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Work Choice Live Running Memo

To:
Work Choice Providers

From:
European Social Fund 2014-2020
Policy Team

cc:
ESF Managers
Senior Performance Managers
Performance Managers

Memo Serial Number: WC LR 34

Date: 15 May 2015

Subject: **European Social Fund (ESF) 2014-2020 - England Only**

**Marketing and Publicity Requirements - Change of Logo and
Plaque Replacement**

Action:

- Replace the 2007-2013 ESF logo to the new 2014-2020 ESF Logo
- Remove ESF plaques and replace them with ESF posters

Timing: **With immediate effect** – For further details, see Summary and Action below.

Background

As you know, for all ESF funded and match funded provision in England, there are a number of contractual requirements around marketing and publicity. These apply to you and your sub-contractors and failure to meet these could result in significant financial penalties.

To meet these requirements, you and your sub-contractors will have already put in place specific ESF publicity measures. These were outlined in Chapter 11 of the DWP Provider Generic Guidance and reflect the ESF 2007-2013 marketing and publicity requirements.

For the 2014-2020 round of ESF funding in England, the European Union have now developed slightly different marketing and publicity regulations and recently



published them in the [European Structural Investment Funds \(ESIF\) – Branding and Publicity Guidance](#).

As Work Choice is ESF match funded for ESF 2014-2020, we wanted to alert you to these changes as some of these new regulations impact on the delivery of your provision in England.

Summary and Action

We are updating Chapter 11 of the DWP Generic Provider Guidance and the DWPF06, which should be available for you shortly. In the meantime, the [ESIF - Branding and Publicity Guidance](#) will provide you with an overview of the new marketing and publicity requirements.

Please note, this guidance is written as part of the wider European Structural Investment Funds initiative but has specific elements within it that are directed to ESF providers and match providers.

To assist you, listed below are the main changes that affect you as a DWP, ESF match provider:

Display ESF Posters

It is no longer a requirement to display an ESF plaque in a prominent place where ESF match funding is being delivered in England. These plaques now need to be replaced with a poster. Paragraph [3.3](#) of the above guidance provides you with further information.

In short, the poster must be at least A3 size (portrait or landscape) and must include the following information:

- Name of the project
- Name of the funding stream (European Social Fund)
- Brief description of the activity supported by that project
- The full ESF logo

Example poster templates are available in a [link](#) within the ESIF Branding and Publicity Guidance (3rd document down) but providers can also develop their own designs as long as all ESF regulations, within the ESIF Branding and Publicity Guidance, are met.

Timing: With immediate effect.



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New ESF Logos

As a match provider, it is mandatory that the ESF logo is used and applied correctly on all publicity material and documentation you produce for England.

For the 2014 -2020 provision, the logo has changed and you will need to amend all relevant material to reflect this. [Section 2](#) of the ESIF Branding and Publicity Guidance provides you with further information but in general:

- The logo has not changed significantly but ESF auditors will be checking that the appropriate, ESF 2014-2020 logo is in use.
- There is no longer a requirement to include the strapline 'This project is part-funded by the European Union.'
- The minimum size for the logo has changed slightly.

Timing: With immediate effect. However, to avoid you incurring significant costs, i.e. producing an immediate print run of new leaflets, we advise the following:

- Amend all electronic material as soon as possible (Please refer to paragraph [3.5](#) of the ESIF Branding and Publicity guidance for a list of all relevant electronic material).
- Amend the ESF logo on all printed documents and publications on your next print run or within 3 months of this note. (Please refer to paragraph [3.4](#) of the ESIF Branding and Publicity guidance for a list of all relevant printed documents and publications).

Logos - Please also note:

[Section 2](#) of the ESIF Branding and Publicity guidance also refers to a new 'Funded by UK Government' logo. As an ESF match funded provider, you do **not** need to add this to any documentation.

Mayor of London Logo – For providers delivering provision in London, there is now no longer a requirement for providers to include this logo on their marketing and publicity material. For further details see [Section 4](#) of the ESIF Branding and Publicity Guidance.



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Further Information and Contact details

Any further enquiries on the subject of this memo should be raised with your Performance Manager in the first instance. They will provide you with an answer as soon as possible.

Regards

European Social Fund 2014-2020 Policy Team