

Freedom of Information request 1237/2011

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Information request

'Could you please supply me with details of;

1- the total number of campaign letters, postcards and emails that appeared to be part of a coordinated campaign you received from 1st May 2010 to 1st May 2011

2 - the breakdown of these numbers by delivery method (letter, postcard and email).

3 - a breakdown by topic and organisation(s) where you received more than 500 items of correspondence (through any delivery method) that appeared to be part of a coordinated campaign in the period defined above.

I would see a coordinated campaign as one where a central body, often a civil society organisation, has encouraged members of the public to send correspondence on a specific subject, and which will often have a high level of similarity (for example in the subject line of an email, artwork on a postcard or key demands in a letter).

I appreciate that for points 2 and 3 it may not be possible (or too time consuming) to give exact numbers, and I would therefore be happy to receive estimates to the nearest 50/100.'

DWP response

I note that you asked the same question last September, specifying a different period, and we gave you an approximate number. As I pointed out in that reply, we are rarely specifically alerted to a correspondence campaign. As we become aware of a campaign, the relevant correspondence is recorded on our electronic system. However, this process relies on clerical input and cannot guarantee that every piece of 'campaign' correspondence is identified. Therefore, the figures given below are an approximate number only as they may not include those which were not identified and captured - for example, if any were received prior to us becoming aware of a particular campaign, or those that may have been part of a smaller unrecognised campaign.

Whilst we are able to provide some estimated data, individual campaigns within the Department are not routinely identified and recorded separately or held centrally as there is no business need to do so. I have limited the estimates to correspondence where 50 or more individual contacts have been made using the same content or form of words.

As before, I have responded to each of your three points in turn:

1. Between 1 May 2010 and 1 May 2011, we received approximately 8,500 pieces of correspondence, addressed to Ministers, which were identified as part of a correspondence campaign
2. Of these, approximately 4,300 were e-mails, approximately 2,800 were postcards, and approximately 1,400 were letters
3. There were seven topics where in excess of 500 items of correspondence were received, and the subject matter together with the name of the promoting organisation (if known) is shown below....
 - Reform of Disability Living Allowance – Mencap, National Autistic Society, and RNIB
 - Reform of Child Support – Gingerbread
 - “Make welfare work for mental health” – organisation(s) not identified
 - “Hardest Hit” campaign – organisation(s) not identified
 - “Mind the Gap” (Poverty) – UNICEF
 - Remploy (“Chopper Clegg”) – organisation(s) not identified
 - Anti slavery/domestic slavery – International Labour Organisation