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Leading learning and skills

LSC Contract– General Issues



European Union
European Social Fund
Investing in jobs and skills

Contract– General Issues

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- Marketing and Publicity
- Sub-contracting
- Retention of documents
- Miscellaneous



European Union
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LSC Contract– Marketing and Publicity

LSC Contract– Marketing and Publicity

- European Commission have raised expectations
- Low Profile in England
- Raising our game
- Required to produce a Marketing and Communications Plan:
 - Providers displaying posters and plaques
 - Employers and beneficiary awareness
 - Case studies and celebration
 - Newsletters etc
- Part of review processes

LSC Contract– Marketing and Publicity



- It is a contractual requirement that beneficiaries know they are being funded by ESF
- Use of logos on all ESF documentation– letters to beneficiaries, checklists, progress reviews etc
- New ESF Plaque—openly displayed on provider premises



Branding & Publicity



New Logo!!

Learners MUST be aware they are funded by ESF!



ESF Branding and Publicity 2007-13



- **Publicity Requirements**
- **Use of the ESF logo**
- **Use of the LSC logo**
- **ESF Publicity Material**
- **PR and Communications**
- **Case Studies**
- **Help and Advice**



Publicity Requirements



Co-financing Organisations, other ESF beneficiaries, and the projects they fund, and other organisations that are publicising ESF opportunities, activities and achievements must acknowledge the financial help from the European Social Fund and European Union

<http://www.esf.gov.uk/publicity/>



Main Requirements



The ESF logo must be displayed when ESF opportunities, activities and achievements are described and/or publicised.

All information and publicity materials, including websites, e-communications, correspondence and literature used by participants, advertisements, press releases and other media targeted materials.



Main Requirements



Co-financing Organisations, other beneficiaries and projects must display the New ESF Plaques.

ESF and match funded providers must ensure that all participants are notified and reminded of EU and ESF support at the start and throughout their activity.

ESF logo and EU support are publicised on any document, including any attendance or other certificate concerning the administration of the ESF/match funded activity.



Use of the ESF Logo



There is a new ESF logo for the 2007-2013 England and Gibraltar ESF Programme.

The logo and a reference to financial support from the European Union must be used on all information and publicity measures related to the 2007-2013 ESF programme, including both ESF and match-funded activity.

http://www.esf.gov.uk/publicity/esf_logo.asp



Logo Guidelines



Organisations should read the 2007-2013 ESF logo guidance. This covers the different versions available, the colours to be used, recommended minimum size and examples of how the logo is not to be used.

The logo strapline is “Investing in jobs and skills”. No other strapline should be used.



Use of the LSC Logo



Organisations should use this version of the LSC logo.

Guidelines and logos available from <https://brand.lsc.gov.uk/>



First time organisations will need to complete a request access form.



ESF Publicity Material



- **LSC/ESF approval must be sought before any material is printed or issued to the public domain**
- **The LSC marketing team has the right to refuse the use of the ESF/LSC logo**



PR and Communications



- Press releases referring to ESF and the LSC should be submitted for approval via your Area Manager for ESF.
- Please forward artwork/drafts to the LSC as a PDF (max 3mb). On CD (PC friendly) or hard copy to your ESF Area Manager who will seek the approval of the Regional Marketing Team
- Generation of good news stories– organisations will be required to submit case studies on a regular basis, at least twice a year. First call planned for December 08.



Communication Project



The SE Regional Technical Assistance project funds support for all the Co-Financing Organisations (CFOs) in the SE– LSC, SEEDA, JCP. More information available from

www.esf2008-2011-se.org.uk



LSC Contract– Sub-contracting



No changes without written approval of LSC

New partners only through Open and Competitive Tendering

Cumulative one-off purchase up to £10,000, or within provider procurement policy, three written quotes, else OCT

All procured activities must meet the contractual requirements



LSC Contract– Retention of Documents



Until at least December 2020



Retention of Documents



All evidence and ILRs must be kept until at least 2020

We can be audited up to that point and funds would be at risk if documentation was not available

Providers should start thinking about an archiving strategy now

Retention can be paper or electronic



LSC Contract Miscellaneous



Freedom of Information

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ESF contracts come under the Freedom of Information Act

The LSC will disclose information about the contract if asked

If the provider wants information to be exempt, this is at their cost



Data Protection

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Abide by the Data Protection Act

Data is collected on ILR

Data is shared and ILR has statement of this intent



IPR



The LSC would not want to own the IPR generated on the project but would want non-exclusive licence so that good work can be disseminated.



Feedback & Complaints



Providers must have procedures in place to resolve complaints and manage feedback

