

Withdrawn

This publication is withdrawn.
The publication is no longer current.

Annex 8 – Marketing and Publicity

This Annex pertains to referrals to Work Choice made **prior** to the current contracts' extension period in England and Wales which commenced in April 2017, and to referrals in Scotland up to 31st March 2017.

For guidance pertaining to all referrals to Work Choice in England and Wales made **during** the current extension period, specifically referrals from 25th April 2017 for contracts originally awarded in 2010, and from 7th April 2017 for Remploy, please see "Work Choice Provider Guidance: Post-April 2017" version which will be found on GOV.UK :

<https://www.gov.uk/government/collections/dwp-provider-guidance>

NOTE: as all referrals to the Work Choice programme have now ceased, due to upcoming programme closure, this section is largely obsolete. It is retained here for reference only.

Marketing and Publicity

A8.1 In most Contract Package Areas potential Work Choice participants will be offered a choice of Work Choice providers. To enable customers to decide which provider to approach, you **must** produce marketing literature which reflects the service you provide, and in formats which reflect the expected client group.

A8.2 This must be made available to DEAs and Statutory Referral Organisations who will hand it out to all and any customers who are interested in participating in Work Choice.

A8.3 DEAs will observe strict impartiality when offering customers a choice of Provider. Customers' decisions will be influenced by your reputation and your marketing materials.

A8.4 The design of any marketing materials must reflect guidelines given in Chapter 9 DWP Generic Provider Guidance. This chapter:

- explains the protocols for marketing and PR planning;
- informs you of the minimum requirements for marketing and information material you produce; and,
- explains the process you will need to follow for gaining clearance of activity and material.

It is to be found via this link:

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/260427/pg-chapter-9.pdf

Work Choice Provider Guidance

A8.5 As you are aware, it is a contractual requirement for you to use the ESF logo on all your marketing and publicity products, further details are set out in [Chapter 11 of the DWP generic provider guidance](#).

Engaging with Employers / Recruitment Partnerships

A8.6 As part of your wider marketing and engagement strategy you may occasionally work in partnership with employers to source vacancies, or obtain guaranteed interviews, suitable for your participants. In such cases you may wish to make JCP and your DEA aware that such interviews/vacancies are available via your programme.

A8.7 Whilst we encourage pro-active work of this nature, you are reminded that you may not recruit directly to your Work Choice programme. JCP and/or your DEA will welcome any employment opportunities for disabled jobseekers but must ensure correct referral procedures are followed.

A8.8 In these circumstances, if JCP responds with referrals, they will be eligible and suitable candidates for the Work Choice *programme* as per Work Choice eligibility and suitability (see Section 2 of this guidance) and will have been offered a choice of provider (where a choice exists in your CPA) as in para A8.3, above.

A8.9 You must be clear that any participant who joins your programme in these circumstances must be offered full and appropriate access to your Work Choice programme, regardless of the outcome of the specific job vacancy which generated the referral.

Marketing to the General Public

A8.10 Providers who wish to market the Work Choice programme in general may do so, but any customers who respond to your marketing must be invited to contact their local Jobcentre Plus so that Work Choice eligibility and suitability can be established and the customer offered a choice of provider (where possible). Although it is likely that a customer who has been engaged by your marketing will select your programme, you may not request, or expect, a new referral from JCP.

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