

Government advertising

A REVIEW BY THE NATIONAL AUDIT OFFICE
APRIL 2003





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- 1.1 The Central Office of Information acts as an agent on behalf of government departments to secure the services of advertising agencies. Although departments have their own publicity sections, major central government advertising campaigns are usually purchased through the Central Office of Information because of their expertise and for reasons of economies of scale. The Central Office of Information is a trading fund¹ of the Minister for the Cabinet Office employing just over 400 staff, of which some 100 provide administrative support. In 2001-02 it conducted some 700 projects aimed at producing government publicity and information material including more than 50 major campaigns. The Central Office of Information's primary financial objective is to break even and the total turnover and operating costs for 2001-02 were around £270 million. The majority of income arises from the supply of media services with matching expenditure on the procurement of those services. Of the media services supplied in 2001-02 direct advertising was the most dominant, accounting for around £190 million of the £270 million total.
- 1.2 Following a request from the Chairman of the Committee of Public Accounts we undertook a review of the procurement of advertising, covering the following issues:
- trend information on the volume of government advertising; and
 - whether the Central Office of Information followed Cabinet Office guidance to ensure the propriety of government advertising.
- 1.3 In undertaking our review of whether the appropriate guidance was followed, we considered campaigns undertaken in 2000 and 2001. We used our sample to gain access to all Central Office of Information directorates and in doing so interviewed key staff. Details of the methodology used are at Appendix A and the campaigns sampled are at Appendix B.

Conclusions and recommendations

- 1.4 Expenditure on government communications declined in the early 1990s from a peak in the late 1980s, and then rose again in the late 1990s to a similar peak in 2000-01. In the general election years of 1992-93, 1997-98 and 2001-02, expenditure dipped reflecting Cabinet Office conventions that non-essential advertising be deferred in the period between an election being announced and the new or returned administration taking up office. The majority of expenditure was on advertising campaigns as opposed to other forms of publicity. The pattern of expenditure was reflected across the whole of government rather than being due to any individual department's expenditure on campaigns and communication strategies.

¹ A trading fund is method of financing and accounting for the activities of a government department, executive agency or part of a department outside the usual system of resource budgeting and accounting. The power to establish a trading fund is contained in the Government Trading Funds Act 1973, as amended by the Government Trading Act 1990, and the Finance Acts 1991, 1993 and 2001. Trading funds use their receipts to meet their outgoings. They do not have to surrender surplus cash. They are established by an Order from the Treasury and usually have performance targets by which they are monitored.

1.5 We reviewed campaigns in 2000-01, the most recent peak year, to determine whether guidance designed to ensure the propriety of government advertising had been applied. Our review of propriety concluded that the existing rules had been properly followed for the campaigns we examined, and that propriety considerations were a significant element of the advice and guidance offered by the Central Office of Information. In particular we found several campaigns which were dropped or revised because of propriety concerns.

1.6 Our review identified some issues of general control:

- **campaign approval:** In some cases campaigns were planned and scoped before approval had been received at an appropriate level within the Central Office of Information. Senior approval for campaign proposals should always be sought at an early stage and confirmed just before placement, so that potential propriety issues are identified before too many costs have been incurred;
- **training in the propriety rules:** Our interviews with staff suggested that some groups (notably project managers in Marketing and Communications, proof-readers in Publications and Digital Media, and producers in Broadcast and Events) had limited awareness of the Cabinet Office guidance and where they could access it. Whilst staff joining the Central Office of Information are briefed on the rules on propriety during induction, more extensive training on the type of judgements involved, for example, through case study discussion would be helpful;
- **documentation of reviews of propriety:** There is currently no requirement for the Central Office of Information staff to maintain any formal record confirming that the propriety of the planned campaign has been considered and approved as meeting Cabinet Office guidance. Maintenance of such a record, which could take the form of a short checklist, would help staff respond to any queries about particular campaigns that may arise sometime after a campaign has ended. Such a checklist would also provide an important control against one of the Central Office of Information's primary risks, namely that they misinform a client and fail to highlight an inappropriate campaign; and
- **formal responsibility for propriety:** Neither the Central Office of Information nor the Head of the Government Information and Communication Service has any formal power to block inappropriate campaigns. The appointment of the Central Office of Information's Chief Executive as Chief Marketing Advisor strengthens the Central Office of Information's role, but only for those departments currently using the Central Office of Information as media services provider. It would be advantageous in terms of consistency of propriety decisions, co-ordination of campaigns and the dissemination of best practice and past precedents if one body had clear and full responsibility for propriety decisions.

1.7 These issues have been discussed and accepted by the Central Office of Information and will be taken forward as issues for future development.

2.1 The way in which departments procure advertising through the Central Office of Information does not make establishing trends in the volume and timing of expenditure and campaigns straightforward. Departmental accounts record payments to the Central Office of Information for the provision of media services and the Central Office of Information's accounts record these payments as income, with the associated expenditure being payments by the Central Office of Information to media providers. The timing of these transactions will not necessarily match nor will they coincide precisely with the timetable of the associated campaign. The trends in government advertising discussed below must be considered in the context of these factors.

Departmental expenditure

2.2 Departmental accounts record payments to the Central Office of Information, but the extent to which that data is readily available, particularly over the longer period required for trend analysis varies. The primary source of trend information on departmental expenditure is the annual departmental accounts which rarely include specific details of advertising costs because such costs are subsumed within general running costs. Whilst it is possible to extract details from within general running costs, to do so would be very time consuming and not necessarily helpful in assessing trends.

2.3 Central Office of Information income can, however, be used as a proxy for actual government spending on advertising services because the majority of all central government bodies use the Central Office of Information to procure advertising services. But neither departmental expenditure nor Central Office of Information income necessarily equate to the actual timing of campaigns. We, therefore, examined whether timing differences between campaigns and the recording of Central Office of Information income was significant in assessing trends in government advertising.

2.4 From our review we concluded that over the longer term, Central Office of Information income is an acceptable proxy for government expenditure on advertising but over the shorter term, for example across particular financial years, it is less good because of timing differences between departmental expenditure and income recognition by the Central Office of Information. Income may be recognised in the Central Office of Information accounts for a financial year subsequent to that in which the departmental spending is reflected. This timing difference will, however, be similar year on year and should therefore balance out over the longer term. But when comparing one quarter of a year with another, for example, the picture could be distorted. Hence, any analysis of a short period such as that following the announcement of a general election needs to be viewed with caution. Changes in the charging regime of the Central Office of Information may also marginally affect the accuracy of year on year comparisons but broadly speaking indicative trends in the volume of government advertising can be determined by using Central Office of Information income as a proxy measure.

Analysis of Central Office of Information income

2.5 Using Central Office of Information income as a proxy, **Figure 1** shows that government communications expenditure fell in the early 1990s from the levels of the late 1980s, but that since 1994-95 there has been a steady increase in governments' use of communications services to just above the levels of the late 1980s, with the peak in 2000-01. The exceptions to this overall trend are the general election years of 1992-93, 1997-98 and 2001-02 when conventions established by the Cabinet Office dictate that non-essential advertising is deferred in the period between the election being announced and the new or returned administration taking up office. We reviewed campaigns in the peak year of 2000-01, and our findings are set out in Part 3.

1 Total Central Office of Information income at 2000-01 prices (1987-88 to 2001-02)



NOTE

Figures sourced from Central Office of Information annual report and accounts, re-indexed using the 2000-01 retail price index.

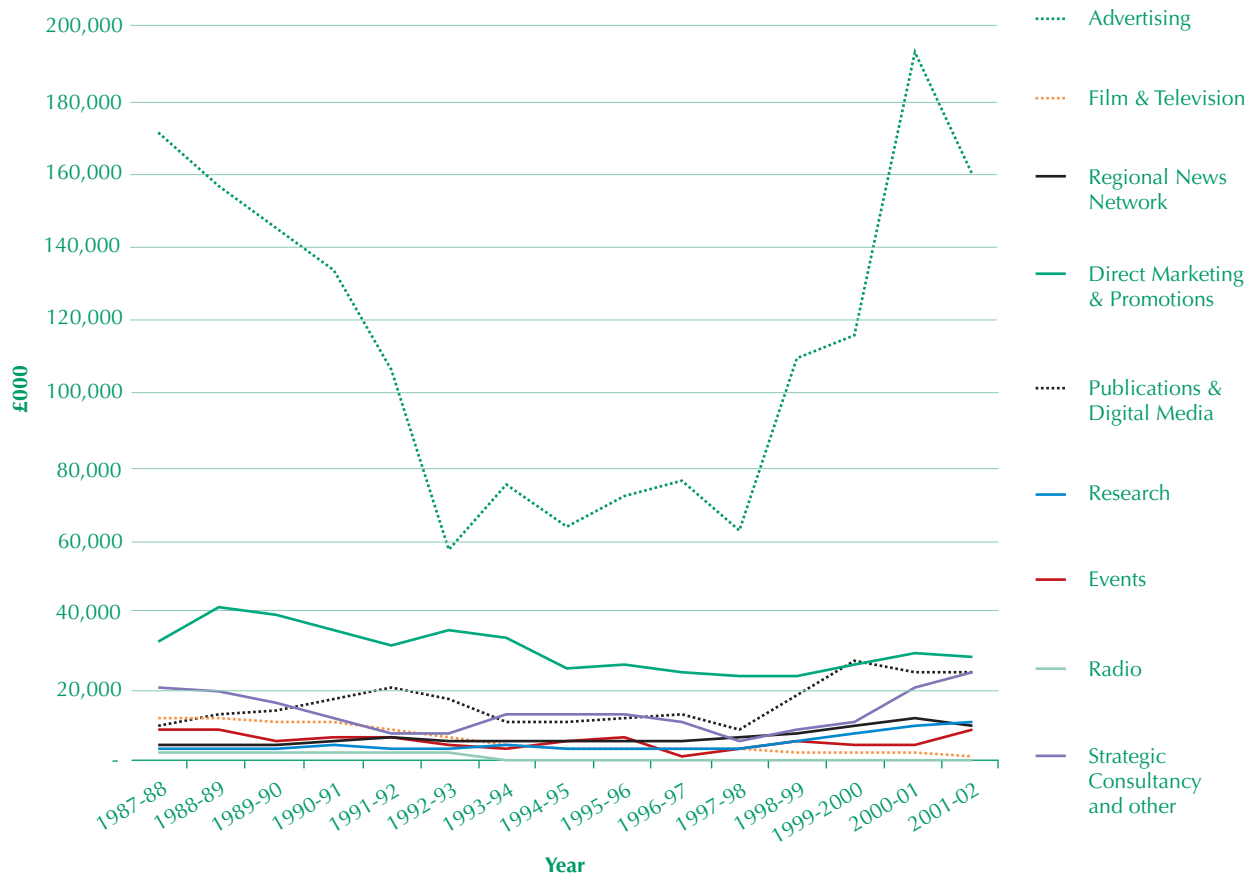
2.6 Other factors that impact on the general trend, but not in any readily quantifiable way are:

- the privatisation campaigns of the late 1980s, which inflated overall government spending on advertising in that period;
- the impact of new administrations introducing new policies and, therefore, necessitating new communication strategies; and
- higher than average price inflation in the media service industry.

Types of Central Office of Information income

2.7 Further analysis of Central Office of Information income shows that most income has arisen from advertising campaign services (**Figure 2**) which are therefore mostly responsible for the overall trend in expenditure identified in Figure 1. Sources of income from other publicity activities have remained relatively constant.

2 Central Office of Information income by medium at 2000-01 prices (1987-88 to 2001-02)

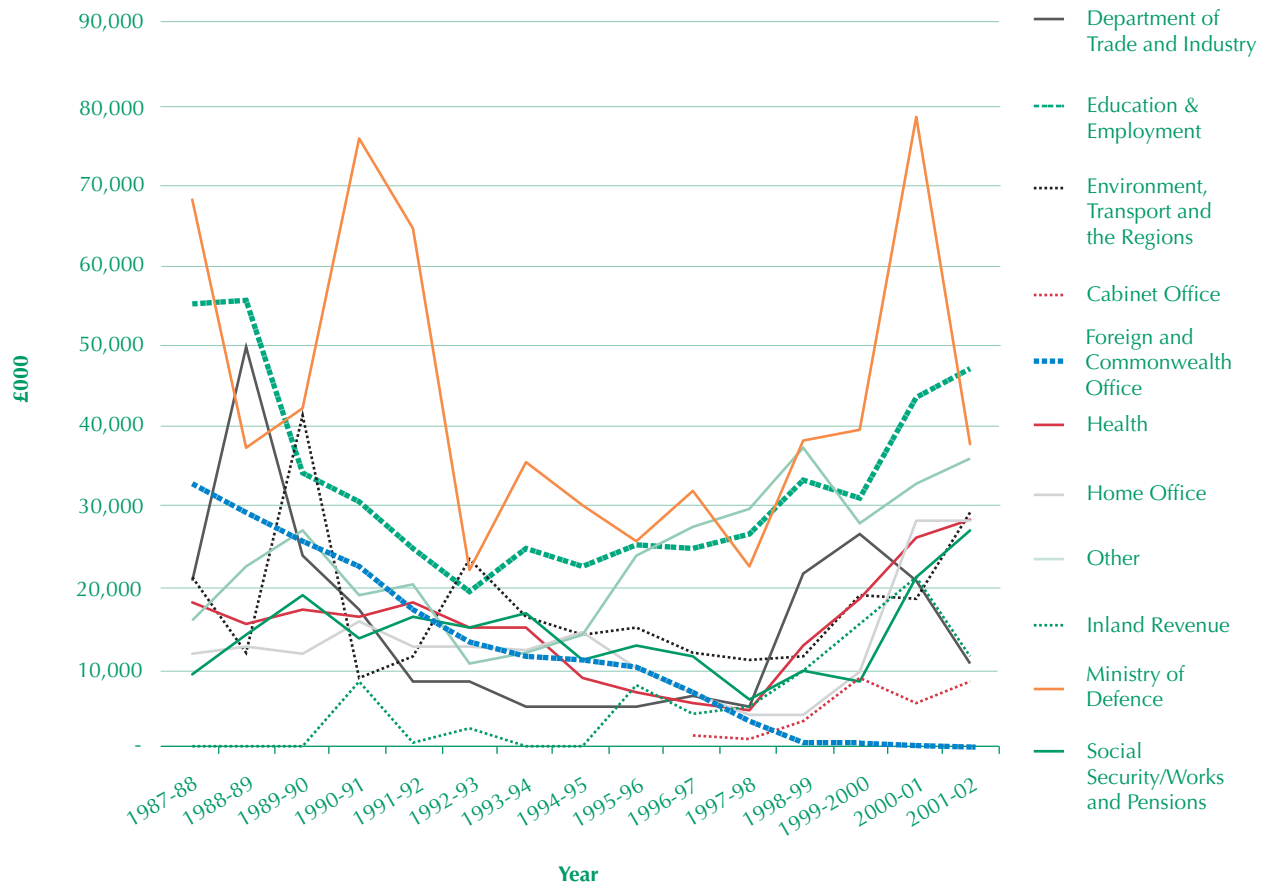


NOTE

Figures sourced from Central Office of Information annual report and accounts, re-indexed using the 2000-01 retail price index. The medium categories are those defined by Central Office of Information for the purpose of charging clients.

2.8 **Figure 3** shows departmental spending with the Central Office of Information. Although machinery of government changes in 2000-01, along with other changes (for example, the Department of Social Security becoming the Department for Work and Pensions) impact on the overall trends, Figure 3 shows that the increases in government spending on advertising cannot be readily attributed to one department. The 2000-01 increase appears more pronounced but, for example, the large increases in spending by the Ministry of Defence and the Department of Health partly reflect the significant recruitment drives undertaken by those departments at that time. The 'other departments' whose expenditure accounts for a large proportion of the 2000-01 peak include Customs and Excise and the Lord Chancellor's Department but also embraces a large number of smaller bodies with smaller campaigns. Our examination of these "other" campaigns revealed nothing exceptional. The Lord Chancellor's Department's campaign, for example, provided information on the newly established Community Legal Service, which replaced the old Civil Legal Aid Scheme.

3 Central Office of Information income by department at 2000-01 prices (1987-88 to 2001-02)



NOTE

Figures sourced from Central office of Information annual report and accounts, re-indexed using the 2000-01 retail price index. Adjustments/consolidations have been made to derive a consistent departmental structure.

Timing of campaigns

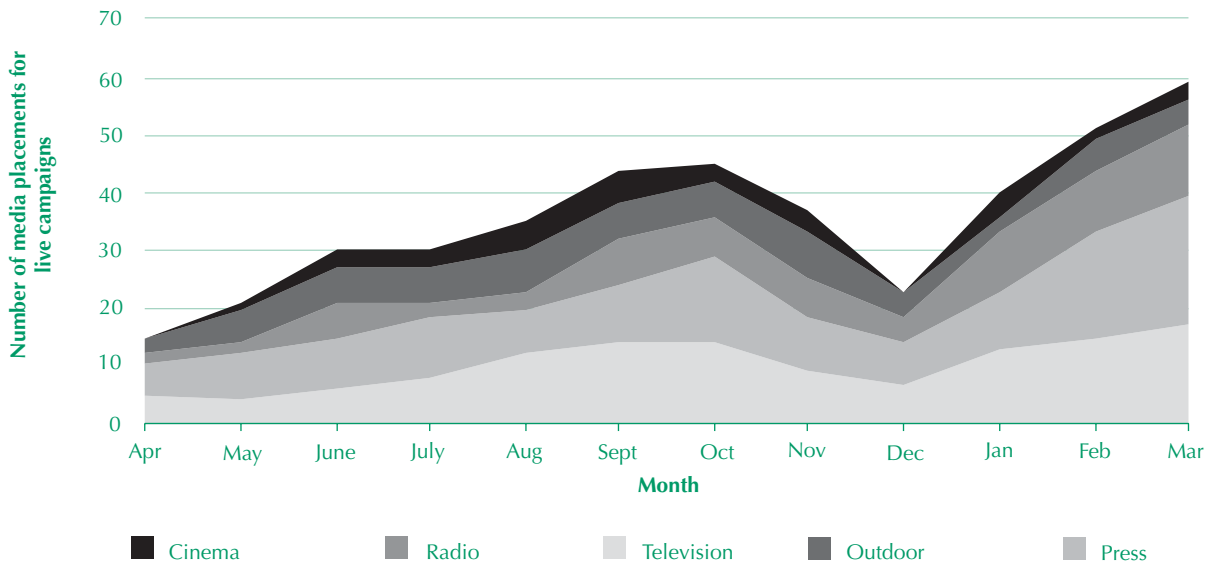
2.9 The Central Office of Information, and the departments procuring their services, need to consider carefully the timing of campaigns as by their nature public information campaigns can influence perception of public services. It is for this reason that all non-essential advertising is abandoned prior to a general election. We found that all non-essential advertising was abandoned following the announcement of the June 2001 election, and that all of the campaigns in the run up to the election had campaign plans determined before the announcement of the election. For example, the Nurse Recruitment campaign which fell in the pre-election period, was part of a three year programme begun in 2000. The timing of the campaign was set, as in previous years, to coincide with the agreement of National Health Service pay rounds, as at this point the pay would appear most competitive.

2.10 The Central Office of Information maintains a Major Campaign Lay-down Summary, which provides details of the planned campaign activity undertaken by the Central Office of Information and other public bodies, for example Scottish Executive campaigns. Appendix C provides details of the summary for the pre-election year 2000-01. Our review showed that not all campaigns detailed on the 2000-01 summary were delivered when planned, and some in the final quarter were deferred following the announcement of the election. In reviewing the campaign lay-down and how the programme was drawn up, we determined that the Central Office of Information's emphasis was on:

- **meeting individual campaign objectives.** For example, reminding people about their tax returns before the critical dates;
- **minimising the risk of conflicting campaigns.** For example, tracking major campaigns run by other public bodies, like the Scottish Executive, as well as avoiding possible conflicts between Central Office of Information managed campaigns. For example, Royal Marine and Army recruitment campaigns often appeal to the same audience so are run at different times; and
- **controlling cost.** Media advertising, like any market, responds to supply and demand. There are periods of the year, for example in the run up to Christmas, when the demand for all advertising space is high and costs inevitably rise. There are other periods of the year, for example February and March, when demand is much lower and costs fall. The market factors influence the Central Office of Information when determining the most cost effective time to launch a campaign.

2.11 **Figure 4** illustrates how, for major campaigns in 2000-01, the pre-Christmas period was avoided in favour of the cheaper months of February and March. Figure 4 also demonstrates that advertising activity does tend to grow throughout a given financial year. This is not an unusual pattern for this type of expenditure, which departments are more willing to incur later in the year as their annual surplus or deficit position becomes clearer.

4 Monthly campaign activity (2000-01) by advertising media outlet



NOTE

Sourced from Central Office of Information records of major campaigns. If a campaign generated activity in one of the media groups for a given month it scores a hit on the graph. As a result, single large campaigns can hit several months for more than one media.

Rules and propriety framework

- 3.1 The rules governing the propriety of government publicity and advertising are set down in guidance provided by the Government Information and Communication Service of the Cabinet Office supplemented by the ethical and propriety standards in the Civil Service Code. These rules require that government publicity should be:
- relevant to government responsibilities;
 - objective and explanatory, not tendentious or polemical;
 - not liable to misrepresentation as being party political, and
 - conducted in an economic and appropriate way, having regard to the need to be able to justify the cost as expenditure of public funds.
- 3.2 Under these rules responsibility for the propriety of government publicity ultimately belongs to the Accounting Officers of the departments or other government bodies that pay for it. The Central Office of Information is, nevertheless, closely involved as a department in its own right, charged with advising government on communication strategy. The Chief Executive (Accounting Officer) of the Central Office of Information does, therefore, have responsibility for the propriety of the procurement services supplied including the propriety of the advice the Office provides to government bodies. The recent appointment of a new Chief Executive for the Central Office of Information with additional responsibility as the Chief Marketing Advisor to Government has reinforced this propriety role.
- 3.3 Where the government body procuring services and the Central Office of Information do not agree on the propriety of a particular campaign the matter should be referred to the Head of the Government Information and Communication Service². The Head of the Government Information and Communication Service is required to advise on the matter or, if necessary, refer the matter to the Machinery of Government and Standards Group, the Head of the Home Civil Service or possibly both. In practice the decision to refer matters depends on the circumstances and relevance of each case and is at the discretion of the Head of the Government Information and Communication Service. Despite this discretionary power the Head of the Government Information and Communication Service has no formal authority to block campaigns. He or she is a standard setter, adviser and keeper of past precedents, but formal records of such involvement are not always retained.

² The appointment of the Head of the Government Information and Communication Service is made by the Head of the Civil Service and approved by the Prime Minister. The current incumbent is Mike Granatt, CB.

Types of campaign and propriety issues

- 3.4 The types of campaign procured and managed by the Central Office of Information vary in size, purpose, media usage and target audience (Appendix B). They do, however, all include some common processes and records, to which we referred when considering whether the controls to ensure propriety had been applied. We reviewed, for example, documented campaign briefing and scoping exercises, written instructions to media service providers and details of the end campaign itself. We also interviewed the appropriate campaign managers and directors, Central Office of Information board members and the, then, acting Chief Executive.
- 3.5 Our review showed that the Central Office of Information and the departments purchasing advertising services worked in partnership to ensure propriety is observed. We found several campaigns that were dropped or modified because of propriety concerns. For example:
- a proposed advertising campaign to promote the positive side of the debate regarding animal testing, where the Departments involved had reservations about the propriety of the proposal, was endorsed by the Central Office of Information as being an inappropriate use of public funds. In the event the Departments decided not to continue with the campaign;
 - literature on benefits for pensioners developed early in 2000 referred to "pensions credit". It was noted that the legislation on pensions credit had not, at that time, been finalised and that the leaflet was therefore factually misleading and could be deemed as promoting future policy. In light of this observation the campaign was cancelled; and
 - in the campaign to publicise London mayoral elections, red was a dominant colour in some of the early poster proposals. The Central Office of Information considered this inappropriate and a more neutral colour was substituted.
- 3.6 Cases where the Central Office of Information and the department do not agree on propriety are very rare, but when they do occur, due consideration is given to the concerns raised. For example, a campaign in 2000-01 devised to inform the public about vehicle excise duty was deemed by the Central Office of Information to put too much emphasis on suggesting that motorists were getting a good deal. The Driver and Vehicle Licensing Agency did not agree with these objections and the matter was referred to the Cabinet Office, Government Information and Communication Service. The Cabinet Office supported the Central Office of Information and the campaign was revised accordingly.

3.7 All the campaigns covered by our detailed review had been developed in accordance with the requirements of the Cabinet Office guidance on government advertising. When encouraging the use of public services or improving the public's understanding of services, some promotion of the service may be considered:

- the National Health Service "Smile" TV campaign was planned in 1998 as part of a three year project running throughout 2000-02, which was aimed at nurse recruitment. This campaign required a degree of employer promotion to sell the job and combat preconceived ideas about the nursing profession. Recruitment campaigns, in all professions and all sectors, depend on successfully selling the employer to the potential candidate. In this respect the nurse recruitment drive was similar to other recruitment advertisements such as the Army "Be the Best" campaign; and
- the New Deal for Lone Parents campaign, continued in March 2001, had the aim of encouraging potential beneficiaries to call a hotline where full details of the scheme were provided. The advertising did not, however, provide information on all aspects of the new scheme. For example, it omitted some requirements such as the need for claimants to attend meetings with personal advisers. However, the aim of the advertising was to encourage calls to the hotline. The hotline provided more complete information to callers, and this approach did not, therefore, breach the propriety rules.

3.8 Campaigns should also be targeted at an appropriate audience. Judgement may also be necessary here because the target audience may not necessarily be the group most obviously affected by an initiative or policy. For example:

- recruitment campaigns for the armed forces, whilst aimed at recruiting teenagers and young adults, are often aimed at parents as much as they are at youth. The rationale is that parents have the greatest influence over recruitment, as well as (between 16 and 18 years of age at least) a right to veto a teenager's decision to join up; and
- the National Benefit Fraud campaign, run in early 2001, had the aim of combating a widely recognised and accepted culture that benefit fraud is not a real crime. The target audience was not, therefore, only those most likely to be acting fraudulently or to know someone doing so, but also the wider public who might otherwise "turn a blind eye" or potentially employ those acting fraudulently on a casual basis for cash payment. Advertising space and airtime were, therefore, purchased from a wide range of media including tabloids and broadsheets, as well as mainstream and minority TV channels.

Central Office of Information income trend analysis

We compiled data on total Central Office of Information (COI) income (representative of government expenditure on advertising and publicity) for the period from 1989-90 to 2001-02.

More detailed analyses of COI income by type of service and by department for the key period from 1997-98 to 2001-02 were also prepared.

In most cases, the source of the data was unaudited figures included in the published COI annual report and accounts.

For the pre-election year, 2000-01, we conducted a month by month analysis of the number of campaigns visible by the public based on COI records of campaign activity. We also considered the planned campaign lay-down in this period with a view to determining how and why COI programme campaigns were timetabled.

Application of propriety rules on government advertising

We conducted a detailed review of the projects undertaken by COI in and around the pre-election year 2000-01. A risk-based sample of 15 projects was selected based on the following criteria:

- potential for breaching the propriety rules set down by the Cabinet Office; and
- campaign visibility and public and press profile.

The sample included the three campaigns that were drawn to our attention (Nursing Recruitment, Benefit Fraud and New Deal for Lone Parents) and included at least one campaign managed by each COI management group. We extended the sample to include two campaigns that were run in 2001-02, but had been subject to press scrutiny and criticism:

- Fast Track Teachers; and
- Police Recruitment.

We reviewed the COI files associated with each of the sampled projects. We focussed on the campaign brief agreed between the spending department and COI, as this sets out the background to the campaign, the intended target audience and its objectives. We interviewed key staff associated with the sample, including senior management. We used these interviews as an opportunity to talk more widely about the application of the Cabinet Office rules on government advertising and how these were applied generally in COI. We also solicited information on other campaigns where staff were aware that propriety issues had arisen and, where appropriate, we reviewed documentation related to these additional projects. We also followed up wider propriety issues with the Government Information and Communication Service of the Cabinet Office.

Previous coverage

We also reviewed past NAO/PAC coverage of this area. The Comptroller and Auditor General reported to Parliament on Publicity Services for Government Departments in December 1989 and the Committee of Public Accounts' Nineteenth Report (1989-90) made several recommendations to encourage a more commercial approach to campaign management and media procurement. The Central Office of Information was charged with improving the advisory service provided to Departments, as well as securing better deals from media providers. Several recommendations focused on the need for improved campaign planning, including the need for better definition of campaign objectives. The Committee particularly emphasised the importance of ensuring that Government publicity campaigns are not, and are not seen to be, politically inspired and that potential propriety issues are identified early on in the process. Departments were charged with recording the results of their propriety considerations. The Government accepted the Committee's recommendations.

Since the above reports the Central Office of Information has adopted a more commercial approach, improved the advisory service provided and has secured significant discounts from media providers. The rules and conventions under which Government publicity is controlled were also reinforced following the reports.

Campaign and COI reference	Client	Cost (£m)	Timing	Purpose of the campaign	Reason for selection
Election for Mayor of London (JWC00014)	DETR	0.6	February to March 2000	To inform the London electorate about the purpose of the Greater London Assembly and encourage them to vote in the mayoral election on 4th May 2000.	Related directly to an election
Election for Mayor of London (JWC99138)	DETR	1.8	March to May 2000	To inform the London electorate about the purpose of the Greater London Assembly and to register to vote in the mayoral election on 4th May 2000.	Related directly to an election
Fast Track Teachers (JDM00093)	DfEE	1.3	Launched in October 2000, final burst in January 2001	To raise awareness of the "Fast Track Teachers" initiative amongst a target audience of third-year undergraduates expecting a 2:1 degree classification and "career changers" with the necessary qualifications.	This campaign attracted adverse press comment during the course of our review. This comment focussed on the advertising cost incurred for each teacher recruited through the scheme.
New Deal 50+ (JSL00107)	DSS	2.6	September to October 2000 and February 2001	To inform long-term unemployed individuals aged more than 50 that the New Deal scheme applied to them.	High value campaign with activity in the run-up to the anticipated election date. Potential to promote the government's welfare policies.
Nursing Recruitment 00/01 (JDM00033)	DoH	1.8	February to March 2001	To recruit into training and encourage the return of qualified staff to the NHS in disciplines and geographical locations in which there were vacancies. Also to update the perception of nursing and midwifery as careers for modern healthcare professionals responsible for their own practice.	Drawn to our attention.
Minimum Income Guarantee (JBM00022)	DSS	2.7	May to October 2000	To encourage pensioners to claim their entitlement.	High value campaign. Potential to promote the government's welfare policies.

Campaign and COI reference	Client	Cost (£m)	Timing	Purpose of the campaign	Reason for selection
Benefit Fraud Pilot (JDM0008)	DSS	1.2	May to November 2000	To deter potential benefit fraudsters and to persuade the public not to tolerate benefit fraud.	Drawn to our attention.
National Benefit Fraud (JBM00168)	DSS	0.2	January to March 2001	To deter potential benefit fraudsters and to persuade the public not to tolerate benefit fraud.	Drawn to our attention.
Working Family Tax Credit (JSL00065)	IR	5.1	April 2000 and September 2000 to January 2001	To raise awareness of the Working Family Tax Credit.	High value campaign. Potential to promote the government's welfare policies.
Children's Tax Credit (JSL00065)	IR	4.7	September to October 2000 and February 2001	To communicate to adults with children aged up to 15 years that family allowance was to be replaced by a system of tax credits.	High value campaign with activity in the run-up to the anticipated election date. Potential to promote the government's welfare policies.
New Deal for Lone Parents (JPU00188)	DSS	0.2	March 2001	To encourage lone parents on Income Support, to participate in the New Deal for Lone Parents and to create a positive climate for the introduction of new work incentives.	Drawn to our attention.
Police Recruitment (JMC01098)	Home Office	6.9	August to November 2000 and January to March 2001	To promote careers in the Police to quality potential applicants and their "influencers" to achieve a target of 3000 new recruits over a three year period.	The police recruitment campaigns were criticised in the national press during the course of our review.

Campaign and COI reference	Client	Cost (£m)	Timing	Purpose of the campaign	Reason for selection
Police Recruitment 01-02 (JMC01049)	Home Office	2.1	August to October 2001 and January to March 2002	To promote careers in the Police to quality potential applicants and their "influencers" to achieve a target of 3000 new recruits over a three year period.	The police recruitment campaigns were criticised in the national press during the course of our review.
Cabinet Office: UK Online (JCPCABI031)	Cabinet Office	0.3	September 2000 to March 2001	To promote internet use to the public and to small to medium sized enterprises and to advance joined up and online government.	To ensure coverage of all of the Services in COI, specifically Direct Marketing and to act as a focus for discussions with managers in that section.
Army: Recruiting 2000 (J005799ARMY)	Army	0.3	June 2000 to August 2001	To redesign and contribute to the continual development of the Army recruitment website.	To ensure coverage of all of the Services in COI, specifically Publications and Digital Media and to act as a focus for discussions with managers in that section.
COIN: Flu Jabs (JCON5417)	DoH	0.2	September to November 2000 and December 2000	To persuade people over 65 of the benefits of 'flu inoculations and to flag the reduction in age from 75 to 65 for eligibility to receive a free inoculation.	To ensure coverage of all of the Services in COI, specifically the television production section of Broadcast and Events and to act as a focus for discussions with managers in that section.
COIN: Childcare Recruitment CO (JCON5403)	DfEE	0.4	June 2000 and January 2001	To increase the recruitment of child carers by advertising a recruitment hotline set up by DfEE.	To ensure coverage of all of the Services in COI, specifically the television production section of Broadcast and Events and to act as a focus for discussions with managers in that section.
DHEA: National Drug Helpline (JR359)	DoH	0.1	February to March 2001	To produce radio advertisements to inform 11 to 16 year olds of the large variations in the quality of illegal drugs and to provide information on the National Drugs Helpline.	To ensure coverage of all of the Services in COI, specifically the radio production section of Broadcast and Events and to act as a focus for discussions with managers in that section.



APPENDIX

The planned lay-down of major 2000-01 campaigns, as identified by the Central Office of Information (October 2000)

Health / Welfare / Safety			
April - June	July - September	October - December	January - March
<p>Scottish Executive NHS Helpline Press Adults (bias women)</p>	<p>HO Fire Escape Routes TV / Press Adults</p>	<p>HPE Sexual Health TV 16 - 24 Adults</p>	<p>DfEE Childcare Recruitment TV / Press HWwC of +5/ School Leavers/Students</p>
	<p>HM Customs & Excise Anti-Tobacco Smuggling - C2, D, E's, All Adults Press / Posters /PR + Online</p>		
	<p>HPE Childhood Immunisation TV - HWwC</p>		
	<p>DoH Flu Immunisation TV 65+ Adults</p>		
		<p>DoH Flu Immunisation TV 65+ Adults</p>	
		<p>DoH Anti Smoking TV Adults</p>	
		<p>DoH Teenage Pregnancy Radio/Press/Ambient 11-18 yr old</p>	
		<p>DETR Generic Road Safety TV: ABC1 Adults Ambient / Radio Adults<64</p>	
		<p>DETR Child Road Safety TV</p>	<p>DoH Smoking in Pregnancy Radio / Press / Magazines/ Ambient C2DE Pregnant Women 16-24</p>
		<p>DETR Drink Drive TV / Radio 16-34 Men</p>	
		<p>Scottish Executive Flu Campaign TV / Press / Radio All Adults</p>	
	<p>Scottish Executive Road Safety TV / Posters / Bus Backs</p>	<p>NHS Direct Winter campaign Press / Radio / TV Adults</p>	
		<p>HEBS Teen Integrated Health Campaign TV 12-16 yr olds</p>	

Health / Welfare / Safety			
April - June	July - September	October - December	January - March
		HEBS Adult Integrated Health Campaign TV Adults 35-60 yr olds	

Employment / Training			
April - June	July - September	October - December	January - March
UFI Learn Direct TV / Press Adults	DfEE Modern Apprenticeships Press / Radio / Posters 15-17 yr olds	DfEE Individual Learning Accounts Radio / Press 19-30 yr olds unskilled	DfEE Childcare Recruitment TV & Press HWwc
DfEE ICT Employability Press Unemployed	DfEE New Deal 50+ TV / Press / Internet Older Adults		DfEE Science Year TV & Press 10-15 yr olds
DfEE Mature Students Press Unemployed	UFI Learn direct TV / Press / Internet ABC1 Adults		
DfEE Modern Apprenticeships Career Books 15 - 17 year olds	DfEE Parents & Schools Mag TV C2DE Primary school parents	DfEE Fast Track Teachers National Press/Posters/ Radio	
	DfEE Staying On TV / Cinema / Press / Radio Teenagers	DfEE Millennium Volunteers Radio 16-24 Adults	
		DfEE D.D.A 48 sheets & 6 sheets Service Providers	

Benefits / Social Exclusion			
April - June	July - September	October - December	January - March
Scottish Executive National Carers Support		HO Human Rights Press Adults	HO Rolling Registration TV / Press All Adults
IR Confidential Hotline Press / Radio Tax Avoiders + Employers		IR Working Families Tax Credit TV / Radio / Press HWwC	DSS Pensions Options TV / Press / Internet / Cinema Adults
	DSS Benefit Fraud Various Media (NW test) Benefit claimants	IR Payroll Giving Press Businessmen	DTI Working Time Regulations Paid Annual Leave TBC ABC1-C2DE
	DSS Minimum Income Guarantee TV Pensioners	IR Children's Tax Credit Press / Radio Adults WCL	IR Children's Tax Credit Press / Radio / Outdoor Adults WCL
		DTI National Minimum Wage TV / Press / Radio ABC1-C2DE	

Welfare to Work			
April - June	July - September	October - December	January - March
IR WFTC TV HWwC			
DTI National Minimum wage Press/Radio Youth			

Financial / Miscellaneous			
April - June	July - September	October - December	January - March
IR Self Assessment. Press / Internet ABC1 Adults	Lord Chancellor's Dept. Community Legal Service Radio / Press / Ambient / Internet	IR SA Internet on-line ABC1 Adults	IR Self Assessment TV ABC1 Adults
IR Children's Tax Credit Radio / Press Women			Lord Chancellor's Dept. Community Legal Service Radio / Press / Ambient / Internet
			UK Online for Business National Press / Trade Press / Radio SME's
			IR DPTC Feature link Press Adults with disabilities
			MAFF Pet Travel Scheme Press Pet Owners
		NELC Press / Radio / Outdoor Employers	DTI Smart Awards National and Specialist press, Lone Inventors and SME's
			IR PAYE Online Press / Online Working Adults

Non-departmental General			
April - June	July - September	October - December	January - March
DVLA TV/Press/Radio/ Cinema/Posters 17-34 Car Drivers			

Business			
April - June	July - September	October - December	January - March
DTI Queens Awards Press Businessmen		IR Res & Dev Tax Credit Regional & Trade Press	

New Legislation

April - June	July - September	October - December	January - March
<p>DETR: GLA TV / Press / Radio / Posters Adults</p>			
<p>DVLA Grad VED Posters / Press Adults</p>			

Recruitment

April - June	July - September	October - December	January - March
<p>Army Recruitment TV 15-24 Adults</p>	<p>RAF Recruitment TV / Press 16-24 Adults</p>	<p>HO APSG Press Graduates</p>	
<p>HO APSG. Press Graduates</p>	<p>RAF Recruitment Youth Press 16-18 Adults - still studying</p>		<p>Navy Recruitment TV / Cinema / Press / Radio + online / Postcards</p>
<p>DfEE Childcare Recruitment TV / Press HWwC</p>	<p>Navy Recruitment / Marines Press / Cinema 16-34 Adults</p>		<p>R. Marines Cinema / Press / Postcards 16-34 Men</p>
<p>Navy Recruitment Press / Radio</p>	<p>HO Police Recruitment TV / Press ABC1 18-34 Adults</p>	<p>RLC / Signals Press Adults 16-24</p>	<p>HO Police Recruitment TV / Cinema ABC1 18-34 Adults</p>
	<p>DoH Nursing Recruitment London / Southeast Radio / Regional Press / Trade Press Women 18-45 year olds / All Adults</p>		<p>DoH Nursing Recruitment TV / Press / Radio Women 18-45 yr olds</p>
	<p>Army Cadet Force Press Adults</p>		<p>Welbeck College Postcards / Press 11-18 Adults</p>
	<p>TA AMS (Nurses) Specialist Press 17-30 Adults</p>		<p>Army TV / Press 16-24 Adults</p>
	<p>Army Recruitment TV/ Press 16-24 Adults</p>	<p>HO Police Recruitment Cinema / Mags /Radio ABC1 18-34 Adults</p>	<p>TA Press / Radio 17-30 Adults</p>
	<p>Scottish Executive NHS Public Appoints. Press / Radio All Adults</p>	<p>DoH Nurses Regional press / Radio Adults W. Midlands only</p>	<p>TA Day Radio / Press / Electronic Media Adults 16-34</p>
		<p>DfEE Fast Track Teachers Press / Online / Posters / Postcards</p>	

Recruitment			
April - June	July - September	October - December	January - March
	<p>Army Medical Service Medical titles Qualified Nurses</p>	<p>Army Careers Grad and Student Publications 16-24 Adults</p> <p>Army Specialist Recruitment Career Publications Adults 16-44</p>	<p>Army Medical Service Medical titles Qualified Medical Personnel</p>
		<p>Army Careers Graduate and Student Publications 16-24 Adults</p>	
		<p>Army Specialist Recruitment Specialist Press Adults 16-44</p>	
		<p>HO Police (APSG) Press Graduates</p>	

Social / Environmental / Transport / Influencing Behaviour

April - June	July - September	October - December	January - March
	DETR AYDYB TV / Magazines / Radio HWwC		
DfEE Millennium Volunteers Cinema (test) 16-18 yr olds	IR Payroll Giving Press Adults	DfEE Millennium Volunteers	
LCD Community Legal Scheme Press / Radio / Bus tickets C2DE Adults	HO Vehicle Crime Reduction TV / Outdoor / Press / Radio / Ambient 16-34 Adults		
Scottish Executive Road Safety TV Adults (bias 25-44 men)		DfEE School Governors Recruitment National / Regional Press Parents w/children age 3-18	
		DfEE DDA Hearts & Minds Outdoor / Press Adults	
		EST Energy Efficiency TV / Internet / Radio HWwC	
	DETR AYDYB TV / Radio HW+CH		

Social / Environmental / Transport / Influencing Behaviour			
April - June	July - September	October - December	January - March
		DETR Rough sleepers Helpline Radio / Press Adults	
		DVLA Graduated VED Press Adults	
		DVLA Tax Evasion TV / Cinema / Outdoor / Radio Adults 16-34	

Key:

HEBS	Health Education Board for Scotland
Ufi	University for Industry
AYDYB	Are You Doing Your Bit
EST	Energy Savings Trust
DPTC	Disabled Persons Tax Credit
APSG	Accelerated Police Promotion Scheme for Graduates
SA	Self Assessment
RLC	Royal Logistical Corps
NELC	National Employers Liaison Committee
VED	Vehicle Excise Duty
HWwC	Housewives with children
HPE	Health Promotion England
WFTC	Working Families Tax Credit

(All campaigns via COI except HEBS & Scottish Executive)

Source: Consolidated from COI Major Campaign lay-down reports

HELPING THE NATION SPEND WISELY

The National Audit Office scrutinises public spending on behalf of Parliament.

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