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Universal Credit Uncovered – Metro media partnership final published spend

Please place a copy of this letter in the House libraries. The previous Minister of State for Employment Alok Sharma MP made a commitment in Parliamentary Questions number 257404, 257471, 257542, 257563, 257573 and 257608 to set out the final spend for the Department's media partnership – entitled 'Universal Credit Uncovered' – with the Metro newspaper.

The final cost of the partnership was £225,458. This covered a 9-week campaign, spanning online and print channels. It also included an online 'hub' where readers were directed for further important information on the key features and benefits of UC.

Yours faithfully

Will Quince MP

Minister for Family Support, Housing and Child Maintenance