



2 April 2024

Dear ,

Request for Information – ATISN 20335

Thank you for your request for information dated 11 March 2024.

Your request:

How much money has the Welsh Government spent on advertising Transport for Wales' new pay as you go feature since January 2024?

Our Response:

Welsh Government has spent £0 advertising the Transport for Wales Pay as You Go tickets but has used its existing social media channels to share Transport for Wales' own marketing materials. The Welsh Government does not hold any information relating to the costs to TFW of producing these. You may wish to seek further information from them. Details of how to contact TFW can be found at:

<https://tfw.wales/help-and-contact/get-in-touch>

To make an FOI request of TFW you can email freedomofinformation@tfw.wales

Alternatively, you can write to:
Freedom of Information Officer
Transport for Wales
3 Llys Cadwyn
Pontypridd
Rhondda Cynon Taf
CF37 4TH

Next steps



Llywodraeth Cymru /
Welsh Government
Parc Cathays / Cathays Park
CF10 3NQ

FOI.ETCC@gov.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 Email: 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