

## CHAPTER 14 PUBLICITY ARRANGEMENTS

In implementing the Objective 1 Programme, the successful experience of the current 5b and Objective 2 Programme will be further developed to maximise partner and public awareness of the opportunities and benefits of Structural Fund support.

The current Programmes in the South West have featured a number of innovations when compared to the earlier European programmes. These include:

- ◆ The development of Information Notes (many of which were used by other regions in England);
- ◆ Partnership workshops on project development and technical issues such as quantification;
- ◆ Secretariat workshops, to review good practice and to development professional competencies;
- ◆ Newsletters and regular press releases.

These have been in addition to the conventional signage and acknowledgement requirements relate to new projects.

The Ex Ante Evaluation, and the review of previous programmes identified the need to further improve communications for the new Programme. This will be supported by the appropriate use of technical assistance.

The PMC will approve a Communications and Information Strategy for the Programme. While the detail of the Strategy will be agreed by the PMC, it is envisaged that it will include:

- ◆ The need for technical and other guidance for project sponsors, including written and electronic information, workshops and seminars;

- ◆ The need to involve new partners in the Programme, and appropriate support needed to assist new applicants;
  
- ◆ The need to involve the private sector, community groups, and in some cases, ordinary citizens in the new Programme, and appropriate means of publishing the range of activities supported by the Programme, and assistance needed to facilitate their involvement.

In relation to individual projects, the requirements of the Objective 5b Programme with regard to publicity will be regarded as the minimum requirement for the Objective 1 Programme.