

23 February 2026

Dear

ATISN 26549

Thank you for your request which I received on 7 January. You asked for:

1. Any internal documents, communications, briefing notes, reports, or strategy papers (from 1 January 2022 to present) that discuss:
 - a) media influence over public opinion or political attitudes;
 - b) narrative management, messaging strategy, or reputational risk involving broadcast or print media;
 - c) public trust in media, misinformation, or challenges to established media narratives.
2. Any correspondence between the Welsh Government and media organisations or regulators concerning political coverage, public messaging, or audience perception.
3. Any research, polling, or analysis commissioned or used by the Welsh Government relating to public trust in media or perceived media influence over political opinion.

Our response

Thank you for your request under the Freedom of Information Act 2000 (the Act), in which you seek information relating to media influence, narrative management, public trust in media, and related correspondence and research.

Having considered your request, we have determined that compliance would exceed the appropriate cost limit set out in section 12 of the Act. We are therefore not obliged to comply with the request as currently framed.

Under section 12 of the Act, a public authority is not required to comply with a request if it estimates that the cost of doing so would exceed the appropriate limit. For the Welsh Government, this limit is £600, which equates to 24 hours of staff time at the prescribed rate of £25 per hour.

Your request is exceptionally broad in scope for the following reasons:

1. Breadth of subject matter: The terms used—including "media influence," "narrative management," "messaging strategy," "reputational risk," "public trust in media," and "challenges to established media narratives"—are broad and imprecise. These phrases could reasonably apply to a significant proportion of communications activity across the Welsh Government, as media relations, public messaging, and reputation are considerations in a wide range of policy and operational areas.

2. Volume of information likely to be held: The request covers a timeframe of over two years across the entire organisation. Part 1 alone captures multiple categories of document (internal documents, communications, briefing notes, reports, and strategy papers). It is reasonable to estimate that a search of this nature would require consultation with numerous business areas, manual review of email systems, shared drives, and records management systems, and assessment of potentially thousands of documents for relevance.
3. Multiple lines of enquiry: The request effectively constitutes three separate, wide-ranging requests. Each part would independently require significant resource to identify, locate, retrieve, and review relevant information.
4. Assessment and redaction: Even once located, each document would require careful consideration to determine whether exemptions apply, with attendant public interest tests where relevant. This compounds the time required well beyond the statutory limit.

We estimate that locating, retrieving, and identifying the information falling within scope would significantly exceed the 24-hour limit, even before any consideration of applicable exemptions.

Under section 16 of the Act, there is a duty to provide advice and assistance. To bring your request within the cost limit, you may wish to consider narrowing it in one or more of the following ways:

- Specify a particular policy area or Ministerial portfolio (e.g. communications relating to NHS Wales or a specific campaign)
- Reduce the timeframe to a more limited period (e.g. a single calendar year or specific months)
- Focus on a single category of document (e.g. commissioned research only, or correspondence with a named organisation)

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 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

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