



European Union
European Social Fund
Investing in jobs and skills

West Midlands Regional
European Social Fund Programme

PR TOOLKIT



Contact the LSC's and West
Midlands Leaders Board's
dedicated ESF PR team
E : esfpr@smarts.co.uk
T : 0121 456 3199
and ask for the ESF PR Team

Leading learning and skills

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

Any organisation receiving ESF funds must 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 a Learning and Skills Council (LSC) and West Midlands Leaders Board (WMLB) ESF project, every project must also follow LSC and West Midlands Leaders Board brand guidelines (available on <https://brand.lsc.gov.uk> and <http://www.wmleadersboard.gov.uk>). The policy came into force from May 2005 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 ESF-funding organisations, the LSC and West Midlands Leaders Board are obliged to ensure their providers meet publicity requirements, while also ensuring the regional ESF programme is given maximum coverage and promotion.

Minimum requirements

The ESF publicity requirements have recently changed. This PR Toolkit helps you to fulfil those requirements, but for full details visit: http://www.esf.gov.uk/publicity/publicity_requirements.asp

As well as a requirement to meet ESF publicity guidelines, publicity requirements are outlined in your project contracts. The minimum requirement of all project contracts is that all press material written about a project includes the following sentence: "This project has been funded by the Learning and

Skills Council West Midlands and West Midlands Leaders Board (WMLB) as part of a regional ESF programme."

Background

This PR Toolkit and the support from Smarts is funded through ESF Technical Assistance. Technical Assistance is available to support the delivery of the main ESF programme through co-financing organisations such as The Learning and Skills Council West Midlands and West Midlands Leaders Board (WMLB).

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 West Midlands and West Midlands Leaders Board (WMLB) want 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 may be 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 or West Midlands Leaders Board contact give me?

Smarts provides a dedicated PR team who can offer 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. Smarts has prepared this pack to include key sentences and notes to editors that should be included in all press releases or case studies, related to the LSC / West Midlands Leaders Board 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 contact Smarts who can help. We can also make sure it goes to the LSC / West Midlands Leaders Board teams for final approval.

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 will also be needed. Full details are available in the endorsement policy and guidelines document available on www.lsc.gov.uk

To write my own case study

- Use the 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)
- Submit to Smarts to pass on to the LSC and West Midlands Leaders Board ESF teams for approval

To write my own story

- 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)
- Submit to Smarts to pass on to the LSC and West Midlands Leaders Board ESF teams for approval

To arrange a photographer

- Follow the photography guidelines (section 9)
- Use the photography consent form to ensure you are compliant with the Data Protection Act (section 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 newspapers

- 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 the Smarts PR team who can provide you with help and advice

Case studies are necessary to bring other press materials to life and to communicate back to key stakeholders the tangible success of ESF-funded projects. For example, they might be used to support a press release that is issued to the Birmingham Post,

Coventry Telegraph or Worcester News. Alternatively they may be used to celebrate the success of ESF funding in publications such as the ESF e-zine or The House magazine. They will also be used on-line on LSC West Midlands and West Midlands Leaders

Board websites and in relevant newsletters.

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

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:

Please confirm who needs to approve the draft case study from your organisation:

Name:

Telephone:

Fax:

Email address:

Please confirm that you are happy for us to use the case study:

- On the LSC West Midlands and West Midlands Leaders Board websites
- In newsletters (ESF, LSC, WMLB)
- For press packs and the media

Signed:

Print name:

Job title:

Date:

If you are planning to write it yourself, or want Smarts to help, please remember that all case studies need written approval from the LSC

and / or West Midlands Leaders Board ESF teams via Smarts 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 people, the community and the local economy.

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

E.g. Worcester learners are finding out that returning to education and training is not as tough as they first imagined thanks to a new paper-free system of assessment made possible by the LSC West Midlands and West Midlands Leaders Board regional European Social Fund (ESF) programme.

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 Staffordshire Learning and Skills Council as part of its regional ESF programme.

Paragraphs 3 and 4 – 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.

E.g. First launched to great success in Chicago, Gallery 37 has run every summer in Birmingham from 1998. It works with unemployed 16 to 24 year olds living in the area, patients at Birmingham Children's Hospital, as well as with over-55s. The project aims to raise the aspirations of socially excluded people in the area by providing quality work experience, and coaching them towards Art and Design and Key Skills qualifications, creating a new pool of talented community artists.

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

Knife thrower/snake charmer!

A Warwickshire 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!

Julie Bradford of Henley-in-Arden started out as a hairdresser, but joined the circus aged 25 as a knife-thrower's assistant after she split up with 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 Pathways Day Nursery in Henley-in-Arden and the manager there immediately spotted Julie's talent for entertaining the children.

She now works at Pathways' Warwick 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 (Coventry and Warwickshire).

The projects, Skills 2 Success and Act 2, are funded by the Learning and Skills Council and West Midlands Leaders Board regional 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.

Julie 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 your 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!"

Coleen Twigger from the Association of Training Providers (Coventry and Warwickshire) said: "Julie already has skills as a mother, but it was the ESF funding from the local Learning and Skills Council and WMLB which was able to give Julie 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."

Julie Fowler, ESF contracts director at the LSC West Midlands, said: "Julie 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 Julie 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 Julie to develop their skills".

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 Smarts who can help you. You will then be advised of the best way to progress your story.

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.

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

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 and WMLB, e.g. The project has been backed by the LSC West Midlands and West Midlands Leaders Board 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 a relevant contact (Learning and Skills Council West Midlands, West Midlands Leaders Board or Jobcentre Plus) 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.

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 2007 – 13](#)

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 giving them better skills and better job prospects.

The ESF programme forms part of the wider European Structural Funds programme running from 2007 to 2013, through which the UK will receive an anticipated £8bn of European funding.

In the West Midlands, the Learning and Skills Council, West Midlands Leaders Board and Jobcentre Plus are working with partners to deliver a wide range of projects designed to promote regional employment and skills objectives.

The LSC and West Midlands Leaders Board have over £200m to invest in:

- Improving the employability of inactive and unemployed people
- Tackling the barriers faced by young people not in education, employment or training
- Assisting offenders into work, education or training
- Providing small grants to the third sector to support the aims of ESF
- Supporting people experiencing redundancy to retrain and find new jobs
- Raising the qualifications and skills of workers to improve their job prospects and productivity

Government Office West Midlands

go-wm.gov.uk/gowm/EuroFund/StructuralFunds2007-2013/?a=42496

Jobcentre Plus

dwp.gov.uk/supplyingdwp/what_we_buy/european_social_fund.asp

LSC

lsc.gov.uk/regions/WestMidlands/ESF/

West Midlands Leaders Board

<http://www.wmleadersboard.gov.uk>

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, 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. The deadline for papers published in the morning is usually late afternoon or early evening. Therefore, we recommend that you contact them either late in the morning or in the early afternoon.

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 newsdesk. 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 make your story stand out – has the project received £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. If you would like to book a photographer but don't know where to start, you can contact Smarts for recommendations.
2. If not, you can ask your local newspaper picture desk to recommend a photographer to you.
3. You should request that the photographer takes digital images and brief him on your exact requirements in advance of the day.
4. 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.
5. 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.
6. 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).
7. When you send your photo to a newspaper, make sure it is fully captioned – papers need all names and titles.
8. If in doubt, ring Smarts or email esfpr@smarts.co.uk

Photography consent form

The LSC, West Midlands Leaders Board and Jobcentre Plus are 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 Learning and Skills Council / West Midlands Leaders Board regional ESF programme. The photo may be used on

the LSC, WMLB or Jobcentre Plus 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 Learning and Skills Council and West Midlands Leaders Board 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 Smarts, 9 The Apex, 6 Embassy Drive, Edgbaston, B15 1TP. However, you must acknowledge that images that have previously been used with your consent may still be in circulation and not withdrawn.

Publicity

Your contract with the LSC West Midlands / West Midlands Leaders Board states that you must undertake approved marketing and publicity. In addition, there are separate ESF publicity requirements to which you must conform.

Publicity Requirements

European Commission regulation (EC No 1828/2006) outlines the information and publicity measures ([Articles 2-10 and annex I](#)) that must be carried out by member states for the period 2007-2013. ESF beneficiaries, 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.

The main requirements set out below apply to all ESF and match funded activity.

- The [ESF logo](#) and references to financial support from the European Union must be displayed when ESF opportunities, activities and achievements are described and/or publicised. This includes but is not restricted to display on the following:
 - all information and publicity materials, including websites, e-communications, correspondence and literature used by participants;
 - ESF programme documents such as regional ESF frameworks and Co-financing plans;
 - advertisements, press releases and other media targeted materials
- Co-financing Organisations, other beneficiaries and projects must display [ESF plaques](#).
 - Co-financing Organisations and other beneficiaries must ensure that:
 - information on funding opportunities offered by ESF and match funds is publicised as widely as possible;
 - ESF and match-funded providers are each given an ESF plaque and comprehensive information about publicity requirements through contractual arrangements, supporting guidance and other measures, and that provider compliance is reviewed; and
 - they support other measures to publicise the ESF programme that may be agreed at national, regional and local levels.

- ESF and match funded providers must ensure that:
 - all participants are notified and reminded of EU and ESF support at the start of and throughout their activity;
 - the 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;
 - data about the project is provided to the Co-financing Organisation or other ESF beneficiary, for inclusion in the publicly accessible [list of beneficiaries and providers](#).

The ESF logo relating to this project is shown at the top of this annex. 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 from the Learning and Skills Council West Midlands by emailing wmesf@lsc.co.uk

