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Wynne Jones

Via: [cj-editor@biggeesblog.cymru](mailto:cj-editor@biggeesblog.cymru)

Our ref: IR2021/14892

22 October 2021

Dear Wynne Jones

Cabinet Office Internal Review Reference: IR2021/14892  
(Original Case Reference: FOI2021/13441)

## REVIEW OF REQUEST UNDER THE FREEDOM OF INFORMATION ACT 2000

Thank you for your email of 15 July 2021. We apologise for the significant delay in providing you with a response. You asked for an internal review of our response to your request for information of 25 June 2021. In your request you asked for information relating to the total budget for the Covid 19 vaccine advertising campaign.

I have carefully reviewed the handling of your request and I consider that the exemptions at Section 21(1) of the Freedom of Information Act were not properly applied. Instead, the information that you have requested is **not held** by the Cabinet Office.

I have considered the point you make about the information provided being related more to spend data rather than total budget. The reason you were provided with this link to government spend data was due to the fact that, as the campaign is ever evolving and adapting to the pandemic, budgets are constantly being reassessed and adjusted. Therefore the spend data was deemed the most suitable source of information for assisting you with your request.

As we now have a better understanding of the information you are seeking, I consider that I should revise our original response to confirm that the requested information is not held. The reason that this information is not held is because the campaign you are referring to is a sub-campaign of the COVID-19 Communications campaign. The total

budget for this campaign is allocated by team rather than sub-campaign. As a result, information regarding this campaign is not held to this level of detail and granularity.

The Government remains committed to scrutiny and transparency, and ensuring our rapid response is the best value for taxpayer money. Cabinet Office is continuously tracking and reviewing spending on cross-government campaigns, including COVID-19, to ensure our communications are efficient. We will not spend more than we need to for these major national and international public information campaigns to be effective.

If you are unhappy with the handling of your request for information you, have the right to apply directly to the Information Commissioner for a decision. The Information Commissioner can be contacted at:

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

Yours sincerely

Eirian Walsh Atkins  
Cabinet Office