



HM Government



Government Communication Plan 2019/20

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In February 2019, a GCS Comms Exchange was delivered by the Ministry of Defence



Alex Aiken visiting the Department for Work and Pensions

Ministerial foreword

The year ahead celebrates 20 years of devolution in Scotland and Wales, showing the positive impact that devolved government has brought to all parts of the United Kingdom. As outlined in Chapter Two: Strengthening our democracy, we are committed to maintaining our Union and strengthening our democratic systems, with an emphasis on demonstrating the ways in which we are tackling disinformation and maintaining integrity in our elections.

To support a smooth and orderly departure for the United Kingdom leaving the European Union, communication will offer the latest official advice and provide information to all those affected. Never has there been a more critical time to reinforce our values, strengthen our international relations and build a Global Britain. The GREAT Britain and Northern Ireland campaigns and the work we do with embassies and high commissions will be essential in embedding our new position on the world stage and will provide more economic benefits in trade, tourism, inward investment, exports and education.

We will support our nation through delivering on the domestic issues that our people care about and which make a difference to their everyday lives. We will show the benefits of the NHS Long Term Plan, priding ourselves on the world-class healthcare available, free, to all we offer to those who need it. We will also deliver on our priorities to build the homes people need, offer every child the best possible education, keep our country safe, and protect our environment for future generations.



The Minister for the Constitution, Chloe Smith MP, chairs the GCS Ministerial Board. In January 2019, the board signed off the major campaigns for 2019/20.

The Government Communication Service (GCS) will play a significant role in achieving positive change. Whether this is through raising awareness, changing perceptions or encouraging behaviour change, we cannot implement policies effectively without compelling communications.

It is with great pleasure that I oversee GCS and I am very pleased to see continuous evidence of the impact of government communications, as well as the strategies in place to help build our country in a way that benefits every citizen throughout the United Kingdom.

Chloe Smith MP
Minister for the Constitution

Introduction from Executive Director of Government Communication, Alex Aiken

The year ahead will be a hugely important time for the Government Communication Service (GCS). In 'A country that works for everyone', the government sets out its clear domestic agenda. The long term plan for the NHS, the next stage of the Industrial Strategy, building a stronger, fairer economy for our citizens, building more housing and supporting people to get on the housing ladder are all major policies which need effective communication to help the public, businesses and communities understand how they can make the most of public services.

To ensure we are able to deliver against these challenges and are fit for the future, I've set the profession three key challenges for the year ahead:

- **Raising our standards** through an ambitious portfolio of improvement programmes
- **Strengthening our democracy** through our activity to maintain the Union, tackle disinformation and strengthen electoral integrity. This also includes the important work to tackle mis- and disinformation
- **Delivering for our communities** through our major campaigns for the year ahead that are necessary to meet the challenges the nation faces in the year ahead

Each year, I have the pleasure of touring the Government departments and their agencies to assess the quality of communication and leadership across GCS. I've been extremely impressed by the exceptional work I've seen and inspired to consider where we can improve further to use our skills to explain policy and help deliver services. The 2018 Civil Service Awards featured great examples of campaign communication and evaluation, including a new and effective approach to prison officer recruitment, which exceeded its 2,500 target.



Despite these successes, as a profession we just can't afford to stand still. Our Skills Survey identified the significant progress we've made over the past few years but showed there is still more to do in addressing digital skills and leadership across the profession. We need to drive continuous improvement, address structural inefficiencies, streamline recruitment, retain staff and improve the skills of every communicator. At the same time, there are major challenges we have to face including artificial intelligence, rapid social media, the growing presence of online influencers and disinformation which we need to meet and master, hence the creation of the Rapid Response Unit and the RESIST counter-disinformation toolkit.

We are in a strong position as this financial year starts, but we have a big year ahead. I hope, and expect that as over the last 101 years, government communication can play a proper and effective role in enhancing our democracy and public discussion through the power of accurate information. Our development programmes will ensure we continue to be the best we can be, our work remarkable and we're prepared to serve our country, meeting the demands of the future.

Alex Aiken

Executive Director of Government Communication
@AlexanderAiken

A country that works for everyone

We are a Government for the whole country, committed to delivering on the issues British people care about. That means honouring the country's decision to leave the EU by making Brexit work. And it means building a stronger, fairer economy that works for ordinary working people. By doing that we will build a country that works for everyone – with the world-class public services, cleaner and greener environment and safe and secure streets that the British people expect and deserve.

Delivering on the issues people care about

This Government is delivering on the issues people care about: securing the exit from the European Union the nation voted for, protecting and enhancing our National Health Service, building the homes people need, making sure every child gets the best possible education, backing our police, armed forces and security services, and conserving our environment for the next generation.

By doing this, we are tackling the burning injustices that hold people back. We are building a stronger, fairer economy that works for ordinary working people, and a more caring society that works for everyone, with opportunity for all those who work hard and do their best.

The right deal

The referendum was the biggest exercise in democracy in this country's history. We will honour the result with the right deal, one that takes back control of our money, laws and borders, promotes jobs and protects security and our Union. We will introduce a skills-based immigration system based on people's skills, not where they come from.

A stronger, fairer economy

We're proud that our economy is growing, but know that some communities have been left behind. To change that, we will:

- make markets work for everyone, including the housing market, so people can get on the housing ladder
- end austerity with a balanced approach of getting debt down and spending more on public services including our long-term plan for the NHS
- help people with the cost of living by keeping taxes down, helping with the cost of childcare and increasing the National Living Wage
- improve schools, colleges, universities and opportunities for those wishing to develop new skills
- deliver good jobs and growth across the whole country, with a modern Industrial Strategy that prepares us for the future



About the Government Communication Service

The Government Communication Service (GCS) is one of 14 functions that operate across the Civil Service. Our purpose is to deliver world-class public service communications that support ministers' priorities, enable the efficient and effective operation of public services, and improve people's lives.

GCS brings together over 4,000 professionals across 25 ministerial departments, 20 non-ministerial departments and over 400 agencies and public bodies. We carry out our work in accordance with the Civil Service Code, our Propriety Guidance and without political bias. We abide by legislation that affects our work such as data protection, Welsh language, disability discrimination, freedom of information and copyright.

Led by Executive Director of Government Communication, Alex Aiken, GCS is governed through departmental 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 and holds us to account for the implementation of our major campaigns.

We bring together people, process, and specialist expertise within and across government. We work in partnership to ensure we set the highest standards of communication practice across the following key areas:

- Embracing our commitment to professional development, skills and standards, as well as setting clear career pathways
- Implementing outstanding campaigns, following the OASIS campaign framework
- Evaluating the outcomes and impact of every campaign utilising the Evaluation Framework 2.0
- Maximising technology to gain audience insights, develop the best ideas, implement strategies and achieve maximum impact
- Engaging our staff through strategic internal communication excellence
- Exemplifying Civil Service leadership behaviours
- Upholding the highest ethical standards through the Civil Service Code and Diversity and Inclusion policies
- Improving delivery through the five core disciplines set out in the Modern Communication Operating Model 2.0 (MCOM)



John Manzoni, Chief Executive of the Civil Service and Permanent Secretary (Cabinet Office) oversees GCS as one of the core Civil Service functions. Sir Mark Sedwill, National Security Advisor, Cabinet Secretary and Head of the Civil Service established the Fusion Doctrine which guides our National Security Communications. This picture was taken at the Civil Service Awards in November 2018.



Working collectively across government



As we look to the year ahead, we have an important task to deliver for our communities and build a country that works for everyone.

Our portfolio is wide-ranging, with over 160 high profile campaigns based on a combination of foreign and domestic policies, as well as specific EU Exit communications, and we are committed to focussing on the things that matter to people across society. As explained in detail in chapter three, our campaigns will support government efforts to build a strong economy, enhance our National Health Service and provide access to the best possible education. We will ensure that people have a decent and safe place to live and will protect our country, helping to prevent social and environmental issues from occurring. We will also work hard to enable social mobility, as well as celebrate and inspire equality, diversity and inclusivity.

It is by working collectively, both within government and with partners from across different sectors, that we will have maximum effect and achieve meaningful outcomes for society.

In February 2019, Directors of Communication met at the Ministry of Justice

We will continue to adopt a collaborative approach across our campaigns, delivering nationally and locally, and will use a combination of public relations, external affairs and marketing to achieve our ambitions.

We take huge pride in our 2018/19 achievements which, as seen on the pages that follow, demonstrate the palpable impact that our communications deliver and the significant difference that we make to the lives of our citizens. The year ahead promises to be significant, perhaps challenging and most definitely exciting. We will harness the expertise of the profession and work with our teams to continue to build on our success, using learnings and insights, great and small, to inform our approach and continue to deliver world class communications.

Ashok Ahir, Lise-Anne Boissiere, Helen Bower- Easton, Rachel Carr, Suzanne Edmond, Hugh Elliot, Penny Fox, Olaf Henricson-Bell, Robert Honey, Lisa Hunter, Tracy Lee, Anna Macmillan, Toby Nation, Carl News, Toby Orr, Judith Porter, Sharon Sawers, Tim Singleton, Poli Stuart-Lacey, Andy Tighe, Gemmaine Walsh

Departmental Directors of Communication

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Raising our standards

The background is a solid teal color with several large, overlapping, semi-transparent geometric shapes in a lighter shade of teal. These shapes are angular and abstract, creating a modern, layered effect. The shapes are scattered across the page, with some pointing towards the corners and others overlapping in the center.

Our portfolio of improvement

Rapid changes in digital technology, social media, as well as changing public perception and demographic shifts mean we need to step up our efforts to ensure we are a profession equipped to respond to new and emerging challenges and ways of operating.

To help us towards this goal, in early 2019 we collectively agreed **Raising our standards**, an ambitious portfolio of improvement programmes (outlined below) that will drive transformation across departments and agencies.

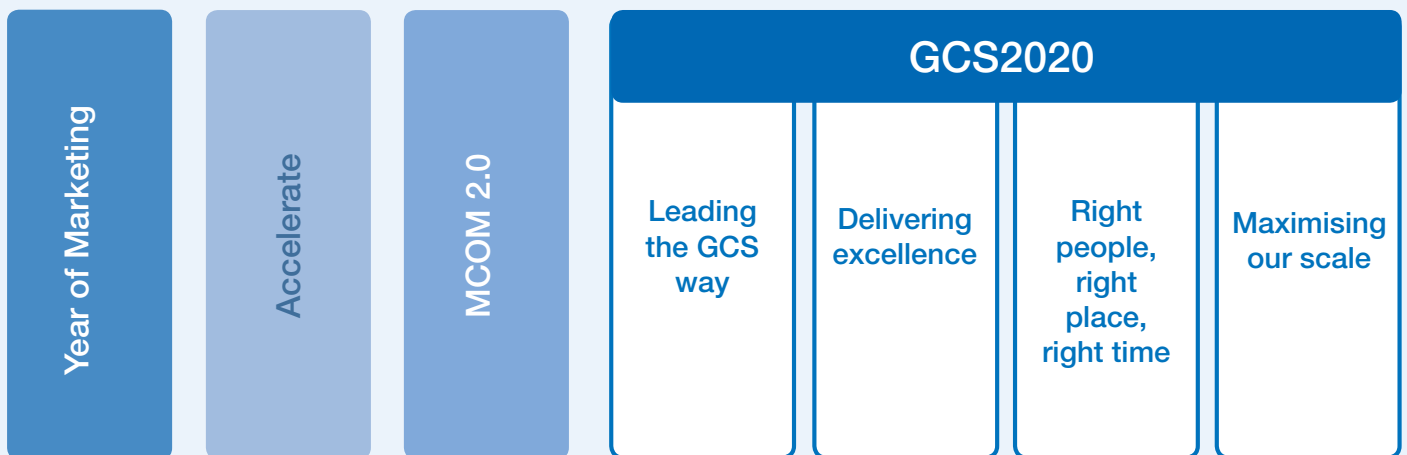
The newest of these programmes, **GCS2020** builds on and accelerates our prior phases of improvement activity over the last five years by:

- **Leading the GCS way:** launching a new model for communication leadership practice that defines the collective future vision for government communication, integrating new and emerging trends in areas including digital, marketing, media, audience segmentation and behavioural science.

- **Delivering excellence:** implementing a new professional standards and quality assurance framework that validates and promotes ‘next level’ excellence and innovation in public service communication.
- **Ensuring the right people in the right place at the right time:** publishing the first collective workforce and skills strategy for GCS, produced by departments and agencies.
- **Maximising our scale:** bringing expertise together through innovation hubs to share and promote excellence in current communication practice, ensure effective use of resources and facilitate the continuous improvement of the profession.

Raising our standards

Programmes of continuous improvement



2019: The Year of Marketing

We will raise the profile of government marketing, with a **Year of Marketing** in 2019. We will improve the capability of government marketers and increase understanding of the effectiveness of marketing as a tool to deliver operational and policy objectives. This activity will be based on a visionary manifesto of future marketing trends that we will publish in spring 2019.

As part of the Year of Marketing, we will:

- Run a series of events for members of GCS with inspirational speakers exploring the themes of the manifesto.
- Deliver training to ensure the profession has the skills needed to take advantage of the opportunities ahead.
- Ensure we have the best processes in place to support the delivery of world-class marketing campaigns.

Our **transformation of media buying** is crucial to this work, and ensuring our marketing campaigns are the most efficient and effective possible. Paid media placement has a vital part to play in allowing government to deal with the varied and often unpredictable challenges ahead. In 2018, GCS entered a new four-year media buying contract with Manning Gottlieb OMD (part of Omnicom group), which has been designed to help find solutions to some of the biggest advertising challenges facing government and industry.

Working in partnership with Manning Gottlieb OMD, we are significantly enhancing our ability to responsibly use data to give better audience insights and enable more responsive, transparent, and efficient media buying.

Being certain that our campaigns appear in a safe media environment is a vital part of ensuring they are delivered effectively, so we are continuously pushing for the highest standards of brand safety. We are also committed to pushing for 100% viewability of all our digital advertising campaigns.



Accelerate digital skills and culture transformation

In 2018, we set up the Accelerate programme. It offers industry-leading professional development, consultancy, and training across government to ensure that GCS is leading the way digitally.

The programme will drive innovation and help communication professionals commit time, resources, and energy to personal and team upskilling.

It will help communicators stay abreast of the latest technological advances, understand current communication trends, and be able to consider emerging opportunities for innovation within government.

Accelerate delivers transformation through six specialist 'learning hubs', which each align to the disciplines set in the MCOM 2.0.

An additional executive leadership strand delivers tailored learning and development opportunities specifically for Directors of Communication.

The offer to all government communication professionals includes:

- details of the digital and technical knowledge and skills necessary to succeed
- formal training events and informal learning resources, including practical toolkits providing easy-to-understand and actionable guidance to assist communication professionals in their day-to-day work
- specialist learning pathways supporting 120 GCS members in their professional development journey in 2019, with additional opportunities available through the GCS-wide Aspire curriculum
- immersion sessions for leaders to learn about industry best practice, and dedicated consulting support



6 learning hubs aligned to MCOM specialisms



2 years of transformation

Over **50** GCS experts working with industry leaders to spearhead change

Engaging **22** Whitehall departments, and ALBs

20+ professional development immersion events

Reaching over **4,000** communications specialists across government

Learning ratio:

70 / 20 / 10
experience / exposure / education
(on the job) (informal learning) (formal learning)

Over **1,000** learning interventions delivered

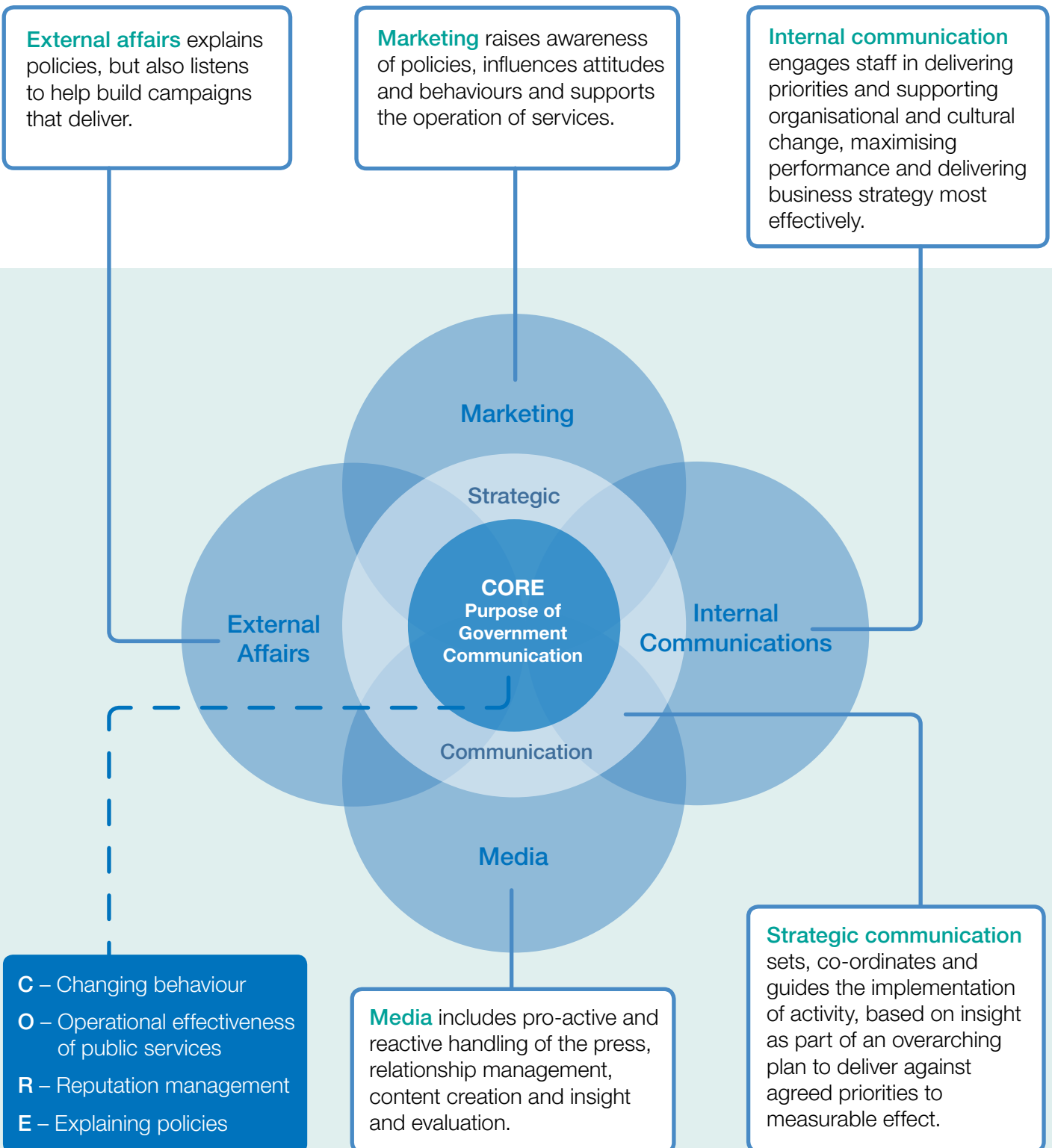
Digital Communications Capability Certification



Modern Communications Operating Model 2.0

In 2015, GCS published its Modern Communications Operating Model (MCOM). It provides the proposed structures, skills and capabilities a high-performing communications directorate or team should have. A refreshed blueprint for core communication disciplines and guidance for professional practice will be published in spring 2019.

MCOM 2.0 introduces marketing and emphasises the importance of strategic communication, which puts audience understanding at the heart of policy and service design, resulting in better decision-making and improved delivery. The five core communication disciplines work together to deliver the strategy set.



World-class professional development

The **Raising our standards** portfolio is underpinned by comprehensive professional development and standards designed to attract, retain and develop diverse and high performing government communicators.

Building on our successful academic and award-winning talent programmes, we will introduce new accredited and validated qualifications and industry-leading recruitment strategies.

Working with industry and academia, we will build on our internal expertise to provide the best resources and support to keep GCS colleagues up-to-date with emerging policies, societal influences and best-practice trends. We will maximise the use of digital technology to do this. In addition, we offer an extensive UK-wide programme of events for our members, providing networking opportunities across all departments and agencies.



Our industry-leading offer to GCS members in 2018/19

40+ speakers and **600** delegates attended the 2-day Public Sector Communications Academy in Birmingham in October 2018



80



GCS Comms Hub sessions held across the UK at all Civil Service Live 2018



1000+

places for over **36** Comms Exchange best practice events



95%

of delegates say attending Aspire courses make them more effective

1947 places offered across

103 Aspire courses covering **20 subjects**



3 GCS talent programmes reaching over **230** GCS communicators

78% of GCS Apprentices secured permanent roles across GCS



GCS Fast Stream applications increased from **11,000** to over **14,000**



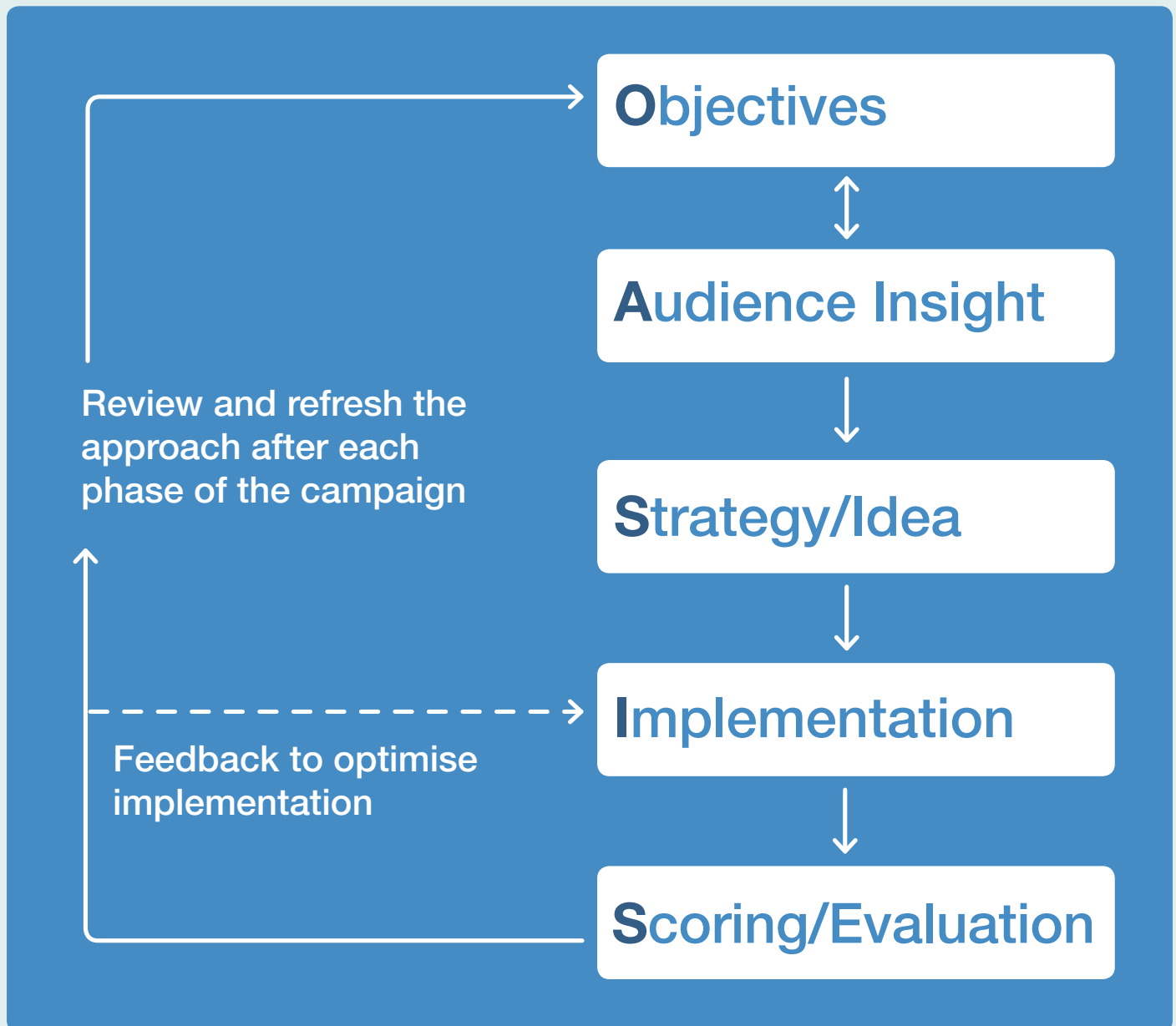
71 GCS interns from diverse backgrounds will be placed in GCS teams across the UK



The role of communication in influencing behaviour change




One of the professional standards for GCS is **OASIS**. This is the campaign planning and delivery model that brings order and clarity to all government communication activity. Its five stage process helps communicators across government to ensure that their communication activity is effective, efficient and

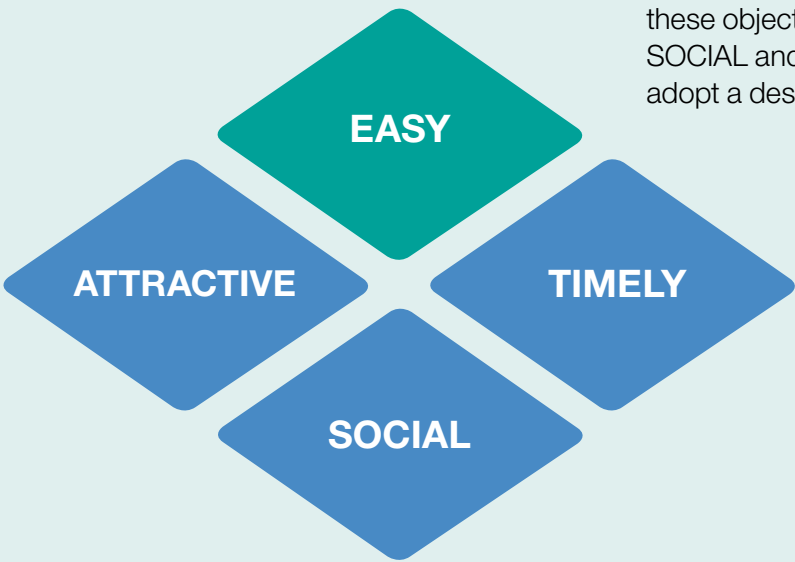
evaluated, whether they are working on no cost or low cost media, stakeholder and internal staff engagement or large scale multi-million pound behaviour change campaigns.



Communicators should use principles of behavioural science at each stage of the OASIS model to ensure that their campaigns are as effective as possible. The *Strategic Communication: A Behavioural Approach Guide* sets out a recommended approach that communicators should follow to ensure their campaigns are based on robust behavioural evidence.

The COM-B model is an established behavioural science tool that enables communicators to identify the barriers that are stopping a desired policy outcome from being achieved, then define the role that communication can play in overcoming one or more of these barriers through the communication objective.

Capability	Opportunity	Motivation
		
<p>Does your target audience:</p> <ul style="list-style-type: none"> Have the right knowledge and skills? Have the physical and mental ability to carry out the behaviour? Know how to do it? 	<p>Does your target audience:</p> <ul style="list-style-type: none"> Have the resources to undertake the behaviour? Have the right systems, processes and environment around them? Have people around them who will help or hinder them to carry it out? 	<p>Does your target audience:</p> <ul style="list-style-type: none"> Want to carry out the behaviour? Believe that they should? Have the right habits in place to do so?



Once clear communication objectives are in place, the EAST model enables communicators to plan and deliver a campaign that will meet these objectives by making it EASY, ATTRACTIVE, SOCIAL and TIMELY for the target audience to adopt a desired behaviour.



Strengthening our democracy

Tackling misinformation and disinformation



The democratisation of information, and the means to exploit it, allows multiple sources to exert disproportionate influence, often in competition with the public interest. Trusted and traditional sources of information, and institutions of authority, are being called into question. In response to this, we have launched a new approach to give the public increased confidence in information they use to make their own decisions.

In April 2018, the **Rapid Response Unit (RRU)** was established to provide advanced digital capability to help support the reclaiming of a fact-based public debate. The RRU works to quickly identify and respond to the threat of both mis- and disinformation online. The team monitors news and information being shared and engaged with online, in order to identify emerging issues with speed, accuracy, and integrity.

As part of the RRU's remit to raise the standard of online media insight, it has also been modernising the **Media Monitoring Unit's (MMU)** service, successfully delivering over 6,000 digital and social monitoring alerts since launch.

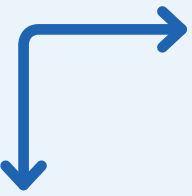
In 2019, the MMU will launch a new service to provide departments and agencies with the ability to commission a wide range of additional support. The service will provide research for departments, harnessing technologies such as machine learning, social analysis, and real-time dashboard design to support continued modernisation of media operations across government.



The RRU has developed the **FACT model**. This is complemented by the RESIST model for countering disinformation developed by the **National Security Communications Team (NSCT)**, which was established in March 2018. Together RESIST and FACT enhance capability in this crucial area: RESIST through providing departments with the means to create a long-term strategic response

to disinformation, and FACT through empowering media and digital officers with the tools to respond to inaccuracies at speed.

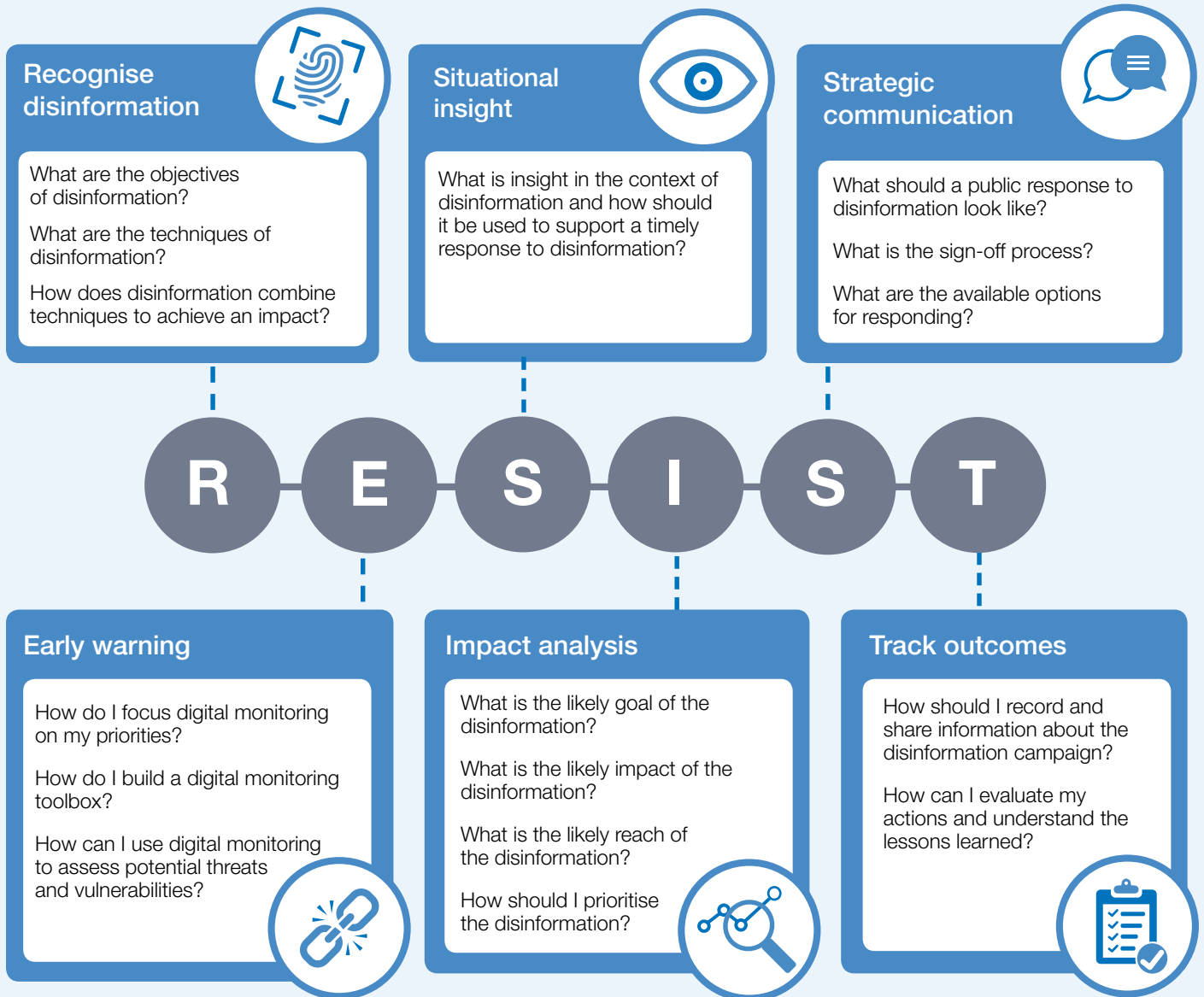
The NSCT will increase public resilience to disinformation. The **Don't feed the beast** campaign will educate and empower those who see, inadvertently share and are affected by false and misleading information.



	Essential For teams with no online media monitoring capability	Intermediate For teams with some online media monitoring capability	Advanced For teams with established online media monitoring capabilities
1 FIND misinformation or disinformation, through continuous media monitoring	Subscribe to MMU Updates. Sign-up to Google Alerts. Use free tools to monitor Twitter.	Actively search for misleading social media posts and online articles.	Identify longer-term narratives and trends (through in-depth analysis and social listening tools), following best practice set out in the GCS RESIST counter disinformation toolkit.
2 ASSESS the risk of the inaccurate or misleading narrative	Use MMU Updates to: <ul style="list-style-type: none"> Judge if stories are misleading/inaccurate Identify key influencers measure scale of interaction 	Use tools to analyse engagement (retweets, shares, views, comments, reactions).	Use the GCS RESIST disinformation toolkit to calculate the long-term level of the risk.
3 CREATE HMG content to counter this risk	Share existing content. Simple content, including: <ul style="list-style-type: none"> Departmental blog GOV.UK post Reactive social media posts 	More engaging content: <ul style="list-style-type: none"> Videos Images / graphics Animations 	Multi-channel content that resonates with the affected audience: <ul style="list-style-type: none"> Videos and images Op-eds Long-term campaigns Influencer collaboration
4 TARGET this content at the most relevant audiences	Organic social media targeting. Direct response to posts/articles. Contact publisher/author directly.	Social media advertising activity targeted at relevant audiences.	Search advertising targeted at those seeking information relating to specific topics. Different content and messaging targeted to segmented audiences across social media and relevant digital media channels.

The development of **RESIST** is one component of NSCT’s work, within its broader objective to further integrate communications into national security strategy and decision-making. In 2019, NSCT will use communications to address key national security challenges to deliver real world advantage for the UK.

Communications has a full role to play as part of the Fusion Doctrine, and the coordinated use of the UK’s security, economic and influence capabilities for maximum effect to protect our country and promote our interests.



Our work abroad

GCS International works in partnership with other government departments and a network of embassies to provide support to governments and institutions internationally. We deploy experts from across GCS and the wider civil service to deliver short to long term strategic communications projects that support government's objectives overseas.

We have worked in partnership with the Afghanistan Government to develop its communication ability and help the country engage with citizens and the international community in a more coordinated and cohesive way. We trained 50 government spokespeople as well as six media officers every month over the last 14 months. This has helped to deliver a Government Communication Plan, a National Guide for Strategic Communications and a media office in the Presidential Palace.



The Vice President of Afghanistan launching the first ever Government Communication Plan setting out the direction of government for the coming year



The Innajim campaign promoted the 250+ vocational training centres that provide a stepping stone for young women wanting to own their own business

Working with the Government of Tunisia, we launched the third phase of the **Innajim campaign** to support young, female entrepreneurs during the first ever 'Week of Employment and Entrepreneurship' in March 2019. The campaign promotes the support on offer for business ownership and start-ups nationwide, and inspires, informs and engages with some of the country's most marginalised audiences.



More than 200 events have been held to support the #WeAreNATO campaign and 60 videos have been published on social channels

The #WeAreNATO campaign highlights how unity and solidarity between allies contributes to peace and security for citizens across the Alliance. Targeting young people and women, the campaign has been launched in the UK, Canada, Portugal, Romania, Slovakia and Bulgaria and is expected to roll out in the Czech Republic and Montenegro over the coming months.

Union, nations and regions

The campaigns below will be delivered by the Cabinet Office, the Office of the Secretary of State for Wales, the Office of the Secretary of State for Scotland, the Northern Ireland Office, the Department for Digital, Culture, Media and Sport and the Ministry of Housing, Communities and Local Government.

As we mark 20 years of devolution in Scotland and Wales, our campaigns will continue to demonstrate how being part of a **strong and secure Union** benefits citizens living in all four nations, creating jobs and opportunities and bringing greater security.

We will adapt the **Delivering for Scotland** campaign model for use in Wales and Northern Ireland, to increase awareness and understanding of what the UK Government delivers for people in devolved nations. At the same time, we will promote devolved nations as great places to work, visit and invest.

To raise awareness of the **2022 Commonwealth Games** in Birmingham, we will work with partners to demonstrate the economic and social benefits the Games will bring to the city, region and nation. Approximately 6,500 athletes and team officials from 71 Commonwealth nations and territories will attend, with over one million tickets made available for spectators and an expected global TV audience of 1.5 billion.

We will promote regional campaigns to boost local economies and encourage investment, innovation and enterprise. The **Northern Powerhouse** campaign will demonstrate how regional growth is being delivered and will encourage local advocacy and action to boost skills, business expansion, connectivity and international trade in the North. The **Midlands Engine** campaign will target business and public audiences

both within and beyond the region, highlighting sectoral strengths and showcasing innovation.

We will also work with local authorities in ten areas on a pilot **voter ID awareness** campaign for the 2019 local elections, aimed at reducing electoral fraud.



In January 2018, the Minister for the Constitution, Chloe Smith MP, promoting the voter ID campaign in Watford



The Minister for the Northern Powerhouse, Jake Berry MP, promoting the campaign



In January 2018, the Northern Powerhouse campaign was promoted in Manchester Airport

“ Growing up, I was inspired by female visionaries in science and technology who shaped a better world for us. Women engineers are leaders of our modern world, who make a positive impact on society and improve people’s lives. ”

Dr. Anastasia Koutsomitopoulou
Senior Research Associate,
Bristol Composites Institute (ACCIS)

ENGINEERING

Local advocate, Dr Anastasia Koutsomitopoulou, supporting the Year of Engineering campaign



As well as promoting collaboration from across the public sector, we support its network of communications professionals around the UK by delivering training and sharing best practice. We provide training sessions, masterclasses and opportunities to hear from inspiring speakers at our regional academy events, available to full and affiliate members all over the country.

Working with LG Comms, each quarter, we also jointly chair the Public Service Joint Communications Council which meets to support cross-agency communication activity across local government, health and emergency services.

GCS Local makes campaigns relevant to local audiences across the UK’s nations and regions by using local insights to adapt our messaging. Through building stakeholder relationships, using regional statistics, finding compelling case studies, recruiting advocates, and employing other low and no-cost techniques and channels, we ensure government’s actions and words are meaningful to people, wherever they live in the country.

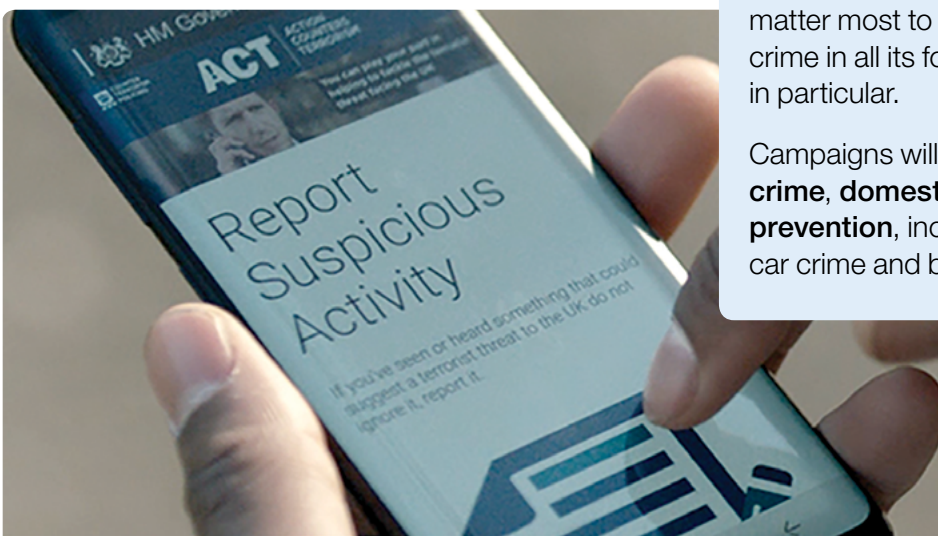
We work in close partnership with local and regional organisations from across the public, private and third sectors to amplify government messaging, ensuring our content reaches the right audiences, and is delivered in a language and style that resonates with them. Operating from seven regional hubs around the UK, we gather local insight and intelligence to help us both deliver messaging most effectively and to feed back to campaign planners, stakeholder managers and press officers in Whitehall to inform their approaches.

Counter Terrorism Policing will build on the successful **ACT (Action Counters Terrorism) campaign** to help increase public response to potential terror threats. ACT brings together all public-facing counter-terror communications, creating an overarching call to action to empower and encourage communities to be vigilant and to act on their concerns.

We will deliver further ACT-branded initiatives, including **safeguarding** and **suspicious activity** campaigns to equip citizens and institutions with the tools to help keep our communities safe. We will encourage vigilance, raising awareness of reporting channels and overcoming perceived barriers to reporting.

The Metropolitan Police Service’s communications will focus on the issues that matter most to Londoners, especially violent crime in all its forms, and knife crime in particular.

Campaigns will focus especially on **knife crime, domestic abuse, and crime prevention**, including moped theft, keyless car crime and burglary.



COUNTER
TERRORISM
POLICING

ACT | ACTION
COUNTERS
TERRORISM





Delivering for our communities

Achievements from 2018/19

1.5 million fewer prescriptions as a direct result of explaining the dangers of overusing antibiotics

NHS

Taking ANTIBIOTICS when you don't need them

Keep **Antibiotics** Working

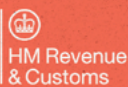
THINK! has led to an **11% increase** in young men saying it was unacceptable to let a friend drive after drinking

DON'T LET YOUR TAX RETURN PECK AWAY AT YOU

Do it by 31 Jan



gov.uk/selfassessment



94% of customers filed their tax return by the deadline as a result of the Self Assessment campaign



Nearly 60% of UK adults said they learned something new from coverage generated on the First World War Centenary and **40% were inspired** to research their family links to the war

INNOVATION IS GREAT

BRITAIN & NORTHERN IRELAND



To date, the GREAT Britain and Northern Ireland campaign has delivered **£4 billion** of additional benefit to the UK economy, with nearly **£140 million** of support from over **600** private sector companies and individuals in **144 countries**





9 victims lifted out of potential exploitation during the launch week of the Modern Slavery campaign

Sometimes the most hidden things are not hidden at all.

Don't let slavery in your supply chains go unnoticed. Just like the typo in that headline. Sign up to the newsletter for Government advice, guidance and resources on how your business can

74000 REDUCTION IN WORKING DAYS LOST

25M COST SAVING TO BUSINESSES AND THE ECONOMY

GO HOME HEALTHY

74,000 fewer 'working days lost', with a return to the economy of **£25 million**

152 countries signing up to support the UK's campaign for 12 years of quality education for girls following the Foreign Secretary's UN Human Rights Council speech



25% increase in footfall to the winner of the Great British High Street award during the campaign



Net increase of 4,364 prison officers recruited between October 2016 and September 2018 (target 2,500)



170 businesses across the **catering, construction** and **retail** sectors have registered to work with and rehabilitate ex-offenders

2018. THE YEAR OF

ENGINEERING

Over 1,500 partners came together to support the Year of Engineering by offering young people, their parents and teachers over **1.1 million direct experiences** of engineering over 2018

UK Exiting the European Union

The cross-departmental EU Exit Public Information campaign is being delivered by the Cabinet Office on behalf of the Department for Exiting the European Union, the Foreign and Commonwealth Office, the Department for Business, Energy and Industrial Strategy, the Home Office, the Department for Transport, the Department for Environment, Food and Rural Affairs, HM Revenue and Customs and the Department for Digital, Culture, Media and Sport.

When the UK leaves the European Union there will be a number of changes that will affect businesses and citizens. To support a smooth and orderly departure, we will continue delivering a major, multi-channel public information campaign to ensure that all those affected by EU Exit are able to access the very latest official advice and information to help them prepare.

Our 'no citizen left behind' approach deploys the full breadth of paid, owned and partner channels, to make sure that people do not miss information that is critical to their lives and livelihood.

This cross-government campaign targets four core audiences to continue to inform, engage, and reassure them and drive action where required.

- **Individual citizens** including those planning to travel or take their holidays in Europe after the UK's departure date
- **Businesses**, with a particular focus on SMEs and those parts of the business community most at risk of significant disruption after the UK has left the EU, unless they take timely action
- **EU citizens residing in the UK** will be provided with information on how they can continue to live in the UK
- **UK nationals living in the EU** will be provided with information on how they can continue to live and work in the EU, while receiving healthcare and pensions

The campaign brings together government communications across a wide range of policy areas, speaking to the public with one voice and in a clear and credible way. There is a consistent creative being used, which has been developed based on audience research and testing, as well as a strategic and tightly coordinated approach to channel selection.

We will continue to run two distinct elements to our campaign activity harnessing the effects of broad-reaching and high impact priming channels that allow us to create stature and visibility, helping to ensure messaging remains top of people's mind. This will provide reassurance and serve as a prompt for audiences that they may need to take action.

We will continue to signpost citizens and businesses to the **Prepare for EU Exit** campaign landing page at gov.uk/euexit. From here, visitors will be able to use a series of online tools to take them to find relevant and authoritative information and guidance to help them prepare for the UK's departure from the European Union.

We will identify, target and re-target particular groups with a specific call to action, responding dynamically to policy or rule changes as they are agreed, in order to motivate people to act promptly where they need to do so.





TELEPHONE

HM Government

**UK LEAVES
THE EU** 29.03.19

Prepare your workforce for leaving the EU

To find out whether your workforce will be affected and how to get your business ready for 29 March 2019, visit gov.uk/euexit



GREAT Britain and Northern Ireland

The campaigns below will be delivered by the Department for International Trade, the Department for Digital, Culture, Media and Sport, the Foreign and Commonwealth Office and the Department for Environment, Food and Rural Affairs.

The world-leading **GREAT Britain and Northern Ireland** campaign will continue to unify international prosperity communications under a single brand. We will create jobs and growth for Britain by maximising economic returns from trade, tourism, inward investment, exports and education. The campaign will also continue to champion the Industrial Strategy, promoting the devolved nations and regions such as the Northern Powerhouse and supporting the UK's soft power efforts overseas.

Overseas, our focus will again be based on major markets such as the USA, China, India, France, Germany, the Gulf, Canada and Australia, with additional emphasis on Africa. We will also focus more effort on education, both as an export and as an influencing tool, widening our current **Education is GREAT** and **Study UK** campaigns. We will also work to support major events, such as the summer of sport in the UK, Dubai Expo, Rugby World Cup and Tokyo Olympics and Paralympics.



We will deliver the International Action Plan for Food and Drink, through **Food is GREAT**, with a particular focus on the high value markets of the USA and China. We will work in partnership with industry to raise export ambition among UK food and drink producers, increasing international demand for UK food and drink.

In the UK, the **Exporting is GREAT** campaign will inspire small and medium-sized businesses to take up or increase exporting by highlighting the global demand for UK goods and services overseas, as well as the opportunities for business to access export finance. We will also continue to encourage younger travellers to explore Great Britain through our highly-successful **micro-gapping** campaign.

Global Britain and Northern Ireland

The campaigns below will be delivered by the Department for International Development and the Foreign and Commonwealth Office.

We will lead the **Climate Resilience** strand of the United Nations Secretary General's summit in September 2019, mobilising commitments to bring about action and demonstrating that the UK is a leader in tackling climate change. We will bring together developed and developing countries, multilateral organisations, academia, the private sector and civil society in order to underline that action on climate change is needed by all.

The **Media Freedom** campaign aims to create a safer global environment for those who work in the media, at a time when journalists are increasingly under threat and being targeted for doing their jobs. Working across our overseas network and with external partners, we will focus international attention on this issue, with targeted campaigns running in specific regions to mobilise public support, inspire action, and underline the UK's commitment to open and vibrant societies.

We will encourage charities to apply for **UK Aid Match**, a programme that gives the UK public a say in how the aid budget is spent. We will engage with a range

of charities, from small charities who run a regionally specific campaign to large charities with major broadcast partners, and will match public donations to around 50 charity appeals, pound for pound.

We will work with our network of over 270 embassies and more than 600 professional communicators around the world to enhance the UK's position internationally and ensure the Government's messages reach a global audience. We will work with embassies and high commissions to strengthen **perceptions of the United Kingdom** and will produce tailored communication products for their in-country audiences.

Our work in strategic communications has been harnessed and showcased internationally through the UK's leadership of the **Global Coalition against Daesh's** strategic communications effort. We will continue to shape the Coalition's response to Daesh propaganda, helping deliver analysis based public messaging campaigns in order to diminish terrorists' ability to recruit, incite attacks and inspire support.

Minnesota-based Iraqi and US
Reconciliation Project has donated

10,000

books to Mosul



التحالف الدولي
GLOBAL COALITION

#LifeAfterDaesh

Economy and Industrial Strategy

The campaigns below will be delivered by the Department for Business, Energy and Industrial Strategy, the Department for Work and Pensions, the Department for Transport, the Ministry of Housing, Communities and Local Government and the Health and Safety Executive.



We will build a stronger, fairer economy that works for everyone. The **Cost of Living** campaign will encourage people to take up the wide range of government support designed to reduce household costs and put money back in pockets, in order to improve living standards around the country.

The **My Way In** employment campaign will encourage unemployed job seekers to apply for jobs in sectors where there are a high volume of vacancies. We will influence job search behaviours by providing better information to claimants and work coaches about the opportunities available, as well as providing clear steps on how to apply.

We will ensure that workers receive the rights that they are entitled to, as well as make it easier for employers to comply with their legal responsibilities.



The **National Living and Minimum Wage** campaign will publicise rate increases, encouraging employees to check their pay and ensure they are being paid at the correct rates. The campaign will also encourage those who are persistently underpaid to report this to HMRC for investigation.

The **Day 1 Workers Rights** campaign will help all workers understand new legislation on their right to know their pay and contractual entitlements when they start a new job. The **Holiday Pay** campaign will also help workers understand their rights to paid leave for every hour they work, whether full-time, part-time or odd hours.

DID YOU GET A PAY RISE?

THE NATIONAL LIVING AND MINIMUM WAGE increased on 1st April.

By law, you must be paid this amount by your employer.

Check your pay at gov.uk/checkyourpay

INDUSTRIAL STRATEGY | HM Government

A STEP UP IN PAY

To help build confidence in **HS2**, we will communicate its benefits, including the creation of 30,000 jobs and 2,000 apprenticeships, as well as the opportunities for SMEs to win contracts in the supply chain. We will also provide information so that communities, individuals and businesses affected by its construction are aware of the impacts and can make the right, informed decisions.

To end the sale of new conventional petrol and diesel cars and vans by 2040, the **Go Ultra Low** campaign will encourage people to consider buying ultra low emission vehicles for their next purchase.

Through the **Great British High Streets** campaign, we will encourage consumers to use their local high street for leisure and community services, not just retail. We will celebrate successful initiatives which have helped regenerate high streets and town centres, sharing these learnings with others. Community groups will also be encouraged to work with local authorities and partners to bid for government funding to help increase footfall and spend in their local areas.

We will continue to **build business confidence** by making SMEs aware of the range of support available from government and its funded schemes, including products and services to improve productivity. We will target businesses to increase take up of **Gigabit connection vouchers** to help create a Digital Britain.

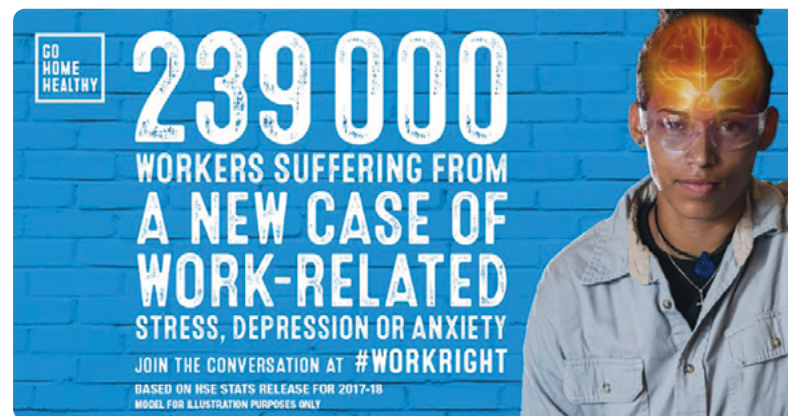


Join Visa in supporting your local High Street.



We will inspire people to put thought into their retirement and help them to understand how they can save towards it. We will continue to demonstrate the positive benefits of saving into a **workplace pension** and will introduce a new employer advocacy programme to help them share its importance to their employees.

We will prevent individuals from falling victim to pension fraud by equipping them with the knowledge and tools to help avoid **pension scams**. We will ensure that employers have the information they need to support staff and that they direct queries to ScamSmart for specialist help.



The **Go Home Healthy** campaign will change employers' behaviours to better manage health risks in the workplace. We will raise awareness of the highest causes of work-related illnesses, including stress, lung disease and musculoskeletal disorder in order to improve people's working environment and reduce the number of working days lost through ill-health.

The **Inclusive Economy Partnership** is building a society that is inclusive and sustainable by convening businesses, civil society organisations and departments to find, invent and deliver on-the-ground solutions to some of the hardest challenges facing society.

The Inclusive Economy Partnership will continue to facilitate government's ability to connect, leverage business' resources, and increase civil society's reach into local communities, having generated four 'Big Idea' projects across three social challenge areas: financial inclusion, transition to work for young people and mental health at work.

Education and skills

The campaigns below will be delivered by the Department for Education and the Department for Digital, Culture, Media and Sport.



Building on the success of the **Year of Engineering** campaign, in order to train more young people for work in the exciting jobs being created by the Industrial Strategy, we will encourage takeup of **Science, Technology, Engineering and Mathematics (STEM) subjects** at school and college. This will provide the building blocks for careers in high tech engineering. We will also help build the next generation of cyber security experts and expand the profession through the **Cyber Discovery** campaign.



The **Fire it Up!** apprenticeships campaign will help change entrenched attitudes and apathy towards apprenticeships in order to support an increase in both supply and demand. We will also raise awareness and establish the status of the new **T Level qualification**, which from its introduction in 2020, will provide a mixture of classroom learning and 'on-the-job' experience to prepare young people for skilled employment, further study or a higher apprenticeship.

To motivate adults to retrain and upskill, the new **National Retraining Scheme** will enable workers to respond to changes in the economy, delivering the priorities outlined in the Industrial Strategy and helping to close the productivity gap.



Housing and homelessness

The campaigns below will be delivered by the Ministry of Housing, Communities and Local Government and the Home Office.

We will showcase the measures being taken to encourage the construction industry to **build well-designed, high quality homes**, highlighting the investment being made in new developments as well as the benefits this brings to communities. This campaign will help increase community consent for local housing developments, and increase the availability of quality housing to help get people on the property ladder.

To improve **tenants' rights**, we will raise the profile of the steps being taken to increase fairness, safety and decent standards in the rental sector. We will make tenants and landlords aware of their statutory rights, helping to empower tenants to feel able to raise concerns about the property they live in and ensure that they receive their entitlements.

We will **re-establish public confidence** in the safety of high-rise buildings by highlighting the tougher regulatory regime that is being introduced and by demonstrating the action being taken in the construction industry to improve safety standards. Through the **Fire Safety** campaign, we will increase residents' knowledge on the fire safety advice and guidance they should expect to receive from landlords. We will also raise awareness of everyday fire risks, encouraging more people to test their smoke alarms in the home.

To support the Government's vision to **halve rough sleeping** by 2022 and end it by 2027, we will ensure that the public know how they can help someone they see sleeping rough. We will share learnings and best practice examples being delivered by local authorities to address the issue with other areas of the country in order to support this target.



If you see someone sleeping rough tonight use [StreetLink.org.uk](https://www.streetlink.org.uk) to connect them with local services that can help them.

Health and wellbeing

The campaigns below will be delivered by the Department for Health and Social Care, NHS England, Public Health England and NHS Blood and Transplant.

We will continue to communicate the benefits of the **NHS Long Term Plan** to healthcare professionals and the public, demonstrating our commitment to use new technologies, improve patients' experiences and encourage people to download the new NHS app designed to improve digital health services.

The **Help Us Help You** campaign will play a key role in alleviating pressures on urgent and emergency care services by encouraging the adoption of preventive behaviours such as increasing the uptake of vaccinations during the busy winter period.

To improve the nation's mental health, we will deliver a number of campaigns, including **Every Mind Matters**, **Rise Above** and, in partnership with *Mind* and *Rethink Mental Illness*, **Time to Change**. Collectively these campaigns will encourage adults and young people to take action to protect and improve mental wellbeing, as well as tackle the stigma and discrimination often associated with mental health.

The **Save a life. Give blood** campaign will continue to play a critical role in motivating people to give blood. We will also launch a new two-year campaign designed to save hundreds more lives every year by normalising organ donation as an expected part of end of life care. We will raise awareness of the introduction of **Max and Keira's Law** - the new 'opt-out' system of organ donation in England which comes into effect in Spring 2020.



We will continue to deliver public health campaigns which tackle the leading causes of ill-health including obesity, smoking, alcohol consumption, exercise levels and poor diets to enable people to live longer and healthier lives. The **Start4Life** and **Change4Life** campaigns will help reduce childhood obesity by supporting positive parental behaviours, improving nutrition and increasing physical activity. Targeting adults, **One You** will help to improve their lifestyles in order to reduce the risk of developing cancer and cardiovascular diseases.

**MAKE 2019
THE YEAR YOU
QUIT SMOKING
FOR GOOD**

BECAUSE THERE'S ONLY
ONE YOU



We will encourage young people to protect their sexual health through increasing awareness of the risks associated with sexually transmitted diseases and by encouraging adoption of preventive behaviours. We will continue to provide free, confidential information and advice through the drug advice service, **FRANK** in order to reduce the harm caused by drug misuse.

Social mobility

The campaigns below will be delivered by HM Revenue and Customs, the Department for Education and the Department for Digital, Culture, Media and Sport.



**You can claim up to 85%
of your childcare costs
with Universal Credit**

See how Universal Credit
can open up work for you

Search online for
'Understanding Universal Credit'

UC Universal
Credit

Opening up work_

The **Opening Up Work** campaign will continue to increase understanding of the ways in which Universal Credit removes barriers to work and career progression. The campaign will provide information to help people make a claim and ensure they are always better off in work, than on benefits.

We will also continue to raise awareness of the tax reliefs that people are entitled to and will support those on low incomes to build their savings through the **Help to Save** scheme.



The **tax credit renewals** campaign will remind people to renew online and on time, supporting them through the process. Through the **Childcare Choices** campaign, we will also raise awareness of the support available to help parents with children under 12 with the cost of childcare.

By far, the largest proportion of learning and development of children under five takes place in the home and we will launch a new campaign to encourage parents of young children to support their child's early language and communication development. The campaign to enhance children's **home learning environment** will inspire parents to 'chat, play, and read' with their children as a way of building their language, literacy and communication skills. By building these foundations, we will help children to thrive in school which will help them achieve their full potential, leading to greater social mobility.

We will empower those experiencing **loneliness**, help them build meaningful connections and shift the way people perceive loneliness, so they too can help others in need.

Protection and prevention

The campaigns below will be delivered by the Department for Environment, Food and Rural Affairs, the Ministry of Defence, the Cabinet Office, Home Office, the Department for Transport, the Food Standards Agency and the Department for Digital, Culture, Media and Sport.

Working with key commercial partners, the **Keep it, Bin it** campaign will continue to encourage people to responsibly dispose of their litter in order to keep the country clean and protect the UK's wildlife and environment.

We will protect **animal welfare** by reducing the demand for puppies and kittens sold by third parties and supplied by low-welfare and illegal breeders. Working with stakeholders, the campaign will get people to make responsible and informed choices by buying or adopting pets directly from reputable breeders or from animal rehoming centres with high welfare standards.

We will protect society from the risk of flooding by encouraging people to sign up for flood warnings, and ensure they know what to do in the event of a flood, through the **Floods Destroy. Be Prepared** campaign.

We will continue to showcase everything our Armed Forces do to **keep our families, communities and country safe**, particularly in times of need such as floods, fires and strikes. We will also raise awareness of the ways that the Armed Forces help other countries improve their own chances for success and how this benefits those living in the UK.

The UK is the first country in the world to have dedicated legislation in place to **tackle modern slavery**. We will target frontline professionals in banking, healthcare and Jobcentres who may be key points of contact for victims.



We will eliminate avoidable waste by reducing the reliance on **single-use plastics**, ending confusion over household recycling, tackling the problem of packaging and stopping food waste. Following the launch of the Resources and Waste Strategy, we will use the outcomes of public consultations to get consumers and businesses to take considered action around the products that they buy and how they can extend the lives of those products by recycling, repairing, or reusing.



The **#Knifefree** campaign will continue to use real-life stories to denormalise knife carrying and create a knife-free movement. We will tackle negative peer pressure and focus on increasing positive diversionary activities. We will also improve young people's emotional response to the consequences of knife carrying by confronting the perceptions that knife carrying makes you safer and more powerful.

Following the success of **THINK! #matesmatter**, we will extend the campaign beyond drink driving to raise awareness of other road safety issues among young men, using the power of friendship groups to shift attitudes and influence behaviour among this group.



WORRIED
that your partner could be abusive?

The Domestic Violence Disclosure Scheme (Clare's Law) gives you the **right to ask** the police if your partner has a history of domestic abuse.

Nobody should feel unsafe in a relationship. Find out more: www.warwickshire.police.uk/clareshaw

WARWICKSHIRE AGAINST DOMESTIC ABUSE

Warwickshire POLICE To find out more about the scheme or to make an enquiry call 101 (always call 999 in an emergency).

Warwickshire Police Domestic Abuse campaign

Through the **Easy to Ask** campaign, we will encourage young people to have the confidence to ask about ingredients in food, especially when eating out, and make sure businesses understand their responsibilities in keeping people with allergies safe.

The **Cyber Aware** campaign will encourage Small and Medium Enterprises to adopt key measures to protect their business online and help ensure that the UK is seen as a safe place to start and grow a digital business.

We have committed to **end domestic abuse** through a series of interventions set out in the Domestic Abuse Bill, which includes giving greater access to Clare's Law. We will challenge social norms and attitudes that risk domestic abuse and controlling or coercive behaviour.

Diversity, Equality and Inclusion

The campaigns below will be delivered by the Cabinet Office, the Department for Business, Energy and Industrial Strategy, the Department for Work and Pensions, the Department for Transport and the Home Office.



We will continue to reinforce the message that hateful activity is not only unacceptable, it is also an offence. We will also improve understanding of what constitutes a **hate crime**, including trivialised activity that people do not recognise as criminal behaviour. In doing so, we will also reassure minority groups that government takes hate crime seriously.

We will continue to **#ExplainerChange** ethnic disparity by demonstrating progress to tackle ethnic injustices and encouraging partners and communities to do the same.

We are committed to closing the gender pay gap and through the **Shared Parental Leave** campaign will continue to support companies to provide more flexible work arrangements, so that mothers and fathers can share parental leave. We will challenge parenting stereotypes and cultural norms in the workplace to empower women to have informed conversations with their employers, helping them fulfil their potential and getting more skilled women back into the workplace.



The **Disability Confident** employment campaign will help employers think differently about disability, and improve how they attract, recruit and retain disabled workers so that everyone can make the most of the talents they can bring to the workplace.

Through our **Inclusive Transport** strategy, we will increase the confidence of disabled people when using the transport network and create a supportive travel experience. We will work with a coalition of disability groups and transport operators to raise disability awareness and levels of understanding of the needs of disabled people.



Working for the public sector

The campaigns below will be delivered by the Ministry of Defence, the Department for Health and Social Care, NHS England, the Department for Education, the Ministry of Justice and the Cabinet Office.

We will inspire and motivate a diverse cross-section of people to join the **Royal Navy, Army and Royal Air Force** to maintain operational capability to defend the nation and ensure the security of our people, both at home and overseas.



We will increase the number and quality of children and family social workers by bringing the best and brightest into the **children's social care** profession. We will work with charity, Frontline, to promote social work as an attractive career to graduates and career changers. We will award 450 places to a two-year programme.

Department of Health & Social Care

**Talking
Dancing
Laughing**
is music
to our ears

Every day is different when you work in social care.

And every day makes a difference when your support enables people to live their lives. To see if social care could be right for you, take our quiz at EveryDaysDifferent.com

WE ARE THE NHS

We are recruiting now. Search 'nursing careers'



To inspire people to pursue a career in the NHS, we will deliver the **NHS Workforce** campaign, increasing the number of applications to appropriate degree courses and to fill the 105,000 existing vacancies across the service. The **Every Day is Different** adult social care recruitment campaign will help fill the sector's 110,000 vacancies by sharing the variety and rewarding nature of working in social care. Both campaigns will target new recruits and returners, as well as improving retention of existing staff.

Working for the public sector

We will continue to recruit and retain more teachers by building pride in the teaching profession. The **Every Lesson Shapes a Life** recruitment campaign will encourage 33,000 people to start a career in teaching by enrolling in an Initial Teacher Training course. As well as attracting new people to the profession, we will celebrate and recognise the hard work that current teachers put into teaching, day-in-day-out.

Through the **One career. Many roles** campaign, we will continue to attract prison officers, with a focus on encouraging more diverse candidates to apply. A new 'self-selection' tool and improved customer relations management will set clear expectations about the role. We will also showcase the range of careers and training schemes available in the prison service, including apprenticeships, to help grow pride across the profession.



One career. Many roles prison officer recruitment campaign



We will deliver **A Brilliant Civil Service** and the **Smarter Government** campaigns to inspire our workforce and build pride in the Civil Service, showcasing the ways in which we are delivering improved public services for the nation and drawing on examples of government excellence, effectiveness and innovation.

“Working in the heart of government, earning a salary while learning, and training to gain a Level 4 PR & Communications qualification is second to none. This apprenticeship will give me a solid foundation to progress my career in communications for years to come.”

Sophie Barber, GCS Apprentice, HMRC



The GCS apprenticeship programme has **40 additional apprentices** starting in roles across the GCS in October 2019.

Last year, **78%** of apprentices secured permanent jobs in communications.

gcs.civilservice.gov.uk/careers



“It has been really eye-opening to see the range of roles available and has confirmed my aspirations to pursue a career with the Civil Service. I’ve had the opportunity to contribute to award-winning government campaigns, have discussions with senior directors and even take the lead on press enquiries. It’s so rewarding to see the impact your work has and I’ve enjoyed every second of it!”

Zeynab Alwi, GCS Intern, Medicines & Healthcare products Regulatory Agency

This year, the award-winning GCS internship programme is aiming to recruit **60 interns** from diverse backgrounds into departments across the profession.

gcs.civilservice.gov.uk/careers



Index: major 2019/20 government campaigns

The below features a list of major government campaigns over this financial year.

Cabinet Office

Effective Public Sector Procurement
EU Exit Communications
Promoting the Civil Service Fast Stream
Strengthening the Union

Department for Business, Energy and Industrial Strategy

ACAS Training and Consultancy (Advisory, Conciliation and Arbitration Service)
Day 1 Workers' Rights
EU Exit Communications
EUREKA Global Innovation (UK Research and Innovation)
Green GB
Holiday Pay Entitlement
Horizon 2020 (UK Research and Innovation)
IP Matters (Intellectual Property Office)
National Minimum and Living Wage
Product Safety (Office for Product Safety and Standards)
Radioactive Waste Management (Nuclear Decommissioning Authority)
Shared Parental Leave
SME Growth
Stop Cartels (Competitions and Markets Authority)
Unfair Contract Terms (Competitions and Markets Authority)
Year of Engineering Legacy

Department for Digital, Culture and Media and Sport

Arts Council
Artsmark
Commonwealth Games 2022 (Birmingham Organising Committee)
Cyber Discovery
Cyber Security
EU Exit Communications
Festival 2022
Get it Right
Gigabit
International Awareness
Internet Safety
Loneliness Prevention
National Citizen Service
UK Tourism
UK Business Events

Department for Education

Care Leavers Covenant
Character and Wellbeing
EU Exit Communications
Fire it Up! Apprenticeships
Free Schools
Frontline Social Work
Home Learning Environment
National Careers Service
National Retraining Scheme
Prevent in Education
School Resource Management
Student Finance Communications
Teach First
Teacher Recruitment
Teacher Retention
T Levels
Traineeships

Department for Environment, Food and Rural Affairs

Clean Air Zones
EU Exit Communications
Fishing Licences (Environment agency)

Department for International Development

Africa Investment Summit
Gender Equality (Gender Equality Office)
Girls Education Forum
Giving Women a Voice
Global Goals
International Citizens Service
Rapid Response
UK Aid Match
UN General Climate Summit

Department for International Trade

International Marketing
GREAT Britain and Northern Ireland

Department for Transport

EU Exit Communications
Go Ultra Low (Office for Low Emission Vehicles)
HS2
Inclusive Transport
Introduction of E10 Fuel
Personalised Registered Number Plates
THINK! Road Safety
Vehicle Excise Evasion

Department for Work and Pensions

Avoiding Pension Scams (The Pension Regulator)
 Disability Confident
 EU Exit Communications
 Go Home Healthy (Health and Safety Executive)
 Pension Wise
 Retirement Adequacy
 Universal Credit
 Workplace Pensions

Department of Health and Social Care

Antimicrobial Resistance (Public Health England)
 Be Clear on Cancer (Public Health England)
 Blood Donation (NHS Blood and Transplant)
 Change4Life (Public Health England)
 EU Exit Communications
 Every Day is Different - Adult social care recruitment
 Every Mind Matters (Public Health England)
 FRANK - Drug Prevention (Public Health England)
 It Starts With Me - HIV prevention (Public Health England)
 NHS Long Term Plan (NHS England)
 NHS Workforce Recruitment (NHS England)
 One You (Public Health England)
 Organ Donation (NHS Blood and Transplant)
 Rise Above (Public Health England)
 Sexual Health (Public Health England)
 Start4Life (Public Health England)
 Time to Change (Public Health England)
 Winter Pressures (NHS England and Public Health England)

Foreign and Commonwealth Office

EU Exit Communications
 Jordan Heroes (Independent Advisory Services)
 Media Freedom
 Perceptions of Britain
 Travel Aware

Her Majesty's Treasury & Her Majesty's Revenue and Customs

Childcare Choices (Her Majesty's Revenue and Customs)
 Cost of Living
 EU Exit Communications (Her Majesty's Revenue and Customs)
 Help to Save (Her Majesty's Revenue and Customs)
 National Savings and Investments (National Savings and Investments)
 Prize-linked Savings
 Self-assessment (Her Majesty's Revenue and Customs)
 Tax Credits Renewals (Her Majesty's Revenue and Customs)

Home Office

Acquisitive Crime and Prevention
 Annual Peak Travel
 Counter Extremism
 Ending Female Genital Mutilation
 Ending Forced Marriages
 Ending Modern Slavery
 EU Exit Communications
 Fire Safety
 Flag it Up: Anti-money Laundering
 Future Immigration
 Hate Crime Prevention
 #Knifefree
 Online Passport Renewals (Her Majesty's Passport Office)
 Preventing Child Sexual Exploitation
 Preventing County Lines Gangs
 Preventing Domestic Abuse
 Preventing Drug Abuse
 Right to Work
 Serious Organised Crime
 Take 5 to Stop Fraud
 Upstream Migration
 Voluntary Returns

Ministry of Defence

Army Recruitment
 Navy Recruitment
 Royal Air Force Recruitment

Ministry of Housing, Communities and Local Government

Building Safety
 EU Exit Communications
 Great British High Streets
 Housing
 Midlands Engine
 Northern Powerhouse
 Tenants' Rights

Ministry of Justice

EU Exit Communications
 One Career. Many Roles - Prison Officer Recruitment (Her Majesty's Prison and Probation Service)
 Legal Services are GREAT

Tax!
Tax!

Tax!
Tax!

WHATEVER YOU DO, DON'T DUCK IT

Deadline 31 Jan

Tax!
Tax!

Tax!
Tax!

12000 DEATHS EACH YEAR

0.5M NEW CASES LAST YEAR

INNOVATION IS GREAT

BRITAIN & NORTHERN IRELAND

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THE NATIONAL MINIMUM WAGE FOR APPRENTICES

WENT UP ON 1 APRIL 2018

BLAZE ASPIRE

BLAZE A TRAIL
Apprenticeships
National Apprenticeship Week
4 to 8 March 2019

8.9M
WORKING DAYS
LOST EACH YEAR

التحالف الدولي
GLOBAL COALITION

It is not about you.

You have a duty to this family.

Mum
28 Missed calls

Disrespect

It's not your choice

You will go through with this marriage.

Pressure

Auntie M
Don't dishonour us.

It's not up to you.

Shame

Forced marriage includes all forms of pressure.

Forcing someone to marry isn't always physical, but it is always against the law.

For help and support, contact the Forced Marriage Helpline on 020 7008 0151 or visit gov.uk/forcedmarriage

HM Government

BECAUSE A MATE DOESN'T LET A MATE DRINK DRIVE

#MATES MATTER

THINK!

At risk of:
Childbirth complications
Infection
Anxiety
If she's cut.

Female Genital Mutilation, including pricking, piercing and cutting, has lifelong consequences for us all.

Let's protect our girls.

HM Government

We're proud to be part of the Great British High Street

VISA

GREAT BRITISH HIGH STREET

We're supporting #NAW2018

Apprenticeships
National Apprenticeship Week
5 to 9 March 2018

#10KT

APPRENTICESHIPS WORK

LIVE IN BROMLEY?
BRING ID TO VOTE ON 3 MAY

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