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Our ref: FOI2021/10325
17 May 2021

Dear

REQUEST FOR INFORMATION: 'Pick for Britain' Campaign

Thank you for your request for information of 18 April 2021 relating to the 'Pick for Britain' campaign. We have handled your request under the Freedom of Information Act 2000 (FOIA).

Your information request and our response are set out below.

- *The number of seasonal British farm roles filled through the Pick for Britain campaign, out of the required 70,000.*

We can confirm that this information is not held by Defra.

- *Total expenditure on the Pick for Britain scheme.*

The 'Pick for Britain' campaign was a joint industry-Government initiative with co-investment from partners, which ensured that the successful campaign was undertaken with little direct cost to the Government. We can confirm that approximately £29,800 was spent by Defra on the 'Pick for Britain' campaign in 2020.

- *Internal Defra correspondence relating to the Pick for Britain website since 1 April 2021.*
- *Internal Defra correspondence relating to the terms "Pick for Britain" and "Waitrose" since 1 April 2021.*

Please find Annex C attached.

Some of the information you requested is being withheld as it falls under the exemptions in section 35(1)(a) of the FOIA, which relates to the formulation of Government policy.

In applying this exemption, we have had to balance the public interest in withholding the information against the public interest in disclosure.

We recognise that there is a public interest in the disclosure of information concerning the 'Pick for Britain' campaign, as this may promote greater public understanding of the policy-making process, which would be consistent with the Government's commitment to greater



transparency. However, there is a stronger public interest in withholding the information because it is also important that public authorities have a safe space in which officials can operate and discuss policy options in private, and release of the information requested would risk inhibiting officials from having full, frank and open discussions as part of the process of formulating policy, particularly if they felt that speculative information relating to live policy issues would be released before final decisions were made on those issues.

Therefore, we have concluded that in all the circumstances of the case, the information should be withheld.

After careful consideration we have decided that the names, roles and contact details of junior staff, as well as the contact details of all staff, should be withheld and redacted in the attachments under sections 40(2) and 40(3A) of the FOIA as the information constitutes personal data relating to persons other than yourself. These sections exempt personal information from disclosure if that information relates to someone other than the applicant, and if disclosure of that information would breach any of the data protection principles in Article 5(1) of the General Data Protection Regulation (GDPR).

We consider that disclosure of this information is likely to breach the first data protection principle, which provides that personal data must be processed lawfully, fairly, and in a transparent manner. Disclosure would not constitute 'fair' processing of the personal data because the junior staff involved would not reasonably expect their roles and contact details to be disclosed in relation to this request for information, and equally the senior members of staff would not reasonably expect their contact details to be disclosed in relation to this request.

Information disclosed in response to this FOIA request is releasable to the public. In keeping with the spirit and effect of the FOIA and the government's Transparency Agenda, this letter and the information disclosed to you may be placed on [GOV.UK](https://www.gov.uk), together with any related information that will provide a key to its wider context. No information identifying you will be placed on the GOV.UK website.

We attach Annex A, explaining the copyright that applies to the information being released to you, and Annex B giving contact details should you be unhappy with the service you have received.

Please contact me if you have any queries about this letter.

Yours sincerely,

Information Rights Team
InformationRequests@defra.gov.uk

Annex A

Copyright

The information supplied to you continues to be protected by copyright. You are free to use it for your own purposes, including for private study and non-commercial research, and for any other purpose authorised by an exception in current copyright law. Documents (except photographs or logos) can be also used in the UK without requiring permission for the purposes of news reporting. Any other re-use, for example commercial publication, would require the permission of the copyright holder.

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Annex B

Complaints

If you are unhappy with the service you have received in relation to your request you may make a complaint or appeal against our decision under section 17(7) of the FOIA or under regulation 11 of the EIRs, as applicable, within 40 working days of the date of this letter. Please write to Andrew Mobsby, Head of Information Rights via email at InformationRequests@defra.gov.uk and he will arrange for an internal review of your case. Details of Defra's complaints procedure are on our website.

If you are not content with the outcome of the internal review, section 50 of the FOIA and regulation 18 of the EIRs gives you the right to apply directly to the Information Commissioner's Office (ICO) for a decision. Please note that generally the ICO cannot make a decision unless you have first exhausted Defra's own complaints procedure.

The ICO's offices are currently closed so please visit their website on how to contact them during this period, here:

<https://ico.org.uk>

Additionally if you wish to make a complaint to the ICO please use the following link:

<https://ico.org.uk/make-a-complaint/official-information-concerns-report/official-information-concern/>