

2014 to 2020 England European Regional Development Fund and
European Social Fund

Communications Annual Activity Plan for 2017

**2014 to 2020 England European Regional Development Fund and European Social Fund Programme
Communications Annual Activity Plan for 2017**

Focus of 2017 communication activities

The 2017 communications activity will aim to build on programme communications delivered in 2015 and 2016 and further publicise the opportunities around ERDF and ESF funding in England. It will continue to promote the purpose, priorities and availability of ERDF and ESF and how to access them and will also highlight the activities and outcomes of projects contracted under these programmes. Lists of beneficiaries receiving funding will continue to be published on www.GOV.UK to ensure that details of ESIF investments are openly accessible. Communication channels and networks for projects and key partners will also be developed further to maximise opportunities for joint publicity and sharing best practice and positive news stories and project case studies will be developed and used to further publicise the programme aims and achievements.

An overarching priority/focus will continue to be active partnership working with Technical Assistance projects. Wherever possible their communications outputs will be supported and harnessed in order to help the spread of local and where appropriate national ESIF coverage to wider audiences. This approach will also help facilitate the establishment of reciprocal links (through websites/social media etc), consistency of ESIF messaging and a more balanced coverage across priority areas and sectors.

Activity Area	Activity Details	Target Audience	Purpose	Timescale	Cost	Funding Stream	Expected Results and Impacts	Evaluation Measures
ERDF and ESF Programme major annual information activity	<p>National information activity campaign using a variety of offline and online materials and channels delivered over a period that is flexible to meet the Programme's needs.</p> <p>Activities are likely to include the publication and distribution of a programme case study book, social media activity / promotion, coverage through the programme bulletin and communication channels with partners;</p> <p>Will also include local / partner activities such as ESF and ERDF Technical Assistance organised activities at local LEP level. Could include events, new content on digital</p>	<p>Relevant external partners including national and local audiences, LEPs, public and private sector organisations, voluntary sectors, EC, general public, media (including sector specific) among others.</p> <p>Internal MA staff and other government bodies.</p>	<p>To promote the programme projects and their aims. Raise awareness of project achievements and impact from the current and previous programmes. Highlight project investments across various local areas and the impact / added value of these ESIF interventions to local Growth.</p> <p>This will be the official annual 'major information activity' for the programme, as specifically required in ESIF communications regulation (1303/2013 – Annex XII, 2.1.2b)</p>	Autumn 2017 (expected)	<p>Any costs will be kept to a minimum. Direct ERDF/ESF MA costs likely to be time/ staffing only</p> <p>Production using in-house software</p> <p>Some measures at local level may involve ESIF TA project resource.</p>	<p>Growth Programme level – ESF and ERDF</p> <p>Appropriate linkages made across ERDF, ESF and EAFRD</p>	<p>Partners, potential applicants and general public alerted to fact that projects are focusing on local economies and already delivering some positive outcomes in support of growth; Increased awareness of local project impacts; Increased number of followers on social media channels; Media coverage gained on the Projects; to raise profile and awareness; enhance levels of take-up</p>	<p>Survey using free online software and online monitoring tools to gauge engagement with annual information activity measures and (over time) interest in funding opportunities. Number of local level events held. Social media hits. Media coverage</p>

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	platforms, media activity, social media activity Would potentially comprise of some joint and some separate/ unique ERDF and ESF measures.							
GOV.UK	Promotion of the ESI Funds pages on GOV.UK The structure, content and accessibility of ESI Funds website pages to be developed further, through a process of ongoing review, refinement and enhancements. Online presence / profile of programmes enhanced further by local partner sites / pages dedicated to ESIF activities. These will support national messages as well as providing local detail.	External partners incorporating all European, national and local audiences, particularly potential applicants and those in receipt of ESI Funds funding. Internal MA staff and other government bodies. Promote pages in all programme communications activities, including social media activities.	To inform and raise awareness of the ESI Funds Programme and individual funding streams (including YEI linked with ESF); ensure potential applicants are equipped with the knowledge to apply for funding (and once approved deliver activity); and assess whether they have the potential to qualify. Inform audiences about the achievements and impact of the Programme through the use of the Beneficiary List, good news stories and case studies and press releases/latest news.	Ongoing update of content as and when required	Time / staffing costs only	Growth Programme level – ERDF and ESF Appropriate linkages made with EAFRD	Increased awareness of programmes, enhanced access to key programme documents and information. Increased number of hits and visits to ESI Funds website pages	Analytics from GOV.UK detailing page views and average time on page Page views target – 360,000 for the year Inclusion in annual stakeholder survey
Programme bulletin and other direct communication channels to core audiences	Electronic direct updates through various channels and forms e.g. newsletters and potentially new direct message measures. This activity includes ensuring an up-to-date, relevant and targeted database of partners is developed and maintained. Programme	Relevant external partners including national and local audiences, public and private sector organisations, voluntary sectors, EC, among others. Internal MA staff and other government bodies – to keep informed.	To keep external partners up to speed on key programme developments, lessons learned, effective practice, news, future events and messages.	Formal E-bulletin circulated regularly. Other updates and direct messages issued regularly as necessary/ appropriate	Time / staffing costs only	Growth Programme level – ERDF and ESF Appropriate linkages made with EAFRD	Increased awareness of programme news and achievements, higher levels of timely engagement with programmes. Increase in the number of people subscribing to receive the bulletin. Supporting the development of	Number of partners distributed to: Target – 2,000 Inclusion in annual stakeholder survey

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	bulletin also made available via communications (including social media) activities.						various Programme communication channels and networks	
Media activities	<p>Contribute to and help to deliver national and local partner and project media / press activities.</p> <p>Work with national partners, local partners and projects to secure good levels of positive media coverage around ERDF and ESF projects.</p>	National, specialist and local media	<p>To:</p> <ul style="list-style-type: none"> - inform potential applicants at a local level about the availability of funding and how to access it. - raise awareness of the role played by the funds (including ESF YEI) in contributing to local growth in England. - raise awareness of the aims/achievements of some approved projects and how they support local growth; - promote significant milestones and occasions, including local project calls being published, contracts being signed, projects being launched and / or early achievements. 	On an ad hoc basis as and when required	Time / staffing costs only	<p>Growth Programme level – ERDF and ESF</p> <p>Appropriate linkages made with EAFRD</p>	<p>Audience are kept informed of latest programme and project news, particularly around significant landmarks in the programme (e.g. significant projects contracted). Coverage gained in appropriate media titles</p>	<p>Analysis through likes of Google and online media as to where the press releases appear</p> <p>Regular production of press cuttings document, containing relevant press coverage</p>
Social media channels	<p>Updates and news shared through:</p> <p>ESIF Twitter feed / You Tube.</p> <p>Work with national partners, local partners and projects to encourage / help to produce social media activity around ERDF/ESF funding in</p>	<p>External stakeholders and partners</p> <p>All European, national and local audiences</p>	<p>To reach existing and new audiences and raise awareness of Programme news, funding opportunities, developments, activities and achievements and messages - with immediate effect.</p> <p>To support/multiply ESI Funds partners social media messaging.</p>	Two or three times per week (other than during 'periods of sensitivity)	Time / staffing costs only	<p>Growth Programme level plus ERDF and ESF individually where appropriate</p> <p>Appropriate linkages made with EAFRD</p>	<p>Audience are kept informed of latest programme news both around significant landmarks in the programme (e.g. first projects contracted, significant projects contracted), outcomes or general updates</p>	<p>Assessed through followers, retweets, views</p> <p>Inclusion in Annual Stakeholder Survey</p>

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	their areas.						(new calls available online, deadlines approaching etc.). Increased number of followers for social media channels	
Online Publications	Developed for various uses including as a core component of the annual information activity; and to annually report progress and celebrate achievements.	Relevant external partners including national and local audiences, public and private sector organisations, voluntary sectors, EC, among others. Internal MA staff and other government bodies.	To promote the purpose, targeting, activities, cross-cutting themes, achievements and impact of funding awarded through the Programme and set out the focus for the forthcoming year.	Autumn 2017	Time / staffing costs – including potentially at local TA project level Production using in-house software	Growth Programme level – ERDF and ESF Appropriate linkages made with EAFRD	Broad range of partners and general public engaged in and aware of key programme achievements and the impact of funding awarded	Inclusion in annual stakeholder survey
Visits / Events	Selection of senior government officials visits to events / development Growth Programme projects to raise profile of projects / programme. Work with national partners, local partners and projects to facilitate local project visits and local events promoting ERDF and ESF funding / projects.	Local and national partners, public and private sector organisations, voluntary sectors, EC, among others.	To raise awareness of the purpose, priorities and role of projects and range of funding awarded To highlight and give profile to projects contracted.	In line with award of funding / launch of projects.	Time / staffing costs	Growth Programme level – ERDF and ESF Appropriate linkages made with EAFRD	Profile of Programmes and their impacts on local areas enhanced, likewise with the projects themselves being visited, relations improved as face to face meetings increase familiarity between key figures	Feedback from officials and partners involved Media coverage received
Internal communication activities	Various methods including regular staff briefings, staff training, meetings, specific intranet pages and use, contributions to internal	Internal MA staff	To ensure staff are informed and kept up to date on Programme developments and news	In line with Programme developments	Time / staffing costs	Growth Programme level – ERDF and ESF Appropriate linkages made with	Staff are well informed and kept up to date on programme developments and news (helping them	Feedback from staff

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	MA staff bulletins and updates from colleagues / senior managers					EAFRD	to perform their roles within the programme more effectively)	
List of Beneficiaries	Maintain the electronic list providing searchable details of supported projects against set EU criteria Displayed on GOV.UK	Relevant external partners including national and local audiences, public and private sector organisations, media organisations, voluntary sectors, EC, among others.	To officially record and publicise the projects awarded funding through the Programme	Updated every 6 months – in line with regulatory requirements	Time / staffing costs	Growth Programme level – ERDF and ESF	Transparency around who has been funded through the programmes, how much funding has been received and for what	n/a – specific EC requirement Number of website page visits will be measured.
Reports and Papers	Progress reports on performance of the communication activities Committee updates Annual Implementation Report – Publicity content	Growth Programme Board members, Communications Sub-Committee members European Commission – including networks of practitioners	To inform members of the developments and implementation of the communications strategy and annual activity plan To meet EU reporting requirements on delivery of publicity activities	In line with Committee meeting dates Annual progress report to GPB Annual summary of activities for Annual Implementation Report	Time / staffing costs	Growth Programme level – ERDF and ESF Appropriate linkages made with EAFRD	EU reporting requirements met, members of committees / EC are aware of the implementation of the communications strategy and activity plan	Feedback from EC and committee members Targets: 1 AIR update annually 1 GPB update annually
Ongoing management of ERDF and ESF England Communications Sub-Committee	Provide Chairperson and secretariat for this national sub-committee and feed into full GPB as appropriate		Support the delivery of the programme communications strategy and annual activity plans. Act as a specialist advisory committee for the programme's full GPB Members to specifically engage with and bring forward ideas / considerations from their respective sectors – and where appropriate engage/work with MAs on specific communication	Face to face meetings and telephone conferences as and when required. Information also to be shared and issues discussed via email on an ad hoc basis.	Time / staffing costs	Growth Programme level – ERDF and ESF	Effective specialist communications support provided in overseeing the delivery of the programme communications strategy and annual activity plans	Direct specialist communication input by and feedback from committee members Feedback from full GPB

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			measures.					
Engagement with European Commission, other member state and other UK ESI Funds communications specialists	<p>Active participation in European Commission Informal Network of Information officers ESF (INIO) and ERDF INFORM networks</p> <p>Regular liaison with other UK ESI Funds communicators – to include acting as UK representatives at above networks</p> <p>Developing on-going relationships with other EC communications specialists, including at the UK Commission Representation Office based in London</p>	EC, Europe-wide and UK ESIF communications practitioners	<p>Feed in and share best practice in communications activities</p> <p>Retain a positive dialogue / engagement with target audiences</p>	<p>On-going through telekits, Yammer</p> <p>INIO meetings tend to take place three times a year, INFORM meetings twice a year</p>	Time and travel / staffing costs only	ERDF and ESF	Continued good relationships with EC communications contacts, improved impacts of communications activities following sharing of best practice	Feedback from EC and other target audiences
Ongoing development and management of an ERDF Practitioner contacts network	<p>Continue to build a targeted database hosting relevant people associated with ESI Funds projects that would benefit from receiving targeted bulletins about news, events, achievements</p> <p>Will include targeted bulletins, social media channels and potentially online forums to reinforce/multiply messages and achievements.</p>	Project beneficiaries and potential applicants as well as local partners	To provide accurate and clear up to date information to stakeholders and project beneficiaries to help ensure ESI Funds activity (including individual projects) is delivered effectively and compliantly through a mix of bulletins, social media and any other relevant activity.	<p>Regular bulletins, as well as any useful ad hoc e-alert messages</p> <p>Ongoing use of social media to reinforce messaging e.g. examples of effective publicity practice</p> <p>Helping to open up dialogue between projects / partners</p>	<p>Time / staffing costs</p> <p>Bulletins to be produced using free online software</p>	<p>Growth Programme level - ERDF</p> <p>Appropriate linkages made with EAFRD</p>	Successfully reinforced messages re. achievements, widening opportunities for sharing best practice, improving local performance. Increased number of people subscribing to the database to be part of the network	<p>Number of people distributed to: Target – 1,000</p> <p>Inclusion in annual stakeholder survey</p>
Communication channels to engage with ESF	ESF Action Notes continue to communicate a range of	Project beneficiaries and potential applicants as well as national or LEP level	To provide accurate and clear up to date information for stakeholders - including	August 2017	Time/ staffing costs	Growth Programme level -	Improving capacity of funding recipients to deliver against	Number of communications (by type) issued to all on

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funding recipients	<p>ESF business to all funding recipients and stakeholder groups - via publishing on GOV.UK and a mailing list.</p> <p>These communications can require specific actions of recipients; ask them to note changes in delivery arrangements (including new guidance); or inform them of specific resources/effective practice that will assist delivery of their projects.</p> <p>The above may potentially link to new or updated content published on GOV.UK.</p> <p>Separate communications work to engage further with local LEP area level partners and/or ESF /ESIF TA projects is planned. Aim is to focus on activity that supports collaboration and the identification/ sharing of effective practice.</p>	local partners	TA and mainstream project beneficiaries - to help ensure activity is delivered effectively and compliantly through a mix of direct communications and any other relevant activity.			ESF	their contracts / help ensure compliance – benefiting local delivery; promote tools/resources that encourage and share best practice.	<p>circulation list.</p> <p>Inclusion in annual stakeholder survey</p>

