

London Regional
ESF Programme

PR TOOLKIT

Contact the LSC's PR team

Learning and Skills Council
Strategy
Centre Point
103 New Oxford Street
London
WC1A 1DR

E: PRESFLondon@lsc.gov.uk
T: 0845 019 4144

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What are the European Social Fund (ESF) publicity requirements?

Any organisation receiving ESF funds must (see Annex 1 ESF publicity requirements) acknowledge the support and funding they receive.

They do this by displaying the appropriate logos and publicising the activity and achievements funded by the programme to ensure as many people as possible get to know about ESF and what it does.

As an LSC ESF project, every project must also follow the Learning and Skills Council's (LSC) own endorsement policy and guidelines (available in your contract). The policy came into force from the date you signed your contract and covers all funding agreements from that date. Credit for funding is a requirement of grant in aid and evidence will be required from projects as proof that they are complying with the new requirements.

As an ESF-funding organisation, the LSC is required to ensure its providers meet publicity requirements, while also ensuring the regional ESF programme is given maximum coverage and promotion.

Minimum requirements

All press material written about a project must include the following sentence:

The project has been funded by the Learning and Skills Council London Region as part of its regional ESF programme.

It must also be submitted to the LSC prior to issue.

What is meant by publicity?

Publicity means any external activity that raises the profile of your project. For example, this could be a press release issued to local media announcing the launch of your project, a photo opportunity where you invite local press along to take photos of training in action, personal success stories about people you have helped or a case study of your project.

It also covers open days, award ceremonies and other events which feature the work of the funded project. Good case studies show what the ESF programme is delivering. These can be used in the media, at events, ministerial visits, in newsletters or on the website. If you would like your project to be considered for a case study or would like to draft your own, you can find guidance notes within this pack.

How will it benefit my project and the region?

Your project is funded as part of a regional ESF programme. The LSC in London wants to show the rest of the country and Europe how successful the region is. This can only be done by showcasing the fantastic work that projects like yours are delivering across the region.

What may seem like an everyday job to you is very interesting to people not involved in the funding. It is important that people know how ESF funding is not only changing people's lives but boosting the economic performance of the region through the ESF programme.

What support can my LSC contact give me?

LSC London provides support and advice to projects to help ensure they meet their publicity obligations. It is vital that any publicity activity you carry out includes information about the support and funding you have received. This pack includes key sentences and notes to editors that should be included in all press releases or case studies, related to the LSC's regional ESF programme.

If you have written your own press release or case study but want some help making sure it is right for the media, you can email PRESFLondon@lsc.gov.uk for assistance.

What evidence do I need to provide?

You need to keep evidence of press releases and case studies produced and details of where they were sent, along with copies of any coverage in the media. Evidence that a funded project is complying with all the requirements of the endorsement policy in your contract will also be needed. Full details of the policy and guidelines document are available in your contract.

To write my own case study

- Use case study briefing sheet (section 3) to pull together the right information
- Draft case study using the case study guidance sheet (section 4)
- Include the standard notes to editors (section 7)
- You can use the **case study template** to present your case study
- Get LSC/ESF approval via PRESFLondon@lsc.gov.uk before issuing

To write my own press release

- Use 'What makes a good news story?' guidance (section 5) to help you decide whether the story is worth progressing
- Use the press release template (section 6) as a guide to writing out your information
- Include the standard notes to editors (section 7)
- You can use the PR template to present your press release
- Submit to PRESFLondon@lsc.gov.uk for approval

To arrange a photographer for a case study / press release

- Use the photography consent form to ensure you are compliant with the Data Protection Act (section 9 & 10)
- Always remember to ask for a quote in advance to ensure you are getting good value for money (as a guide an hour's photography costs between £100 and £150) and ask if extras such as mileage and a CD with the photographs on is included

To get my story in the newspaper

- Follow the 'dealing with the media guidelines' (section 8)

If I need help with a story

- Fill in the story sheet with as much information as you can
- Contact PRESFLondon@lsc.gov.uk who can provide you with help and advice

Case study briefing sheet

03

CASE STUDY BRIEFING SHEET

This sheet has been designed to help you pull together the information needed for a case study.

Please note a template for Case Studies is available electronically at [London ESF Document Suite](#). A copy of the template can also be found in Annex 2.

Name of Project:

Address of Project:

Named Contact:

Telephone No:

Fax No:

E-mail Address:

Website Address:

Project aims and objectives:

A brief history (when established, landmark achievements, etc):

Funding details (include funding amounts/funding organisations, etc):

Main beneficiaries:

Outcomes:

What is special/interesting/unusual about the contract? (E.g. Consortia-backed, supports specific themes, largest programme of its kind in the local area, etc)

Future plans:

Who needs to approve the draft case study from your organisation:

Name:

Telephone:

Fax:

Email address:

The case study may be used on:

- The LSC London website
- In newsletters (local government / mayors, ESF and LSC)
- For press packs and the media

Signed:

Print name:

Job title:

Date:

If you are planning to write it yourself, please remember that all case studies need written approval from the LSC partnership teams prior to use. In the meantime this sheet gives you some hints and tips on what you should

include. The emphasis should be on the benefits the funding has brought to adults in work and out of work, young people who are NEET and businesses and their employees.

The LSC London Region will collect case studies in line with the following timetable:



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Date / Priority	Employer Responsive Projects	NEET Projects	Adult Projects (unemployed/economically inactive)
Mar-09			
Apr-09			
May-09			
Jun-09			
Jul-09			
Aug-09			
Sep-09			
Oct-09			
Nov-09			
Dec-09			
Jan-10			
Feb-10			
Mar-10			
Apr-10			
May-10			

Theme areas for Case Studies: BME engagement, Disability engagement, offenders, lone parents, Sustainable development including Health. Other good practice such as quality, results and tracking.

 Claim Date

Paragraph 1 - This should explain what your project is and what it is aiming to do as well as referring to the ESF funding received. The value of the ESF funding could be included here.

e.g. On-Site Training Centres on Major Construction Projects', led and managed by Tribal Consulting, is an ESF funded programme that works with unemployed and economically inactive social housing tenants and private tenants on housing benefit to provide training in construction with the aim of helping them gain sustainable employment in the sector.

Paragraph 2 - This must include details that show how your project has been funded as part of the regional ESF programme.

e.g. The project has been funded by the Learning and Skills Council London as part of its regional ESF programme.

Paragraphs 3 onwards - More details about the project, such as when it was set up, what exactly it is, who are the beneficiaries and what training courses it is providing etc. Also include anything that is special/interesting/unusual about the contract? (e.g. Consortia-backed, supports specific themes, largest programme of its kind in the sub-region, etc)

Paragraph 5 - Quote from provider and / or beneficiary

Paragraph 6 - Details about predicted outcomes from the project and future plans if available.

Sample case study



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LSC PAN LONDON ESF PROGRAMME 2
CASE STUDY – JUNE 2008

Project: On-Site Training Centres on Major Construction Projects

'On-Site Training Centres on Major Construction Projects', led and managed by Tribal Consulting, works with unemployed and economically inactive social housing tenants and private tenants on housing benefit to provide training in construction with the aim of helping them gain sustainable employment in the sector. In addition to this, the project provides skills for life, essential health and safety training, work experience opportunities and job brokerage.

The project has been funded by the Learning & Skills Council London as part of its regional ESF programme.

Whilst the project focuses on supporting social housing tenants, it also targets sub groups under-represented in the labour market such as BME, disabled people, women and those aged over 50. The project aims to help people affected by isolation through unemployment, low skill levels, lack of confidence and opportunity. As well as focusing on traditional construction training, particular emphasis is placed on explaining the wealth of opportunities available in areas such as repair/maintenance and site administration in order to encourage those who might not have previously considered construction as a career. Targeted recruitment is achieved in partnership with registered social landlords and housing associations as they have established relationships with potential beneficiaries.

The project delivers a programme of beneficiary-centred support that begins with an interview to identify career aspirations. Those who do not wish to work in construction are signposted to training and employment opportunities fitting their needs. Once signed up to the project, taster sessions give beneficiaries the opportunity to learn about and experience construction techniques. The project carries out a formal initial training needs assessment during which skills for life needs are identified. Skills for life are delivered in conjunction with a work based learning programme, delivering accredited NVQ Level 1 and 2 and equivalent level construction qualifications. Literacy and numeracy skills are delivered through ICT using vocationally relevant tasks such as skills for health and safety measures, drawings and specifications. The training needs assessment is used as the basis for an Individual Learning Plan, in which aims and objectives are agreed and developed as the beneficiary progresses. The project also offers Construction Skills Certification Scheme training and certification, a key requirement for employment in construction.

Selena Hall, a single mother aged 23, completed an Introductory Certificate in Basic Construction Skills at level 1 and gained a CSCS card with project partner East Potential's support.

Selena left home at the age of 15 due to family problems. At 16 she was living alone in bed and breakfast accommodation in Hackney.

She says "This was a really scary time for me and I found life a real struggle feeling like I didn't belong, as I had few friends and no family. At 17 I had a beautiful daughter, but this didn't change the way I felt. I started looking for work, but struggled with finding childcare; living on benefits was horrible, especially because I knew I had the potential to work, but not the confidence to take the steps to make it happen. I had started to become depressed and felt I had no one but my daughter."

In 2006 Selena attended a careers fair in Canning Town with a friend. She says "I only really went because I had nothing else to do and wasn't really serious about looking for work. I got chatting to someone and they really encouraged me to apply by explaining that the industry wants to recruit more women and that my childcare costs would be covered whilst on the course, so I decided to give it a go."

Selena was invited to attend an information session for East Potential's 'Construct Your Career' project and with the project co-ordinator's support overcame her initial anxiety about attending. After gaining experience in construction through the 'Construct Your Career' project, Selena went on to complete the Introductory Certificate in Basic Construction Skills and gained a CSCS card through 'On-Site Training Centres on Major Construction Projects'.

She says "Everyone involved in the programme have been fantastic, the tutors from the college were really supportive and patient and my mentor from East Potential gave me great advice and support throughout the course."

After completing training Selena went on to a two-week work experience placement with East Thames Building Maintenance. This involved working with one of the maintenance operatives and visiting people in their homes to carry out maintenance and repairs. She says "I found the experience really rewarding and especially enjoyed making the tenants happy by sorting out their problems. Following the placement I was one of three people offered an apprenticeship with the company, which I am really excited about."

"Since doing the training everyone has seen a change in me, especially my daughter. I now have much more confidence and am looking forward to the future – I've even just finished tiling and painting my own kitchen and bathroom and I think they look great!

"I am so glad I went to that job fair 18 months ago – I would never have believed that I would be working as an apprentice for East Thames."

Selena's outstanding achievements were recognised when she was named Young Builder of the Year at the 2007 National Youth Building Awards.

What makes a good news story?

05

Strong local human interest stories that show how an individual's life or a community has been transformed in some way. For example:

- Project launch
- Ministerial or MP visit
- Project that is dealing with topical news issues such as sector skills shortages, ex- offenders, addressing redundancies etc
- Interactive training or unusual events that journalists could visit
- Stories about significant investment in the local economy
- Community investment
- Business expansion

All of these are good media stories and could be used to help publicise your project. You could write your own press release using the attached template or fill in this form if you need some help or advice from the LSC who can help you. You will then be advised of the best way to progress your story. Please note a template for Press Releases is available electronically at [ESF Document Suite](#)

Name of Project:

Address of Project:

Your name:

Telephone No:

Fax No:

E-mail Address:

Website Address:

Type of story (see bullets above)

Give a brief description of the story. Include who, what, when, where and how?

Who should be contacted for more information?

Who should be quoted in any publicity material?

Press Release



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HEADLINE IN BOLD AND CAPITALS

Text is aligned left, Arial font size 12, 1.5 line spacing.

Opening paragraph should explain the story in a brief and attention-grabbing way.

In the second paragraph explain more about the project – who, what, why, when, where and how it is benefiting your area - particularly people, businesses and the economy.

Paragraph 3 should expand further, giving details about the project and how it is being delivered. Also, acknowledge the funding support the project has received from the LSC, e.g. The project has been backed by the Learning and Skills Council's regional European Social Fund (ESF) programme.

Paragraph 4 is often a quote from the beneficiary or provider explaining how they / the sub region or region is benefiting. A further quote from an LSC contact should be sought as appropriate.

Paragraph 5 should conclude the story and give any further information.

For further information, please contact

Name: (insert name of organisation)

At: (insert telephone or email address)

The content will vary depending on what your story is, but it needs to address the fundamental questions who (who is benefiting?), what (what are they going to achieve?), when (over what period of time?), why (what problem is the initiative designed to address?), how (what activities are taking place?). Our press release template gives you an outline of the types of things you might like to include. You must include the funding paragraph in the format given on the previous page as well as the notes to editors below. Please note this form is also available electronically at - [Link to ESF Document Suite](#)

Notes to editors

07

These should be included at the bottom of every press release, after the 'For further information' section, as background notes for journalists, along with any supplementary information about your project.

European Social Fund:

The European Social Fund (ESF) was set up to improve employment opportunities in the European Union and so help raise standards of living. It aims to help people fulfil their potential by improving their skills and job prospects.

Since 2000, the ESF has been a key part of the EU's Lisbon strategy for growth and jobs. It supports the EU's goal of increasing employment by giving unemployed and low skilled people the training and support they need to enter jobs and progress in the labour market. By focusing on those most in need of help, it contributes to policies to reduce inequality and build a fairer society.

Over the past seven years from 2000 to 2006, the ESF has helped over four million people in England. In 2007, DWP & DfES launched the 2007-2013 ESF programmes designed to support regional skills and employment priorities.

The London Learning and Skills Council has been approved as a Co-Financing Organisation in London under the 2007-2010 ESF programme for project delivery in the following priority areas:

Priority 1 – Extending employment opportunities:

- 1.1 – Improving the employability and skills of the unemployed and economically inactive people
- 1.2 – Employment and skills activities targeted at young people who are not in education, employment or training (NEET) or at risk of becoming NEET;

Priority 2 – Creating a skilled and adaptable workforce:

- 2.1 – Increasing the number of employees with improved basic skills levels, including English for Speakers of Other Languages (ESOL) needs
- 2.2 – Increasing the number of employees with improved level 2 skills;
- 2.3 – Increasing the number of employees with improved level 3/ 4skills.

Learning and Skills Council:

The LSC exists to make England better skilled and more competitive. We are responsible for ensuring the availability of high-quality education and training for everyone. We have a single goal: to improve the skills of England's young people and adults to world class standards. Our vision is that young people and adults in England have knowledge and skills matching the best in the world and are part of a truly competitive workforce. We work nationally, regionally and locally to deliver this ambition on behalf of learners and employers. www.lsc.gov.uk

Mayor of London:

London is one of the world's most successful, dynamic and diverse cities. However, London's success is marred by the persistence of deep inequalities and a poverty of aspiration. Around 600,000 Londoners have no qualifications and almost 30% are not in employment. With the lowest rate of employment in England, the Skills and Employment Strategy's objective is to raise London's employment rate of 70.5% to 72%.

Through the investment of £740 million in the region over 7 years, the 2007- 2013 ESF Programme, under the strategic responsibility of the Mayor of London, can help achieve increases in sustainable employment and support businesses to raise the skills of London's workforce.

Newspapers and deadlines

Identify your list of target newspapers, and make sure that they cover the right area for your story. Newspapers, especially local papers, are incredibly parochial and will often only cover stories from within their own circulation area.

Journalists all work to specific deadlines which vary from publication to publication. For obvious reasons, it is best not to disturb them at the busiest times – i.e. for three hours before their deadline – unless the story is really urgent. It's worth checking what these deadlines are and make sure you call journalists at a quiet time. As a rule, weekly papers have deadlines about 24 hours before publication. Evening papers' deadlines are at about 11am, so call them in the afternoon. Morning papers usually have a deadline in the evening (but don't start work until later in the day), so late morning or early afternoon is probably best.

Bigger daily papers will normally have different reporters for different geographical areas and for different subjects. Try to target specific journalists rather than just sending all stories through to the editor. Work out which area of the paper the story should be aimed at – business, social, education, news etc. Ask to speak to someone in editorial or on the news desk. Bear in mind that smaller weekly papers often only have a very small team – sometimes as few as two or three journalists.

It is worth considering radio stations and TV as well. The BBC has community sections which are particularly interested in social and community news. Ring them and send a shortened version of the press release summarising the story along with contact details. Bear in mind they will almost certainly want to interview somebody – possibly live on air – so make sure you have

a representative who is available. To appeal to TV news your story will need to offer something worth filming or would need to be of exceptional human interest.

Information

When talking to journalists, make sure you have all the relevant details to hand. All stories must answer five basic questions – who, what, when, where, why.

Make sure you can get the main thrust of the story across quickly and simply. One way is to imagine you are telling the story to friends – you need to grab their attention and make it sound as exciting as you can, though avoid exaggerating. Think about what details will make your story stand out – has it had £100,000 of funding, will it help 100 young people get a qualification in the next six months? Is there some way to tie it into the current news agenda? Are you tackling the skills shortage or keeping youngsters off the streets and occupied in their spare time?

Offer to follow up your call with a press release – this way you won't need to get into too much detail when you're on the phone. Make sure it's not too long – news stories in local and sub-regional papers are rarely longer than 300 words. Never send a story then phone to check it has been received – journalists are sent hundreds of press releases and this can get very annoying. Instead, make sure beforehand that they are looking out for your story.

Make sure you leave contact details. If journalists come back to you for more information, they are likely to need this quite quickly. Check the preferred format for anything you send over. Journalists may struggle with large files or attachments. Instead, paste all text directly into the email message and avoid using logos.

Photography

Newspapers will happily send their photographers out to cover events, but only if there will be something that will make a good photo. Cheque or certificate presentations, exhibition stands, people in suits and stories about computers are, generally, not strong enough to tempt photographers out.

Plan well ahead and give as much notice as you can – call a week before an event if possible with times, places and contact details. As an example, if people have been raising money for charity by wearing fancy dress for a day, the photographer would not be interested in a cheque presentation a week after the event – the best photo would have been of the people in costume a week earlier.

Newspapers can unfortunately never guarantee that they will send a photographer out. They have to react to the biggest story so in most cases it is best to consider organising your own photography in advance.

Things that photographers would be looking for include: plenty of colour – try to use props to illustrate your story. Weather permitting, all photographers prefer to do shots outside, unless the interior is essential to the photo. Bear this in mind when making arrangements.

If you would like to arrange photography of your project, here are some guidelines to help you in choosing a photographer and getting the right image for print. Do not rely on your local paper sending a photographer to an event as they often have changing priorities. It may be best to book your own photographer too.

1. You can ask your local newspaper picture desk to recommend a photographer to you.
2. You should request that the photographer takes digital images and brief them on your exact requirements in advance of the day.
3. Try to avoid branding in your pictures and make them as dynamic as possible. Shots in action are always better than static posed shots, particularly when dealing with training. Most newspapers have a ban on handshake or presentation shots.
4. Get people into the pictures. Journalists like lively people images showing them doing something interesting. Three is the ideal number of people in a photo, five is the maximum.
5. Get permission. Under the Data Protection Act, you must get permission from the people in the photo to use the image in the public domain. You will need to get a signature in writing (see the consent form in section 9)
6. When you send your photo to a newspaper, make sure it is fully captioned – papers need all names and titles.

Photography consent form

The LSC is committed to the protection of your privacy, and under the Data Protection Act 1998 requires your consent to use your image(s) in this way.

Please read the terms and conditions of use printed below, before completing. It is intended that the photos taken today will be used as part of publicity for the LSC's regional ESF programme. The photo may be used on the LSC website, printed

publications, electronic presentations, submission to newsletters, newspapers or exhibition packs.

If you agree the above usage then please tick here

Name

Signed

(Please note: if you are under the age of 16, the consent form must be signed by your parent / guardian)

Please return completed forms to: (Name, company name and address)

Terms and conditions of photographic images:

- The LSC cannot accept any liability for any loss, damage or personal injury, howsoever caused, through use of the images by third parties.
- Websites can be seen globally and no warranty can be given that adequate data protection legislation will apply.
- Your full name will be supplied with photographs where necessary. However, we will not include any personal e-mail or personal address, telephone or fax numbers in association with the images.
- Your image(s) will be retained indefinitely on our files. You may withdraw your consent at any time by writing to: James Miller, Learning and Skills Council, Centre Point, 103 New Oxford Street, London, WC1A 1DR. However, you must acknowledge that images that have previously been used with your consent may still be in circulation and not withdrawn.

Annex 1 - ESF Publicity Requirements

Publicity

You must publicise the fact that ESF funds are partly funding your project.

This publicity should ensure that:

- you make beneficiaries aware that the European Social Fund is partly funding their training; and
- you raise awareness of the European Social Fund amongst potential beneficiaries and the general public.

To do this you must undertake at least one of the following activities in both of the following categories:

To raise awareness amongst beneficiaries:

- display the ESF logo and acknowledge ESF co-financing on forms and literature going to beneficiaries; and/or
- mention ESF in any induction programme.

To raise awareness amongst the general public:

- display the ESF logo and include a narrative acknowledgement of ESF co-financing in general and course specific literature and publications about activities which are part funded by ESF; and/or
- display the ESF logo and include a narrative acknowledgement of ESF support on literature or on exhibition stands at information events; and/or
- acknowledge ESF support in press releases and interviews on specific items of news to generate local TV or radio coverage, articles in national / local newspapers and magazines and articles in trade and specialist press; and/or
- refer to ESF support in speeches at award ceremonies, open days, lunch / dinner meetings.

The ESF logo relating to this project is shown at the top of this annex. You can get help on the use of the ESF logo from this office. All ESF funding can be withdrawn from your project if you do not comply with this requirement. Plaques to help publicise ESF support are available to applicant organisations and their subcontractors. The offer is open to providers delivering ESF activity under the direct bidding route or via co-financing.

The plaques can be obtained free of charge by contacting your relationship manager.



Annex 2 - Case Study Template

This Case Studies template is available electronically at [London ESF Document Suite](#).

Case Study

Your **Logo** Here

Date:	6 th November 2008	Civic Centre High Road Wood Green London N20 8LY Tel: 020 8479 0001 Fax: 020 8479 0002
Company:	Braden Threadgold Ltd	
Case:	Braden Threadgold Ltd	

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Picture area-
please remove if not
required