

# Building Better Opportunities



**Guide to delivering European funding**

Section nine: Publicity

## About this guide

This is just one section in a series of guidance documents that make up the Guide to delivering European funding (the 'Guide'). These documents are designed to support you to manage your Building Better Opportunities grant and should be used in conjunction with guidance produced by the Managing Authority and European Commission and does not replace it. This is guidance only and cannot cover all scenarios that grant holders will encounter.

This version of section eight replaces all those we have previously published.

**For the full contents visit our website [here](#)**

This guide summarises the full England 2014 to 2020 European Social Fund Branding and Publicity Requirements, which lay out the ESF requirements in full and apply to all grant holders as recipients of ESF funding. Please read these requirements carefully alongside this guide to ensure you fully understand what is expected of you. The ESF Branding and Publicity requirement document can be downloaded at:

<https://www.gov.uk/government/publications/european-structural-and-investment-funds-programme-guidance>

Please note, where the ESF guidelines talk about 'The Logo' Building Better Opportunities grant holders are asked to use the joint ESF and The National Lottery Community Fund logo referred to in section 9.3 of this guide.

In January 2019, the Big Lottery Fund changed its name to The National Lottery Community Fund. At the same time, the BBO logo was updated.

Any existing printed materials with the old BBO logo (featuring the Big Lottery Fund logo next to the ESF logo) can still be used. We ask that anything newly produced features the current BBO logo, and all websites and digital materials are updated as soon as possible.

## Summary of changes

January 2019 - references to "Big Lottery Fund" replaced with "The National Lottery Community Fund", and logo and notes to editor updated. Pantone references for both logos added to guidance. About this guide has been updated to reflect recent changes made to sections one, six and eight of the Guide.

September 2018 - Section 9.1 and 9.3 updated to reflect Article 125 feedback and clarification on logo size. Updated links to the ESF guidance have been added, together with text changes to 9.2 Types of publicity and text stating the need to send us draft materials has been removed.

November 2017 - New section "Participant engagement activity" added and press release notification for approval by BLF increased to at least 48 hours.

September 2017 - Notes to editors updated (pages 4/5)

August 2017 - hyperlink to sample poster download on page3 (9.2 Types of Publicity) updated.

July 2017 - Part 9.2: Media and Public Relations Activity "notes to the editor" has been updated.

May 2017 - New "National Lottery Funded" logo added and Notes to the editor" funding figures updated on pages 4 and 5.

March 2017 - Delayed quarterly update, complete section rewritten plus new logo.

September 2016 - Quarterly update, with use of National

Insurance number for participant ID, updated Annex K, new Annex Q and revised annexes in Oct/Nov.

June 2016 - This version of the Guide incorporates appropriate comments gained from the consultation review in April 2016.

Any changes to the Guide will be:

- ✓ communicated on our website and on the inside page of each section
- ✓ emailed to current grant holders and highlighted in our programme e-bulletin.

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## 9.1 Why is publicity important?

The European Commission has set out specific guidelines relating to publicity that must be followed by every organisation that is involved in the delivery of your project.

These guidelines aim to help promote and publicise the activities we've funded and the impact of this money. It is the responsibility of the lead organisation and their partners to ensure that they are being followed at all times.

The consequences of non-compliance are serious and could lead to repayment by you to us of some or even all of the funding paid to your project.

Audit and verification checks of your communication activities will be carried out by us, the managing authority and the European Commission. The completion of one audit or verification check does not guarantee that an audit or verification by another body will not raise issues. It is absolutely vital that projects not only meet the requirements set out here but also retain verifiable evidence that communication activities and publicity materials are fully compliant.

The Article 125 team will be taking a wider view considering projects' intentions to acknowledge ESF funding, bearing in mind the good work done by projects, and considering publicity materials as a whole rather than as individual items. The significance and scale of any non-compliance will be taken into account.

To help ensure the publicity requirements are being implemented in full, it's a good idea to put someone in place who is responsible for managing communications and marketing for the project.

## 9.2 Types of publicity

### Posters

Lead organisations and their partners / subcontractors must display **at least** one poster to acknowledge your funding at a location readily visible to the public, for example in the entrance area of your building. The poster must be a minimum of A3 size. You can download a sample poster at

<https://www.tnlcommunityfund.org.uk/funding/programmes/building-better-opportunities/building-better-opportunities-resources>

You are welcome to edit the design, as long as it still complies with these guidelines.

### Print and publications

All printed documents and publications must contain a sentence to acknowledge the Building Better Opportunities funding, in addition to featuring the logo. This includes, but is not limited 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
- ✓ stationary
- ✓ letterheads and compliment slips
- ✓ reports and papers
- ✓ project documentation - for example timesheets, induction material etc

- ✓ materials
- ✓ job procurement descriptions

We also request that you acknowledge the funders with the following wording, ‘This project is funded by the European Social Fund and The National Lottery Community Fund.’

Electronic and hard copies of all materials should be kept as evidence of compliance with the regulations.

### Events, conferences, seminars and workshops

All materials and documents produced for an event, including invitations, tickets, press releases, exhibition stands and presentation slides must acknowledge and reference the funding received by displaying the logo.

### Electronic materials

All organisations involved in delivering your Building Better Opportunities project (including partners) must have a short description of the project on their website which summarises its aims and results. It must also acknowledge that the funding has come from the European Social Fund and The National Lottery Community Fund.

Where a website has been developed specifically for the funded project, the full colour version of the logo must be placed prominently on the homepage.

Where you are placing details of the project on a website which is not exclusively for the project, the full colour version of the logo must be placed on the main page for the project. You can also put it on the homepage of your website if you feel it is appropriate.

The logo must be visible when the visitor first lands on the website inside the viewing area of at least one digital device (for example, a desktop pc) without requiring the visitor to scroll down the page.

In addition to websites, you should make sure that all of the electronic materials relating to the project display the logo. This includes but is not restricted to:

- ✓ E- newsletters
- ✓ Presentation slides
- ✓ Press releases
- ✓ Email footers and signatures
- ✓ Audio visual materials including films, video, DVDs or CD Roms
- ✓ Social media tools including Facebook and Twitter.

### Social media

You must include the Building Better Opportunities logo in all social media posts about you project. This can be done in two ways:

- ✓ Adding the Building Better Opportunities logo to social media posts as a separate, standalone image
- ✓ Adding the Building Better Opportunities logo to images that already exist

### Media and Public Relations activity

It is good practice to develop press releases for the launch of the project and to publicise key milestones and achievements. All press releases relating to the project must include:

- (1) The Building Better Opportunities logo.
- (2) A text reference to the European Social Fund and The National Lottery Community Fund. We recommend referencing the funders in this order, to avoid the necessary mention of the European Social Fund being removed by editors. We recommend the wording “This project is funded by the European Social Fund and The National Lottery Community Fund.”
- (3) The ‘notes to editors’ text below:

- ✓ *The National Lottery Community Fund is the largest community funder in the UK - we’re proud to award money raised by National Lottery players to*

*communities across England, Scotland, Wales and Northern Ireland. Since June 2004, we have made over 200,000 grants and awarded over £9 billion to projects that have benefited millions of people. We're privileged to be able to work with the smallest of local groups right up to UK-wide charities, enabling people and communities to bring their ambitions to life.*

[Website](#) | [Twitter](#) | [Facebook](#) | [Instagram](#)

- ✓ *The BBO project has received [insert amount of funding for your project] of funding from the National Lottery Community Fund and 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, the European Social Fund helps local areas stimulate their economic development by investing in projects which will support skills development, employment and job creation, social inclusion and local community regenerations. For more information visit <https://www.gov.uk/european-growth-funding>.*

You must have a signed funding agreement in place before any media or public relations activities to publicise the project take place.

**All press releases must be signed off by The National Lottery Community Fund.** Please send them to [press.office@tnlcommunityfund.org.uk](mailto:press.office@tnlcommunityfund.org.uk), and give at least 48 hours' notice wherever possible. We understand that 48 hours' notice may not be possible for reactive releases, but should be incorporated into plans for events, campaigns and good news stories.

If a project, beneficiary or partner is interviewed by the media (print, TV or radio) with the aim to produce a news story about the project, or produces a radio or TV advertisement to promote

the project, reference should be made to the European Social Fund and The National Lottery Community Fund.

Original copies of press releases and copies of any coverage obtained as a result of the press release should be retained as evidence.

## 9.3 The logo

The Building Better Opportunities logo is made up of two elements. The National Lottery Community Fund logo and the European Social Fund logo. The logo must not be separated, and must be applied correctly, prominently and consistently on all websites, publicity materials and project documentation produced in relation to the Building Better Opportunities programme.

### Location and size

The logo should be placed in a prominent and suitable position on all publicity materials. The logo can be used alongside programme logos and those of other partners, provided the ESF logo is equal to all other logos by either height or width. It is acceptable for logos to be larger in one of these dimensions, but not both.

Auditors will only be concerned with the ESF logo, not the entire lockup logo. Where logos are the same height as the ESF logo this should not cause a problem. Where measuring by width, logos must be the same size as the ESF logo, not the overall BBO logo.

You can download the logo by clicking [here](#).

A black and white logo is also available to download from the website, but should be used sparingly and only when justified.

The logo must be a minimum of 25mm in height. The original proportions must be maintained.



## Clearance zone

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

## Incorrect use of the logo

The logo must not be broken up, rotated, squashed, or reproduced in colours other than those listed in the guide.

The logo must not be reproduced in a different typeface.

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 must not deviate from the font types listed in the regulations.

The positioning of the text in the logo must not interfere with logo in any way.

When resizing the logo it must stay in proportion and not become distorted.

Pixilation or blurring of the logo resulting from the use of an incorrect format or insufficient resolution must be avoided.

## Pantone references

Pantone references for the pink in The National Lottery Community Fund logo are:

### Magenta

#### Print

Pantone Process Magenta

C1 M97 Y4 K0

#### Screen

R230 G0 B126

#E5 00 7D

Pantone references for the ESF logo can be found on page 7 of the [ESIF branding and publicity guidance](#)

## 9.4 Informing participants

As well as promoting the role of The National Lottery Community Fund and European Social Fund on your written and electronic materials, you must also make sure that participants are notified that the money for the project has come from both these sources.

Lead organisations and their partners must ensure that The National Lottery Fund and the European Social Fund are acknowledged:

- During induction sessions, including when completing the participant entry form (see **Section six: Participants**).
- In all support and paperwork provided to participants.
- In internal newsletters and bulletins.
- In any leaflets explaining the European investment in the project.
- In all communication activities listed under **9.2 Types of publicity**.

It's essential that you retain evidence that you have informed participants in these ways. We, the Managing Authority or the European Commission may also ask to speak to participants engaged on the project to check this.

## 9.5 Evidencing publicity

Failure to provide appropriate evidence of publicity is one of the most common audit failings and is subject to a high degree of attention from National and European Commission auditors. It is therefore paramount that lead organisations and their partners have robust working practices in place from the very start of the project to ensure the publicity requirements are being met.

If organisations are unable to evidence adherence to the publicity requirements, a financial penalty may be imposed by us, the Managing Authority or the European Commission.

During the monitoring of your project, we will make regular checks of the publicity and promotional materials organisations are producing. We may ask you send us a sample of these.

We suggest:

- Put someone in place who is responsible for managing communications, publicity and marketing for the project.
- If you have queries, or are unsure of how to apply the guidance to your marketing, please contact [press.office@tnlcommunityfund.org.uk](mailto:press.office@tnlcommunityfund.org.uk). Please be aware that whilst we wish to be helpful and answer grant holders' queries, we can only offer advice, and cannot approve materials on behalf of external auditors.
- Keep originals of everything. If you reference a communication activity anywhere in your project work then you must have evidence of this to hand. Verification and audit visits will look at publicity as a matter of course and if a particular item is missing or incorrect, this could contribute to a financial penalty being imposed.

## 9.6 Participant engagement activity

Many projects have used events, activities and incentives to engage participants. It is important that promotional materials for these activities accurately represent the aims of Building Better

Opportunities and how European and National Lottery money is being used. Where promotional materials do not accurately inform the public about the use of public money, there is a risk of reputational damage to The National Community Lottery Fund, and of non-compliance with ESF regulations.

Promotional materials should describe the relevance the activity has to your aims. It should be clear that this activity will provide an opportunity to find out more about the BBO project. If you would like further advice, please contact [press.office@tnlcommunityfund.org.uk](mailto:press.office@tnlcommunityfund.org.uk)

## 9.7 Specific requirements for The National Lottery Community Fund logo

The Gambling Commission own the trademarks for the crossed fingers artwork.

We may share your details with the Gambling Commission to enable it to monitor your compliance with their guidelines (which are encompassed in the requirements laid out in this guide) and to take appropriate action if you are in breach of its terms.

We have the right to withdraw our permission relating to the use of the beneficiary logo, at any time and for any reason. For example:

- If the Gambling Commission ends our permission to use it
- If you do not comply with the guidelines
- If your grant from National Lottery funds is withdrawn, suspended or terminated.

When this permission ends, you must stop using The National Lottery Community Fund immediately. If you have any questions regarding acknowledging your grant please contact [press.office@tnlcommunityfund.org.uk](mailto:press.office@tnlcommunityfund.org.uk)