

England and Gibraltar
European Social Fund
Convergence, Competitiveness and
Employment Programme
2007-2013

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Communication Plan

Revised – 14 November 2011



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Introduction

1. This is the Communication Plan for the England and Gibraltar European Social Fund (ESF) Convergence, Competitiveness and Employment Programme for 2007-2013. The plan (revised November 2011) sets out the information and publicity measures that will be taken to promote the transparency of the programme.
2. The plan has been prepared by the programme's Managing Authority, the European Social Fund Division of the Department for Work and Pensions. The original version of the plan (dated 3 June 2008) was approved by the European Commission on 25 July 2008. This took account of earlier comments made by England ESF Programme Monitoring Committee members and the European Commission on previous drafts.
3. This revised version of the plan is focused on communications activity in 2011-2013. It takes into account:
 - effective publicity practice from 2008-2010 and the Managing Authority's response to findings and suggestions from the 2009 evaluation of publicity activity (published in March 2010).
 - machinery of Government changes affecting the Managing Authority and main ESF partners.
4. The Operational Programme was adopted by the European Commission on 9 August 2007. The programme will contribute to sustainable economic growth and social inclusion by extending employment opportunities and by developing a skilled and adaptable workforce. The programme's budget is €6,049 million of which the contribution of the European Social Fund (ESF) is €3,090 million.
5. The Structural Fund Implementing Regulation (Commission Regulation (EC) No 1828/2006) was adopted on 8 December 2006. The regulation includes articles relating to the provision of information and publicity strategies and measures, which are attached at [Annex E](#). In line with these regulatory requirements this Communication Plan sets out how the Managing Authority and other bodies responsible for administering and delivering the ESF programme, will provide information on the Operational Programme and publicise its outcomes and achievements. The plan covers information and publicity measures related to ESF and matched provision. The main information and publicity measures to promote the 2007-2013 ESF Programme in England and Gibraltar are attached at [Annex A](#), a summary of how each ESF target group will be reached at [Annex B](#), the administrative bodies are listed at [Annex C](#) and summary details of the findings, suggestions and Managing Authority response to the 2010 Evaluation of ESF Information and publicity activity in England at [Annex D](#).
6. The Communication Plan is a strategic seven year document. In addition, the Managing Authority has an annual (calendar year) information and publicity plan, which it develops in consultation with Co-financing Organisations and other delivery partners. The annual plan identifies the main

publicity priorities and measures for that year.

Background

7. The Communication Plan has been shaped by the following factors:
 - The European Commission and Managing Authorities are committed to improving the transparency of Structural Fund programmes at European and Member State levels in 2007-2013, through co-operation on specific publicity measures targeted at citizens, and evaluating the impact of publicity activity and awareness of EU support amongst citizens, ESF participants and others.
 - There is a need to build on publicity good practice at national and local levels, from 2000-2006 ESF programmes in England and from 2008-2010 ESF publicity measures, achievements and evaluation findings. These inform the embedding of effective publicity measures into delivery systems and the progression of close, collaborative working with partners nationally and locally.
 - The plan must be strategic to cover a seven year period, rather than overly prescriptive about specific measures, which can be reviewed and revised annually.
 - Existing and new media need to be used to maximise the reach and impact of publicity measures.
 - The cross-cutting theme of sustainable development must be embedded into delivery of the plan, so that environmental impact is minimised.
 - There must be evaluation criteria to measure impact, inform future measures and assist with reporting back to the European Commission and ESF Programme Monitoring Committee each year, and more specifically in 2010 and at the end of the programme.

Definitions of terms used in the Communication Plan can be found in the glossary on the [ESF website](#).

Aims

8. The purpose of the plan is to set out the information and publicity measures that will be taken to promote the transparency and visibility of the programme, its activities and achievements.
9. The aims of the plan are:
 - to raise 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;
 - to support UK Government Ministers, the European Commission and ESF partners to promote the benefits of ESF investment in jobs and skills in England; and
 - to ensure compliance with EU regulatory requirements on publicity.

10. The objectives of the plan, which define the aims in more concrete terms, are:

- to provide a range of high quality products to publicise the programme by the end of 2007, and to develop the range during the life of the programme;
- to ensure project providers make their participants aware of ESF throughout their projects;
- to ensure the Managing Authority, partners, beneficiaries and project providers publicise activities to the general public;
- to use a consistent set of messages on ESF investment in employment and skills in all publicity and information measures;
- to optimise opportunities to communicate the activities and achievements of the programme in the media at national, regional and local levels;
- to comply with EU regulatory requirements on publicity at all stages and all levels of the programme;
- to integrate the cross-cutting themes (gender equality and equal opportunities, and sustainable development) into publicity and information measures; and
- to improve continuously publicity and information measures, including through an evaluation study to be carried out by 2010.

Key Messages

11. The key message to promote is that **ESF in England is investing in jobs and skills – focusing on people who need support the most and helping them fulfil their potential.**

12. Underpinning this will be the following messages that ESF is:

- **transforming lives through better skills and better job prospects;**
- **adding value to EU and national strategies** to tackle worklessness and low skills and promote social inclusion;
- contributing to policies to **increase employment** by helping more unemployed and economically inactive people to develop their skills and enter sustainable jobs;
- contributing to policies to **develop a skilled and adaptable workforce**, especially by increasing the numbers of participants gaining basic skills, level 2 and level 3 qualifications, and by enhancing support for disadvantaged learners;
- **addressing distinctive local labour market needs** including tackling concentrations of worklessness and sectoral skills gaps; and
- **mainstreaming equal opportunities and sustainable development.**

13. The following key facts will be used in key messages:
Using the latest validated management information...

The 2007-2013 England ESF programme is investing £5 billion over seven years of which £2.5 billion is from the ESF and £2.5 billion is national funding.

The programme **has helped:**

- improve the skills and job prospects of **X** million people across England and Gibraltar in 2007-2013 [**participant starts**].
- **X unemployed or inactive** people into jobs
- **X** of the most disadvantaged people make positive progress towards a job
- **X** disadvantaged young people into learning or a job
- **X** participants gain basic skills
- **X** participants gain qualifications **at level 2 or above**

Priority 1 will support people who face the biggest barriers to work:
Priority 2 and 5 skills training will target people who are currently least likely to receive training – such as those without level 2 or 3 qualifications, and part-time women workers.

14. The key messages and facts may be adapted for specific audiences. Where appropriate MIS and other evaluation data (from qualitative studies, Cohort surveys etc) will be used to strengthen the messages on the focus of ESF provision on disadvantaged groups. For example, about the number of unemployed or inactive people into jobs or the number of disadvantaged young people into learning or a job. Specific messages will also be developed by Co-financing Organisations (CFOs) when publicising tendering opportunities to potential applicants. Together with their providers, CFOs will have the main responsibility for developing clear messages for participants about ESF and EU support.

15. Specific messages will be developed by the Managing Authority and others at specific points in the programme cycle. At a national level these will include key messages for annual major information activities and about outcomes from programme evaluations. At a local level they will include messages about the focus of individual ESF frameworks and added value from ESF activity at local level.

16. More general facts to help promote ESF can be found in the 'About us' section of the [ESF website](#).

Target Groups

17. The target audience will differ depending on the nature of the message to be communicated, and appropriate media will be used to reach and engage each audience. The target audience for each measure will comprise one or

more of the following groups:

- individual participants;
- CFOs and other beneficiaries;
- providers;
- media and opinion formers at national and local level;
- policy makers in the Department for Work and Pensions, Department for Business, Innovation and Skills, Department for Education and other relevant Government departments;
- local stakeholders;
- local authorities;
- sectoral organisations including Sector Skills Councils;
- social partners (i.e. trades unions and employer organisations);
- voluntary sector networks and organisations (or 'charities, social enterprises and voluntary networks and organisations');
- DG Employment, European Commission more generally and other EU institutions;
- providers and professionals involved in employment, education, skills and inclusion;
- equal opportunities and environmental organisations; and
- members of the public with an interest in ESF, EU funding or employment and training.

18. Information on how each ESF target group will be reached through each measure is set out in Annex **B (and A)**. Many of the information and publicity measures will also be accessible to the general public as a whole. For example, any member of the public is able to access the website and e-zine, or may read about an ESF project in a local newspaper. However, in practice the information and publicity measures will be targeted at the specific groups listed above.

Resources

19. The Managing Authority will provide the main human resource to deliver the national elements of the Communication Plan. The Managing Authority will contract with a number of communications professionals to help deliver parts of the plan. Additional support will be available from DWP's Press Office and Communications Team.

20. The Managing Authority will set up ESF technical assistance projects as appropriate to implement the national elements of the Communication Plan and will provide national match funding for these. The indicative communications budget for the 2007-2013 programme at national level is €1.5 million including national ESF technical assistance funds and national match funding from DWP. The average annual cost for core national information and publicity activities including ESF website maintenance and development, and the production of the ESF at work e-zine, ESF plaques and publicity materials is expected to be around €150,000. The remainder of the budget will be spent on events and other one-off activities.

21. In addition, ESF technical assistance will be available to support local

publicity activities as set out in local ESF technical assistance strategies in London, Cornwall and Gibraltar; and its coordination at national level. It is estimated that about €3 million of ESF technical assistance will be available for publicity activities at local level.

Roles and responsibilities

22. The Managing Authority is responsible for:
- national information and publicity measures to promote the programme, including a launch event and mid-programme conference, and contributing to the identification and delivery of local publicity measures where appropriate;
 - disseminating the Operational Programme document and its financing opportunities;
 - developing, implementing, reviewing and updating of the national Communication Plan and supporting annual information and publicity plans, in consultation with partner organisations;
 - providing CFOs and other beneficiaries, and providers with clear and comprehensive information on publicity requirements through contractual arrangements and supporting guidance and publicity resources - including an ESF 'Publicity Works' toolkit on the national ESF website;
 - informing the Monitoring Committee of the Communication Plan and progress in its implementation, in line with Article 4.1 of Commission Regulation 1828/2006, including details of the information and publicity measures carried out, the means of communication used and examples of such measures;
 - ensuring that annual and final implementation reports of the Operational Programme in line with Article 4.2 of Commission Regulation 1828/2006 include:
 - examples of information and publicity measures,
 - the arrangements for publishing the list of beneficiaries, names of operations and the amount of public funding allocated to operations, and
 - details of any major amendments to the Communication Plan;
 - ensuring that the annual report for 2010 and the final implementation report assess the results of the information and publicity measures in terms of the visibility and awareness of the Operational Programme and of the role played by the Community;
 - providing potential beneficiaries with clear and detailed information on:
 - the conditions of eligibility to be met to qualify for financing under the Operational Programme and the contacts at national and **local** level who can provide information on the Operational Programmes, and
 - a description of the procedures for examining funding applications, the criteria for selecting the operations to be financed and the time periods involved;
 - involving other national and local bodies in the dissemination of funding opportunities to potential providers;

- organising the following information and publicity measures in line with Article 7.2 of Commission Regulation 1828/2006:
 - a major information activity publicising the launch of the Operational programme,
 - at least one major information activity a year, presenting the achievements of the Operational Programme,
 - flying the flag of the European Union for one week starting 9 May at its premises, and
 - the publication, electronically or otherwise, of the list of beneficiaries, the names of the operations and the amount of funding allocated to the operations;
- designating a person to act as the information and publicity contact for the Commission and to assist the network and exchange of experience across Member States on information and publicity matters, in line with Article 10 of Commission Regulation 1828/2006.

23. Within the Managing Authority, the Policy team will have responsibility for performing these tasks, with support from MA Delivery team colleagues where appropriate – for example in helping ensure that CFOs and, where appropriate, other beneficiaries meet publicity requirements, including through Article 13 monitoring visits.

24. In London, the Managing Authority will delegate the tasks set out in paragraph 22 to the Greater London Authority as an Intermediate Body.

25. The Managing Authority will delegate responsibility for information and publicity functions in Gibraltar to the Government of Gibraltar as an Intermediate Body. These will include the tasks set out at paragraph 22. They will also include: disseminating the Operational Programme document and its financing opportunities; and providing beneficiaries with clear and comprehensive information on publicity requirements through contractual arrangements and supporting guidance and publicity resources. The Government of Gibraltar will operate a publicity strategy in accordance with the Commission's Implementing Regulation.

26. The Managing Authority teams and Intermediate Bodies responsible for information and publicity are listed at **Annex C**.

27. The publicity contacts in the Managing Authority, the Greater London Authority and the Government of Gibraltar will participate in the ESF publicity network. Local level ESF Committees in Cornwall and London will be kept regularly informed of progress with publicity measures delivered under local level ESF Communication plans.

28. Co-financing Organisations (CFOs) and other beneficiaries are responsible for complying with contractual requirements on information and publicity measures, as determined by the Commission's Implementing Regulation and the Managing Authority through approval letters (the MA-CFO Memorandum of Understanding schedule 2 – publicity), supporting guidance

and publicity resources (including the ESF 'Publicity Works' Toolkit, this Communication Plan and the annual information and publicity plans. This activity will mainly be focused at a local level and include, though not be restricted to:

- developing, implementing and reviewing CFO communication plans to meet information and publicity requirements. These may include joint actions with other CFOs or beneficiaries. The plans need to cover such measures as:
 - publicising funding opportunities to potential applicants,
 - providing their details and project details for the Managing Authority's list of approved beneficiaries and operations, and
 - using the ESF logo in line with guidance;
- disseminating funding opportunities
- displaying a CFO plaque
- giving providers clear and comprehensive information on publicity requirements through contractual arrangements, ongoing supporting guidance and advice and through other measures at local levels;
- monitoring and reviewing provider compliance with publicity requirements through formal programme checks and other measures;
- working with the Managing Authority on specific information and publicity measures, such as:
 - national and local area events,
 - the development, maintenance and updating of ESF websites,
 - the production and distribution of electronic and/or hard copy newsletters,
 - the submission of news stories and case studies showcasing activities, outcomes and added value,
 - contributing to annual reports and the evaluation of publicity activity,
 - the display of ESF Co-financing plaques and distribution of ESF plaques to providers, and
 - general networking and exchange of good practice;
- participating in the Managing Authority's ESF publicity network (of publicity contacts) to share good practice and ensure consistency; and
- working with local delivery partners including providers on publicity measures, such as events, websites, newsletters, the provision of case studies, contributing to annual reports, and general networking and exchange of good practice.

29. Providers are responsible for complying with contractual requirements on information and publicity measures as determined by the Commission's Implementing Regulation, by the Managing Authority and by CFOs through contracts, supporting guidance and publicity resources. This activity will mainly take place at a local level and include, though not be restricted to:

- displaying project plaques;
- displaying the ESF logo and a reference to EU support on all

information and publicity materials including websites; advertisements and other media targeted materials; and any document related to project delivery.

- informing participants and the general public of EU and ESF support;
- providing case studies as requested; and
- working with CFOs on specific information and publicity measures to publicise the ESF programme, such as events, websites, newsletters, the provision of case studies, annual reporting, the evaluation of information and publicity measures, and general networking and exchange of good practice.

30. The Programme Monitoring Committee will receive regular information from the Managing Authority on the Communication Plan and its implementation, including details of the information and publicity measures carried out, the means of communication used and examples of such measures. This information will be included in an annual paper to the Programme Monitoring Committee on publicity measures and the Annual Implementation Report. The Managing Authority will seek the co-operation of Committee members in publicising the programme and disseminating information and publicity materials within their networks.

31. In Cornwall and the Scilly Isles, London and Gibraltar the respective ESF committees will review the implementation of ESF information and publicity measures.

32. The Managing Authority will work with partners to ensure that local activities are aligned and consistent with the Communication Plan. One of the aims of the Managing Authority's network of publicity contacts is to ensure a common understanding of requirements and consistency across the country. The Managing Authority's monitoring of CFOs and other beneficiaries will include the publicity requirements. CFOs will be expected to include relevant publicity requirements in their contracts with and guidance for providers to ensure consistency at local level.

Information and Publicity Measures

33. Information and publicity activity will be targeted at the entire ESF target audience or one or more groups within the target audience as appropriate. The nature of the message and needs of the target audience will determine the information and publicity measures that are used.

34. Many key messages contained within this Communication Plan will be relevant at national and local levels and will involve the Managing Authority, CFOs and others working together on (complementary) websites, press releases and publications. In other cases, such as the publishing of funding opportunities to potential ESF providers, the message will need to be conveyed by one or more organisations at the local area level using a wider spread of tools.

35. The main national and local information and publicity tools that are expected to be used to deliver the Communication Plan and the plans of CFOs and other beneficiaries are set out in **Annex A**. These draw on:

- good practice from 2000-2006 ESF programmes in England and across the UK
- effective publicity practice from 2008-2010
- the Managing Authority's response to findings/ recommendations from the 2009 evaluation of publicity activity (published in March 2010).
- machinery of Government changes affecting the Managing Authority and main ESF partners .

36. **Annex A** also sets out the expected results of the measures, the target groups and who has lead responsibility. **Annex B** identifies the main measures through which each ESF target group will be reached.

37. The development and implementation of information and publicity measures will support the Managing Authority's commitment to the ESF programme's cross-cutting theme of sustainable development by aiming to minimise the impact of measures on the environment. This will inform decisions on how measures are implemented, including the use of IT/web based materials rather than those that are paper based, and where paper based materials are necessary, the use of recycled materials.

38. More details on specific information and publicity measures will be provided in the national annual information and publicity plan that will be produced at the start of each year. Each annual plan will take account of the programme cycle, the ongoing evaluation and review of information and publicity measures, the development and use of new media technologies such as web casts, and ongoing collaborative working across and between national and local levels.

39. The Managing Authority will aim to make its information and publicity materials as accessible as feasible. The national ESF website pages are hosted on the Department for Work and Pensions website and meet the UK government standard for accessibility. This standard is known as Level Double-A of the W3C Web Content Accessibility Guidelines (version 1.0). Printed information and publicity materials will be made available in alternative formats such as audio and Braille on request. Information booklets aimed at the general public will be written in plain English.

Evaluation

40. In line with Articles 2.2(e), 4.2 and 4.3 of Commission Regulation 1828/2006, the Managing Authority will undertake monitoring and evaluation of communications activity in terms of the visibility and awareness of the Operational Programme and the role played by the European Community.

41. The Managing Authority commissioned the ESF Evaluation Team to

undertake an evaluation of the programme's publicity and information measures during the first half of the programme by 2010.

42. The results of the evaluation have informed this revised Communications Plan - and are being used to inform the review, refinement, development and implementation of publicity and information measures for the 2011-2013 phase of the programme. A summary about the evaluation, its findings, suggested improvements and measures taken by DWP in response to them can be found in **Annex D**.

43. In line with Article 4, point 2 of Implementing Regulation (EC) No 1083/2006 the annual implementation report for 2010 contains an Annex assessing the results of the information and publicity activities (so far) - in terms of visibility of the Operational programme and of the role played by the Community.

44. The following indicators are used to measure the achievement of the objectives of the Communication Plan.

Objective	Indicator	Frequency
To provide a range of high quality products to publicise the programme by the end of 2007, and to develop the range during the life of the programme.	1. Number and type of products and publications produced.	Annual Implementation Report
	2. Number of 'European Social Fund at work' e-zine subscribers and website viewers.	Annual Implementation Report
	3. Number of plaques distributed by the Managing Authority.	Annual Implementation Report
To ensure project providers make their participants aware of ESF throughout their projects	4. Proportion of participants aware of ESF support.	Follow-up surveys of participants, 2010 and 2013
To ensure the Managing Authority, partners, beneficiaries and project providers publicise activities to the general public.	5. Number of ESF website hits.	Annual Implementation Report
	6. Awareness of ESF among the general public.	As and when surveys (e.g. Eurobarometer) undertaken
To use a consistent set of messages on ESF investment in employment and skills in all publicity and information measures.	7. Relevant key messages and key facts used in publications.	Assessment by evaluator by 2010
To optimise opportunities to communicate the activities	8. Number of press notices issued.	Annual Implementation Report

and achievements of the programme in the media at national and local levels.	9. Number of articles referring to ESF in national and local media	Annual Implementation Report
To comply with EU regulatory requirements on publicity at all stages and all levels of the programme.	10. Verification activity finds compliance with EU regulatory requirements.	Annual Implementation Report
To integrate the cross-cutting themes (gender equality and equal opportunities, and sustainable development) into publicity and information measures.	11. Number of publications produced about, or containing information on, the cross-cutting themes.	Annual Implementation Report

45. The Managing Authority will also provide a qualitative assessment of information and publicity measures in the Annual Implementation Report to supplement the indicators. This will include analyses of media coverage and website usage. The Managing Authority will also undertake surveys of 'European Social Fund at work' e-zine reader and national ESF website users. The findings of these surveys will help shape the ongoing development and enhancement of the e-zine and website, and will be reported on in the Annual Implementation Report when appropriate.

Annex A

Information and Publicity measures: (focusing particularly on 2011-2014)

Measure	Additional Information	Target Groups	Lead Responsibility
Publicising the ESF Operational Programme	<p>Launch</p> <p>The Operational Programme is published on the national ESF website and distributed in hard copy to key national and local ESF delivery partners and other interested parties.</p> <p>National: There is an official launch event on 29 October 2007 in London. This will be a major information activity in line with Article 7.2(a) of Commission Regulation 1828/2006. The launch event will be for over 200 stakeholders, with keynote speeches from James Plaskitt (DWP Minister for ESF) and Commissioner Spidla. It will be supported by related publicity measures, such as the issue of a national press release, a web cast, the production and showing of a DVD and collaborative activities with other organisations. A new ESF website is to go live to coincide with the launch and will provide information on new programme and funding opportunities, plus links to the web cast of the launch and the new programme DVD (on You Tube). A new e-zine to publicise the new programme is to be launched immediately following the launch event.</p> <p>Local: The launch of the programme will be publicised through press releases. Stakeholders will be able to use materials such as the DVD to publicise the launch of the new programme.</p> <p>Results: Key stakeholders receive copies of the Operational Programme and attend the launch event. Other stakeholders, policy makers, providers and relevant media are made aware of the Operational Programme through press releases, websites and other publications.</p>	<p>CFOs and other beneficiaries national and local stakeholders social partners European Commission policy makers providers, sub-contractors and local media</p>	<p>Managing Authority (with others)</p>

Measure	Additional Information	Target Groups	Lead Responsibility
	<p>Mid Programme</p> <p>A mid-programme conference was held in autumn 2010 to celebrate achievements from the first half of the programme, discuss effective practice and how it can inform ESF project delivery and improve outcomes in 2011-2013. Over 200 people attended and the programme included:</p> <ul style="list-style-type: none"> • input from the DWP Minister responsible for ESF; • keynote speeches from the European Commission and DWP; • the presentation of national ESF Mainstreaming (equal opportunities and sustainable development) awards to the award winners; • a Q&A panel session involving senior level representatives from ESF partners; • discussion of main evaluation findings; • an ESF film marking participants achievements; • workshops and an exhibition involving a wide range of ESF stakeholders. <p>Results: The national ESF Managing Authority issued a DWP press release and publicised the conference and achievements to date on the national ESF-website, the European Social Fund at work e-zine and the ESF-Works website (including speeches, the participant film and interviews with main partners involved in the event).</p> <p>ESF programme partners and providers helped publicise the conference and the mid-point of the programme, including ESF achievements to date and future priorities and plans.</p>		
ESF Logo and Branding	<p>There is a new ESF logo and branding for the 2007-2013 England and Gibraltar ESF programme. This simple design of the logo comprising the European Union flag and references to the 'European Union' 'European Social Fund' and 'Investing in jobs and skills', complies with Article 9 and Annex 1 of Commission Regulation 1828/2006 and has been endorsed by the Commission.</p> <p>National: The Managing Authority will use the logo and branding guidance in all</p>	Main bodies using the logo and/or displaying plaques include: Managing Authority CFOs and other beneficiaries	Managing Authority

Measure	Additional Information	Target Groups	Lead Responsibility
	<p>information and publicity measures and there will be a contractual requirement placed on beneficiaries and providers (and sub-contractors) to use the logo on all information and publicity measures relevant to the delivery of ESF operations. The logo will be downloadable from the national ESF website and accessible from a CD-Rom available from the Managing Authority and beneficiaries. Guidance will also be available on the website (resources – ESF ‘Publicity Works’ toolkit section) concerning the use of the logo. Free ESF plaques containing the logo and a supporting statement about EU/ESF support will be provided to beneficiaries and providers (and sub-contractors). Free posters containing the ESF logo and supporting statements and images will be distributed to beneficiaries for use by providers (and sub-contractors).</p> <p>Regional/local: Beneficiaries and providers (and sub-contractors) will use the new logo on all information and publicity measures relevant to the delivery of ESF operations. In line with Article 8 of Commission Regulation 1828/2006, the EU flag and a supporting statement about EU/ESF support will also feature prominently on ESF plaques that will be displayed by beneficiaries, providers (and sub-contractors). Providers (and sub-contractors) will also need to include a reference to the ESF on documents, including attendance or other certificates that are part of their ESF projects.</p> <p>Results: The logo and branding guidance are used by partners on relevant materials resulting in increased visibility for ESF among participants, stakeholders and the public.</p>	<p>Providers and sub-contractors national and local stakeholders social partners voluntary sector organisations</p>	

Measure	Additional Information	Target Groups	Lead Responsibility
Contractual Arrangements and Guidance	<p>National: To ensure that the provision of information and publicity measures is embedded into programme delivery arrangements, the Managing Authority will set out clear provisions to be undertaken by CFOs and other beneficiaries in beneficiary agreements and guidance. Additional guidance and information will be provided on the ESF website and through the activities of the ESF publicity network managed by the Managing Authority. These will comply with the requirements of the publicity articles in Commission Regulation 1828/2006 and the measures set out in this Communication Plan. They have been updated for 2011-2013 agreements and guidance taking into account the results of the 2010 publicity evaluation and lessons from the first half of the programme.</p> <p>Local: Beneficiaries will be required to undertake the provisions set out in ESF agreements and agreed guidance and set in place similar provisions in their contractual arrangements with providers (and their sub-contractors).</p> <p>Results: The publicity requirements are set out in beneficiary agreements and guidance, and implemented by beneficiaries, providers and sub-contractors.</p>	CFOs and other beneficiaries Providers and sub-contractors	Managing Authority (with beneficiaries)

Measure	Additional Information	Target Groups	Lead Responsibility
National ESF Website	<p>Rapid growth in Internet access has confirmed the importance of websites as primary tools for providing key messages and up-to-date information.</p> <p>National: From October 2007 a new ESF website will engage users and be continually updated with the latest information about the England ESF programme. It will also provide details of wider UK and EU ESF programmes and a range of ESF related matters.</p> <p>The website (integrated into the DWP website in March 2011) will provide key strategic and promotional national level information that will complement other ESF websites managed by Co-financing Organisations and others. The website meets the UK government standard for accessibility. This standard is known as Level Double-A of the W3C Web Content Accessibility Guidelines (version 1.0).</p> <p>The website pages will be relevant to all target groups, providing information directly or linking with other sites that will provide the required information. The website will include the following information:</p> <ul style="list-style-type: none"> • what ESF does and is achieving; • the Operational Programme and national/local delivery arrangements including regional ESF frameworks; • funding opportunities; • beneficiary guidance; • the list of beneficiaries, names of operations and the amount of funding allocated to operations; • a database of good practice projects; • annual reports, promotional booklets, e-zines and findings from evaluations; • information on the cross cutting themes of gender equality and equal opportunities, and sustainable development; • from summer 2011 an ESF 'Publicity Works' toolkit for use by ESF providers/sub- contractors that sets out what they 'Must do' and provides supporting resources; 	<p>Accessible to all, but targeted in particular on meeting the information needs of:</p> <p>CFOs and other beneficiaries providers and sub-contractors policy makers local stakeholders social partners European Commission national and local media members of the public with an interest in ESF, EU funding or employment and training</p>	<p>Managing Authority</p>

Measure	Additional Information	Target Groups	Lead Responsibility
	<ul style="list-style-type: none"> • key information about the 2000-2006 programme including mainstreaming from Equal; • access to ESF across UK and Europe, and ERDF in England in 2007-2013; • Frequently asked Questions and users will be able to submit general enquiries. • access to related ESF sites at national and local level in England, and at UK and EU level, and to the England ERDF website. • information on proposals for the 2014-2020 programme. <p>Results: The new national ESF website is set up and maintained to provide information about the programme.</p>		

Measure	Additional Information	Target Groups	Lead Responsibility
Co-financing Organisation, Other Beneficiary and Technical Assistance Websites	<p>National CFO websites: The Skills Funding Agency Co-financing Organisation (national office) will develop and maintain ESF pages on its national website. These set out how funding is being spent; tendering opportunities and a range of other information including research sources and Community Grants.</p> <p>The DWP Co-financing Organisation has an ESF page on the Direct Gov website that explains how ESF funding works, who is eligible and how to access the opportunities available. The information is particularly targeted at potential participants.</p> <p>The National Offender Management Service Co-financing Organisation has an ESF page on the Ministry of Justice website that explains how their ESF funding is being used. More information regarding NOMS Co-financing Organisation including how ESF money is spent, who is eligible and tendering opportunities is available from is available from cfo-helpdesk@noms.gsi.gov.uk</p> <p>Local CFO website addresses:</p> <ul style="list-style-type: none"> • Central Bedfordshire Council • Luton Borough Council • London Development Agency -to March 2012 • London Councils • East of England Development Agency -to March 2012 • East Midlands Local Authority Consortium • The Greater London Authority - from November 2011 <p>Technical assistance and other beneficiary websites:</p> <p>The ESF-Works website is the showcase and forum for policy and practice lessons from the 2007-13 England ESF programme in England. It contains a wide range of project case studies and short reports, thematic level project examples and resources - including interviews, project practitioner and 'participant voice' films, plus twitter</p>	providers and potential applicants local stakeholders social partners policy makers local media	CFOs and other beneficiaries including technical assistance projects

Measure	Additional Information	Target Groups	Lead Responsibility
	<p>feeds and a Facebook page. ESF-Works complements the national ESF website and is aimed at all professionals working in the areas of employment and skills, regardless of their European funding experience. ESF-Works is part-funded by ESF technical assistance.</p> <p>The Age and Employment Network website is part of the ESF technical assistance project run by TAEN to promote an effective labour market that serves the needs of people in mid and later life, employers and the economy. The TAEN website provides information, examples of good practice and guidance to projects that are targeting older workers.</p> <p>The Third Sector European Network website is part-financed by ESF technical assistance and provides information on European funding opportunities for voluntary sector organisations.</p> <p>The Convergence website provides a wide range of information on the ESF (and ERDF) in Cornwall and the Isles of Scilly. The website is part-funded by ESF technical assistance.</p> <p>The Greater London Authority website provides information relating to the management of ESF in London in 2007-2013.</p> <p>The Gibraltar EU Programmes secretariat () website provides information on ESF in Gibraltar.</p> <p>Results: ESF web pages are set up and maintained by CFOs and other beneficiaries on relevant websites to provide information about their ESF activities.</p>		
List of Beneficiaries	National: The list of beneficiaries, the names of the operations and the amount of public funding allocated to the operations will be made accessible on the national ESF website. This list will include the names of projects. The national list of beneficiaries	Accessible to all, but of particular interest to:	Managing Authority (with beneficiaries)

Measure	Additional Information	Target Groups	Lead Responsibility
	<p>and operations will be broken down by region and identify live and closed projects.</p> <p>Results: The list will be publicly available in line with Article 7.2(d) of Commission Regulation (EC) No 1828/2006.</p>	<p>policy makers local and sectoral stakeholders national and local media members of the public with an interest in ESF, EU funding or employment and training</p>	
<p>'European Social Fund at work' e-zine</p>	<p>National: The 'European Social Fund at work' e-zine will be promoted among and distributed regularly to ESF partners and other interested organisations. The e-zine will inform the target audience of the latest programme news, achievements, evaluation findings and developments. It will also promote programme events, other useful sources of information and provide contact points for funding opportunities and issues of interest.</p> <p>Each issue will be accessible on the national ESF website. The e-zine's format, structure and frequency will be reviewed regularly in response to feedback and other evaluative measures.</p> <p>Local: CFOs and other beneficiaries may develop their own ESF e-zines or newsletters and/or include ESF features in other newsletters produced by their organisations. These could be individual CFO or collaborative CFO publications and may also use Technical Assistance). They are also able to submit news items and details of achievements, such as case studies of successful projects for use in the national 'European Social Fund at work' e-zine. CFOs will also publicise the European Social Fund at work e-zine at local (and national) level.</p> <p>Results: 'European Social Fund at Work' is published regularly to inform partners of</p>	<p>CFOs and other beneficiaries national and local stakeholders social partners Providers and sub-contractors policy makers European Commission professionals responsible for areas covered by ESF</p>	<p>Managing Authority</p> <p>Beneficiaries</p>

Measure	Additional Information	Target Groups	Lead Responsibility
	the latest news, developments and achievements of the ESF programme. A number of local level e-zines or newsletters provide a similar function at the local level.		
Annual Reports	<p>National: In line with Commission Regulation (EC) No 1828/2006 - each year's annual implementation report for the ESF programme will include: a summary of information and publicity measures that have been implemented; examples of such measures; and any major amendments to the Communication Plan. The report for 2010 and the final report will contain an assessment of the results of the information and publicity measures in terms of visibility and awareness of the ESF programme and the role played by the Community. Each annual report will be publicly accessible on the ESF website.</p> <p>A summary report, showcasing the progress and achievements of the programme, will be produced in hard copy and distributed to partners and other organisations.</p> <p>Results: The annual implementation reports and summary reports provide an annual overview of programme activity and achievements.</p>	European Commission national and local stakeholders CFOs and other beneficiaries	Managing Authority
Programme Publications	<p>Throughout the programme period, general and specific publications will inform target audiences about the ESF programme and its achievements.</p> <p>National: Most publications will be produced by the Managing Authority for use by itself and ESF delivery partners. To help minimise the impact on the environment, where appropriate materials will be placed on the national ESF website as downloadable documents rather than printed and distributed. Details of individual publications will appear in the annual information and publicity plans and in the annual reports.</p> <p>Local: CFOs, other beneficiaries and ESF partners may develop their own ESF publications to promote their ESF activities and achievements.</p>	policy makers local/sectoral stakeholders social partners CFOs and other beneficiaries Providers (sub-contractors) and professionals European Commission media and opinion formers	Managing Authority Beneficiaries and partners

Measure	Additional Information	Target Groups	Lead Responsibility
	<p>Results: Publications provide information on ESF to inform target audiences about the programme and its achievements. [Some products will focus on particular groups including sectoral or cross-cutting theme interest groups.]</p>	<p>members of public with an interest in ESF, EU funding, employment and training</p>	
ESF Plaques	<p>All beneficiaries and providers (and any sub-contractors) will be required to display ESF plaques that show the EU flag and the support of the European Union.</p> <p>National: The Managing Authority will produce CFO plaques and project plaques. The Managing Authority will issue these plaques to CFOs and to non-CFO providers. The plaques will be constructed from sustainable materials and are to be positioned in a prominent location, where they are clearly visible to staff, participants and others using the building.</p> <p>Local: CFOs will be required to display the CFO plaque at their main office and distribute project plaques to their providers. Providers (and any sub-contractors) will each be required to display a project plaque at the main location at which each project is delivered to participants.</p> <p>Results: Plaques are displayed prominently in CFO main offices and the main locations where ESF activity is delivered to participants.</p>	<p>CFOs, other beneficiaries, providers and their employees participants members of the public visiting premises where plaques are displayed</p>	<p>Managing Authority (with beneficiaries)</p>
Annual Major Information Activity	<p>In line with Article 7.2(a) of Commission Regulation (EC) No 1828/2006 there will be at least one major information activity each year to promote the achievements of the Operational Programme.</p> <p>National: Each annual major information activity will be determined by the Managing Authority in consultation with DWP Press Office. The primary aim will be to engage national and local media, including specialist press. The activity may be based around an event, a visit by a Minister and/or Commissioner, the presentation of ESF awards</p>	<p>national and local media and opinion formers, including the specialist press members of public who are the audience for media coverage national and local</p>	<p>Managing Authority (with beneficiaries and partners)</p>

Measure	Additional Information	Target Groups	Lead Responsibility
	<p>to projects and participants, or the publication of the annual summary report or other publication. Media coverage from each major information activity will be evaluated.</p> <p>Other good publicity opportunities include ESF links with Adult Learners' Week which takes place at the end of May each year, and the celebration of Europe day on 9 May each year.</p> <p>Details of major information activities will be included in annual information and publicity plans.</p> <p>Local: Beneficiaries and other ESF partners will be expected to co-operate with the annual major information activity. This may be through measures to help publicise the activity and/or contributing to the organisation and delivery of specific publicity measures or events - such as a visit by a Minister, Commissioner or other VIP.</p> <p>Results: Each year, a major information activity promotes the achievements of the Operational Programme.</p>	<p>stakeholders social partners European Commission policy makers providers</p>	
Media Campaigns and Press releases	<p>Most measures to engage with the media are likely to be about specific events or activities. Opportunities to engage in longer campaigns that are relevant to ESF, and links to other campaigns such as the national 'Adult Learners' Week' at the end of May will be explored and taken forward where there are clear publicity benefits at national and local levels. More details of campaign activity will appear in annual information and publicity plans.</p> <p>National: Press releases will be the primary means of engaging the media and reaching the general public. The Managing Authority will work closely with DWP Press Office to identify opportunities to publicise the ESF programme and its achievements during each year. Building on the experiences of 2000-2006 ESF programmes, some examples of how press releases will be used include:</p> <ul style="list-style-type: none"> • the launch event in 2007; 	<p>All In particular: national and local media and opinion formers, including the specialist press policy makers members of public who are the audience for media coverage participants national and local stakeholders</p>	<p>Managing Authority (with beneficiaries and partners)</p>

Measure	Additional Information	Target Groups	Lead Responsibility
	<ul style="list-style-type: none"> • visits by DWP Ministers, Commissioners and other VIPs to ESF projects; • ESF conferences/awards events; • to publicise major information activities; • the publication of ESF evaluation findings. <p>Collaboration with DWP's Press Office will also include: exploring opportunities to place features and editorial in targeted newspapers and journals, and dealing with media enquiries and all ESF related activity that involves the participation of DWP Ministers. National and local press coverage of ESF matters will be monitored and evaluated.</p> <p>Local: CFOs will be required to develop media links and arrange the issue of press releases on their activities, and to work with the Managing Authority on media related activities. Beneficiaries will encourage ESF providers to participate in campaigns where appropriate. This can include the annual Adult Learners' Week campaign in May. Providers can nominate winners for national and local ESF awards, get involved in activities during the week and where they win awards, help publicise this. Some CFOs and local partners will also run celebration campaigns and awards competitions with the aim of raising awareness of their ESF programmes and achievements and attracting media interest when awards are presented.</p> <p>Results: Media campaigns and press releases raise awareness of ESF activities and achievements.</p>		
ESF Stands and Promotional Materials	National: Large and small ESF exhibition stands, posters and a range of small promotional materials (such as pens) will be produced for use at launches and other ESF relevant events (such as Adult Learners' Week) to raise awareness of the ESF programme. Where possible promotional materials will be produced from recycled paper and other materials. Some promotional materials will be made available to beneficiaries.	All groups who attend events, ceremonies, road shows etc. [depends on nature of event.]	Managing Authority

Measure	Additional Information	Target Groups	Lead Responsibility
	<p>Regional/local: Beneficiaries and other ESF partners will be able to borrow the national ESF stands and order supplies of nationally produced materials for use regionally and locally. Some may develop their own ESF stands and promotional materials for use at events. Some providers may also develop ESF stands and materials.</p> <p>Results: ESF stands and promotional materials raise awareness of ESF.</p>		
Enquiries	<p>National: The national ESF website provides an email address for enquiries and provides contact information for Co-financing Organisations and other ESF partners.</p> <p>Local: CFOs will provide contact points for enquiries on their websites and promotional materials.</p> <p>Results: The general public, potential applicants and others will be able to obtain information about ESF from the contact points.</p>	<p>Groups not directly involved in ESF but who want to find out more, for example:</p> <p>Providers and professional members of the public with an interest in ESF, EU funding or employment and training</p>	Managing Authority (and Co-financing Organisations)
Europe Day	<p>National: In line with Article 7.2(c) of Commission Regulation (EC) No 1828/2006 the Managing Authority will fly the flag of the European Union at the front of its premises for one week each year, commencing on 9 May – Europe day. Europe Day will be publicised on the ESF website and in the ‘ESF at work’ e-zine.</p> <p>Local: CFOs, other beneficiaries and ESF partners will be encouraged to publicise Europe Day in their organisations and across their networks.</p> <p>Results: ESF is promoted on Europe Day.</p>	<p>CFOs and other beneficiaries Providers media and opinion formers policy makers local stakeholders social partners members of the</p>	Managing Authority (with beneficiaries and partners)

Measure	Additional Information	Target Groups	Lead Responsibility
		public with an interest in ESF, EU funding or employment and training DWP, BIS and DfE employees	
Government Publications	<p>National: References to the added value of ESF to national employment and skills policies and programmes will be incorporated within strategic national level documents such as the National Reform Programme, National Action Plan for Social Inclusion, DWP, BIS and DfE annual reports and other relevant Government publications.</p> <p>Results: Relevant Government publications include references to ESF.</p>	policy makers local and sectoral stakeholders social partners providers and professionals	Managing Authority
Social Media	<p>National: from autumn 2010 the @ESFWorks Twitter profile will enable ESF-Works and the Managing Authority to engage further with employment and skills professionals and organisations; to share achievements and essentially to improve the profile of the ESF in England. The Managing Authority will regularly feed into this and post tweets - often relating to news, evaluations and other content on the national ESF website.</p> <p>In 2011 ESF-Works will also pilot an ESF Facebook page – again focussed on reaching wider audiences particularly professionals from the employment and skills sectors.</p> <p>Local: Some ESF partners including the Convergence Partnership Office will run Twitter profiles as part of their ESF communications activity and others will follow tweets.</p> <p>Results: Social media adds value to national and local ESF communication measures</p>	CFOs and other beneficiaries Providers and sub-contractors policy makers national and local stakeholders social partners	Managing Authority with ESF-Works, beneficiaries and partners

Measure	Additional Information	Target Groups	Lead Responsibility
	by reporting news, events etc as they occur.		
Networking	<p>National: There will be national level activity to support the planning and delivery of information and publicity measures and their ongoing evaluation and review. This will involve key national and local delivery partners including Co-financing Organisations and inform the review of the Communication Plan and development and review of annual information and publicity plans. The Managing Authority will establish a publicity network of Government Office and CFO contacts to share good practice and ensure consistency. Most of the networks communications will be through regular publicity e-bulletins issued from the Managing Authority, supported by ad-hoc communications on specific collaborative measures such as annual information activities and bi-lateral discussions with individual organisations and smaller groups.</p> <p>The network will hold a number of meetings in the first half of the programme (involving around 60 people at each). These will involve presentations from ESF publicity experts within and outside the network – including PR/media companies and projects, plus workshop sessions at organisation and local level mainly around effective publicity practice and reviewing and planning future collaborative activity.</p> <p>In 2010 the network will meet to discuss the findings and recommendations from the independent evaluation of ESF information and publicity activity undertaken by Insite Research and Consulting - and agree measures at national and local level to respond to these. This will include setting up a sub-group to develop a national publicity toolkit ('ESF Publicity Works' – launched July 2011) to be placed on the ESF website for use by providers, their sub-contractors and other organisations in receipt of ESF funding.</p> <p>National and local level networking will, where appropriate, take account of ERDF information and publicity measures and opportunities for collaborative working. A representative from the ERDF programme in England will participate in the ESF publicity network to facilitate this. The Managing Authority will participate in the Structural Funds publicity network organised by the European Commission's Representation to the UK, which will cover all Structural Fund programmes.</p>	All – through the benefits of collaborative activity and more effective working achieved by the Managing Authority, CFOs and other beneficiaries	Managing Authority (and Co-financing Organisations)

Measure	Additional Information	Target Groups	Lead Responsibility
	<p>In terms of wider networking, in line with Article 10 of Commission Regulation 1828/2006 the Managing Authority will support the networking and exchange of good practice on information and publicity measures across the EU; and seek to work with the Commission on specific measures such as the provision of good quality case studies and the dissemination of Commission publicity materials.</p> <p>The Managing Authority will maintain regular contact with ESF information and publicity contacts in Scotland, Wales and Northern Ireland, with the aim of identifying and sharing good practice. This will include reporting back to them on networking and other activities that are taking place at an EU level, so that they are aware of and can contribute to these measures.</p> <p>Local: CFOs, other beneficiaries, and other ESF/Structural Fund partners will be encouraged to network and agree collaborative actions locally. This may involve the use of ESF technical assistance.</p> <p>Results: Networking activity adds value to national and local ESF publicity measures.</p>		

Annex B

Reaching ESF target groups – Summary of national and local publicity measures

Target group	National and local publicity measures
CFOs and other beneficiaries	<ul style="list-style-type: none"> • Publicising of the Operational Programme at launch and at the autumn 2010 mid-programme conference • ESF Logo and branding/ESF plaques; • Websites, including: national ESF website (all sections including list of beneficiaries and enquiries), ESF-Works website and national and local CFO/ beneficiary/TA funded (TAEN etc) ESF websites; • European Social Fund at Work e-zine and other national and local level e-zines and newsletters produced by CFOs, beneficiaries and technical assistance funded projects; • Annual reports (national level); • Programme related DVDs and booklets including summary annual reports; • Annual Major information activities/Media campaigns and press releases; • Government publications; • Europe day. <p>To help support delivery of their ESF publicity responsibilities and specific measures:</p> <ul style="list-style-type: none"> • Contractual arrangements (Schedule 2 of DWP/national CFO Memorandum of Understanding - including the update for 2011-2013 provision) and MA guidance in resources section of ESF website; • Publicity network activities related to collaborative actions including sharing of effective practice and planning for publicity measures such as annual major information activities etc; • Publicity related ESF Action Notes (e.g. display of plaques, Adult Learners' Week support etc)
National and local stakeholders (including social partners and third sector organisations with an interest in ESF, EU funding and employment and skills)	<ul style="list-style-type: none"> • Publicising of the Operational Programme at launch and at the autumn 2010 mid-programme conference • ESF Logo and branding; • Websites, including: national ESF website (all sections including list of beneficiaries and enquiries), ESF-Works website and national and local CFO/ beneficiary/TA funded (TAEN etc) ESF websites; • European Social Fund at Work e-zine and other national and local level e-zines and newsletters

Target group	National and local publicity measures
	<p>produced by CFOs, beneficiaries and technical assistance funded projects;</p> <ul style="list-style-type: none"> • Annual reports (national level); • Programme related DVDs and booklets including summary annual reports; • Annual Major information activities/Media campaigns and press releases; • Government publications; • Europe day; • ESF stands and promotional materials, CFO and project plaques.
Policy makers (particularly DWP, BIS, DfE and NOMS employees)	<ul style="list-style-type: none"> • Publicising of the Operational Programme at launch and at the autumn 2010 mid-programme conference • Websites, including: national ESF website (all sections including list of beneficiaries and enquiries), ESF-Works website and national and local CFO/beneficiary/TA funded (TAEN etc) ESF websites; • European Social Fund at Work e-zine and other national and local level e-zines and newsletters produced by CFOs, beneficiaries and technical assistance funded projects; • Programme related DVDs and booklets including summary annual reports; • Government publications; • Annual Major information activities/Media campaigns and press releases; • Europe day; • ESF stands and promotional materials, CFO and project plaques.
European Commission	<ul style="list-style-type: none"> • Publicising of the Operational Programme at launch and at the autumn 2010 mid-programme conference • Websites, including: national ESF website (all sections including list of beneficiaries), ESF-Works website and national and local CFO/ beneficiary websites; • European Social Fund at Work e-zine and other national and local level e-zines and newsletters produced by CFOs, beneficiaries and technical assistance funded projects; • Annual reports (national level); • Programme related DVDs and booklets including summary annual reports (national level); • Annual Major information activities/Media campaigns and press releases.
Providers	<ul style="list-style-type: none"> • Publicising of the Operational Programme at launch and at the autumn 2010 mid-programme conference; • Contractual arrangements and guidance ;

Target group	National and local publicity measures
	<ul style="list-style-type: none"> • ESF Logo and branding/ESF plaques; • Websites, including: national ESF website (all sections including list of beneficiaries, Funding opportunities, Enquiries and the ESF 'Publicity Works' toolkit), ESF-Works website and *national and local CFO/ beneficiary websites (*particularly for potential applicants) • European Social Fund at Work e-zine and other national and local level e-zines and newsletters produced by CFOs, beneficiaries and technical assistance funded projects; • Programme related DVDs and booklets including summary annual reports (national level); • Annual Major information activities/Media campaigns and press releases; • Europe Day.
National and local media (and opinion formers/specialist press in some cases)	<ul style="list-style-type: none"> • Publicising of the Operational Programme at launch and at the autumn 2010 mid-programme conference • Websites, including: national ESF website (all sections including list of beneficiaries), ESF-Works website and national and local CFO/ beneficiary websites; • Programme related DVDs and booklets including summary annual reports (national level); • Annual Major information activities/Media campaigns and press releases; • Europe Day.
Members of the public (who are the audience for media coverage)	<ul style="list-style-type: none"> • National ESF website (About ESF, list of beneficiaries, Enquiries section and other sections depending on level of interest in ESF, EU funding or employment and training). Some may also be interested in the www.ESF-works.com website; • ESF plaques (when visiting premises where they are displayed); • Annual Major information activities/Media campaigns and press releases; • Europe Day – where they have an interest in ESF, EU funding or employment and training.
Participants	<ul style="list-style-type: none"> • ESF Logo and branding • ESF plaques (in provider and sub-contractor premises) • Provider measures including: awareness raising activity as part of induction sessions, the display of the ESF logo and EU support references on project related documents, the use of ESF posters etc.

Annex C

Administrative Bodies Responsible for the Implementation of the Information and Publicity Measures

Managing Authority

European Social Fund Division Policy team, Department for Work and Pensions

Contact: James Ritchie, Level 5, Steel City House, West Street, Sheffield, S1 2GQ; james.ritchie@dwp.gsi.gov.uk

CFOs

Department for Work and Pensions (national office)

Contact: Vicky Bailey; Vicky.Bailey@dwp.gsi.gov.uk

Skills Funding Agency (national office)

Contact: Richard Mole; Richard.Mole@skillsfundingagency.bis.gov.uk

National Offender Management Service (national office)

Contact: Jennie Barnes; Jennie.Barnes2@noms.gsi.gov.uk

London Development Agency¹

Contact: Julie Sexton; juliesexton@lda.gov.uk

Greater London Authority

Contact: Pauline.Daniyan@london.gov.uk

East Midlands Local Authority Consortium

Contact: Andrew Brooks; Andrew.brooks@lincolnshire.gov.uk

Central Bedfordshire and Bedford Borough Council

Contact: Mike Colsell; mike.colsell@centralbedfordshire.gov.uk

London Councils

Contact: Penny Phillips; Penny.Phillips@londoncouncils.gov.uk

Luton Borough Council

Contact: Angela Rowney; Angela.Rowney@luton.gov.uk

Intermediate Bodies

Greater London Authority, European Programmes Management Unit

Contact: Forogh Rahmani; Forogh.rahmani@london.gov.uk

Innovation, Transnationality and Mainstreaming Unit

Contact: Heather Law; Heather.law@birmingham.gov.uk

¹ The London Development Agency is expected to cease operating as a CFO by April 2012.

Government of Gibraltar
Contact Charles Collinson; eudtigib@gibtelecom.net

Others

Convergence Partnership Office (Cornwall and the Isles of Scilly)
Contact: Clare Morgan; Cmorgan@cornwall.gov.uk

Annex D

Summary of 2010 Evaluation of ESF Information and publicity activity in England

Introduction

1. In the latter half of 2009, Insite Research and Consulting were appointed by the Department for Work and Pensions to carry out an independent evaluation of progress towards achieving the England ESF communication plan's objectives.
2. The evaluation also measured the visibility and awareness of the Operational Programme and the role that the Community has played. It included: an analysis of the information and publicity measures taken; interviews with members of the regional ESF network and other stakeholders; and information on the publicity indicators – as listed in paragraph 44 of this Communication Plan.
3. This Annex provides a brief synopsis of the main findings, suggested improvements and sets out how the DWP and other ESF stakeholders have responded to them.
4. More details of the [evaluation objectives, design and findings can be found on the ESF website](#). Full information can be found in DWP research Report RR 646: [An evaluation of European Social Fund information and publicity](#). [Read synopsis](#)

General Findings

5. The evaluation report was published on 25 March 2010. A main conclusion was that 'Halfway through the 2007-2013 European Social Fund (ESF) programme progress has generally been good in terms of meeting the publicity and information objectives. Strong strategic frameworks, shaped by the communication plan, have been put in place. Because of the requirement to develop their own communication plans, awareness of the requirements around publicity is high amongst Co-financing Organisations. Provider awareness is also high in terms of the use of the logo and the need for case studies and good news stories. A range of materials have been produced and activities undertaken which have been effective at reaching their target audience and raising awareness of ESF investment.'
6. In brief, the evaluation confirmed that there is good practice to build on, including:
 - the existence of strong strategic frameworks, shaped by communication plans, regional and local level collaboration and the publicity network;
 - a good range of publicity materials produced and activities

undertaken that have reached target audiences and raised awareness of ESF investment;

- some sharing of good practice, for example through the network;
- initial work to create an ESF brand and adopt some common approaches;
- measures to engage/support providers including regional PR toolkits and workshops;
- some good innovative approaches adopted regionally and locally.

Suggested Improvements and DWP/ESF partners response

7. Some of the main areas identified for attention in the second half of the programme are set out below, along with the measures through which the Managing Authority (MA) and partners such as CFOs are responding:

i) Strengthening links with providers and sub-contractors to consolidate the ESF brand - including EU investment. **MA/CFO response:**

Measures being taken include more clearly cascading requirements through MA/CFO and CFO/provider contracts - supported by more information on how to access guidance, resources and good practice. The new ESF 'Publicity Works' toolkit launched in July 2011 on the national [ESF website](#) – this is the primary tool for engaging providers and sub-contractors on the ESF brand and will be promoted extensively to them by the MA and CFOs. In addition, the role of the MA and CFOs is being refocused to encourage more of a 'facilitator' than just an 'auditor' approach at monitoring visits - to support constructive provider actions and build ongoing dialogue.

ii) Further activities to raise awareness of ESF amongst public and participants (and measure progress). **MA/CFO response:** Revised contractual requirements and the use of the 'Publicity Works' toolkit will support improved provider and sub-contractor communications with participants and wider audiences. The MA and CFOs are also to work more closely with their organisations marketing/publicity departments to help integrate ESF messages into wider communication tools – such as websites, newsletters and press releases.

iii) Consider setting up a) an ESF twitter profile and b) make available guidance on using new media - facebook/twitter etc. **MA response:** a) In late 2010 the [ESF-Works](#) technical assistance project set up a twitter profile, which is also used by the MA. This is proving to be a useful communication tool to share ESF news and ESF policy and practice lessons. By October 2011 Tribal who manage ESF-Works had 400 followers and are tweeting around 5-10 tweets per day ([Follow @ESFWorks on Twitter](#)). From summer 2011 Tribal are also piloting an ESF Facebook profile, which will be reviewed and evaluated towards the end of the year. b) In addition the 'Publicity Works' toolkit contains detailed guidance on using a variety of social media and an ESF case study from the [Convergence](#) area.

8. Some suggestions were made in the evaluation report about the use of indicators, evaluation activity and the sharing of materials and effective practice at local, regional and national levels:

i) Refine indicators of progress to facilitate ongoing evaluation of progress made. For example, rather than use the number of overall hits on the ESF website as an indicator of the activities being publicised to the general public more qualitative indicators could be used. The Publicity Network Group is ideally placed to decide on relevant qualitative indicators. **MA/CFO response:** This has been carefully considered by members of the national ESF Publicity Strategy Group (representing the publicity network). There was a common view that a more constrained operating environment in 2011-2013 limits the scope to introduce more qualitative publicity indicators in this programme period. At a national level, the MA will continue to use the indicators set out in the Communications plan, and which cover main communication measures. In addition a more detailed analysis will be undertaken of how the national ESF website, as the primary communication tool, is used - to inform the ongoing review, updating and development of the site.

Main ESF partners will continue to be asked to report back annually on 'any publicity related evaluation measures and findings' they have undertaken - which can extend to publicity indicators they may be applying. These will be used to contribute to the annual report on the ESF programme's progress that is submitted to the Commission in June of each year. Some TA funded publicity partners such as ESF-Works already provide more detailed quantitative and qualitative indicators, for example on website user data and the results from using communications such as 'tweets' (on Twitter).

ii) Part of developing the qualitative assessment of measures could be through annual reviews of Communication Plans to pick up the added value of activities. **MA/CFO response:** CFO communications activities and progress with their communication plans are addressed and reported on as part of Article 13 visits and annual reviews undertaken by the MA. In addition there are regular reviews with the DWP, Skills Funding Agency and NOMS national CFO offices that also cover progress on publicity activity - in line with CFO Communication plans. Alongside this, each CFO submits a detailed summary of progress on their communication plan for each annual report. This process helps identify the achievements and added value from specific publicity measures.

iii) There was evidence that some evaluations have been undertaken after regional events but there is little dissemination of the findings. Evaluations should be undertaken after each key event or publicity priority and the results disseminated through the Publicity Network. **MA response:** At a national level, the MA will ensure timely evaluations of

key major events and their dissemination through the publicity e-bulletin. For example a report is being produced about the activities, achievements and lessons of the 2011 'annual information activity' - the WorldSkills London 2011 ESF technical assistance project. This will be shared with network members. Where appropriate we will ask partners such as CFOs, the Greater London Authority and ESF-Works to share any key lessons/findings following specific publicity events (such as awards ceremonies) or other measures with us, for dissemination across the publicity network.

iv) A continuous dialogue needs to be established between CFOs and all providers (both prime and sub-contractors) to pass back information and good practice from the overall programme. This requires monitoring for effectiveness. **MA/CFO response:** This is now largely in place. In line with contractual requirements CFOs must 'review provider compliance with information and publicity requirements through formal monitoring checks and other measures, provide ongoing guidance, support and direction to providers and sub-contractors and instigate the taking of remedial activity where necessary'. Through the national Publicity Strategy Group and publicity network CFOs are asked to publicise to providers the good practice, tools and resources (plaques/posters/good practice templates/ ESF at work e-zine/ESF-Works etc.) that are available to help them - such as those contained within the national 'Publicity Works' toolkit. CFOs and the toolkit itself also seek examples of good practice direct from providers that can be passed on to the MA and then disseminated with others. Through a separate broader strand of activity the ESF-Works TA project acts as the showcase and forum for a wide range policy and practice lessons from the England ESF programme. CFOs have been involved in the identification of projects to be featured - based on their knowledge of project activity and good practice. Providers are also able to put themselves forward for a potential ESF-Works feature.

v) Guidance on the use of new media needs to be established by the Managing Authority in collaboration with those already using it. **MA response:** This is provided as part of the [ESF Publicity Works toolkit](#): This contains a case study of how one of our main publicity partners - the 'Convergence Partnership Office' is using social media and the lessons they have learned. We and CFOs are actively promoting the use of the toolkit. The toolkit will be reviewed and updated on an ongoing basis - and social media is one of the sections most likely to be revised - for example to take into account of ESF-Works use of social media and lessons learned.

vi) Clarification around the transfer of materials across regions from TA-funded projects needs to be made. **MA response:** The main TA project funded materials that were produced at the time of the evaluation are the three (then Learning and Skills Council) regional level publicity toolkits that were used in the North West, West Midlands and South West in 2008-2010. These are now obsolete, but have all

helped inform the development of the broader, more comprehensive national level ESF Publicity Works Toolkit that was launched on the [national website](#) in July 2011. Through the national Publicity Strategy Group and wider publicity network CFOs and other members are asked to ensure materials and knowledge are shared at a local level. In 2011-2013 fewer local level publicity projects are running.

The work and outputs of national and some local publicity focused TA projects (including the Convergence Partnership Office) is regularly featured on the ESF website and in the ESF at work e-zine. In addition, TA projects such as ESF-Works (through Social Media/regional pages etc) and The Age and Employment Network (TAEN - through local level workshops and case studies) help disseminate materials and reach local (as well as national) audiences.

vii) Awareness of cross-cutting themes needs to be developed based on a consistent understanding of what they mean across all levels. **MA response:** To inform people about the cross-cutting themes and help ensure a common understanding, clear and detailed information (including good practice examples and some interactive tools) is available on the ESF website - see: [sustainable development](#) and [equal opportunities](#).

TA funding has been used to fund training that has raised the knowledge and understanding of MA and CFO teams of the themes and further training activity is planned in 2012. This helps improve the consistency of understanding amongst core ESF partners, and those that have benefited are in turn, able to take measures that improve providers' awareness and understanding. Article 13 activities at MA-CFO, MA-provider and CFO-provider level also include questions on policy, actions and for gender - participation rates.

The Department for Work and Pensions Research Report No 756, European Social Fund Evaluation of Sustainable Development and Green Jobs (June 2011) indicated that the profile of environmental sustainable development has been raised since the last ESF programme round. Meeting the ESF requirements has increased awareness of the importance of minimising negative environmental impacts, and has raised the profile of sustainability issues.

As mentioned on page 49 (para 4.1.7) of the evaluation report (in summer 2010) the MA introduced local and national level ESF Mainstreaming Leader Awards to give high-profile recognition to those ESF providers who are leading the way in mainstreaming the themes of sustainable development and equal opportunities. The initiative was repeated in 2011.

National ESF Mainstreaming leader Awards, including a new Gender Equality award were presented at an ESF seminar at the WorldSkills London 2011 competition in October. Through a range of publicity

measures (including the awards presentations, website and e-zine articles, filmed interviews on ESF-Works and references in ESF booklets) the award winners are providing real examples of good practice that can be shared with partners across the programme and wider audiences and help improve general awareness, but more importantly, what good practice looks like. More information about the 2011 awards and winners can be found on the ESF website – see: <http://www.dwp.gov.uk/esf/esf-in-action/events-and-awards/esf-mainstreaming-awards-for-equal/>. The awards initiative will be run again to further publicise the importance and achievements of ESF cross-cutting theme activity.

Filmed Interviews with the latest ESF Mainstreaming Leader Award winners will shortly be made available on the ESF-Works website. These filmed interviews are effective and contain a great deal of useful, practical good practice in promoting the cross-cutting themes from real practitioners.

Annex E

Implementing Regulation (EC) No 1083/2006 Information and Publicity Articles²

Section 1 Information and publicity

Article 2

Preparation of the communication plan

1. A communication plan, as well as any major amendments to it, shall be drawn up by the managing authority for the operational programme for which it is responsible or by the Member State to cover several or all operational programmes co-financed by the European Regional Development Fund (ERDF), the European Social Fund (ESF) or the Cohesion Fund.
2. The communication plan shall include at least the following:
 - (a) the aims and target groups;
 - (b) the strategy and content of the information and publicity measures to be taken by the Member State or the managing authority, aimed at potential beneficiaries, beneficiaries and the public, having regard to the added value of Community assistance at national, regional and local level;
 - (c) the indicative budget for implementation of the plan;
 - (d) the administrative departments or bodies responsible for implementation of the information and publicity measures;
 - (e) an indication of how the information and publicity measures are to be evaluated in terms of visibility and awareness of operational programmes and of the role played by the Community.

Article 3

Examination of compatibility of the communication plan

The Member State or the managing authority shall submit the communication plan to the Commission within four months of the date of adoption of the operational programme or, where the communication plan covers two or more operational programmes, of the date of adoption of the last of these operational programmes.

In the absence of observations made by the Commission within two months of receipt of the communication plan, the plan shall be deemed to comply with

² Commission Regulation (EC) No 846/2009 of 1 September 2009 amended some of the rules of **Implementing Regulation (EC) No 1083/2006** – none of which have a substantive impact on the 2007-2013 England ESF programme Communication plan

Article 2(2).

If the Commission sends observations within two months of receipt of the communication plan, the Member State or the managing authority shall within two months send a revised communication plan to the Commission.

In the absence of further observations by the Commission within two months of submission of a revised communication plan, it shall be considered that the communication plan may be implemented.

The Member State or the managing authority shall commence the information and publicity activities provided for in Articles 5, 6 and 7, where relevant, even in the absence of the final version of the communication plan.

Article 4

Implementation and monitoring of the communication plan

1. The managing authority shall inform the monitoring committee for each operational programme of the following:

- (a) the communication plan and progress in its implementation;
- (b) information and publicity measures carried out;
- (c) the means of communication used.

The managing authority shall provide the monitoring committee with examples of such measures.

2. The annual reports and the final report on implementation of an operational programme, referred to in Article 67 of Regulation (EC) No 1083/2006, shall include:

- (a) examples of information and publicity measures for the operational programme carried out when implementing the communication plan;
- (b) the arrangements for the information and publicity measures referred to in point (d) of Article 7(2) including, where applicable, the electronic address at which such data may be found;
- (c) the content of any major amendments to the communication plan.

The annual implementation report for the year 2010 and the final implementation report shall contain a chapter assessing the results of the information and publicity measures in terms of visibility and awareness of operational programmes and of the role played by the Community, as provided for in point (e) of Article 2(2).

3. The means used for implementing, monitoring and evaluating the

communication plan shall be proportional to the information and publicity measures identified in the communication plan.

Article 5

Information measures for potential beneficiaries

1. The managing authority shall, in accordance with the communication plan, ensure that the operational programme is disseminated widely, with details of the financial contributions from the Funds concerned, and that it is made available to all interested parties.

It shall in addition ensure that information on the financing opportunities offered by joint assistance from the Community and the Member State through the operational programme is disseminated as widely as possible.

2. The managing authority shall provide potential beneficiaries with clear and detailed information on at least the following:

- (a) the conditions of eligibility to be met in order to qualify for financing under an operational programme;
- (b) a description of the procedures for examining applications for funding and of the time periods involved;
- (c) the criteria for selecting the operations to be financed;
- (d) the contacts at national, regional or local level who can provide information on the operational programmes.

In addition, the managing authority shall inform potential beneficiaries of the publication provided for in point (d) of Article 7(2).

3. The managing authority shall involve in information and publicity measures, in accordance with national laws and practices, at least one of the following bodies that can widely disseminate the information listed in paragraph 2:

- (a) national, regional and local authorities and development agencies;
- (b) trade and professional associations;
- (c) economic and social partners;
- (d) non-governmental organisations;
- (e) organisations representing business;
- (f) information centres on Europe as well as Commission representations in the Member States;

- (g) educational institutions.

Article 6

Information measures for beneficiaries

The managing authority shall inform beneficiaries that acceptance of funding is also an acceptance of their inclusion in the list of beneficiaries published in accordance with point (d) of Article 7(2).

Article 7

Responsibilities of the managing authority relating to information and publicity measures for the public

1. The managing authority shall ensure that the information and publicity measures are implemented in accordance with the communication plan and that they aim at the widest possible media coverage using various forms and methods of communication at the appropriate territorial level.
2. The managing authority shall be responsible for organising at least the following information and publicity measures:
 - (a) a major information activity publicising the launch of an operational programme, even in the absence of the final version of the communication plan;
 - (b) at least one major information activity a year, as set out in the communication plan, presenting the achievements of the operational programme(s) including, where relevant, major projects;
 - (c) flying the flag of the European Union for one week starting 9 May, in front of the premises of each managing authority;
 - (d) the publication, electronically or otherwise, of the list of beneficiaries, the names of the operations and the amount of public funding allocated to the operations.

Participants in an operation of the ESF shall not be named.

Article 8

Responsibilities of beneficiaries relating to information and publicity measures for the public

1. The beneficiary shall be responsible for informing the public, by means of the measures laid down in paragraphs 2, 3 and 4, about the assistance obtained from the Funds.
2. The beneficiary shall put up a permanent explanatory plaque that is visible and of significant size no later than six months after completion of an

operation that fulfils the following conditions:

- (a) the total public contribution to the operation exceeds EUR 500 000;
- (b) the operation consists in the purchase of a physical object or in the financing of infrastructure or of construction operations.

The plaque shall state the type and name of the operation, in addition to the information referred to in Article 9. That information shall take up at least 25% of the plaque.

3. The beneficiary shall, during the implementation of the operation put up a billboard at the site of each operation which fulfils the following conditions:

- (a) the total public contribution to the operation exceeds EUR 500 000;
- (b) the operation consists in the financing of infrastructure or of construction operations.

The information referred to in Article 9 shall take up at least 25% of the billboard.

When the operation is completed, the billboard shall be replaced by the permanent explanatory plaque referred to in paragraph 2.

4. Where an operation receives funding under an operational programme co-financed by the ESF and, in appropriate cases, where an operation receives funding under the ERDF or the Cohesion Fund, the beneficiary shall ensure that those taking part in the operation have been informed of that funding.

The beneficiary shall provide clear notice to the effect that the operation being implemented has been selected under an operational programme co-financed by the ESF, the ERDF or the Cohesion Fund.

Any document, including any attendance or other certificate, concerning such an operation shall include a statement to the effect that the operational programme was co-financed by the ESF or, where appropriate, the ERDF or the Cohesion Fund.

Article 9

Technical characteristics of information and publicity measures for the operation

All information and publicity measures aimed at beneficiaries, potential beneficiaries and the public shall include the following:

- (a) the emblem of the European Union, in accordance with the graphic standards set out in Annex I, and reference to the European Union;

- (b) reference to the Fund concerned:
 - (a) for the ERDF: “European Regional Development Fund”;
 - (b) for the Cohesion Fund: “Cohesion Fund”;
 - (c) for the ESF: “European Social Fund”;
- (c) a statement chosen by the managing authority, highlighting the added value of the intervention of the Community, and preferably “Investing in your future”.

For small promotional objects, points (b) and (c) shall not apply.

Article 10

Network and exchange of experience

1. Each managing authority shall designate the contact persons to be responsible for information and publicity and shall inform the Commission accordingly. In addition, Member States may designate a single person for all operational programmes.
2. Community networks comprising the persons designated under paragraph 1 may be set up to ensure exchanges of good practice, including the results of implementation of the communication plan, and exchanges of experience in implementing the information and publicity measures under this Section.
3. Exchanges of experience in the field of information and publicity may be supported through technical assistance under Article 45 of Regulation (EC) No 1083/2006.

Instructions for creating the emblem and a definition of the standard colours

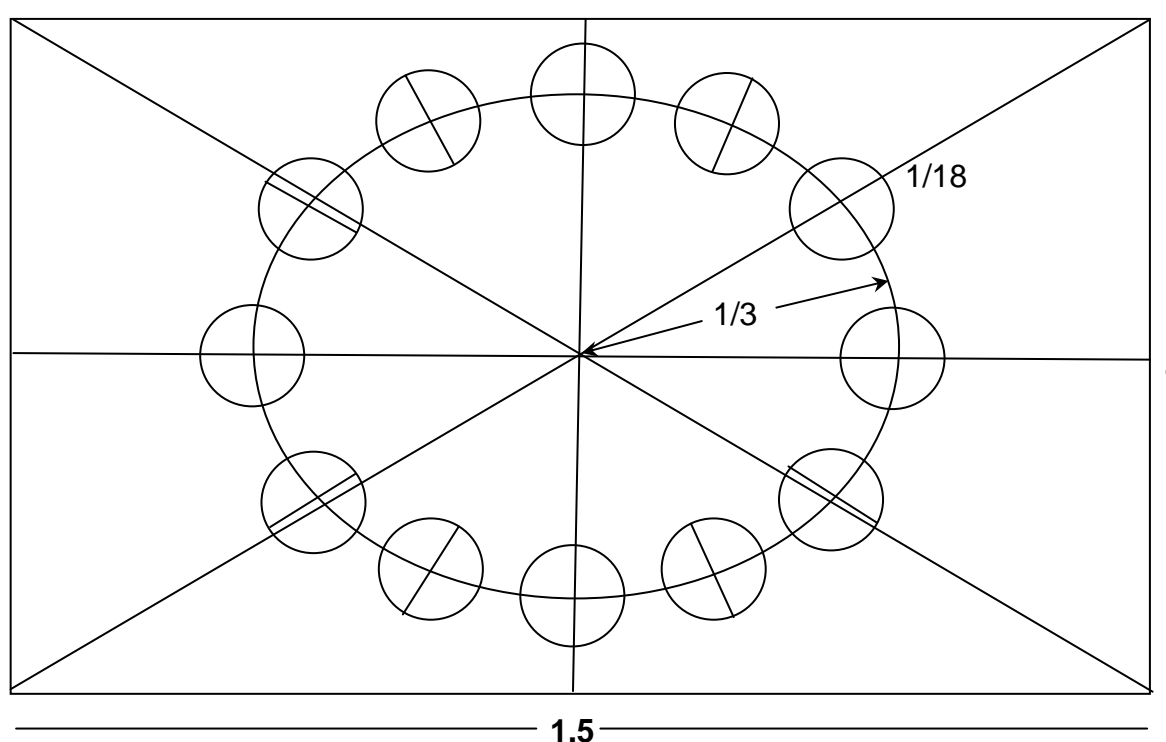
Symbolic Description

Against a background of blue sky, twelve golden stars form a circle representing the union of the peoples of Europe. The number of stars is fixed, twelve being the symbol of perfection and unity.

Heraldic Description

On an azure field a circle of twelve golden mullets, their points not touching.

Geometric Description



The emblem has the form of a blue rectangular flag of which the fly is one and a half times the length of the hoist. Twelve gold stars situated at equal intervals form an invisible circle whose centre is the point of intersection of the diagonals of the rectangle. The radius of the circle is equal to one third of the height of the hoist. Each of the stars has five points which are situated on the circumference of an invisible circle whose radius is equal to one eighteenth of the height of the hoist. All the stars are upright, i.e. with one point vertical and two points in a straight line at right angles to the mast. The circle is arranged so that the stars appear in the position of the hours on the face of a clock. Their number is invariable.

Regulation Colours

The emblem is in the following colours:

Pantone Reflex Blue for the surface of the rectangle;

Pantone Yellow for the stars.

Four-colour process

If the four-colour process is used, recreate the two standard colours by using the four colours of the four-colour process.

Pantone Yellow is obtained by using 100% “Process Yellow”.

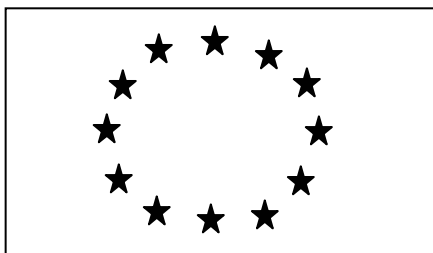
Pantone Reflex Blue is obtained by mixing 100% “Process Cyan” and 80% “Process Magenta”.

Internet

In the web-palette PANTONE REFLEX BLUE corresponds to colour RGB:0/0/153 (hexadecimal: 000099) and PANTONE YELLOW to colour RGB:255/204/0 (hexadecimal: FFCC00).

Monochrome Reproduction Process

Using black, outline the rectangle in black and print the stars in black on white.



Using blue (Reflex blue), use 100% with the stars reproduced in negative white.



Reproduction on a coloured background

If there is no alternative to a coloured background, put a white border around the rectangle, the width of the border being 1/25th of the height of the rectangle.