

Section 18 – Marketing and PR

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Introduction

18.3. The purpose of the following section is three-fold, to:

- explain the protocols for marketing and PR planning;
- inform you of the minimum requirements for marketing and information material you produce; and,
- explain the process you will need to follow for gaining clearance of activity and material.

18.4. In this section there are references and links to other sites containing more detailed information about marketing for government funded services. This guidance sits alongside that information, highlighting the main issues to be considered in any draft marketing material.

18.5. Where there are specific standards that must be met, such as the standards for using the Jobcentre Plus logo in published materials, these are explained in detail.

18.6. A key element to our approach is that any Flexible New Deal PR, marketing activity or marketing must make reference to the programme, and clearly show Flexible New Deal as a government programme. This guidance details how we will work with you.

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- 18.7. There are three key requirements for you in terms of marketing, you must ensure that:
- information and news is shared with Regional Press Officers; and,
 - any marketing materials and letters must be cleared prior to their issue to customers.
 - your marketing material includes details of the key features of the service that you will be making available to customers.

Marketing and PR planning

- 18.8. DWP/Jobcentre Plus has a very active communications community that regularly engages customers, employers, customer representatives, the media and others on a national and regional basis.
- 18.9. As a supplier you will need to work closely with us to ensure that your own marketing and PR activity is co-ordinated with ours. This is to achieve complementary **timing** of activity and consistency of **message**, and to ensure that all audiences understand how the activity you are delivering for DWP fits into our wider picture. A partnership approach will ensure DWP and providers are able to maximise the value of their communications.
- 18.10. You will be required to regularly share your plans with two key contacts:
- **Regional Press Officers (RPO)** who should be your main point of contact for involvement in the co-ordination of PR activity. They will liaise with your nominated Jobcentre Plus district contact to ensure fit and consistency with any other marketing or media material in the contract area; and,
 - **Third Party Provision Managers (TPPM)** will usually be your main point of contact to co-ordinate marketing activity and products; however in some districts an alternative Jobcentre Plus contact will have been nominated for marketing. They will liaise with Jobcentre Plus district marketing teams and others to ensure Jobcentre Plus staff are aware of marketing activity to customers.
- 18.11. There will be times when you will need to change elements of your marketing plans. For example, you may need to be flexible on timing, if there is a clash, which might lead to confusion for the target audience. Or you might need to incorporate ministerial involvement in PR activity.

Minimum requirements

- 18.12. As you are best placed to know the demographics of your local area, it is up to you to decide the best way to promote and describe your services in relation to Flexible New Deal.
- 18.13. It is up to you to decide what types of products you want to use to market the provision of Flexible New Deal to prospective customers. However, you must, as a minimum, provide your organisation name, address and contact details.
- 18.14. Where you choose to produce marketing material you are required to adhere to standards, as written in your contract, and within this guidance.

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18.15. These standards are in place in order to protect the integrity of Flexible New Deal and the reputation of the Department for Work and Pensions (DWP), and Jobcentre Plus. They will also serve to ensure that:

- all media relations are co-ordinated;
- messages to be delivered are clear and consistent; and,
- district staff are familiar with your marketing activities and are aware of any overlap or links with any Jobcentre Plus marketing or information activities.

18.16. These standards apply to **all** information sharing and marketing products or activities that you undertake.

Content

18.17. Any material you produce specifically for marketing Flexible New Deal must:

- make reference to the Flexible New Deal programme; and
- refer to the fact that you are working in partnership with Jobcentre Plus in delivering this government programme.

18.18. **Please Note:** The above is also a condition for you using the Jobcentre Plus logo on your marketing material, and comply with some basic written style and terminology guidance.

18.19. It is essential that customers receiving your marketing materials get a clear understanding of what the Flexible New Deal is, and that you are working closely with Jobcentre Plus in delivering that support to them. Therefore we require all Flexible New Deal marketing material to include the same basic introductory information about Flexible New Deal, which will serve to:

- introduce the programme;
- provide a brief outline of how it fits with government's wider Welfare Reform plans – you must include wording to describe the context in which the Flexible New Deal is being delivered; and
- introduce what Flexible New Deal customers may receive – you must include wording to describe what the Flexible New Deal will deliver.

18.20. Below are some examples of wording which would cover these points.

Introducing the purpose of Flexible New Deal (example)

18.21. Flexible New Deal builds on the success of the previous New Deals for jobseekers, helping to support the government's objectives for full employment and reducing child poverty.

18.22. The clear and explicit aim of Flexible New Deal is to help long term unemployed people or those who have struggled to find a stable pattern of work to find and remain in work. Providing tailored, individualised support for each customer, it will deliver an innovative and flexible service to determine the best method of getting customers into sustainable employment. Providers must ensure that each customer receives a positive experience that moves them towards realistic and sustainable employment.

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18.23. The Department for Work and Pensions has engaged specialist back to work providers in the public, private and third sectors to offer creative and innovative ways of helping jobseekers to overcome their specific problems with the clear aim of getting into sustainable employment.

Introducing the fit of Flexible New Deal as part of the wider Welfare Reform agenda (example)

18.24. The jobseeker support regime delivered by Jobcentre Plus has been very successful and the New Deal programme has helped more than 1.7 million people into work since it was introduced in 1998.

18.25. As part of the government's objectives for full employment and reducing child poverty, Ministers decided that the time was right to refresh the Jobseeker's Allowance regime and rationalise programme provision by replacing the majority of existing new deal programmes, for people claiming Jobseeker's Allowance, with a single Flexible New Deal

18.26. The modernisation of New Deal will better meet the employment and skills needs of those who have been on benefit for a long time or who have struggled to find a stable pattern of work.

Introducing what the Flexible New Deal service will deliver (example)

18.27. Customers who have been claiming Jobseeker's Allowance for 12 months will join Flexible New Deal. This is a mandatory 12 month employment programme, provided by external providers who will give support based on the customer's needs. It will include a mandatory four week period of work-related activity for those who do not move into jobs. Customers participating in Flexible New Deal provision will continue to claim and be eligible for Jobseeker's Allowance.

18.28. Flexible New Deal providers will ensure that each customer receives a positive experience that moves them towards realistic and sustainable employment and no matter how great their need, customers will get the appropriate level of quality support from their Flexible New Deal provider.

Key Issues

18.29. Some key issues you must consider for the content of your marketing material are:

- Reputational risk - that any material you produce does not adversely affect the reputation of the service being provided by the government, Department for Work and Pensions or Jobcentre Plus, e.g. risks relating to adverse media attention, messages misunderstood or misinterpreted;
- Race Relations (Amendment) Act 2000;
- Welsh Language Act – that our customers have the right to conduct their business in Welsh should they wish to do so;
- DED/DDA legislation - make sure that all our customers can access our information by:

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- providing a variety of alternative formats (e.g. large print, audio format, Braille)
- ensuring that alternative formats are available at the same time as English and Welsh versions
- ensuring that customers can still access our information when their chosen alternative format is not available
- Rural proofing - that those living in rural locations are not adversely affected in terms of access to the service. Rural proofing ensures that the policy solutions you develop take account of the impact on rural communities, detrimental or otherwise, and produce positive outcomes.

Welsh Language Act

18.30. In order to comply with the Welsh Language Act 1993, for customers in Wales your marketing material must be made available bilingually (Welsh and English). Further information about the Department's Welsh Language Scheme, and your obligations under it, can be found here:

<http://www.dwp.gov.uk/publications/policy-publications/welsh-language-scheme/>

Branding

18.31. Jobcentre Plus is the public face of the government's Welfare to Work strategy and as such has its own strong branding and identity. You may already have a strong brand and identity of your own and enjoy positive recognition locally. You will need to make the most of your existing image and reputation when carrying out your marketing.

18.32. For marketing material you plan to use specifically for Flexible New Deal customers, you must also use the Jobcentre Plus logo. This should be given equal prominence with your logo and in line with our brand guidelines to ensure that audiences identify the Flexible New Deal service as a government-supported programme. The JCP logo can be obtained from the Jobcentre Plus on-line branding website <http://www.jobcentreplusbrand.co.uk/>. This website contains information on how to use the JCP logo, placement, size etc.

18.33. Your envelopes should not carry the JCP logo under any circumstances. This is to protect our customer's privacy in relation to them being in receipt of unemployment benefits.

18.34. You should not use the word 'Flexible New Deal' creatively as a logo or motif. This is to ensure consistency across the all provision contractors both prime and those subcontracted to deliver Jobcentre Plus (JCP) programmes.

18.35. The phrase 'Working in Partnership with Jobcentre Plus to deliver Flexible New Deal' has been cleared at National level for FND marketing purposes. This is the standard line to employ when using both your own and the JCP logo to endorse your literature and services.

18.36. If a sub contractor of a Prime Supplier wishes to promote partnership working the approved line is "Working in partnership with (prime contractor name) to deliver Flexible New Deal for Jobcentre Plus".

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- 18.37. Where your programme is supported by money from the European Social Fund, the Fund's logo must be used on your marketing material (you may choose to place this on the back cover of the product). Details on how to use this logo can be found at: www.esf.gov.uk/
- 18.38. It is also important to bring your attention to the fact that approval is only given for using the Jobcentre Plus logo on your Flexible New Deal publicity and marketing material. This approval is not given for general supplier material.
- 18.39. For more details about the standards you must adopt when using the Jobcentre Plus logo, you need to register on-line at www.jobcentreplusbrand.co.uk. To access this, you will need to register your organisation and an online form is available to do this.
- 18.40. Within the guidelines, there is a question and answer section which will help you identify the appropriate Jobcentre Plus logos to use. Please note, to access the correct procedure, select "non-Jobcentre Plus product".

Customer forms, letters and leaflets

- 18.41. As with all marketing material there are some letters that must be cleared by Jobcentre Plus. This includes generic letters and other products that you intend to use as part of your customer communications and marketing approach. For example, a notification of interview letter.
- 18.42. An example letter, which Jobcentre Plus uses for contacting customers about their Interviews, can be found at Appendix 1 of Section 03 – The Initial Meeting, Customer Action Plan and Fortnightly Contact. It has been approved by Ministers and the Social Security Advisory Committee as meeting both communication standards and legal requirements. You may want to use it as a basis for drafting your notifications.

Clearance of information and marketing material

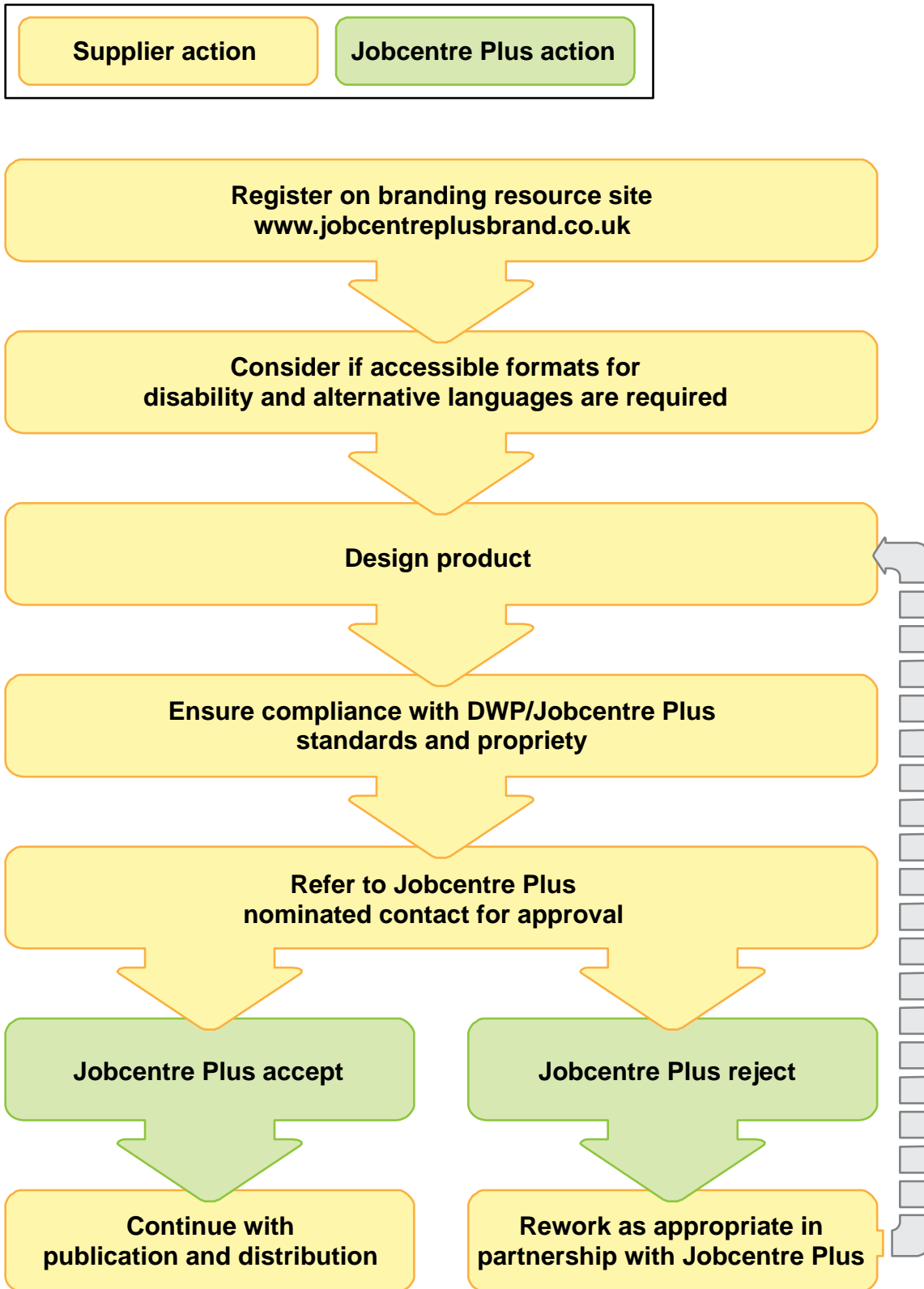
- 18.43. Jobcentre Plus clearance should be obtained for all material produced. Guidance notes on DWP written style can be found at [Appendix 2](#) of this section. This requires that you make available a draft version of all proposed information or marketing material prior to its final production and issue. In addition to seeing the draft text, we also need to know how you propose to use the Jobcentre Plus logo (annotation showing "Jobcentre Plus logo to go here" would be sufficient).
- 18.44. All material must be sent through the nominated contact for the district it relates to. They will then liaise with Jobcentre Plus marketing colleagues and others, and will work with you to produce mutually acceptable marketing products. This will ensure Jobcentre Plus is aware of your marketing activities and that there is sufficient awareness and fit with other activities. Jobcentre Plus have the power to veto any messages or aspects of any proposed product or activity that may affect or put at risk their reputation.
- 18.45. Jobcentre Plus will consider your draft marketing material against a set of standards (outlined in "[Basic conventions](#)" section below) to ensure that the

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products/material comply with the marketing, information sharing and publicity standards we work to. Your Jobcentre Plus marketing contact will then provide feedback and work with you in setting up arrangements for developing the marketing products through to successful sign off. Feedback on the initial draft material will be back with you within five working days of Jobcentre Plus receiving your draft.

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Clearance of information and marketing material flow chart



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Availability of marketing material

- 18.46. You need to make available to Jobcentre Plus locally, a stock of leaflets and any other marketing material that you will be using to market the Flexible New Deal to customers. Jobcentre Plus will make this material available to customers as part of their pre-provision interview, which will help support your activities.
- 18.47. Jobcentre Plus will also make copies available to you of any of their leaflets for handing to customers as considered appropriate. If you would like to order any DWP leaflets, the link below provides guidance on how to do so.

<http://www.dwp.gov.uk/publications/catalogue-of-information/how-to-order-products/>

Propriety

- 18.48. DWP and Jobcentre Plus follow government-wide propriety guidance for all its communications activity covering information given for marketing, publicity, advertising and information sharing.
- 18.49. This guidance can be found in [Appendix 1](#) of this section. This should be used as a guide only, and should not replace any part of liaison with your nominated Jobcentre Plus marketing contact. If you have a query around the content of the guidance, you should consult your nominated contact.

Basic conventions

- 18.50. In producing your marketing material, you must be aware that there are propriety conventions that you will have to follow. Adhering to these conventions ensures that the government, Department, Ministers, civil servants and those delivering on their behalf act properly and are seen to be acting properly. Further detail can be found in [Appendix 1](#) of this section.
- 18.51. These basic conventions require that communications activities:
- should be relevant to government responsibilities;
 - should be objective and explanatory;
 - should not be, or be liable to misrepresentation as being, party political; and,
 - should be conducted in an economic and appropriate way, having regard to the need to be able to justify the costs as expenditure of public funds.
- 18.52. In addition to this, Jobcentre Plus (as with other government departments) is required to follow standard government marketing guidelines. Jobcentre Plus will use these as the standard to assess your draft publicity material, which are to ensure:
- correct and joint branding, where supplier material is to be used specifically for marketing Flexible New Deal, it must contain very clear joint branding logos on the front of the product, for both your organisation and Jobcentre Plus (as well as European Social Fund as appropriate);
 - 'Jobcentre Plus' must not be written 'JCP' within your marketing material. Jobcentre Plus has a standard for written communications to customers – the same should be applied to provider literature;

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- material is relevant to the service, the material must clearly relate to the service being provided, and be very clear in the message it is giving to customers;
- material is explanatory and objective, and customers should be able to obtain sufficient understanding about what the service is, and the contribution you will make in the delivery of that service;
- material aimed at employer engagement must be factual and not misrepresent the service(s) you are offering on behalf of Jobcentre Plus. For example, it is not appropriate for you to use the word 'Free' when referring to help you are offering as this is still funded by the government;
- any material produced must not be political;
- marketing material should deliver the information in a cost effective manner to show effective use of government funding;
- the content must satisfy legal requirements;
- all material should be in plain English (DWP currently contracts the Plain Language Commission to provide support and advice, but there are several similar services available in the UK);
- material fits with other marketing and media activity, working in partnership with Jobcentre Plus, you will need to ensure that your marketing material doesn't conflict with other products and marketing for this as well as other, government programmes;
- marketing material must deliver information that presents Flexible New Deal accurately and positively;
- material is suitable for public use; and,
- information required by statute or otherwise about rights, obligations, liabilities and government services is contained in the material.

18.53. We will work with you to ensure that all products meet the standards outlined in this guidance. We need you to work with us to ensure that jointly these standards are maintained in delivering this service. For further advice and help on the standards required you should consult your nominated Jobcentre Plus marketing contact.

18.54. Additional guidance providing help can be found below:

- publicity and advertising:
http://www.cabinetoffice.gov.uk/propriety_and_ethics/civil_service/government_information_service/annex_a.aspx;
- public relations:
http://www.cabinetoffice.gov.uk/propriety_and_ethics/civil_service/government_information_service/annex_b.aspx; and,
- direct marketing:
http://www.cabinetoffice.gov.uk/propriety_and_ethics/civil_service/government_information_service/annex_c.aspx.

18.55. **Please Note:** Your local Jobcentre Plus marketing contact can provide you with help and guidance around content.

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National media handling

- 18.56. DWP has a national press office that is responsible for dealing with the national media (newspapers, news agencies, internet news, television, radio and specialist publications and magazines), providing media advice to Ministers and co-ordinating all visits with media involvement across the Department.
- 18.57. You may be required to liaise with national press office on major announcements. However, you will have most day-to-day PR contact with the DWP regional press office.

Regional media handling

- 18.58. DWP has nine Regional Press Office (RPO) units spread throughout England, and one each for Scotland and Wales. They work closely with the national press office to ensure messages are consistent. They are responsible for co-ordinating all relations with the regional media (main regional newspapers, television and radio) and local media as well as providing direct guidance to local managers and their press liaison and marketing teams. Regional Press Office also lead on all regional ministerial visits.
- 18.59. Regional Press Office units are in the following regions:
- London;
 - South East;
 - East of England;
 - Scotland;
 - North West;
 - Wales;
 - South West;
 - North East;
 - Yorkshire and Humber;
 - West Midlands; and,
 - East Midlands.
- 18.60. You will be provided with Regional Press Office contact points and are expected to work closely with the Regional Press Office in your area. You are expected to:
- provide contact details to each relevant Regional Press Office;
 - alert Regional Press Office to all negative stories and provide sufficient information for DWP to prepare and provide a statement to be used in response to media enquiries;
 - inform Regional Press Office of media activity being planned around Flexible New Deal provision. Ministers may want to be involved in publicity from time to time. You should in particular share plans around significant milestones (for example 100th person helped into work), and customer case studies; and,
 - liaise with DWP national press office to inform them of any positive or negative stories that are significant enough to draw national media attention.

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Appendix 1 – Propriety

18.61. This propriety appendix covers:

- [About the standard](#);
- [Endorsement](#);
- [Framework for licensing](#);
- [Co-branding with a third party](#);
- [Co-branding on websites](#);
- [Licensing a logo to a supplier](#);
- [Other Government signifiers](#);
 - [Consistent and recognisable graphic elements](#);
 - [Text lines explaining the Department's involvement \(text supporting lines\)](#);
 - [Misuse of a logo and 'passing off'](#).

About the standard

18.62. In the government context, particular care must be paid to issues of propriety when making branding decisions. A government endorsement comes with a particular promise to the general public, and this must be a key consideration in decision-making.

18.63. This standard sets out the approach and policy that has been agreed by the brand managers of the Department for Work and Pensions and its agencies; Procurement Policy and Best Practice team; marketing communications; e-communications and Solicitor's Office in relation to the licensing and use of logos. Its objective is to create a consistent and clear approach across the Department to the licensing of logos and a shared understanding of the legal and propriety implications in doing so.

18.64. To avoid constant repetition and qualification throughout the appendix:

- **'department'** is used as shorthand for the Department and its agencies
- **'offering'** is used as shorthand for services, products or initiatives
- **'licence'** is used to describe the Department's agreement to allow a third party to use one of its logos for a specific purpose on a one-time basis
- **'third party'** is used as shorthand for all types of third party organisations such as voluntary organisations, suppliers, and lobby groups.

Endorsement

18.65. Use of the Department's name or logo signifies to the audience an involvement with, or support of, the offering.

18.66. This may have a particular impact if the logo is being licensed for use by a third party or in conjunction with the logo or mark of a third party. In this instance there are particular legal, propriety and brand reputation implications to any decision to licence the logo. Jobcentre Plus should not licence the logo unless they are clear that these implications can be carefully managed. **The logo should never be licensed to a third party other than in an approved format and on express written terms of the relevant branding team.**

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Framework for licensing

- 18.67. Our logos should only be licensed if the request has been made by, or confirmed by, an appropriate contact within the Department or an authorised third party acting on our behalf.
- 18.68. Before licensing a logo Jobcentre Plus must be clear:
- that it is the appropriate logo for use in the context, with that audience;
 - about how the logo will be used and where it will appear;
 - whether the logo will appear with any other brands or logos;
 - that the context for use supports the Department's values and objectives and has no detriment to the public interest;
 - that the context for use does not embarrass or conflict with central government policy in any area; and,
 - that use of the logo would not constitute a commercial endorsement of a third party organisation.
- 18.69. Permission to use our logos is given for a specific use only. It does not represent blanket permission for a company or organisation to use our logo.
- 18.70. Permission to use the logo is subject to it being used according to brand guidelines. The way it has been used must be approved by Jobcentre Plus, for example, through approval of a proof.
- 18.71. Permission to use the logo can be withdrawn at any time after it has been given, at the discretion of Jobcentre Plus.

Co-branding with a third party

- 18.72. **Please Note:** The logo should never be licensed to a third party without the approval of Jobcentre Plus.
- 18.73. A government department's support of a particular brand, or offering, clearly signalled by the use of its logo, carries weight with consumers. Jobcentre Plus needs to be clear that the use of our logo will produce significant net benefit for the Department at no detriment to the public interest, they should also consider whether it is more appropriate to use a text supporting line.
- 18.74. There should be no overt commercial advantage to the third party in terms of the direct sale of products or brands as a result of their association with the government.
- 18.75. Jobcentre Plus also needs to manage the risk involved in associating ourselves with other brands and their offerings. It may therefore be appropriate to consider third parties for their financial viability, appropriate business practices, policies and customer and media profile. For example, if a legal claim for negligence is made against a party we are 'co-branding' with, there is potential for the Department to be drawn into the dispute.
- 18.76. Jobcentre Plus needs to be satisfied that the Department or relevant agency is happy with the content or quality of the offering that is being co-branded.

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18.77. Jobcentre Plus also needs to be clear about issues of quality in the way that our logo is used and reproduced. If, for example, our logo is reproduced poorly, is squashed or recreated, this sends a message about the quality of our organisation. Therefore we must be happy with the production quality of the offering and way the logo has been used. Each brand has specific guidelines outlining how the logo should be used and these must be followed.

Co-branding on websites

18.78. In addition to the considerations outlined above, Jobcentre Plus must be sure that there are no inappropriate links to other websites or inappropriate advertising on that website. [In this context, inappropriate is defined as content or links that are contrary to the Department's values or objectives.] This should be agreed with the website owners and reviewed.

Licensing a logo to a supplier

18.79. Our logos cannot be used by suppliers to imply endorsement of their offering in general.

18.80. Our logos should not be used in external marketing material for our suppliers. These requirements should be observed when drawing up contracts with suppliers.

Other government signifiers

Consistent and recognisable graphic elements

18.81. Whilst the logo is the most obvious signifier of government involvement, use of a key graphic element, for example, The Pension Service horizon line, may also signify this. Similar care should be taken over the use and misuse of these visual identifiers.

Text lines explaining the Department's involvement (text supporting lines)

18.82. Where the Department is not directly responsible for an offering but still wishes to signal support or financial involvement, the presumption is towards using a text supporting line.

18.83. In some instances, to some audiences, the branding of a particular third party might have more equity than the equivalent government brand. In these circumstances a text supporting line rather than use of the logo should also be considered.

18.84. However, as a supporting line still carries the association of government, you should follow the same decision-making process as to its appropriateness.

18.85. Depending on the specific situation, appropriate lines might include 'working in partnership with ...', 'supported by...' and 'funded by...'.

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Misuse of a logo and 'passing off'

18.86. Occasionally third parties may misuse the Department's logos. In these instances the agreed procedure is as follows:

- ascertain by whom, and how, the logo is being misused and confirm that the use is unauthorised;
- Jobcentre Plus will make initial contact with the organisation, identifying themselves and their role, and explaining that the logo is trademarked or covered by Crown Copyright, as appropriate. Jobcentre Plus will ask for agreement for removal of the logo;
- if the organisation does not agree, or Jobcentre Plus feels for other reasons that it is appropriate, a formal letter will be sent; then,
- if the logo is still not removed Jobcentre Plus will forward the details to Solicitor's Office for immediate action.

18.87. When a business or organisation misuses a Departmental logo [or an unregistered trademark] or visual style so as to mislead the public into believing that the goods or services are associated with the Department this can cause considerable damage. This may require the Department to take legal action based on 'passing off'.

18.88. In this instance the process followed should be the same as that for misuse of our logo. You should seek further guidance on passing off from Solicitor's Office.

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Appendix 2 – DWP written style: Supplier notes

- 18.89. It is important that the materials DWP customers encounter are consistent in style and tone.
- 18.90. While suppliers are encouraged to be creative in their marketing and PR activity, we do have a small number of standards that need to be applied consistently. We have produced these notes to give you:
- an overview of the DWP 'house style'; and,
 - specific guidance on points of terminology.
- 18.91. It should be used alongside the branding guidelines and media-specific design guidelines.
- 18.92. This appendix covers:
- [Plain English](#);
 - [Punctuation](#);
 - [Numbers](#);
 - [References to web addresses](#);
 - [General points](#); and,
 - [Standard terms](#).

Plain English

- 18.93. DWP aims to use plain English in materials available to our customers. It ensures that the products make sense and that the information is clear, concise and relevant to our readers.
- 18.94. The Plain Language Commission has been awarded the contract for editing and accrediting DWP written communications.
- 18.95. If you would like to find out more about the Plain Language Commission you can look on their website www.clearest.co.uk.
- 18.96. DWP plain English principles include:
- Keep your sentences short. Use between three and 20 words.
 - Talk about one idea in each sentence.
 - Use everyday words. Don't use complicated or long words when easy or short ones will do - use 'buy' instead of 'purchase', 'about' instead of 'approximately' and 'like' instead of 'such as'
 - Try and keep your product positive.
 - Get to the point quickly.
 - Don't use Latin abbreviations such as 'i.e.' or 'e.g.' use 'for example' or 'in other words' instead.
 - Don't use American spellings - we criticise, we do not criticize.
 - Don't use jargon or technical terms. If you must use a technical term, make sure you explain clearly what it means.
- 18.97. **Tips:** Reading your text aloud may help you check that you have written in plain English. Does it sound like a sentence someone would normally say?

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Punctuation

18.98. DWP punctuation principles include:

- **The full stop;**
 - Use one space after a full stop, not two.
 - Don't use full stops in abbreviations. It is BBC, not B.B.C and do not use full stops after Dr or Mr.
- **Contractions;**
 - You can use contractions like 'you'll' instead of 'you will' or 'don't' instead of 'do not'.
- **Singular and plural;**
 - The government, departments, companies and organisations are single entities; therefore, they should always be singular. For example, "DWP is considering changes to its appraisal system".
- **Capitalisation;**
 - All sentences begin with capitals except in bullets.
 - Use capitals for proper nouns: names of people and places
 - Job titles are usually lower case except for government titles, for example, Secretary of State.
 - Government should usually be lower case 'government'.
 - Government departments should be in capitals – Department for Work and Pensions.
 - Government initiatives and projects, like the 'we are closing in' fraud campaign should be in lower case - also use 'it' or 'which' (never who).
- **Bullet points**
 - When using bullet points you should usually use open punctuation. This means DWP will:
 - not capitalise the first letter in a run-on bullet (like this one, where the introductory sentence is completed by each bullet point)
 - not have any punctuation at the end of any bullet point apart from the last two
 - have a comma and and or or at the end of the penultimate bullet point, and,
 - have a full stop at the end of the last one.
 - When you have a list of complete ideas for each bullet point, you should use closed punctuation (a capital letter to start and a full stop at the end of each bullet point).

Numbers

18.99. We have some general rules on using numbers and the format of how we display telephone numbers.

18.100. Our general rules for numbers are:

- figures between one and nine should be spelt out, use figures for 10 onwards - the exception to this is for numerical ranges such as 'one to fifty' or 'four to fifteen', or when the number is at the start of a sentence;
- thousands: Use full figures: 1,000, 10,000, 110,000;
- millions: Use m and decimals: 1m, 1.5m, 20m;

Flexible New Deal Guidance

- billions: Use bn and decimals: 1bn, 1.5bn, 20bn;
- decimals: Always use decimals and never fractions - if necessary, round to two decimal places: 1.99;
- ordinal numbers: first, second, third, etc, to ninth, then 10th, 11th etc; and,
- per cent should be spelt out, not %, except in tables.

Telephone numbers

18.101. Use spaces between city and local exchange etc. Here are the different formats you should use:

- 01234 567 890;
- 0207 123 4567;
- 0800 123 456;
- 07890 123 456; and,
- +44 (0)1234 567 890.

18.102. 0845 numbers must always keep the 0845 clear from the other numbers to avoid confusion on call charging policy.

Dates and times

18.103. We have some general rules on the format of how we display dates and times.

18.104. The general rule for the format of dates is: 14 September 2009.

- However, in forms, tables or areas where there is less space, use 14/09/2009.
- When referring to a tax year write (2009-2010).
- Days of the week - write Monday to Friday, not Mon-Fri
- Time should be represented as 11.30 am or 2.00 pm; leave a space between the number and the am or pm.
- When giving a range of times write 'from 2.30 pm to 5.00 pm'; don't use dashes.

References to web addresses

18.105. When signposting to a web address, make sure that the address has a maximum of one 'forward slash'. For example, use www.direct.gov.uk/carers rather than www.direct.gov.uk/en/CaringForSomeone/index.htm

18.106. You should not put a full stop at the end of a web address, even if it is at the end of a sentence.

General points

- **No acronyms** – items should be quoted in full or with an appropriate other 'short form' (For example 'Jobseeker's Allowance' might be abbreviated within the same paragraph as 'this' or 'the allowance' (lowercase) but never 'JSA').
- All text should be in sentence case (the first letter in a sentence is capitalised, and all other letters lowercase), but all benefits and some services are treated as proper nouns (capital first letters for example Jobseeker's Allowance and Flexible New Deal).

Flexible New Deal Guidance

- Try to always refer to 'Jobcentre Plus'; not social security offices, call centres or benefit delivery centres.
- Refer to benefits and allowances rather than social security benefits.
- No internal job titles or team structure should be used externally, the only exceptions generally being 'manager', 'adviser' (generically, or 'Jobcentre Plus adviser' if distinguishing between providers and Jobcentre Plus) etc.

Standard terms

Use	Don't use
lone parent(s)	single parent
customer	client, claimant
adviser <i>(generic term, e.g. 'talk to an adviser')</i>	Specific job titles (e.g. Disability Employment Adviser, Specialist IB Personal Adviser)
disabled people	the disabled, the handicapped, People with Disabilities (PWD)
work-focused interview	intervention, WFI, meeting, Work Focused Interview
online	On-line, on line
jobseeker <i>NB: Use with caution</i>	JSA claimant, client
Jobcentre Plus	Any individual title for team, directorate, region or district
database of jobs, jobs database	Job Bank, internet job bank
Jobpoint	kiosk, jobs point
Jobseeker's Allowance	Job Seekers' Allowance (or variant); JSA; Unemployment Benefit
To look for work, call us on 0845 XXX XXXX	Jobseeker Direct