

# Withdrawn

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Department  
for Work &  
Pensions



## Community Work Placements Memo

**To:**  
Community Work Placement (CWP)  
Providers

**From:**  
European Social Fund 2007-2013  
Policy Team

**cc:**  
ESF Managers  
Compliance Monitoring Officers  
Senior Performance Managers  
Performance Managers

**Memo Serial Number: CWP LR 13**

**Date:** 18 November 2015

**Subject:** **European Social Fund (ESF) 2007 - 2013: Confirming Marketing and Publicity Requirements for ESF Match and Funded Provision**

**Action:** Please see instructions below

**Timing:** **With immediate effect** - for further details, see Summary and Action below.

### Background

We wrote to you on 15 May 2015 to advise you that [new Marketing and Publicity Requirements for ESF 2014-2020 were required](#) with immediate effect.

Since this note was issued, we have received additional advice around Marketing and Publicity requirements for both ESF 2007-2013 match and funded provision. As part of this additional guidance, all CWP providers in England are required to comply with ESF 2007-2013 Marketing and Publicity arrangements until at least 31 December 2022.

We wanted to alert you to this so you can ensure your Marketing and Publicity material meet any audit checks that may be carried out on your provision.



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## Summary and Action

The main requirements you need to comply with are outlined in the bullet points below:

- The ESF Plaque that you received as part of the ESF 2007-2013 Marketing and Publicity material should be displayed in your main delivery sites. If this has been removed, photographic dated evidence showing the plaque on display should be kept on file as proof for audit purposes. If you no longer have your plaque and do not have photographic evidence, please request a plaque to be able to comply with this request.
- For ESF 2007-2013 logos published electronic media such as Website pages and emails, please could keep dated evidence, such as a screenshot, showing that the logo was included for audit purposes. If you have already removed the ESF 2007–2013 logos from electronic media please can you reinstate and take the appropriate evidence.
- All evidence should be retained until at least 31 December 2022.
- This memo does not alter any Marketing and Publicity requirements in relation to ESF 2014-2020. There is no change to the requirements and these plaques and electronic media should remain in place.

## Timing

With immediate effect - Can you please confirm by Friday 27 November 2015 if you have the plaque on display at your premises and you have ESF 2007–2013 logos on your electronic media or that you have appropriately dated evidence available for audit purposes. If you require a replacement plaque, this can be provided upon request.

## Further Information and Contact details

Any further enquiries on the subject of this memo, please get in touch with the Policy Team, email address [Rebecca.blunt@dw.p.gsi.gov.uk](mailto:Rebecca.blunt@dw.p.gsi.gov.uk) who will provide you with an answer as soon as possible.

Regards

**European Social Fund 2007-2013 Policy Team**