



Ministry
of Defence

Navy Command FOI Section
Navy Command Headquarters
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Ref: 2018/11094

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26 September 2018

Dear [REDACTED]

Release of Information

Thank you for your correspondence dated 31 August 2018 which has been considered to be a request for information in accordance with the Freedom of Information Act 2000. You requested the following information:

All analysis or information that the Royal Navy has about the impact of the Made in the Royal Navy advertising campaign.

Including:

- impact on the number of people completing the enlistment process
- their socio-economic background, age and other characteristics
their geographical location
- their attitudes to the Navy, why they joined up and opinion of the service
- any of the above information from those who started the process but did not complete it
- any of the above information from those who expressed an interest but did not start the enlistment process

I am writing to advise you that, following an extensive search of records, I have established that some information within the scope of your request is held by the Department.

'Made in the Royal Navy' as a campaign did have an impact on the overall Expressions of Interest. We do not, however, hold any detailed analysis of this campaign other than that located on page 7 of the Government Communication Service Campaign Highlights 2016/17 which can be accessed via the following link:

https://gcs.civilservice.gov.uk/wp-content/uploads/2015/09/2016_17-GCS-Campaigns-Brochure-Web-1.pdf

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 Information Rights Compliance Team, Ground Floor, Zone D, MOD Main Building, Whitehall, SW1A 2HB (e-mail CIO-FOI-IR@mod.gov.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.org.uk>.

Yours sincerely

Navy Command Secretariat – FOI Section