

11 July 2022

Dear

ATISN 16399 – ReAct+ Advertisement Costs

Information requested

Thank you for your request which I received on 15 June 2022. You have asked for the following information in relation to the promotion of the ReAct+ programme:

- Part 1 - total media expenditure to date
- Part 2 - total current planned media expenditure
- Part 3 - a breakdown of total media expenditure by titles that were eligible for Welsh Government funding in 2019 with reference to <https://gov.wales/independent-community-journalism-wales-given-ps200000-boost>.

Our response

- Part 1, the total media advertising spend to date in relation to the promotion of ReAct+ is £120,000.
- Part 2, Welsh Government does not hold the information that you have requested. This will be determined following an evaluation of current activity which is still ongoing.
- Part 3, Welsh Government does not hold the information that you have requested as there was no spend against the titles referred to in your request.

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: Freedomofinformation@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