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Communication Plan

2007-2013 Scottish Operational Programmes



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PART 1: Introduction

This Communication Plan defines how information and publicity of the European Structural Funds in Scotland for 2007-13 will be communicated for the Operational Programmes for:

-  Highlands & Islands ESF (CCI:2007UK051PO001)
-  Highlands & Islands ERDF (CCI:2007UK161PO001)
-  Lowlands & Uplands Scotland ESF (CCI:2007UK052PO001)
-  Lowlands and Upland Scotland ERDF (CCI:2007UK162PO001)

It identifies our target groups and other interested parties; the messages and information to be communicated; how these will be communicated; and how the plan will be evaluated. It sets out how we will provide information that is timely, clear, and reliable in a form compatible with EC Regulation 1828/2006.

This plan clarifies and organises the full range of activities undertaken by the Managing Authority (MA) in the European Structural Funds Division (ESFD), within the Scottish Government, in relation to the Programmes. It also clarifies the activities of key intermediary bodies, notably the Intermediate Administrative Bodies (IABs). It aims to ensure that we are robust in our approach to communicating key information about the Programmes through arrangements that are open, effective and engaging in our approach.

In keeping with Article 3 of the Commission Regulation (EC) No 1828/2006, this plan will be submitted to the Commission within four months of the date of adoption of the last of the operational Programmes. This plan will also be refreshed by 31 January for each year of the 2007-13 Programme.

PART 2: Aims and Target Groups

Our overarching aims are:

- To promote the role of the EU and the contribution Structural Funds makes to Scotland in helping to add value to the Scottish Government national strategies
- To raise awareness and understanding of the funding opportunities offered by the EU by providing clear information and guidance by publicising best practice
- To identify who needs to know what, by when and how, in relation to the four Structural Funds Programmes operating in Scotland for 2007-13
- To ensure that our communication and publicity is clear, transparent, accessible and appropriate. And to also ensure this works with key partners to complement their communications activity
- To ensure that our stakeholders are aware and understand the impact of changes to the European Structural Funds Programmes in Scotland, in terms of funding, in terms of policy and in the delivery of the funds. And,
- To ensure full compliance with EU regulatory requirements on information and publicity.

Key Objectives

To do this we will:

- Promote the use of European Structural Funds in helping Scotland contribute to the Lisbon and Gothenburg agendas for sustainable economic growth
- Explain how European Structural Fund Programmes will complement and add value to Scottish national regional and local policies
- Provide clear guidance and access to information about applying for, and progressing through the 2007–2013 programmes
- Include all stakeholders with a common and consistent approach, ensuring that information is processed in a consistent way
- Engage in ongoing discussion with relevant stakeholder groups, ensuring beneficiaries make their participants aware of the ERDF and ESF Programmes through their projects
- To publicise the activities and achievements of the ERDF and ESF programmes in appropriate media at national, regional and local levels
- To comply with EU regulatory requirements on information and publicity at all stages and all levels of the programmes. And,
- To monitor, review and improve publicity and information measures during the life of the programmes.

Target Groups

The information and communication needs of our audiences will vary. We have therefore identified the following groups of stakeholders in order to target our communication activity effectively and appropriately:

- Scottish Ministers
- Scottish Government Communications Teams
- Scottish Government Directorates/Divisions/agencies
- European Structural Funds Division
- Government Organisations
- Political parties, MPs, MSPs, and MEPs
- Intermediate Administration Bodies/Strategic Delivery Bodies/Global Grant Bodies/Community Planning Partnerships
- Structural Funds Partners/Practitioners/Potential and actual beneficiaries
- The general public

A detailed list is attached at Annex C.

Key Messages

Our messages to each audience will be targeted, but the broad messages that we want to communicate are:

Funding and Operational Programmes

- Scotland still receives significant funding in the new programme period. This provides a great opportunity to add value to Scotland's national and regional policies. This is despite a reduction on the Structural Funds received for 2000-06 Programmes.
- With the strong possibility that 2007-13 programming period will be the last significant Structural Funds support allocated to Scotland, there will be a greater emphasis on assisting strategic, legacy projects and in encouraging partners to put in place Structural Funds exit strategies.
- The new Programmes reflect the importance the Commission has attached to the types of activities that directly support the Lisbon and Gothenburg goals. It will be a regulatory requirement for a proportion of each 2007-13 Programme's resources to be earmarked for this purpose.

Delivery Arrangements

- The activities that support the Lisbon and Gothenburg agendas match closely with the domestic aims and national policies directed by the current administration of Scottish Ministers.
- Delivery under the new Programmes will continue in line with existing delivery arrangements. This means largely the same procedures will be followed with regard to competition for awards, advisory group system and other aspects of the competitive process.
- However, as the new Programmes are necessarily more focused, targeted and strategic this has provided the opportunity to streamline processes in delivery while maintaining overall procedures. For example, under the new Programmes: two new administrative bodies replace the existing five Programme Management Executives; the limited use of project commissioning with Strategic Delivery Bodies will be introduced and, a two-stage application process put in place.
- It is essential to stress the importance of up-front compliance to address the increasing audit rigour of Structural Funds. This includes the tightening and clarification of the National Rules on eligibility.
- A new improved IT system will promote better link-up and dialogue between projects, the IABs, Advisory Groups, PMCs and the Scottish Government. This will instil a clearer project lifecycle approach and improve ongoing monitoring and evaluation activities.

PART 3: Information and Publicity Measures

ESFD will work in partnership with ESEP Ltd and Highlands & Islands Programme Partnership Ltd to provide information and to promote the 2007-13 Structural Funds Programmes. Our IAB partners will provide significant input to communications activities in accordance with their respective contracts.

When delivering messages we will take into account (i) the target group and (ii) the type of message to be delivered. The message will then be delivered through the most appropriate medium (such as radio or printed press).

The IABs will keep ESFD informed of all proposed promotional events and seminars and will consult with ESFD on the timing and format of these events as necessary. In addition to this, both organisations have produced Publicity Plans to highlight individual activities that will be undertaken over the next few months. Details of the 2007 Publicity Plan is attached at Annex D.

3.1 Events

Publicity Events 2007

The Scottish Government undertook a series of publicity events for the new Structural Funds Programmes across Scotland in June and July 2007. In total there were 11 full-day events - 5 in the Highlands & Islands and 6 in Lowlands & Uplands Scotland which provided the opportunity to:

- talk with partners and interested parties about project possibilities under the new eligibility criteria
- explain in detail the new application process
- introduce the respective Intermediate Administration Bodies (IABs); and,
- address any individual concerns.

Details of these events were set out on the Scottish Government and IAB websites. All together over 400 people attended.

Publicity Events 2008

The Scottish Government undertook a PR campaign as their major information event for 2008, using the services of the BIG Partnership Ltd. This resulted in numerous press releases, radio and website coverage, pan-Scotland, raising public awareness of European Structural Funds in Scotland.

An evaluation was carried out by the BIG Partnership, on the PR campaign and showed the level of coverage generated and return on investment of 5.2:1. Various criteria were addressed, e.g. mention of ERDF/ESF, mention of the projects' aims and objectives, the mention of total ESF funding awarded to the projects and the overall tone of coverage.

Publicity Events 2009

The Scottish Government is planning the next major information event for 2009. It is planned to build on the work carried out in the 2008 event by the BIG Partnership and also to create a Structural Funds in Scotland DVD.

There are plans to promote Europe Day within European Structural Funds Division as follows:

- Flying European Flag for one week in the premises of the Managing Authority
- Hire the large screen at the Royal Concert hall in Glasgow City Centre for one week, showing clips promoting European Structural Funds and its correlation with Scotland
- Use of publicity stand and continuous DVD loop of European Social Fund (ESF) in reception area of premises of the Managing Authority for one week
- Create two European Structural Funds DVDs, with two themes. The first theme will be along the lines of 'What European Structural Funds can do for you'. This will be a series of short stories from people who have participated in European Structural Funds projects, telling how their lives have changed since becoming involved in European Structural Funds projects. The second short film will be aimed at highlighting how Scotland has benefited from Structural Funds and how the Funds are being used to help support and contribute to economic recovery.

Programme Launches

The new Programmes were launched by the Scottish Minister for Enterprise, Energy and Tourism, Jim Mather MSP, at widely publicised events.

The launch of the Lowlands and Uplands Scotland Operational Programmes was held on 1 October 2007 at Glasgow Royal Concert Hall. As well as Jim Mather key participants included:

- José Palma Andrés, Director DG Regional Policy, European Commission
- Santiago Loranca-Garcia, Head of Geographical Unit for the UK, DG Employment, European Commission
- John Rigg, Head of European Structural Funds Division, Scottish Government
- Gordon McLaren, Chief Executive ESEP Ltd (Intermediate Administration Body)
- John Bachtler, Professor, Strathclyde University

In total 217 people attended this event which was reported in:

- National Press: The Herald page 2 “*Businesses to receive GBP570 million boost from Euro fund*” (360 words) & page 9 “*Increase in EU states sees six-year structural funding cut by half to GBP570m*” (263 words)
- ESEP newsletter – *Link Up*
- Scottish Government website

The launch of the Highlands and Islands Scotland Operational Programmes was held on 5 October 2007 at Marine Science research centre, Oban, Argyll. Again, as well as Jim Mather key participants included:

- Key Partners: North Ayrshire Council, Scottish National Heritage, Argyll and Bute Council, UHI Millennium Institute, The Highland Council, Scottish Council of Voluntary Organisations (SCVO) and the Scottish Trade Union Congress (STUC)
- Jim Millard, European Structural Funds Division, Scottish Government
- Dennis Malone, Chief Executive, HIPP (Intermediate Administration Body)

This event was reported in:

- BBC news “*University plans net cash boost*”
- HIPP newsletter – *Fund Matt€rs*
- Scottish Government website

Technical Events

We have built on previous activities such as the seminars for Community Planning Partnerships and presentations on items such as the new National Rules.

During 2008 a series of workshops have also been carried out offering information and guidance on the 2007-2013 European Structural Fund programmes which included details on:

- A strategic overview of the Programmes
- National Rules/Eligibility
- Registration and the Stage 1 and Processes
- €UROSYS – the new web-based IT system
- Progress Reports and Claims
- Article 60b - Monitoring and Audit.

3.2 Websites

Scottish Government

The Scottish Government's European Structural Funds website – www.scotland.gov.uk/structuralfunds – is a main source of information in relation to activity in the Structural Funds 2007-2013 Programmes.

We will revise and update the website to reflect the new Programme period. To make it as effective, accurate, reliable and trusted as possible, the website will be checked and updated on a regular basis. This was due for a major review in Autumn 2008, however due to staff shortages this has been postponed until Spring 2009.







Also, in keeping with Commission Regulation 1828/2006 Article 7(2)(d), the list of beneficiaries, the names of the operations and the amount of public funding allocated to the operations will be published on the website, as well as the IAB websites.

Our target groups can also contact us through our website at: europeanstructuralfunds@scotland.gsi.gov.uk.

Intermediate Administration Bodies

The rapid growth in internet access for individuals, businesses and other organisations has confirmed the importance of a website as a tool for promoting an organisation's key messages and for providing up-to-date information. The IABs' have significantly reviewed and improved their websites to ensure the efficient dissemination of information for the 2007-13 Programmes.

The ESFD will coordinate with the IABs on the release of information on our respective websites including:

-  publication of major announcements
-  copies of application forms and associated guidance
-  good practice guidance
-  details of latest news and forthcoming events
-  contact points for further information, and
-  a list of beneficiaries and projects after approval of each round.

3.3 Direct Engagement with Stakeholders and Target Groups

Communications Officer

ESFD has a dedicated Communications Officer detailed under Part 5: Administration.

The nature of any communication will determine the information and publicity measures used to reach the desired audience. For example, global messages aimed at all segments of the target audience will be communicated through mediums such as press releases, newsletters and website statements. Alternatively, specific messages to particular sections of the target audience will require a different approach such as seminars and workshops.

The ESFD Communications Officer will work with the Managing Authority, others in Scottish Government and the IABs to ensure that the information and publicity measure used is relevant and appropriate to the message being delivered.

Networks

The Communications Officer attends Networks and Groups in order to address publicity issues and share best practice. She participated in the UK Communications network, which was launched on 22 April 2008. This network is a useful resource that each communication officer within all UK regions can participate in. Elizabeth Holt, Head of Regional Affairs and Networks, European Commission/UK chaired the meeting. It was highlighted at this first meeting that we were leading the way in Europe, as the UK is the first Member State to create such a network. The Commission were present and endorsed the network.

She also attended the conference for Structural Fund Information Officers held in Brussels on 26 and 27 November 2007. This was organised by the Directorate General for Regional Policy, in cooperation with the Directorate General for Employment, Social Affairs and Equal Opportunities and the Directorate General for Communication, and was entitled "*Telling the story. Communicating Cohesion Policy together*". The aim of the event was to give recognition to the importance of communicating on Cohesion Policy and to provide an opportunity to exchange experience on information and publicity for the Structural and Cohesion Funds.

Membership of EU-led networks for communications and publicity (run by DG EMPLOI and DG REGIO) will continue, in particular, with the INIO Informal Network of ESF Information Officers and the EU wide INFORM Network (the Information & Communication Platform). Both provide a forum for sharing best practice and addressing publicity issues at an EU level.

Membership of the above Networks will continue for 2009.

Meetings

We will initiate Ministerial or official meetings and correspondence with key groups of stakeholders and target groups on relevant issues. Where appropriate, discussions will be planned in advance with key stakeholders and target groups to engage with them more directly on ongoing issues. A list of key activities for each group of stakeholders is included at Annex E.

Ministerial and Official Visits

ESFD will work closely with the IABs to arrange, co-ordinate and support Ministerial and official visits within agreed procedures and standards.

The purpose of visits will be the promotion of Structural Funds in Scotland and they will highlight the role and added value of Structural Funds. This will include activities such as highlighting good practice, the value of Structural Funds to projects and the impact on economy and communities.

Press Releases

The IABs will work in partnership with ESFD to produce timely and informative press releases to promote the Programmes and individual projects.

Newsletters & e-Bulletins

The IABs shall produce hard copy biannual newsletters and regular e-bulletins jointly with the Scottish Government. This shall be in line with our agreed communication strategy and is measured by performance criteria set out in contracts agreed between the Scottish Government and IABs.

3.4 Branding

ESFD worked with the Scottish Government's International Branding Division to produce a new logo with the strapline 'Europe and Scotland – Investing in your future' with further specific reference to either the European Regional Development Fund or the European Social Fund. A copy of the logos are reproduced at annex F.

In line with Commission Regulation 1828/2006 Article 9 this will be used on literature, billboards and plaques, where appropriate. In the case of small promotional objects Commission Regulation 1828/2006 Article 9 (a) applies whereby the emblem of the EU is the minimum requirement.

Commission Regulation (EC) No 1828/2006 Article 8 also requires every beneficiary to publicise ERDF and/or ESF support, and to ensure that those taking part in project operations have been informed that they are in receipt of that support. These requirements have been included in the compliance and declaration section at part 6 of the application and in the offer of grant letter to beneficiaries at section 3.7.

In support of Commission Regulation (EC) No 1828/2006 Articles 8 & 9 guidelines are also in the process of being produced - '*Application for European Structural Funds - Publicity requirements*' - which sets out how beneficiaries can meet their publicity requirements at each appropriate opportunity (e.g. use of logos on stationery, leaflets, websites etc) and who they should contact for further information and advice.

When finalised the guidance will be made available through the www.scotland.gov.uk/structuralfunds, www.esep.co.uk and www.hipp.org.uk websites.

3.4 Flying of the flag of the European Union

Provision will also be made to ensure that, for one week, starting on 9 May, the European flag will be flown in front of the premises of the Managing Authority.

PART 4: Indicative Budget

ESFD has an allocated publicity budget of between £30,000 and £40,000 per annum from 2007 onwards to fund communication activities. The publicity measures noted in this plan will be cross-programme and cross-fund and covers activity at a pan-Scotland level.

For the Lowlands and Uplands Scotland ERDF and ESF activities ESEP Ltd have a dedicated budget of £81,000 over the next three years to fund activity in these areas.

Likewise, for the Highlands and Islands ERDF and ESF Programmes, the Highlands & Islands Programme Partnership Ltd also has a dedicated publicity budget of £45,000 over the next three years to fund activity in these areas.

Although the publicity measures noted in this plan will be a mixture of cross-programme and cross-fund, with the total budgets covering activities such as the production of publicity and information material and events such as seminars and workshops, this does not include the staff costs within the Scottish Government and IABs dedicated to:

- Managing publicity on a day to day basis within each of the organisations
- Upkeep of the websites within each organisation. And,
- Support received in areas such as the Marketing Unit, Communications and New Media and Website Directorates within the Scottish Government.

In addition, the Scottish Government has spent £500,000 on a new web-based IT project management system to manage the application and progress reports and claims process for the Scottish Structural Funds Programmes.

The new system, €UROSYS, will deliver substantial improvements for projects, through more user-friendly web-based technologies. €UROSYS will also provide more robust 'ongoing' monitoring information for projects, IABs and Scottish Government through a much improved reporting facility.

It will further promote better link-up and dialogue between projects, the IABs, Advisory Groups, PMCs and the Scottish Government.

Budget planning

Budgets will be reviewed in an ongoing basis to ensure it is sufficient for requirements and will be used in a transparent and open manner in the promotion of all aspects of European Structural Funds in Scotland.

It is anticipated that the indicative budget will be funded via technical assistance, and matched by Scottish Government funds.

PART 5: Administration

The European Structural Funds Division will update the Communication Plan on an ongoing basis and routinely at the beginning of every calendar year.

There is a designated Policy Officer for Communications within ESFD who will be responsible for network and exchange of experience, and who will participate in the Commission networks of communications officers as per Article 10 of the EU Implementing Regulation 1826/2006.

In line with Articles 2 and 10 of Commission Regulation 1828/2006, the designated information and publicity contact will be:

Paula Docherty
Policy Officer (Communications)
European Structural Funds Division
The Scottish Government
Meridian Court
5 Cadogan Street
Glasgow
G2 6AT

Tel: 0141 242 5981

Email: europeanstructuralfunds@scotland.gsi.gov.uk

ESEP Ltd and Highlands & Islands Programme Partnership Ltd will provide regular updates on communications and publicity activities which will be reflected in any revised Plan.

PART 6: Evaluation of Information and Publicity Measures

It is essential that our communications are effective. In order to assess this we will monitor in several ways. We will:

- Work across teams within ESFD to establish and promote this Communication Plan, including representatives from each team participating in our internal Communications Group
- gather feedback from stakeholders at meetings on how we are/should be communicating with them
- review our communications strategy by the 31 January of every calendar year. This is a working document to be updated regularly with activities and events. This will help in planning and co-ordinating future activity and as a tool for recording and tracking our communications activity in evaluating our approach.
- report on the results of the feedback and evaluation of communications activities to the Programme Monitoring Committees and through the Annual Implementation Reports.

Communications activity will be measured in several ways. We will measure against the following indicators and targets in a yearly period:

Scottish Government	Total	2008	2009	Cumulative
<i>number of website visitors per year</i>	20,000	21,999	<i>Figure provided in 2010</i>	<i>Figure provided in 2010</i>
<i>quantity of information downloaded</i>	<i>Not available</i>	<i>Not available</i>	<i>Not available</i>	<i>Not available</i>
<i>numbers of promotional material produced i.e. fact sheets, leaflets etc in conjunction with the IABs</i>	4000	<i>Figure provided in 2010 evaluation</i>	<i>Figure provided in 2010 evaluation</i>	<i>Figure provided in 2010 evaluation</i>
<i>number of promotional events held (Major Information Event)</i>	1	1	<i>Figure provided in 2010</i>	<i>Figure provided in 2010</i>
<i>number of press releases issued</i>	3	32	<i>Figure provided in 2010</i>	<i>Figure provided in 2010</i>

HIPP Ltd	Total	2008	2009	Cumulative
<i>number of website visitors per year</i>	15,000	19,932	<i>Figure provided in 2010</i>	<i>Figure provided in 2010</i>
<i>quantity of information downloaded</i>	20,000	47,268	<i>Figure provided in 2010</i>	<i>Figure provided in 2010</i>
<i>Number of e-bulletins issued</i>	4	0	<i>Figure provided in 2010</i>	<i>Figure provided in 2010</i>
<i>Number of IAB hard copy newsletters distributed</i>	2	2	<i>Figure provided in 2010</i>	<i>Figure provided in 2010</i>
<i>numbers of promotional material produced i.e. fact sheets, leaflets etc</i>	See above	See above	See above	See above
<i>number of promotional events held</i>	4	12	<i>Figure provided in 2010</i>	<i>Figure provided in 2010</i>
<i>number of press releases issued</i>	See above	See above	See above	See above

ESEP Ltd	Total	2008	2009	Cumulative
<i>number of website visitors per year</i>	30,000	33,044	<i>Figure provided in 2010</i>	<i>Figure provided in 2010</i>
<i>quantity of information downloaded</i>	Not available	Not available	Not available	Not available
<i>Number of IAB e-bulletins issued</i>	4	7	<i>Figure provided in 2010</i>	<i>Figure provided in 2010</i>
<i>Number of IAB hard copy newsletters distributed</i>	2	2	<i>Figure provided in 2010</i>	<i>Figure provided in 2010</i>
<i>numbers of promotional material produced i.e. fact sheets, leaflets etc</i>	See above	See above	See above	See above
<i>number of promotional events held</i>	6	11	<i>Figure provided in 2010</i>	<i>Figure provided in 2010</i>
<i>number of press releases</i>	See above	See above	See above	See above

<i>issued</i>				
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The monitoring and measuring of this activity and progress will be reported each year through the Annual Implementation Reports, which will be due for the first time in 2008.

Furthermore, the Scottish Monitoring and Evaluation Group (MEG) will also carry out a specific evaluation on the Communication Plan that will feed into the AIR for 2010 and the final implementation report.

In accordance with Commission Regulation (EC) No 1828/2006 Article 4(2) this will include assessing the results of the information and publicity measures in terms of visibility and awareness of operational programmes and of the role played by the Community as provided for in point (e) of Article 2(2) of Commission Regulation (EC) No 1828/2006.

PART 7: Compatibility with Legal Requirements of the Commission

This Communication Plan has been developed in line with the European Council's General Regulation 1083/2006 and Articles 2-10 of the Commission's Implementing Regulation 1828/2006.

In accordance with Commission Regulation 1828/2008 Article 4 (2) the Annual Implementation Reports (AIRs) and final report, referred to in Article 67 of Regulation (EC) No 1083/2006, on implementation for the programmes will include a section on information and publicity measures. The section will include:

- examples of information and publicity measures
- the arrangements for publishing the list of beneficiaries, names of operations and the amount of public funding allocated to operations, and where applicable, the electronic address at which such data may be found. And,
- details of any major amendments to the Communications Plan.

Each AIR, when it has been approved, will be publicly accessible via the Scottish Government website and therefore available to all target groups. An assessment of the results of the information and publicity measures will also be included in the AIR for the year 2010 and the final implementation report for the programmes in terms of the visibility and awareness of the Operational Programmes and of the role played by the European Community.

Funding and Operational Programmes

The levels of funding available

The key messages/information under this area are:

- There is significantly reduced funding available in Scotland for the new Programme period. Compared to the 2000-06 period, Scotland will only receive about half of the same level of funding in 2007-13. This is the steepest fall in funding that Scotland has ever experienced.
- However, it is important to recognise that there is much that can still be achieved with over half a billion pounds of Structural Funds in a seven-year period.
- There will be a strong emphasis on the importance of strategic, high impact projects aimed at boosting growth and employment. In practice, this will mean greater weight will be given to assessing the strategic fit and sustainability of projects than in previous programme periods.
- While all parts of Scotland are eligible for funding under the new Programmes there are geographical restrictions under some of the Priorities. We have introduced this element of targeting to make best use of the limited funding resources.
- Due to the late start to the 2007-13 Programmes a Shadow Round was introduced in Scotland to address potential funding shortfalls. £12 million of Government funding was made available to minimise the disruption to projects dealing with vulnerable client groups. For example, the voluntary sector groups in Priority 1 of the two European Social Fund programmes. These projects will be mainstreamed into Round 1 for the new Programmes.

What we are going to spend the money on, when and why

The key messages/information in this area are:

- Scotland will have four Programmes: two in the Highlands & Islands, two in Lowlands & Uplands Scotland. Copies of the Programmes can be found at: www.scotland.gov.uk/structuralfunds, www.esep.co.uk and www.hipp.org.uk; websites.
- Scotland will receive €819.913 million in funding for 2007-13. This breaks down into a total of approximately:
 - €173.012 million for the European Regional Development Fund (ERDF) and European Social Fund (ESF) Programmes for the Highlands & Islands under the Convergence Objective. And,

- €645.901 million for ERDF and ESF Programmes for Lowlands & Uplands Scotland under the Regional Competitiveness & Employment Objective. This can be further broken down as follows:

Highlands & Islands – Convergence Objective

ERDF Programme: € 121.862 million

ESF Programme: €52.15 million

Lowlands & Uplands Scotland – Regional Competitiveness & Employment Objective

ERDF Programme: €375.98 million

ESF Programme: €269.921 million

- As a general rule, public sector, local authority, higher and further education, voluntary sector and similar bodies should be eligible to apply for funding. However, potential applicants should seek advice on their eligibility from the Intermediate Administration Bodies (IABs) and must register for the new Programmes before making applications.
- For Lowlands & Uplands Scotland, eligible projects must have a minimum annual average of total eligible projects costs of £200,000 or over. This threshold will apply for all Priorities in the new LUPS Programmes and for each separate application for funding. No threshold will apply in the Highlands & Islands Programmes, owing to the smaller nature of projects in the area.
- For 2007-13, there are tighter restrictions on eligible activities. Firstly, Programmes now have to meet expenditure targets set by the EU to ensure that supported activities contribute to achieving the EU's Lisbon Strategy goals for employment and economic growth.

Convergence Objective (the Highlands & Islands): at least 60% of the Programme should be spent in support of Lisbon goals

Regional Competitiveness & Employment Objective (Lowlands & Uplands Scotland): at least 75% of the Programme should be spent in support of Lisbon goals

- Secondly, the so-called N+2 rules must also be met. This means that annual expenditure targets are set for each Programme. Any shortfall from the N+2 targets results in an automatic equivalent reduction of European Structural Funds available for the following year.

- The amount of EU funding that can go to individual projects is set by intervention rates. The rates refer to the share of Structural Funds support in relation to the total public funding in the project (i.e. both EU and domestic). This is a change in how intervention rates were calculated for the 2000-06 Programmes, which was based on total funding (i.e. including private sector match-funding as well).
- Structural Funds support should be the minimum additional funding required for the project to proceed. Consequently, the intervention rates represent ceilings and do not operate on a flat-rate basis.

Cross-border, Transnational and Interregional Programmes

The new Scottish Programmes will operate alongside the Cross-border, Transnational and Interregional Programmes. These European Territorial Cooperation Programmes do not fall within the scope of this Communication Plan but do form an integral part of Structural Funds activity in Scotland.

Key complementarities have been identified between the ERDF and ESF programmes operating in the Highlands & Islands and the Cooperation Programmes. In particular there is a good fit with:

- Priorities 1 (Enhancing business competitiveness, commercialisation and innovation) and 3 (Enhancing sustainable growth of peripheral and fragile areas) of the ERDF programme and,
- Priority 2 (Investing in the workforce) of the ESF programme.

Likewise there are opportunities within the ERDF programme in Lowlands & Uplands Scotland to work in combination with other similarly focused policies within the Cooperation Programmes. In particular, there is a good fit with:

- Priorities 1 (Research and innovation) and 4 (Rural development) of the ERDF programme through support for best practice and joint development activity of RTD, innovation, entrepreneurial support and economic development in rural areas.

Scotland Rural Development Programme (SRDP)

The new Scotland Rural Development Programme (SRDP) will also operate across Scotland. This is a £1.6 billion programme of economic, environmental and social measures designed to develop rural Scotland over the next seven years.

Measures will be delivered through:

- Crofting Counties Agricultural Grant Scheme
- Food Processing, Marketing and Co-operation Grant Scheme
- Forestry Commission Challenge Funds
- The LEADER initiative

- Less Favoured Area Support Scheme
- Rural Development Contracts
- Skills Development Scheme

The Scotland Rural Development Programme 2007-13 is very different from its predecessor. It includes measures to address economic and social goals as well as environmental measures. It is outcome-focused and primarily aims to deliver a Greener Scotland and to promote a Wealthier and Fairer rural Scotland. It will contribute to the Government's Healthier and Smarter objectives and will help to strengthen rural communities.

It also brings together a wide range of formerly separate support schemes including those covering

- farming, forestry and primary processing sectors
- rural enterprise and business development
- diversification and rural tourism.

It includes measures to support and encourage rural communities and delivers the LEADER initiative for local innovation in rural areas.

The ESFD Communications Officer will liaise with other Scottish Government officials in these areas to link any opportunities in communicating publicity developments.

Delivery Arrangements

How we are going to deliver the funding and how partners can access funding

Changes have been made to the methods used to deliver Structural Funds in Scotland in the new Programme period. The key messages to communicate in relation to delivery are:

Who will administer funds in Scotland

The European Structural Funds Division of the Scottish Government is the Managing Authority in the administration of European Structural Funds for Scotland. However, our two IABs will assist with administering the funds for the 2007-13 Programmes. The contracts for the IABs were awarded following a tendering exercise in 2006.

For the period up to the end of 2009, the IAB for the Highlands & Islands Programmes is:

Highlands & Islands Programme Partnership Ltd. They can be contacted at their offices in:

INVERNESS	Jubilee Lodge 12c Ness Walk Inverness IV3 5SQ	Tel: 01463 279500 Fax: 01463 279501 Email: hipp.general@hipp.org.uk
STORNOWAY	23 Keith Street Stornoway Isle of Lewis HS1 2JA	Tel: 01851 703581 Fax: 01851 703587 Email: hipp.general@hipp.org.uk
SHETLAND	c/o Shetland Islands Council Economic Development Unit 6 North Ness Business Park Lerwick ZE1 0LZ	Tel: 01595 744929 Fax: 01595 744961 Email: hipp.general@hipp.org.uk

For the Lowlands & Uplands Scotland Programmes the IAB is:

ESEP Ltd. They can be contacted at their offices in:

INVERKEITHING	ESEP Ltd Forth House Burnside Business Court North Road Inverkeithing Fife KY11 1NZ	Tel: 01383 413141 Fax: 01383 413151 Email: enquiries@esep.co.uk
GLASGOW	ESEP Ltd Centrum Building 38 Queen Street Glasgow G1 3DX	Tel: 0141 241 6150 Fax: 0141 241 6160 Email: enquiries@esep.co.uk

How will funds be delivered in Scotland?

The **Intermediate Administration Bodies (IABs)** will be responsible for:

- publicising the Programmes and forthcoming application rounds
- advising applicants on potential projects
- assisting in project appraisal
- processing claims
- monitoring projects

They will be the main point of contact for advice on applying for funding for the 2007-13 Programmes.

There will also be **Strategic Delivery Bodies (SDBs)** who will be commissioned to deliver a number of key strategic projects within several of the Priorities that will make major contributions to the goals of the Programmes.

These bodies will set out their planned activity through the same applications and progress reports on a claims basis. However, they also have three-year outcome agreements that include annually-revised annual plans with financial and performance targets. Projects will be reviewed and monitored regularly by the MA and the relevant Programme Monitoring Committee (PMC).

In the Highlands & Islands, the SDBs are:

- Highlands & Islands Enterprise for part of Priority 1 of the ERDF Programme
- University of the Highlands & Islands Millennium Institute (UHI) for part of Priority 2 of the ERDF Programme and part of Priority 3 of the ESF Programme

For Lowlands & Uplands Scotland, the SDB will be:

- Scottish Enterprise for part of Priority 1 of the ERDF Programme.

We understand that the public authorities in the South of Scotland intend to propose the establishment of a **Global Grants Body** (GBB) under Article 42 of the general regulation, to co-ordinate applications from that area under Priority 4 of the ERDF Programme. These would support the recently adopted Competitiveness Strategy for the area. We would be prepared to accept such a proposal subject to agreement on points of detail, and would expect it to run for three years in the first instance.

Funding has also been made available in Lowlands & Uplands Scotland to support a selection of **Community Planning Partnerships** (CPPs). These will implement integrated employability/regeneration action plans. The CPPs will be funded from Priority 1 (Progressing into Employment) of the ESF Programme and Priority 3 (Urban Regeneration) of the ERDF Programme. Awards will be made for a period of two years and will be independently evaluated.

Strategic Delivery Bodies, the Global Grant scheme and the Community Planning Partnerships are not projects in themselves. These are umbrellas under which a number of specific projects will be managed. As such, these projects are subject to the same conditions with regards to publicity and communication requirements as those which operate in the mainstream. When accepting the offer of grant or signing up to an outcome agreement projects are stating they will comply with these obligations.

What are the main differences in applying for funds in Scotland?

Under the new Programmes a new streamlined approach will be adopted. This will provide a robust and efficient service over the Programme period. The main changes to note are the introduction of:

- a two-stage application process
- new eligibility criteria for geographical and sectoral targeting
- a minimum project size threshold of £200,000 in the Lowlands & Uplands Scotland Programme area
- annual rounds for all Programmes (though potentially more, should the Programme Monitoring Committee consider it necessary)

However, projects will continue to be assessed on a competitive basis through:

- technical checks by the IABs
- peer review appraisal by Advisory Groups, as discussed below.

Under the 2 stage application process an initial eligibility assessment of project applications at early 1st stage will be included. Applicants will be advised at this stage whether they can proceed to the 2nd stage and, if necessary, how to improve upon their application.

Advisory Groups (AGs)

AGs have a key role in assisting in the delivery of the Programmes. AGs appraise the applications made for funding under the different Priorities of the Programmes and provide recommendations to the Programme Monitoring Committee on which projects should be funded.

These AGs are chaired by the Scottish Government and supported by the IABs. Membership of the AGs is publically advertised and will be refreshed on a regular basis to ensure participation from all relevant and diverse sectors.

Programme Monitoring Committees (PMCs)

For the 2007-13 Programme, a single PMC will oversee both the ERDF and the ESF Programmes in each of the Lowlands & Uplands Scotland and Highlands & Islands areas. The role of the PMC is to consider the recommendations made by AGs and, in taking a wider strategic overview, to make final recommendations to Scottish Ministers on projects to be funded.

TARGET GROUPS

Government

- European Commission: DG Regio; DG Employment; DG Environment; Other DGs
- UK Government – Department for Business, Enterprise & Regulatory Reform, Treasury, Department for Communities & Local Government, Wales Office, Northern Ireland Office
- Devolved Administrations – Wales and Northern Ireland Office
- Structural Funds Policy Group
- Structural Funds Implementation Group

Political parties, MPs, MSPs, MEPs

- Scottish Parliament European and External Relations Committee
- All Scottish MSPs
- All Scottish MEPs
- All Scottish MPs

Delivery /Management Bodies

- Intermediate Administration Bodies (IABs)
 - Highlands and Islands Programme Partnership Ltd
 - ESEP Ltd
- Strategic Delivery Bodies (SDBs)
 - Highlands & Islands Enterprise Network
 - Scottish Enterprise Network
 - University of Highlands and Islands Millennium Institute
- Global Grants Body in the South of Scotland
- Community Planning Partnerships

Structural Funds Partners/Practitioners/Potential and actual Beneficiaries

- Programme Monitoring Committees (PMCs)
- Advisory Groups
- Local Authorities
- Convention of Scottish Local Authorities (COSLA)
- Convention of the Highlands and Islands (COHI)

- Education & skills organisations, including Higher Education, Further Education and Third Sector
 - Scottish Funding Council
 - Association of Scotland's Colleges (ASC).
 - Skills Development Scotland.
 - Universities Scotland
 - West of Scotland Colleges Partnership (WOSCOOP)
- Other Third Sector/ Voluntary Sector/ Social Economy
 - Scottish Council of Voluntary Organisations (SCVO)
- Equality Groups
 - Commission for Equality and Human Rights
 - Highlands & Islands Equality Forum
- Environmental sustainability
 - Scottish Environment Protection Agency (SEPA)
 - Scottish Natural Heritage (SNH)
 - Environmental NGOs (e.g RSPB etc.)
 - Environmental consultants
- National Organisations, Professional Bodies, Trade Unions, Industrial Organisations
 - Scottish Trade Union Congress (STUC)
 - Scottish Council Development and Industry (SCDI)
- Regional / sectoral / specific issues umbrella organisations, for example:
 - Outer Hebrides Partnership
 - East of Scotland European Consortium (ESEC)
 - WOSEC West of Scotland European Consortium (WOSEC)
 - Coalfield Communities Campaign
 - South of Scotland Alliance
- Individuals
 - Structural Funds project sponsors
 - Academics
 - Media/opinion formers
 - Final beneficiaries – committees, individuals and companies.
 - General public

2007 PUBLICITY PLAN

Activity	Responsibility		
	ESFD	ESEP	HIPP
Update and refresh of websites as changes/major announcements occur – this is on-going with all parties updating and refreshing as appropriate to keep our target audience as up to date as possible.	Ongoing	Ongoing	Ongoing
Publication of first bi-annual hard-copy newsletter – first issue to be produced to coincide with the Ministerial launch.	n/a	October 2007	October 2007
The issue of e-bulletins by IABs – will keep clients continually informed of updates and developments relating to the delivery of the Programmes.	n/a	November onwards	August onwards
Programme of Workshops – this will enable engagement with new and existing client groups. These will also address any process and project queries.	n/a	August onwards	October onwards
Production of various promotional materials (leaflets, display boards etc) – all parties will participate in producing various materials to assist the promotion of European Structural Funds. This will go some way in reinforcing the identity 'Europe and Scotland – Investing in your Future'.	October onwards	October onwards	October onwards
Ministerial Launch of ESF and ERDF Programmes	October 2007	October 2007	October 2007
Programme Executive Summary - this will be produced for the new Programmes and made available for local partners with consideration given to a Gaelic version being produced.	n/a	n/a	Oct –Dec 2007
Funders Fairs – invitation to attend Funders Fairs with stalls to promote the new European Structural Funds Programmes to potential applicants.	n/a	Oct –Dec 2007	n/a

2008 PUBLICITY PLAN

Activity	Responsibility		
	ESFD	ESEP	HIPP
Update and refresh of websites as changes/major announcements occur – this is ongoing with all parties updating and refreshing as appropriate to keep our target audience as up to date as possible	Ongoing	Ongoing	Ongoing
Publication of bi-annual hard-copy newsletter	n/a	Ongoing	Ongoing
The issue of e-bulletins by IABs – will keep clients continually informed of updates and developments relating to the delivery of the Programmes.	n/a	Ongoing	Ongoing
Ministerial Launch of ESF and ERDF Programmes (H&I – Round 1)	get dates		
Ministerial Launch of ESF and ERDF Programmes (H&I – Round 2)	September 2008	September 2008	September 2008
Ministerial Launch of ESF and ERDF Programmes (LUPS – Round 1)	08 April 2008	08 April 2008	08 April 2008
Coffee Morning in the premises of the Managing Authority in May to celebrate Europe Day	May 2008	n/a	n/a
Undertake Major Information Event to promote European Structural Funds in Scotland	November 2008 – January 2009	n/a	n/a

2009 PUBLICITY PLAN

Activity	Responsibility		
	ESFD	ESEP	HIPP
Update and refresh of websites as changes/major announcements occur – this is ongoing with all parties updating and refreshing as appropriate to keep our target audience as up to date as possible	Ongoing	Ongoing	Ongoing
Publication of bi-annual hard-copy newsletter	n/a	Ongoing	Ongoing
The issue of e-bulletins by IABs – will keep clients continually informed of updates and developments relating to the delivery of the Programmes.	n/a	Ongoing	Ongoing
Production of various promotional materials (leaflets, display boards etc) – all parties will participate in producing various materials to assist the promotion of European Structural Funds. This will go some way in reinforcing the identity ‘Europe and Scotland – Investing in your Future’.	Ongoing	Ongoing	Ongoing
Ministerial Launch of ESF and ERDF Programmes (H&I - Round 3)	March 2009	March 2009	March 2009
Ministerial Launch of ESF and ERDF Programmes (LUPS – Round 2)	April 2009	April 2009	April 2009
Fly the European Flag in the premises of the Managing Authority for one week in May, to encompass Europe Day.	May 2009	n/a	n/a
Hire of large screen at Royal Concert Hall in Glasgow City Centre for one week to promote European Structural Funds in Scotland	May 2009	n/a	n/a
Coffee Morning in the premises of the Managing Authority in May to celebrate Europe Day	May 2009	n/a	n/a
Undertake Major Information Event to promote European Structural Funds in Scotland	May – December 2009	May – December 2009	May – December 2009



EUROPE & SCOTLAND

European Regional Development Fund
Investing in your Future



EÒRPA AGUS ALBA

Maoin Shòisealta na h-Eòrpa
Taisg san àm ri teachd



EUROPE & SCOTLAND

European Social Fund
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Maoin Leasachaidh Roinnean na h-Eòrpa
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COMMUNICATION PLANNER/TRACKER: SUMMARY OF ACTIVITIES, MILESTONES, AUDIENCE AND TIMESCALES - 2007

Timescales	Activities/Milestones	Audience	Who	Performance (status)	Indicator
June/July 2007					
19 June – 10 July	Series of 11 publicity events across Scotland	Stakeholders	ESFD and IABs	Completed	
August 2007					
01 August	National Rules seminar	Stakeholders	ESFD	Completed	
10 August	CPP seminar	Potential CPPs	ESFD	Completed	
September 2007					
14 September	Events for Managers of Small Projects	Small project stakeholders	ESEP	Completed	
October 2007					
1 October	Ministerial launch of new Programmes in Glasgow	Stakeholders and interested parties	Minister, ESFD, ESEP	Completed	
5 October	Ministerial launch of new Programmes in Oban	Stakeholders and interested parties	Minister, ESFD, HIPP	Completed	

COMMUNICATION PLANNER/TRACKER: SUMMARY OF ACTIVITIES, MILESTONES, AUDIENCE AND TIMESCALES - 2008

Timescales	Activities/Milestones	Audience	Who	Performance (status)	Indicator
June/September 2008					
June - September	Series of Eurosyst information seminars	Stakeholders	ESFD and IABs	Completed	
March/April 2008					
	Ministerial Launch of ESF and ERDF Programmes (H&I – Round 1)	Stakeholders and interested parties	Minister, ESFD and IABs	Completed	
	Ministerial Launch of ESF and ERDF Programmes (H&I – Round 2)	Stakeholders and interested parties	Minister, ESFD and IABs	Completed	
November/January 2009					
November – January 2009	Undertake Major Information Event to promote European Structural Funds in Scotland	Stakeholders and interested parties	Minister, ESFD and IABs	Completed	
October 2008					
30 October 2008	October INIO Meeting in Marseilles	European Commission and other Member States	ESFD	Completed	
29 October 2008	October INFORM Meeting in London	European Commission and other Member States	ESFD	Completed	

COMMUNICATION PLANNER/TRACKER: SUMMARY OF ACTIVITIES, MILESTONES, AUDIENCE AND TIMESCALES – 2009

Timescales	Activities/Milestones	Audience	Who	Performance (status)	Indicator
March/April 2009					
12 February 2009	February INIO Meeting in Brussels	European Commission and other Member States	ESFD	Completed	
20 and 23 March 2009	Ministerial announcements of both ERDF and ESF Highlands and Islands Round 3 projects and subsequent press coverage	Stakeholders and interested parties	ESFD and IABs	Completed	
25 March 2009	HIPP launch their new website	Stakeholders and interested parties	HIPP	Completed	
18 April 2009	Ministerial announcements of both ERDF and ESF Lowlands and Upland Scotland Round 2 projects and subsequent press coverage	Stakeholders and interested parties	ESFD and IABs		
28 April 2009	April INIO Meeting in Luxembourg – with presentation on 2008 publicity event	European Commission and other Member States	ESFD		
May 2009					
18 May 2009	UK ESF Regional Publicity Network Meeting	All UK Regions	ESFD		
08 – 15 May 2009	Fly European flag in premises of Managing Authority	Stakeholders and interested parties	ESFD		
08 – 15 May 2009	Have DVDs of European Social Fund video clips continuously and information stand in the reception area of premises of Managing Authority	Stakeholders and interested parties	ESFD		
08 – 15 May 2009	Hire of large screen at Royal Concert Hall in Glasgow City Centre to	Stakeholders and interested parties	ESFD		

	promote European Structural Funds in Scotland			
June/July 2009				
16 June 2009	June INFORM Meeting in Brussels	European Commission and other Member States	ESFD	
01 July – 31 July 2009	Meet with IABs to discuss plans for websites and future publicity events	Stakeholders and interested parties	ESFD and IABs	
May-December 2009				
May – December 2009	Series of publicity events across Scotland	Stakeholders	ESFD and IABs	

Glossary of Terms

AGs	Advisory Groups
CCPs	Community Planning Partnerships
COHI	Convention of the Highlands and Islands
COSLA	Convention of Scottish Local Authorities
EETD	Enterprise Energy Tourism Directorate
ERDF	European Regional Development Fund
ESEC	East of Scotland European Consortium
ESEP	East of Scotland European Partnership
ESF	European Social Fund
ESFD	European Structural Funds Division
GG	Global Grants
HIPP	Highlands & Islands Programme Partnership
IABs	Intermediate Administration Bodies
LUPS	Lowlands & Uplands Scotland
MA	Managing Authority
NGOs	Non Governmental Organisations
PMC	Programme Monitoring Committee
RSPB	Royal Society Protection of Birds
SCDI	Scottish Council Development and Industry
SCVO	Scottish Council of Voluntary Organisations
SDBs	Strategic Delivery Bodies
SEPA	Scottish Environmental Protection Agency
SNH	Scottish Natural Heritage
STUC	Scottish Trade Union Congress
WOSCOP	West of Scotland Colleges Partnership