



EUROPE & SCOTLAND
European Social Fund
Investing in a Smart, Sustainable and Inclusive Future

European Structural Funds and The National Lottery Community Fund lock-up guidance

About this guide

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

This guide summarises the full European Structural Funds (ESF) 2014 - 2020 Publicity Requirements gov.scot/policies/european-structural-funds, 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.



If an operation is not compliant with publicity requirements, ESF funding may have to be repaid to the Scottish Government.

The retention dates for any documentation or promotional materials can be found in the ESF document retention guidance under Document Retention Periods.

gov.scot/publications/esif-document-retention-guidance

Please note, where the ESF guidelines talk about 'the logo' you are asked to use the joint ESF and The National Lottery Community Fund lock-up.

You can download the lock-up from our website tnlcommunityfund.org.uk/esfscotland

The lock-up

The lock-up is made up of two elements. The European Social Fund (ESF) logo and The National Lottery Community Fund logo.

How to use the lock-up:

- The lock-up should always be used in full colour.
(In certain circumstances a black and white version is permissible, written consent from The National Lottery Community Fund will be needed.)
- The original proportions should be maintained at all times.
- Approximately 10mm of space should be allowed around the lock-up on A4 page (scale proportionally for different formats).
- Absolute minimum print height: 30mm.
- Recommended height: 40mm.
- The lock-up must not be separated redrawn, stretched or cropped in any way.

Location of the lock-up

The lock-up should be scaled proportionally according to the size of the document. For example, the minimum size of the logo should not be used on a large banner stand as proportionally, this is too small.

As mentioned above, the lock-up should be placed in a prominent and suitable position on all publicity materials (ideally at the top right hand corner). The lock-up can be used alongside programme logos and those of other partners, provided the lock-up is **at least as large** as the largest of the other funding partner logos.

If a programme has its own logo, it may be larger than the lock-up, however the lock-up must still be equal to or larger than the largest funding logo on the page.

Publicising your funding

As a recipient of funding, you should maximise the publicity of your operations, highlighting the positive contribution that European Structural Funds and The National Lottery Community Fund are making in Scotland.

Posters

Lead partners and delivery agents should display at least **one poster** at a location readily visible to the public, for example in the entrance area of your building. The poster must be at least A3 size.

Marketing materials and merchandise

All printed documents and publications must acknowledge the funding from ESF and The National Lottery Community Fund in the top right-hand corner where possible. This includes, but is **not** limited to:

- leaflets / flyers / invitations / booklets
- PowerPoint presentations
- letterheads and compliment slips
- project documentation (e.g. time-sheets, induction material, materials, participant records, attendance sheets, certificates)
- exhibition banners/stands/pop up stands
- general advertisements, job advertisements and notices
- leaflets, brochures, flyers and posters
- newsletters
- stationary and promotional items
- case studies
- job procurement descriptions
- videos.
- business cards

Where possible, on larger promotional materials, such as a banner, also add Twitter handles [@scotgovESIF](#) and [@TNLComFundScot](#)

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 lock-up.

Using the lock-up on your websites

Lead partners and delivery agents should clearly acknowledge the funding on their website.

- The lock-up should be used in full colour on your website at a minimum size of 323px by 110px and should link to the ESF website gov.scot/policies/european-structural-funds
- The minimum requirement for your website is to have the lock-up at the top right hand corner of your homepage, or on a relevant web-page.
- If you are unable to place the lock-up on the top right hand corner of the homepage then the lock-up should be placed on any page referring to the ESF and The National Lottery Community Fund funding.
- The lock-up should be given equal prominence to any other logos on the web-page.
- Any web-page where the lock-up is placed, should also contain a short description of the operation (proportionate to the level of support) including its aims and results and highlight the financial support from the European Union and The National Lottery Community Fund.

Social media

Where possible, you should include the ESF and The National Lottery Community Fund lock-up in all relevant social media posts. You should also:

- follow the European Structural Fund (@scotgovESIF) and The National Lottery Community Fund (@TNLComFundScot) on Twitter
- re-tweet relevant posts shared by ESF and The National Lottery Community Fund
- when promoting an event tag @scotgovESIF and @TNLComFundScot so we can be involved in sharing your news too
- use these hashtags where possible #ESIF #sstructuralfundsscotland #Nationallottery
- promote ESF and The National Lottery Community Fund as much as possible on all your social media channels not just Twitter.

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:

- the ESF and The National Lottery Community Fund lock-up
- a text reference to the ESF and The National Lottery Community Fund
- an acknowledgement that the funding was received from the European Structural Fund and The National Lottery Community Fund as well as how much money was received
- ensure the names of both organisations are typed out in full
- copies of press releases should be retained for auditing purposes.

The 'notes to editors' text should be as follows:

The Scottish Government is the Managing Authority for the European Structural Funds 2014-20 Programme. For further information visit our [webpages](#) or follow [@scotgovESIF](#).

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.

Delivering Financial Inclusion will see up to £16.3 million in combined ESF and National Lottery funds (£9.5 million from The National Lottery £6.9million from [European Social Fund](#)), used to address issues around financial exclusion and expand individual's financial capacity in five Scottish local authority areas by February 2020.

Informing participants

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

Lead organisations and their partners should ensure that the ESF and The National Lottery Community Fund are acknowledged:

- during induction sessions, including when completing the participant entry form
- in all support and paperwork provided to participants
- in internal newsletters and bulletins
- in any leaflets, flyers, booklets
- in all communication activities listed under the publicising your funding section of this guide.



It's essential that you retain evidence that you have informed participants in these ways for auditing purposes

Case studies

Lead Partners and Delivery Agents are actively encouraged to gather information for case studies which can be used to promote their operation and the European Structural Funds.

Case study material may include photos, videos or interviews with participants.

The Scottish Government and The National Lottery Community Fund will contact organisations for case study material which may be used as part of a wider ESIF publicity campaign. It is therefore important to ensure all participants and staff that feature in a case study are aware of this and have given the appropriate consent for their details to be shared.

Preparing for audit

All documentation relating to the promotion and publicity of ESF and The National Lottery Community Fund operations must be retained for audit purposes.

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 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 an operation cannot provide documentary evidence it will be assumed they have not fulfilled the publicity requirements and may result in them having to repay the funding awarded.

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For further information please contact our advice team at advicescotland@tnlcommunityfund.org.uk or on 0300 123 7110