

Review of 2024/25 major government campaigns*

*Redacted campaigns are National Security-related under section 27 of the Freedom of Information Act.

Expected savings from cancelled campaigns

Campaign name	Mission/theme	Lead / parent dept	Lead ALB	Total expected savings in FY 24/25
GREAT Legal Services	N/A	MoJ	N/A	£210,000
National Living/Minimum Wage	N/A	DBT	N/A	£650,000
Environment Agency Fishing Licence Marketing Campaign	N/A	Defra	Environment Agency (EA)	£300,000
CCS - Wider Public Sector Growth - Helping deliver savings and commercial benefits for the UK public sector	N/A	CO	Crown Commercial Service (CCS)	£1,400,000
Pensions Auto-enrolment (employers)	N/A	DWP	The Pensions Regulator (TPR)	£530,500
Promoting government support	N/A	HMRC	N/A	£250,000
Farming for the Future	N/A	Defra	N/A	£450,000
Kinship carer - financial allowances pathfinder	N/A	DfE	N/A	£400,000
DVSA's 'Ready to Pass?' campaign	N/A	DfT	Driver and Vehicle Standards Agency (DVSA)	£390,000
Help Us Help You: GP Access	N/A	DHSC	NHS England	£2,500,000

Patient data	N/A	DHSC	NHS England	£1,700,000
Better Health – Musculoskeletal (MSK)	N/A	DHSC	N/A	£2,985,000
Maritime and Coastguard Agency Coastal, Sea and Beach campaigns	N/A	DfT	Maritime and Coastguard Agency	£692,900
Levelling Up	N/A	MHCLG	N/A	£3,155,000
Put Down Roots (tree planting)	N/A	Defra	Forestry Commission	£350,000
Creative Industries Legal Employment Campaign (from the Good Work Review First Phase Proposal)	N/A	DCMS	N/A	£300,000
‘It’s everyone’s journey’	N/A	DfT	N/A	£750,000
Consumer Energy Efficiency	N/A	DESNZ	N/A	£10,000,000
Business Energy Advice Service	N/A	DESNZ	N/A	£2,000,000
Trustees’ Campaign 2024/25	N/A	DCMS	Charity Commission	£160,500
Domestic burning: Burn Better, Breathe Better	N/A	Defra	N/A	£500,000
Better Health - Every Mind Matters: Loneliness	N/A	DCMS	N/A	£400,000
Informing and educating people on the value of social work	N/A	DfE	Social Work England	£200,000
School governor and trustee role recruitment	N/A	DfE	N/A	£275,000
Automatic Enrolment (employees)	N/A	DWP	N/A	£500,000
Preparing for the introduction of the EU Entry Exit Scheme	N/A	DfT	N/A	£840,000
Flood Action	N/A	Defra	Environment Agency (EA)	£140,000

Tackling Money Mules	N/A	HO	National Crime Agency (NCA)	£108,500
DIO Training Estates Public Safety Campaign (TEPS) – branded ‘Respect the Range’	N/A	MOD	Defence Infrastructure Organisation (DIO)	£470,000
Antimicrobial resistance (AMR)	N/A	DHSC	UKHSA	£3,000,000
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Travel Aware	N/A	FCDO	N/A	£550,000
Science and Technology Superpower	N/A	DSIT	N/A	£1,500,000
Because We All Care campaign	N/A	DHSC	Care Quality Commission (CQC)	£137,500
NatWest retail shares campaign	N/A	HMT	UK Government Investments (UKGI)	£19,500,000
NHS Healthy Start: Are you missing out on help?	N/A	DHSC	NHS Business Services Authority (NHSBSA)	£452,000

Expected savings from campaigns categorised as ‘further review’

Campaign name	Mission/theme	Lead / parent dept	Lead ALB	Total expected savings
Children’s social care: graduate recruitment (fast track to social work)	Break down the barriers to opportunity	DfE	N/A	£87,343
Better Health - Start for Life (SfL)	Break down the	DHSC	N/A	£890,000

	barriers to opportunity			
Oak National Academy	Break down the barriers to opportunity	DfE	Oak National Academy	£78,500
StreetLink	Break down the barriers to opportunity	MHCLG	N/A	£125,000
Social Housing Complaints Campaign - Make Things Right	Break down the barriers to opportunity	MHCLG	N/A	£625,000
Leasehold Campaign - empowering leaseholders and promoting new rights	Break down the barriers to opportunity	MHCLG	N/A	£250,000
Private Rented Sector Rights and Complaints	Break down the barriers to opportunity	MHCLG	N/A	£187,500
Lifelong Learning Entitlement (LLE)	Break down the barriers to opportunity	DfE	N/A	£925,000
National attendance campaign	Break down the barriers to opportunity	DfE	N/A	£750,000
National Highways Safety Campaigns	Operationally critical	DfT	National Highways	£5,000,000
It's child's play	Break down the barriers to opportunity	CO	Social Mobility Commission	£250,000
Help Us Help You: NHS App	Build an NHS fit for the future	DHSC	N/A	£750,000

Victims' Code	Saferstreets	MoJ	N/A	£125,000
Help Us Help You: NHS 111	Build an NHS fit for the future	DHSC	N/A	£2,000,000
Better Health - Cardiovascular disease (CVD)	Build an NHS fit for the future	DHSC	N/A	£500,000
Help Us Help You: Pharmacy Access	Build an NHS fit for the future	DHSC	NHS England	£1,625,000
Participation in Sport and Physical Activity Campaign	Build an NHS fit for the future	DCMS	Sport England	£250,000
Women's health	Build an NHS fit for the future	DHSC	N/A	£3,300,000
Upstream Migrant Deterrence	Strong foundations	HO	N/A	£218,750
The GREAT Britain & Northern Ireland campaign - Overall Consideration & Influence campaign	Kickstart economic growth	CO	N/A	£1,725,000
GREAT Talent	Kickstart economic growth	DSIT	N/A	£250,000
GREAT Food & Drink	Kickstart economic growth	Defra	N/A	£347,500
GREAT Global Trade	Kickstart economic growth	DBT	N/A	£2,500,000
GREAT Challenge Fund	Kickstart economic growth	FCDO	N/A	£1,000,000
GREAT Study UK	Kickstart economic growth	FCDO	British Council	£1,350,000
Boosting Horizon Europe Participation	Kickstart economic growth	DSIT	N/A	£750,000

Nuclear Waste Services (NWS) Geological Disposal Facility (GDF) Siting Campaign	Make Britain a clean energy superpower	DESNZ	NDA	£405,750
NPSA-Secure Innovation Phase 2	Strong foundations	NPSA	National Protective Security Authority (NPSA)	£108,750
NPSA-Trusted Research Phase 2	Strong foundations	NPSA	National Protective Security Authority (NPSA)	£112,500
NS&I Marketing and Communications Plan	Operationally critical	HMT	National Savings & Investments (NS&I)	£1,484,500
Student Loans	Operationally critical	DfE	Student Loan Company (SLC)	£312,500
THINK! Road Safety	Operationally critical	DfT	N/A	£640,000
Passenger/public safety campaigns led by Network Rail on behalf of the rail industry.	Operationally critical	DfT	Network Rail	£277,500
GOV.UK One Login	Operationally critical	CO / DSIT	N/A	£229,250
National Citizen Service campaign activity	Operationally critical	DCMS	National Citizen Service (NCS)	£381,000
Benefit Fraud	Operationally critical	DWP	N/A	£1,250,000
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]

Channel Shift: Go Paperless	Operationally critical	DfT	DVLA	£125,000
Digitising the Immigration System - ETAs	Strong foundations	HO	N/A	£1,750,000
Royal Navy Recruitment	Operationally critical	MOD	Royal Navy via DDC	£6,142,756
National Crime Agency Attraction Campaign	Operationally critical	HO	National Crime Agency (NCA)	£301,050
Child Vulnerabilities, Stop it Now	Saferstreets	HO	N/A	£250,000
RAF Recruitment	Operationally critical	MOD	N/A	£4,479,265
HMRC recruitment campaign	Operationally critical	HMRC	N/A	-£750,000

Expected savings from continuing campaigns

Campaign name	Mission/theme	Lead / parent dept	Lead ALB	Total expected savings
GREAT International Tourism	Kickstart economic growth	DCMS	VisitBritain / VisitEngland	£0.00
Domestic exports (GREAT)	Kickstart economic growth	DBT	N/A	£0.00
UK Export Finance (UKEF) marketing	Kickstart economic growth	UKEF	N/A	£0.00
You Can Adopt	Break down the barriers to opportunity	DfE	N/A	£0.00
Skills for Life	Break down the barriers to opportunity	DfE	N/A	£0.00
Enough. (tackling violence against women and girls)	Take back our streets	HO	N/A	£0.00

Further Education (FE) Teacher Recruitment	Break down the barriers to opportunity	DfE	N/A	£0.00
'Get into Teaching' - School Teacher Recruitment and Retention Campaign	Break down the barriers to opportunity	DfE	N/A	£0.00
Tax Avoidance	Other - public service delivery	HMRC	N/A	£0.00
Blood and plasma donation	Build an NHS fit for the future	DHSC	NHS Blood and Transplant (NHSBT)	-£2,000,000.00
Tax Compliance Campaigns	Other - public service delivery	HMRC	N/A	£0.00
Digital Channel Shift	Other - public service delivery	HMRC	N/A	£0.00
Childcare Choices	Break down the barriers to opportunity	DfE	N/A	£0.00
Self Assessment	Other - public service delivery	HMRC	N/A	£0.00
Foster carer recruitment	Break down the barriers to opportunity	DfE	N/A	£0.00
Better Health: Mental health (Every Mind Matters)	Build an NHS fit for the future	DHSC	N/A	£0.00
Help Us Help You: Act FAST	Build an NHS fit for the future	DHSC	NHS England	£0.00
Better Health - Smoking	Build an NHS fit for the future	DHSC	N/A	£0.00
Help Us Help You: Cancer	Build an NHS fit for the future	DHSC	NHS England	£4,400,000.00
Teaching Vacancies	Break down the barriers to	DfE	N/A	£100,000.00

	opportunity			
We Are the NHS (NHS recruitment)	Build an NHS fit for the future	DHSC	NHS England	£9,250,000.00
Adult Social Care Recruitment	Build an NHS fit for the future	DHSC	N/A	£2,000,000.00
The future of tax: Making Tax Digital for Income Tax Self-Assessment	Other - public service delivery	HMRC	N/A	£0.00
Establishing the Building Safety Regulator	Break down the barriers to opportunity	MHCLG	Health and Safety Executive / Building Safety Regulator	£220,000.00
Magistrate recruitment	Other - recruitment	MoJ	N/A	£0.00
HMPPS Recruitment Campaign	Take back our streets	MoJ	N/A	£0.00
Welcome Home to Energy Efficiency	Make Britain a clean energy superpower	DESNZ	N/A	£0.00
Pension Credit	Other - public service delivery	DWP	N/A	£0.00
Move to UC - legacy benefits	Other - public service delivery	DWP	N/A	-£800,000.00
Fire Kills	Other - safety	HO	N/A	£0.00
Labour Market – Workforce Participation / Recruit Britain	Kickstart economic growth	DWP	N/A	£3,000,000.00
Winter vaccinations (flu and COVID-19)	Build an NHS fit for the future	DHSC	UKHSA	£0.00
Vehicle tax evasion	Other - public service delivery	DfT	DVLA	£0.00
Childhood Vaccinations	Build an NHS fit for the future	DHSC	UKHSA	£0.00
Digitising the Immigration System - eVisas	Other - public service delivery	HO	N/A	£0.00
Ukraine Hearts and Minds Campaign	Other - public service	FCDO	N/A	£0.00

	delivery			
Skills for Life Digital	Break down the barriers to opportunity	DSIT	N/A	£0.00
Organ Donation: Leave them Certain	Build an NHS fit for the future	DHSC	NHS Blood and Transplant (NHSBT)	£0.00
Tackling Fraud	Take back our streets	HO	National Cyber Security Centre (NCSC)	£0.00
Dentistry	Build an NHS fit for the future	DHSC	N/A	£2,680,000.00
Early Years Recruitment (childcare workforce)	Break down the barriers to opportunity	DfE	N/A	£0.00
Lampard Inquiry campaign	Other - public service delivery	DHSC (Lampard Inquiry)	Lampard Inquiry	£0.00
Listening Exercise 'Every Story Matters'	Other - public service delivery	CO (Covid-19 Inquiry)	Covid-19 Inquiry	£0.00
Destination Nuclear	Make Britain a clean energy superpower	MOD	N/A	£0.00
HIV Prevention campaign	Build an NHS fit for the future	DHSC	N/A	-£274,453.00
Bluetongue virus	Other - public service delivery	Defra	Animal and Plant Health Authority (APHA)	£0.00