



Ministry
of Defence

MINISTRY OF DEFENCE
FLOOR 5, ZONE B, MAIN BUILDING
WHITEHALL LONDON SW1A 2HB

Telephone 020 7218 9000 (Switchboard)

RT HON DR ANDREW MURRISON MP
PARLIAMENTARY UNDER-SECRETARY OF STATE AND MINISTER
FOR DEFENCE PEOPLE AND FAMILIES

File Ref **17792**

2 April 2024

Dear John,

Thank you for your Parliamentary Question (UIN 17792) of 11 March 2024, asking how much each of the Services spent on recruitment in each year since 2010. You will recall that I responded on 14 March to advise it would take time to collate the requested information. I am now able to respond substantively to your question, using single Service estimates.

Royal Navy

Previously published answers to Parliamentary Questions have provided the marketing and advertising costs involved in recruitment for the following periods:

- 2015 to September 2017 <https://questions-statements.parliament.uk/written-questions/detail/2023-12-15/7167>
- Financial Years (FYs) 2019-20 to 2023/24 (to 21 December 2023). <https://questions-statements.parliament.uk/written-questions/detail/2017-10-06/106165>

It has not been possible to source the data between September 2017 and March 2018. For Financial Year 2018-19 the marketing spend for the Royal Navy has been confirmed as £19.151m.

For the workforce element of recruitment and attract, the Royal Navy has been able to provide the following, noting that the figures provided are the total cost of the Recruit and Attract Team within the Royal Navy and due to the nature of the HR and finance system it has not been possible to isolate the cost of the recruitment team:

John Healey MP
House of Commons
SW1A 0AA

2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23
£23.449m	£23.068m	£26.271m	£31.143m	£34.567m	£32.763m	£32.167m

British Army

FY	Actual Spend (£)
2011-12	28,558,779
2012-13	107,827,928
2013-14	149,068,712
2014-15	174,926,183
2015-16	126,189,376
2016-17	133,377,031
2017-18	122,895,337
2018-19	113,227,998
2019-20	116,882,666
2020-21	127,933,590
2021-22	116,442,004
2022-23	117,306,673

Royal Air Force (RAF)

Previously published answers to Parliamentary Questions have provided the marketing and advertising costs involved in recruitment for the following periods:

- 2015 to September 2017 <https://questions-statements.parliament.uk/written-questions/detail/2023-12-15/7167>
- Financial Years (FYs) 2019-20 to 2023/24 (to 21 December 2023). <https://questions-statements.parliament.uk/written-questions/detail/2017-10-06/106165>

Rt Hon John Healey
House of Commons
London
SW1A 2HB

Spend on RAF recruitment marketing and advertising for the period March 2017 to September 2019 was £17.9M. Whilst these payments were made during that time, the RAF is unable to confirm if the costs were actually incurred during that timeframe or if there had been a delay between costs incurred and invoicing.

With regard to workforce costs for RAF Recruitment and Selection, the following table sets out the available information:

Financial Year	Workforce Costs (estimated)
20/21	£30m
21/22	£29.3m
22/23	£24.9m

A copy of this letter has been placed in the Library of the House.



RT HON DR ANDREW MURRISON MP

Rt Hon John Healey
House of Commons
London
SW1A 2HB

Rt Hon John Healey
House of Commons
London
SW1A 2HB