

23 February 2017

Ref: FOI2017/01635

Freedom of Information Act 2000: Lifetime ISA

Thank you for your Freedom of Information enquiry of 27 January 2017.

You asked for the following information:

"For 2017 how much is the Treasury budgeting for marketing of the lifetime ISA? If any, please state what marketing the Treasury is planning for the product?"

"How much has the Treasury already spent on marketing the lifetime ISA? If any, please state how the Treasury has spent this money?"

HM Treasury does not have a separate 2017 budget for marketing the Lifetime ISA and so does not hold information on the first part of your request. We expect Lifetime ISA providers to advertise their own products, which is similar to the arrangements around other savings vehicles such as cash ISAs. The Treasury will supplement this by publishing factual information about the Lifetime ISA online, as well as continuing to use existing Government and free communication channels to raise awareness of the product.

The Treasury has not spent money marketing the Lifetime ISA up to 27 January 2017. The Treasury has published information about the Lifetime ISA online and used existing Government and free communications channels to raise awareness of the product. For example, an in-depth guide to the policy can be found at:

<https://www.gov.uk/government/publications/design-of-the-lifetime-isa-technical-note>

If you have any queries about this letter, please contact us. Please quote the reference number above in any future communications.