

**England and Gibraltar
European Social Fund
Convergence, Competitiveness and
Employment Programme
2007-2013**

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Communication Plan

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Introduction

1. This is the Communication Plan for the England and Gibraltar European Social Fund (ESF) Convergence, Competitiveness and Employment Programme for 2007-2013. The plan sets out the information and publicity measures that will be taken to promote the transparency of the programme.

2. The plan has been prepared by the programme's Managing Authority, the European Social Fund Division of the Department for Work and Pensions. The draft plan was considered by the Programme Monitoring Committee at its meeting on 2 October 2007, and the plan takes account of comments made by committee members. The original version of the plan was submitted to the European Commission on 5 December 2007. This revised version of the plan takes account of comments received from the European Commission.

3. The Operational Programme was adopted by the European Commission on 9 August 2007. The programme will contribute to sustainable economic growth and social inclusion by extending employment opportunities and by developing a skilled and adaptable workforce. The programme's budget is €6,049 million of which the contribution of the European Social Fund (ESF) is €3,090 million.

4. The Structural Fund Implementing Regulation (Commission Regulation (EC) No 1828/2006) was adopted on 8 December 2006. The regulation includes articles relating to the provision of information and publicity strategies and measures, which are attached at Annex C. In line with these regulatory requirements this Communication Plan sets out how the Managing Authority and other bodies responsible for administering and delivering the ESF programme, will provide information on the Operational Programme and publicise its outcomes and achievements. The plan covers information and publicity measures related to ESF and matched provision. The main information and publicity measures to promote the 2007-2013 ESF Programme in England and Gibraltar are attached at Annex A and the administrative bodies are listed at Annex B.

5. The Communication Plan is a strategic seven year document. In addition, the Managing Authority will have an annual (calendar year) information and publicity plan from 2008 onwards, which it will develop in consultation with Co-financing Organisations and other delivery partners. The annual plan will identify the main publicity priorities and measures for that year.

Background

6. The Communication plan has been shaped by the following factors:

- The European Commission and Managing Authorities are committed to improving the transparency of Structural Fund programmes at European and Member State levels in 2007-2013, through co-operation

on specific publicity measures targeted at citizens, and evaluating the impact of publicity activity and awareness of EU support amongst citizens, ESF participants and others.

- There is a need to build on publicity good practice at national, regional and local levels from 2000-2006 ESF programmes in England, particularly embedding publicity measures into delivery systems, communicating clearly in language that is understandable to a wide audience, and working closely with partners nationally, regionally and locally.
- The plan must be strategic to cover a seven year period, rather than overly prescriptive about specific measures, which can be reviewed and revised annually.
- Existing and new media need to be used to maximise the reach and impact of publicity measures.
- The cross-cutting theme of sustainable development must be embedded into delivery of the plan, so that environmental impact is minimised.
- There must be evaluation criteria to measure impact, inform future measures and assist with reporting back to the European Commission and ESF Programme Monitoring Committee each year, and more specifically in 2010 and at the end of the programme.

Definitions of terms used in the Communication Plan can be found in the glossary on the ESF website at www.esf.gov.uk.

Aims

7. The purpose of the plan is to set out the information and publicity measures that will be taken to promote the transparency and visibility of the programme, its activities and achievements.

8. The aims of the plan are:

- to raise awareness among the public and participants of the role played by ESF and the European Union in supporting domestic employment and skills policies and programmes;
- to support UK Government Ministers, the European Commission and ESF partners to promote the benefits of ESF investment in jobs and skills in England; and
- to ensure compliance with EU regulatory requirements on publicity.

9. The objectives of the plan, which define the aims in more concrete terms, are:

- to provide a range of high quality products to publicise the programme by the end of 2007, and to develop the range during the life of the programme;
- to ensure project providers make their participants aware of ESF

throughout their projects;

- to ensure the Managing Authority, partners, beneficiaries and project providers publicise activities to the general public;
- to use a consistent set of messages on ESF investment in employment and skills in all publicity and information measures;
- to optimise opportunities to communicate the activities and achievements of the programme in the media at national, regional and local levels;
- to comply with EU regulatory requirements on publicity at all stages and all levels of the programme;
- to integrate the cross-cutting themes (gender equality and equal opportunities, and sustainable development) into publicity and information measures; and
- to improve continuously publicity and information measures, including through an evaluation study to be carried out by 2010.

Key Messages

10. The key message to promote is that **ESF in England and Gibraltar is investing in jobs and skills – especially for people at a disadvantage in the labour market.**

11. Underpinning this will be the following messages that ESF is:

- **transforming the lives** of people across the country through **better skills and better job prospects**;
- **adding value to EU and national strategies** to tackle worklessness and low skills and promote social inclusion - by funding additional and enhanced employment and training opportunities for disadvantaged people;
- contributing to policies to **increase employment** by helping more unemployed and economically inactive people to develop their skills and enter sustainable jobs, particularly those at a disadvantage in the labour market;
- contributing to policies to **develop a skilled and adaptable workforce**, especially by increasing the numbers of participants gaining basic skills, level 2 and level 3 qualifications, and by enhancing support for disadvantaged learners;
- **addressing distinctive regional, sub-regional and local labour market needs** including tackling concentrations of worklessness and sectoral skills gaps; and
- **mainstreaming equal opportunities and sustainable development** at all stages in the delivery of the programme.

12. The following key facts will be used in key messages:

- European Social Fund is investing £2 billion which is matched to £2 billion of national funding.
- The programme will improve the skills and job prospects of 1.8 million people across England and Gibraltar in 2007-2013.
- Over seven years, Priorities 1 and 4 (extending employment opportunities, and tackling barriers to employment) will help:
 - 200,000 people into jobs
 - 140,000 of the most disadvantaged people make positive progress towards a job
 - 80,000 disadvantaged young people into learning or a job
- Priority 1 will support people who face the biggest barriers to work:
 - at least a quarter of participants will be from ethnic minorities
 - 22% will be disabled
 - 12% will be lone parents
 - 18% will be older workers
 - 20% will be young people not in education, employment or training.
- Over seven years, Priorities 2 and 5 (developing a skilled and adaptable workforce, and improving the skills of the local workforce) will help:
 - 160,000 employees gain basic skills
 - 175,000 employees gain qualifications
- Priority 2 and 5 skills training will target people who are currently least likely to receive training – such as those without level 2 or 3 qualifications, and part-time women workers.

13. The key messages and facts may be adapted for specific audiences. Specific messages will be developed by Co-financing Organisations (CFOs) when publicising tendering opportunities to potential applicants. Together with their providers, CFOs will have the main responsibility for developing clear messages for participants about ESF and EU support.

14. Specific messages will be developed by the Managing Authority and others at specific points in the programme cycle. At a national level these will include key messages for annual major information activities and about outcomes from programme evaluations. At a regional level they will include messages about the focus of individual regional ESF frameworks and added value from ESF activity at regional level.

Target Groups

15. The target audience will differ depending on the nature of the message to be communicated, and appropriate media will be used to reach and engage each audience. The target audience for each measure will comprise one or more of the following groups:

- individual participants;
- Co-financing Organisations and other beneficiaries;
- providers;
- media and opinion formers at national, regional and local level;
- policy makers in the Department for Work and Pensions, Department for Innovation, Universities and Skills, Department for Children, Schools and Families and other relevant Government departments;
- regional stakeholders including Regional Skills Partnerships and Regional Development Agencies;
- local authorities;
- sectoral organisations including Sector Skills Councils;
- social partners (i.e. trades unions and employer organisations);
- third sector networks and organisations;
- European Commission and other EU institutions;
- providers and professionals involved in employment, education, skills and inclusion;
- equal opportunities and environmental organisations; and
- members of the public with an interest in ESF, EU funding or employment and training.

16. The target groups for each measure are set out in annex A. Many of the information and publicity measures will also be accessible to the general public as a whole. For example, any member of the public is able to access the website and e-zine, or may read about an ESF project in a local newspaper. However, in practice the information and publicity measures will be targeted at the specific groups listed above.

Resources

17. The Managing Authority will provide the main human resource to deliver the national elements of the Communication Plan. The Managing Authority will contract with a number of communications professionals to help deliver parts of the plan. Additional support will be available from DWP's Press Office and Communications Team.

18. The Managing Authority will set up ESF technical assistance projects as appropriate to implement the national elements of the Communication Plan and will provide national match funding for these. The indicative communications budget for the 2007-2013 programme at national level is €1.5 million including national ESF technical assistance funds and national match funding from DWP. The average annual cost for core national information and publicity activities including ESF website maintenance and development, and the production of the ESF at work e-zine, ESF plaques and publicity materials is expected to be around €150,000. The remainder of the budget will be spent on events and other one-off activities.

19. In addition, regional ESF technical assistance will be available to support regional publicity activities as set out in regional ESF technical assistance strategies. It is estimated that about €3 million of ESF Technical

Assistance will be available for publicity activities at regional level.

Roles and responsibilities

20. The Managing Authority is responsible for:

- national information and publicity measures to promote the new programme, including a launch event;
- disseminating the Operational Programme document and its financing opportunities;
- developing, implementing, reviewing and updating of the national Communication Plan and supporting annual information and publicity plans, in consultation with partner organisations;
- providing Co-financing Organisations (CFOs) and other beneficiaries, and providers with clear and comprehensive information on publicity requirements through contractual arrangements and supporting guidance and publicity resources;
- informing the Monitoring Committee of the Communication Plan and progress in its implementation, in line with Article 4.1 of Commission Regulation 1828/2006, including details of the information and publicity measures carried out, the means of communication used and examples of such measures;
- ensuring that annual and final implementation reports of the Operational Programme in line with Article 4.2 of Commission Regulation 1828/2006 include:
 - examples of information and publicity measures,
 - the arrangements for publishing the list of beneficiaries, names of operations and the amount of public funding allocated to operations, and
 - details of any major amendments to the Communication Plan;
- ensuring that the annual report for 2010 and the final implementation report assess the results of the information and publicity measures in terms of the visibility and awareness of the Operational Programme and of the role played by the Community;
- providing potential beneficiaries with clear and detailed information on:
 - the conditions of eligibility to be met to qualify for financing under the Operational Programme and the contacts at national and regional level who can provide information on the Operational Programmes, and
 - a description of the procedures for examining funding applications, the criteria for selecting the operations to be financed and the time periods involved;
- involving other national, regional and local bodies in the dissemination of funding opportunities to potential providers;
- organising the following information and publicity measures in line with

Article 7.2 of Commission Regulation 1828/2006:

- a major information activity publicising the launch of the Operational programme,
 - at least one major information activity a year, presenting the achievements of the Operational Programme,
 - flying the flag of the European Union for one week starting 9 May at its premises, and
 - the publication, electronically or otherwise, of the list of beneficiaries, the names of the operations and the amount of funding allocated to the operations; and
- designating a person to act as the information and publicity contact for the Commission and to assist the network and exchange of experience across Member States on information and publicity matters, in line with Article 10 of Commission Regulation 1828/2006.

21. Within the Managing Authority, the central teams will have responsibility for performing these tasks, with support from the regional teams where appropriate.

22. The Managing Authority's regional teams will have responsibility for:

- supporting the Managing Authority's central teams in the delivery of tasks where required;
- identifying regional and local publicity opportunities;
- ensuring that CFOs and, where appropriate, other beneficiaries meet publicity requirements, including through monitoring visits; and
- informing the regional committee on the implementation of information and publicity measures at regional level.

23. In London, the Managing Authority will delegate the tasks set out in paragraph 20 to the London Development Agency as an Intermediate Body.

24. The Managing Authority will delegate responsibility for information and publicity functions in Gibraltar to the Government of Gibraltar as an Intermediate Body. These will include the tasks set out at paragraph 20. They will also include: disseminating the Operational Programme document and its financing opportunities; and providing beneficiaries with clear and comprehensive information on publicity requirements through contractual arrangements and supporting guidance and publicity resources. The Government of Gibraltar will operate a publicity strategy in accordance with the Commission's Implementing Regulation.

25. The Managing Authority teams and Intermediate Bodies responsible for information and publicity are listed at Annex B.

26. The publicity contacts in the Managing Authority's central and regional

teams, the London Development Agency and the Government of Gibraltar will participate in the regional publicity network.

27. Co-financing Organisations (CFOs) and other beneficiaries are responsible for complying with contractual requirements on information and publicity measures, as determined by the Commission's Implementing Regulation and the Managing Authority through approval letters, supporting guidance and publicity resources, this Communication plan and the annual information and publicity plans. This activity will mainly be focused at a regional and local level and include, though not be restricted to:

- developing, implementing and reviewing CFO communication plans to meet information and publicity requirements. These may include joint actions with other CFOs or beneficiaries. The plans need to cover such measures as:
 - publicising funding opportunities to potential applicants,
 - providing their details and project details for the Managing Authority's list of approved beneficiaries and operations, and
 - using the ESF logo in line with guidance;
- giving providers clear and comprehensive information on publicity requirements through contractual arrangements, supporting guidance and other measures at regional and local levels;
- monitoring and reviewing provider compliance with publicity requirements through formal programme checks and other measures;
- working with the Managing Authority on specific information and publicity measures, such as:
 - national and regional events,
 - the development, maintenance and updating of ESF websites,
 - the production and distribution of electronic and/or hard copy newsletters,
 - the submission of news stories and case studies showcasing activities, outcomes and added value,
 - contributing to annual reports and the evaluation of publicity activity,
 - the display of ESF Co-financing plaques and distribution of ESF plaques to providers, and
 - general networking and exchange of good practice;
- participating in the Managing Authority's regional network of publicity contacts to share good practice and ensure consistency; and
- working with regional and local delivery partners including providers on publicity measures, such as events, websites, newsletters, the provision of case studies, contributing to annual reports, and general networking and exchange of good practice.

28. Providers are responsible for complying with contractual requirements on information and publicity measures as determined by the Commission's Implementing Regulation, by the Managing Authority and by CFOs through contracts, supporting guidance and publicity resources. This activity will mainly take place at a regional and local level and include, though not be restricted to:

- displaying plaques;
- informing participants and the general public of EU and ESF support;
- providing case studies as requested; and
- working with CFOs on specific information and publicity measures to publicise the ESF programme, such as events, websites, newsletters, the provision of case studies, annual reporting, the evaluation of information and publicity measures, and general networking and exchange of good practice.

29. The Programme Monitoring Committee will receive regular information from the Managing Authority on the Communication Plan and its implementation, including details of the information and publicity measures carried out, the means of communication used and examples of such measures. This information will be included in an annual paper to the Programme Monitoring Committee on publicity measures and the Annual Implementation Report. The Managing Authority will seek the co-operation of Committee members in publicising the programme and disseminating information and publicity materials within their networks.

30. Regional ESF committees will review the implementation of information and publicity measures in their regions. They will receive copies of CFO communication plans. They will also consider publicity actions as part of regional Technical Assistance strategies. Regional committee members will be invited to publicise the programme and disseminate information and publicity materials within their networks.

31. The Managing Authority will work with partners to ensure that regional and local activities are aligned and consistent with the Communication Plan. One of the aims of the Managing Authority's regional network of publicity contacts will be to ensure a common understanding of requirements and consistency across regions. The Managing Authority's monitoring of CFOs and other beneficiaries will include the publicity requirements. CFOs will be expected to include relevant publicity requirements in their contracts with and guidance for providers to ensure consistency at local level.

Information and Publicity Measures

32. Information and publicity activity will be targeted at the entire ESF target audience or one or more groups within the target audience as appropriate. The nature of the message and needs of the target audience will determine the information and publicity measures that are used.

33. Many key messages contained within this Communication Plan will be relevant at national, regional and local levels and will involve the Managing Authority, CFOs and others working together on (complementary) websites, press releases and publications. In other cases, such as the publishing of funding opportunities to potential ESF providers, the message will need to be conveyed by one or more organisations at the regional level using a wider spread of tools.

34. The main national, regional and local information and publicity tools that are expected to be used to deliver the Communication Plan and the plans of CFOs and other beneficiaries are set out in Annex A. These draw on good practice from 2000-2006 ESF programmes in England and across the UK. Annex A also sets out the expected results of the measures, the target groups and who has lead responsibility.

35. The development and implementation of information and publicity measures will support the Managing Authority's commitment to the ESF programme's cross-cutting theme of sustainable development by aiming to minimise the impact of measures on the environment. This will inform decisions on how measures are implemented, including the use of IT/web based materials rather than those that are paper based, and where paper based materials are necessary, the use of recycled materials.

36. More details on specific information and publicity measures will be provided in the national annual information and publicity plan that will be produced at the start of each year. Each annual plan will take account of the programme cycle, the ongoing evaluation and review of information and publicity measures, the development and use of new media technologies such as web casts, and ongoing collaborative working across and between national and regional levels.

37. The Managing Authority will aim to make its information and publicity materials as accessible as feasible. The ESF website will meet the Web Content Accessibility Guidelines "AAA" accessibility standard which exceeds the requirements for Government websites. Printed information and publicity materials will be made available in alternative formats such as audio and Braille on request. Information booklets aimed at the general public will be entered for the Plain English Campaign's Crystal Mark.

Evaluation

38. In line with Articles 2.2(e), 4.2 and 4.3 of Commission Regulation 1828/2006, the Managing Authority will undertake monitoring and evaluation of communications activity in terms of the visibility and awareness of the Operational Programme and the role played by the European Community.

39. The Managing Authority will commission the ESF Evaluation Team to undertake an evaluation of the programme's publicity and information measures during the first half of the programme by 2010. The evaluation will

measure the extent to which the Communication Plan's objectives have been achieved, including the visibility and awareness of the Operational Programme and the role that the Community has played. The evaluation will include: an analysis of the information and publicity measures taken; interviews with members of the regional ESF network and other stakeholders; and information on the indicators in paragraph 38. The results of the evaluation will be used to inform the development of publicity and information measures for the second half of the programme.

40. The following indicators will be used to measure the achievement of the objectives of the Communication Plan.

Objective	Indicator	Frequency
To provide a range of high quality products to publicise the programme by the end of 2007, and to develop the range during the life of the programme.	1. Number and type of products and publications produced.	Annual Implementation Report
	2. Number of 'ESF at work' e-zine subscribers and website viewers.	Annual Implementation Report
	3. Number of plaques distributed by the Managing Authority.	Annual Implementation Report
To ensure project providers make their participants aware of ESF throughout their projects	4. Proportion of participants aware of ESF support.	Follow-up surveys of participants, 2010 and 2013
To ensure the Managing Authority, partners, beneficiaries and project providers publicise activities to the general public.	5. Number of www.esf.gov.uk website hits.	Annual Implementation Report
	6. Awareness of ESF among the general public.	As and when surveys (e.g. Eurobarometer) undertaken
To use a consistent set of messages on ESF investment in employment and skills in all publicity and information measures.	7. Relevant key messages and key facts used in publications.	Assessment by evaluator by 2010
To optimise opportunities to communicate the activities and achievements of the programme in the media at national, regional and local levels.	8. Number of press notices issued.	Annual Implementation Report
	9. Number of articles referring to ESF in national and regional media	Annual Implementation Report

To comply with EU regulatory requirements on publicity at all stages and all levels of the programme.	10. Verification activity finds compliance with EU regulatory requirements.	Annual Implementation Report
To integrate the cross-cutting themes (gender equality and equal opportunities, and sustainable development) into publicity and information measures.	11. Number of publications produced about, or containing information on, the cross-cutting themes.	Annual Implementation Report

41. The Managing Authority will also provide a qualitative assessment of information and publicity measures in the Annual Implementation Report to supplement the indicators. This will include analyses of media coverage and website usage. The Managing Authority will also undertake surveys of 'ESF at work' e-zine reader and national ESF website users. The findings of these surveys will help shape the ongoing development and enhancement of the e-zine and website, and will be reported on in the Annual Implementation Report when appropriate.

Information and Publicity Measures

Measure	Additional Information	Target Groups	Lead Responsibility
Publicising the ESF Operational Programme	<p>The Operational Programme is published on the national ESF website and distributed in hard copy to key national and regional ESF delivery partners and other interested parties.</p> <p><u>National:</u> There is an official launch event on 29 October 2007 in London. This will be a major information activity in line with Article 7.2(a) of Commission Regulation 1828/2006. The launch event will be for over 200 stakeholders, with keynote speeches from the DWP Minister for ESF and the European Commissioner for Employment, Social Affairs and Equal Opportunities. It will be supported by related publicity measures, such as the issue of a national press release, a webcast, the production and showing of a DVD and collaborative activities with other organisations. A new ESF website is to go live to coincide with the launch and will provide information on new programme and funding opportunities, plus links to the webcast of the launch and the new programme DVD (on You Tube). A new e-zine to publicise the new programme is to be launched immediately following the launch event.</p> <p><u>Regional/local:</u> The launch of the programme will be publicised through regional press releases. Regional and local stakeholders will be able to use materials such as the DVD to publicise the launch of the new programme.</p> <p><u>Results:</u> Key stakeholders receive copies of the Operational Programme and attend the launch event. Other stakeholders, policy makers, providers and relevant media are made aware of the Operational Programme through press releases, websites and other publications.</p>	CFOs and other beneficiaries national and regional stakeholders policy makers providers regional and local media	Managing Authority (with others)

Measure	Additional Information	Target Groups	Lead Responsibility
ESF Logo and Branding	<p>There is a new ESF logo and branding for the 2007-2013 England and Gibraltar ESF programme. This simple design of the logo comprising the European Union flag and references to the 'European Union' 'European Social Fund' and 'Investing in jobs and skills', complies with Article 9 and Annex 1 of Commission Regulation 1828/2006 and has been endorsed by the Commission.</p> <p><u>National:</u> The Managing Authority will use the logo and branding guidance in all information and publicity measures and there will be a contractual requirement placed on beneficiaries and providers to use the logo on all information and publicity measures relevant to the delivery of ESF operations. The logo will be downloadable from the national ESF website and accessible from a CD-Rom available from the Managing Authority and beneficiaries. Guidance will also be available on the website concerning the use of the logo. Free ESF plaques containing the logo and a supporting statement about EU/ESF support will be provided to beneficiaries and providers. Free posters containing the ESF logo and supporting statements and images will be distributed to beneficiaries for use by providers.</p> <p><u>Regional/local:</u> Beneficiaries and providers will use the new logo on all information and publicity measures relevant to the delivery of ESF operations. In line with Article 8 of Commission Regulation 1828/2006, the EU flag and a supporting statement about EU/ESF support will also feature prominently on ESF plaques that will be displayed by beneficiaries and providers. Providers will also need to include a reference to the ESF on documents, including attendance or other certificates that are part of their ESF projects.</p> <p><u>Results:</u> The logo and branding guidance are used by partners on relevant materials resulting in increased visibility for ESF among participants, stakeholders and the public.</p>	<p>Main bodies using the logo and/or displaying plaques include:</p> <ul style="list-style-type: none"> Managing Authority CFOs and other beneficiaries providers national and regional stakeholders social partners third sector organisations 	<p>Managing Authority</p>

Measure	Additional Information	Target Groups	Lead Responsibility
Contractual Arrangements and Guidance	<p><u>National:</u> To ensure that the provision of information and publicity measures is embedded into programme delivery arrangements, the Managing Authority will set out clear provisions to be undertaken by CFOs and other beneficiaries in beneficiary agreements and guidance. Additional guidance and information will be provided on the ESF website and through the activities of the regional ESF publicity network managed by the Managing Authority. These will comply with the requirements of the publicity articles in Commission Regulation 1828/2006 and the measures set out in this Communication Plan.</p> <p><u>Regional/local:</u> Beneficiaries will be required to undertake the provisions set out in ESF agreements and agreed guidance and set in place similar provisions in their contractual arrangements with providers.</p> <p><u>Results:</u> The publicity requirements are set out in beneficiary agreements and guidance, and implemented by beneficiaries and providers.</p>	CFOs and other beneficiaries Providers	Managing Authority (with beneficiaries)

Measure	Additional Information	Target Groups	Lead Responsibility
<p>National ESF Website www.esf.gov.uk</p>	<p>Rapid growth in Internet access for individuals, businesses and other organisations has confirmed the importance of websites as primary tools for providing key messages and up-to-date information.</p> <p><u>National:</u> From October 2007 a new ESF website will engage users and be continually updated with the latest information about the England ESF programme. It will also provide details of wider UK and EU ESF programmes and a range of ESF related matters.</p> <p>The website will provide key strategic and promotional national level information that will complement other ESF websites managed by Co-financing Organisations and others. It will be relevant to all target groups, providing information directly or linking with other sites that will provide the required information.</p> <p>The website will include the following information:</p> <ul style="list-style-type: none"> • what ESF does and is achieving; • the Operational Programme and national/regional delivery arrangements including regional ESF frameworks; • funding opportunities; • beneficiary guidance; • the list of beneficiaries, names of operations and the amount of funding allocated to operations; • a database of good practice projects; • annual reports, promotional booklets, e-zines and findings from evaluations; • information on the cross cutting themes of gender equality and equal opportunities, and sustainable development; • key information about the 2000-2006 programme including mainstreaming from Equal; and • ESF across UK and Europe, and ERDF in England in 2007-2013. <p>There will be a Frequently Asked Questions section and users will be able to submit general enquiries. The website will provide access to related ESF sites at national and regional level in England, and at UK and EU level, and to the England ERDF website.</p>	<p>Accessible to all, but targeted in particular on meeting the information needs of:</p> <p>CFOs and other beneficiaries providers policy makers regional stakeholders members of the public with an interest in ESF, EU funding or employment and training</p>	<p>Managing Authority</p>

Measure	Additional Information	Target Groups	Lead Responsibility
	<p><u>Results:</u> The new national ESF website is set up and maintained to provide information about the programme.</p>		
<p>Co-financing Organisation and Other Beneficiary Websites</p>	<p><u>National:</u> The LSC national office and DWP Delivery Directorate will develop and maintain ESF pages on their websites.</p> <p><u>Regional/local:</u> CFOs and other beneficiaries include ESF pages on their websites. These will complement the national ESF website (and where appropriate the LSC national office and DWP Delivery Directorate ESF web pages) by meeting the needs of primarily a regional and local audience, including potential applicants, existing ESF providers and regional delivery partners and decision makers.</p> <p>Core content is expected to include CFO Plans, access to regional level information such as the relevant ESF framework, detailed information on funding opportunities including tender specifications (except where these appear on national DWP and LSC websites), details of approved ESF projects and achievements, and links to other ESF websites including the national site.</p> <p><u>Results:</u> ESF web pages are set up and maintained by CFOs and other beneficiaries on relevant websites to provide information about their ESF activities.</p>	<p>providers and potential applicants regional and local stakeholders regional and local media</p>	<p>CFOs and other beneficiaries</p>
<p>List of Beneficiaries</p>	<p><u>National:</u> The list of beneficiaries, the names of the operations and the amount of public funding allocated to the operations will be made accessible on the national ESF website. This list will include the names of projects. The national list of beneficiaries and operations will be broken down by region.</p> <p><u>Results:</u> The list will be publicly available in line with Article 7.2(d) of Commission Regulation (EC) No 1828/2006.</p>	<p>Accessible to all, but of particular interest to: policy makers regional, local and sectoral stakeholders</p>	<p>Managing Authority (with beneficiaries)</p>

Measure	Additional Information	Target Groups	Lead Responsibility
Annual Reports	<p><u>National:</u> In line with Commission Regulation (EC) No 1828/2006 - each year's annual implementation report for the ESF programme will include: a summary of information and publicity measures that have been implemented; examples of such measures; and any major amendments to the Communication Plan. The report for 2010 and the final report will contain an assessment of the results of the information and publicity measures in terms of visibility and awareness of the ESF programme and the role played by the Community. Each annual report will be publicly accessible on the ESF website.</p> <p>A summary report, showcasing the progress and achievements of the programme, will be produced in hard copy and distributed to partners and other organisations.</p> <p><u>Results:</u> The annual implementation reports and summary reports provide an annual overview of programme activity and achievements.</p>	European Commission national, regional and local stakeholders CFOs and other beneficiaries	Managing Authority
Programme Publications	<p>Throughout the programme period, general and specific publications will inform target audiences about the ESF programme and its achievements.</p> <p><u>National:</u> Most publications will be produced by the Managing Authority for use by itself and ESF delivery partners. To help minimise the impact on the environment, where appropriate materials will be placed on the national ESF website as downloadable documents rather than printed and distributed. Details of individual publications will appear in the annual information and publicity plans.</p> <p><u>Regional/local:</u> CFOs, other beneficiaries and ESF partners may develop their own ESF publications to promote their ESF activities and achievements.</p> <p><u>Results:</u> Publications provide information on ESF to inform target audiences about the programme and its achievements.</p>	policy makers regional, local and sectoral stakeholders providers and professionals media and opinion formers members of public with an interest in ESF, EU funding, employment	Managing Authority Beneficiaries and partners

Measure	Additional Information	Target Groups	Lead Responsibility
		and training Some products will focus on particular groups including sectoral or cross-cutting theme interest groups.	

Measure	Additional Information	Target Groups	Lead Responsibility
ESF Plaques	<p>All beneficiaries and providers will be required to display ESF plaques that show the EU flag and the support of the European Union.</p> <p><u>National:</u> The Managing Authority will produce CFO plaques and project plaques. The Managing Authority will issue these plaques to CFOs and to non-CFO providers. The plaques will be constructed from sustainable materials and are to be positioned in a prominent location, where they are clearly visible to staff, participants and others using the building.</p> <p><u>Regional/local:</u> CFOs will be required to display the CFO plaque at their main office and distribute project plaques to their providers. Providers will be required to display project plaques at the main location(s) at which each project is delivered to participants.</p> <p><u>Results:</u> Plaques are displayed prominently in CFO main offices and the main locations where ESF activity is delivered to participants.</p>	CFOs, other beneficiaries, providers and their employees participants members of the public visiting premises where plaques are displayed	Managing Authority (with beneficiaries)
Annual Major Information Activity	<p>In line with Article 7.2(a) of Commission Regulation (EC) No 1828/2006 there will be at least one major information activity each year to promote the achievements of the Operational Programme.</p> <p><u>National:</u> Each annual major information activity will be determined by the Managing Authority in consultation with DWP Press Office. The primary aim will be to engage national and regional media, including specialist press. The activity may be based around an event, a visit by a Minister and/or Commissioner, the presentation of ESF awards to projects and participants, or the publication of the annual summary report or other publication. Media coverage from each major information activity will be evaluated.</p> <p>Other good publicity opportunities include ESF links with Adult Learners' Week which takes place at the end of May each year, and the celebration of Europe day on 9 May each year.</p>	national, regional and local media and opinion formers, including the specialist press members of public who are the audience for media coverage	Managing Authority (with beneficiaries and partners)

Measure	Additional Information	Target Groups	Lead Responsibility
	<p>Details of major information activities will be included in annual information and publicity plans.</p> <p><u>Regional/local:</u> Beneficiaries and other ESF partners will be expected to co-operate with the annual major information activity. This may be through measures to help publicise the activity and/or contributing to a specific event or visit by a Minister, Commissioner or other VIP.</p> <p><u>Results:</u> Each year, a major information activity promotes the achievements of the Operational Programme.</p>	<p>national, regional and local stakeholders European Commission</p>	

Measure	Additional Information	Target Groups	Lead Responsibility
Media Campaigns and Press releases	<p>Most measures to engage with the media are likely to be about specific events or activities. Opportunities to engage in longer campaigns that are relevant to ESF, and links to other campaigns such as the national 'Adult Learners' Week' at the end of May will be explored and taken forward where there are clear publicity benefits at national, regional and local levels. More details of campaign activity will appear in annual information and publicity plans.</p> <p><u>National:</u> Press releases will be the primary means of engaging the media and reaching the general public. The Managing Authority will work closely with DWP Press Office to identify opportunities to publicise the ESF programme and its achievements during each year. Building on the experiences of 2000-2006 ESF programmes, some examples of how press releases will be used include:</p> <ul style="list-style-type: none"> • the launch event in 2007 • visits by DWP Ministers, Commissioners and other VIPs to ESF projects • ESF conferences/awards events • to publicise major information activities • the publication of ESF evaluation findings. <p>Collaboration with DWP's Press Office will also include: exploring opportunities to place features and editorial in targeted newspapers and journals, and dealing with media enquiries and all ESF related activity that involves the participation of DWP Ministers. National and regional press coverage of ESF matters will be monitored and evaluated.</p> <p><u>Regional/local:</u> At a regional level, CFOs will be required to develop media links and arrange the issue of press releases on their activities, and to work with the Managing Authority on media related activities. Beneficiaries will encourage ESF providers to participate in campaigns where appropriate. This can include the annual Adult Learners' Week campaign in May. Providers can nominate winners for national and regional ESF awards, get involved in activities during the week and where they win awards, help</p>	<p>All</p> <p>In particular: national, regional and local media and opinion formers, including the specialist press members of public who are the audience for media coverage participants national, regional and local stakeholders</p>	<p>Managing Authority (with beneficiaries and partners)</p>

Measure	Additional Information	Target Groups	Lead Responsibility
	<p>publicise this.</p> <p><u>Results:</u> Media campaigns and press releases raise awareness of ESF activities and achievements.</p>		
ESF Stands and Promotional Materials	<p><u>National:</u> Large and small ESF exhibition stands, posters and a range of small promotional materials (such as calendars and pens) will be produced for use at launches and other ESF relevant events (such as Adult Learners' Week) to raise awareness of the ESF programme. Where possible promotional materials will be produced from recycled paper and other materials. Some promotional materials will be made available to beneficiaries.</p> <p><u>Regional/local:</u> Beneficiaries and other ESF partners will be able to borrow the national ESF stands and order supplies of nationally produced materials for use regionally and locally. Some may develop their own ESF stands and promotional materials for use at events. Some providers may also develop ESF stands and materials.</p> <p><u>Results:</u> ESF stands and promotional materials raise awareness of ESF.</p>	All groups who attend events, ceremonies, roadshows etc.– depends on nature of event.	Managing Authority
Enquiries	<p><u>National:</u> The national ESF website provides an email address for enquiries and provides contact information for Co-financing Organisations and other ESF partners.</p> <p><u>Regional/local:</u> CFOs will provide contact points for enquiries on their websites and promotional materials.</p> <p><u>Results:</u> The general public, potential applicants and others will be able to obtain information about ESF from the contact points.</p>	<p>Groups not directly involved in ESF but who want to find out more, for example:</p> <p>Providers and professional members of</p>	Managing Authority (and Co-financing Organisations)

Measure	Additional Information	Target Groups	Lead Responsibility
		the public with an interest in ESF, EU funding or employment and training	
Europe Day	<p><u>National:</u> In line with Article 7.2(c) of Commission Regulation (EC) No 1828/2006 the Managing Authority will fly the flag of the European Union at the front of its premises for one week each year, commencing on 9 May – Europe day. Europe Day will be publicised on the ESF website and in the ‘ESF at work’ e-zine.</p> <p><u>Regional/local:</u> CFOs, other beneficiaries and ESF partners will be encouraged to publicise Europe Day in their organisations and across their networks.</p> <p><u>Results:</u> ESF is promoted on Europe Day.</p>	CFOs and other beneficiaries providers media and opinion formers policy makers regional stakeholders members of the public with an interest in ESF, EU funding or employment and training DWP, DIUS and DCSF	Managing Authority (with beneficiaries and partners)

Measure	Additional Information	Target Groups	Lead Responsibility
		employees	
Government Publications	<p><u>National:</u> References to the added value of ESF to national employment and skills policies and programmes will be incorporated within strategic national level documents such as the National Reform Programme, National Action Plan for Social Inclusion, DWP, DIUS and DCSF annual reports and other relevant Government publications.</p> <p><u>Results:</u> Relevant Government publications include references to ESF.</p>	policy makers regional, local and sectoral stakeholders providers and professionals	Managing Authority
Networking	<p><u>National:</u> There will be national level activity to support the planning and delivery of information and publicity measures and their ongoing evaluation and review. This will involve key national and regional delivery partners including Co-financing Organisations and inform the review of the Communication Plan and development and review of annual information and publicity plans. The Managing Authority will establish a regional publicity network of Government Office and CFO contacts to share good practice and ensure consistency. The network will meet at least once a year.</p> <p>National and regional level networking will, where appropriate, take account of ERDF information and publicity measures and opportunities for collaborative working. A representative from the ERDF programme in England will participate in the regional ESF publicity network to facilitate this. The Managing Authority will participate in the Structural Funds publicity network organised by the European Commission's Representation to the UK, which will cover all Structural Fund programmes.</p> <p>In terms of wider networking, in line with Article 10 of Commission Regulation 1828/2006 the Managing Authority will support the networking and exchange of good practice on information and publicity measures across the EU; and seek to work with the Commission on specific measures such as the provision of good quality case studies and the dissemination of Commission publicity materials.</p> <p>The Managing Authority will maintain regular contact with ESF information and publicity</p>	All – through the benefits of collaborative activity and more effective working achieved by the Managing Authority, CFOs and other beneficiaries	Managing Authority (and Co-financing Organisations)

Measure	Additional Information	Target Groups	Lead Responsibility
	<p>contacts in Scotland, Wales and Northern Ireland, with the aim of identifying and sharing good practice. This will include reporting back to them on networking and other activities that are taking place at an EU level, so that they are aware of and can contribute to these measures.</p> <p><u>Regional/local:</u> CFOs, other beneficiaries, and other ESF/Structural Fund partners will be encouraged to network and agree collaborative actions regionally and locally. This may involve the use of ESF technical assistance.</p> <p><u>Results:</u> Networking activity adds value to ESF publicity measures.</p>		

Administrative Bodies Responsible for the Implementation of the Information and Publicity Measures

Managing Authority

Central Policy Team

European Social Fund Division, Department for Work and Pensions
Contact: James Ritchie, Room N206, Moorfoot, Sheffield, S1 4PQ;
james.ritchie@jiu.gsi.gov.uk

Regional Teams

Government Office for the East of England
Contact: Andrew Hitter; Andrew.hitter@goeast.gsi.gov.uk

Government Office for the East Midlands
Contact: Eileen Gay; Eileen.gay@goem.gsi.gov.uk

Government Office for the North East
Contact: Dan Pollard; Dan.pollard@gone.gsi.gov.uk

Government Office for the North West
Contact: Hannah Curl; Hannah.curl@gonw.gsi.gov.uk

Government Office for the South East
Contact: Peter Kennedy; Peter.kennedy@gose.gsi.gov.uk

Government Office for the South West (including Convergence)
Contact: Janet Woolley; Janet.woolley@gosw.gsi.gov.uk

Government Office for the West Midlands
Contact: Elizabeth Charlton; Elizabeth.charlton@gowm.gsi.gov.uk

Government Office for Yorkshire and the Humber
Contact: Matthew Dixon; Matthew.dixon@goyh.gsi.gov.uk

Intermediate Bodies

London Development Agency
Contact: Rita Chircop; Ritachircop@lda.gov.uk

Government of Gibraltar
Contact: Charles Collinson; eudtigib@gibtelecom.net

**Implementing Regulation (EC) No 1083/2006
Information and Publicity Articles**

**Section 1
Information and publicity**

*Article 2
Preparation of the communication plan*

1. A communication plan, as well as any major amendments to it, shall be drawn up by the managing authority for the operational programme for which it is responsible or by the Member State to cover several or all operational programmes co-financed by the European Regional Development Fund (ERDF), the European Social Fund (ESF) or the Cohesion Fund.
2. The communication plan shall include at least the following:
 - (a) the aims and target groups;
 - (b) the strategy and content of the information and publicity measures to be taken by the Member State or the managing authority, aimed at potential beneficiaries, beneficiaries and the public, having regard to the added value of Community assistance at national, regional and local level;
 - (c) the indicative budget for implementation of the plan;
 - (d) the administrative departments or bodies responsible for implementation of the information and publicity measures;
 - (e) an indication of how the information and publicity measures are to be evaluated in terms of visibility and awareness of operational programmes and of the role played by the Community.

*Article 3
Examination of compatibility of the communication plan*

The Member State or the managing authority shall submit the communication plan to the Commission within four months of the date of adoption of the operational programme or, where the communication plan covers two or more operational programmes, of the date of adoption of the last of these operational programmes.

In the absence of observations made by the Commission within two months of receipt of the communication plan, the plan shall be deemed to comply with Article 2(2).

If the Commission sends observations within two months of receipt of the

communication plan, the Member State or the managing authority shall within two months send a revised communication plan to the Commission.

In the absence of further observations by the Commission within two months of submission of a revised communication plan, it shall be considered that the communication plan may be implemented.

The Member State or the managing authority shall commence the information and publicity activities provided for in Articles 5, 6 and 7, where relevant, even in the absence of the final version of the communication plan.

Article 4
Implementation and monitoring of the communication plan

1. The managing authority shall inform the monitoring committee for each operational programme of the following:
 - (a) the communication plan and progress in its implementation;
 - (b) information and publicity measures carried out;
 - (c) the means of communication used.

The managing authority shall provide the monitoring committee with examples of such measures.

2. The annual reports and the final report on implementation of an operational programme, referred to in Article 67 of Regulation (EC) No 1083/2006, shall include:
 - (a) examples of information and publicity measures for the operational programme carried out when implementing the communication plan;
 - (b) the arrangements for the information and publicity measures referred to in point (d) of Article 7(2) including, where applicable, the electronic address at which such data may be found;
 - (c) the content of any major amendments to the communication plan.

The annual implementation report for the year 2010 and the final implementation report shall contain a chapter assessing the results of the information and publicity measures in terms of visibility and awareness of operational programmes and of the role played by the Community, as provided for in point (e) of Article 2(2).

3. The means used for implementing, monitoring and evaluating the communication plan shall be proportional to the information and

publicity measures identified in the communication plan.

Article 5
Information measures for potential beneficiaries

1. The managing authority shall, in accordance with the communication plan, ensure that the operational programme is disseminated widely, with details of the financial contributions from the Funds concerned, and that it is made available to all interested parties.

It shall in addition ensure that information on the financing opportunities offered by joint assistance from the Community and the Member State through the operational programme is disseminated as widely as possible.

2. The managing authority shall provide potential beneficiaries with clear and detailed information on at least the following:
 - (a) the conditions of eligibility to be met in order to qualify for financing under an operational programme;
 - (b) a description of the procedures for examining applications for funding and of the time periods involved;
 - (c) the criteria for selecting the operations to be financed;
 - (d) the contacts at national, regional or local level who can provide information on the operational programmes.

In addition, the managing authority shall inform potential beneficiaries of the publication provided for in point (d) of Article 7(2).

3. The managing authority shall involve in information and publicity measures, in accordance with national laws and practices, at least one of the following bodies that can widely disseminate the information listed in paragraph 2:
 - (a) national, regional and local authorities and development agencies;
 - (b) trade and professional associations;
 - (c) economic and social partners;
 - (d) non-governmental organisations;
 - (e) organisations representing business;

- (f) information centres on Europe as well as Commission representations in the Member States;
- (g) educational institutions.

Article 6
Information measures for beneficiaries

The managing authority shall inform beneficiaries that acceptance of funding is also an acceptance of their inclusion in the list of beneficiaries published in accordance with point (d) of Article 7(2).

Article 7
Responsibilities of the managing authority relating to information and publicity measures for the public

1. The managing authority shall ensure that the information and publicity measures are implemented in accordance with the communication plan and that they aim at the widest possible media coverage using various forms and methods of communication at the appropriate territorial level.
2. The managing authority shall be responsible for organising at least the following information and publicity measures:
 - (a) a major information activity publicising the launch of an operational programme, even in the absence of the final version of the communication plan;
 - (b) at least one major information activity a year, as set out in the communication plan, presenting the achievements of the operational programme(s) including, where relevant, major projects;
 - (c) flying the flag of the European Union for one week starting 9 May, in front of the premises of each managing authority;
 - (d) the publication, electronically or otherwise, of the list of beneficiaries, the names of the operations and the amount of public funding allocated to the operations.

Participants in an operation of the ESF shall not be named.

Article 8
Responsibilities of beneficiaries relating to information and publicity measures for the public

1. The beneficiary shall be responsible for informing the public, by means

of the measures laid down in paragraphs 2, 3 and 4, about the assistance obtained from the Funds.

2. The beneficiary shall put up a permanent explanatory plaque that is visible and of significant size no later than six months after completion of an operation that fulfils the following conditions:
 - (a) the total public contribution to the operation exceeds EUR 500 000;
 - (b) the operation consists in the purchase of a physical object or in the financing of infrastructure or of construction operations.

The plaque shall state the type and name of the operation, in addition to the information referred to in Article 9. That information shall take up at least 25% of the plaque.

3. The beneficiary shall, during the implementation of the operation put up a billboard at the site of each operation which fulfils the following conditions:
 - (a) the total public contribution to the operation exceeds EUR 500 000;
 - (b) the operation consists in the financing of infrastructure or of construction operations.

The information referred to in Article 9 shall take up at least 25% of the billboard.

When the operation is completed, the billboard shall be replaced by the permanent explanatory plaque referred to in paragraph 2.

4. Where an operation receives funding under an operational programme co-financed by the ESF and, in appropriate cases, where an operation receives funding under the ERDF or the Cohesion Fund, the beneficiary shall ensure that those taking part in the operation have been informed of that funding.

The beneficiary shall provide clear notice to the effect that the operation being implemented has been selected under an operational programme co-financed by the ESF, the ERDF or the Cohesion Fund.

Any document, including any attendance or other certificate, concerning such an operation shall include a statement to the effect that the operational programme was co-financed by the ESF or, where appropriate, the ERDF or the Cohesion Fund.

Article 9

Technical characteristics of information and publicity measures for the

operation

All information and publicity measures aimed at beneficiaries, potential beneficiaries and the public shall include the following:

- (a) the emblem of the European Union, in accordance with the graphic standards set out in Annex I, and reference to the European Union;
- (b) reference to the Fund concerned:
 - (a) for the ERDF: “European Regional Development Fund”;
 - (b) for the Cohesion Fund: “Cohesion Fund”;
 - (c) for the ESF: “European Social Fund”;
- (c) a statement chosen by the managing authority, highlighting the added value of the intervention of the Community, and preferably “Investing in your future”.

For small promotional objects, points (b) and (c) shall not apply.

Article 10

Network and exchange of experience

1. Each managing authority shall designate the contact persons to be responsible for information and publicity and shall inform the Commission accordingly. In addition, Member States may designate a single person for all operational programmes.
2. Community networks comprising the persons designated under paragraph 1 may be set up to ensure exchanges of good practice, including the results of implementation of the communication plan, and exchanges of experience in implementing the information and publicity measures under this Section.
3. Exchanges of experience in the field of information and publicity may be supported through technical assistance under Article 45 of Regulation (EC) No 1083/2006.

Annex I:

Instructions for creating the emblem and a definition of the standard colours

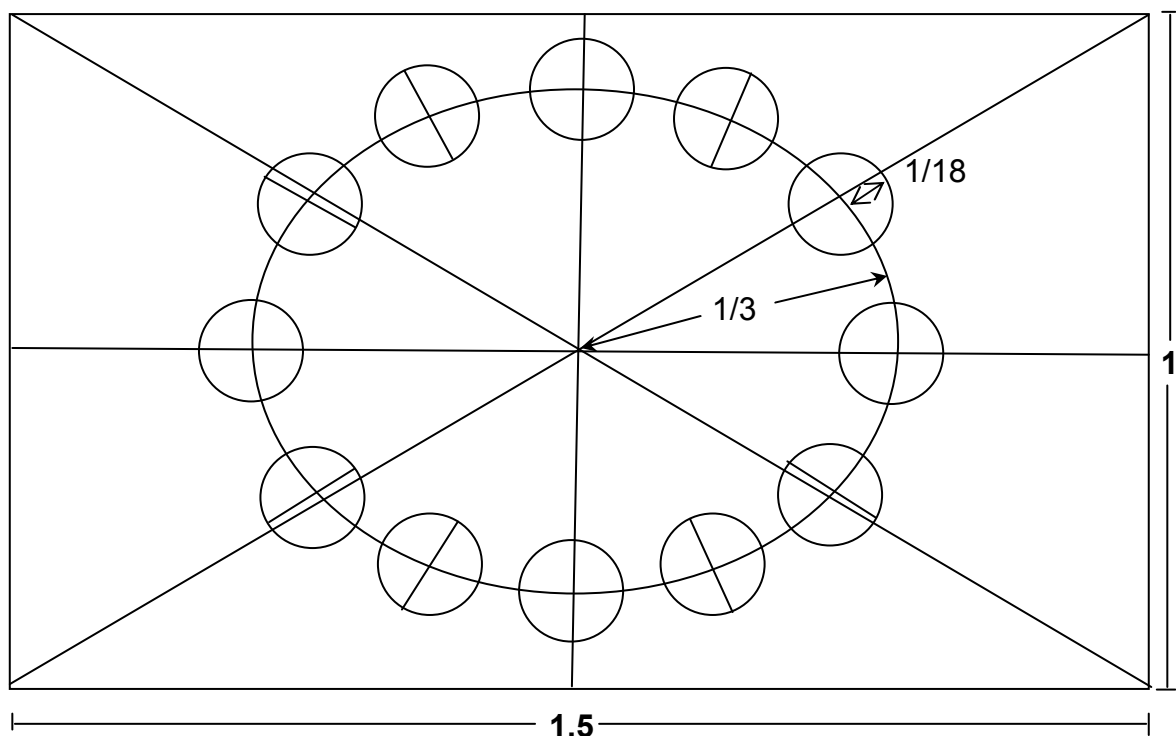
SYMBOLIC DESCRIPTION

Against a background of blue sky, twelve golden stars form a circle representing the union of the peoples of Europe. The number of stars is fixed, twelve being the symbol of perfection and unity.

HERALDIC DESCRIPTION

On an azure field a circle of twelve golden mullets, their points not touching.

GEOMETRIC DESCRIPTION



The emblem has the form of a blue rectangular flag of which the fly is one and a half times the length of the hoist. Twelve gold stars situated at equal intervals form an invisible circle whose centre is the point of intersection of the diagonals of the rectangle. The radius of the circle is equal to one third of the height of the hoist. Each of the stars has five points which are situated on the circumference of an invisible circle whose radius is equal to one eighteenth of the height of the hoist. All the stars are upright, i.e. with one point vertical and two points in a straight line at right angles to the mast. The circle is arranged so that the stars appear in the position of the hours on the face of a clock. Their number is invariable.

REGULATION COLOURS

The emblem is in the following colours:

PANTONE REFLEX BLUE for the surface of the rectangle;

PANTONE YELLOW for the stars.

Four-colour process

If the four-colour process is used, recreate the two standard colours by using the four colours of the four-colour process.

PANTONE YELLOW is obtained by using 100% “Process Yellow”.

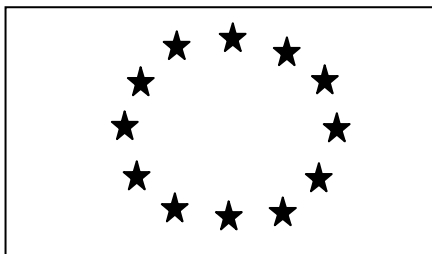
PANTONE REFLEX BLUE is obtained by mixing 100% “Process Cyan” and 80% “Process Magenta”.

INTERNET

In the web-palette PANTONE REFLEX BLUE corresponds to colour RGB:0/0/153 (hexadecimal: 000099) and PANTONE YELLOW to colour RGB:255/204/0 (hexadecimal: FFCC00).

MONOCHROME REPRODUCTION PROCESS

Using black, outline the rectangle in black and print the stars in black on white.



Using blue (Reflex blue), use 100% with the stars reproduced in negative white.



REPRODUCTION ON A COLOURED BACKGROUND

If there is no alternative to a coloured background, put a white border around the rectangle, the width of the border being $1/25^{\text{th}}$ of the height of the rectangle.