



## **NOTICE OF MEETING**

**Thames Valley Berkshire City Deal (Elevate Berkshire) Joint Committee**

**Tuesday 10 November 2015, 10.30 am**

**Green Park Conference Centre - 100 Longwater Avenue, Green Park,  
Reading RG2 6GP**

**To: THAMES VALLEY BERKSHIRE CITY DEAL (ELEVATE  
BERKSHIRE) JOINT COMMITTEE**

Councillor Munro, Wokingham Borough Council (Chairman)

Councillor Law, West Berkshire Council (Vice-Chairman)

Councillors Anderson (Slough Borough Council), Bicknell (Royal Borough of Windsor & Maidenhead), Brunel-Walker (Bracknell Forest Council) and Lovelock (Reading Borough Council)

**Co-optees:**

Katharine Horler, Thames Valley Berkshire LEP

Tim Smith, Thames Valley Berkshire Local Enterprise Partnership

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Published: 30 October 2015

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**AGENDA**

	Page No
<b>1. APOLOGIES FOR ABSENCE AND SUBSTITUTE MEMBERS</b>	
To receive apologies for absence and to note the attendance of any substitute members.	
<b>2. URGENT ITEMS OF BUSINESS</b>	
Any other items which, pursuant to Section 100B(4)(b) of the Local Government Act 1972, the Chairman decides are urgent.	
<b>3. MINUTES AND MATTERS ARISING FROM THE LAST MEETING</b>	
To approve the minutes of the last meeting held on 17 July 2015 and receive updates on any issues not covered elsewhere on the agenda.	3 - 10
<b>4. EUROPEAN STRUCTURAL INVESTMENT FUND (EUSIF)</b>	
To provide the Joint Committee with an update on next steps with regard to the EUSIF funding.	11 - 72



**THAMES VALLEY BERKSHIRE CITY  
DEAL (ELEVATE BERKSHIRE) JOINT  
COMMITTEE**  
**17 JULY 2015**  
**11.30 AM - 12.30 PM**

**Present:**

Councillor Stuart Munro, Wokingham Borough Council  
Councillor Alan Law, West Berkshire Council  
Councillor Phillip Bicknell, Royal Borough of Windsor & Maidenhead  
Councillor Marc Brunel-Walker, Bracknell Forest Council  
Councillor Sohail Munawar, Slough Borough Council  
Councillor Tony Page, Reading Borough Council

**Co-opted Members:**

Tim Smith, Thames Valley Berkshire Local Enterprise Partnership

**Also Present:**

Sue Brackley, Reading Borough Council  
Mark Browne, West Berkshire Council  
Shanzeeda Chowdhury, Slough Borough Council  
Rhian Hayes, Wokingham Borough Council  
Joanne Horton, Royal Borough of Windsor & Maidenhead  
Emelye Janes, Reading Borough Council  
Rohit Paul, Reading Borough Council  
Anneken Priesack, Bracknell Forest Council  
Grant Thornton, Reading Borough Council  
Philip Wright, Slough Borough Council

**Apologies for absence were received from:**

Councillor Rob Anderson, Slough Borough Council  
Councillor Jo Lovelock, Reading Borough Council

**25. Apologies for Absence and Substitute Members**

The Committee noted that apologies had been received from Councillors Anderson and Lovelock.

In addition Councillor Bicknell had replaced Councillor Kellaway as the representative of the Royal Borough of Windsor & Maidenhead. Katharine Horler was to replace Steve Lamb as one of the Thames Valley Berkshire LEP's representatives.

**26. Election of Chairman**

**RESOLVED** that Councillor Munro be re-elected Chairman of the Joint Committee for the ensuing municipal year.

**27. Appointment of Vice-Chairman**

**RESOLVED** that Councillor Bicknell be elected Vice-Chairman of the Joint Committee for the ensuing municipal year.

**28. Minutes**

**RESOLVED** that the minutes of the meeting of the Committee held on 23 January 2015 be approved as a correct record and signed by the Chairman.

**29. Urgent Items of Business**

There were no urgent items of business but a revised set of recommendations relating to agenda item 8 (Minute 32) were circulated.

**30. Elevate Programme Update (Pan-Berkshire)**

The Committee considered a report providing an update on the Thames Valley Berkshire Elevate programme covering the period July 2014 to March 2015.

Emelye Janes and Rohit Paul highlighted the key outputs for the first year as detailed in the report. Amongst the points made were that the first year had seen improvements in the infrastructure which was continuing to be developed. Four employment hubs had been set up in the boroughs where there was no existing natural location to bring the partners together to deliver Elevate's aims.

The Joint Committee's attention was drawn to an example of the work undertaken in connection with lone parents. It was stressed that, whilst they were in many cases outside the 16-24 target group, helping lone parents to get back into work regardless of their age had been one of the original City Deal objectives. Very positive feedback had been received from those involved.

The Joint Committee also noted the work being undertaken to reach hard to find groups and NEETs.

With regard to data, the Joint Committee was advised that the figures for the first quarter of 2015/16 were not yet complete. However, the Joint Committee was assured that data collection had become more robust and this would be crucial for producing future EU information.

The Committee noted the report.

**31. Elevate Project Update (Local Spokes)**

The Committee received a report updating it on spoke and hub activity in each borough across Berkshire.

A representative of each of the local spokes provided an update on the work of theirs to support the details presented in the report. All indicated good progress with the main points being:

### **Bracknell Forest**

- The Bracknell Hub had moved to the Open Learning Centre following the closure of Charles Square for redevelopment.
- The borough had hit all Cabinet Office targets except that relating to work experience.
- 135 young people had signed up to Elevate in Bracknell Forest.
- Web site uptake was increasing but there was a need to do more work to identify how many visitors were actually young people.
- Partners had not been keen on business brokerage so the focus had turned to sector-based work instead.

### **Reading**

- The Reading Hub had opened in April 2015 and was a very lively and attractive place to visit. A number of partners were based there and employers were booked in to run sessions.
- More outreach was to be undertaken
- It had been decided to take a sector-based approach to brokerage so that work was targeted where there was a need.
- The Council was keen to get more people into work experience.
- The need to do more work with ethnic minorities, NEETs and over 50s had been recognised.

### **Slough**

- A virtual hub had been launched in February 2015 as there was already a lot of infrastructure to support young people and Slough therefore did not need a new building and could allocate the resource in other ways where it was needed
- Job Centre Plus already provided in Slough what they were looking to provide so the Council had focussed the extra resources on filling the gaps rather than duplicating what was already there. This approach was likely to help embed the programme for the future when funding ceased..
- The virtual approach was bringing bits of the Council, Job Centre Plus and other partners together rather than working in silos, leading to much better co-ordination of the services being offered to young people.
- The web site was a key tool to being used.
- Attention had turned to work experience and traineeships.

- Work experience was, like elsewhere, proving to be hard but the Council had started a programme itself which included employability training.
- The long term unemployed were signing up to trainee ships.
- Slough was also looking at sector-based work aimed at upskilling in areas such as the construction industry and IT where needs were changing. This was working due to the type of companies in the borough.
- Lone parent work with Gingerbread was also going well including confidence building and upskilling.
- In the coming year it was intended to focus on work experience and getting more employers to offer trainee ships

### **West Berkshire**

- West Berkshire had also established a virtual hub due to the size of the borough.
- The main aim was to get providers to work together and add value.
- The Council had established a logistics training centre and a mentoring programme for 18 months, and were also supporting employers to work with young people.
- Work was also taking place with a hostel and children's centres to help people move into employment.
- Given the size of the borough, opportunities to increase outreach work was being explored such as pop up employment shops. A construction bus had also been introduced to take training around the borough and more use was being made of children's centres to engage with young people.
- Apprenticeship take up was the highest in the South East helped by two key local employers.
- Careers advice and guidance in schools also seemed to be just what was required.

### **Wokingham**

- A new hub had been required as there was nowhere else available.
- A first anniversary celebration was planned in September 2015.
- 800 had attended, 400 in the target group.
- All targets had been met.
- A work experience programme had been set up to help people into employment.

- The Council was itself providing apprenticeships and employment opportunities.
- Construction was amongst the areas targeted so far.
- Engagement with businesses was increasing and a partnership with the hair stylists, Zappers, had led to the retention of a training facility which would otherwise have closed..
- A vacancy service had been set up in the hub.

### **Windsor and Maidenhead**

- A full time hub had been established in Maidenhead town centre and a 2 day per week facility was operating at the East Berkshire College.
- The aim was to use the hub to maximise capacity, co-locating services in it thereby creating a seamless journey for young people.
- All targets had been met except work experience.
- A lot of work was under way to develop opportunities with local employers which seemed to be paying off as leading employers were starting to offer work experience.
- The Council had also looked at employability skills and offering a job club to help people into work
- It was intended to build on supported employment work including people with disabilities.
- There was a need to focus on young Asian women with disabilities which also meant addressing cultural barriers.
- Work was also taking place in schools to address concerns about working with the young people before they became NEETs.

In the course of the presentations, it was suggested that it would be interesting to see how the target market reacted to physical or virtual models, whilst recognising the valid reasons for choosing a virtual hubs in Slough and West Berkshire.

The Committee noted the reports.

### **32. European Social Investment Fund**

The Joint Committee discussed the arrangements for pursuing the original commitment to seek additional monies via the European Social Investment fund (EUSIF). The Joint Committee was advised that the partners could now proceed to a formal bid for funding. The report asked the six Berkshire authorities to note and formally endorse the content of the Thames Valley Berkshire City Deal (known as Elevate) European Social Investment Fund Programme – and operational delivery structure.

Some frustration was expressed about the seemingly endless delays in gaining access to the EUSIF monies which even now were not guaranteed as they were

subject to a bidding process. It was stressed that there were always risks associated with bidding for EU funding both before and after a successful bid as the auditing of claims was stringent, requiring detailed record keeping to evidence how the funding had been spent and matched. Tim Smith reminded the Joint Committee that a further bid for £8.1m to support the science park had also been made. Whilst the delays which had effectively put the project back by 18 months were unfortunate, he believed there was nothing more anyone could have done.

Since the original decision to bid for the funding, Slough Borough Council had indicated that it was no longer able to identify the level of match funding required, particularly with uncertainty about budgets next year and beyond. In the circumstances, it had not based its project around receiving the EUSIF money, but instead had developed a sustainable offer using only the Cabinet Office funding with the aim that its activities would be mainstreamed by partners when this funding ended. It would not be creating a physical hub with the costs that implied. As it was not reliant on the EU money, and could not identify the match funding, it believed the inherent risks around any EU funding including audit and claw back were too high and had reluctantly come to the conclusion that it could not accept that risk. Therefore, to enable the bid to go ahead and so benefit all while protecting their own position, Slough would remain a partner to the bid to securing the funding but their allocation, £378k, would go into a central pot to be used for pan-Berkshire commissioned services.

In response to a question, the Joint Committee was advised that Slough's share of the match-funding liability would be met centrally. All authorities accepted this as the basis for agreeing to proceed as they indicated that they could not accept any increase in their original match-funding liability.

**RESOLVED** that as part of the implementation of the governance arrangements in the City deal agreement, the Joint Committee on behalf of the six Berkshire Unitary Authorities under Section 101(5) and 102(1) (b) of the Local Government Act 1972 take decisions on behalf of the six Berkshire Unitary Authorities in respect of managing and delivering the outcomes of the City Deal EUSIF programme as agreed through the LEP Forum, and in this regard:

- i) Reading Borough Council be recognised as the Accountable Body for the purposes of the City Deal EUSIF initiative, and will provide financial and legal advice to both the LEP Executive Board and the Joint Committee in relation to the City Deal EUSIF programme;
- ii) Bracknell Forest Borough Council be appointed to the role of Secretariat to the Joint Committee on behalf of the six unitary authorities;
- iii) The Joint Committee endorse and formally accept the Elevate Berkshire EUSIF programme (appendix1 of the report) and by committing to the proposal also commits to all aspects of the EUSIF process, including compliance and risk around claw back of funding
- iv) The Joint Committee formally accept the agreed EUSIF programme delivery structure and agreed match for their respective authorities (appendix2 of the report) and by committing to the structure, also commit to have shared responsibility for the EUSIF programme
- v) The Joint Committee formally acknowledge the EUSIF briefing document and next steps and commitments needed from each authority around accepting shared responsibility for the EUSIF Programme; as well as 'notionally' agreed

- amounts to be received, based on successful retrospective claims, per Authority (appendix 3 of the report); these notional amounts to be agreed via the City Deal Steering Group for final submission of the bid including amounts to be held centrally for commissioning pan-Berkshire services.
- vi) All of Slough Borough Council's allocation be held centrally for commissioning pan-Berkshire services.
  - vii) The Joint Committee note the current Risk Assessment (appendix 4 of the report)
  - viii) Reading Borough Council be the accountable body, to be delegated authority to implement any transfer of funds to the local authorities and the Local Enterprise Partnership for the EUSIF programme subject to the Council being satisfied that the projects concerned are fully developed and ready to be implemented as part of the collective EUSIF bid

**33. Elevate Programme Year 2 (Hub & Spoke)**

The Joint Committee noted that there was nothing to add to the earlier progress reports. However, Grant Thornton confirmed in response to a question from Tim Smith that there was no change in the relationship between the accountable body and the LEP.

**34. Member Involvement in Elevate**

In view of the present developments, it was agreed to hold a further meeting of the Joint Committee at 10.30am on 18 September 2015 after the scheduled meeting of the Thames Valley Berkshire LEP Forum.

***ACTION: Derek Morgan***

**CHAIRMAN**

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# Agenda Item 4

<b>TO:</b>	THAMES VALLEY BERKSHIRE ELEVATE (CITY DEAL) JOINT COMMITTEE		
<b>DATE:</b>	10 <sup>th</sup> November 2015	<b>AGENDA ITEM:</b>	4
<b>TITLE:</b>	<b>ELEVATE THAMES VALLEY BERKSHIRE (City Deal)</b> <b>EUROPEAN STRUCTURAL INVESTMENT FUND UPDATE (EUSIF)</b>		
<b>LEAD COUNCILLOR:</b>	<b>CLLR MUNRO (WBC)</b>		
<b>WARDS:</b>	<b>BOROUGHWIDE</b>		
<b>LEAD OFFICER:</b>	<b>Paul Gresty</b>	<b>TEL:</b>	<b>07912 068 916</b>
<b>JOB TITLE:</b>	<b>Programme Manager – Elevate Berkshire</b>	<b>E-MAIL:</b>	<a href="mailto:Paul.gresty@reading.gov.uk"><u>Paul.gresty@reading.gov.uk</u></a>

## **1. PURPOSE OF REPORT AND EXECUTIVE SUMMARY**

- 1.1 A paper was tabled at the Joint Committee meeting in July 2015 – updating Members on the City Deal Berkshire EUSIF Application.
- 1.2 The papers from the meeting held in July 2015, and a summary of commitments made in the resolution, can be accessed here -  
<http://democratic.bracknellforest.gov.uk/ieListMeetings.aspx?Cld=658&Year=0>
- 1.3 This report provides City Deal (Elevate) Joint Committee with a further update on progress with our EUSIF application as well as practical considerations around the operational delivery of the EUSIF element of our wider Elevate Berkshire programme.
- 1.4 This report also summarises compliance considerations with regard to the programme and work undertaken to date to mitigate risks around non-compliance with EU regulations

## **2. RECOMMENDED ACTION**

- 2.1 That Joint Committee note progress around our full EUSIF application and work undertaken to date with their respective Authorities around ensuring compliance with EU regulations – during the delivery of the programme

## **3.0 EUSIF UPDATE – FULL APPLICATION (Funding Agreement)**

- 3.1 Our 'Full' EUSIF application was submitted to the Department for Work and Pensions (the Managing Authority for the EUSIF programme) on the 14th August 2015. The full

application mirrored the delivery structure and expression of interest agreed by Joint Committee in July 2015.

<http://democratic.bracknellforest.gov.uk/ieListMeetings.aspx?Cld=658&Year=0>

- 3.2 Since submission, we have received a request for further information from DWP. This information was given on 5<sup>th</sup> October 2015. In the email response back to DWP – we posed a number of questions with regard to the need for additional clarity around process / match and also requested a draft funding agreement – as to make the necessary arrangements with regard to compliance and partnership agreements.
- 3.4 As of 28.10.15 – we have not received a response from DWP and this has been discussed with the Local Enterprise Partnership (LEP).
- 3.5 Not having a funding agreement in place means we are unable to ‘firm’ up agreements we have in place with a number of key partners. It also means that we have not been given all the necessary information we need regarding compliance considerations attached to the funding we have been notionally allocated.
- 3.6 Our submission articulated that the EUSIF element of the wider Elevate Berkshire programme will start on the 1<sup>st</sup> November 2015 and run until 31<sup>st</sup> October 2018. Accordingly – all spend has been profiled from this date; and we must also be compliant with EU regulations, as below.
- 3.7 It was agreed at the Elevate Steering group meeting that if a funding agreement is not in place by 1<sup>st</sup> November 2015 – we will continue with this date as being the start of the EUSIF programme – as not to further jeopardise match.

#### **4.0 COMPLIANCE WITH EU REGULATIONS**

In preparation for delivery of the EUSIF funded element of the wider Elevate Berkshire programme from 1<sup>st</sup> November 2015:-

- 4.1.1 As agreed at the Joint Committee meeting in July 2015 – each local Elevate project (LA) is responsible for ensuring compliance with EU regulations. The resolution made at the meeting can be found here -  
<http://democratic.bracknellforest.gov.uk/ieListMeetings.aspx?Cld=658&Year=0>
- 4.1.1 A great deal of work has been undertaken with local Elevate projects (Local Authorities) around compliance with EU regulations. Although we have not been provided with a draft funding agreement – setting these considerations out in full – we have been proactive and based on previous EU funded programmes, have put measures in place to ensure compliance and mitigate future claw back (via an unsuccessful future audit)
- 4.3.1 Spokes (LAs) have been provided with a number of briefing papers – covering key aspects of EU compliance including operational delivery and finance systems. These considerations can be seen in Appendix 1, 2 and 3.
- 4.3.2 ECORYS (a consultancy with knowledge of EU compliance) delivered a session on compliance to the 6 LAs, and other key partners, that make up the wider Elevate Berkshire programme.

#### **5.0 SUMMARY OF KEY COMPLAINECE CONSIDERATIONS**

The overarching consideration is that match funding is subject to same EU compliance requirements and EUSIF money is claimed retrospectively, based on resource NOT outcomes

## **5.1 EU SIF Key Principles**

- Funding is non-cumulative- The recipient of the grant (Elevate) cannot combine EU SIF funding with other sources of EU funding in the project.
- Match funding needs to be to actual rather than notional, only actual costs can be paid with EU money, not day rates or fees.
- Unit costs per person now need to be converted into actual resources.

## **5.2 Staff Cost**

- If a role is already in existence and will be working on the project, the JD needs to reflect this, there should be a new ‘letter of appointment’ or similar that specifically states that the person is starting the ‘changed role’ from the beginning of the project.
- Indirect costs can be calculated using a formula.
- There should be a consistent system for timesheets which is centrally agreed. Timesheets should be in 15 minute sections signed by manager on a regular basis; there should be corresponding evidence of work.

## **5.3 Participant costs**

- Providers should ensure that evidence is collected before the participant is paid e.g. travel costs
- Evidence for travel reimbursement should include evidence of travel, payment of participant and attendance of participant.
- All evidence needs to go to EU SIF Compliance manager- whether it was direct delivery or commissioned work (e.g. Adviza will need to send evidence for clients they see both in the framework order or commissioned projects).

## **5.4 Other costs**

- A formula for overheads can be found and should be agreed centrally.
- Evidence for overheads can be the line in accounts, rather than individual invoices for overheads.
- EU does not accept notional internal re-charges e.g. rental costs.

## **5.5 Match funding**

- Where possible funding needs to be profiled as 50/50 and all match funding needs to be eligible and evidenced.
- Therefore the same rules of eligibility need to apply to existing projects and contracts which is used as match funding.
- An example being the existing Adviza framework, any relating material, recording and evidence needs to be in line with EU guidelines e.g. paperwork with logos and details needed for participant data.

## **5.6 ‘Claw-back’**

- Mistakes resulting in claw back generally happen early on.
- If identified early these can be taken out of the claim and rectified.
- A common approach should be agreed across all, to avoid this as much as possible.
- Claw back up to 10 years after.

## **5.7 Partners or Contractors**

- Partner organisation means that they have the same terms and conditions as the lead organisation (RBC)
- Existing SLAs or contracts should be updated to include EU SIF in it.
- New contractors will need to be procured.
- DWP approval is needed if new partners need to be added to the bid.
- There should be a partnership agreement signed with all partners, which defines them as a partner. An SLA should come into place when delivery with the partner starts.

- If an organisation is named as a partner evidence of the original procurement isn't needed.
- Need to look at all those organisations that went through procurement to check that this is compliant.

### **5.8 Participant Eligibility**

- There should be copies of proof of legal residency kept or a record that this was checked and confirmed by an agency previously, and evidence of this.
- If a participant does not have any forms of identification, EU money can be used to purchase passports or birth certificates as this is eligible spend.
- Collecting evidence of legal residency needs to be non-discriminatory
- The best guidance to follow for this is that produced for employers.
- Individual learner records need to be updated no later than 4 weeks after the end of activity.
- Work should be done with all providers to ensure that they are collecting the right evidence.
- 'Prefer not to say' is adequate for certain participant details not being recorded.

### **5.9 Participant Outcome**

- Outcome definitions are based on those by the International Labour Organisations e.g. unemployed, economically inactive and NEET. Cabinet Office definitions need to be checked against these.

### **5.10 Procurement**

- Procurement will be EU compliant as long as we follow the internal LA procurement procedures. If a provider is named in the bid as partner, procurement isn't necessary.
- Need to be careful when altering contracts time, scope and values. This should not take it over OJEU limits
- Partnership agreements should say something about EU SIF.

### **5.11 State Aid**

- Grants given to providers do not have to be state aid tested.
- For work placements there should be a system in place for companies to record work experience placements. The equivalent monetary value of placement should not exceed the value of €200,000 over rolling 3 years.
- There could be state aid issues if a part of Elevate becomes commercially viable company.

### **5.12 Sustainable development**

- There should be a section in the partnership agreement relating to sustainable development.
- Information on sustainability will be required from partners each quarter.

### **5.13 Other**

- Framework for evaluation should be drawn up and evaluation should take place throughout.
- If targets set out aren't achieved (drastically) then DWP may ask for a corrective plan
- Project needs to be branded for and EU acknowledge, according to EU branding guidelines.
- Ecorys suggested doing some smaller 'test claims' initially to test the system.

## **6.0 NEXT STEPS AND OTHER BUSINESS**

- 6.1 Partnership Agreement - At the Joint Committee meeting held in July, a resolution was made that although Reading Borough Council (RBC) is the accountable body for City

Deal Berkshire, all 6 Local Authorities will share the risks that come with the EUSIF programme, around non-compliance.

- 6.1.1 Once a funding agreement is in place with DWP – an ‘Elevate Berkshire EUSIF Partner Agreement’ will be drafted and agreed between the various Legal Services within each Local Authority (with the exception of Slough BC).
- 6.1.2 The agreement will cover primary delivery partners (the 6 LAs), other key partners providing match (Princes Trust and Ways into Work) and operational partners operating under the umbrella of Elevate Berkshire.
- 6.2 Elevate Partnership Event - On Thursday 5<sup>th</sup> November, an Elevate Berkshire ‘partners’ event will be taking place at the Elevate Reading HUB. Partners from across the programme will be attending to share learning and best practice and identify opportunities to work together – under the umbrella of Elevate Berkshire.
- 6.3 At the meeting – partners will be provided with a further update on EU compliance and associated systems that have been put in place.

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# Elevate Berkshire

## ESIF Workshop

5<sup>th</sup> October 2015

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Ecorys has longstanding experience of ensuring compliance with EU and ESF

- ESF Equal
- Pan London Objective 3 ESF
- UK National Agency for Erasmus + with British Council
- Advisors on ESF to Big Lottery Fund BBO

# Our Experience of ESIF

- Manage and deliver EU programmes
- Provide support to potential applicants,  
→ applicants and grant holders (lead partners)
- Helpline on ESIF rules and regulations,  
roadshows, webinars, templates and guidance
- Help organisations manage risk of clawback in  
terms of specific partnerships and projects



# Today

- Refresher on ESIF requirements
- Discussion around implications for Elevate Berkshire
- Questions as we go
  - Finances
  - Procurement
  - Participant Data and Outcomes
  - State Aid
  - Publicity
  - Cross-cutting Themes



# ESF Key Principles

- Co-financing
- Non profit
- Non retrospective
- Non cumulative



**European Union**  
**European Social Fund**  
Investing in jobs and skills

# Actual costs

- Do not complete claim from original budget  
≈ (unless agreed advance payment)
- All costs paid by ESF must be actual costs incurred and defrayed (paid) by projects
- Partners are paid for their expenditure, not day rates or fees.



## Staff Costs

- 100% time – JD, letter of appointment, payroll
- Part time – Timesheets, payroll, evidence of work carried out
- Indirect staff costs – proportion of general admin and support staff if relevant

# Participant Costs

- Everything claimed by participants needs to be supported by evidence
  - Travel
  - Childcare
  - Expenses
- Get this evidence from beneficiaries before you pay them
- Participant allowances, benefits or incentives
  - Likely to affect the level of benefits the participant may be entitled to, which you'll need to discuss with the local Jobcentre Plus office
  - Need to conform to HM Revenue and Customs rules on taxable income.



# Other Costs

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- Staff Expenses (linked to project)
- Consumables (linked to project)
- Venue Hire/lease or rent of buildings (linked to project)
- Equipment Hire
- Depreciation (if on items solely used by project)
- Small items < £1,000
- Consultants/suppliers/ agency staff
- Overheads (apportioned)



# European Court of Auditors

- Overall approx. 3% of payments thought to be incorrect (of €14bn )
- 93% of errors on EU audits of ESF were to do with ineligible expenditure (including ineligible participants)
- 7% on procurement failings



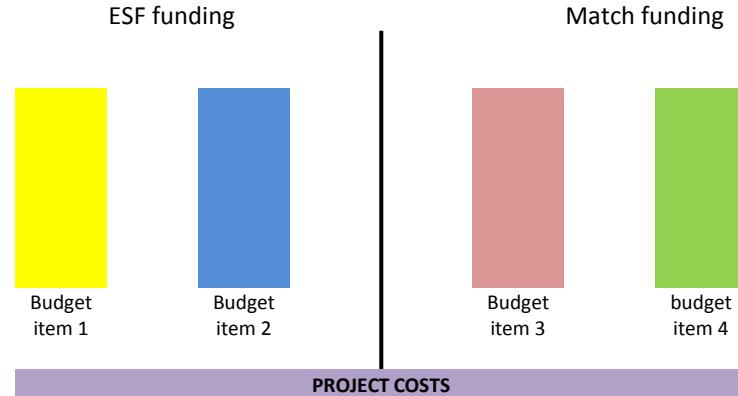
# ESIF Expenditure Errors

- Overcharging of overheads (23%)
  - Lack of a robust and transparent method
  - Differences between formula at bid and delivery stage/ miscalculations
  - Inflation of rents compared to market average
- Over-declaration of personnel costs (8%)
  - E.g. a school in Portugal charged the head teacher's whole salary to ESF when only a small part of his work was ESF related
- 27 - Other examples where ESF funded staff were on 5 x the salary of equivalent non ESF funded
  - Inadequate timesheets
- Incorrectly allocated costs (14%)
  - Things charged to the project but not directly linked to delivery e.g. including general catering in overheads
- Other ineligible items (48%)
  - Ineligible participants or activities
  - Expenditure on items not required for delivery or at unsuitable times
  - Notional costs (e.g. internal recharge)

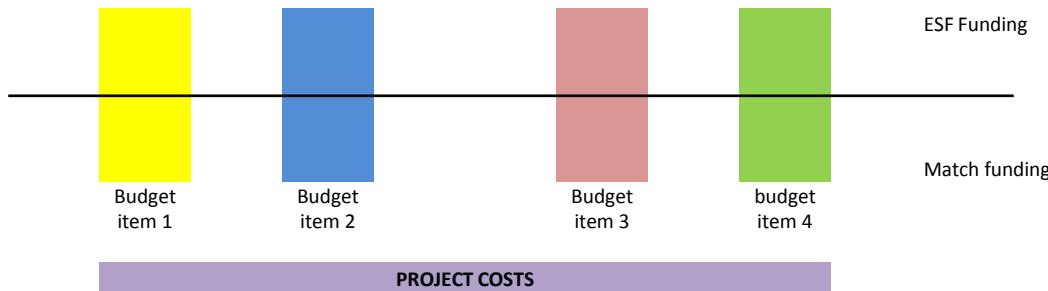
# Match Funding

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## Unacceptable



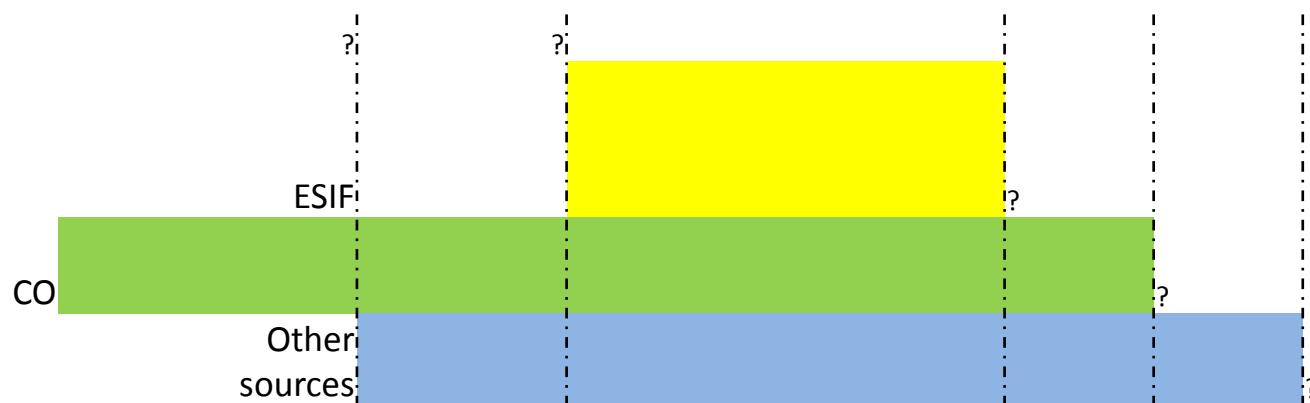
## Acceptable



# Match Funding

## Aligning Funding Sources

29



# Partners or Contractors?



## Partners:

- Shared aims and priorities
- Stake in the project as a whole
- Local knowledge and influence
- Paid on actual costs
- Deliver most project services
- Consulted, not told
- Sign SLA
- Named in bid / DWP contract
- Running start in delivery

# Partners or Contractors?



## Contractors

- Usually deliver only small, specialist elements e.g. LMI or ICT support
- Limited interest in wider objectives
- Told, not consulted
- Paid fee/output basis
- Procured through market
- Managed via contract
- Will take time to procure

# Procurement

- Principles of transparency, non-discrimination, equal treatment and proportionality
- ESIF does not have its own procurement rules, just brings a high degree of scrutiny
- Education and training services to the person are “Part B”

# Suggested Steps

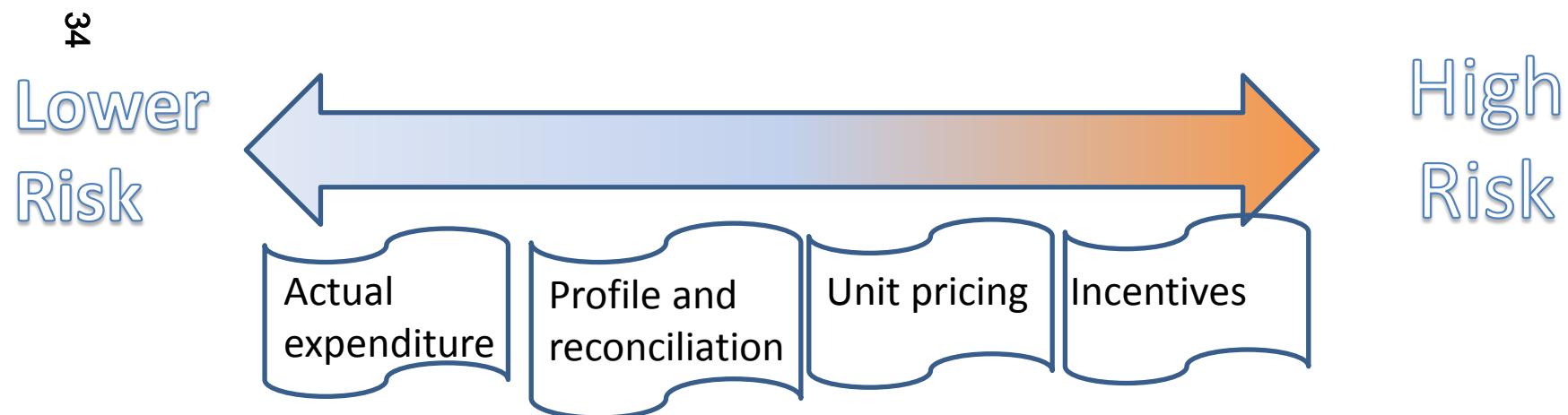


1. Consider and define all parties by role
2. Discuss with DWP- name all delivery partners and role in contract/grant agreement
3. Consideration at each LA of its Elevate supply chain
4. Possible procurement audit of all proposed partners/suppliers
5. Project procurement plan
  - What you need to procure
  - When and how
  - Who procures
  - exceptions

# Partner Payments



- Safest approach is to apply same method of payment to partners as MA is applying to overall grant.



# Thresholds

Current OJEU threshold for Part B (total contract value)

Services      £111,676 (€134,000)

35

Any procurement above that threshold must go on OJEU

DON'T SPLIT ITEMS TO FALL BELOW THRESHOLD- e.g.  
tendering for separate 2 x 1 year contracts



# Common Procurement Failings

- Inadequate time limits
- Unclear evaluation criteria
- Insufficient profile or description of service
- Process not documented
- Procurement “in the field”, not by experts



# Elevate Procurement Risks

- Be very wary of “re-engineering” existing contracts or services
- Any new suppliers/services must be procured correctly (LMI?)
- Procurement related clawback can be 100%
- Balance your desire to move quickly with compliance and transparency
- ESIF does not have its own procurement rules, just brings a high degree of scrutiny and possible challenge

# Participant Eligibility

- Participants must be legally resident in the UK and able to take paid employment in European Union member states and unemployed or economically inactive.
- <https://www.gov.uk/legal-right-work-uk/y>
- Support must be additional
- Must not be counted twice

# Participant Data

- Projects need to capture, evidence and report approx. 30 characteristics of each participant
- Track and evidence each participant through all activity, results and outcomes
  - E.g. recruitment/assessment
  - Learning and support
  - Qualification
  - Job/Progression

# Participant Outputs

- Unemployed including long-term unemployed
- Economically inactive including NEET
- At risk of NEET
- Single parents
- Participants with disabilities
- Youth offenders

# Participant Results

- Education and training – Offer or take-up?  
Minimum hours? Within 4 weeks or 6 months?
- ↳ – Securing a job – offer or take-up? Proof of starting? Minimum hours? Internship? Zero hours?
- Commencing job search – how to evidence?



# Participant Evidence Trip Hazards

- 42 - Lack of participant signatures
  - Inadequate evidence of eligibility
  - Gaps in participant files
  - Using generic data collection forms
  - Reported outcomes and results not backed up by evidence

# **State Aid - 4 Tests**

- 1) The assistance is granted by the state or through state resources.
- 2) It favours certain undertakings or the production of certain goods
- 3) It distorts or threatens to distort competition
- 4) It affects trade between Member States

# State Aid- General

- For 2007 – 2013 programme ESF Priorities 1 and 3 were not in scope for State Aid
  - ↳
- Most ESF activity is addressing market failure
- Employment support to disadvantaged people is a specific SA exemption under GBER
- De-minimis threshold is €200,000 over rolling 3 years

## **State Aid- Elevate**

Work placements: Could be considered an indirect subsidy to employers so should be costed and tracked if unwaged

# Publicity

- ESF must be acknowledged as source of funding on all materials, eg:
  - job adverts and descriptions
  - procurement materials
  - internal records and paperwork
  - social media
- Prescriptive branding rules
- News stories and case studies to DWP; hosting visits from ministers or representatives of EC

# Cross Cutting Themes

- Sustainable Development
  - All partners must have policies and an implementation plan that demonstrates:
    - a) commitment to promoting sustainable development and complying with relevant EU and domestic environmental legislation
    - b) how the commitment will be turned into action at project level.

# Cross Cutting Themes

- Non discrimination
  - Providers required to meet individual needs
  - Design and delivery to enable minorities of all kinds to access, participate and succeed within the project
  - Activities to be fully accessible to disabled people
  - Actively enabling more women to take part in the programme, including disadvantaged women
  - Part of ongoing review and evaluation

# Next Steps

- Detailed planning and troubleshooting
- Transferring ESF knowledge to delivery partners
- “ESF-ify” paperwork, systems and processes
- DWP approval

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## QUERIES FROM ELEVATE BERKSHIRE ESF WORKSHOP



### Clarification on Non-cumulative Use of EU Funds

Apologies for my confusion on this point (arising from change in the term “beneficiary” since the last programme). The regulation on non-cumulative use of ESIF actually refers to the recipient of the grant (i.e you), not the participants in the project.

<http://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:32012R0966&from=EN> –

See Article 129.

“Each action may give rise to the award of only one grant from the budget to any one beneficiary, except where otherwise authorised in the relevant basic acts. A beneficiary may be awarded only one operating grant from the budget per financial year.”

In simple terms this means that you cannot combine ESIF with other EU funding in your project (in effect, using other EU funding as match).

There is one exception (derogation), whereby Horizon 2020 may be combined with ESIF. Horizon 2020 is funding for research and innovation, which is unlikely to be relevant to your proposal, I think.

### Counting of participants – a recording rather than eligibility requirement

There is **no** rule that restricts access to an ESIF project for a potential participant who has previously been supported through another one. However there is a requirement to ensure that a participant is **only counted once** in any one operation. I would assume that BBO is a separate operation but it is worth checking with DWP how they are defining the term “operation” (which can apply to a project, group of projects or a programme).

<https://ec.europa.eu/sfc/en/system/files/ged/Annex%20D%20-%20Practical%20guidance%20on%20data%20collection%20and%20validation.pdf>

A participant should be counted only once in any given operation. An individual may be counted as a participant in more than one operation but never more than once per operation (for output indicators).

An individual that benefits from support provided by more than one project within an operation is always considered as the same participant with one associated participation record. The start date is the date on which s/he starts on the first project in a series and the leaving date is the date that s/he leaves the last project in the series.

If a participant leaves an operation but returns at a later date there is still only one participation record. In this case, the existing participation record should be updated. The start date and information related to output indicators should always refer to the first participation and should therefore not be changed. On a second participation, the leaving date and data related to result indicators should be updated to reflect the situation on final

exit. Revisions of individual participation records will have to be propagated up to the relevant aggregate result indicators.

### **Further Note on Completeness of Records and Sensitive Data**

Please note that only certain indicators may be left incomplete on your participant records. **In order for a participant to be counted in your monitoring data, information must be complete for all “non-sensitive” personal variables:** gender, employment status, age, level of education and household situation.

Annex I of the ESF Regulation (Regulation (EU) No 1304/2013) sets out the indicators that are deemed to be “sensitive” (marked with “\*\*”): those related to migrants, participants with a foreign background, minorities, participants with disabilities, and other disadvantaged. For these variables, if the participant refuses to provide the information then it can be left empty and the record still included in monitoring data, but you should maintain documentary evidence that you have attempted to collect the information (see section 5.6 in Annex D of the EC Guidance document – second link above).

Note, however, that there is still an important distinction to be made between monitoring (collecting and storing of participant data) and eligibility for support. **Incomplete data does not exclude participants from support.** Whereas the Regulations set out a legal requirement for complete data for monitoring purposes, this is not a criterion for eligibility. A participant who fulfils the eligibility criteria for an operation but is not prepared to reveal a complete set of data should not be recorded and reported as a participant in monitoring data, but can still be supported **so long as their fulfilment of the eligibility criteria (e.g. age and/or a certain employment status) can be adequately documented.**



**European Union**  
European Structural  
and Investment Funds

# England 2014 to 2020 European Structural and Investment Funds Growth Programme

## Branding and Publicity Requirements

March 2015

### **PLEASE NOTE:**

This document sets out the minimum requirements for branding and publicity in relation to European Structural and Investment Funds project development or delivery further to Commission Regulations No 1303 / 2013, No 1304 / 2013 and No 821 / 2014 and provides an interpretation of the Regulations in relation to branding and publicity for the European Structural and Investment Funds Programme. This document is only intended to set out the requirements and provide beneficiaries with guidance as to the requirements based on the Managing Authority's interpretation of the Regulations. It is the beneficiaries' sole responsibility to ensure that they fully understand and comply with the publicity requirements and they must ensure that any applicable partners that are also obliged to produce publicity materials do so in compliance with the Regulations. If beneficiaries are unclear about any aspect of the publicity requirements they are strongly advised to seek independent advice.

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**This document specifically relates to European Regional Development Fund and European Social Fund funding – separate publicity requirements will be available in relation to the European Agricultural Fund for Rural Development.**

# Section 1 – Introduction to the requirements

## 1. Introduction to the Publicity and Branding Requirements

This branding and publicity guidance (**Guidance**) aims to:

- set out the minimum requirements for branding and publicity in relation to European Structural and Investment Funds development or delivery;
- provide an interpretation of the applicable EU regulations in relation to branding and publicity for the European Structural and Investment Funds Programme; and
- set out recommendations for use of the Logos used within the European Structural and Investment Funds Programme

To help promote and publicise the activities and impact of the England 2014 to 2020 European Structural and Investment Funds<sup>1</sup> Growth Programme (the **Programme**), the European Commission have published branding and publicity requirements which are detailed in European Union Regulation 1303/2013, articles 115-117 and Annex XII, European Union Regulation 1304/2013, article 20 for the Youth Employment Initiative and Commission Implementing Regulation 821/2014, chapter II and Annex II:

[http://ec.europa.eu/regional\\_policy/index.cfm/en/information/legislation/regulations/](http://ec.europa.eu/regional_policy/index.cfm/en/information/legislation/regulations/)

[http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=uriserv:OJ.L\\_2014.223.01.0007.01.ENG](http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=uriserv:OJ.L_2014.223.01.0007.01.ENG)

(together the **Regulations**).

These requirements **must** be followed by anyone developing and delivering projects, or managing the Programme. All activity that forms part of the Programme **must** also comply with the branding and publicity requirements set out in this Guidance. These obligations will also form part of the terms of the relevant funding agreements which will be issued to beneficiaries prior to the grant of funding. These terms are contractual provisions placed on beneficiaries, delivery partners and all sub-contractors that are involved in any European Structural and Investment Funds activity. Therefore the consequences of non-compliance may lead to clawback of funding.

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<sup>1</sup> The European Structural and Investment Funds Growth Programme funds comprise the European Regional Development Fund, the European Social Fund and part of the European Agricultural Fund for Rural Development.

It is the responsibility of project beneficiaries funded by European Structural and Investment Funds to ensure that they meet these requirements and they must, therefore, ensure all parties producing any publicity materials regarding the project fully appreciate the extent of the Regulations.

Audits and verification checks will be carried out on projects by the appropriate Managing Authority in England. The Department for Communities and Local Government is the Managing Authority for the England European Regional Development Fund. The Department for Work and Pensions is the Managing Authority for the England European Social Fund programme. In addition audits and checks are carried out on a selection of projects by the audit authority and by the European Commission. In many cases communications activities will be audited within this process. It is therefore vital that projects not only meet the requirements but also retain verifiable evidence of compliant communication activities undertaken.

# Section 2 –Logos

## 2.1 The Logo

In order to ensure a harmonised visual identity for information and communication measures for operations under the Programme, beneficiaries must display the Union emblem together with the words ‘European Union’ and reference to the relevant fund (**Logo**) in the correct form and presentation in all correspondence and activity related to the Programme.

Visual examples of the Logos are available for each of the funding streams. The correct version of the Logo must be used.

- [European Regional Development Fund Logo](#) - for use when **only** in receipt of European Regional Development Fund funding.
- [European Social Fund Logo](#) - for use when **only** in receipt of European Social Fund funding.
- [European Structural and Investment Funds Logo](#) – **only** for use if in receipt of more than one European Structural and Investment funding stream.

Only one version of these Logos should be used on any piece of publicity material – all, however, can be used alongside those of other funding partners but must be at least as large as the biggest of the other Logos.

Where the UK Government is a funding partner the ‘Funded by UK Government’ logo displayed below must also be used. This is available, with guidance for its use, from marketing@communities.gsi.gov.uk.



A zip file containing all versions of these Logos in various formats can be found via the following link: [www.gov.uk/government/publications/european-structural-and-investment-funds-project-requirements-and-publicity-materials](http://www.gov.uk/government/publications/european-structural-and-investment-funds-project-requirements-and-publicity-materials)

## 2.2 The Rules

It is mandatory that the Logo is used and applied correctly, prominently and consistently on all websites, publicity materials and project documentation produced by a project supported by any of the European Structural and Investment Funds funds.

Each Logo version is specifically designed to include the mandatory requirements set out in the Regulations which include:

- The standard European Union emblem which is the primary visual representation used for the European Structural and Investment Fund Growth Programme. The emblem consists of 12 five-pointed gold stars in a circle on a blue background.
- Reference to the European Union in appropriate font.
- The font typeface to be used in conjunction with the Union emblem may be any of the following fonts: Arial, Auto, Calibri, Garamond, Trebuchet, Tahoma, Verdana, Ubuntu.
- Reference to the specific European Structural and Investment Funds funding stream – European Regional Development Fund, European Social Fund and for where more than one fund is covered - European Structural and Investment Funds.

## 2.3 Rules on Colour

For the majority of cases, the colour version of the Logo with the standard colours **must** be used:

- Pantone Reflex Blue – 100% process cyan and 80% process Magenta
- Pantone Yellow – 100% process yellow

If the material is printed only in black (on a white background) or for other justified cases, the black and white version of the Logo may be used.

### 2.3.1 Background page colour

The Logo works best in colour on a white background. However, if it appears on a dark or coloured background the black text of the Logo may be hard to read. By exception, in those cases it is permitted to use the white out version of the Logo.

When using the white out version, the European Union emblem itself must not change colour.



In all cases it is important that the background should be uncluttered and provides enough contrast to ensure clarity.

## 2.4 Location and Size

The Logo should be placed in a prominent and suitable position, on all materials (for examples of potential print materials see page 13). If used alongside other Logos, then the fund Logo has to be at least equal in size to the largest of the other Logos and appropriate to the scale of the material and documents being used.

As a minimum, the Logo, including the emblem and the wording, should be used at 40mm width (landscape Logo) and 25mm height (portrait Logo)

**Portrait Logo**



25mm

**Landscape Logo**



40mm

For use on small items such as business cards or promotional items, it is permissible to just include the EU emblem and reference to the European Union.

There are separate size requirements for use of the Logo on [plaques](#) and [billboards](#) – see separate section for details.

## 2.5 Clearance Zone

To prevent any visual interference the Logo must be positioned in its own clear space, with a suitable 'clearance zone' left clear around its edges. Also, it should not be placed immediately against a document edge.

## 2.6 Incorrect use of the Logo

- The Logo must not be stretched, squashed, broken up or reproduced in colours other than those stated in this guidance.
- The Logo must not be reproduced in a different typeface or be rotated.
- The Logo must not have any other wording or illustration added to it.
- The Logo must not use Italic, underlined variations or font effects.
- The Logo font must not deviate from the font types listed in section 2.2.
- The positioning of the text in relation to the Union emblem must not interfere with the Union emblem in any way.
- When resizing the Logo it **must** stay in proportion and **must not** become distorted.
- Pixilation or blurring of the Logo resulting from the use of an incorrect format/insufficient resolution must be avoided.



**X** Do not rotate Logo  
Logo



**X** Do not squash/stretch

## 2.7 Visual examples of the Logos available

There are two Logo options (portrait and landscape) available to use for European Regional Development Fund, European Social Fund and European Structural and Investment Funds in colour, black and white or white-out which can be used to suit your document.

Black and white versions are only to be used when colour reproduction is not an option (see [section 2.3](#)); a white-out version is also available, and is for use on dark backgrounds however this must feature the Reflex blue flag with yellow stars (see [section 2.3.1](#)).

### Option 1 – Landscape Logos

**European Regional  
Development Fund**



**European Union**

European Regional  
Development Fund

**European Social Fund**



**European Union**

European  
Social Fund

**European Structural and  
Investment Funds**



**European Union**

European Structural  
and Investment Funds



**European Union**

European Regional  
Development Fund



**European Union**

European  
Social Fund



**European Union**

European Structural  
and Investment Funds

### Option 2 – Portrait Logos

**European Regional  
Development Fund**



**European Union**  
European Regional  
Development Fund

**European Social Fund**



**European Union**  
European  
Social Fund

**European Structural and  
Investment Funds**



**European Union**  
European Structural  
and Investment Funds



**European Union**  
European Regional  
Development Fund



**European Union**  
European  
Social Fund



**European Union**  
European Structural  
and Investment Funds

## Section 3 – Publicity

The table below shows the specific publicity activity that you **must** comply with for European Regional Development Fund and European Social Fund funded activity as part of the European Structural and Investment Funds Growth Programme.

	European Regional Development Fund	European Social Fund
<u>Plaques</u>	✓ **	
<u>Billboards</u>	✓ **	
<u>Posters</u>	✓ *	✓
<u>Print and Publications</u>	✓	✓
<u>Electronic Materials</u>	✓	✓
<u>Media and PR Activity</u>	✓	✓
<u>Events, Conferences, Seminars and Workshops</u>	✓	✓
<u>Informing Beneficiaries / Participants</u>	✓	✓
<u>Description of Activity on website (List of Operations)</u>	✓	✓
<u>Evidencing Publicity Activities</u>	✓	✓

\*For European Regional Development Fund projects where the total public contribution is €500,000 or less

\*\*For European Regional Development Fund projects where the total public contribution is more than €500,000  
The total public contribution is the total contribution from all public sources.

### 3.1 Plaques

European Regional Development Fund projects are required to put up a permanent plaque in a location readily visible to the general public, no later than three months after completion of the project. This is applicable where the total public contribution to the project exceeds €500,000 and the project consists in the purchase of a physical object or in the financing of infrastructure or of construction projects.

Plaques should be of a significant size (at least 300mm x 300mm) and include a space reserved for the European Regional Development Fund Logo as acknowledgement of the role played by the fund in part-financing the project.

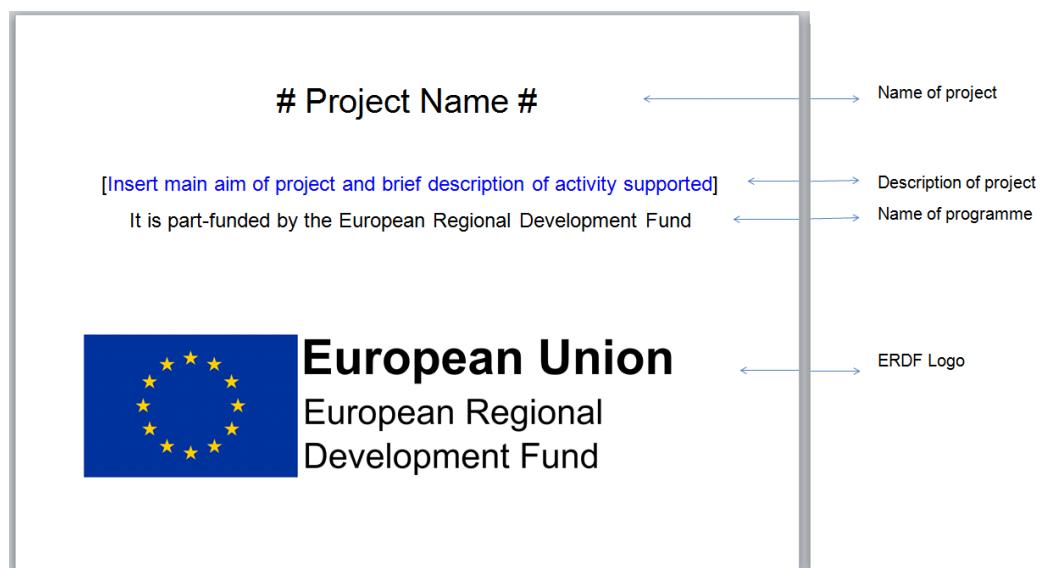
Plaques must include the following information:

- Name of the project.
- Name of the funding stream: 'European Regional Development Fund'.
- Description of the activity supported by the project.
- Display the full relevant Logo

This information should take up at least 25% of the total plaque size.

All plaques must be produced and funded by the project. Costs for this should be considered when developing and planning the project.

Below is an example to show how the requirements could be presented.



## 3.2 Billboards

Billboards must be erected on the sites of projects where infrastructure or construction projects are being financed by the European Regional Development Fund and the total public contribution to the project exceeds €500,000.

A billboard must be erected at the start of the works. Billboards should be sited to maximise the opportunities for it/them to be seen by the public and include a space reserved for the European Regional Development Fund Logo as acknowledgement.

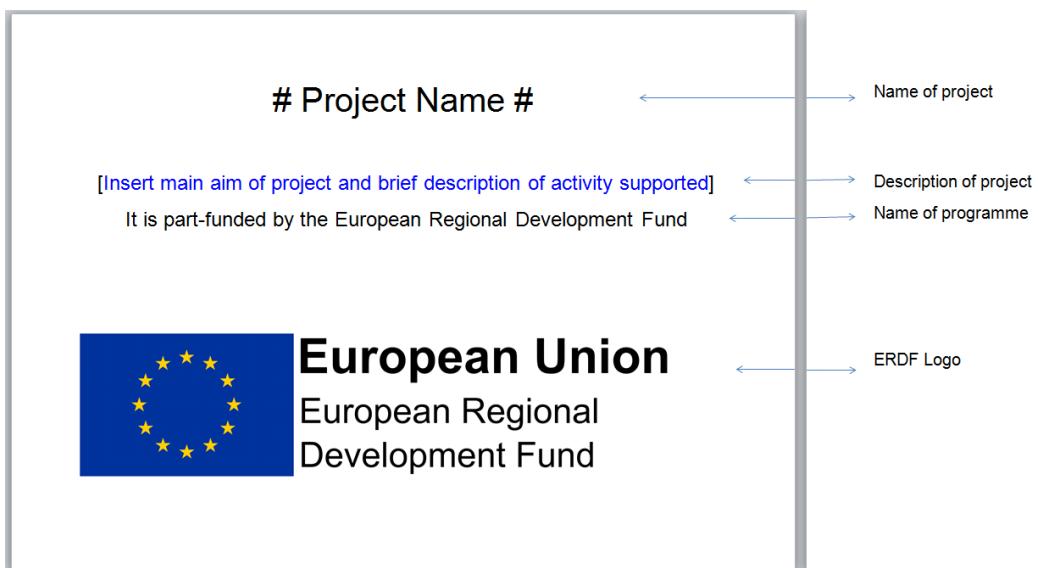
When the project is completed, the billboard should be replaced by a permanent plaque no later than 3 months of project completion (see section 3.1).

Billboards must include the following information:

- Name of the project.
- Name of the funding stream: 'European Regional Development Fund.'
- Brief description of the activity supported by the project.
- Display the full relevant Logo

This information should take up at least 25% of the total billboard size.

Below is an example to show how the requirements could be presented.



## 3.3 Posters

Beneficiaries of European Structural and Investment Funds funding that are not required to display a plaque or billboard (see 3.1 and 3.2 above) **must** display at least one poster with information about the project, including the financial support from the Union, at a location readily visible to the public, such as the entrance area of a building.

Beneficiaries include, but are not restricted to:

- All European Social Fund (and match) providers and their subcontractors delivering the project, who must display at least one poster at their main delivery locations. A main delivery location is defined as “the most commonly attended location by participants at each European Social Fund provider (and each of their sub-contractors)” during the lifetime of the project. For each project, providing the criteria set out in this guidance are met, the content of the poster can be the same irrespective of the posters’ location or whether it is displayed by a provider or sub-contractor.
- European Regional Development Fund projects where the total public contribution to the project is less than €500,000
- Any other beneficiary not covered by the bullets above or the billboard/plaque requirements in sections 3.1 and 3.2.

The poster **must** be at least A3 size (portrait or landscape) and must include the following information:

- Name of the project.
- Name of the Funding Stream: ‘European Social Fund’ or ‘European Regional Development Fund’
- Brief description of the activity supported by the project including (for European Social Fund) if it receives any support through the Youth Employment Initiative.
- the full Logo for the relevant fund (see Logo and Contact Us section of this guidance)

Example poster templates are available but projects can develop their own designs so long as EC regulations are met.

Example poster templates that (European Social Fund and European Regional Development Fund) projects can use can be found via the link below. The European Social Fund poster template applies to European Social Fund and match provision.

[www.gov.uk/government/publications/european-structural-and-investment-funds-project-requirements-and-publicity-materials](http://www.gov.uk/government/publications/european-structural-and-investment-funds-project-requirements-and-publicity-materials)

### 3.4 Print and Publications

All printed documents and publications produced by projects supported by one or more of the funds must acknowledge and reference the funding received by displaying the correct Logo and ensuring it is visible in a prominent position. This extends to a variety of materials and documents including, but not restricted to:

- General advertisements, job advertisements and notices
- Leaflets, brochures, flyers and posters
- Case studies
- Exhibition banners and display panels
- Invitations
- Business cards

- Promotional items
- Newsletters
- Stationery
- Letterheads and compliment slips
- Reports and papers
- Project documentation - for example timesheets, induction material etc.
- Procurement material
- Job descriptions

For small promotional items, such as pens, the European Union emblem and words ‘European Union’ can just be used. See Logo requirements (see [section 2](#)) for more details.

Where Youth Employment Initiative funding is being used with European Social Fund - any document containing the Logo and issued for the public or for participants, including an attendance or other certificate, shall include a statement to the effect that the operation was supported under the Youth Employment Initiative.

Please ensure you keep electronic and hard copies of all your materials as evidence.

### 3.5 Electronic Materials

All electronic materials produced by projects must acknowledge and reference the funding received by displaying the appropriate Logo. This extends to a variety of materials including, but not restricted to:

- Websites
- E-Newsletters
- Presentation slides
- Press notices
- Email footers and signatures
- Audio visual material including films, video, DVDs, CD Roms
- Social media tools including Facebook, Twitter and SMS Messages

The full colour version of the Logo must be placed on the beneficiaries’ website (on the homepage and/or the project specific pages) and must be visible without requiring a user, upon landing on the page(s), to scroll down the page. This applies to the use of desktops, laptops and other digital devices.

During the implementation of a project, beneficiaries must provide on their website a short description of the project, including its aims and results, and highlighting the financial support from the European Union – including a reference to Youth Employment Initiative funding where used as part of European Social Fund funding.

Please ensure you keep electronic and hard copies of all your materials as evidence.

## 3.6 Media and PR Activity

A cost effective way to promote projects is through the local media and trade press. It is good practice to develop press releases for the launch of the project, and subsequently to announce key milestones and achievements. In some circumstances (particularly for the European Regional Development Fund programme) the Managing Authority may produce a press release.

All press releases relating to projects supported by European funding streams must include:

- A text reference to the European programme support in the main body of the release;
- The ‘notes to editors’ (see para 3.6.1) for the relevant funding stream; and
- The Logo of the relevant funding stream.

Quotes to show the support for the project from the Department for Communities and Local Government (as the Managing Authority for European Regional Development Fund), may also be available for significant announcements – contact your local communications representative within the Managing Authority – see page 18.

Please note that the European funding agreements for the project should be in place and completed before any media or PR activities are completed.

If a project is interviewed by the media (print, tv or radio), with the aim to produce a news story about funded activity, or produces a radio or TV advertisement to promote the project, reference should be made to the European funding stream support provided. A reference to Youth Employment Initiative funding should also be included where used as part of European Social Fund support.

Projects should retain original copies of press releases and copies of any coverage obtained as a result of the press release.

### 3.6.1 Notes to editors (select the correct one)

#### European Regional Development Fund

The project (**either** has received **or** is receiving up to) £[INSERT AMOUNT] of funding from the England European Regional Development Fund as part of the European Structural and Investment Funds Growth Programme 2014-2020. The Department for Communities and Local Government is the Managing Authority for European Regional Development Fund. Established by the European Union, European Regional Development Fund funds help local areas stimulate their economic development by investing in projects which will support innovation, businesses, create jobs and local community regenerations. For more information visit <https://www.gov.uk/european-growth-funding>

#### European Social Fund

The project (**either** has received **or** is receiving up to) £[INSERT AMOUNT] of funding

from the European Social Fund as part of the 2014-2020 European Structural and Investment Funds Growth Programme in England. The Department for Work and Pensions is the Managing Authority for the England European Social Fund programme. Established by the European Union, European Social Fund funds help local areas stimulate their economic development by investing in projects which will support innovation, businesses, skills development, job creation, social inclusion and local community regenerations. For more information visit <https://www.gov.uk/european-growth-funding>

### **European Social Fund – Youth Employment Initiative version**

The project (**either** has received **or** is receiving up to) £[INSERT AMOUNT] of funding from the European Social Fund and Youth Employment Initiative as part of the 2014-2020 European Structural and Investment Funds Growth Programme in England. The Department for Work and Pensions is the Managing Authority for the England European Social Fund programme. Established by the European Union, European Social Fund funds help local areas stimulate their economic development by investing in projects which will support innovation, businesses, skills development, job creation, social inclusion and local community regenerations. For more information visit <https://www.gov.uk/european-growth-funding>

### **European Structural and Investment Funds**

The project (**either** has received **or** is receiving up to) £ [INSERT AMOUNT] of funding from the England European Structural and Investment Funds Growth Programme 2014-2020. The Department for Communities and Local Government and the Department for Work and Pensions are the managing authorities for European Regional Development Fund and European Social Fund funding through the Growth Programme, funds established by the European Union to help local areas stimulate their economic development. By investing in projects the funds will help to support innovation, businesses, skills and employment to improve local growth and create jobs. For more information visit <https://www.gov.uk/european-growth-funding>

## **3.7 Events, Conferences, Seminars and Workshops**

Conferences, seminars, exhibitions and events are an ideal way to promote a project supported by European funding. All materials and documents produced for an event in advance, on the day and after the event including invitations, tickets, press releases, exhibition stands, and presentation slides must acknowledge and reference the funding received by displaying the appropriate Logo.

Projects funded by European Regional Development Fund should notify your local communications representative within the Managing Authority about the event in order to give them a chance to attend and/or provide programme exhibition stands. In some circumstances it may be possible to provide a Minister or a representative from the Programme to speak at an event.

## 3.8 Informing Beneficiaries/Participants of European Programme Funded Projects

All beneficiaries/projects (including match-funded provision) must inform all participants who are taking part in activities associated with the project about the support from the specific fund and the European Union at the start of their activity.

Projects must ensure that they have provisions in place to notify those taking part in the project activity that it benefits from the fund. Ways to ensure this is achieved include:

- Mention during induction sessions as part of a training course.
- Note the support in any contracts or paperwork given to beneficiaries/participants.
- State the support in internal newsletters and bulletins.
- Provide the beneficiary/participant with a leaflet explaining European programme investment in your project.
- Ensure that plaques and posters are used in line with this guidance.
- Use of the relevant funding stream Logo on publications and electronic media, in line with this guidance.

**Youth Employment Initiative and European Social Fund** - where European Social Fund is supporting an operation that is receiving funding from the Youth Employment Initiative, projects must ensure that:

- Those taking part are specifically informed of the Youth Employment Initiative support provided through the European Social Fund funding and the specific Youth Employment Initiative allocation.
- Any document relating to the implementation of that operation and issued for the public or for participants, including an attendance or other certificate, shall include a statement to the effect that the operation was supported under the Youth Employment Initiative.

## 3.9 List of Operations

The Department for Communities and Local Government and Department for Work and Pensions are required to publish online a 'List of Operations' that have received support from European funds. Please be aware that acceptance of your Funding Agreement is also an acceptance of inclusion on the list.

## 3.10 Evidencing Publicity Activities

Regular monitoring and audits can take place a long time after the project has been completed. Therefore ensure all evidence is kept until advised by the Managing Authority that it is safe to dispose of it. Guidance about document retention is available from your local Programme team.

If a project is unable to evidence adherence to the publicity requirements, it can result in a financial penalty. When fulfilling the publicity requirements it is important to remember that

any publicity materials produced and services used, must adhere to the European Union procurement rules and regulations.

Failure to provide appropriate evidence is identified as one of the most common audit failings and is subject to a high degree of attention from UK and European Commission verification and audit visits.

# Section 4 – Contact Us

## 4.1 Contact information

If you require any further clarification on the correct application of these guidelines please contact

**European Regional Development Fund communication contact by emailing**

**[esif@communities.gsi.gov.uk](mailto:esif@communities.gsi.gov.uk)**

**European Social Fund communication contact by emailing**

**[ESF.2014-2020@dwp.gsi.gov.uk](mailto:ESF.2014-2020@dwp.gsi.gov.uk)**

**For European Agricultural Fund for Rural Development publicity guidance, projects should contact DEFRA**

For European Agricultural Fund for Rural Development publicity guidance, projects should contact their local Defra Rural Development team.

**For Greater London Authority** – The Greater London Authority, in its role as Intermediate Body, will require documents at a programme level in London (such as Opt-In Organisation procurement documents) - to include the “supported by Mayor of London” logo lock-up and will need to be approved by the Greater London Authority prior to distribution. This requirement applies to Opt-In organisations and does not apply to general beneficiaries of European Structural and Investment Funds funding. For further information and ‘logo lock-up’ approval, please contact the Greater London Authority at [esf@london.gov.uk](mailto:esf@london.gov.uk) or [erdf@london.gov.uk](mailto:erdf@london.gov.uk).

# Section 5 – Reference sources

- **Logos** – [www.gov.uk/government/publications/european-structural-and-investment-funds-project-requirements-and-publicity-materials](http://www.gov.uk/government/publications/european-structural-and-investment-funds-project-requirements-and-publicity-materials)

Logo formats available are:

- Low resolution images suitable for most web applications (png)
- Low resolution images suitable for small scale print (jpeg)
- High resolution images suitable print production (eps)

- **Publicity Templates** – [www.gov.uk/government/publications/european-structural-and-investment-funds-project-requirements-and-publicity-materials](http://www.gov.uk/government/publications/european-structural-and-investment-funds-project-requirements-and-publicity-materials)

The toolkit contains a series of individual documents and templates required to meet publicity requirements.

- Poster templates
- Press release template - including editors notes

- [European Union Regulation No 1303/2013](#)
- [European Union Regulation No 1304/2013](#)
- [European Commission Implementing Regulation EU No 821/2014](#)
- [Greater London Authority](#)