



Ministry
of Defence

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6 June 2014

Dear

Thank you for your email of 8 May requesting the following information:

1. *'The cost of the Army's 'Step Up' recruitment campaign, which commenced in May 2013.*
2. *The cost of the Army's 'More than Meets the Eye' recruitment campaign, which commenced in January 2014.*
3. *The number of new recruits to the army who were deemed to have joined as a result of the 'Step Up' campaign.*
4. *Any evaluation of the success of the 'Step Up' recruitment campaign which was provided to Brigadier Andrew Jackson, director recruiting and training (operations) in the form of a final report.'*

Qs 1 and 2. I can confirm that the Ministry of Defence holds this information. The information is exempt under Section 21 of the Freedom of Information Act (FOIA), because it is reasonably accessible to you by other means. It is already in the public domain as a reply to a written Parliamentary Question, at the following link:

http://www.publications.parliament.uk/pa/cm201314/cmhansrd/cm140407/text/140407w0003.htm#140407w0003.htm_snew82

Q3. It is not possible to quantify the number of recruits who joined specifically as a result of a particular marketing campaign, including 'Step Up', as the campaign may be just one of many factors that contribute to an individual's decision to apply. The intakes and strengths of Regular and Reserve Army populations for the period in question are however published by Defence Statistics, and are available at the following link:

<https://www.gov.uk/government/publications/uk-armed-forces-quarterly-personnel-report-2014>

Q4. Brigadier Andrew Jackson did not receive a final report on the evaluation for 'Step Up.' A summary of the campaign is contained in the document placed in the Library of the House of Commons, referred to in the reply to the Parliamentary Question. This document may be found at the following link, under 'DEP2014-0588':

<http://www.parliament.uk/business/publications/business-papers/commons/deposited-papers/?page=10#toggle-588>

If you are not satisfied with this response or you wish to complain about any aspect of the handling of your request, then you should contact me in the first instance. If informal resolution is not possible and you are still dissatisfied then you may apply for an independent internal review by contacting the Deputy Chief Information Officer, 2nd Floor, MOD Main Building, Whitehall, SW1A

2HB (e-mail CIO-FOI-IR@mod.uk). Please note that any request for an internal review must be made within 40 working days of the date on which the attempt to reach informal resolution has come to an end.

If you remain dissatisfied following an internal review, you may take your complaint to the Information Commissioner under the provisions of Section 50 of the Freedom of Information Act. Please note that the Information Commissioner will not investigate your case until the MOD internal review process has been completed. Further details of the role and powers of the Information Commissioner can be found on the Commissioner's website, <http://www.ico.gov.uk>.

Yours sincerely,

Army Secretariat