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Meg Hillier MP
Chair of the Public Accounts Committee
House of Commons
London
SW1A 0AA

25 October 2019

Ann Molyneux

Re: Public Information Campaign 'Get Ready for Brexit'

Thank you for your letter of 7th October, in which you raised various concerns regarding the public information campaign 'Get Ready for Brexit'.

Total spend to date/spending plans up to and beyond 31 October

The costs of the public information campaign will be published monthly on GOV.UK (<https://www.gov.uk/government/collections/cabinet-office-spend-data>) on a rolling basis as part of routine government transparency, and this will be broken down by supplier. Data is published monthly for spend above £25,000 at the end of the following month. September's data is scheduled to be published on Thursday 31 October. Spending will be consistently reviewed to meet demand and ensure cost-effectiveness.

At my request, the Cabinet Office convened an EU Exit Campaign Assurance Panel in August 2019, before the communications campaign launched. This panel is comprised of senior marketers to provide professional oversight and challenge to the campaign. The chair of this panel is Karen Blackett OBE who is WPP UK Country Manager and Chairwoman of MediaCom UK and Ireland, and a Non-Executive Board Member at Cabinet Office.

In addition to the Assurance Panel, the Brexit Communications Hub Finance Committee, comprised of Directors of Communication from across Whitehall, provides strategic oversight of our financial and operational plans to ensure campaign budgets are justified and resources are rationally allocated. The committee also offers advice, where appropriate, on potential and actual financial opportunities and threats, and develops appropriate approaches to financial risk management.

We have also engaged Ebiquity, an independent marketing and media consultancy, who hold the cross-government contract to independently audit and provide challenge to HMG's media buying contract. Given the scale and spend of the 'Get Ready for Brexit' campaign, we are using the agency to provide a deep dive into our activity before we purchase media space.

Length of the campaign

The campaign will continue to signpost essential information to businesses and members of the public up to and beyond 31 October, as some of those businesses and members of the public may still need to take action after the UK leaves the EU.

Campaign objectives and measurement of impact

The campaign aims to provide the facts citizens and businesses need to know about the steps they need to take to be ready for when the UK leaves the EU.

Its impact is evaluated by using the Government Communication Service (GCS) Evaluation Framework. It is based on the latest industry thinking and is seen as an example of best practice in evaluating the impact of communications. We are using this framework to measure changes in public awareness of the campaign and the effectiveness of specific calls to action that direct both citizens and businesses to relevant information.

Each campaign element has its own set of bespoke measures within the overall framework. The campaign uses a range of data sources to assess impact. The data includes information on the estimated reach from our media buyers, website traffic data from GOV.UK and individual outcome measures from departments. Where available we are also monitoring operational government performance indicators, such as passport renewals, to establish the impact of communications activity. We will compare this data with industry benchmarks where available as well as our own pre-campaign data.

Since the launch of the campaign on 1st September until 14th October we have reached 99.5% of UK adults through 68,158 radio spots, 37,498 TV spots and 302 press insertions. The combined opportunity to see the adverts across all channels is 50 times.

Campaign contractors and procurement procedures

There are three third-party agencies contracted to work on the campaign. 'Engine' are undertaking campaign creative, 'Wavemaker' are undertaking media channel planning, and 'Manning Gottlieb OMO' are undertaking media buying. All suppliers were procured in competitive tenders run by the Crown Commercial Service. Standard processes set out by the Crown Commercial Service were used in all cases.

Data processing and control arrangements

The campaign team has adopted the highest professional standards, including complying with data protection legislation, and there are clauses in the contract with the campaign's media buying agency to help ensure compliance. In addition, we continue to engage with the

Information Commissioner's Office to ensure that campaign activity continues to meet best practice and is fully compliant with data protection standards.

I hope my reply provides the necessary reassurance, both to you and the Public Accounts Committee.

John Manzoni

Chief Executive of the Civil Service & Cabinet Office Permanent Secretary

