

# Grŵp Iechyd a Gwasanaethau Cymdeithasol Health and Social Services Group

Ref: ATISN 16454



Llywodraeth Cymru  
Welsh Government

27 July 2022

Dear ,

## **ATISN 16454 – Welsh Ambulance Service Trust (WAST) Promotional Spend**

Thank you for your request to the Welsh Government for information under the Freedom of Information Act (2000) (FOIA) received on 06 July 2022. I interpreted your request as follows:

*In relation specifically to WAST:*

- *The overall yearly budget allocation for the last three financial years for promotional activities for all campaigns.*
- *the name of the 'marketing company' that delivered such activities for each of the last three years.*

## **Our Response**

WAST have not received specific funding in financial years 2020-2021 and 2021-2022 for the purposes of promotional activity for communication campaigns. For financial year 2022-2023, a budget of £250,000 has been agreed to deliver a National Communications campaign for NHS 111 Wales for a six-month campaign. Following a procurement exercise, Cowshed Communications has been appointed to deliver this campaign and are currently working with WAST and Welsh Government colleagues to scope out a proposal with suggested channels to use.

## **Next steps**

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

or Email: [Freedom.ofinformation@gov.wales](mailto: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,