



European Union
European Social Fund
Investing in jobs and skills



London Development Agency European Social Fund Co-financing Programme 2007-2013

Communications Plan

MAYOR OF LONDON

Introduction

This plan sets out the communications activity to which the London Development Agency will follow throughout the period 2007-2013. It covers core processes such as dissemination of funding opportunities and providing delivery partners support and guidance on publishing guidelines.

The plan will be implemented by two teams within the LDA: the Workforce & Skills Development team will implement the plan in terms of developing funding rounds and procuring delivery partners; the ESF Delivery Team will implement the plan in terms of project delivery activity.

The LDA is also committed to following guidelines set out in the national communication plan for the 2007-2013 ESF Programme which underpins this CFO plan.

CFO communication plan

Regulatory/Contractual Requirement	Measures to be covered in communication plan (applies to ESF and match funded provision)
<p>1) Disseminating funding opportunities (ESF and match funds) to potential applicants (projects) as widely as possible.</p>	<p>The provision of clear and detailed information on at least the following:</p> <ul style="list-style-type: none"> • the funding available and conditions of eligibility to be met in order to qualify for financing; <p>Each prospectus will have a budget allocated to each specification and an indicative figure given for the number and size of projects.</p> <p>Prospectuses will be developed for each funding round to provide detailed information on the specifications and the amounts of funding allocated, target groups, cross cutting themes and provider and participant eligibility and output and outcome requirements.</p> <p>The LDA as Co-Financing Organisation developed a CFO Plan 2007-2010 which was endorsed by the ESF Regional Committee on the 2nd November 2007. A 'one stage' application process was adopted.</p> <p>The first ESF prospectus was launched in November 2007, and sought tenders to the value of £21,326,315, just under 50% of the total value of the programme (excluding Community Grants) for the 2007-2010 period. Further rounds will be similar.</p> <p>The ESF team provides detailed guidance on completing the application form which was widely disseminated to the general public via the web and scheduled workshops. Responses to queries and requests for information are dealt with by a dedicated email address with guaranteed response times Email address: esfprogramme2007@lda.gov.uk</p> <p>A further tendering round is scheduled for launch in September 2008, the remaining funding which has not been contracted in the first round will be tendered then.</p> <p>The total funding available for the Community Grants programme is £5.1m over 2007 to December 2010. There will be 3 funding rounds over this period; the amounts for each round are to be confirmed.</p>

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	<p>Community Grants will publicise all its activity on its own web pages within the LDA ESF website as well as the Grant Co-ordinating Body website (the organisation to be confirmed)</p> <p>Other marketing activities include emails to voluntary and community groups through LVSTC, VCSs, and other local community networks. The programme is also publicised via the LDA and GLA website and linked to other CFO web pages.</p> <p>There will be direct marketing and outreach to community groups via leaflets, posters and flyers and awareness raising events at community centres.</p> <p>Community Grants will commission a London branding strategy which will be undertaken by the LDAs communications team. The Community Grants branding and marketing strategy will comply with and compliment the wider ESF communications plan.</p> <ul style="list-style-type: none"> • a description of the procedures for examining applications for funding and of the time periods involved; <p>Applicants are given at least 6 weeks to respond to the launch of the prospectus.</p> <p>Once applications are submitted, all projects are double scored against the individual specification criteria before being moderated. The scoring process is to take no longer than 3 months.</p> <p>Following scoring, all projects are moderated with the process taking no longer than 6 weeks. Internal moderation panels include representatives from across the agency with specialist knowledge in the relevant area. Terms of reference are signed up to by each panellist.</p>

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	<p>An external moderation panel is set up with a clear terms of reference to review projects' scores against published criteria. This comprised representatives of relevant internal departments and all the other CFOs in London (Jobcentre Plus/DWP, LSC and London Councils) to ensure strategic fit and to avoid duplication. The external moderation panel ratifies the successful applications</p> <p>Following the moderation panels the final approval is sought from the LDA's Central Investment Panel which is led by a group of senior directors.</p> <p>When successful applicants have been selected and contract negotiations are complete the LDA will publish a table of projects with details on the website. Further to this to maximise publicity press releases will be distributed and emails sent to LDA ESF database of contacts. A database of contacts is maintained on the LDA CRM system.</p> <ul style="list-style-type: none"> • the criteria for selecting the operations to be financed <p>The process adopted for selecting projects follows open and competitive tendering guidelines. Six weeks prior to the launch date providers can sign up for a mailing list. In the first round this resulted in approximately 500 organisations receiving email communications to inform them of the prospectus, guidance, output handbook and output related funding calculator.</p> <p>Selection and scoring criteria are included in these documents. Gateway questions are included in the application form to ensure eligibility was embedded in the process and to screen out ineligible applications.</p> <p>Each activity specification sets out the target beneficiary groups as appropriate. Participants must be residents of, or work in, Greater London. Each Project Specification outlines a target for the percentage of participants to be unemployed and a target for economically inactive.</p>

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	<ul style="list-style-type: none"> • the contacts who can provide information on the measures to be co-financed. (In respect of DWP and LSC CFOs, the plans could fulfil this requirement by setting out the information on tendering exercises provided on the national DWP and LSC websites, supplemented by any specific regional information.) <p>The CFO plan for 2007-2010 is published on the LDA ESF Co-financing Organisation website (which will also have links to the other London co-financing organisations and the Mayor for London's websites).</p> <p>A minimum of five workshops are held to provide support and guidance on the tendering and application process, whilst applicants are writing bids.</p> <p>A dedicated email address (esfprogramme2007@lda.gov.uk) is implemented to deal with frequently asked questions, with a response time of 72 hours. The LDA ESF website published FAQ's and answers and was updated every 2 days.</p> <p>The LDA ESF web pages highlights links to other London CFO's ESF websites.</p> <p>The LDA will undertake a programme review at the contracting stage of the first round of funding. This review will include an online survey (and 10-15 telephone interviews) sent to all applicants. The survey will include an analysis of the publicity and marketing of the first prospectus and how accessible and effective it was (including online support, FAQs, advertising and workshops). The analysis will inform the recommendations of the review in how the LDA develops the publicity, marketing and support for the second round of funding in the programme. In addition, this will inform the LDA of how well this Communications Plan has been successful.</p> <p>Further to this, the managing authority will commission the ESF Evaluation Team to undertake an evaluation of the programme's publicity as whole.</p>

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<p>2) Informing the public and participants about the assistance provided by EU/ESF funds.</p>	<ul style="list-style-type: none"> • the display of the ESF logo and publicising of EU support in line with ESF branding guidance on CFO and provider (including sub-contractor) information and publicity materials. The LDA and Mayor for London logo is incorporated alongside ESF logos in line with marketing and publicity guidelines. The LDA ESF team will work closely with the Communications Team and the GLA to ensure that all publicity materials produced comply with both the LDA CFO/ GLA and ESF requirements. • the arrangements for the display of ESF plaques at CFO and providers' premises. The ESF plaque will be prominently displayed at the LDA premises at Palestra and all providers will also be required to display plaques. Plaques will be distributed to providers at induction workshops. • the requirements to be placed on providers (including sub-contractors) for informing participants of EU/ESF support at the start of their courses and throughout their participation. Specific ESF provider branding and publicity guidelines have been produced and are included in the annexures of the contract and grant agreement. Further information on the contractual obligations of providers in publicising ESF to participants will be included in Schedule 7 of the contract grant agreement. <p>Implementation and induction workshops are compulsory for successful applicants undertaking LDA ESF Co-financed projects. All providers are made aware of their contractual obligations and will be provided with clear guidelines for the promotion of the ESF brand to participants, this will include the stipulation that all project materials and documentation should carry the appropriate Mayor for London, LDA and ESF logo's.</p> <p>Providers are also be responsible for ensuring that all partners comply with LDA/ Mayor for London and LDA ESF branding and marketing guidelines.</p>

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	<p>All courses publicise ESF involvement and all participants will be informed verbally at their induction to the programme of ESF and LDA / Mayor for London's role in funding the project.</p> <p>The LDA CFO is also committed to Mayor of London branding requirements.</p> <p>A Delivery Manager is appointed to each project and monitoring and evaluation checklists will be used to ensure consistency of project compliance with their contracted delivery. This includes the monitoring of ESF branding and publicity. A requirement of the funding incorporated into the contract grant agreement will be to complete case studies for submission with monthly claims and monitoring reports.</p> <p>All materials relating to participant and project documentation will have to be approved by the Delivery manager responsible for the project. All press releases, marketing and publicity materials must be checked and approved by the LDA CFO ESF Communications team before release to ensure compliance with stated guidance.</p> <p>All support materials for delivery partners will be provided in accessible formats on request.</p> <p>Projects are monitored by the LDA CFO ESF Delivery team to ensure compliance with the contract grant agreement.</p> <ul style="list-style-type: none"> • wider publicity measures through which the CFO will inform and publicise ESF/EU support and the results of that support to the public – to help raise their awareness and understanding – including the start of projects and the achievements of projects. <p>Further publicity is generated via the LDA media team and Mayor for London's communications department. Appropriate media and marketing opportunities will be sought and will be part of the ongoing support for the programme over it's lifetime.</p>

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	<p>A series of events will be developed highlighting best practice and successes. Events will be held annually for delivery partners to support them once delivering projects. Further to this in the run up to launching prospectuses events will be held to promote best practice to support applicants.</p> <p>Further publicity will include keeping the LDA CFO website up to date with case studies and stories of best practice and spreading news of the LDA ESF Programme widely.</p> <p>LDA as CFO and the Mayor for London's internal and external publications and newsletters will be utilised to promote individual projects and the programme as a whole. This will be an ongoing process scrutinised by the ESF Regional Committee (as an agenda item) and feedback relayed to EPMU via regular programme reports. The EPMU web pages will also be utilised to provide information on the programme and projects.</p>
<p>3) Providing data to the Managing Authority about the CFO and its providers for inclusion in the publicly available list of beneficiaries and operations (projects).</p>	<p>Publicising the list of beneficiaries and operations</p> <p>The LDA has agreed to provide the list of MI data required by the Managing Authority (EPMU) when its CFO plan was submitted and agreed. The LDA will submit MI data using technical information that the Managing Authority (EPMU) will supply. The data will be collected and updated electronically on a quarterly basis. This ensures the Managing Authority can 'publish electronically or otherwise, the list of beneficiaries, the names of the operations and the amount of public funding allocated to the operations', which is a regulatory requirement. From 2008, this data will be publicised at the level of each CFO and will be updated on a regular basis. The CFO data will include:</p> <ul style="list-style-type: none"> • each CFO name in this case the LDA • the names of organisations receiving funding from the LDA • the names of projects run by those organisations • the sum of public funding, including ESF and match'.
<p>4) Giving providers clear and</p>	<p>As stated previously all branding and marketing requirements will be included in the contract</p>

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comprehensive information on publicity requirements and resources.	<p>grant agreements and communicated to providers via their dedicated delivery managers, mandatory workshops at project start and via regular email communications. The grant agreement backed up by delivery partner workshops and support from delivery managers all ensure providers follow guidelines such as informing participants and the general public of EU and ESF support, including displaying the ESF logo and publicising of EU support in line with ESF branding guidance, displaying plaques and providing case studies. Delivery partners are required to send in any publicity to the LDA Communications team to ensure it meets LDA and ESF publicity guidelines.</p> <p>New management information systems (including a monitoring database) have been developed for monitoring and evaluation purposes and to ensure compliance with EPMU data requirements The programme has developed new documentation and processes for the output related funding model which will capture relevant information and inform the Delivery managers monitoring strategy. Profiles will be checked and monitored on a monthly basis against delivery and quarterly monitoring visits will be undertaken (or as frequently as required).</p> <p>A comprehensive monitoring checklist has been developed for Delivery Mangers to ensure consistency of approach and the regular discussion of promotion and marketing. This will be monitored alongside profiled delivery aims and objectives, cross cutting themes and equalities and diversity targets as part of the overall quality monitoring of projects during their lifetime.</p> <p>Delivery managers will also offer and provide support for providers in accessing further resources and media opportunities via the LDA ESF web pages, LDA and Mayor for London's Communications Teams and Regional Events (such as the London Story Event at Chelsea Football Club) to promote ESF pan London and Regionally.</p> <p>Providers will be monitored and reviewed on their compliance with marketing and publicity procedures as part of delivery managers' quarterly monitoring visits. Remedial activity will be instigated where necessary.</p>

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	<p>The Regional ESF Committee will be updated and provide a resource for publicising the project and programmes of all CFO's in the London Region to maximise media opportunities and avoid duplication of effort.</p>
<p>5) Working with the Managing Authority on collaborative publicity activity to support the implementation of the national Communication Plan and the supporting annual information and publicity plans.</p>	<p>The LDA will work with the Managing Authority on specific collaborative information and publicity measures, such as:</p> <ul style="list-style-type: none"> ○ national and regional campaigns and events, including the development and issue of press releases; ○ the development, maintenance and updating of ESF websites; ○ the production and distribution of electronic and/or hard copy newsletters; ○ the submission of news stories and case studies showcasing activities, outcomes and added value; ○ assisting with the organisation of visits by Government Ministers and other VIPs to projects; ○ contributing to annual reports and the evaluation of publicity activity; ○ general networking and exchange of good practice; and ○ participating in the Managing Authority's regional ESF network of publicity contacts to share good practice and ensure consistency. <p>Further information collated on projects by EPMU will be available on their website.</p> <p>The LDA ESF team will ensure that all information and links to various web based sources of information are updated regularly and a contact name and web address is available to address queries and requests for information on the programme.</p>
<p>6) Joint regional publicity activities with the Managing Agency and/or CFOs/ others at a regional level, including the</p>	<p>Where relevant the plan should also refer to joint publicity activities that are planned with the Government Office and/or CFOs at a regional level. This should include a reference to plans to use ESF technical assistance for collaborative actions such as joint regional events and</p>

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use of technical assistance.	<p>publications in the region. This section of the plan should be consistent across all CFO plans in the region.</p> <ul style="list-style-type: none"> • In June 2008 an event was staged 'the London Story' at Chelsea Football Club to launch the programme and publicise the work of previous ESF programmes in London. This was jointly organised between EPMU, GoL, LVSTC and London CFOs. Further events will be developed with the other London CFO's to promote the ESF impact on people in London throughout the life of the programme. • Development of website linkages between the EPMU, GLA and CFO's – The LDA as CFO will undertake to ensure that web based media and links to other CFO web pages and sites are linked and updated on regular basis • Future joint events – As above. • Quarterly publicity meetings - Issues and strategies will be discussed and approved at the ESF Regional Committee. • To include coherent key messages for ESF in London on all marketing and information documents and websites – This will be co-ordinated by the ESF Regional Committee and disseminated to individual CFO ESF teams. • TA proposed and if awarded will lead on some joint marketing and publicity in London including provider events (sharing good practice and the impact of ESF), London ESF electronic bulletins, newsletters and case studies

