

Reference: 01914398

Information Requests
information.requests@ofcom.org.uk

6 November 2024

Freedom of Information request: Right to know request

Thank you for your request for information concerning broadcasting complaints regarding remembrance symbols.

We received this request on 29 October 2024 and we have considered your request under the Freedom of Information Act 2000 ("the FOI Act").

Your request

I'm wondering if you can confirm the number of complaints that were submitted to Ofcom - regardless of whether they were investigated or any final outcome - on the following:

- 1) People pictured on TV wearing a traditional red "poppy" in the run-up to Armistice Day*
- 2) People pictured on TV NOT wearing a traditional red "poppy" in the run-up to Armistice Day*

I would like these figures for the calendar years 2012 to 2024 inclusive."

Our response

By way of background, complaints about broadcast standards are carefully assessed under Ofcom's Broadcasting Code ("the Code") which sets standards for programme content that all Ofcom licensees must follow. In line with our published complaints [procedures](#), we review every complaint we receive to consider whether it raises potentially substantive issues under the Code which warrant investigation by Ofcom. If we consider that these standards may have been breached, we will investigate. You can find decisions about complaints we have considered in [Ofcom's Broadcast and On Demand Bulletin](#), published every fortnight on our website.

We log complaints on our complaints database by category of the complaint issue with each of these categories related to rules in [the Code](#). There is no specific category for complaints relating to wearing or not wearing a poppy. To be helpful, we have run a keyword search for any complaints containing the word "poppy" to identify any that may be in scope of your request, with the results on the following page. Please note that although Ofcom publishes all complaints it considers in the Bulletin, we only hold searchable information on our complaints database for cases from 2014 onwards.

Year	Complaints about wearing a poppy	Complaints about not wearing a poppy
2014	0	4
2015	3	3
2016	0	1
2017	0	1
2018	2	3
2019	1	1
2020	0	35
2021	1	13
2022	0	7
2023	15	20
2024 (to 29 Oct)	0	2

If you have any further queries, then please send them to information.requests@ofcom.org.uk – quoting the reference number above in any future communications.

Yours sincerely,

Information Requests

Request an internal review

If you are unhappy with the response you have received to your request for information, or think that your request was refused without a reason valid under the law, you may ask for an internal review. If you do, it will be subject to an independent review within Ofcom. We will either uphold the original decision, or reverse or modify it.

If you would like to ask us to carry out an internal review, you should get in touch within two months of the date of this letter. There is no statutory deadline for us to complete our internal review, and the time it takes will depend on the complexity of the request. But we will try to complete the review within 20 working days (or no more than 40 working days in exceptional cases) and keep you informed of our progress. Please email the Information Requests team (information.requests@ofcom.org.uk) to request an internal review.

Taking it further

If you are unhappy with the outcome of our internal review, then you have the right to [complain to the Information Commissioner's Office](#).