

 For information

>lsc

Leading learning and skills

ESF Provider PR Toolkit

September 2008

Of interest to all South West ESF
Contract holders



European Union
European Social Fund
Investing in jobs and skills

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Introduction to publicity requirements

What are the ESF publicity requirements?

Any organisation receiving European Social Fund (ESF) funds must acknowledge that funding publicly. You do this by displaying the appropriate logos and publicising the programme's activity and achievements in order to ensure as many people as possible get to know about ESF and what it does.

All Learning and Skills Council (LSC) ESF contractors and sub-contractors must follow the LSC's own endorsement policy and guidelines – these are available on www.lsc.gov.uk/regions/SouthWest/esf. The policy came into force in May 2005 and covers all funding agreements from that date. Credit for funding is a requirement and evidence will be required from organisations running projects as proof that they are complying with the regulations.

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

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 or film footage of training in action, personal success stories about people you have helped or a case study about 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, for ministerial visits, in newsletters or on the website (www.lsc.gov.uk/regions/SouthWest/esf). If you would like your project to be considered for a case study or you would like to draft your own, you can find guidance notes within this booklet.

How will publicity benefit my project and the region?

Your project is funded as part of a regional ESF programme. It is important that people know that ESF funding is not only changing people's lives but that it is also boosting the economic performance of the region.

What support can the LSC give me?

The LSC can offer you support and advice to help ensure you meet your publicity obligations. We would like to see the press releases, case studies and other publicity material you write about your project before it is used and will provide quotes and suggested revisions as necessary. We are working with a

PR agency, Sue Bradbury PR, and that team will also be on hand to provide professional guidance.

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, together with any copies of coverage in the media.

Evidence that a funded project is complying with all the requirements of the endorsement policy will also be needed. Full details are available in the endorsement policy and guidelines document available at

www.lsc.gov.uk/regions/SouthWest/esf

Am I responsible for the publicity that my sub-contractors undertake?

As a contractor you are responsible for ensuring your sub-contractors also follow the publicity guidelines and procedures set out in this document. All PR activity that they undertake should be agreed by both you and the LSC.

Key messages about ESF

What are the key messages about ESF that we want to communicate?

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

Underpinning this will be the following messages that ESF is:

- **Transforming the lives** of people across the South West 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 finding additional and enhanced employment and training opportunities for disadvantaged people in the South West
- Contributing to policies to **increase employment** by helping more unemployed and economically inactive people in the South West to develop their skills and enter sustainable jobs, particularly those at a disadvantage in the South West labour market
- Contributing to policies to **develop a skilled and adaptable workforce in the South West**, especially by increasing the numbers of participants gaining basic skills, Level 2 and Level 3 qualifications, and by enhancing support for disadvantaged learners
- **Addressing the South West's distinctive labour market needs** including tackling concentrations of worklessness and sectoral skills gaps
- **Mainstreaming equal opportunities and sustainable development** at all stages in the delivery of the programme.

How can you help communicate these messages?

You can help communicate these messages through publicity. Your press releases and case studies should reflect them and your learners should also be aware of what ESF funding is trying to achieve.

Press releases

What is a press release?

A press release is a news story that is sent to the media with a view to getting it published or inviting press interest in your organisation or project.

What makes a good news story?

The best way to find out what makes a good news story is to look in your local paper but here are a few ideas:

- The life of an individual, or a community, being transformed in some way
- The launch of a new project and why it will make a difference
- A ministerial or MP visit
- A project that deals with topical news issues such as sector skills shortages, ex-offenders, addressing redundancies etc
- Interactive training or unusual events that journalists could take part in or see for themselves
- Stories about significant investment in the local economy
- Community investment
- Business expansion

What information does it need to contain?

You can't go far wrong in terms of information if you remember to include the following:

Who is the story about (can be an organisation as well as an individual)?

What will happen/did happen?

Where will/did it happen?

When will/did it happen?

Why will/did it happen?

How will/did it happen?

How should you write it?

Headline – just like a news story, you should headline your story in a way that grabs attention and conveys the main point.

First paragraph – many readers won't go beyond this paragraph so it needs to convey the story as briefly and as simply as possible. Aim to write only a couple of sentences and don't get bogged down with too much corporate information – remember the idea is to get your reader's attention not bore them with detail at this stage.

Subsequent paragraphs – explain more about the story – who it involves, what it's about, why it's important, when it happened or will happen, where it took or will take place and how it is making, or will make, a difference. Remember to acknowledge the funding support received from the Learning and Skill Council's co-financed ESF programme. You should also include a quote from a key person involved in the story and ask the LSC to provide one. Your most important messages should be contained in the early paragraphs – eg why the project is important in improving workforce skills and creating economic benefit.

Style – Keep your language tight and clear, with short sentences. Don't make it sound like an advertisement – it has to read like a newspaper report. Refer to your organisation in the third person – 'it' not 'we'.

Notes to editors – these should be included at the bottom of the press release, after the ‘For further information’ section, as background notes for journalists, along with any supplementary information about your project. The notes should include the text supplied in the press release template.

For further information – give a contact name, phone and email details.

Journalists may want to follow up with an interview or further questions and they will inevitably be on a tight deadline. It is therefore important that the contact person can respond quickly to media enquiries.

What information needs to be included about the LSC and ESF?

Your press release needs to acknowledge funding support from the LSC’s ESF programme. It also needs to include further detailed information in the Notes to Editors (see the press release template for the wording).

What is the press release approval process?

If you or one of your sub-contractors are writing and distributing the press release, we would like you to do the following:

1. Draft the release and send it to Alison Thorpe, ESF Manager (alison.thorpe@lsc.gov.uk) Your email should clearly state ESF press release in the subject heading. If the press release relates to a Convergence project, it should also be copied to kate.hodgson@lsc.gov.uk
2. Alison will get approval for the release from the LSC communications team and provide you with an LSC quote.
3. The draft release will be emailed back to you with any suggested amendments and the quote. If there are more than just a few changes, a further draft may be requested.
4. When the draft has been agreed and signed off by the LSC communications team, it can be sent out to the media.
5. A copy of the final version must also be sent to Alison Thorpe who will forward it to the LSC Communications team

Who should I send the press release to?

Draw up a list of your target media organisations. These are likely to include your local and regional newspapers, local radio, local TV and local magazines. There may also be some trade publications that you feel would be interested in the story. News releases are generally emailed and, if you know journalists personally, it is a good idea to include them on the distribution list. Otherwise email newsdesks – the release should be pasted on to the main message body and avoid using logos or large file attachments. Don’t phone to check whether the press release has arrived and been read unless you really feel it necessary – journalists are sent hundreds of press releases and get annoyed if they are disturbed when trying to meet a deadline.

Can the LSC write the press release?

This may be possible. You will need to contact Alison Thorpe and then provide her with the following information:

- Name of project
- Address of project
- Your name
- Telephone number
- Fax number
- Email address
- Website address
- Type of story (eg human interest, project launch etc)
- Brief description of the story. Include who, what, why, when, where and how.
- Funding details
- Contact information
- Contact name and job details for quote.

A proforma that can be used to provide this information can be found on the next page.

What about photography?

Newspapers will sometimes send their photographers out to cover events – but their resources are generally stretched and there is no guarantee of a photographer turning up. Photographs do boost the chances of your story being covered, however, so it is a good idea to consider using a local agency who will know what makes a good press photograph. Taking your own photographs is better than nothing but professional photographers are a much better bet. When sending photos with your press release, make sure they are press-sized (ie less than 1mb each) and that you don't send too big a file attachment. Better to send one or two really good photos than risk infuriating a journalist by jamming up his system with more. You also need to make sure that captions for the photographs you send are included on your press release – together with the name of the photographer if you have used a professional. People in the photograph need to be clearly identified from left to right and it is also a good idea to include where they are from and their job titles.

You do need to obtain the permission of those who are being photographed – ensuring that they are happy for their images to be used in a range of publicity material. A photographic consent form is available in this booklet.

ESF press release briefing sheet

Name of Project:

Provider:

Address:

Tel:

Email:

Fax:

Website address:

Name of contact:

LSC Partnership Adviser:

Contact details of who in the organisation needs to approve the draft Press release if different from above:

Type of story: (launch, individual achievement, impact of project)

Project aim and objectives

A brief history (when established, landmarks achievements, etc.)

Funding details

Brief description of story, who, what, when, where and how?

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

Outcomes:

Future plans:

Who should provide a quote?

Have you a photograph to include with this case study/good news story? (if a person or persons are on the photograph please get completed photograph consent form/s)

Yes No

About the photograph: (who, where, when why)

Detail of the photographer:

Name:

Address:

Telephone No.

Completed by:

Job title:

Date:

Please send the completed document to Alison Thorpe, Learning and Skills Council,
33 – 35 Worcester Street, Gloucester GL1 3AJ Alison.thorpe@lsc.gov.uk

Tel: 07867906681

Photography consent form

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

Date

Please return the completed form to: (Name company and address)

Terms and conditions of photographic images:

1. The LSC cannot accept any liability for any loss, damage or person injury, howsoever caused, through use of the images by third parties.
2. Websites can be seen globally and no warranty can be given that adequate data protection legislation will apply
3. Your full name will be supplied with photographs where necessary. However, we will not include any personal e-mail or personal addresses, telephones or fax numbers in association with the images.
4. Your images(s) will be retained indefinitely on our files. You may withdraw your consent at any time by writing to Alison Thorpe, Learning and Skills Council, 33 – 35 Worcester Street, Gloucester. GL1 3AJ (Alison.thorpe@lsc.gov.uk) However, you must acknowledge that images that have been used with your consent may still be in circulation and not withdrawn.

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.

Case studies

What is a case study?

A case study is a specific example of how something like a project or programme of work makes a difference.

What are case studies used for?

Case studies are used primarily to give the human angle to a story. Sometimes they can stand alone as press releases, at other times they support features about a particular project, proving that it is making a difference. Case studies can also be used in other publicity material like advertorials, leaflets or posters.

What information is needed?

Just like press releases, case studies need to include the following information:

Who is the story about (can be an organisation or business as well as an individual)?

What will happen/did happen?

Where will/did it happen?

When will/did it happen?

Why will/did it happen?

How will/did it happen?

How should you write a case study?

The rules for writing a case study are exactly the same as a press release. You don't need a headline unless you are going to turn it into a press release but you do need to grab the reader's attention in the very first paragraph.

Sentences should be short and punchy and the language used should be like that used in tabloid newspapers. Notes to editors are not needed but it is important that you have permission from any individual who is profiled to use the case study in a variety of ways.

What does it need to include about the LSC and ESF?

It needs to be clear that the benefits being talked about are the result of funding from the LSC as part of its regional ESF programme.

How should the case study be approved?

As with press releases, all case studies need written approval from the LSC ESF team prior to use. Please send it to Alison Thorpe (alison.thorpe@lsc.gov.uk), the LSC's regional ESF manager, who will organise that approval, obtain an LSC quote and suggest any amendments. Your email should clearly state ESF case study in the subject heading.

Can the LSC write the case study?

Possibly. You will need to contact Alison Thorpe and provide her with the following information:

- Name of project
- Address of project
- Your name
- Telephone number
- Fax number
- Email address
- Website address
- Brief description of the case study. Include who, what, why, when, where and how.
- Funding details
- Contact information
- Contact name and job details for quote.

A proforma that can be used to provide this information is available electronically at <https://brand.lsc.gov.uk>

What about photography?

This is usually very important for a case study – particularly one that focuses on an individual or business. The old adage that a picture tells a thousand words is particularly true of case studies but, to achieve that, you will almost certainly need to use a professional photographer. It is also important to ensure that you have the permission of anyone featured in the photographs to use them in a variety of publicity material.

ESF case study or good news story briefing sheet

<p>Name of Project:</p> <p>Provider:</p> <p>Address:</p> <p>Tel:</p> <p>Email:</p> <p>Fax:</p> <p>Website address:</p> <p>Name of contact:</p> <p>LSC Partnership Adviser:</p> <p>Contact details of who in the organisation needs to approve the draft Press release if different from above:</p>
<p>Type of story: (e.g. individual achievement, community transformed)</p>
<p>A brief description of the story (include who, what, when, where and how)</p>
<p>Who should be contacted for more information?</p>

Who should be quoted in any publicity material?

Have you a photograph to include with this case study/good news story? (if a person or persons are on the photograph please get completed photograph consent form/s)

Yes

No

About the photograph: (who, where, when why)

Detail of the photographer:

Name:

Address:

Telephone No.

Completed by:

Job title:

Date:

Please send the completed document to Alison Thorpe, Learning and Skills Council,
33 – 35 Worcester Street, Gloucester GL1 3AJ Alison.thorpe@lsc.gov.uk

Tel: 07867906681

Other important ways of publicising ESF funding

Using the ESF logo

- Display the ESF logo and acknowledge ESF co-financing on forms and literature going to beneficiaries
- Mention ESF in any induction programme
- 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
- Display the ESF logo and include a narrative acknowledgement of ESF support on literature or exhibition stands at information events
- To download the logo, and for further guidance on its use, visit http://www.esf.gov.uk/publicity/esf_logo.asp

Using the Convergence logo (for providers in Cornwall)

The Convergence logo should be displayed alongside the ESF logo but should not be used on its own. For further guidance, contact Clare Morgan, the Convergence Media Relations Manager, at cmorgan@cornwall.gov.uk

Displaying the ESF plaque

Plaques to help publicise ESF support are available to 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 emailing maria.gammon@lsc.gov.uk

Using the LSC logo

As well as using the ESF logo on all publicity material, you are required by the terms of your funding contract to also display the LSC logo. The logo can be downloaded at <https://brand.lsc.gov.uk>. You will require a user name and password which can be obtained by using the request access form. Guidelines for using the logo are also included on the site together with photos and other branding material.

Website

You can publicise your project on the LSC ESF website (www.lsc.gov.uk/regions/SouthWest/esf) by submitting information to maria.gammon@lsc.gov.uk. Details should include the name of your project, a description of it, the number of beneficiaries, eligibility guidelines and contact information.

Posters

Posters are available to promote ESF funding to your beneficiaries. They should be displayed at all locations where learning is taking place. To obtain these free of charge, contact maria.gammon@lsc.gov.uk

Presentations and talks

These provide an excellent opportunity to publicise the funding support you have received from the LSC through its ESF regional programme. Remember to keep evidence of any Powerpoint or other presentational material you have produced which acknowledges that support.

Networking

Word of mouth is one of the most powerful forms of communication. Talking about the LSC's ESF support at the business gatherings you attend will help publicise its benefits.

Working with suppliers and partners on joint publicity projects

Think about opportunities for joint publicity when you are working with suppliers or partners. It can make a stronger story and things like photographic costs could be shared. The press release will still need to go through the LSC approval process.

Contacts

Alison Thorpe
ESF Manager
Learning and Skills Council
Skills Directorate
Conway House
33-35 Worcester St
Gloucester
GL1 3AJ

T: 01452 450010

M: 07867906681

E: Alison.Thorpe@lsc.gov.uk

Sue Bradbury PR

Tel: 01872 863863

Email: sue@suebradburypr.com

Press release example

Press release

EUROPEAN FUNDING WILL HELP IMPROVE SKILLS Increasing job prospects in the West of England

City of Bristol College has been awarded almost £2 million by the South West Learning and Skills Council (LSC), as part of its regional European Social Fund (ESF) programme, to run two projects that will help people throughout the Bristol, Bath and north and east Somerset areas to improve their skills and their chances of getting a job.

The funds have been issued by the Learning and Skills Council (LSC) South West as part of its regional European Social Fund (ESF) programme.

The first project, known as Recruit and Train, has been developed through the West at Work partnership which aims to make sure that local people have the skills that businesses need. The training will comprise a series of two week employability courses aimed at people whose level of skills are a barrier to sustained employment.

The training will focus on ensuring that people have the skills to secure jobs at key development sites across the area – such as Cabot Circus or SouthGate in Bath – and the courses therefore aim to prepare learners for work in the retail, security and hospitality industries in particular.

The second project aims to improve levels of literacy, numeracy and English as a second language. These will be taught alongside elements of the employability course - developing learners so they are better equipped to secure a local job.

The courses are free and are aimed at learners who are over 19. As well as preparing and equipping learners with new skills, the courses will also provide training in job search, CV writing and interview skills.

Using its existing relationships with employers, the college aims to secure new job opportunities for those who successfully complete the course and it will also run a mentoring scheme to help guide and support employees during their first six months in work.

‘The ESF funding will make a huge difference to nearly 3000 people by offering them qualifications and skills that will enable them to take their places in Bristol’s job market,’ said Christopher Morgan, ESF Contracts Manager for City of Bristol College.

‘The Cabot Circus retail and leisure development has increased the number of career opportunities in the area and these two programmes will help those who may not otherwise have been able to find work to develop their vocational skills,

build their self confidence and present themselves at interview as worthy job applicants.'

Nationally £2 billion of ESF funding is being invested in jobs and skills – especially for those who are at a disadvantage in the labour market.

'These are exciting projects which will help transform the lives of people in the West of England by helping them achieve better skills and better job prospects,' said Mark Williams, Learning and Skills Council (LSC) Development Director.

'There is a huge amount of regeneration work going on in the city of Bristol and these programmes will contribute to that by expanding and enhancing the available workforce.'

West at Work Project Manager Will Cookson said: 'Large developments are bringing huge investment into our area and there are lots of exciting training and job opportunities on offer. It is vital that we equip jobseekers with the skills needed to support growth sectors so that people can get work and help sustain a thriving local economy.'

For further information about the free ESF courses, please email esf@cityofbristol.ac.uk

Ends

12 August 2008

All media enquiries, please contact:

Sue Bradbury PR Tel: 01872 863863

Note to Editors:

In 2007-2013, the European Social Fund will invest £2 billion in England and Gibraltar, which will be matched to £2 billion of national funding. The new European Social Fund programme will support two key priorities:

1. extending employment opportunities to people who are unemployed or at a disadvantaged in the labour market, including disabled people, lone parents, older workers, ethnic minorities, low skilled people, and young people not in education, employment or training; and
2. developing a skilled and adaptable workforce, with a particular focus on employees who lack basic skills and good qualifications.

The new projects are the first to start under the 2007-2013 England and Gibraltar ESF programme, following the launch of tendering rounds in autumn 2007. The tendering rounds were organised by DWP, the Learning and Skills Council and other ESF Co-financing Organisations.

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. For more information visit:
www.lsc.gov.uk/southwest

West at Work

West at Work is a partnership between the Learning and Skills Council (LSC), the South West of England Regional Development Agency (SWRDA), Jobcentre Plus, Business West, Connexions, Bath and North East Somerset Council, Bristol City Council, North Somerset Council and South Gloucestershire Council.

Case study example (fictitious)

A Somerset woman who spent fifteen years having knives thrown at her for a living has now decided to try her hand at something many would find even scarier – childcare!

Justine Shipton, from Taunton, started out as a hairdresser but joined the circus, aged 25, as a knife-thrower's assistant after she split up from her partner.

However, the constant travelling eventually took its toll and she left the circus in 2004 to be closer to her family.

Her children started attending the Playdays Nursery in Taunton and the manager there immediately spotted Justine's talent for entertaining the children.

She now works at the nursery and is working towards an NVQ Level 3 in Childcare, having obtained her NVQ Level 2 in record time earlier this year thanks to two training projects being delivered locally by the Association of Training Providers.

The project, Skills 2 Success and Act 2, are funded by the Learning and Skills Council's European Social Fund (ESF) programme and have seen training providers from across the area working together in a number of sectors to offer training to people who could not otherwise afford it.

Justine said: "Working at the circus was nomadic and it's hard to keep in touch with your friends, but I loved it at the time. I was having knives thrown at me two or three times a day – it was scary at first but you get used to it. Eventually you're standing there wondering what you're going to have for dinner!

"It's certainly a huge career change but I love it so far and it's great to be able to pick up the qualifications too!"

Collette Bush from the Association of Training Providers said: "Justine already has skills as a mother but it was the ESF funding from the local Learning and Skills Council which was able to give her the opportunity to do something that would boost her into a new career. She's really enjoying her new job and has worked hard at these qualifications."

Mark Williams, Learning and Skills Council Development Director said: "Justine has a remarkable background and has proven to be a natural in a childcare environment. However, as with many sectors, people need qualifications to back up their talent and Justine has wasted no time in picking up her NVQs.

"The LSC's regional ESF programme can help projects such as the Association of Training Providers, which has a proven track record at helping people like Justine to develop their skills."

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