

8 March 2023

Dear

ATISN 17100

Thank you for your request which I received on 9 February 2023. I have set out at Annex 1, the questions you submitted.

With regard to your question who was the 'media buying agency' for each of the years, I can confirm this is Golley Slater.

For the remaining parts of your question relating to financial spend on notices (as set out at Annex 1), I have reached the conclusion 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 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.

For the period 2016 – 2022, there are 13,208 individual entries on the media buying financial report. For the year 2022 alone, there are 1878 entries.

Taking approximately 3 minutes to review each of the lines from the 2022 report alone and then to locate, extract and retrieve that which falls within the scope of your request would exceed the limit ($1878 \times 3 / 100 = 56.34$ hours).

You may wish to refine your request by narrowing its scope by being more specific about what information you particularly wish to obtain e.g. focussing on a specific type of notice (not a broad range or broad description) combined with a narrower time frame. Any reformulated question will be treated as a new request for information.

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

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

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

Yours sincerely

Annex 1

Further to the written question and answer

<https://eur01.safelinks.protection.outlook.com/?url=https%3A%2F%2Frecord.senedd.wales%2FWrittenQuestion%2F82323&data=05%7C01%7CFreedomofinformation%40gov.wales%7C2a19e6c505a84c9cbadc08db02be6083%7Ca2cc36c592804ae78887d06dab89216b%7C0%7C0%7C638106788902680744%7CUnknown%7CTWFpbGZsb3d8eyJWlloiMC4wLjAwMDAiLCJQIjoiV2luMzliLCJBTiI6IjEhaWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=cVJzl0wADLJYka25ptszq1bUO3zAW0CeeoyoEiBXiMw%3D&reserved=0> states

“Welsh Government advertising spend for the last five financial years, bought through our media buying agency, is as follows:

2016 - £1,274,234

2017 - £1,854,188

2018 - £1,950,209

2019 - £2,143,818

2020 – to present £4,109,375

(Excluding all public, legal, and traffic notices, recruitment advertising and Visit Wales campaigns).

The increase in 2020-21 is due to significant additional spend on Keep Wales Safe and associated public health campaigns.”

I would like to request the £ total spend for each year - extended to 2020, 2021 and to present - for public, legal and traffic notices as defined in the referenced answer.

I would also like to request the entity who was the 'media buying agency' for each of the years.