



HM Government

**2018/  
2019**  
**BUILDING  
A COUNTRY  
THAT  
WORKS  
FOR  
EVERYONE:  
A BRITAIN  
FIT FOR  
THE FUTURE**

**GOVERNMENT  
COMMUNICATION  
PLAN**

# Ministerial foreword

The year ahead is an important milestone for the United Kingdom. We have an unprecedented challenge ahead of ourselves ensuring we are a truly global Britain and Northern Ireland after we leave the European Union, and begin the recently agreed implementation period. This period gives the certainty needed in the short-term, but also serves as an opportunity as we build strong relationships with Europe, and the rest of the world for our future.

This year also sees many celebrations of our British history, as we commemorate events from our proud past. 2018 celebrates the UK hosting the Commonwealth Heads of Government Summit, 100 years since women first won the right to vote in the UK, our NHS turning 70, the fourth and final year of our commemorations of World War One. The Government Communication Service (GCS) also continues its centenary celebrations.

The Parliament (Qualification of Women) Act was passed 100 years ago, allowing women over the age of 21 to stand as candidates and be elected MPs. It was some six years later the first woman held a ministerial portfolio.

Today, the United Kingdom is led by its second female Prime Minister. In January 2018, she set this Government a new narrative and within it, new priority themes. We will build a stronger, fairer economy and a more caring society. We will strengthen our precious Union and make sure we are a truly global Britain. We are getting the best Brexit deal for the whole country, while building a strong, new relationship with Europe.

The Prime Minister has made our mission clear: We will build a country that works for everyone, and a democracy where everyone is heard.

GCS will play an important role in achieving this. Communication is crucial in successful policy implementation. Whether it is raising awareness, influencing attitudes and behaviour, promoting effective operation of government services, supporting our citizens in times of crisis or helping them to understand decisions made.

It is an honour to be responsible for GCS. It is clear both from our tradition and our daily performance now that you can and will continue to deliver a Britain fit for the future.

**Chloe Smith MP**

Minister for the Constitution





# Contents

Achievements from 2017/18	04
Introduction from Executive Director of Government Communication	06
Summary from Directors of Communication	07
A world-class communication service	08
Working across the public sector	10
Continuously improving	12
OASIS: how to plan a campaign	14
A modern communications operating model	15
Building a country that works for everyone: a Britain fit for the future	16
A stronger, fairer economy	18
A more caring society	20
A truly global Britain and Northern Ireland	22
A strong, new relationship with Europe	23
The Industrial Strategy	24
Building the homes people need	25
A cleaner, greener Britain	25
Keeping our families, communities and country safe	25
Library of further resources	27

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## Government Communication Plan 2018/19



# Achievements from 2017/18



**125** local authorities supported the 'Together we can tackle child abuse' campaign

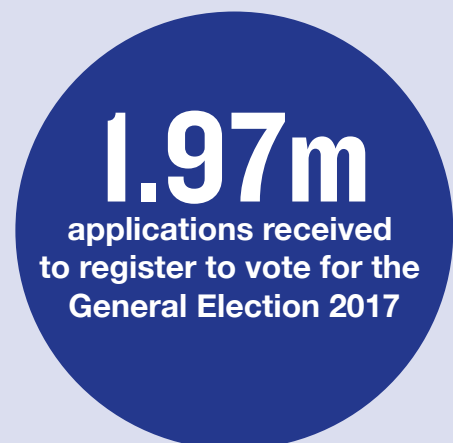
16 regional print adverts with a combined readership of over **3m**

**70%** of people felt confident or very confident about reporting it

**81%** of British Council event attendees said UKVI's information was helpful in applying for a visa



**8,000** ballot applications received for the commemoration of the Battle of Passchendaele





Over  
**7m**  
calculations have  
been completed online  
on the 'Check your state  
pension' service



**10.7m**  
self assessment  
customers submitted  
their tax return on time



37 countries pledged over  
**£1.9bn**  
to improve access to  
family planning at the  
international summit



Legal services are GREAT!  
has been promoted in

**14**  
markets  
overseas

#HerFuture vox pop  
videos generated  
**3.7%**  
engagement rate



Reaching  
**1.2m**  
people



Over  
**2m**  
children  
participated  
in the Change4Life  
and Disney  
10 minute  
shake up



UK City of Culture  
announcements  
received over

**58m**  
impressions

THINK! has increased  
knowledge of the  
penalties by

**89%**



Working with Dr Ofori aka  
Big Shaq, THINK! reached

**11.5m**  
people

# Introduction from Executive Director of Government Communication, Alex Aiken



This year, I celebrate five years leading the Government Communication Service (GCS) and find myself reflecting on how far we as a profession have come.

Looking back over the past five years, we have had so many award-winning and groundbreaking campaigns, campaigns that have truly impacted upon people's lives. Whether it's GREAT, people's pensions, public service recruitment, Change4Life, modern slavery, or apprenticeships, it's hard not to notice our work wherever you look. GCS is truly in a league of its own. And that is something I am extremely proud of, and I hope each of you are too.

Five years ago, both Britain and its Government were very different. They had different challenges and different priorities. In January 2018, the Prime Minister set a new narrative – **Building a country that works for everyone: a Britain fit for the future**. GCS supports this through an impressive array of campaigns that will achieve great outcomes for our society. Within the new narrative, there are four priority themes:

- a stronger, fairer economy
- a more caring society
- a truly global Britain
- a strong, new relationship with Europe

In January 2018, I set colleagues across the government communication profession eight challenges for the year ahead. Over this next year, we have a lot to do and we must continue to challenge each other, ensuring every government communicator delivers exceptional campaigns. Each campaign must make the best use of public funds, and generate return on investment. To achieve this, we must continue to partner across the public sector, and utilise the expertise of private and third sector organisations too. This will ensure our reach and impact, but most importantly, the outcome of all our work.

GCS is the pinnacle of the Civil Service Leadership statement, no matter your grade or managerial responsibilities, we are all leaders in our own rights. As always, GCS remains wholly committed to continuously improving ourselves, our members and our work. Our challenging improvement programme and our development of each member continues with extensive training and learning opportunities and a library of resources and recommended reading lists. For myself, over the next year, I intend to build on my understanding of digital communications, improve my knowledge of evaluation and publish an updated framework for the profession.

Alongside this, I plan to help define strategic communication and external engagement across the profession, improving GCS and disseminating industry best practice. This year's plan is a must-read for every government communicator, every piece of our work, no matter how big or small, fits into our overall narrative and delivering the Government's priorities. We all have a vital role to play in the busy year ahead and to ensure our profession continues to be one of the most renowned, both within and outside of Government.

A handwritten signature in black ink, appearing to read 'A.A.' or 'Alex Aiken'.

**Alex Aiken**

Executive Director, Government Communication  
[@AlexanderAiken](#)



# Summary from Directors of Communication

This coming year, the Government Communication Service (GCS) has a great task ahead, delivering over 140 high-profile integrated campaigns while continuing to improve itself as a world-class profession. And of course, we cannot forget that at the end of this financial year – March 2019 – an unprecedented challenge for the UK awaits when it leaves the European Union.

This is our seventh annual plan and sets out to inspire our profession to continue to better itself. It re-emphasises our commitment to all of you, your development, and career progression. What we deliver can only ever be as good as the talent working on it. It's therefore of the utmost importance we invest in each of you, your diversity, your strengths and your ideas. For that reason, this year's plan sees a different format and layout to one we might recognise from before. Our section on who we are, how we work and the high standards we set ourselves is placed first in the plan. To ensure the best return on investment, consistent messaging and best practice communication methods, this year's plan highlights working in partnership.

This year, GCS will continue to support you all with new frameworks, guides and support and we've included reference to the ones already in place. You should be sure to complete your Personal Development Plan and ensure you take time out each month to complete your goals. We set a profession-wide target to complete at least four pieces of communications training per year.

The year's plan provides a focus for the year ahead, while telling our story to our partners. It outlines our contributions towards becoming **a country that works for everyone: a Britain fit for the future**. The plan sees priority themes similar to those we saw last year, but with a greater emphasis on how these support everyone in the UK.

Our collective efforts will support the work across Government that will help people with the cost of living; create good jobs; ensure everyone can afford a safe, decent place to live; ensure everyone has the best start in life with our education systems; enforce stronger protections for animal welfare; and take action on plastic waste. Our work ensures our public services have the staff they need to keep our families and our country safe. We are also facing a great communication challenge in supporting our exit from the European Union.

We know there has been a lot of change over the past year, including within our Directors of Communication group, many of us are new to our roles, our departments and some of us to Government. But we believe in you and will continue to support your work and professional development. We hope you enjoy this year's plan and we look forward to working with you to deliver it.

## Directors of Communication



A collection of handwritten signatures in white ink on a dark blue background. The signatures are arranged in three rows. The first row includes Alex Aiken, Simon Baugh, Eamon Deeny, Gem Walsh, and Flavia Paterson. The second row includes Helen Bower-Easton, Rachel Carr, Will Garton, Tracy Lee, and James Roscoe. The third row includes Sharon Sawers, Sam Lister, and Vanessa Hammond.

This document was approved by the cross-government Directors of Communication in March 2018.

Alex Aiken, Simon Baugh, Helen Bower-Easton, Rachel Carr, Eamon Deeny, Will Garton, Lara Greer, Vanessa Hammond, Tracy Lee, Sam Lister, Kath MacLeod, Toby Nation, Carl News, Toby Orr, Flavia Paterson, James Roscoe, Sharon Sawers, Tim Singleton, John Stevenson, Poli Stuart-Lacey, Andy Tighe, Emily Tofield, Gem Walsh

# A world-class communication service



The Government Communication Service (GCS) is the professional body for all government communicators. It brings together over 4,000 professionals across 25 ministerial departments, 21 non-ministerial departments and nearly 400 agencies and public bodies. Our aim is to deliver world-class communications that support ministers' priorities, improve people's lives and enable the effective operation of our public service.

GCS commits to observing the highest standards of communication practice, professional development and ethics. We demonstrate the core values of the Civil Service Code which includes integrity, honesty, objectivity and impartiality. Like all civil servants, we carry out our work without political bias. To do this, we adhere to our Propriety Guidance which states all government communications should be:

- relevant to government responsibilities
- objective and explanatory
- conducted in an economic and appropriate way
- always a justifiable expenditure of public funds
- not liable to being misinterpreted as party political

A range of legislation affects the work of GCS. This includes data protection, Welsh language, disability discrimination, freedom of information and copyright. Our work and practice is governed through Directors of Communication and the GCS Board, which is chaired by the Minister for the Constitution. The board makes recommendations on the direction, operation and development of the profession.

GCS has created many successful and award-winning campaigns that influence our communities and society. It's been internationally praised by the United Nations, the North Atlantic Treaty Organisation and has been recognised as the leading Civil Service function by the National Audit Office.

To continue at this pace and maintain excellence, all government communicators need to keep up-to-date with the news, emerging policies, influences over society and trends across the profession. In 2015, GCS published the seven trends in leading-edge communications with WPP – an updated version will be published this year.



Earlier this year, the cross-government Directors of Communication set eight professional challenges for GCS in 2018. These will be common across the communications industry.



- 1. Enhance two-way communications** using active listening to build trust and to better all major government campaigns.
- 2. Build a rapid response social media capability** to deal quickly with disinformation and reclaim a fact-based public debate with a new team to lead this work in the Cabinet Office.
- 3. Raise standards by ending opaque digital marketing** with a focus on value, safety and transparency, creating greater accountability for the Government – this will be at the heart of the new Media Buying Contract we'll implement by the end of 2018.
- 4. Maximise the role of government communications** in challenging declining trust in institutions through honest, relevant and responsive campaigns.

- 5. Demonstrate the role of communication as a valuable strategic tool** that can deliver cost-effective public policy solutions, partly through a new approach to strategic communication that we will be implementing from June 2018 and is part of our GCS Improvement programme.
- 6. Work harder to master the techniques of behavioural science** and start considering audiences by personality as well as demographic – we'll be updating our guidance in this area and publishing a new guide by the end of 2018.
- 7. Create engaging content** that will be shared and owned by audiences – pictures, videos and facts.
- 8. Transform the mass of data we have about audiences into actionable insight**, which will be used to improve government campaigns. We're already analysing data from our campaigns to improve our content and make it relevant to our audiences.



# Working across the public sector

When done well, partnership marketing has the power to have a transformational impact on government campaigns. As a result, partners are playing an increasingly important role in the communications mix. By working with partners in the public, private and third-party sectors, the Government Communication Service (GCS) is able to ensure both cost-efficient and effective campaigns.

Some of our most high profile campaigns have benefited significantly from working alongside trusted partners. The innovative ways in which relationships have been forged and activated across government have come to be recognised as setting the standard for what working in partnership can achieve.

A guide to partnership working has been developed to demonstrate what is possible through partnerships. By showcasing what can be achieved and sharing best practice, it aims to inspire and equip the profession to plan and implement successful partnership activity.

## **GCS Business Partnerships team**

Working at the centre of UK Government, the Business Partnerships team build long-term partnerships between business and government to create positive social change. As an essential part of society, businesses are reliant on, as well as responsible to, the communities in which they are based. The team encourages businesses to be a force for good for both the economy and society.

By addressing challenges together with industry, the team pools creativity, knowledge and resources to deliver government policies and priorities. They are able to advise on existing relationships with businesses and reunite departments with partners supporting specific campaigns.

## **Public Service Joint Communications Council**

Bringing together senior leaders from central and local government, health, emergency services and wider public services, the council supports cross-public service communications.

Since launching in July 2017, the council has met quarterly to agree best practice and share learning on priority areas such as crisis and emergency communications and agree priorities for collaboration.

For 2018/19, the council has agreed a shared focus on key campaign areas:

- cyber security
- winter preparedness
- fire safety
- community cohesion
- public health
- social care
- NHS 70

### **GCS Local**

Working across the UK, GCS Local adapts and amplifies national campaigns with regional and local audiences in mind. The team devises campaign plans, recruits partners and stakeholders, captures case studies and produces content relevant to towns, cities, regions and nations of the UK to help bring these campaigns to life.

Using local knowledge and insight, the team is able to deliver campaigns in a meaningful way that benefits audiences and engages effectively with a broad variety of stakeholders. The team pioneers collaboration across the public sector, including working with local authorities, NHS trusts, police, and fire and rescue services to ensure consistent messaging, the sharing of best practice, and return on investment for communications efforts.

### **GCS working in partnership with international governments and institutions**

Working in collaboration with the Foreign and Commonwealth Office, GCS provides support to governments and institutions internationally. The GCS Knowledge and Capability Unit (GCS International) brings together the best of our expertise to provide governments and public institutions around the world with the tools and training they need to develop effective and efficient communications.

GCS is recognised for continuously improving and innovating, as well as identifying and sharing industry best practice. This internationally deployed team aims to build partner governments' capability in support of Her Majesty's Government's objectives overseas. The team specialises in building capability in planning, digital, campaigns and crisis communications.

*Directors of Communication*





# Continuously improving

Professional development and strong industry standards are important aspects of government communications. The Government Communication Service (GCS) offers its members an extensive learning and development programme and members must complete at least four professional development activities each year.

Last year, we published our [Campaign Solutions Framework](#) and our [Communication Services Framework](#) to bring together the best of UK communications talent to work on government campaigns. Both list the agencies that support our departments, agencies and ALBs in their work.

Over the course of the next year, we will be publishing refreshed or new guidance for the modern communications operating model, brand identity and style guide, evaluation framework, behaviour change guidelines, media buying framework and products from the Engage Programme.

## Maintaining high standards

Across GCS, we measure capability and performance through robust management frameworks and an established programme of Capability Reviews. These assess departmental communication functions to identify areas of strength and where improvement is needed. The annual skills survey enables communicators to self-assess strengths and areas for improvement

as well. Government communicators use these results to develop their annual Professional Development Plans. We analyse the survey results to identify professionwide skills gaps and design our professional development programme accordingly.

## Creating world-class leaders

The development of confident, inspiring and empowering leaders is a priority for GCS, ensuring communicators are visible, trusted advisors to their Ministers and senior executives. To recruit leaders of the future, we will use innovative strategies to attract more [diverse candidates](#) into GCS, including [centralised cross-government recruitment campaigns](#), [specialist communications apprenticeships](#), [fast stream programmes](#) and our [internship programme](#).

To build a strong talent pipeline for the profession and support individuals with high potential, we also provide two year-long programmes of accelerated learning and development. The [Early Talent Programme](#) uses classes, action learning, coaching and networking, to equip mid-level communicators with the skills to progress to senior positions. The [Inspire Senior Talent Programme](#) takes experienced communicators through academic learning, immersion placements, masterclasses and tailored support. Inspire participants complete a Postgraduate Certificate in Strategic Communications Leadership from the University of Huddersfield.



# GCS Programmes

## Projects:

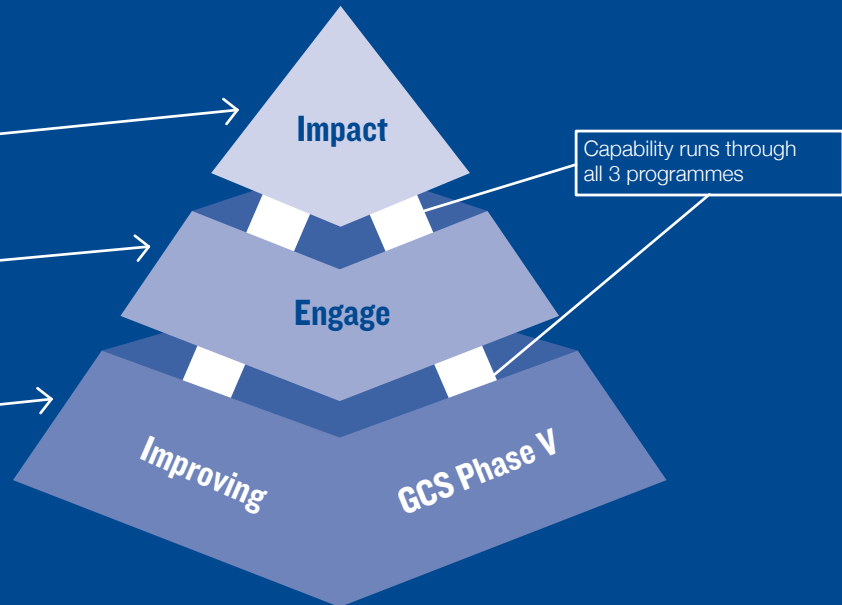
- Cutting-edge creative – producing content that works
- Higher skilled – improving capability across the profession
- Better targeted – best use of digital communication channels
- Faster and nimbler – raising productivity

## Projects:

- Data lake
- Dashboards
- Research library
- Mapping tool

## Projects:

- Strategic purpose
- Strategic engagement
- Business partnering
- Professional excellence
- Engage
- Emergency planning comms



## Improvement Programme

In November 2017, we launched phase 5 of our improvement programme, which consists of six project strands:

- strategic purpose of government communication
- business partnering
- external affairs
- emergency planning communication
- professional excellence
- the Engage Programme

The combined outputs from these projects will be used to inform an updated version of the Modern Communications Operating Model (MCOM), due to launch in autumn 2018.

## The Engage Programme

The 12-month programme will improve our communications by ensuring they are research and data driven, better targeted, demonstrate greater impact and improve value for money.

Engage will deliver:

- a research library
- a campaign optimisation tool
- a cloud-based platform (data lake)
- An interactive online mapping tool

## The Impact Programme

Impact will improve the execution of consumer-facing digital media. It focuses on high quality content, the ability to act nimbly and at speed, a sophisticated understanding of the digital channels available, and the skills needed to deliver this.

The programme consists of a number of workstreams and is driven by an approach of rapid iteration.

# OASIS: how to plan a campaign

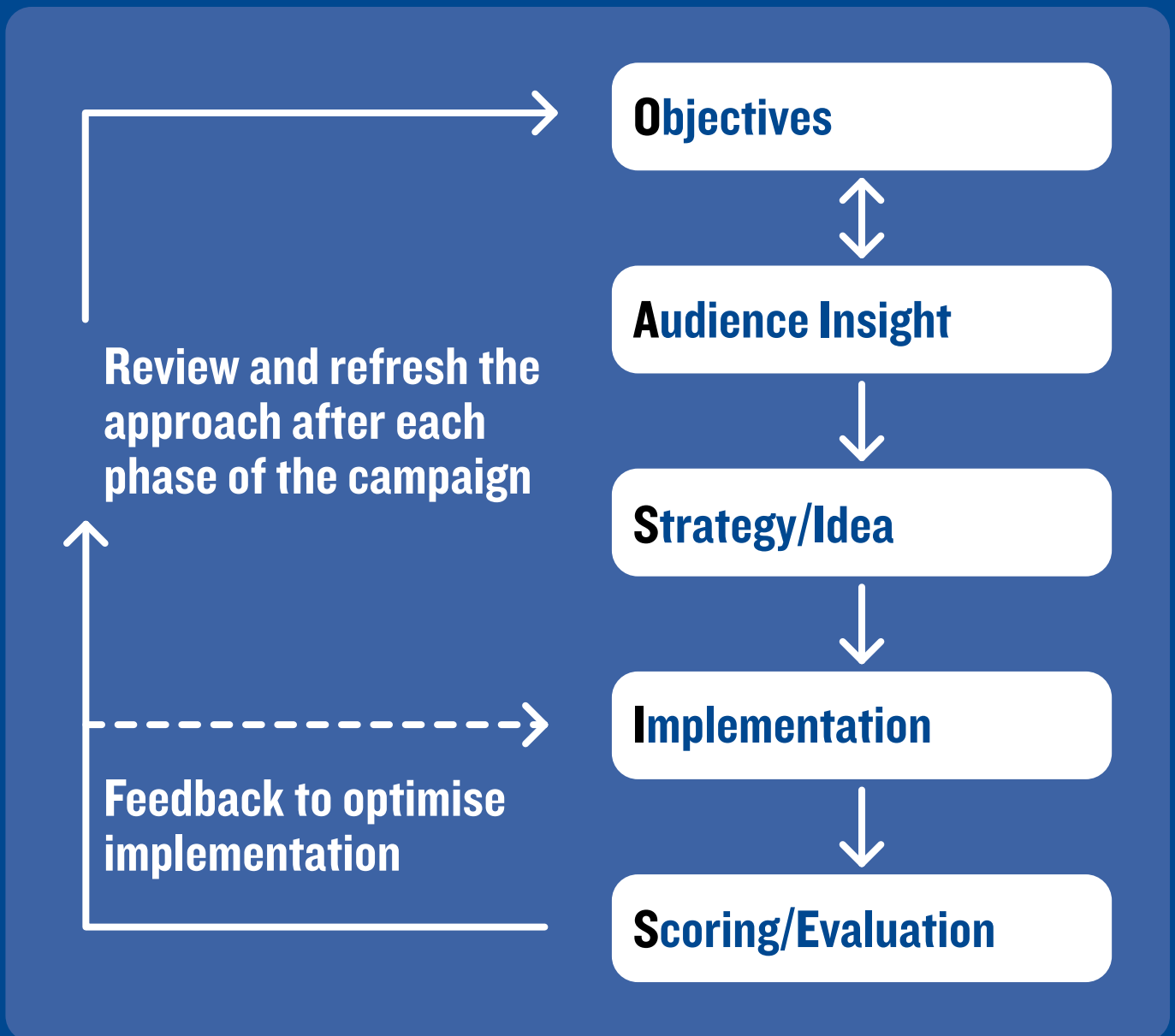
“ **The implementation of effective campaigns is at the heart of our work.** ”  
– Alex Aiken, Executive Director, Government Communication

OASIS is a series of steps that can help bring order and clarity to planning campaigns. These steps help make the planning process rigorous and consistent and ensure that all government communications are effective, efficient and evaluated.

It should be applied to every kind of planned communication, from the most effective way to share news via press or digital at no cost,

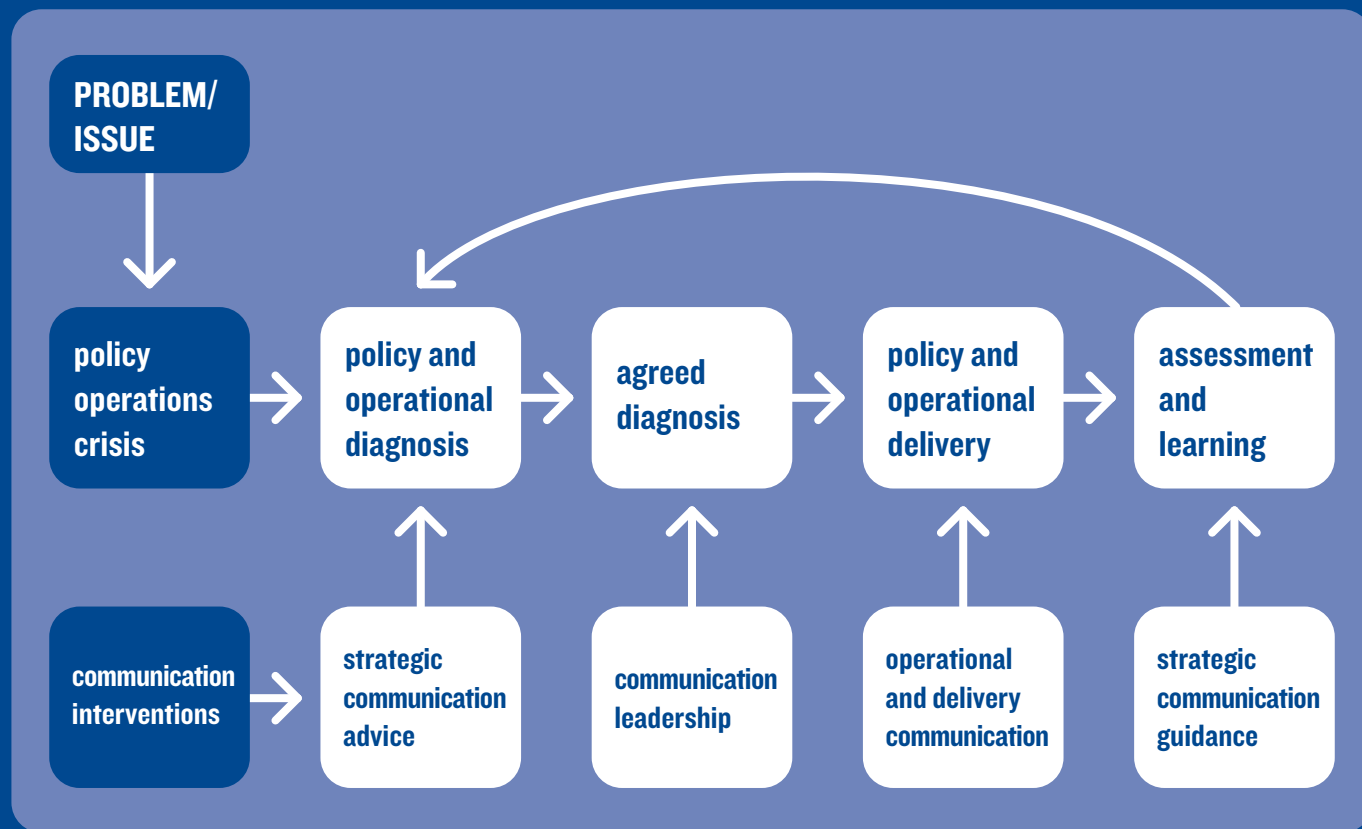
to large scale multi-million pound behaviour change campaigns.

All government communications should be viewed in the context of a wider campaign: what do we want to achieve? This way we can ensure that all our work links to a clear objective and we can evaluate the impact of everything we do.





# A modern communications operating model



In 2015, the Government Communication Service (GCS) published its Modern Communications Operating Model (MCOM) guide. It provides the proposed structures, skills and capabilities a high-performing communications directorate or team should have. A refreshed MCOM will be published in autumn 2018. The updated guide emphasises the importance of strategic communication.

Strategic communication puts audience understanding at the heart of policy and service design, resulting in better decision-making and improved delivery. Communication, policy and operations colleagues working together leads to improved diagnosis of the problem we are seeking to solve, the most appropriate combination of government levers brought to bear on the issue, and a more co-ordinated approach to implementation.

# Building a country that works for everyone: a Britain fit for the future

**This Government wants every child to have the best start in life, and every generation to do better than the last.**

That's why we are working hard to build a **stronger, fairer economy** and a **more caring society** – a **country where everyone's hardwork is recognised and rewarded, and people can lead fulfilling, happy lives.**

This way, we can build **a country that works for everyone**, one which is ready to meet the challenges of the future head on, with hope and optimism that our best days lie ahead of us.

In doing all of this, we will strengthen our precious Union and make sure we are a **truly global Britain**, providing leadership in the world.

We are:

- making the **economy work for everyone** by:
  - helping people with the cost of living
  - investing in public services like the NHS, while getting debt falling
  - backing businesses to create good jobs, while ensuring they play by the rules

- **building the homes people need**, so everyone can afford a safe, decent place to live, and help as many people as possible to get on the housing ladder
- improving schools, colleges and universities so **everyone can have the best start in life**, and go as far as their talents and hard work can take them
- protecting our natural environment so we leave a **cleaner, greener Britain for our children**, with stronger protections for animal welfare and tough action on plastic waste
- **keeping our families, communities and country safe** by making sure the police, armed forces and intelligence agencies have the power and the money they need
- getting the **best Brexit deal for us, our families and the whole country**, delivering on the referendum vote to get control of our money, borders and laws, while building a **strong new relationship with Europe**
- tackling burning injustices, wherever they exist in our society, so **people can achieve their true potential**, whatever their background and circumstances.





**A stronger,  
fairer  
economy**



**A more  
caring  
society**

## **OUR PRIORITIES**



**A truly global  
Britain and  
Northern  
Ireland**



**A strong,  
new  
relationship  
with Europe**



# A stronger, fairer economy

“ We are making the economy work for everyone by:

- helping people with the cost of living
- investing in public services like the NHS, while reducing debt
- backing businesses to create good jobs, while ensuring they play by the rules.

”

The **Prime Minister's Office and Cabinet Office** and **Her Majesty's Treasury** will explain how the Government is restoring the public finances to health, investing in the future and helping families with the cost of living.

Together with **Her Majesty's Revenue and Customs, Her Majesty's Treasury** will also increase awareness of the Government's work on tackling avoidance and evasion.

The **Department for Business, Energy and Industrial Strategy**, with support from Departments and ALBs across Government will deliver the Industrial Strategy to help businesses create higher paid jobs in every part of the UK.

The **Department for Digital, Culture, Media and Sport** will build a stronger UK digital economy that works for everyone, helping tech start-ups flourish, existing digital businesses grow, and open trade and investment opportunities.

The **Ministry of Housing, Communities and Local Government** will help the Midlands Engine contribute more to the economy by

partnering with advocates to help champion the region and encourage local organisations to seize growth opportunities.

It will, along with the **Prime Minister's Office and Cabinet Office, Department for Business, Energy and Industrial Strategy, Department for Education, Department for International Trade** and the **Department for Transport**, support the drive for investment and growth in the Northern Powerhouse, by showcasing what the northern region has to offer in terms of job, career and business opportunities. The **Department for Digital, Culture, Media and Sport** will support this by opening the Great Exhibition of the North.

The **Department for Education** will boost the supply of apprenticeships from employers and stimulate demand from learners, by promoting the benefits to young people, parents, teachers and employers.

It will also, together with **Her Majesty's Revenue and Customs**, help parents with the cost of childcare through Childcare Choices.





*Liverpool: a part of the Northern Powerhouse and the host of the 2018 International Business Festival*



**Her Majesty's Revenue and Customs** will support working people on low incomes to build their savings, through a new [Help to Save](#) scheme. It will also support people in renewing their tax credit allowance, and completing their self assessments online.

The **Department for Transport** will build pride, trust and confidence in [HS2](#) during phase 1 construction, and it will help secure the Parliamentary passage of the bill for phase 2. It will, together with **HS2 Ltd**, support affected individuals, businesses and communities during the construction phase.

In the [Year of Engineering](#), the **Department for Transport, Department for Education, Department for Business, Energy and Industrial Strategy, Ministry of Defence and UK Space Agency** will encourage young people to consider engineering as a career. The departments will work with over 1,000 brand partners to raise awareness and understanding of what engineers do.

The **Cabinet Office** will encourage more small and medium sized businesses to become government suppliers, increasing the number bidding for government contracts by 2020 with its [#Open4Biz](#) campaign. It will, along with the **Department for Business, Energy and Industrial Strategy**, support small businesses with [Small Business Saturday](#).

The **Environment Agency** and the **Department for Environment, Food and Rural Affairs** will promote investment in new flood defences and increase the number of people taking action to protect themselves from flooding.

The **Department of Health and Social Care** and **NHS Improvement** will improve efficiency and financial performance in the NHS by ensuring relevant healthcare staff are aware of the Cost Recovery Programme and the duty to charge overseas visitors. The departments will also reduce the number of incorrect claims made for prescription charge exemptions by increasing awareness and understanding of the criteria that entitles someone to receive help towards the costs.

**NHS England** will reduce pressures on the NHS, in particular Accident and Emergency departments in the winter period by changing public behaviour.

The **Health and Safety Executive** is boosting productivity, supporting innovation and encouraging business growth through its Helping Great Britain Work Well campaign. It will also reduce the number of working days lost, and the cost of work-related ill health to business and the economy through its Go Home Healthy campaign.



# A more caring society



“ We are working hard to build a more caring society – a country where everyone’s hard work is recognised and rewarded, and people can lead fulfilling, happy lives. ”

The **Department for Business, Energy and Industrial Strategy** will ensure workers receive the rights and pay they are entitled to through the National Living Wage campaign. The **Department for Work and Pensions** will promote the new Disability Confident Scheme to encourage employers to offer more opportunities to disabled people and those with health conditions. It will also encourage better financial planning through promotion of online tools, and free impartial guidance through its Pension Wise campaign. The **Ministry of Justice** will encourage more employers to offer training and employment to offenders and ex-offenders.

Following the Wessely Review of Mental Health, the **Department of Health and Social Care** will raise awareness of changes to services. Partnering with Time to Change and **Public Health England**, it will reduce stigma and increase awareness to reduce pressure on the NHS by giving people the skills to help prevent everyday problems escalating into more serious issues.

**Public Health England** will continue to promote good nutrition and physical activity

through its Change4Life campaign. It will also influence parents’ behaviour that can lead to obesity as children grow up through its Start4Life campaign. It will continue to support lower income families with the Healthy Start vouchers to spend on milk, free vitamins and fruit and vegetables.

**Public Health England** will build resilience in young people through its ongoing drug advice service, FRANK and Rise Above and sexual health campaigns. It will also engage adults with their own health and encourage positive behaviour change for physical inactivity, poor diet, smoking and harmful alcohol consumption, through its One You campaign.

**Public Health England** will also lead to earlier diagnosis of a range of cancers through its Be Clear on Cancer campaign. It will also increase recognition of the signs of a stroke through Act FAST, reducing mortality and disability. The **Department of Health and Social Care** will build understanding of the social care system and make people more likely to think about preparing for future social care needs.





The **Home Office** will encourage positive relationship behaviour, and signpost to support to tackle violence against women and girls, through its Disrespect NoBody campaign.

The **Department for Work and Pensions** and **Her Majesty's Revenue and Customs** will increase understanding of Universal Credit and how it helps people deliver financial security for families.

The **Ministry of Housing, Communities and Local Government** will support local communities to promote integration in their areas so people work, live and learn together. While the **Department for Education** will recruit new teachers, highlighting the rewards of the career and the pride teachers feel in the difference they make to children's lives.

The **Department of Health and Social Care** will also celebrate the NHS's achievements in its 70 years, while setting the vision for its future. The campaign will thank everyday heroes of the NHS and showcase future innovations in health and social care that will lead to better care for patients and the public. **NHS Blood and Transplant** will encourage people to have conversations to increase consent for organ donation, and recruit blood donors to meet patients' needs.

The **Department for Transport** will reduce the number of young drivers killed and seriously injured on roads by changing attitudes, habits and social unacceptability, through its THINK! campaign. The **Driver and Vehicle Standards Agency** will also keep roads safer through MOT

reminders using gov.uk notify. These text and email reminders will reduce the number of late MOTs, making the lives of motorists easier and improve road safety.

The **Department for Environment, Food and Rural Affairs** will increase awareness and drive long-term behaviour change for anti-littering. Working with industry, local authorities and the voluntary sector, the campaign will make it socially unacceptable to drop litter within a generation.

The **Prime Minister's Office and Cabinet Office**, local authorities and other partner organisations will reduce election fraud by rolling out pilots of Voter ID in the 2018 local elections. The **Cabinet Office** will also increase youth engagement in democratic processes by creating Youth Democracy Ambassadors and a exciting training and development programme for them. It will also hold the first National Democracy Week between 2 to 8 July 2018.

The **Department of Digital, Culture, Media and Sport** will lead national commemorations to mark the World War 1 centenary with an Armistice Day service of remembrance at Westminster Abbey on 11 November 2018.

The **Government Equalities Office** will create a more equal society. This will include closing the UK gender pay gap, celebrating 100 years of women receiving the vote with Vote100 Centenary Celebrations as well as supporting women back into work after maternity leave and encouraging uptake of Shared Parental Leave.



# A truly global Britain and Northern Ireland

“ We will strengthen our precious Union and make sure we are a truly global Britain, providing leadership in the world. ”

The **Prime Minister’s Office and Cabinet Office, Northern Ireland Office, Office of the Secretary of State for Wales** and the **Scotland Office** will demonstrate the benefits of the UK to the citizens living in all four nations. The departments will also ensure key government campaigns are amplified in nations.

The **Foreign and Commonwealth Office, Department for Environment, Food and Rural Affairs, Department for International Development, Department for International Trade, Home Office, Ministry of Defence** and the **Ministry of Justice** work together to promote the UK’s influence in the world, ensuring our security and prosperity at home.

The **Department for International Trade** will increase levels of trade, investment, tourism and high-quality students, leading to the creation of over 50,000 direct jobs for the UK economy, through its GREAT campaign.

The **Department for Environment, Food and Rural Affairs, Department for International Trade** and **VisitBritain** will encourage more food and drink companies to export for the first time, and current exporters to sell more with the Food is GREAT campaign.

The **Foreign and Commonwealth Office** will provide essential information and practical advice to help millions of British people travelling or living overseas take responsibility for their own safety when abroad, reducing the number of consular cases, through the Travel Aware campaign.

The **Department for International Development** will encourage young people to tackle global challenges and learn new skills by volunteering overseas.

The **Ministry of Justice** and **Department for International Trade** will promote the

world-leading legal services sector to overseas businesses with the Legal Services are GREAT campaign.

The **Department for International Development** and the **Foreign and Commonwealth Office** will promote the UK’s world-leading work in defeating poverty overseas, showing that aid works and is in all our interests. The fighting poverty campaign will explain how UK aid is tackling global challenges to build a safer, healthier and more prosperous world for people in developing countries and the UK.

The **Scotland Office** will increase democratic engagement, by ensuring people are informed about the UK Government policies and support available. Delivering for Scotland will be promoted, ensuring easier access for individuals and businesses in Scotland to view relevant information.

The **Home Office, Department for Digital, Culture, Media and Sport, Her Majesty’s Revenue and Customs** and the **National Cyber Security Centre** will increase the awareness of cybercrime risks, and offer people practical advice to better protect themselves.



# A strong, new relationship with Europe



Follow [facebook.com/RoadToBrexit](https://www.facebook.com/RoadToBrexit)  
for the latest on how the government  
is getting the best Brexit deal for Britain

“ We are getting the best Brexit deal for us, our families and the whole country, delivering on the referendum vote to get control of our money, borders and laws, while building a strong new relationship with Europe. ”

The **Department for Exiting the European Union** will inform and engage key influencers in Europe on the vision for our future economic and security partnerships with the European Union, in order to secure the best deal for the UK. Working with other government departments, it will inform and engage key stakeholders to support the smooth passage of EU Exit related legislation through the UK Parliament.

The **Prime Minister's Office and Cabinet Office** will reassure people that we are getting the best exit deal for the UK, and it will engage and inform people on the changes that directly impact them.

The **Department for Business, Energy and Industrial Strategy** will ensure businesses can easily access the information they need from across government, to prepare for and operate after the UK exits the European Union. The **Department for Environment, Food, and Rural Affairs** will engage people in future plans for agriculture, fisheries and the environment as it presents bills through Parliament.

The **Foreign and Commonwealth Office** will continue to demonstrate the UK's strengths and qualities as a country, as well as building and deepening relations with partners worldwide. It will generate a return on investment for the UK by encouraging Europeans to visit, study, invest or do business with us.

It will also reassure and build confidence among UK nationals in Europe, while the **Home Office** will prepare European citizens in the UK to enrol in a new settlement scheme to guarantee they can continue to enjoy their lives here as they do now.

**Her Majesty's Revenue and Customs** will prepare people for the changes ahead, including customs arrangements to businesses and information for travellers bringing shopping back to the UK.

The **Department of Health and Social Care** will ensure UK citizens planning holidays in Europe, after exiting the European Union, are aware of how the costs of healthcare services they access abroad will be refunded to encourage people to take any necessary actions before they travel.



# The Industrial Strategy – a stronger, fairer economy



**Delivered by departments across Government**, with support from agencies and ALBs, this campaign will help businesses create better, higher-paying jobs in every part of the UK with investment in skills, industries and infrastructure.

It will:

- bring the Industrial Strategy to life, showing the impact it will have on businesses and citizens, and the technological opportunities of the future captured in four Grand Challenges:
  - **AI and Data** (led by the Department for Digital, Culture, Media and Sport)
  - **Clean Growth** (led by the Department for Business, Energy and Industrial Strategy)
  - **Future of Mobility** (led by the Department for Transport)
  - **Healthy Ageing** (led by the Department of Health and Social Care)
- build broad support and advocacy among businesses and other partners to drive delivery, including through industry sector deals with government
- demonstrate to international audiences that the UK has a long-term plan to boost productivity, strengthen the economy, and lead the world in the high-tech, highly-skilled industries of the future
- advance best practice in the workplace and wider corporate governance, including promoting diversity, flexible working, product safety and consumer rights

## Ideas

We are encouraging innovation through programmes that highlight our science and research excellence, including the International Festival of Business in Liverpool, the NHS England Genomics Conversation to embed genomic medicine in care pathways, and communications to support innovation and growth in FinTech, the space sector and the arts sector.

## People

We are improving skills and lifelong learning through encouraging more people to take up apprenticeships, introducing new T levels and a National Career Service, and increasing the number of young people considering studies and careers in STEM subjects, including through the Year of Engineering and cyber security skills communications.

## Infrastructure

We are upgrading the nation's infrastructure, including through supporting construction of major infrastructure projects such as HS2, promoting initiatives on housing, increasing uptake of low emission vehicles, building understanding of the economic opportunities from the global shift to clean growth, including during Green Great Britain Week.

## Business environment

We are improving the business environment including tackling gender, ethnicity and disability issues, for example by promoting flexible working including Shared Parental Leave and changes in workplace cultures, and increasing the uptake of ACAS training and consultancy services among businesses.

## Places

We are working with our partners in the devolved administrations to deliver ambitious plans for communities across Scotland, Wales and Northern Ireland. We will also continue to build the Northern Powerhouse and Midlands Engine to help create prosperous communities throughout the UK.

## Building the homes people need – a more caring society

The **Ministry of Housing, Communities and Local Government** will support the delivery of one million new homes by 2020, so that more people can own or rent an affordable home. It will also inform tenants of their rights and the responsibilities of landlords to drive compliance with government guidelines resulting in safer, higher quality homes for private tenants.

Following the tragic fire at Grenfell Tower,

an independent review into Building Regulations and Fire Safety has been commissioned by the **Ministry of Housing, Communities and Local Government** and the **Home Office**. The departments will use these findings to reassure residents of high-rise buildings about the measures being taken to make their buildings safe. They will also offer practical advice for what to do in the event of a fire in their building.

## A cleaner, greener Britain – a more caring society

The **Department for Environment, Food and Rural Affairs** will implement the 25 Year Environment Plan.

The **Department for Business, Energy and the Industrial Strategy** will build UK

and international support for action on climate change, recognising the economic opportunities from clean growth and affordable energy supplies. Together with the **Department for Transport**, it will also increase uptake of low emission vehicles through Go Ultra Low.

## Keeping our families, communities and country safe – a truly global Britain and Northern Ireland

The **Ministry of Defence** will recruit to the Royal Navy, Royal Marines, the Army and the Royal Air Force. It will also explain how NATO is the cornerstone of British defence, and helps protect the UK from global threats ranging from Islamist extremism, Kremlin aggression and North Korea's missile tests in the Sea of Japan to the insidious spread of misinformation.

The UK leads the Counter-Daesh Global Coalition. The **Foreign and Commonwealth Office** runs a cross-Whitehall communication team that diminishes Daesh's capability to recruit, incite attacks and it inspires support by tackling its propaganda. **The Ministry of Defence** and military personnel from

all three services will continue to train Iraqi Security Forces and conduct strikes against terrorist targets.

The **Ministry of Justice** will continue to recruit prison officers to fill remaining vacancies and increase the staffing level, to ensure safe and decent prisons. Her Majesty's Prison and Probation Service has set an objective of 14% of recruits to be of BAME background by December 2020.

The **Home Office** and **British Police Forces** will reduce knife crime by challenging myths and communicating the realities of carrying a knife.



# DELIVERING WORLD-CLASS COMMUNICATIONS



# Library of further resources

The [Government Communication Service \(GCS\)](#) provides a series of guides, frameworks and tools to support government communicators in their work.

All these are available on [gcs.civilservice.gov.uk](https://gcs.civilservice.gov.uk)

[Handbook](#)

[Campaign highlights](#)

[Campaign Solutions Framework](#)

[Communications Services Framework](#)

[Collaboration Toolkit](#)

[Communications and behaviour change](#)

[Competency framework](#)

[Delivering excellence in partnership](#)

[Design102](#)

[Diversity and inclusion strategy](#)

[Evaluation framework](#)

[Modern media operations](#)

[Modern Communications Operating Model \(MCOM\)](#)

[OASIS campaign guide](#)

[Professional standards](#)

[Propriety guidance](#)

[Recruitment guidance](#)

[Recommended reading list](#)

[7 trends in leading-edge communications](#)

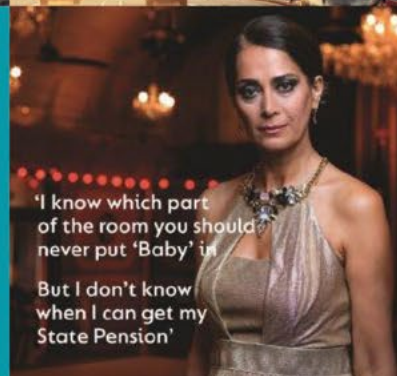
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[Return to contents page](#)







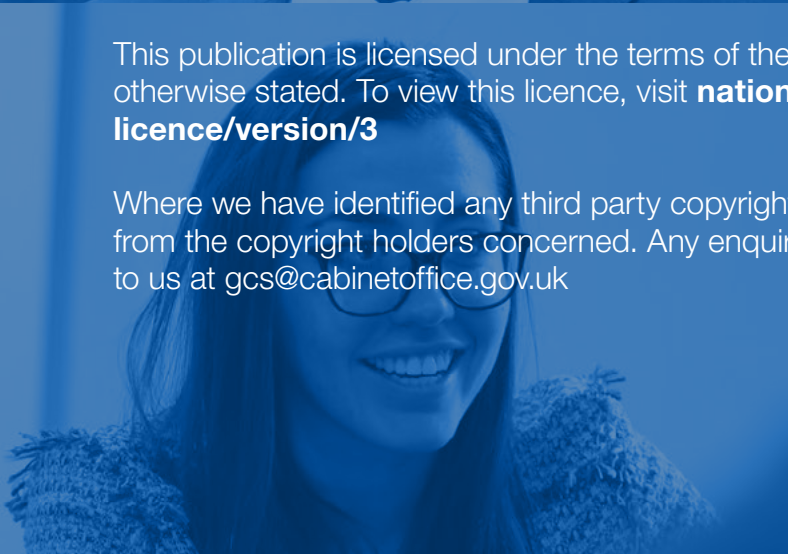
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