



**MAYOR OF LONDON**



Leading learning and skills

## The London Learning and Skills Council’s CFO Communications Plan 2007 – 2010

### Introduction

The following document sets out the LSC London’s approach to communicating and disseminating ESF Co-Financed activity for the LSC London’s 2007 – 2010 ESF Co-Financing plan. It links to the National LSC ESF communication strategy and the National ESF communications plan. The plan will be monitored on a quarterly basis and formally reviewed annually. The LSC London’s Head of ESF will take responsibility for reviewing and updating the plan, working with colleagues from the LSC London’s Regional Communications Team, sub-regional ESF leads and Providers to ensure it remains relevant.

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1) Disseminating funding opportunities (ESF and Match Funds) to potential applicants (projects) as widely as possible.	<p>The LSC London’s 2007 – 2010 ESF Co-Financing plan totals £107,321,889 (ESF) across the two Priority areas. Over £96 million of this is available for Project activity.</p> <p><b>The LSC London will ensure the provision of clear and detailed information on at least the following:</b></p> <ul style="list-style-type: none"> <li>• The funding available and conditions of eligibility to be met in order to qualify for financing;</li> <li>• A description of the procedures for examining applications for funding and of the time periods involved;</li> </ul>

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- The criteria for selecting the operations to be financed;
- The contacts who can provide information on the measures to be co-financed.

As of 31st October 2008, the LSC opened a **Qualified Provider Framework (QPF)** for providers of education and training services. The Qualified Provider Framework is a maintained list of all providers from which the LSC will secure education and training services. This list will incorporate those providers with whom the LSC will negotiate and/or invite to tender.

The Qualified Provider Framework will streamline the way the LSC commissions and contracts for provision and will remove barriers for new providers wishing to work with the LSC. Providers that wish to be eligible to receive invitations to tender can apply to be pre-qualified at any time during the year. This 'always open' approach will allow providers to apply at a time convenient to them and which suits their business need.

When the LSC identifies a need to tender for provision, it will temporarily freeze the list to new applicants in order for the tendering process to begin. The dates that the list will be frozen will be published well in advance; ensuring providers have sufficient opportunity to apply to pre-qualify.

Further information on the Qualified Provider Framework can be found here:

[\(http://www.lsc.gov.uk/providers/commissioning/qualifiedproviderframework/\)](http://www.lsc.gov.uk/providers/commissioning/qualifiedproviderframework/).

**During PQQ/ITT rounds the LSC London's Regional Communications Team will manage separate 'clarification' events for new and existing Providers.** They will take place twice a year, or as and when new funding becomes available. Providers successful at the PQQ stage will be informed through Bravo and invited to clarification events to update them on the funding available, regional requirements, how to complete the ITT, information on how to use the Bravo system.

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**The LSC London’s Regional Communications Team, in collaboration with the LSC London’s Head of ESF, will develop and maintain a more comprehensive ESF area of the LSC London website.** Following the launch of the 2007 – 2013 ESF programme and the closure of the 2000 – 2006 programme, the ESF pages will be re-designed and fully updated.

The LSC London’s ESF web pages will provide detail of the LSC London’s 2007 - 2010 ESF Co-Financing Plan, ESF Overview and will, once confirmed, contain information on all of the ESF Projects operating under the LSC London’s 2007 – 2013 ESF Programme. The ESF overview is designed to support prospective applicants to understand ESF eligibility, related strategies and initiatives. The information provided for the ESF projects operating under the LSC London’s 2007 – 2013 ESF programme will include project names, delivery locations, delivery volumes. There will also be a link to the National LSC ESF Project Directory.

As Projects begin operating the web pages will be updated to include information for Providers to assist with the management of ESF Projects and resources such as, sample forms and ESF Fact Sheets on specific aspects of ESF will be made available.

It is planned that the following ESF Fact Sheets will be made available to Providers:

- ESF Overview
- Publicity and Marketing
- Eligibility
- Partnership
- Quality

Other Fact Sheets will be added as required along with those covering specific participant groups such as NEET, Employees and Unemployed/Economically inactive.

Links to all London CFOs websites and the LDA EMPU website will also be incorporated within

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2) Informing the public and participants about the assistance provided by ESF/ EU funds	<p>the web page. <b>The fully developed area will be available by Autumn 2008.</b></p> <p><b>The LSC London will undertake the following:</b></p> <ul style="list-style-type: none"> <li>• Arrange for the display of ESF plaques at CFO and Provider’s premises.</li> <li>• Publicise ESF/EU support and ensure that the ESF logo is displayed on CFO and Provider (including sub-contractor) information and publicity materials in line with ESF branding guidance.</li> <li>• A requirement will be placed on Providers (including sub-contractors) to inform participants of ESF/EU support at the start of their courses and throughout their participation.</li> <li>• Wider publicity measures to inform and publicise ESF/EU support and the results of that support to the public in order to help raise awareness and understanding – including the start of projects and the achievements of projects.</li> </ul> <p>The requirement on Providers to use the 2007-2013 ESF logo and statement is included within their contract for ESF delivery. All Providers, both ESF and Match funded, will be sent the metal plaque by recorded delivery (along with the signed contract) when they start their contract so visitors can see that they are directly or indirectly supported by ESF. In addition, the LSC London will monitor whether ESF Plaques are displayed in their premises.</p> <p>Posters produced by ESFD will also be made available for Providers to place in their offices and training facilities. LSC Provider Managers will record whether the plaques have been displayed in a prominent area within the projects premises on their first monitoring visit. All of the activities outlined above are in line with LSC contract standard publicity clauses. As stated in section one, a list of Projects and Project Partners will be placed on the ESF pages of the LSC London’s website.</p> <p>The 2007 – 2013 Co-Financing Plaque is displayed at LSC London’s Regional reception and the 2007 – 13 ESF Logo is included on LSC London ESF related paperwork. The Mayor of London’s logo and that of the other London CFOs will be included on ESF specific documents such as the ESF Overview, CFO Plan and other Provider guidance.</p>

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LSC ESF data forms (Short Record & Individual Learning Record) and MI systems contain the 2007 – 2013 ESF logo and statement and Match Providers are required to ensure that participants are made aware of ESF support.

**The regional communications team will:**

1. **Conduct a communications audit to establish the PR support required for the 2007-10 programme** once contract clarification has been completed. This benchmark exercise will help to formulate the communications strategy approach to the types of activity required for the next 18 months. It is anticipated that contracts will be in place from July 08 and the audit conducted once they are in place. This audit will be used to establish a base line and progress reviewed and evaluated annually.
2. **Contribute to steering group meetings for the CFOs** (DWP/LDA/London Councils/LSC - representation will be required from each organisation) to establish ways of working, direction of the PR strategy/activity and evaluation. The LSC London's input to this strategy will be co-managed by the LSC London's Regional Communications Team and the LSC London ESF Team. Status reports will be included as part of the quarterly reporting to the Managing Authority (LDA) and monthly activity-costs reports (sub-regional activity breakdown; volume of PR, case studies and media placement) will be produced to inform the group on activity.

**The proposed strategy will have three strands:**

- **Awareness** will be driven through the LSC London's Marketing and Communications Team's field marketing activity, the development of region-wide media relations campaign showcasing locally funded projects and the contribution of their activities e.g. through case studies and a more corporate campaign focusing on best practice and landmark achievements. The first part of the strategy will reach the members of the public and a broader audience and the latter will target stakeholders and influencers.

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- **Information** will be driven by communications to stakeholders providing quarterly newsletter updates and pre-planned events that will help build relationships and develop recognition for ESF. This will be supplemented by contributions to the joint CFOs newsletter, produced by the Managing Authority (LDA).
- **Education and Support** will be dependant on the Provider's ability to deliver, communications support for capacity building is vital, providing education and support as required. A programme of activity will be developed to provide practical advice and material, to highlight the contractual obligation to promote their ESF project(s). The advice and material such as publicity packs, PR toolkits, PR clinics and helpline support will generate material for the media relations campaign.

**An effective PR campaign calendar will be produced using the following PR tools: news releases, features, case studies, advertorials and an annual showcasing event to recognise the achievements of people taking part in ESF-funded projects.** Any publicity will ensure the ESF logo is clearly displayed adhering to ESF branding guidance.

When fully introduced and all strands are implemented they will provide a complete picture of ESF and its implementation by the LSC. In addition **ESF will be highlighted within LSC publications such as the LSC regional magazine, stakeholder updates and other newsletters as appropriate.**

All contracts include a requirement to produce a marketing and communications plan. They are also required to highlight ESF during participant recruitment, assessment and induction. Providers will be monitored against this and required to report, on a quarterly basis through the LSC ESF reporting systems, on any marketing, promotion, press releases or events that the Provider has held.

**The LSC London's ESF Co-Financing plan and programme will be evaluated as a whole, included within this will a review of the communications plan and the extent that the plan achieved its objectives.** This will include interviews and surveys with Providers and a selection

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	<p>of Participants across both Priorities. The evaluation will include review of how useful publications have been for Providers and Participants and gauge the extent to which they have gained an increased understanding of ESF.</p>
<p>3) Providing data to the Managing Authority (LDA) about the CFO (the LSC London) and its Providers for inclusion in the publicly available list of beneficiaries and operations (projects).</p>	<p>The Managing Authority (LDA) asks CFOs (the LSC London) to use the following standard text within communication plans, as the Managing Authority (LDA) will capture this information from the management information that is supplied by CFOs (the LSC London):</p> <p>The CFO (the LSC London) agreed to provide the list of MI data required by the Managing Authority (LDA) when its CFO plan was submitted and agreed. The CFO (the LSC London) will submit MI data using technical information that the Managing Authority (LDA) will supply. The data will be collected and updated electronically on a quarterly basis. This ensures the Managing Authority (LDA) can ‘publish electronically or otherwise, the list of beneficiaries, the names of the operations and the amount of public funding allocated to the operations’, which is a regulatory requirement.</p> <p>From 2008, this data will be publicised at the level of each CFO and will be updated on a regular basis. The CFO data will include:</p> <ul style="list-style-type: none"> <li>• Each CFO name</li> <li>• The names of organisations receiving funding from the CFO</li> <li>• The names of projects run by those organisations</li> <li>• The sum of public funding, including ESF and match.</li> </ul> <p><b>The LSC London’s Regional Communications Team will monitor and control the communications activity, evaluations will be conducted at six and 12 monthly intervals and will recognise that the strategic focus may need to be adjusted based on the benchmarking and evaluation of projects and campaigns as they evolve.</b> The strategy will need to be flexible and change as appropriate. These evaluations will be shared with the Managing Authority (LDA).</p>

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<p>4) Giving Providers clear and comprehensive information on publicity requirements and resources.</p>	<p>As previously outlined the <b>Education and Support</b> strand of the strategy will be dependant on the projects ability to deliver. The LSC London believe communications support for capacity building is vital as well as providing education and support to new and existing Providers. A programme of activity will be developed to provide practical advice and material, to highlight the contractual obligation to promote their ESF project(s). The advice and guidance material that will be made available to Providers will include publicity packs, PR toolkits, 4/5 sub-regional PR clinics and helpline support will generate material for the media relations campaign.</p> <p>As stated above and within the Co-Financing plan, publicity compliance is part of the wider contract and monitoring process and will be conducted through formal programme checks on a monthly/quarterly basis by the Partnership team. The contracts team will ensure that the relevant clauses are within a Providers contract.</p> <p>Links to other CFOs will be included within the ESF pages of the LSC London’s website and are included within the ESF Overview and guidance on the programme. Wherever feasible the LSC London will work with London’s other CFOs, EPMU and other strategic partners to jointly promote ESF and its impact on Londoners.</p>
<p>5) Working with the Managing Authority (LDA) on collaborative publicity activity to support the implementation of the national Communication Plan and the supporting annual information and publicity plans.</p>	<p><b>The LSC London will work with the Managing Authority (LDA) on collaborative publicity activity and the following will be undertaken:</b></p> <ul style="list-style-type: none"> <li>• Support national campaigns at a regional level with case studies, press releases and local events when appropriate</li> <li>• Adapt national press releases for use at a regional level when appropriate in order to maximise media coverage</li> <li>• Develop, maintain and update the regional ESF website and support national campaigns with region-specific information</li> <li>• Produce a quarterly ESF stakeholder newsletter that supports national campaigns and initiatives with region-specific case studies and information</li> <li>• Submit case studies and regional stories to the national e-zine for possible inclusion.</li> <li>• Maintain regular contact with the Managing Authority (LDA) – providing information on regional</li> </ul>

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	<p>news stories, regional media coverage and sharing good practice</p> <ul style="list-style-type: none"> <li>• Assist with the organisation of ministerial and VIP visits to the region for ESF promotional purposes</li> <li>• Provide information for the Annual Implementation Report and the Annual Information and Publicity Plan as required</li> <li>• Monitor and evaluate publicity activity</li> <li>• Contribute to, and assist in the development of, the Managing Authority's (LDA) ESF network of publicity contacts</li> <li>• Ensure regional publicity material carries the correct branding and accords with national ESF design templates when appropriate</li> <li>• Display ESF Co-Financing plaques</li> </ul> <p><b>The LSC London's Regional Communications Team will produce a report on a quarterly basis outlining current PR activity/future direction and sent to the Managing Authority (LDA) to support the implementation of the national communications plan.</b></p>
<p>6) Joint regional publicity activities with the Managing Agency and/or CFOs/ others at a regional level, including the use of technical assistance.</p>	<p>Within London the LSC has participated in the 'London story' at Chelsea Football Club to launch the programme and publicise the work of previous ESF programmes in London. Further events will be developed with the other London CFOs to promote the ESF impact on people in London throughout the life of the programme. As stated in section one, the LSC London will work to:</p> <ul style="list-style-type: none"> <li>• Develop website linkages between the LSC LONDON and London CFOs</li> <li>• Work with other London CFOs and EMPU on joint events and provide information, support and contacts</li> <li>• Participate with other London CFOs at quarterly publicity meetings</li> <li>• Work towards the development of key messages on ESF marketing and information documents and websites.</li> </ul>