



Cabinet Office

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70 Whitehall
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foi-team@cabinetoffice.gov.uk
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Andrew Johnson

By email: request-697419-a721e6c6@whatdotheyknow.com

FOI Reference: FOI2020/14036

6 November 2020

Dear Andrew Johnson

We refer to your request where you asked:

"On 17 April 2020 and 14 May 2020, many or all UK National Daily Newspapers were covered with a design relating to "Lockdown" Measures that were triggered or relaxed. (See <https://www.thedrum.com/news/2020/04/17/...>)

Can you please provide :

- 1) Figures showing the total amount spent on advertising these designs in UK print media. If possible, broken down into local/national outlets – by publication (e.g. The Sun, The Times, etc)*
- 2) Provide information about which organisations were involved in this campaign - who made the designs and how much were they paid to complete them.*
- 3) Please provide dated documents about how these designs were commissioned or agreed"*

I am writing to advise you that following a search of our paper and electronic records, I have established that the information you requested is held by the Cabinet Office.

The Government has developed a national public information campaign to provide information, guidance and reassurance to the public on the coronavirus. Like other government campaigns, the campaign has used a range of advertising channels, including TV, SMS, Radio, Press, Print, Digital and Outdoor advertising, across owned, earned and paid for channels.

As part of the campaign and to continue pushing out important messages to UK citizens on COVID-19, the Government has negotiated a new and unique opportunity with national and local newspapers to use their powerful, familiar voices and reach. The partnership brings together over 600 national, regional and local titles across England, Scotland, Wales and Northern Ireland, reaching 49 million people a month. It is vital for HMG to maximise the campaign's exposure to ensure government messages reach the public.

You have asked to see **1)** *Figures showing the total amount spent on advertising these designs in UK print media. If possible, broken down into local/national outlets - by publication (e.g. The Sun, The Times, etc).*

The 'All In, All Together' campaign was a joint campaign with national and local newspapers. A list of the publications involved in the partnership will be placed in the Commons Library.

The costs of the national public information campaign will be published monthly on a rolling basis as part of routine government transparency on the GOV.UK website here: www.gov.uk/government/collections/cabinet-office-spend-data. This will be broken down by the supplier.

You have also asked to see **2)** *information about which organisations were involved in this campaign - who made the designs and how much were they paid to complete them.*

The designs were created by a Team Nation, a group comprising the design resources of the publications themselves. The cost of the designs was included as part of the overall Press Partnership - which is published monthly on a rolling basis as part of routine Government transparency on the Gov.uk website here: www.gov.uk/government/collections/cabinet-office-spend-data

Therefore, the information you have requested regarding the media organisations and other newspapers involved is being withheld as it is exempt under Section 21(1) of the Freedom of Information Act. Section 21 exempts information if this information is reasonably accessible to the applicant by other means. Section 21 is an absolute exemption and the Cabinet Office is not required to consider whether the public interest favours disclosure of this information.

You have also asked to see **3)** *dated documents about how these designs were commissioned or agreed.*

Please refer to the previous answer for details on how the designs were commissioned.

If you are unhappy with the service you have received in relation to your request or wish to request an internal review, you should write to:

Eirian Walsh Atkins
Cabinet Office
70 Whitehall
London
SW1A 2AS

email: foi-team@cabinetoffice.gov.uk

You should note that the Cabinet Office will not normally accept an application for internal review if it is received more than two months after the date that the reply was issued.

If you are not content with the outcome of your internal review, you may apply directly to the Information Commissioner for a decision. Generally, the Commissioner cannot make a decision unless you have exhausted the complaints procedure provided by the Cabinet Office. The Information Commissioner can be contacted at:

The Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Yours sincerely

A handwritten signature in black ink, appearing to be 'J. B. K.', is written on a light blue background.

FOI Team
Cabinet Office