

Mr J S Stein

Email us at: foi@dvla.gsi.gov.uk
Website: www.gov.uk/browse/driving

Your Ref:
Our Ref: FOIR4127

Date: 23 September 2014

Dear Mr Stein

Freedom of Information Request

Thank you for your e-mail dated 3 September requesting information under the terms of the Freedom of Information Act 2000 (FOIA).

You asked:

I would like a breakdown of the steps the DVLA has taken to raise awareness of the forthcoming abolition of paper tax discs.

Could you summarise what publicity activity has taken place since the change was announced (e.g. "production of online guidelines at <http://www.thisURL.gov.uk>"), and provide any cost associated with each activity.

Please find below is a list of DVLA's campaign activities to raise awareness of Abolition of tax disc. These activities have been delivered at no cost as they have focused on DVLA's own media channels and those of third parties including the GOV.UK website, social media, web chats, direct mailings to customers and working partnerships with stakeholders and commercial customers.

- Material has been sent to more than 6,000 stakeholders and commercial customers who are working with DVLA to get the message to their members and the public. This has mainly been done by emailing each individual customer/stakeholder a web link to a communications 'toolkit' that has been produced in-house at DVLA, including various materials such as web banner advertisements, posters, leaflets, and Frequently Asked Questions tailored to a specific audience. In a small number of cases where the recipient could not access the web link, DVLA provided this information as an attachment to an email or via delivery of hard copies in the case of posters and leaflets.
- Every vehicle keeper due to tax their vehicle will be told of the changes. Since August 2014, the envelope in which the vehicle tax reminder (V11) is

sent carried a message. That message has appeared on the vehicle tax reminder itself since September 2014.

- From October 2014, the envelope in which a vehicle registration certificate (V5C) is sent will feature information together with a separate insert being included with the certificate. The message will tell the registered keeper that vehicle tax is no longer transferable when buying a vehicle.
- There is a campaign page on GOV.UK (www.gov.uk/dvla/nomoretaxdisc) which has so far had 1.6m unique views and over 900,000 referrals from social media.
- In-house videos have been produced to help raise awareness of the changes and what they mean for the public. The videos have to date been viewed more than 100,000 times on DVLA's YouTube channel (www.youtube.com/DVLAgov).
- In addition, there has been widespread national and regional press coverage as well as broadcast media coverage in the build up to the changes. The vast majority of the coverage has included information on what the changes mean for motorists and will help raise awareness that from 1 October motorists will no longer need to display tax discs and that DVLA will no longer issue them.

The information which follows concerns the copyright conditions that apply to any information provided by the Agency and the procedures for making any complaint you might have about the reply. Please quote the reference number of this letter in any future communications about it.

Yours sincerely

A handwritten signature in black ink, consisting of a large, stylized 'P' followed by a series of loops and a long horizontal stroke extending to the right.

PPRobert Toft
Head of Data Sharing Policy & Freedom of Information Team

PROCEDURES FOR HANDLING FREEDOM OF INFORMATION REQUESTS

Copyright Conditions

The information supplied to you continues to be protected by copyright. You are free to use it for your own purposes, including for private study and non-commercial research, and for any other purpose authorised by an exception in current copyright law. Documents (except photographs) can be also used in the UK without requiring permission for the purposes of news reporting. Any other re-use, for example, commercial publication, would require the permission of the copyright holder.

Most documents produced by a government department or DVLA will be protected by Crown Copyright. Most Crown Copyright information can be re-used under the Open Government Licence (OGL) (<http://www.nationalarchives.gov.uk/doc/open-government-licence/>). For information about the OGL and about re-using Crown Copyright information please see The National Archives website at <http://www.nationalarchives.gov.uk/information-management/uk-gov-licensing-framework.htm>

Copyright in other documents may rest with a third party. For information about obtaining permission from a third party, see the Intellectual Property Office's website at www.ipo.gov.uk

Complaints

If you are unhappy with the way in which your request for information has been handled, about the decision not to disclose all or part of the information requested and/or that the DVLA has not complied with its FOI publication scheme, you have the right to complain within two calendar months of the date of this letter. You may complain by writing to the Freedom of Information Team, DSPG/FOI, D16, DVLA, Swansea, SA6 7JL or e-mail foi@dvla.gsi.gov.uk.

Your complaint will be acknowledged and you will be advised of a date by which you should have received a response. Initially, your complaint will be re-considered by the official who dealt with your request for information. If, after careful consideration, that person decides that his/her decision was correct, your complaint will automatically be referred to an independent official who will conduct a further review (an Internal Review). You will be advised of the outcome of your complaint and if a decision is taken to disclose information originally withheld this will be done as soon as possible.

If you are not content with the outcome of the Internal Review, you have the right to apply directly to the Information Commissioner for a decision by writing to the Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF.