

**Department for Work and Pensions (DWP)
Central Freedom of Information Team**

freedom-of-information-request@dwp.gsi.gov.uk

request-513019-63453533@whatdotheyknow.com

Our reference: FOI2018/02416

Date: 05 October 2018

Dear Langton

Thank you for your Freedom of Information request received on 25 August. You asked:

*“From a recent DWP freedom of Information request number Fol 0533
Date: 02/03/2018.*

*The question was What Dates/Times/Channels was the TV advert
shown re women’s pension age hike?*

The DWP Response was

*The Department did not use TV advertising in relation to the increases
in women’s State Pension age.*

*I have never seen myself any TV advertising in relation to the
increases in women’s State Pension age, and I would have to accept
the DWP response in the Fol 0533 date 02/03/18, However subject to
under covering the piece below it seems that the DWP response
seems to incorrect and misleading, it is breath-taking that the DWP had
not on record such information, as it is the DWP own retention period
of 20 years for press releases.*

*I did not see any adverts on TV in relation to the increases in women’s
State Pension age, and the DWP had said they never used TV for
advertising in relation to the increases in women’s State Pension age, it
goes to show even the DWP does not know what had gone on with
regards to informing the cohort of women born in the 1950’s.*

*From as far back as 17/08/2015 on this foi DWP Central Freedom of
Information Team*

e-mail: freedom-of-information-request@dwp.gsi.gov.uk

Our Ref: VTR3231

The DWP had said to the questions that:

*The pensions’ education campaign ran in waves from January 2001
until February 2004.*

The objectives were to make people aware of the importance of planning for their retirement and to inform them of the information available to help them plan their options. The campaign used TV and press advertising, and direct marketing.

One of the press adverts was specifically about the equalisation of State Pension age and was featured in women's magazines and national newspaper supplements.

Yet The Department said from a recent DWP freedom of Information request number Fol 0533 Date: 02/03/2018, it did not use TV advertising in relation to the increases in women's State Pension age.

From the DWP Archived on 5th Jan 2004 press release 11th Jan 2001 called " Pension Awareness Ad Blitz Begins"

Some of the extracts are set out below:

Mans best friend has taken the lead in a new Government campaign to get people to think about planning for their pensions.

Using Oscar-winning techniques that brought 'Babe' to life the £6.5 million marketing campaign aims to make people aware of the need to plan for their retirement and consider all the pension options available to them.

Launching the campaign Alistair Darling, Social Security Secretary, said "Obviously the basic state pension will remain the foundation of income retirement.

The adverts are humorous and clever and the use of real-life working dogs talking should grab people attention and get them thinking about the options to save for their retirement, "said Mr Darling.

The campaign, which includes which includes TV, press and cinema advertising.

The ad campaign aims to raise awareness, it will also carry some specific messages , including the fact that women state pension age is changing between 2010 and 2020 when it will be equalised at the age of sixty five.

Yet The Department said from a recent DWP freedom of Information request number Fol 0533 Date: 02/03/2018, it did not use TV advertising in relation to the increases in women's State Pension age.

My Freedom of information requests are:

Please could you acknowledge that the DWP had not told given the correct information on the freedom of Information request number Fol 0533 Date: 02/03/2018, when it said that it did not use TV advertising in relation to the increases in women's State Pension age.

If no acknowledge is available of the DWP blunder/mistake, please could you send me the procedure for taking up a complaint of wrong information given by the DWP on a foi requests.

My Freedom of information requests are:

Please could you send me copies of the ad campaign that was Launched by Alistair Darling the Social Security Secretary 11th January 2001 that aims to raise awareness, it will also carry some specific messages , including the fact that women state pension age is changing between 2010 and 2020 when it will be equalised at the age of sixty five, as the DWP retention period for Press Releases are 20 years.

My Freedom of information requests are:

Where from did the DWP obtain the information from the recent DWP freedom of Information request number Fol 0533 Date: 02/03/2018, it did not use TV advertising in relation to the increases in women's State Pension age.

How many other people have been told that the DWP did not use TV advertising in relation to the increases in women's State Pension age.

Please could you send me a copy of the assessment carried by the Foi team when they had said the DWP did not use TV advertising in relation to the increases in women's State Pension age?"

DWP Response:

As you have asked a number of questions, the Department has responded to each one individually below.

*1.) Please could you acknowledge that the DWP had not told given the correct information on the freedom of Information request number Fol 0533 Date: 02/03/2018, when it said that it did not use TV advertising in relation to the increases in women's State Pension age.
If no acknowledge is available of the DWP blunder/mistake, please could you send me the procedure for taking up a complaint of wrong information given by the DWP on a foi requests.*

DWP Response:

The Department provided clarity on this issue in response to FOI 2018/00966.

2.) Please could you send me copies of the ad campaign that was Launched by Alistair Darling the Social Security Secretary 11th January 2001 that aims to raise awareness, it will also carry some specific messages, including the fact that women state pension age is

changing between 2010 and 2020 when it will be equalised at the age of sixty five, as the DWP retention period for Press Releases are 20 years.

DWP Response:

The Freedom of Information Act gives a legal right of access to any recorded information held by a public authority. DWP is not required to provide opinions or explanations, generate answers to questions, or create or obtain information we do not hold. Under section 14(2) of the Freedom of Information Act (FOIA), public authorities are not obliged to comply with a repeat request. Where a public authority (in this case the DWP) has previously responded to a request for information it is not obliged to comply with a subsequent identical or substantially similar request from the same person unless a reasonable interval has elapsed between compliance with the previous request and the making of the current request.

The Department has already responded and provided details of what was used in the ad campaign. You have been sent the details in the following FOIs 0014, 0271, 3364, 2018/00966 and 2018/01917.

The Department has already clarified the data retention policy on press releases, please see response to FOI 2018/01982.

3.) Where from did the DWP obtain the information from the recent DWP freedom of Information request number Fol 0533 Date: 02/03/2018, it did not use TV advertising in relation to the increases in women's State Pension age.

DWP Response:

Please see our response to question 2.

In addition, details of the communication campaign can be found in the Work & Pension Select Committee report "Communication of State Pension age changes" (House of Commons report 899, 15 March 2016), a copy of which is published online at <https://publications.parliament.uk/pa/cm201516/cmselect/cmworpen/899/899.pdf>

4.) How many other people have been told that the DWP did not use TV advertising in relation to the increases in women's State Pension age.

DWP Response:

The Department does not hold statistics on this specific request.

5.) Please could you send me a copy of the assessment carried by the Foi team when they had said the DWP did not use TV advertising in relation to the increases in women's State Pension age?

DWP Response:

The Department has already provided a response concerning the information we hold in respect of the ad campaign. Please see above.

If you have any queries about this letter please contact me quoting the reference number above.

Yours sincerely,

DWP Central Foi Team

Your right to complain under the Freedom of Information Act

If you are not happy with this response you may request an internal review by e-mailing freedom-of-information-request@dwpgsi.gov.uk or by writing to: DWP, Central Foi Team, Caxton House, Tothill Street, SW1H 9NA. Any review request should be submitted within two months of the date of this letter.

If you are not content with the outcome of the internal review you may apply directly to the Information Commissioner's Office for a decision. Generally the Commissioner cannot make a decision unless you have exhausted our own complaints procedure. The Information Commissioner can be contacted at: The Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow Cheshire SK9 5AF
www.ico.org.uk/Global/contact_us or telephone 0303 123 1113 or 01625 545745