

DWP Central Freedom of Information Team
e-mail: freedom-of-information-request@dwp.gsi.gov.uk

Our Ref: FoI 0005

Date: 26 January 2018

Dear H Swift,

Thank you for your Freedom of Information request of 2 January 2018. You asked:

*The DWP has made numerous *responses to public enquiries relating to State Pension age change which state that the “DWP ran a pensions education campaign in 2004” and that the campaign included:*

“Direct mailings targeted specifically at women highlighting that women’s SPA is changing”

DWP quite clearly states that this direct mailing is in addition to pension forecasts, or the letters in 2009 to 2011 and 2012 to 2013.

Please supply more Information about that direct mailing:

Was this a general “mail shot” type letter, or a personalised letter. Were any leaflets or other included with that mailing, if so please provide details.

Please supply a copy of the letter/mail shot, or detail of the draft wording particularly in relation to the part “highlighting that women’s SPA is changing”.

When were these letters sent? Was it in phases by birth date? If so, please supply your usual chart/table setting out that detail.

Since the pension education campaign ran between 2001 to 2004, you may need to check that full period, unless you are certain this mailing was in 2004.

If you are unable to supply the information along the lines I request, then please supply whatever information you do hold that supports the DWP statement being made regarding that direct mailing.

If you cannot find anything, then kindly check that this alleged direct mailing has not become confused with the automatic pension forecast letter, which was sent in 2004.

I would point out that my detailed research indicates that other than the automatic pension forecast letter sent in 2004, there was no other direct mailing either in 2004, or during the pension education campaign period 2001 to 2004.

This alleged separate direct mailing which DWP says highlights that women’s SPA is changing is also at odds with the detailed “evidence” supplied by the DWP under ref: USP0162 to The Work and Pensions Committee in Feb 2016, ref: report HC 899

Published on 15 March 2016. That report quite clearly shows the only direct mailing in period 2001 to 2004 was a State Pension forecast letter.

Is it possible that there is something muddled here?

**For your reference, these are just a few of many DWP responses:*

FOI 3154, FOI 4590, FOI 3157, FOI 3136 (all 2017)

The DWP responses clearly state there is a separate direct mailing in addition to the State Pension forecast letters. If that is incorrect, it is extremely misleading.

DWP Response

The Pensions education campaign ran from 2001 – 2004. The Department no longer holds detailed information due to the time elapsed.

The DWP Research report 221 published 2004, references the use of a direct mail as part of the Pensions education campaign.

The link below also references discussions in the House of Lords in 2002 regarding the use of direct mail in the Pensions education campaign.

http://hansard.millbanksystems.com/written_answers/2002/nov/06/women-increase-in-state-pension-age

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

Yours sincerely,

DWP Strategy Fol 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@dwp.gsi.gov.uk or by writing to DWP, Central Fol 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.gov.uk