**Appendix B Publicity regulations for NOMS/ESF Funded projects**







Publicity regulations for NOMS/ESF Funded projects

Guidance of providers and sub-contractors

1st October 2010

**NOMS Co-Financing Organisation**

**Publicity regulations for providers and sub contractors**

The NOMS Co-Financing Organisation has received over £140 million of European Social Fund (ESF) money to finance programmes in prisons and in the community to increase offenders’ opportunities for employment.

The programmes are delivered on behalf of NOMS by a range of providers and sub contractors across England and Wales.

As a condition of receiving ESF money, NOMS and its contracted providers/sub contractors are required to make every effort to publicise the ESF contribution through all available publicity materials.

This requirement is clearly set out in the contract between NOMS and the EU. In turn, providers and sub contractors are contractually obliged to abide by the requirement too.

Any provider/sub-contractor not abiding by the requirement risks losing funding. The ESF regularly audits provider/sub-contractor publicity material and imposes tough penalties on these organisations that do not comply. British organisations have

been fined over £150 million (combined) for not complying with this requirement. So far, NOMS and its providers have complied with the requirement but it must

continue to be vigilant to ensure that ESF receives appropriate recognition.

**The requirement**

The European Commission regulation no 1828/2006 contains full details and providers/sub contractors must read this document for themselves. It can be found on the ESF website [www.esf.gov.uk.](http://www.esf.gov.uk/) The information below is a summary of the main points and should not be relied upon for the full picture.

However the main ESF requirements (summarised), plus NOMS’s own requirements are:

(1) The ESF logo, and mentions of financial support from the EU, must be displayed when ESF opportunities, activities and achievements are described and/or publicised. This includes, ***but is not restricted to,*** display on the following:

• All information and publicity materials, including websites, e-communications, correspondence and literature used by participants

• ESF programme documents such as regional ESF frameworks and Co- Financing plans

• Advertisements, press releases and any media targeted materials

• Display stands and exhibition material

(2) Co-Financing organisations and providers /sub-contractors must display ESF

plaques (see below)

(3) Providers and sub contractors must ensure that:

• Information on funding opportunities offered by ESF and match funds is publicised as widely as possible

• They support other measures to publicise the ESF programme that may be agreed at national, regional and local levels

• All participants are notified and reminded of EU and ESF support at the start of and throughout their activity

For NOMS providers and sub contractors this means that offenders must all be informed at the start of a programme that their support is ESF funded. Posters and leaflets are provided to prisons and probation trusts

• The ESF logo and EU support are publicised on any document including any attendance or other certificate (eg course completion)

• Providers must give data about their projects to NOMS for inclusion in the publicly accessible list of beneficiaries and providers

• Providers and their sub contractors must provide case studies on request to

NOMS for use in publicity

**ESF Plaques**

All providers and sub-contractors must display an ESF plaque showing the European flag at their main locations (where more than 50 ESF or Match participants attend over the lifetime of the project).

The plaque must be clearly visible to staff, participants and other visitors using the building. Posters cannot be used as a substitute for a plaque.

For more details, providers must read the ESF action note 018/09 on the ESF

website. It is a contractual requirement that a plaque is displayed. Plaques will be supplied by the NOMS Co-Financing Organisation.

**ESF logo**

The ESF logo, along with guidance for its use, is available at [www.esf.gov.uk.](https://www.gov.uk/government/publications/using-the-european-social-fund-logo) Organisations must read the guidance before using the logo. The logo strapline “Investing in jobs and skills” may be used but no other strapline is permitted.

**NOMS Branding**

NOMS logo should also be used on the same items as those to which the ESF

regulations apply. This can include:

• Websites

• Posters and leaflets

• Strategy documents and framework plans

• Display stands

The NOMS logo (below) is also governed by guidelines on its use. A copy of the logo and guidance for use is also available as a pdf in Annex 1:





For more information please contact Internal Communications by email:

[communications@noms.gsi.gov.uk.](mailto:communications@noms.gsi.gov.uk)

**Q) The work that we do for NOMS, funded by ESF, is a very small part of our business. Do we still need to display a plaque?**

A) Yes. If you run any NOMS CFO/ESF funded activity, however small, you must display the plaque.

**Q) We are a small sub-contractor organisation and do not have a website. Do we need to set one up?**

A) No, not specifically but if you have any sort of web presence it must include the ESF logo. However there may be information that you must make publicly available and if you don’t have a website it must be available in hard copy.

It is important to note that a website is a more cost effective option that providing printed material and it may be worth considering this as a long term saving measure.

**Q) I have been asked to give a leaflet to every offender that takes part in the programme. Is this practical?**

A) Yes. NOMS will supply the leaflets and further copies are available from your regional engagement manager. It is a specific requirement that offenders are informed at the start of their programme that this support receives ESF funding.

**Q) Must we have the logo on internal documents or memos?**

A) No. it is not necessary for most routine internal documents. However it should be included on larger high profile documents or committee papers that may have an external circulation.

**Q) Surely the ESF don’t check everything?**

**A)** The ESF has committed a very significant amount of money to this project and in return they expect that this will be respected by the recipients and the appropriate recognition given. They make regular checks on publicity material from

organisations of all types and sizes. So far, British organisations have been fined around £150 million because they did not comply with publicity requirements. In some cases up to 10% of the total grant has been recalled.

**Q) What do I do if I am not sure whether the item needs a logo?**

A) If you are a provider please contact NOMS CFO. If you are a sub-contractor please contact your provider in the first instance. Please check if you are uncertain as a wrong decision could lead to financial penalties.

Annex 1 – NOMS Brand Guidance

The latest guidelines for the use of the NOMS logo can be found at the following link:

