



Llywodraeth Cymru
Welsh Government

ATISN 15460

15 September 2021

Dear

ATISN 15460 – GLC Video

Thank you for your request to the Welsh Government for information under the Freedom of Information Act (2000) received on 24 August. You requested the following -

- 1) Procurement or commissioning whole or part of Goldie Lookin' Chain (GLC) (Rap band) by any department of the Welsh Government with regards to the song/video 'Get the Jab Done'*
- 2) A cost breakdown in GBP of above Procurement / commission*
- 3) Any external Arts body or third party that was involved in the creation of the above song/video*
- 4) Approval / endorsement by the Welsh Government of the message in the lyrics of the song 'Get the Jab Done' by GLC*
- 5) The Welsh Government and the Chief Medical Officer for Wales are satisfied that they (GLC) are qualified to offer medical advice to their audience and beyond*

Response

1. This partnership activity with Goldie Looking Chain was procured and delivered via the PR Agency, contracted to deliver the Keep Wales Safe campaign, Golley Slater.
2. A breakdown of the costs incurred as part of the Goldie Lookin Chain “Get the Jab done” promotional activity is below.

Activity	Cost
Public Relations Agency fee (includes partnership management, contract negotiation, film management, Behind the Scenes filming and editing, influencer marketing, PR amplification, social listening, management of the Media Wales partnership and evaluation)	£13,000
Goldie Lookin Chain (includes script writing, performance, filming, social media publication, media interviews and right to use the videos on Welsh Government channels)	£7,000
Media Wales partnership (includes advertorial article, digital display ads, Facebook campaign, pre-roll video ads, and programmatic display ads)	£10,713
Influencer amplification	Costs covered by existing contracts
Photography costs	£471
Film venue costs	£230
Media monitoring	£322
Translations	£53
Total	£31,789

3. The lyrics are the original creation of Goldie Lookin Chain.

The video for "Get The Jab Done" was filmed at the Riverfront Arts Centre in Newport, a mass vaccination centre operated by Aneurin Bevan University Health Board, and within the Welsh Government Media Briefing Room.

Other third parties involved in the creation of the video were Golley Slater - the PR agency contracted to support the Keep Wales Safe campaign - who helped support the filming arrangements and the distribution of the video.

4. The lyrics of "Get The Jab Done" are the original creation of Goldie Lookin Chain. The lyrics were approved by the Welsh Government prior to recording.
5. Vaccination is considered one of the key ways to protect yourself and others against Covid and is a key message of the Keep Wales Safe campaign. As part of the campaign, the Welsh Government uses a number of methods to reach people in Wales who do not usually engage with mass media or Government campaigns. This includes the use of paid-for influencer and partnership activity. The individuals included in this work are not health professionals, but are listened to by the relevant audience group we are trying to target.

When we work with influencers or partners, such as Goldie Lookin Chain, the Welsh Government provide the key messages that we want to communicate. The influencer or

partner will then develop their content, in this case, a song, to include those messages but in their own style and voice. That way, it is authentic and speaks to their usual audience and followers.

Next Steps

The request you sent me contains personal information about you - for example, your name and address. The Welsh Government will be the data processor for this information and, in accordance with the General Data Protection Regulation, it will be processed in order to fulfil our public task and meet our legal obligations under the Act to provide you with a response.

We will only use this personal information to deal with your request and any matters which arise as a result of it. We will keep your personal information and all other information relating to your request for three years from the date on which your request is finally closed. Your personal information will then be disposed of securely.

Under data protection legislation, you have the right:

- to be informed of the personal data we hold about you and to access it
- to require us to rectify inaccuracies in that data
- to (in certain circumstances) object to or restrict processing
- for (in certain circumstances) your data to be 'erased'
- to (in certain circumstances) data portability
- to lodge a complaint with the Information Commissioner's Office (ICO) who is our independent regulator for data protection

For further information about the information which the Welsh Government holds and its use, or if you wish to exercise your rights under the GDPR, please see contact details below:

Data Protection Officer
Welsh Government
Cathays Park
CARDIFF
CF10 3NQ
Email: DataProtectionOfficer@gov.wales

If you are dissatisfied with the Welsh Government's handling of your request, you can ask for an internal review within 40 working days of the date of this response. Requests for an internal review should be addressed to the Welsh Government's Freedom of Information Officer at:

Information Rights Unit,
Welsh Government,
Cathays Park,
Cardiff,
CF10 3NQ
Email: Freedom.ofinformation@gov.wales

Please remember to quote the ATISN reference number above.

You also have the right to complain to the Information Commissioner. The Information Commissioner can be contacted at:

Information Commissioner's Office,
Wycliffe House,

Water Lane,
Wilmslow,
Cheshire,
SK9 5AF

However, please note that the Commissioner will not normally investigate a complaint until it has been through our own internal review process

Yours sincerely,