

Guy Wall

By email: request-926603-28a1ee27@whatdotheyknow.com

FOI Reference: FOI2022/17524

6 January 2023

Dear Guy Wall

We refer to your request where you asked:

*“Please supply a total amount for the spend on advertising (TV/Social Media/print media/leaflets/direct mail et al) surrounding the cost of living crisis (e.g. Help for Households campaign)”*

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

The information you have requested regarding the spend total is being withheld as it is exempt under Section 22(1)(a) of the Freedom Of Information Act. Section 22(1)(a) exempts information if it is held by the public authority with a view to its publication at a future date.

Section 22 is qualified by the public interest test. The Freedom of Information Act recognises the desirability of information being freely available in its own right, but Section 22 also acknowledges that public authorities must have freedom to be able to determine their own publication timetables. This allows them to deal with the necessary preparation, administration and context of publication.

After weighing up the public and commercial interest considerations, we consider it is reasonable in all the circumstances that the information held should be withheld from disclosure according to Section 22(1)(a) and that the public interest in maintaining the exemption outweighs the public interest in disclosure.

The Cabinet Office publishes spend data monthly on a rolling basis as part of routine government transparency. This data provides details of Cabinet Office spend over £25,000 since 1 April 2010. Here is a link to the webpage:

<https://www.gov.uk/government/publications/cabinet-office-spend-data>

The total cost will be published here routinely for the duration of the campaign. We would expect campaign spend to start to appear on the transparency data from October 2022 and it will be classified as a central campaigns programme.

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:

Head of Freedom of Information  
Cabinet Office  
1 Horse Guards Road  
London  
SW1A 2HQ

email: [foi-team@cabinetoffice.gov.uk](mailto: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 white background.

FOI Team  
Cabinet Office