

# **New London Educational Trust**



## **ESF London Learning Project Publicity Policy**

Version 1  
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## **1. INTRODUCTION**

The London Learning Publicity Policy is based on the requirement to first and foremost follow the 'ERDF and ESF Branding and Publicity Requirements ESIF-GN-1-005' (Version 8 Date published 1 August 2019) and its subsequent amendments throughout the life of the project.

The key aim of the Publicity Policy is to ensure that any publicity material produced for participants fully informs them that the programmes is being supported and funded through the European Social Fund (ESF). Publicity is required to:

- Raise awareness of the project and its benefits to the maximum number of individuals, businesses and community stakeholders.
- Attract eligible participants to the Project.
- Recognise and acknowledge the role of the ESF in the delivery of the project.

## **2. PRINCIPLES**

New London Educational Trust will ensure that the project fully complies with all ESF branding and publicity requirements and the ESF logo is prominently displayed on all publicity materials and documentation produced for the project, including websites and electronic communications. This will be actively monitored by the project's Governing Committee along with the Contract Lead and Project Officers.

The Contract Lead trains all staff associated with the delivery of the project on the publicity guidance and branding guidelines. New London Educational Trust's Marketing Lead is also fully briefed. The Contract Lead will check the use of logos to ensure the project fully complies with all ESF branding and publicity requirements and that the ESF logo is prominently displayed on all publicity materials and documentation produced for the project, including websites and electronic communications. This includes, but not exclusively:

- Leaflets, brochures, flyers and posters.
- Exhibition banners and display panels.
- Newsletters.
- Electronic media and materials.
- Reports and papers.
- Project documentation.
- Business cards.
- Website.
- Plaques.
- Job descriptions.
- Contracts of employment

The Publicity Plans for the Project will remain evolutionary and will develop as activity is undertaken and as Publicity and Branding Guidelines are updated. All project publicity will be overseen by the Contract Lead who will report back into the project's Governing Committee.

### **3. PUBLICISING ESF FUNDING**

The project will maximise the publicity of its operations, highlighting the positive contribution that European Social Fund is making.

#### **Posters**

New London Educational Trust and its partners will display at least one poster at all locations readily visible to the public, for example in the entrance area of delivery locations where permissible building. The poster must be at least A3 size.

#### **Marketing Materials & Merchandise**

All printed documents and publications must acknowledge the funding from ESF in a prominent position. This includes, but is not limited to:

- Leaflets, flyers, brochures, invitations, booklets.
- PowerPoint presentations.
- Letterheads and compliment slips.
- Project documentation e.g. timesheets, induction material, materials, participant records.
- Attendance sheets, certificates.
- Exhibition banners, stands, pop-up stands.
- General advertisements, job advertisements and notices.
- Newsletters.
- Stationery and promotional items.
- Case studies.
- Job procurement descriptions.
- Videos.
- Business cards

#### **Events, Conferences, Seminars & Workshops**

All materials and documents produced for an event, including invitations, tickets, press releases, exhibition stands and presentation slides must acknowledge and reference ESF funding by displaying the ESF logo.

#### **Websites**

New London Educational Trust and partners should clearly acknowledge ESF funding on their websites. New London Educational Trust will have a project specific webpage providing details about the project. The full colour version of the ESF Logo should be placed on the main project specific webpage and be visible upon landing onto the project specific webpage. This logo may also be placed on the homepage where this is felt to be appropriate.

#### **Social Media**

Where possible, the ESF logo and/or acknowledgement of ESF funding should be used in all relevant social media posts. The project should also:

- Follow the ESF/European Commission (@EU\_Commission) and the Greater London Authority (@LDN\_gov) on Twitter.
- Re-tweet relevant posts shared by ESF and the Greater London Authority.
- When promoting an event tag @EU\_Commission and @LDN\_gov
- Promote ESF and the Greater London Authority as much as possible on all social media channels not just Twitter.

### **Informing Participants**

As well as promoting the role of ESF on written and electronic materials, the project will make sure that participants are notified that the money for the project has come from the European Social Fund. This should be done:

- During induction sessions, including when completing the participant enrolment form.
- In all support and paperwork provided to participants.
- In internal newsletters and bulletins.
- In any leaflets, flyers, booklets.
- In all communication activities listed under the Publicising ESF Funding section of this policy.

It's essential that evidence of informing participants in these ways is retained for auditing purposes.

### **Case Studies**

The Project will gather information for case studies which can be used to promote the involvement of the European Social Fund. Case study material may include photos, videos or interviews with participants. Case studies will be provided to the GLA as part of the quarterly claims process. The Contract Lead will ensure all participants and staff that feature in a case study are aware of this and have given the appropriate consent for their details to be shared.

### **Preparing for Audit**

All documentation relating to the promotion and publicity of the ESF must be retained for audit purposes. Failure to provide appropriate evidence of publicity is one of the most common audit failings and is subject to a high degree of attention from auditors. It is therefore paramount that Contract Lead and delivery team have robust working practices in place to ensure the publicity requirements are being met.

If an operation cannot provide documentary evidence it will be assumed the project has not fulfilled the publicity requirements and may result in repayments to the ESF.

The retention dates for any documentation or promotional materials can be found in the Project's Document Retention Policy.