

2014 to 2020 England European Regional Development Fund and
European Social Fund Programme

Communications Annual Activity Plan for 2022

**2014 to 2020 England European Regional Development Fund and European Social Fund Programme
Communications Annual Activity Plan for 2022**

Focus of 2022 communication activities

The 2022 communications activity plan aims to publicise the impact, purpose and priorities of ERDF and ESF funding in England and facilitate effective delivery of these Programmes. The activities listed ensure compliance with the EU publicity requirements and build on well informed and used channels with target audiences. The plan is reflective of the stage of the funding and programme.

Activity Area	Activity Details	Target Audience	Purpose	Timescale	Cost	Funding Stream	Expected Results and Impacts	Evaluation Measures
ERDF and ESF Programme major annual information activity	<p>National information activity campaign using a variety of materials and channels</p> <p>Activities could include the publication and distribution of new programme specific case studies in a booklet or on a GOV.UK website page, or a social media led promotional campaign/activity.</p> <p>For ESF this activity may be an online celebration event which showcases Programme achievements.</p>	<p>Relevant external partners including national and local audiences, LEPs, public and private sector organisations, voluntary sectors, EC, general public, media (including sector specific) among others.</p> <p>Internal MA staff and other government bodies.</p> <p>The audience for the planned ESF online celebration is primarily ESF stakeholders including projects and other delivery partners across the country.</p>	<p>To promote the programme, it's aims and raise awareness of programme/project achievements. Highlight project investments across various local areas and the impact / added value of these ESIF interventions to local Growth.</p> <p>This will be the official annual 'major information activity' for the programme, as specifically required in ESIF communications regulation (1303/2013 – Annex XII, 2.1.2b)</p>	At some point during 2022	<p>Direct ERDF/ESF MA costs - time/ staffing only</p> <p>Production in-house</p>	Growth Programme level – ESF and ERDF	<p>Partners, projects and general public have an increased level of awareness and understanding of the benefits and impact delivered through ERDF and ESF to support local growth</p> <p>Increased number of followers on social media channels</p> <p>ESF online celebration will raise awareness and understanding of scale and breadth of Programme activity and achievements across country</p>	<p>Social media stats</p> <p>GOV.UK stats</p> <p>Bulletin stats</p>
GOV.UK	<p>Promotion of the ESI Funds pages on GOV.UK</p> <p>The structure, content and accessibility of ESI Funds website pages to be</p>	<p>External partners incorporating all European, national and local audiences, particularly those in receipt of ESI Funds funding.</p>	<p>To provide one central online portal for all ESI Fund information</p> <p>To inform and raise awareness of the Programme and funding streams</p>	Ongoing update of content as and when required	Time / staffing costs only	<p>Growth Programme level – ERDF and ESF</p> <p>Appropriate linkages made with EAFRD</p>	<p>Increased awareness of programmes, enhanced access to key programme documents and information.</p>	<p>GOV.UK stats</p> <p>Page views target – 80,000 for the year</p>

Activity Area	Activity Details	Target Audience	Purpose	Timescale	Cost	Funding Stream	Expected Results and Impacts	Evaluation Measures
	<p>developed further, through a process of ongoing review, refinement and enhancements</p> <p>Promote pages in all programme communications activities, including social media activities</p>	Internal MA staff and other government bodies.	<p>Provide access to information, guidance and forms required by existing applicants and approved projects.</p> <p>Inform audiences about the achievements and impact of the Programme through the use of the Beneficiary List and case studies.</p>				Maintain high numbers of hits and visits to ESI Funds website pages.	
ESIF Programme bulletin	<p>Electronic direct updates through Programme bulletin</p> <p>This activity includes ensuring an up-to-date, relevant and targeted database of partners is developed and maintained.</p>	<p>Relevant external partners including national and local audiences, public and private sector organisations, voluntary sectors, EC, among others.</p> <p>Internal MA staff and other government bodies – to keep informed.</p>	To inform external partners about any key programme developments and significant messages which need sharing. No fixed frequency – most probably 1 or 2 per year.	E-bulletin circulated in line with programme developments as required	Time / staffing costs only	Growth Programme level – ERDF and ESF	Increased awareness of significant programme news, achievements.	Number of partners distributed to: Target – 1,000
ERDF Practitioner Network Bulletin	<p>Electronic direct updates through Programme bulletin</p> <p>This activity includes ensuring an up-to-date, relevant and targeted database of partners is developed and maintained.</p>	Existing ERDF only project applicants	To provide accurate and clear up to date information to stakeholders and project beneficiaries to help ensure ERDF activity is delivered effectively and compliantly	E-bulletin circulated in line with programme developments as required	<p>Time / staffing costs</p> <p>Bulletins to be produced using free online software</p>	Growth Programme level - ERDF	Successfully reinforced messages regarding the programme requirements, guidance and achievements, widening opportunities for sharing best practice, improving local performance.	Number of people distributed to: Target – 600

Activity Area	Activity Details	Target Audience	Purpose	Timescale	Cost	Funding Stream	Expected Results and Impacts	Evaluation Measures
ESF Project Bulletin and related ongoing Communication channels to inform and engage with ESF funding recipients	<p>Continue to issue the ESF Project Bulletin, a regular communication going out around 4 times per year to all ESF Project contacts and others who have signed up.</p> <p>These targeted bulletins include news, plus updates on guidance changes and Action Notes published on GOV.UK</p> <p>In addition, ESF Action Notes communicate a range of ESF business to all funding recipients and stakeholder groups - via GOV.UK and a mailing list.</p> <p>These communications cover specific actions for recipients; linked to supporting effective delivery arrangements including ongoing collaborative communications work with local LEP area partners.</p>	Project beneficiaries and potential applicants as well as national or LEP level local partners including TA projects	To provide accurate and clear up to date information for stakeholders - including TA and mainstream project beneficiaries - to help ensure activity is delivered effectively and compliantly through a mix of direct communications and any other relevant activity.	Ongoing	Time/ staffing costs	Growth Programme level -ESF	Improving capacity of funding recipients to deliver against their contracts / help ensure compliance – benefiting local delivery; promote tools/resources that encourage and share best practice.	Number of communications (by type) issued to all on circulation list.
Social media channels	Updates and news shared through:	External stakeholders and partners	To reach existing and new audiences and raise awareness of Programme news,	Tweets / uploads in line with programme	Time / staffing costs only	Growth Programme level plus ERDF and ESF individually	Audience are kept informed of latest programme news	Social media stats

Activity Area	Activity Details	Target Audience	Purpose	Timescale	Cost	Funding Stream	Expected Results and Impacts	Evaluation Measures
	ESIF Twitter Profile You Tube channel Produce / gather images and film of projects to support social media and other publicity activities.	All European, national and local audiences	funding opportunities, developments, activities and achievements and messages To support/multiply ESI Funds partners social media messaging	developments as required		where appropriate	New followers for social media channels gained	
Announcements / Visits / Media Activities	Senior government officials visits to events / projects to raise profile of projects / programme or support announcements	Local and national partners, public and private sector organisations, voluntary sectors, EC, among others.	To raise awareness of the purpose, priorities and role of projects and range of funding awarded To highlight and give profile to projects.	As required and as needed in line with announcements or programme developments requiring visits / media activities	Time / staffing costs	Growth Programme level – ERDF and ESF	Profile of Programmes and their impacts on local areas enhanced, likewise with the projects themselves being visited	Feedback from officials and partners involved Media coverage received
List of Beneficiaries	Maintain the electronic list providing searchable details of supported projects against set EU criteria Displayed on GOV.UK	Relevant external partners including national and local audiences, public and private sector organisations, media organisations, voluntary sectors, EC, among others.	To officially record and publicise the details and activities of projects awarded funding through the Programme	Updated every 6 months – in line with regulatory requirements	Time / staffing costs	Growth Programme level – ERDF and ESF	Transparency around who has been funded through the programmes, how much funding has been awarded and for what	List updated and published on GOV.UK at least twice during the year GOV.UK Stats
Reports and Papers	Progress reports on performance of the communication activities GPB Board updates Annual Implementation Report – Publicity content	Growth Programme Board members	To inform members of Governance boards and EC partners of the developments and implementation of the communications strategy and annual activity plan To meet EU reporting requirements on delivery of publicity activities	Annual progress report to GPB Annual summary of activities for Annual Implementation Report	Time / staffing costs	Growth Programme level – ERDF and ESF	EU reporting requirements met, members of committees / EC are aware of the implementation of the communications strategy and activity plan	Feedback from EC and committee members Targets: 1 AIR update annually 1 GPB update annually

Activity Area	Activity Details	Target Audience	Purpose	Timescale	Cost	Funding Stream	Expected Results and Impacts	Evaluation Measures
Internal communication activities	Various methods including regular staff briefings, direct emails, online information, intranet content to reach wider audiences in Departments	Internal MA staff – and wider Departmental staff	To ensure MA staff are informed and have access to information and resources to deliver programmes effectively. To ensure colleagues in respective Departments are kept up to date on Programme developments and news	In line with Programme developments	Time / staffing costs	Growth Programme level – ERDF and ESF	Staff are well informed and kept up to date on programme developments and news	Feedback from staff