

15 May 2023

Dear

Complaint in respect of Request for Information – reference ATISN 17272

I am writing to you regarding your recent Request for Information response from the Welsh Government in which you query the response that you received.

On the 13 March you asked for the following information:

Size of 2022/23 budget for spending by Welsh Government on advertising on YouTube, broadcast television, social media sites and other media such as newspapers and magazines.

On 13 April you received the following response:

The Welsh Government does not hold individual budgets for spend on the channels requested. Media buying is done within individual campaigns, and we do not hold central figures for the amount of spend per channel.

On 13 April you queried this response as follows;

Are you not able to collect the information from your Departments?

There is just this one email address for foi requests, so one assumes it is a one stop shop.

I have conducted an internal review into how your Request for Information was handled and the information you were supplied.

I have decided to uphold the original decision on the response provided.

The Welsh Government does not hold a central budget for advertising spend. Advertising forms part of individual campaigns that are delivered by individual departments. The time that this would take to collate these budgets from each department in relation to individual campaigns, would exceed the appropriate limit which equates 24 hours of work to comply with the request.

If you remain dissatisfied with this response you also have the right to complain to the Information Commissioner at:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Tel: 01625 545 745
Fax: 01625 524 510
Email: casework@ico.gsi.gov.uk

Also, if you think that there has been maladministration in dealing with your request, you have the option to make a complaint to the Public Services Ombudsman for Wales who can be contacted at:

Public Services Ombudsman for Wales
1 Ffordd yr Hen Gae
Pencoed
Bridgend
CF35 5LJ

Telephone: 0845 6010987 (local rate)
Email: ask@ombudsman-wales.org.uk

Yours sincerely