



European Union
European Social Fund
Investing in jobs and skills

2007 - 2013 ACTION NOTE

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2007-2013 ESF PROGRAMME: CREATION OF A REGIONAL PUBLICITY NETWORK

WHO

Government Office and LDA ESF Team Leaders and publicity contacts, ESF Co-financing Organisations (CFO), and national DWP and LSC ESF teams.

WHAT

This note asks Government Offices and LDA ESF Team Leaders to:

- copy this Action Note to their regional CFOs for 2007-2013;
- seek a representative from each CFO (other than the LSC) to join the regional ESF publicity network;
- ask CFOs to note the details of the first meeting of the network (10-11 March 2008 in Sheffield);
- nominate a representative from their GO/LDA to join the network; and
- forward contact details of GO and CFO representatives, with confirmation that they will attend the meeting on 10-11 March, to Hugh O'Daly (hugh.o'daly@jiu.gsi.gov.uk) in ESF Division by 18 January 2008.

CLEARED

David Oatley, Head of ESF Policy Team

Andrew Hitter, Government Office East of England
Janet Frostick, DWP WWEG ESF Team and
Stephen Clarke, LSC National Office.

BACKGROUND

1. The new Structural Fund regulations for 2007-2013 and the European Commission are placing an even higher emphasis on publicity than before. Publicising ESF to participants and the public is a key requirement of the new programme. We therefore want to sustain and develop the excellent work done on publicity in the 2000-2006 programme.

2. The new regional ESF publicity network will help to do this. A key feature of the new network is that it will include publicity contacts from each regional Co-financing Organisation. The network will aim to ensure all CFOs understand and implement the regulatory requirements, and share good practice between CFOs and regions. This will avoid each CFO having to “reinvent the wheel”.

3. The network will also co-ordinate publicity campaigns at key strategic points in the life of the programme (e.g. launch of new project contracts in the first half of 2008), ensuring a consistent set of messages about ESF investment in jobs and skills.

4. The proposed Terms of Reference for the network are attached at **Annex 1**. In brief the network will:

- support and add value to the delivery of information and publicity measures in the England and Gibraltar ESF Communication Plan;
- promote and exchange best practice, for example on raising awareness and understanding of ESF among programme participants and the public;
- help promote a consistent set of messages about ESF;
- ensure a higher profile for ESF in wider national and regional information and publicity activities.

5. The network is informal and will have a core membership of publicity representatives from each regional CFO, Government Offices, the London Development Agency and members of the national ESF Publicity Strategy Group. Representatives will also be invited from the Government of Gibraltar, Department for Communities and Local Government (responsible for ERDF), ESF Managing Authorities in Scotland, Wales and Northern Ireland, and the European Commission’s UK office. In due course the network will be extended to include any other major beneficiaries in the Convergence and phasing-in areas. ESFD will discuss this with the GOs involved.

6. The role of the network will be ongoing. Members will provide a point of contact on all publicity matters for their organisation and networks. Meetings will be held at a frequency to be agreed by members, though are unlikely to exceed two per year. There will be regular communications from the Managing Authority about information and publicity matters and communications between members will be encouraged.

7. The first meeting of the network will be on 10-11 March 2008 in Sheffield. More information is at **Annex 2**.

ACTION

8. GO and LDA ESF Team Leaders are asked to:

- copy this Action Note to their regional CFOs for 2007-2013;
- seek a representative from each regional CFO (other than the LSC) to join the regional ESF publicity network. GOs should not seek nominations from the LSC as the LSC national office will send ESF Division details of LSC representatives from the LSC's regional communications teams;
- ask CFOs to note the details of the first meeting of the network (10-11 March 2008 in Sheffield);
- nominate a representative from their GO/LDA to join the network; and
- forward contact details of GO and CFO representatives, with confirmation that they will attend the meeting on 10-11 March, to Hugh O'Daly (hugh.o'daly@jiu.gsi.gov.uk) in ESF Division by Friday 18 January 2008. For each organisation please provide each person's full name, job title, email address and telephone number.

CONTACT

For more information on this note contact:

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PROPOSED TERMS OF REFERENCE

Aims of the Regional ESF Publicity Network

1. The aim of the ESF Regional Publicity Network is to assist the Managing Authority (ESF Division) with the management and delivery of the Communication Plan for the 2007-2013 England and Gibraltar ESF Programme.
2. The network will:
 - support delivery of measures within the Communication Plan and the annual information and publicity plans (e.g. media campaigns, events such as Adult Learners' Week, project case studies, websites, annual reports, e-zines and other publications);
 - promote and exchange best practice in complying with EU regulatory requirements;
 - promote a consistent set of messages about ESF investment in jobs and skills across publicity activities and materials;
 - exchange and disseminate good practice on raising awareness and understanding of ESF among programme participants and the public;
 - ensure a high profile for ESF in wider national and regional publicity and information activities (e.g. departmental, agency and Government Office events and publications);
 - take account, where appropriate, of ERDF and wider EU information and publicity activities and opportunities for collaborative working.

Membership and Secretariat

3. Meetings of the Regional ESF Publicity Network will be chaired by the DWP ESF Division. The network may invite appropriate experts and guest speakers on an ad-hoc basis as required.

Working Arrangements

4. The working arrangements for the network are that:
 - Secretariat duties (including chairing the meeting) will be performed by the Managing Authority.
 - Meetings will be held at a frequency to be agreed by members. The minimum number of meetings per year will be one.
 - Action points from each network meeting will be sent to members within 15 working days of each meeting.
 - There will be regular communications from the Managing Authority about information and publicity matters and a mechanism in place to enable members to communicate with each other.

PLANS FOR FIRST MEETING OF THE ESF REGIONAL PUBLICITY NETWORK

1. The first meeting of the ESF Regional Publicity Network has been arranged for 10 and 11 March 2008 at St Paul's hotel in central Sheffield, about a 5 minute walk away from the railway station. The meeting will commence with lunch on day one and conclude with lunch on day two.

2. The key issues identified for the meeting include:

- EU regulatory and England ESF programme contractual/guidance requirements;
- planning action to publicise the outcomes of tendering exercises and the launch of new projects in the first half of 2008;
- good practice in raising awareness and understanding of EU and ESF support amongst the public and participants (including presentations from a GO and two CFOs);
- the resources available to assist with the effective delivery of information and publicity measures (including regional TA and CFO administration funding);
- the development of CFO and other beneficiary communication plans;
- the 2008 information and publicity plan;
- how the network will communicate and share information on an ongoing basis between meetings.

3. There will be an opportunity for members to raise other issues in advance of the meeting.