

Withdrawn

This publication is withdrawn.

The European Social Fund (ESF) programme for 2007 to 2013 in England and Gibraltar has closed.

For funding from 2014 to 2020, [apply for European Structural and Investment Funds](#).

Mayor of London publicity requirements for London's ESF Programme 2007-13

The GLA and European Programmes Management Unit have agreed the following Mayor of London publicity requirements for the 2007-2013 ESF Programme.

With this document find attached the Mayor of London logo and logo guidance. Below is a list of items for where the Mayor of London should be referenced and publicised. All CFOs and Non-CFO direct ESF providers must comply with the following requirements:

1. To publicise the Mayor of London by including the Mayor of London logo on all publicity and marketing literature including:
 - CFO/ Non-CFO ESF Leaflets
 - CFO/ Non-CFO ESF Newsletters/ magazines
 - CFO/ Non-CFO ESF Posters
 - CFO/ Non-CFO ESF Direct Mail shots
 - CFO/ Non-CFO ESF Stands
2. CFOs/ Non-CFO must make reference to the role of the Mayor of London in ESF within their Communication Plans. Details should include how the Mayor of London will be publicised.
3. CFOs/ Non-CFO must publicise the role of the Mayor and the European Programmes Management Unit on their website (regional site for national CFOs) and any other CFO/ Non-CFO literature detailing ESF in London.
4. CFOs must make reference and have links to other CFO WebPages and the EPMU's Webpage.
5. CFOs/ Non-CFO must publicise the Mayor of London's role in ESF at events including launch and celebration events in addition to Adult Learners Week/ Europe Day.
6. CFOs/ Non-CFO must ensure that press releases include reference to the Mayor of London's role in ESF in London.
7. CFOs (only) must publicise the Mayor of London in their tendering prospectuses and other tendering documents. CFO tender documents must include a Foreword by the Mayor.
8. CFOs/ Non-CFO must comply with the Mayor of London Publicity requirements on any other public documents.
9. CFOs/ Non-CFO must include the ESF key messages contained in the London Region Communication Plan on their websites and other publicity documentation where relevant.

Once material is ready for approval, please send it to foroghramani@lda.gov.uk. Items are normally approved and returned to CFOs/ Non-CFO within 5 working days. Where amendments are required, the approval process may take longer.

If for any reasons that you feel that you may not be able to comply with any of the above please can you inform EPMU asap, otherwise we will expect all CFOs/ Non-CFO to adhere to these requirements from this point forward. EPMU will be monitoring this process to ensure that all CFOs in this region comply.

**European Programmes Management Unit
May 2008.**