



European Union
European Structural
and Investment Funds

Sunderland Community Led Local Development (CLLD)

Publicity & Communications Guidance

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1. Introduction

This document is for all Sunderland CLLD stakeholders, staff, and delivery partners to ensure consistent publicity and communications and to enhance the Sunderland CLLD programme brand. The document outlines the minimum standards by which the Sunderland CLLD programme must abide and record for audit purposes in compliance with European Structural Investment Fund regulations.

As a recipient of European Structural and Investment Funds (ESIF), the CLLD programme is required to actively acknowledge the support it receives through the ESIF 2014-20 Programme and to publicise this as widely as possible. All project publicity must include appropriate use of the ESIF logo in the prescribed format and the wording European Structural and Investment Funds.

Projects should publicise ESIF support as widely as possible, including through the use of press releases and case studies to promote community engagement, share learning and promote good practice. All publicity material should be developed in line with this CLLD guidance, as well as guidance that may be applicable to your project if it is supported by other funding programmes, such as the Strategic Initiatives Budget or the Big Lottery Fund.

Publicity activity for the CLLD programme will be coordinated by the Communications and Engagement Panel, with support from Sunderland City Council as the Accountable Body.

If you have any questions or queries when using these guidelines, or need anything clarifying, we are here to help you, so please contact clld@sunderland.gov.uk

2. Sunderland CLLD - who are we?

Sunderland's CLLD programme will provide sustainable economic benefits in areas of Sunderland that face significant challenges because of, for example, social exclusion, limited job opportunities, or low levels of employment. It aims to support activities that help to:

- Enhance employment and skills provision
- Boost enterprise and entrepreneurship
- Improve community capacity, partnership working and social innovation

CLLD provides an opportunity for developing new and maybe different ways to focus on the particular needs and circumstances in a very local area. It brings together local communities to explore and understand the challenges and experiences that sometimes make it difficult for people to find a job or set up a new business.

To strengthen our identity and brand, we need to tell people who we are and what we do, as clearly and consistently as possible. We've written three ways to describe the Sunderland CLLD programme. We'd like you to use them and only them.

Short Description

The Sunderland Community Led Local Development Programme (CLLD) is a five year programme to deliver local jobs and economic growth, supported with funding from the European Structural Investment Fund.

Medium Description

The Sunderland Community Led Local Development Programme (CLLD) is a five year programme aimed at stimulating the local economy to deliver jobs and economic growth by supporting activity that addresses local needs and opportunities. Funded with the help of £3.05m of European Structural and Investment Funds and a further £2.75m match funding, the programme will deliver wide-ranging social and economic benefits.

Long Description

The Sunderland Community Led Local Development Programme (CLLD) is a five year programme aimed at stimulating the local economy to deliver jobs and economic growth by supporting activity that addresses local needs and opportunities. Funded with the help of £3.05m of European Structural and Investment Funds and a further £2.75m match funding, the programme will deliver wide-ranging social and economic benefits in the areas being targeted by supporting activities designed to enhance people's skills and employment prospects, boost enterprise and entrepreneurship and improve community capacity, partnership working and social innovation.

3. Brand Guidelines

The identity of Sunderland CLLD is integral to the success of the programme, it affects how people think and feel about the programme. With a large and varied stakeholder base it is vital that our communications should be designed and written in a consistent way.

These brand guidelines are the reference tool for anyone working with the Sunderland CLLD brand. Consistency makes us more identifiable, more memorable, makes people more inclined to participate in our programme and helps to promote general awareness of who we are, what we do and who funds us.

The Sunderland CLLD Publicity & Communications Guidance has been developed with ESIF compliance in mind.

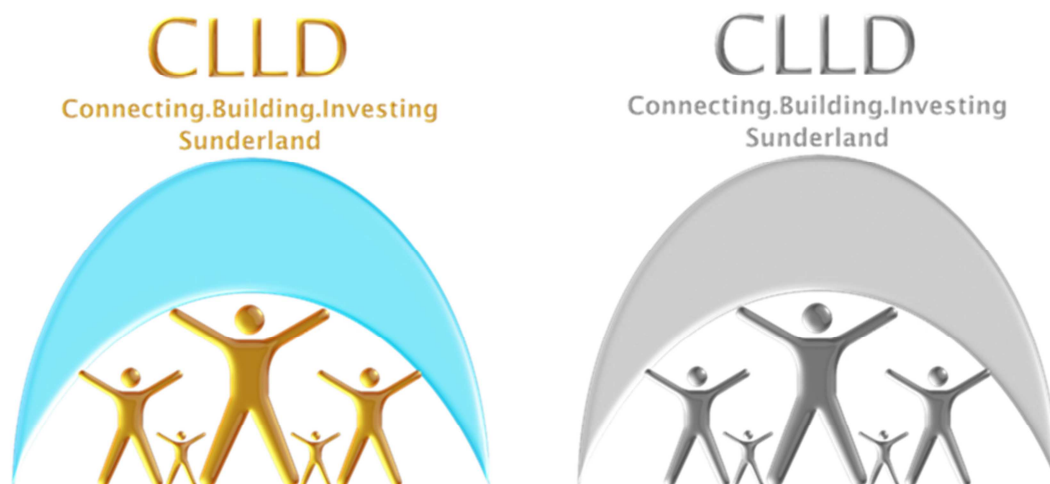
Visual Identity

The Sunderland CLLD logo is a key part of our identity. It should appear in all communications and always be used in a way that is clear and legible.

The logo should not be distorted or amended in any way.

The colour logo is the preferred version and should be used wherever possible. When it is not possible to use the logo in its preferred version, the logo can be used in mono.

There are two versions of the logo:



A zip file containing versions of the CLLD logo in various formats can be downloaded from:

<https://www.sunderland.gov.uk/article/14313/Resources-and-downloads->

Please do not attempt to trace or otherwise reproduce the Sunderland CLLD logo.

4. ESIF - Mandatory Inclusions

ESIF takes publicity and branding very seriously and sets out minimum requirements the Sunderland CLLD programme must comply with. Failure to comply, and provide the required evidence, could mean that funding is clawed back. Whilst publicity will follow standard organisational procedures, necessary adaptations will be taken into account of the strict ESF requirements below:

All stakeholders, staff, and delivery partners will follow strict requirements regarding communications and publicity and all drafts of publicity material will be sent to the CLLD Communications & Engagement Panel for approval.

The Sunderland CLLD programme and its delivery partners must retain verifiable evidence that communication activities and publicity materials complied with ESIF rules. Project managers or lead contacts for CLLD projects will be required to keep a publicity file for their project, containing press releases, website materials, project documentation and records of events (including photographs).

The Sunderland CLLD programme will show evidence of communications and publicity to the ESIF as part of regular monitoring visits, and to other representatives of the UK Managing Authority or EU if selected for audit.

Engagement with participants and beneficiaries of project support

Project managers / lead contacts should ensure that all project participants and beneficiaries (i.e. individuals, organisations or businesses) that they support and work with are made fully aware of ESIF support. This should form part of the induction process with members of project staff and through engagement with individuals, organisations or businesses supported by the project.

Branding and correct use of the ESIF logo

It is mandatory that the correct ESIF logo is used and this is prominent and consistent. CLLD projects must not use the ESF or ERDF logos.

Only one version of the ESIF logo should be used in a single piece of publicity material or project documentation. The logo can be used alongside those of other funding partners provided the logo is at least as large as the biggest of the other funding partner logos.

There are two logo options (portrait and landscape) available for use in relation to projects funded by ESIF. These are available in colour, black and white or white-out depending on the type of document. A zip file containing versions of the ESIF logo in various formats can be found via the following link:

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/634256/Logos_and_Templates.zip

Rules on Colour

If justified, e.g. the material is printed only in black (on a white background), a black and white version of the logo may be used.

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, it is permitted to use the white-out version of the Logo in those cases. 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.

Location and Size

The logo should be placed in a prominent and suitable position on all publicity materials and project documentation. If used alongside other logos, the logo should 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.

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.

Incorrect use of the logo

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

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 the Regulations.

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

5. Publicity Guidance - Printed Media

All printed documents and publications must acknowledge ESIF funding by displaying the logos in a prominent position. As a minimum, the ESIF logo should be used at 25mm height (portrait logo) and 40mm width (landscape logo).

Printed media can include, but is not restricted to:

- General advertisements and notices
- Posters - the locations where CLLD project activities take place must display a poster containing the ESIF logo. Posters should be displayed in prominent public areas such as receptions in each delivery location. Posters must also be displayed in training rooms.
- Job advertisements
- Job descriptions - where applicable must state that the post is fully or part funded by ESIF.
- Leaflets, brochures, and flyers
- Case studies
- Exhibition banners and display panels
- Invitations
- Newsletters
- Stationery – letterheads, compliment slips and business cards
- Reports and papers
- Project documentation - for example timesheets, induction material etc.
- Procurement materials – for example quotation documents, tender announcements, PQQs and other tender documentation.
- Conferences, Seminars & Exhibitions materials including, invitations, tickets, press releases, promotional merchandise and exhibition stands

6. Publicity Guidance - On Line/Electronic Materials

All electronic materials must display the logo. This includes:

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

Email Signatures - all staff members working on the programme must have compliant email signatures. An example of a compliant footer can be found below.

First Name Surname

Job Title

Organisation

Contact Details



Websites - the full colour version of the CLLD and ESIF Logo must be placed on the landing page of your project website. They must be visible without requiring a user to scroll down the page across devices.

Social Media - If you use social media to promote your project, use our #sunderlandclld hash tag in tweets which mention the project so we help celebrate your project success.

7. Publicity Guidance - Media and PR Activity

Press releases and other media and PR activity must include:

- A text reference to ESIF support in the main body of the press release
- The CLLD & ESIF logo
- The notes to editors should include the following information:

The Sunderland Community Led Local Development Programme (CLLD) is a five year programme aimed at stimulating the local economy to deliver jobs and growth by supporting activity that addresses local needs and opportunities. Funded with the help of £3.05m of European Structural and Investment Funds and a further £2.75m match funding, the programme will deliver wide-ranging social and economic benefits in the areas being targeted by supporting activities designed to enhance people's skills and employment prospects, boost enterprise and entrepreneurship and improve community capacity, partnership working and social innovation.

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 Ministry of Housing, 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>

If interviewed by the media (print, TV or radio) about Sunderland CLLD or if you produce a radio or video to promote the project, reference should be made to the ESIF support provided.

All customers, clients and beneficiaries on the Sunderland CLLD programme will be informed that the service they are receiving is funded by ESIF, including acknowledging this on all materials seen by customers, including use of the logo.

8. Additional Requirements

Approval

All marketing and communications materials must be approved by the Sunderland CLLD Communications Panel for their look and content before being printed. This enables us to ensure funder compliance and so we can log the activity for funder monitoring and ensure a consistent approach to the Sunderland CLLD brand. You can email all materials to us at clld@sunderland.gov.uk. We require a 5 day turnaround to sign off any marketing material.

The Sunderland CLLD programme reserves the right to withhold grant funding where publicity materials fail to gain the approval of the CLLD Communications Panel.

Record keeping

All publicity activity and materials (both electronic and hard copies) must be kept by individual partners as evidence of compliance and made available if required for inspection at audit.

Networking

We would encourage all stakeholders and partners to actively participate in networking events held within the Sunderland CLLD programme area to promote and disseminate good practice, project experience and evaluation information.

Sustainability

The Sunderland CLLD programme is committed to promoting sustainable development whilst delivering activities funded by the European Structural Investment Funds, and will require a similar assurance from all delivery providers and their sub-providers. Further details of the Sunderland CLLD Sustainability policy can be found at:

[https://www.sunderland.gov.uk/media/19705/Sun-CLLD-Sustainable-Development-Policy-FINAL/pdf/Sun CLLD Sustainable Development Policy.pdf](https://www.sunderland.gov.uk/media/19705/Sun-CLLD-Sustainable-Development-Policy-FINAL/pdf/Sun_CLLD_Sustainable_Development_Policy.pdf)

Acknowledging other funders

Many grant recipients get funding from other sources and will have to juggle the expectations of all their funders to acknowledge their contributions. If ESIF is the largest funder across your project or portfolio of projects, it is expected to have the greatest prominence. Where other organisations contribute more, we understand you will have to manage all expectations. The ESIF logo can never be omitted as its use is a condition of the grant offer. If you are working with other organisations who have given you other types of support, for example sponsoring an event you are hosting, providing staff or expertise, supplying resources or items for your project to use, we understand you and the sponsor will want to recognise their help but you must manage this in such a way so as not to imply they have funded your project.

Support for partners

The Sunderland CLLD Programme is here to help and support partners with their communication requirements. Part of our process is to ensure you have the marketing materials you need to help us deliver the programme successfully. We have created a number of templates for use by CLLD projects. These include:

- Poster template (landscape and portrait)
- Press release template
- Job description template
- Letter of appointment template
- Timesheet template

These templates can be found at:

<https://www.sunderland.gov.uk/article/14313/Resources-and-downloads->