



Lowlands and Uplands Scotland ERDF and ESF Programmes 2007-2013 Programme Monitoring Committee

Communication Plan Report from the Scottish Government

1. Purpose

- 1.1 To inform the Committee of the Communication Plan as required by the General Regulations covering the Lowlands and Uplands Scotland Programmes.

2. Background

- 2.1 Article 69 of the General Regulations (EC) No 1083/2006 of 11th July 2006 requires that the Member State and managing authority for the new operational programmes shall provide information on and publicise operations and co-financed programmes.
- 2.2 The managing authority is responsible for publicity in accordance with the implementing regulations, as detailed in Commission Regulation (EC) No 1828/2006 of 8th December 2006.
- 2.3 This regulation requires that a "Communication Plan" be drawn up for each operational programme and include at least:
- (i) the aims and target groups;
 - (ii) the strategy and content of the information and publicity measures to be taken by the managing authority, aimed at potential beneficiaries and the public, having regard to the added value of Community assistance at national, regional and local levels;
 - (iii) the indicative budget for the implementation of the plan;
 - (iv) details of bodies responsible for implementation of the information and publicity measures; and
 - (v) an indication of how the information and publicity measures will be evaluated.

3. Timetable

- 3.1 Communication Plans require to be submitted within four months of the date of adoption of the operational programmes.

3.2 The managing authority is required to inform the Monitoring Committee of the following:

- (i) progress in the implementation of the Plan;
- (ii) information and publicity measures carried out ; and
- (iii) the means of communications used.

4. Reporting

4.1 Annual Reports, referred to in Article 67 of Regulation (EC) No 1083/2006 shall include:

- (i) examples of information and publicity measures for the respective operational programmes;
- (ii) the arrangements for the information and publicity measures; and
- (iii) the content of any major amendments to the communication plans.

5. Responsibilities of Beneficiaries

5.1 Article 8 of Regulation (EC) No 1828/2006 also details the responsibilities of beneficiaries in receipt of assistance from the new operational programmes. This information will be provided in detail to beneficiaries from the Intermediate Administrative Bodies upon approval of projects and includes actions such as:

- (i) a permanent explanatory plaque, on a project exceeding £300,000;
- (ii) billboards during operations; and
- (iii) references on all documentation.

6. Implementation to Date

6.1 In addition a series of promotional activities have already been undertaken:

- (i) the Scottish Government supported by the IAB has delivered a series of workshops across the region covering the Programmes aims and objectives, Programme Priorities and changes in programme implementation and publicity;
- (ii) details of deadlines, procedures and other operational matters have been placed on the respective websites;
- (iii) The Programmes were formally launched by the Minister for Enterprise, Energy and Tourism, Mr Jim Mather MSP at the Glasgow Royal Concert Hall on 1st October 2007
- (iv) A further programme of workshops has been delivered during October to take applicants through the new application form in advance of the

Stage 2 process.

6.2 The Scottish Government has been working with the IAB in drawing up components of the Plan, and the costs involved. The draft Communication Plan is attached to this Report.

7. Recommendation

7.1 The Committee is invited to:

7.1.1 note the contents of this report and the draft Communication Plan; and

7.1.2 make comments on the draft Communication Plan.