



Cabinet Office

Room 405
70 Whitehall
London, SW1A 2AS

foi-team@cabinetoffice.gov.uk
www.cabinetoffice.gov.uk

Wynne Jones

By email: cj-editor@biggeesblog.cymru

FOI Reference: FOI2021/13441
13/07/2021

Dear Wynne Jones

I refer to your request where you asked:

"Dear FOI Team

Subject: C J 115: Request for information - Budget for Covid 19 vaccine advertising campaign.

I requested information from "NHS England" under the F O I Act 2000 on 19 February 2021.

Following helpful intervention by the "Information Commissioner's Office" I received a response on 22 June 2021, as set out below. You will note that "NHS England" have advised that one element of my request should be redirected to your team at Cabinet Office for processing. Accordingly, I would be grateful if you could arrange to provide me with the following information.

- ***The total budget for the Covid 19 vaccine advertising campaign.***

I look forward to receiving the information at your earliest convenience. If you require further clarification you are welcome to contact me at any time. Thank you."

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.

COVID-19 remains the biggest peacetime crisis in living memory, and tackling the virus continues to be the UK Government's overriding goal. Communications is a key lever and a hugely important tool in the Government's response to the Pandemic. The National Resilience Communication Hub coordinates all COVID-19 communications activity, providing an integrated Government response to the crisis across a number of campaigns including "Hands, Face, Space", Testing, Vaccinations, Variants of Concern and Business recovery.

The Government has published its vaccine uptake plan, partnering with local public health and faith leaders to make sure all communities are reached. We've also invested around £23 million into a network of Community Champions, across 60 councils and voluntary groups – who will help hard-to-reach communities access public health support and guidance. Ministers and clinicians have met over 250 multicultural organisations and faith leaders to brief them about vaccine efficacy and safety, covering Muslim, Jewish, Hindu and Sikhs, Evangelical and Black Churches and Somali, Bangladeshi and Nigerian organisations. Moreover, DHSC, NHS England and PHE are also running a communications campaign targeted at ethnic minority communities to promote vaccine uptake and tackle misinformation, and we are working closely with recognised community voices to encourage more people to get the vaccine.

The Cabinet Office publishes its spend data, including for this campaign, 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. I attach a link to this webpage here:

<https://www.gov.uk/government/publications/cabinet-office-spend-data> This is broken down by supplier.

Therefore, the information regarding spend detail that you have requested 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.

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

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:

Rachel Anderson
Head of Freedom of Information
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 Cabinet Office. The Information Commissioner can be contacted at:

Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Yours sincerely

A handwritten signature in black ink, appearing to be 'A. B. C.', written in a cursive style.

FOI Team
Cabinet Office