



investing  
in **your** future  
European Regional Development Fund  
European Union



## **Regional Competitiveness and Employment Objective**

### **A Communications Plan for the West Midlands ERDF Programme 2007 – 2013**

#### **Investing in Your Future: Effective Communications**



**Version 6 April 2012**

## 1. Introduction

This is the Communication Plan for the West Midlands ERDF Programme for the Regional Competitiveness and Employment Objective 2007-2013. Working in partnership with regional stakeholders, the Programme Delivery Team: West Midlands on behalf of the Department for Communities and Local Government (DCLG) is the Management Authority responsible for the management of the Programme and production and delivery of this Plan.

On 1<sup>st</sup> July 2011 the management of the Programme formally transferred from Advantage West Midlands to the Department for Communities and Local Government (DCLG). The programme is delivered locally by the Programme Delivery Team: West Midlands (PDT WM) on behalf of DCLG. This plan reflects this new management and delivery arrangement.

## 2. Background

The Operational Programme was adopted by the European Commission on Monday 17<sup>th</sup> December 2007. This Programme aims to boost the productivity of businesses and reduce inequalities by ensuring that everyone has the opportunity to contribute to and benefit from the region's economic growth. The Programme's budget in the West Midlands is €400m. This will be complemented by €372m for the European Social Fund (ESF) Programme 2007 - 2013.

The Structural Fund Implementing Regulation (*Commission Regulation (EC) No 1828/2006*) was adopted on 8 December 2006. The regulation includes articles relating to the provision of information and publicity strategies and measures, which are attached at **Annex 3**. In line with these regulatory requirements this Communication Plan sets out how the Programme Delivery Team: West Midlands will provide information on the Operational Programme and publicise its outcomes and achievements. The main Information and Publicity Measures to promote the 2007-2013 ERDF Programme are attached as **Annex 1**. This is version 6 of the Communications Plan which has been updated to reflect the progress to date and lessons learnt through implementation of completed communication activities.

An activity plan detailing the activities to take place for the remaining years of the Programme lifetime has been produced and attached as **Annex 2**. In addition to this a separate Review Report has been produced which details the activities completed under the Communications Plan from January 2008 to March 2012 for the ERDF Programme.

The Communication Plan has been approved by the Local Management Committee (LMC) and is a working document which will be updated as the Programme develops. The Plan will be re-submitted to the LMC in the event of a significant change to the approach.

## 3. Purpose and Aims

The purpose of the Plan is 'to increase awareness of the ERDF Programme in the West Midlands - what it does and its achievements and impact at a regional level'. More specifically:

- raise public awareness of the role played by the ERDF Programme and how it contributes to the region, with emphasis on Programme achievements through best practice project examples;

- publicise to potential applicants the funding opportunities provided by the ERDF Programme and give details regarding accessing and obtaining funding ensuring transparency at all levels ;
- create a visible unity through consistency of messages and branding;
- assist the continual improvement of information and publicity measures through evaluation;
- assist all ERDF funded activity with an understanding of the mandatory requirements and advise on appropriate measures to meet them e.g. Publicity.; and
- implement publicity measures that take account of sustainability issues.

#### 4. Objectives

The objectives of the plan apply to the delivery of the ERDF Programme at a regional level, and are to:

- provide a clear description and explanation of the ERDF Programme publicity measures to be implemented;
- provide clear, positive messages about the ERDF Programme;
- provide accurate and clear information regarding availability of funding for the ERDF Programme to the target audiences and specifically potential beneficiaries;
- ensure the information and publicity requirements of EU regulations are met; and
- detail how information and publicity measures are to be reviewed and evaluated.

#### 5. Key messages

In line with the aims and objectives set out above, the key messages for promotion are as follows:

The vision for the West Midlands ERDF Operational Programme is to:

- achieve a significant increase in the productivity of the business base in the West Midlands;
- to reduce unemployment and inequalities; and
- ensure that the region's economic growth is achieved in a sustainable manner.

The ERDF Programme will be delivered through 5 key priority areas of activity:

- Priority 1 - Promoting Innovation and Research & Development
- Priority 2 - Stimulating Economic Development
- Priority 3 - Achieving Sustainable Urban Development
- Priority 4 - Developing Inter-Regional Activity
- Priority 5 - Technical Assistance

Underpinning this will be the following messages, which state that the ERDF Programme is:

- **transforming the lives** and communities of people across the region by investing in high value and benefit driven projects;

- **developing the innovation potential of the region** particularly through knowledge transfer between the region's world class science base and the business community;
- **supporting business creation and diversification** into higher value knowledge-based activities and improve access to finance for business investment to facilitate this transition;
- **encouraging enterprise in those areas of greatest need in the region**, ensuring that the potential of all individuals is harnessed to help achieve the region's productivity goals;
- **learning** how other regions across Europe have achieved a step change in productivity improvements and economic / social cohesion and apply those lessons in the West Midlands; and
- **supporting the Lisbon agenda** and other relevant Government strategies.

## 6. Target Groups

The target audience will differ depending on the nature of the message to be communicated, and appropriate media will be used to reach and engage each audience. The key stakeholders are:

- ERDF projects including beneficiaries and potential beneficiaries;
- regional partners;
- media and opinion formers at national, regional and local level;
- Ministers;
- the general public;
- the European Commission; and
- DCLG staff.

## 7. Resources

The Programme Delivery Team: West Midlands provides the main human resource to deliver the Communication Plan. The overall management of the plan is the responsibility of the Programme Delivery Team: West Midlands. ([lynsey.cooke@communities.gsi.gov.uk](mailto:lynsey.cooke@communities.gsi.gov.uk) / 0303 444 6587)

DCLG provide the funding for implementing the Communication Plan. The indicative budget for ERDF activities to be delivered from April 2012 to March 2015 is **£2,000**. This includes TA and DCLG match funding.

The Plan takes into consideration the marketing freeze which the current Government put into place in June 2010 which prohibits any new budget spend on marketing activities unless approved through an official marketing exemption submission. Therefore the activities detailed within this plan and associated budget costs are based on a predominantly in-house approach which will still ensure compliance with the mandatory European Commission publicity requirements. Should the budget situation change the activities planned and budget costs will be revised accordingly.

Below are two tables which estimate the costs associated with the remaining financial years of the Programme lifetime and the publicity measures scheduled to take place. These are estimations and subject to change:

<b>Financial Year</b>	<b>Total Cost</b>
<b>2012 - 2013</b>	£2,000 (including VAT)
<b>2013 - 2014</b>	£0 (including VAT)
<b>2014 - 2015</b>	£0 (including VAT)
<b>TOTAL</b>	<b>£2,000</b> (including VAT)

<b>Financial Year</b>	<b>Events, Visits and Workshops</b>	<b>Website</b>	<b>Enews</b>	<b>eDMs – (Including Bidding rounds and updates)</b>	<b>Media</b>	<b>Promotional and Guidance Materials</b>	<b>Reports and Papers</b>	<b>List of Beneficiaries</b>	<b>Internal Comms</b>
<b>2012 - 2013</b>	£2,000	£0	£0	£0	£0	£0	£0	£0	£0
<b>2013 - 2014</b>	£0	£0	£0	£0	£0	£0	£0	£0	£0
<b>2014 - 2015</b>	£0	£0	£0	£0	£0	£0	£0	£0	£0

**Notes** (All figures include vat)

1. Events, Visits and Workshops – This includes costs for facilities, materials required and promotion. For 2012 / 2013 only, costs have been allocated to the purchase of an essential presentation kit to ensure successful delivery. This includes digital camera, digital projector, netbook / laptop and essential event equipment.
2. Website – The website is maintained by DCLG and the Programme Delivery Team: West Midlands and therefore no monetary value is associated with this activity.
3. Enews – This activity will be completed using free on line software
4. eDMs (including bidding rounds and updates) – This activity will be completed using free on line software
5. Media – All press releases on will be carried out by the Programme Delivery Team: West Midlands. Costs would be associated with photography requirements.
6. Promotional and Guidance Material – A number of different materials and activities will fall under this category.
7. Reports and Papers –These activities are delivered in-house. Therefore no monetary value is associated with this activity.
8. List of Beneficiaries –The list will be produced by DCLG centrally for all regions using management systems and placed on the website. Based on this process there is no monetary value associated with this activity.
9. Internal Comms – These activities are delivered in-house. Therefore no monetary value is associated with this activity.

## 8. Roles and responsibilities

The Programme Delivery Team: West Midlands is responsible for the following communication activities:

- disseminating the approved Operational Programme and the financing opportunities it offers widely and to all interested parties – ensuring that details on the financial contribution of the EU through ERDF funds are prominent;
- the development, implementation, review and updating of the Communication Plan;
- providing funding recipients with clear and comprehensive information on publicity requirements through contractual arrangements and supporting guidance and where appropriate publicity resources;
- informing the monitoring committee of the Communication Plan in line with Article 4.1 of Commission Regulation (EC) no 1828, which includes providing details of the information and publicity measures carried out; the means of communication used and examples of such measures;
- ensuring that annual reports, the midterm annual implementation report for 2010 and the final report on implementation of the Operational Programme in line with Article 4.2 of Commission Regulation (EC) no 1828 include;
  - examples of information and publicity measures carried out when implementing the Communication Plan;
  - the arrangements for the information and publicity measures carried out as referred to below and stated in point (d) of Article 7(2) including where appropriate the electronic address where the data can be found;
  - details of any major amendments made to the Communication Plan; and
  - assessment of the results of the information and publicity measures in terms of visibility and awareness;
- providing projects with clear and detailed information on;
  - the conditions of eligibility to be met to qualify for financing under the Operational Programme and the contacts at a regional level who can provide information on the Operational Programme; and
  - a description of the procedures for examining funding applications, the criteria for selecting the operations to be financed and the time periods likely to be involved;
- involving other regional and local bodies in the dissemination of funding opportunities to potential Providers;
- organising the following information and publicity measures in line with Article 7.2 of Commission Regulation (EC) no 1828;
  - a major information activity publicising the launch of the Operational programme;  
(Completed January 2008 – See Communications Plan - Review Report)
  - at least one major information activity a year, presenting the achievements of the Operational Programme;
  - the publication, electronically or otherwise, of the list of projects, the names of

the operations and the amount of funding allocated to the operations.

Projects are to be informed that acceptance of funding is also an acceptance of their inclusion in the list of projects to be published. This activity will ensure transparency of all activities.

- support the Managing Authorities (Department for Communities and Local Government) responsibility to fly the European Union flag on Europe day 9<sup>th</sup> May by promoting the day through the most appropriate communication activities; and
- designating a person to act as the information and publicity contact for the Commission and to assist on the network and exchange of experience across Member States on information and publicity matters, in line with Article 10 of Commission Regulation (EC) no 1828.

Beneficiaries of ERDF are responsible for:

- complying with contractual requirements on information and publicity measures as determined by the Implementing regulation. This compliance will also include;
  - complying with measures such as the erection and display of plaques and billboards where applicable;
  - informing participants and the general public of EU and ERDF support;
  - displaying the funding logo on all publicity materials in accordance with Annex I of Commission Regulation (EC) NO 1828; and
  - agreeing to place details of their ERDF projects on the centrally accessible list of approved beneficiaries and projects.

## 9. Information and Publicity Measures

Information and publicity activity will be targeted at the entire ERDF target audience or one or more groups within the target audience as appropriate. The nature of the message and needs of the target audience will determine the information and publicity measure(s) that is/are used.

The main information and publicity tools that are expected to be used to deliver the Communication Plan are set out in **Annex 2**.

## 10. Critical Success Factors

When developing information and publicity activities it is essential to establish critical success factors which help describe performance and progress made.

These critical success factors will include:

- regional stakeholders and ERDF beneficiaries will have an increased level of knowledge, awareness and recognition of the ERDF Programme;
- all ERDF beneficiaries and the Programme Delivery Team: West Midlands are adhering to the EC publicity regulations;
- a suite of effective and flexible information and publicity tools will be established ; and



- communication activities have helped to deliver and publicise a successful Programme which meets all European Commission targets set.

## **11. Evaluation**

Evaluation plays an important part in all publicity activities to ensure continuous improvement for future work developed. It is essential to establish how activities will be evaluated during the early planning stages.

Best practice and lessons learnt and other publicity activities carried out by the Programme Delivery Team: West Midlands will be used to inform the evaluation techniques chosen. To allow for more in-depth evaluation to take place, Technical Assistance may be used as funding (to be confirmed).

As a minimum, this evaluation will include:

- The Programme Delivery Team: West Midlands to review the plan and its effectiveness;
- An annual survey which will be presented and carried out through established communication channels such as the newsletter and website; and
- Activity based evaluation and feedback mechanisms.

Further details on the specific evaluation activities for each measure are details in **Annex 2**.

**Main Information and Publicity Measures to promote the 2007-2013 ERDF Programme**

<b>Information and Publicity Measure</b>	<b>Additional Information</b>	<b>Lead responsibility</b>
<b><u>Publicising the Operational Programme and Official Launch</u></b>	Details on the publicising of the Operational Programme and official launch can be found in the Communications Plan – Review Report.	PDT WM (in collaboration with others)
<b><u>ERDF logo and branding</u></b>	<p>The Programme Delivery Team: West Midlands will use the logo in all information and publicity measures and there is a contractual requirement placed with all projects to use the logo on all information and publicity measures.</p> <p>Details on the development of the logo, how we have helped projects access and use the logo and also adhere to the publicity guidelines is detailed in the Communications Plan – Review Report.</p>	PDT WM
<b><u>Contractual arrangements and guidance</u></b>	To ensure that the provision of information and publicity measures are embedded into Programme delivery arrangements, the Programme Delivery Team: West Midlands have included direction within the funding agreements and supporting guidance. These comply with the requirements of the publicity Articles in Commission Regulation (EC) no 1828 and the measures set out in this Communication plan. This includes ERDF plaques, billboards and all other publicity requirements which funded projects are required to fulfil. The Programme Delivery Team: West Midlands also provide information and guidance on the requirements.	DCLG & PDT WM
<b><u>Website</u></b>	<p>Rapid growth in internet access for individuals, businesses and other organisations has confirmed the importance of the website as the primary tool for providing key messages and up-to-date information.</p> <p>For more information on the website activity see the Communication Plan – Review Report</p>	PDT WM
<b><u>Partner and Project Websites</u></b>	<p>In addition to using the website to promote and communicate Programme messages with the target audiences, websites of partners have been and will continue to be used.</p> <p>For more information on the website activity see the Communication Plan – Review Report</p>	PDT WM, Regional Partners & Beneficiaries
<b><u>List of beneficiaries</u></b>	A list of projects, the names of the operations and the amount of public funding allocated to the operations is made publicly available in line with Article 7.2(d) of Commission Regulation (EC) No 1828/2006. The list is accessible on the website.	DCLG

<b>Information and Publicity Measure</b>	<b>Additional Information</b>	<b>Lead responsibility</b>
<b><u>Enews</u></b>	<p>A newsletter is distributed regularly to ERDF delivery partners, external stakeholders and others who request copies. The newsletter informs on the latest Programme news and achievements. It also promotes Programme events, other useful sources of information and provides contact points for funding opportunities and issues of interest.</p> <p>Details on past enews activity is available in the Communications Plan – Review Report.</p>	PDT WM

<b>Information and Publicity Measure</b>	<b>Additional Information</b>	<b>Lead responsibility</b>
<b><u>Reports</u></b>	<p>In line with Commission Regulation (EC) No 1828/2006 each year's Annual Implementation Report for the ERDF Programme will include:</p> <ul style="list-style-type: none"> <li>• a summary of information and publicity measures that have been implemented;</li> <li>• examples of such measures; and</li> <li>• any major amendments to the Communication Plan and annual information and publicity plans.</li> </ul> <p>The reports for mid term 2010 and the final implementation report will contain an assessment of the results of the information and publicity measures in terms of visibility and awareness of the ERDF programme and the role played by the Community.</p> <p>All reports are accessible on the website or directly from the Programme Delivery Team: West Midlands.</p> <p>Also in line with the Commission Regulation (EC) No 1828/2006 Article 4, a summary detailing communication activities completed and planned will be provided at the scheduled Local Monitoring Committee (LMC) meetings</p>	PDT WM
<b><u>Internal Communication Activities</u></b>	<p>All key messages and developments on the new Programme will be communicated to staff on a regular basis. This will include what impacts the developments will have on staff and also details on what external partners have been told to ensure consistency of messages. Specific Programme Delivery Team: West Midlands communication channels will be used to communicate this information.</p>	PDT WM
<b><u>Programme Publications</u></b>	<p>Throughout the Programme period, general and specific publications will inform target audiences about the ERDF Programme. To help minimise the impact on the environment, where appropriate materials will be placed on the website as downloadable documents rather than be printed and distributed centrally.</p> <p>More information on the completed publications is available in the Communications Plan – Review Report.</p>	PDT WM
<b><u>Annual major information activities</u></b>	<p>In line with Article 7.2(a) of Commission Regulation (EC) No 1828/2006 there will be at least one major information activity each year to promote the achievements of the Operational Programme. The form to which this takes every year may be different. Example activities include a newsletter, Government or Commission visits to ERDF funded activities, a public event or major publication.</p>	PDT WM

<b>Information and Publicity Measure</b>	<b>Additional Information</b>	<b>Lead responsibility</b>
	Details on past activities is available in the Communications Plan – Review Report	
<b><u>Media Activity</u></b>	<p>Most measures to engage with the media are likely to be about specific project announcements or activities.</p> <p>Regional press releases will be the primary means of engaging the media and reaching the general public, and will supplement other measures targeted at specific groups.</p>	PDT WM
<b><u>Promotional Materials</u></b>	<p>A range of promotional materials will be produced through the lifetime of the Programme for use at events, workshops etc. to raise awareness of the ERDF Programme in the region. Sustainability issues will be considered when producing materials and where possible promotional materials will be produced from recycled paper and other materials.</p> <p>Details on promotional materials produced is available in the Communications Plan – Review Report</p>	PDT WM
<b><u>Enquiries</u></b>	The website provides an email address for written enquiries and a telephone number for verbal enquires.	PDT WM
<b><u>Monitoring and Evaluation of Communications activity</u></b>	In line with Article 2.2(e), 4.2 and 4.3 of Commission Regulation (EC) No 1828/2006, the Programme Delivery Team: West Midlands will undertake thorough monitoring and evaluation of all communications activity to measure the impact of information and publicity measures in terms of transparency, awareness of Operational Programmes and the role played by the European Community. Evaluation will be embedded into the delivery of information and publicity measures and will be proportionate to each measure being evaluated.	PDT WM

**Activities plan to promote the 2007-2013 ERDF Programme**

<b>Activity</b>	<b>Aim</b>	<b>Target Audience</b>	<b>Timetable</b>	<b>Expected Results</b>	<b>Evaluation Criteria</b>	<b>Links to EC Publicity Requirements</b>
<b>Events, Visits and Workshops</b>	To publicise and clearly communicate the ERDF Programme	Potential ERDF projects, Opinion formers at national, regional and local level, Regional stakeholders and partners from all sectors, European Commission, Ministers, Staff involved in European work.	Partnership event – annual  Training workshops – quarterly  Minister visit – annual or as requested	Successful and informative events, visits and workshops held which increase the level of knowledge of partners and other target audiences regarding the Programme and accurately conveys the messages on delivery for future activities	<u>Targets:</u> - 1 Partnership event per year - 1 Minister visit per year - 4 training workshops per year - Event materials produced - Attendance by variety of partners and target audiences - Positive feedback replies from feedback forms and speakers	In line with Commission Regulation (EC) No 1828/2006 Article 7.1 and 7.2
<b>Website</b>	To act as a key communication tool for the ERDF Programme, providing information on Programme developments, key messages, access to documents, application guidance and a point of enquiry.	General public, ERDF projects, Media, Opinion formers at national, regional and local level Regional stakeholders and partners from all sectors, European Commission ERDF staff.	Update and refreshed as required.	Establishment of a main information source which displays all key information for all audiences regarding the Programme	<u>Targets:</u> - Average of 250 hits per month on the ERDF section - Quarterly review - Inclusion in annual questionnaire	In line with Commission Regulation (EC) No 1828/2006 Article 5.1, 5.2, 5.3 and 7.1
<b>Enews (Electronic Newsletter)</b>	To communicate key Programme messages, updates on topic areas and share best practice. A mixture of articles and case studies to be included.	ERDF projects, Opinion formers at national, regional and local level Regional stakeholders and partners from all sectors, European Commission.	Distributed regularly to fit with other programme update activity (see eDMs)	Establishment of a regular enews newsletter that is distributed to partners and contains timely and accurate news, updates and achievements of the Programme.	<u>Targets:</u> - 4 editions per year - 3 case studies / articles per edition - Inclusion in annual questionnaire - Edition feedback from recipients	In line with Commission Regulation (EC) No 1828/2006 Article 7.1
<b>eDMs (Including Bidding Rounds and Updates)</b>	To communicate updates on Programme delivery and bidding opportunities with target audiences	ERDF projects, Potential ERDF projects, Opinion formers at national, regional and local level, Regional stakeholders and partners from all sectors,	In line with Programme developments and bidding round timetables	Target audiences are informed of Programme developments and bidding opportunities are promoted as widely as possible to help with understanding, knowledge and applications for funding	<u>Targets:</u> - Regular Programme updates through year - 4 minimum - As per bidding opportunities - Inclusion in annual questionnaire	In line with Commission Regulation (EC) No 1828/2006 Article 5.2, 5.3 and 7.1

		European Commission				
<b>Media</b>	Inform all main regional and local stakeholders and others with an interest in ERDF. Media tools including articles and press releases will be used to celebrate ERDF project success, make announcements and communicate Programme news	General public, ERDF projects, Media, Opinion formers at national, regional and local level Regional stakeholders and partners from all sectors, European Commission	Ongoing – Media releases produced in line with Programme developments	Establishment of sound working relationships with the regional media and completion of activities have raised the profile and understanding of the Programme with the media and its audiences	<u>Targets:</u> - Information distributed via the media annually - Inclusion in annual questionnaire	In line with Commission Regulation (EC) No 1828/2006 Article 7.1
<b>Promotional and guidance materials</b>	To publicise and explain the Programme and its achievements to raise awareness and knowledge.  To explain to projects the mandatory ERDF regulatory requirements and support with advice, guidance and assistance on how to meet and implement them successfully.	General public, ERDF projects - potential and those awarded funding, Opinion formers at national, regional and local level Regional stakeholders and partners from all sectors, European Commission	Advice and guidance – Ongoing through the lifetime of the Programme.  Produced in line with Programme developments and audience needs  Case Study booklet – produced annually  Guide to Funding for Private Sector businesses – produced Spring 2012	Suite of Programme promotional materials completed and available for use. Materials will cover all aspects of the Programme required for successful delivery.  Projects understand and adhere to contractual requirements through the support and guidance provided on the regulations.	<u>Targets:</u> - Verbal advice as required - Accurate suite of materials available for use - Guide to Funding for Private Sector Businesses - Case Study booklet - Inclusion in annual questionnaire - Successful fulfilment of contractual requirements by projects assessed through monitoring activities	In line with Commission Regulation (EC) No 1828/2006 Article 7.1, 8 and 9
<b>Reports and papers</b>	To inform key stakeholders (particularly Local Committee Members) of the developments of the Communication Plan and its publicity measures.  In line with Commission Regulation (EC) No 1828/2006 Article 4.  To publicise and share the achievements of the Programme	Regional stakeholders (Committee Members) ERDF projects, Opinion formers at national, regional and local level Regional stakeholders and partners from all sectors, European Commission	Update Papers - Produced in line with meeting dates – 3 per year  Comms Update - Commission requirements for annual reports - annually  Annual Review – Produced annually	Accurate and informative papers and reports produced detailing the delivery of communication activities against the approved Communications Plan and achievements	<u>Targets:</u> - Updates produced in line with meeting dates – 3 per year - 1 annual review produced annually - Verbal feedback from meetings - Written feedback from the European Commission	In line with Commission Regulation (EC) No 1828/2006 Article 4.1, 4.2 and 7.1
<b>List of beneficiaries</b>	To keep all audiences informed on the projects which have been approved for ERDF funding. List to include project names, the names of the operations and the	General public, ERDF projects, Media, Regional stakeholders and partners from all sectors,	Ongoing – List updated monthly at national level and placed on website as projects are approved.	List of beneficiaries produced on a regular basis and accessible on the website. Establishes an open and transparent method of communicating information on	<u>Targets:</u> - Updated on website monthly (National responsibility)	In line with Commission Regulation (EC) No 1828/2006 Article 6 and 7.2

	amount of public funding.  In line with Article 7.2(d) of Commission Regulation (EC) No 1828/2006.	European Commission Programme Delivery Team: West Midlands		how the Programme is being delivered.		
<b>Internal Comms</b>	To keep Programme Delivery Team: West Midlands staff informed on Programme news and developments. This will ensure consistency of external and internal messages and raise awareness and knowledge of the Programme with staff.	Programme Delivery Team: West Midlands	Team topic presentations – 1 per month at team meetings  Information distributed as required	Programme Delivery Team: West Midlands are kept informed on the key developments, news and achievements of the Programme through this weekly tool. Ensures awareness is kept high and key information is circulated to all teams.	<u>Targets:</u> - Articles produced annually - Team topic presentations – 1 per month - Verbal feedback from staff	N/A



**Implementing Regulation (EC) NO 1083/2006:  
Information and Publicity Articles**

**Section 1  
Information and publicity**

*Article 2  
Preparation of the communication plan*

1. A Communication Plan, as well as any major amendments to it, shall be drawn up by the managing authority for the Operational Programme for which it is responsible or by the Member State to cover several or all operational programmes co-financed by the European Regional Development Fund (ERDF), the European Social Fund (ESF) or the Cohesion Fund.
2. The communication plan shall include at least the following:
  - (a) the aims and target groups;
  - (b) the strategy and content of the information and publicity measures to be taken by the Member State or the managing authority, aimed at potential beneficiaries, beneficiaries and the public, having regard to the added value of Community assistance at national, regional and local level;
  - (c) the indicative budget for implementation of the plan;
  - (d) the administrative departments or bodies responsible for implementation of the information and publicity measures;
  - (e) an indication of how the information and publicity measures are to be evaluated in terms of visibility and awareness of operational programmes and of the role played by the Community.

*Article 3  
Examination of compatibility of the communication plan*

The Member State or the managing authority shall submit the communication plan to the Commission within four months of the date of adoption of the operational programme or, where the communication plan covers two or more operational programmes, of the date of adoption of the last of these operational programmes.

In the absence of observations made by the Commission within two months of receipt of the communication plan, the plan shall be deemed to comply with Article 2(2).

If the Commission sends observations within two months of receipt of the communication plan, the Member State or the managing authority shall within two months send a revised communication plan to the Commission.

In the absence of further observations by the Commission within two months of submission

of a revised communication plan, it shall be considered that the communication plan may be implemented.

The Member State or the managing authority shall commence the information and publicity activities provided for in Articles 5, 6 and 7, where relevant, even in the absence of the final version of the communication plan.

#### *Article 4*

##### *Implementation and monitoring of the communication plan*

1. The managing authority shall inform the monitoring committee for each operational programme of the following:
  - (a) the communication plan and progress in its implementation;
  - (b) information and publicity measures carried out;
  - (c) the means of communication used.

The managing authority shall provide the monitoring committee with examples of such measures.

2. The annual reports and the final report on implementation of an operational programme, referred to in Article 67 of Regulation (EC) No 1083/2006, shall include:
  - (a) examples of information and publicity measures for the operational programme carried out when implementing the communication plan;
  - (b) the arrangements for the information and publicity measures referred to in point (d) of Article 7(2) including, where applicable, the electronic address at which such data may be found;
  - (c) the content of any major amendments to the communication plan.

The annual implementation report for the year 2010 and the final implementation report shall contain a chapter assessing the results of the information and publicity measures in terms of visibility and awareness of operational programmes and of the role played by the Community, as provided for in point (e) of Article 2(2).

3. The means used for implementing, monitoring and evaluating the communication plan shall be proportional to the information and publicity measures identified in the communication plan.

#### *Article 5*

##### *Information measures for potential beneficiaries*

1. The managing authority shall, in accordance with the communication plan, ensure

that the operational programme is disseminated widely, with details of the financial contributions from the Funds concerned, and that it is made available to all interested parties.

It shall in addition ensure that information on the financing opportunities offered by joint assistance from the Community and the Member State through the operational programme is disseminated as widely as possible.

2. The managing authority shall provide potential beneficiaries with clear and detailed information on at least the following:
  - (a) the conditions of eligibility to be met in order to qualify for financing under an operational programme;
  - (b) a description of the procedures for examining applications for funding and of the time periods involved;
  - (c) the criteria for selecting the operations to be financed;
  - (d) the contacts at national, regional or local level who can provide information on the operational programmes.

In addition, the managing authority shall inform potential beneficiaries of the publication provided for in point (d) of Article 7(2).

3. The managing authority shall involve in information and publicity measures, in accordance with national laws and practices, at least one of the following bodies that can widely disseminate the information listed in paragraph 2:
  - (a) national, regional and local authorities and development agencies;
  - (b) trade and professional associations;
  - (c) economic and social partners;
  - (d) non-governmental organisations;
  - (e) organisations representing business;
  - (f) information centres on Europe as well as Commission representations in the Member States;
  - (g) educational institutions.

*Article 6*  
*Information measures for beneficiaries*

The managing authority shall inform beneficiaries that acceptance of funding is also an acceptance of their inclusion in the list of beneficiaries published in accordance with point (d) of Article 7(2).

*Article 7*  
*Responsibilities of the managing authority relating to information and publicity measures for the public*

1. The managing authority shall ensure that the information and publicity measures are implemented in accordance with the communication plan and that they aim at the widest possible media coverage using various forms and methods of communication at the appropriate territorial level.
2. The managing authority shall be responsible for organising at least the following information and publicity measures:
  - (a) a major information activity publicising the launch of an operational programme, even in the absence of the final version of the communication plan;
  - (b) at least one major information activity a year, as set out in the communication plan, presenting the achievements of the operational programme(s) including, where relevant, major projects;
  - (c) flying the flag of the European Union for one week starting 9 May, in front of the premises of each managing authority;
  - (d) the publication, electronically or otherwise, of the list of beneficiaries, the names of the operations and the amount of public funding allocated to the operations.

Participants in an operation of the ESF shall not be named.

*Article 8*  
*Responsibilities of beneficiaries relating to information and publicity measures for the public*

1. The beneficiary shall be responsible for informing the public, by means of the measures laid down in paragraphs 2, 3 and 4, about the assistance obtained from the Funds.
2. The beneficiary shall put up a permanent explanatory plaque that is visible and of significant size no later than six months after completion of an operation that fulfils the following conditions:
  - (a) the total public contribution to the operation exceeds EUR 500 000;

(b) the operation consists in the purchase of a physical object or in the financing of infrastructure or of construction operations.

The plaque shall state the type and name of the operation, in addition to the information referred to in Article 9. That information shall take up at least 25% of the plaque.

3. The beneficiary shall, during the implementation of the operation put up a billboard at the site of each operation which fulfils the following conditions:

(a) the total public contribution to the operation exceeds EUR 500 000;

(b) the operation consists in the financing of infrastructure or of construction operations.

The information referred to in Article 9 shall take up at least 25% of the billboard.

When the operation is completed, the billboard shall be replaced by the permanent explanatory plaque referred to in paragraph 2.

4. Where an operation receives funding under an operational programme co-financed by the ESF and, in appropriate cases, where an operation receives funding under the ERDF or the Cohesion Fund, the beneficiary shall ensure that those taking part in the operation have been informed of that funding.

The beneficiary shall provide clear notice to the effect that the operation being implemented has been selected under an operational programme co-financed by the ESF, the ERDF or the Cohesion Fund.

Any document, including any attendance or other certificate, concerning such an operation shall include a statement to the effect that the operational programme was co-financed by the ESF or, where appropriate, the ERDF or the Cohesion Fund.

#### *Article 9*

##### *Technical characteristics of information and publicity measures for the operation*

All information and publicity measures aimed at beneficiaries, potential beneficiaries and the public shall include the following:

(a) the emblem of the European Union, in accordance with the graphic standards set out in Annex I, and reference to the European Union;

(b) reference to the Fund concerned:

(a) for the ERDF: “European Regional Development Fund”;

(b) for the Cohesion Fund: “Cohesion Fund”;

(c) for the ESF: “European Social Fund”;

(c) a statement chosen by the managing authority, highlighting the added value of the intervention of the Community, and preferably “Investing in your future”.

For small promotional objects, points (b) and (c) shall not apply.

*Article 10*  
*Network and exchange of experience*

1. Each managing authority shall designate the contact persons to be responsible for information and publicity and shall inform the Commission accordingly. In addition, Member States may designate a single person for all operational programmes.
2. Community networks comprising the persons designated under paragraph 1 may be set up to ensure exchanges of good practice, including the results of implementation of the communication plan, and exchanges of experience in implementing the information and publicity measures under this Section.
3. Exchanges of experience in the field of information and publicity may be supported through technical assistance under Article 45 of Regulation (EC) No 1083/2006.

**Annex I: Instructions for creating the emblem and a definition of the standard colours**

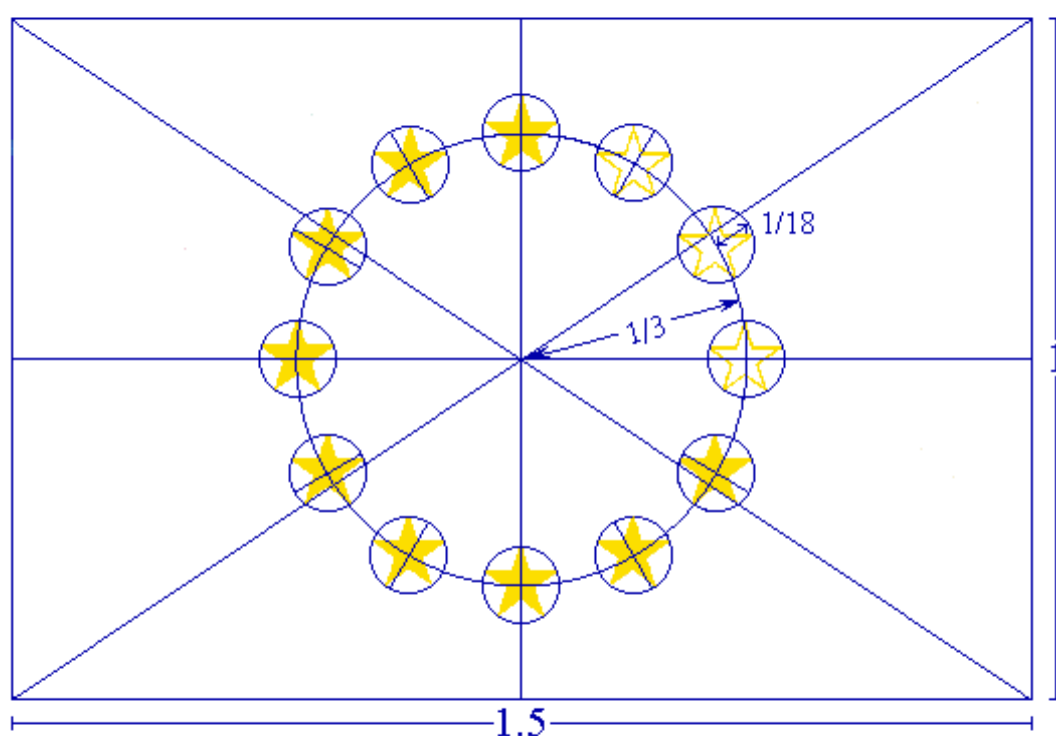
**SYMBOLIC DESCRIPTION**

Against a background of blue sky, twelve golden stars form a circle representing the union of the peoples of Europe. The number of stars is fixed, twelve being the symbol of perfection and unity.

**HERALDIC DESCRIPTION**

On an azure field a circle of twelve golden mullets, their points not touching.

**GEOMETRIC DESCRIPTION**



The emblem has the form of a blue rectangular flag of which the fly is one and a half times the length of the hoist. Twelve gold stars situated at equal intervals form an invisible circle whose centre is the point of intersection of the diagonals of the rectangle. The radius of the circle is equal to one third of the height of the hoist. Each of the stars has five points which are situated on the circumference of an invisible circle whose radius is equal to one eighteenth of the height of the hoist. All the stars are upright, i.e. with one point vertical and two points in a straight line at right angles to the mast. The circle is arranged so that the stars appear in the position of the hours on the face of a clock. Their number is invariable.

**REGULATION COLOURS**

The emblem is in the following colours:

PANTONE REFLEX BLUE for the surface of the rectangle;

PANTONE YELLOW for the stars.

#### Four-colour process

If the four-colour process is used, recreate the two standard colours by using the four colours of the four-colour process.

PANTONE YELLOW is obtained by using 100% "Process Yellow".

PANTONE REFLEX BLUE is obtained by mixing 100% "Process Cyan" and 80% "Process Magenta".

#### INTERNET

In the web-palette PANTONE REFLEX BLUE corresponds to colour RGB:0/0/153 (hexadecimal: 000099) and PANTONE YELLOW to colour RGB:255/204/0 (hexadecimal: FFCC00).

#### MONOCHROME REPRODUCTION PROCESS

Using black, outline the rectangle in black and print the stars in black on white.



Using blue (Reflex Blue), use 100% with the stars reproduced in negative white.



#### REPRODUCTION ON A COLOURED BACKGROUND

If there is no alternative to a coloured background, put a white border around the rectangle, the width of the border being 1/25th of the height of the rectangle.





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