participants and others using the building where they are displayed.

5. In Action Note 003/08 (issued on 4 April 2008) no definition of 'main location' was provided, the intention being to leave this to the discretion of providers and their sub-contractors in the context of their projects. The Managing Authority has since received queries from projects and auditors seeking clarification on 'main location(s)'. In response, to ensure there is a common approach, the Managing Authority issued Action Note 018/09 in which it defined a 'main location' as follows:

'A main location is the most commonly attended location by participants at each provider (and each of their sub-contractors) during the lifetime of the project. Providers and their sub-contractors are asked to determine this on the basis of the location that they expect to receive the highest number of participant day's attendance.'

6. Larger providers and larger sub-contractors have discretion to request and display a limited number of additional plaques where there are a number of other well attended locations. These locations should be attended by at least 50 or more participants during the lifetime of the project. In addition, or as an alternative, they may wish to consider using ESF posters at these locations (see paragraph 10). These are not regulatory or contractual requirements, but can increase the visibility of ESF and EU support.

7. Small community organisations or voluntary bodies in receipt only of an ESF Community Grant are exempted from the requirement to display a plaque at their main location. As a minimum regulatory requirement, these providers should, as an alternative to displaying a plaque, display an ESF poster (see paragraph 10) or posters at their main location to publicise the ESF support they receive. This exemption does not extend to ESF Community Grant Co-ordinating Bodies who have responsibility for allocating and managing Community Grants in their local areas and must display a plaque.

8. In 2000-2006 ESF programmes, providers ordered project plaques directly from an external contractor appointed by the Managing Authority. However, ordering was outside of the ESF contracting process and CFOs were unable to monitor which providers requested plaques. In the 2007-2013 ESF programme, the distribution of plaques is embedded into delivery arrangements. This enables CFOs to issue plaques directly to providers and, through providers, to sub-contractors, and to check the display of plaques when they monitor providers and sub-contractors. The Managing Authority will also check that CFO and provider plaques are prominently displayed when it conducts monitoring visits to CFOs, providers and sub-contractors.

9. Since Action Note 003/08 was issued over 7,000 ESF project plaques have been issued to CFOs and non-CFOs for onward distribution to providers and their sub-contractors. It is recognised that some providers and sub-contractors may have already erected a higher number of plaques than the requirement at paragraph 5. These should be left in place.

10. The Managing Authority has also produced ESF posters to promote the 2007-2013 ESF programme to participants and others – for example in main or additional rooms used by participants. As stated in paragraph 7, these posters may also be used by Community Grant providers as an alternative to plaques. The posters are available free of charge to CFOs and non-CFO beneficiaries for use in their own organisations and to forward on to providers. An initial supply of posters was sent out to CFOs in autumn 2007 and further supplies have been requested and sent out since then. The distribution and use of posters is not a regulatory or contractual requirement, except where they are used as a permitted alternative to plaques by Community Grants providers. CFOs and non-CFO beneficiaries can order a supply of the poster sets at any time by emailing ESF.Feedback@dwp.gsi.gov.uk.

Action

11. Recipients of this Action Note should destroy Action Note 018/09 – Distribution of Project Plaques.

12. CFOs with responsibility for Community Grants (specifically the Skills Funding Agency and London Councils) should advise their Community Grant recipient providers and Community Grant Co-ordinating Bodies (as appropriate) of the amended requirements for the display of posters and plaques and ensure that all organisations in receipt of Community Grants display either an ESF plaque or poster in their main location as required.

13. Further orders for plaques and posters can be submitted at any point by sending an email to: ESF.Feedback@dwp.gsi.gov.uk. In the case of Community Grants projects, only ESF posters will be provided.

14. The Managing Authority Policy Team will aim to dispatch orders promptly. If we need to re-order plaques, any delays will be kept as short as possible.

Contact

15. For more information on this note contact:

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