

# Freedom of Information request 0224/2011

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## Information request

I am requesting information regarding money spent on paying celebrities to appear in adverts. Specifically I would like to know:

- 1) How much money have you paid celebrities or famous figures to appear in campaigns or adverts for the department over the last five years? I would like these figures broken down by year e.g. 2006 £2000, 2007 £3000
- 2) For each year please state the names of the famous figures and what type of work they undertook e.g. TV ad appearance, voice over. If a figure did more than one campaign please indicate how many they did. Any additional information on the campaign would also be appreciated.

Please note that the amounts I'm seeking are cumulative – that is the total money spent on all celebrities in each given year. I appreciate that providing individual figures for each personality would not be possible.

I am referring to all forms of campaigns, that includes (but not limited to) print, online, TV, radio, leaflets, posters etc.

## DWP response

We can confirm that the following celebrities have been employed to undertake work on behalf of the Department for Work and Pensions (DWP) in the last five years. The campaigns and activities they were involved in are below:

### 2006 – 2007

Benefit Fraud TV commercials: voice over – Nick Ross

### 2007 – 2008

Benefit Fraud TV commercials (cut downs): voice over – Nick Ross  
Mental Health TV filler: voice over – Philip Glenister

## **2009**

Nominal travel expenses only were paid to celebrities in respect of a series of online videos DWP produced in 2009, aimed at promoting effective job searches.

These were for:

Dame Kelly Holmes  
Siara Khan  
Scott Cappurro  
Martha Lane Fox  
Geoff Beattie  
Caryn Franklin  
Charlie Dimmock  
Kim Woodburn  
Phil Hammond  
Pete Cohen  
Michelle Mone

DWP does not have any centralised records prior to the period noted above and to retrieve this information would incur disproportionate cost.

We are unable to provide information regarding pay for individual actors, musicians or other performers. The correspondence and agreements with actors is held by the Central Office of Information (COI), who negotiated with the individuals' agents on behalf of DWP. The disclosure of these contracts would breach Section 41 of the Freedom of Information Act (FOIA). This states that information will be exempt from disclosure if it was obtained by the public authority (DWP) from another party and its disclosure to the public would constitute a breach of confidence actionable by the other person.

Celebrities did appear in an advertisement for Directgov in 2010 when the Department for Work and Pensions was the Sponsoring Department. As Directgov is now part of the Cabinet Office, we do not own any of the information in connection with this advertisement, and suggest that if you wish to obtain this information that you request it from them directly.