

Freedom of Information disclosure about the Departmental use of celebrities in campaigns or adverts

2007-8: A total of £200,000 for work on the Fire Kills fire safety campaign (specifically appearing in the TV advert), paid to Julie Walters.

2008-9: A total of £211,500 for work on the Fire Kills fire safety campaign and the REACH BME role models campaign, paid to Julie Walters, Angela Griffin, John "Jon Boy" Walton and Kwame Kwei Armah.

2009-10: A total of £27,500 for work on the Fire Kills fire safety campaign and the Ordinary People, Extraordinary Career Fire Service careers advice campaign, paid to Linda Robson, Martin "Wolfie" Adams, Jill Halfpenny, Steve Bunce, Helen Flanagan, Brooke Vincent and Michelle Keegan.

These costs exclude fees paid to celebrities or other publicly known individuals, who worked for the Department as voice over artists or in another capacity to which their celebrity status was not relevant to the work conducted.

No fees have been paid to any celebrities for campaign or advertisement work since May 2010.