

# Health Works for Cornwall

## Publicity & Communications Guidance

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# Version Control

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## Section 1: Introduction

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

As a recipient of European Social Fund (ESF) investment, the Health Works for Cornwall 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 and public facing documents must include appropriate use of the ESF logo in the prescribed format and the wording European Social Fund.

Projects should publicise ESF 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. In addition, all public facing documentation should also include acknowledgement (e.g. job adverts, social media, GDPR guidance). All publicity material should be developed in line with this Health Works for Cornwall guidance.

As the Accountable Body, Cornwall Development Company will coordinate the publicity activity for the Health Works for Cornwall programme. If you have any questions or queries when using these guidelines, or need anything clarifying, we are here to help you, so please contact Claire Hewitt, Health Works for Cornwall Partnership Manager at [claire.hewitt@cornwalldevelopmentcompany.co.uk](mailto:claire.hewitt@cornwalldevelopmentcompany.co.uk)

## Section 2: Health Works for Cornwall – Purpose & Aim

Health Works for Cornwall is an ESF DWP programme for Cornwall and the Isles of Scilly. The programme is designed to support 5,500 workless individuals where there are health related barriers to employment.

Under Health Works for Cornwall, Cornwall Development Company (CDC) will lead the programme and contract with a partnership of 10 organisations, all of whom have been specifically chosen because of their expertise, based on decades of experience in running programmes with the identified target groups.

Health Works for Cornwall will develop collaborative and innovative solutions that will address the underlying key challenges of breaking the cycle of ill health and/or reliance on benefits that can lead to issues such as low earnings, household income issues, long term unemployment, poverty and debt. This is an employment support programme meaning that the principal goal is to progress participants into work.

The project covers the duration from July 2020 to December 2023.

## Section 3: Brand Guidelines

The identity of Health Works for Cornwall 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 presented in a consistent way.

These brand guidelines are the reference tool for all delivery partners working with the Health Works for Cornwall 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. Any shortened version that needs to be used for Health Works for Cornwall, should be "HWC".

The Health Works for Cornwall Publicity & Communications Guidance has been developed with ESF compliance in mind.

### 3.1: Visual Identity

The Health Works for Cornwall 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.

In addition, the following mandatory logos are also required on all communication; ESF, Cornwall Development Company (as the Accountable Body) and Cornwall Council (as primary match funders). **A further update is to follow as to whether the Department of Work and Pensions logo is also required as the Managing Authority for this programme.**

The logos should not be distorted or amended in any way. The size of the logos can be amended although they should remain legible to the extent that it is clear who the funder is.

The colour logos are the preferred version and should be used wherever possible. When it is not possible to use the logos in their preferred version, the logos can be used in monochrome.

Please do not attempt to trace or otherwise reproduce the Health Works for Cornwall logo or any other mandatory logos.

A zip file containing all mandatory logos is attached. **DWP logo may need adding if required.**



Mandatory logos.zip

## Section 4: ESF – Mandatory Inclusions

ESF takes publicity and branding very seriously and sets out minimum requirements the Health Works for Cornwall programme must comply with. Failure to comply, and provide the required evidence, could mean that funding is clawed back. For further information please visit <https://www.gov.uk/government/publications/european-structural-and-investment-funds-programme-guidance>

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 CDC Health Works for Cornwall contract management team for approval.

The Health Works for Cornwall programme and its delivery partners must retain verifiable evidence that communication activities and publicity materials complied with ESF rules. Project Managers or lead contacts for Health Works for Cornwall 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 Health Works for Cornwall programme will show evidence of communications and publicity to the ESF as part of regular monitoring visits, and to other representatives of the UK Managing Authority or EU if selected for audit.

### 4.1: 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 ESF 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. Please refer to ESF investment rather than ESF Funding to represent the emphasis on investing in people rather than funding them.

### 4.2: Branding and correct use of the ESF logo

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

The logo can be used alongside those of other delivery partners, provided the logo is at least as large as the biggest of the other partner logos. There are two logo options (portrait and landscape) available for use in relation to projects funded by ESF. These are available in colour, black and white or white-out depending on the type of document.

### 4.3: 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 whiteout 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.

### 4.4: 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.

### 4.5: 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.

### 4.6: 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

## 4.7: Publicity Guidance- Printed Media

All printed documents and publications must acknowledge ESF funding by displaying the logos in a prominent position. As a minimum, the ESF logo should be used at 25mm height (portrait logo) and 40mm width (landscape logo). This guidance was correct as of November 2020. However, all Delivery Partners are required to stay up to date with ESIF Brand Guidelines (as per the published guidelines on the gov.uk site) which are subject to change.

Printed media can include, but is not restricted to:

- General advertisements and notices
- Posters - the locations where Health Works for Cornwall activities take place must display a poster containing the ESF logo. Posters should be displayed in prominent public areas such as receptions in each delivery location. Posters must also be displayed in training rooms
- Websites or pages directly relates to Health Works for Cornwall
- Job advertisements
- Job descriptions - where applicable must state that the post is fully, or part funded by ESF
- 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

## Section 5: Publicity Guidance - Online/ Electronic Materials

All electronic materials must display all mandatory logos.

This includes:

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

### 5.1: Websites

The full colour version of the Health Works for Cornwall and ESF 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.

### 5.2: Social Media

If you use social media to promote your project, use our #healthworks\_HWC in tweets which mention the project, so we help celebrate your project success. A Health Works for Cornwall Facebook page @healthworksforcornwall, has also been created to share activities and success across the partnership.

## Section 6: Publicity Guidance - Media & PR Activity

Press releases and other media and PR activity must include:

- A text reference to ESF support in the main body of the press release
- The Health Works for Cornwall & other mandatory logos
- The notes to editors should include the following information:

### *Notes to Editors:*

*Health Works for Cornwall is an ESF DWP programme for Cornwall and the Isles of Scilly. The programme is designed to support 5500 workless individuals where there are health related barriers to employment. It is supported through ESF Priority Axis 1, Inclusive Labour Markets (Investment Priority 1.1 Access to Employment for Jobseekers and Inactive People).*

*Cornwall Development Company is the Accountable Body for the funding and provides the programme support, management and processes.*

*Health Works for Cornwall received £7.8 million of investment from the European Social Fund as part of the 2014-2020 European Structural and Investment Funds Growth Programme in England. A further 20% has been match funded, with Cornwall Council being the principal match funders. 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>.*

*Under Health Works for Cornwall, Cornwall Development Company (CDC) leads a partnership of 10 local organisations, all of whom were specifically chosen because of their expertise, based on decades of experience in running programmes with the identified target groups.*

*Health Works for Cornwall have developed collaborative and innovative solutions that will address the underlying key challenges of breaking the cycle of ill health and/or reliance on benefits that can lead to issues such as low earnings, household income issues, long term unemployment, poverty and debt. This is an employment support programme meaning that the principal goal is to progress participants into work.*

*The contract covers a three and a half year period, from July 2020 to December 2023.*

If interviewed by the media (print, TV or radio) about Health Works for Cornwall or if you produce a radio or video to promote the project, please make the CDC contract

management team aware in advance and reference should be made to the ESF support provided.

All customers, participants and beneficiaries on the Health Works for Cornwall programme must be informed that the service they are receiving receives investment from ESF, including acknowledging this on all materials seen by customers, including use of the logo.

We have also produced two quotes that you may wish to use in your initial press publicity:

*Insert CDC Managing Director Quote when received*

This quote will get updated throughout the programme.

## Section 7: Additional Requirements

### 7.1: Approval

All marketing and communications materials must be approved by the CDC Health Works for Cornwall contract management team for their look and content before being printed. This enables Cornwall Development Company to ensure compliance, log the activity for monitoring and ensure a consistent approach to the Health Works for Cornwall brand. You can email all materials to the Health Works for Cornwall Partnership Manager at [claire.hewitt@cornwalldevelopmentcompany.co.uk](mailto:claire.hewitt@cornwalldevelopmentcompany.co.uk). The Health Works for Cornwall Contract Management Team will endeavour to respond as quickly as possible. However, an immediate response cannot be guaranteed.

### 7.2: 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.

### 7.3: Networking

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

### 7.4: Consented Good News Stories

Partners are expected to gain regular consented Good News Stories/Case Studies that comply with General Data Protection Regulation (GDPR). Copies of these are to be emailed to Claire Hewitt, Health Works for Cornwall Partnership Manager at [claire.hewitt@cornwalldevelopmentcompany.co.uk](mailto:claire.hewitt@cornwalldevelopmentcompany.co.uk)

An ESF Case Study Template is attached.



ESF Case Study  
Template.doc

### 7.5: Sustainability

Health Works for Cornwall is committed to promoting sustainable development whilst delivering activities funded by the European Social Funds and will require a similar assurance from all delivery partners and their sub-providers. Further details can be found in Cornwall Development Company's Sustainability policy.



CDC Sustainable Development Policy.doc    HWC Project Specific Sustainable Developpr

## 7.6: Equality & Diversity

All marketing and communications materials must be clear and in Plain English, with alternative formats available should a member of the public request it.

Partners need to be mindful of the Public Sector Equality Duty under the Equality Act 2010. For more information visit: <https://www.gov.uk/government/publications/public-sector-equality-duty>

This programme will be supporting participants with health-related barriers to employment, including Learning Difficulties and Disabilities (LDD). Accessible formats of marketing and communications materials should be available.

The following link may be useful: <https://www.gov.uk/government/publications/inclusive-communication/accessible-communication-formats>

## 7.7: Acknowledging other funders

If delivery partners receive funding from other sources, they may have to juggle the expectations of all their funders to acknowledge their contributions. If ESF 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 ESF logo can never be omitted as its use is a condition of the project 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.

## 7.8: Support for partners

The Health Works for Cornwall team is here to help and support partners with their communication requirements. **Following discussions with partners it may be advantageous to create a number of marketing templates which partners may wish to use. If this is the outcome, a link to these will be included here.**

**A draft Marketing Strategy is also being produced.**