

Date: 31 January 2023

Dear

**ATISN 17011**

Thank you for your request which I received on 3 January 2023. You asked for the following information:

- A list of all 'influencers' or 'personalities' or 'celebrities' paid by the Welsh Government during 2022, and every year since 2018
- How much each of them was paid
- The total expenditure on said people
- The total marketing/promotions budget each year.

You clarified that you were seeking information relating to celebrities, TikTok stars, presenters, social media stars and influencers.

I can confirm that the Welsh Government does not hold the information centrally and I have concluded that it will cost more than the appropriate limit established in the Freedom of Information and Data Protection (Appropriate Limit and Fees) Regulations 2004 to consider your request. The appropriate limit specified for central government is £600. When calculating whether or not your request exceeds the appropriate limit, I am allowed to consider the time it is likely to take to establish if we hold the information, locate the information, retrieve the information and extract it. If these tasks are estimated to take more than 24 hours of working time, the limit will have been exceeded.

You have requested expenditure information across all campaigns since 2018, we would therefore need to assess each individual payment across all campaigns since then to establish which payments may be captured by your request.

Whilst there may be some records where it is immediately obvious that they do not fall within scope, nonetheless, an exercise to locate, extract and retrieve the document to confirm the position would be required. Additional time to undertake other searches including email correspondence for relevant staff members should also be taken into consideration.

You may wish to refine your request by narrowing its scope by being more specific about what information you particularly wish to obtain. If you do refine your request in this way, this will be treated as a new request.

You may be interested in the answer provided to WQ82323 on advertising spend that is already in the public domain.

[Written Question - WQ82323 - Welsh Parliament \(senedd.wales\)](#)

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

or e-mail: [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

Telephone: 0303 123 1113  
Website: [www.ico.org.uk](http://www.ico.org.uk)

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

Yours sincerely