
















GCS PRIORITIES 24/25

| Themes | ECONOMY AND SKILLS | HEALTH AND THE NHS | SUPPORTING FAMILIES AND COMMUNITIES | SECURITY AT HOME AND ABROAD | PUBLIC SECTOR RECRUITMENT | PUBLIC SERVICES |
|--------------------------------------|---|---|---|--|---|---|
| Overarching communications objective | Build confidence in the UK economy by supporting new, growing and established businesses and giving employers access to the skilled workforce they need. | Improve the nation's mental and physical health by driving positive behaviour change and helping people to access the highest quality care, when and where they need it. | Promote the support and schemes offered by Government to improve individual, social and community wellbeing. | Support the UK's national security by promoting foreign and defence policies, challenging mis- and disinformation, and protecting the public from crime. | Drive sufficient volumes of high-quality applications for roles across the wider public sector. | Enable public services to run safely and effectively by supporting digital access, raising revenue for the Exchequer, and delivering essential and life-saving messaging. |
| Government brands |    |     |   |    | Specific recruitment brands |  |
| Key departments and ALBs | CO, DBT, DESNZ, DfE, DfT, DLUHC, DSIT, DWP, HMRC, HMT, NS&I, UKEF, VisitBritain | DCMS, DfE, DHSC, NHSE, OHID, Social Mobility Commission, UKHSA | CO, Defra, DESNZ, DfE, DfT, DLUHC, DWP, Environment Agency, HMRC, HO, MoJ, NCSC | CO, DBT, DCMS, DSIT, FCDO, HO, MOD, NCSC | DfE, DHSC, DWP, MOD, MoJ, NHSE | CO, Defra, DfT, DVLA, DWP, HMRC, Network Rail |
| Key campaigns and communications | <p>Help to Grow Network North GREAT (trade, tourism, talent, study, exporting) Science & Tech Superpower It All Starts with Skills Jobhelp</p> | <p>NHS App Primary care access Pharmacy access NHS 111 Smokefree Cancer prevention Act FAST Organ and blood donation Reproductive and maternal health Every Mind Matters Start for Life Dentistry</p> | <p>It All Adds Up Childcare Choices StreetLink Levelling Up Victims' rights Social housing support Leasehold and Renters Reform Bill Veterans' affairs Flooding</p> | <p>Illegal migration Tackling violence against women Anti-social behaviour Online safety Stop! Think Fraud Misinformation and disinformation</p> | <p>School and FE teacher recruitment Adult social care recruitment Early years recruitment NHS recruitment Armed Forces recruitment Prison and probation service recruitment Magistrate recruitment</p> | <p>Digital services (incl. GOV.UK One Login) Tax compliance Rail and road safety</p> |