



Meeting ESF Guidelines on Your Website

To support you with the publicity guidelines I have been looking at grant holders websites. The standard of the websites varies greatly, but there are some common themes. Below are some suggestions to ensure your website is informative, engaging and compliant.

Informing the Public of Support via Your Website

**European Union Regulation No 1303/2013
Chapter II Information and Communication - Annex XII
Article 2.2**

2. During implementation of an operation, the beneficiary shall inform the public about the support obtained from the Funds by:

- (a) providing on the beneficiary's website, where such a website exists, a short description of the operation, proportionate to the level of support, including its aims and results, and highlighting the financial support from the Union.**

All partners of the project are 'beneficiaries' and should feature the project on their website.

This description should include the aims and results of the project, and a sentence highlighting the financial support from the European Social Fund and The National Lottery Community Fund. While a project is ongoing, we recommend that you update the website regularly with results.

Given the size of the grants, "proportionate to the level of support" should be interpreted as a high standard. The description must remain on the website throughout the implementation of the operation. We therefore suggest a static page, not a news or blog article, which are at risk of being archived before the project is finished.

Good Practice

A number of websites are currently vague on project information. As well as explaining the aims of the Building Better Opportunities project, describe how your project will achieve these aims.

To reach the high level of detail that is "proportionate to the level of support", we suggest your description includes:

Who are your participants?

Are they of a specific age group, gender, ethnicity or social background? What barriers to work are they facing?

What local issues are you addressing?

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Does your local area have a recurring problem that you are tackling?

What specific activities are you undertaking?

Outcomes, such as “improving confidence,” can be vague. Include detail on how you will achieve this. Will support be one to one or in groups? What specific skills will participants gain? Will they gain them in a classroom setting or by hands-on experience? Do you give advice, or do you support participants to find their own solutions?

How many people will take part?

What are your targeted outputs? If you are already delivering your project, how many people have taken part so far?

What is unique about your project?

All BBO projects are aiming to move the most disadvantaged and disengaged people nearer to work, but how is your project doing this? The approaches range from helping individuals start up social enterprises, making benches to teach woodwork skills, or providing interview clothes and skills to build confidence. Make this your spot to tell your interesting, unique stories.

Who is your audience?

The aim of your website is “informing the public” so don’t write your description for professionals in your field. Describe your work to a member of the public, avoiding unnecessary jargon that is not widely understood.

How do we demonstrate our results?

The regulations require that you must feature results. We appreciate that this may be difficult for projects in early stages, but you should update your websites and results throughout the project. There are a number of ways to show positive outcomes from your project. This could include the numbers of people now in training or education, stand out successes, case studies, feedback or quotes from participants.

The Logo

**European Union Implementing Regulation 821/1204, Chapter II
Technical characteristics for displaying the Union emblem and the reference to
the Fund or Funds supporting the operation
Article 4 (4.1-4.3)**

**3. When the Union emblem, the reference to the Union and the relevant Fund are
displayed on a website:**

**(a) the Union emblem and the reference to the Union shall be visible, when
landing on the website, inside the viewing area of a digital device, without
requiring a user to scroll down the page;**

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The full colour version of the BBO Logo must be placed on the project or organisation website. This is in addition to featuring a sentence in your description acknowledging funding.

The BBO logo must feature on the project specific pages. Optionally, it may also be added to your website home page. Ensure that you are using the Building Better Opportunities logo, which features both The National Lottery Community Fund and the European Social Fund.

The logo must be visible without requiring a user to scroll down the page. The easiest way to achieve this is by placing the logo in the top, right hand corner. Placing the logo at the bottom of the screen should be avoided as it may risk losing visibility on screens of a different size and resolution. Once your web page is live, double check that the logo is visible when landing on the page.

As always, the general guidelines about use of the BBO logo apply. See section 9.2 of The National Lottery Fund guide to European Funding, and section 2.3, 2.4 and 2.5 of the European Regional Development Fund and European Social Fund Branding and Publicity Requirements.

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