

Withdrawn

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Annex 5 - Marketing and Publicity

- A5.1. Where possible potential SES customers will be offered a choice of SES providers.
- A5.2. 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.
- A5.3. This must be made available to DEAs, JCP Advisers and any Statutory Referral Organisations, who will share it with customers who are interested in participating in SES.
- A5.4. Where a Provider is operating in an area with a high minority ethnic population, materials in the appropriate ethnic minority language must be made available on request.
- A5.5. Customers' decisions will be influenced by the type of support you offer, your reputation and your marketing materials.
- A5.6. The design of any marketing materials must reflect guidelines given in [Chapter 9 - Marketing and Communications to customers](#) 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.