

25 March 2026

Dear

ATISN 26752

Thank you for your request which I received on 25 February. Further to response issued to you under ATISN 26549, you asked for the following:

Recorded information held by the Welsh Government's Communications / News / Media Relations teams (including the First Minister's Group communications function) covering the period 1 January 2024 – 31 December 2024 only:

1. *Any commissioned research, polling summaries, insight reports, or briefing notes relating to public trust in media, misinformation, or audience perception of government messaging.*
2. *Internal briefing documents or communications guidance prepared for Ministers or senior officials which include reference to:*
 - *public messaging approach*
 - *reputational risk in media coverage*
 - *handling inaccurate reporting or misinformation*
3. *Correspondence (emails or letters) between Welsh Government communications staff and Ofcom or the BBC concerning political coverage, accuracy, or audience perception.*

Our response

1. We have identified the attached briefing paper as in scope for Part 1 relating to misinformation.
2. I note the request has been narrowed. However, it remains broad in scope for the following reasons:

Breadth of subject matter: The terms used - including "public messaging," "reputational risk," "inaccurate reporting," and "misinformation," could reasonably apply to communications activity across the Welsh Government, as they are considerations in a wide range of policy and operational areas. Volume of information likely to be held: Part 2 captures "briefing documents" and "communications guidance". It is reasonable to estimate that both "briefing documents" and "communications guidance" will take various forms. A search of this nature would require consultation with numerous business areas, manual review of email systems, shared drives, and records management systems.

Functions identified: The wording of Part 2 means that strategic communications and media relations staff across the Welsh Government would be in scope of this request.

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 further 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. specific months)
 - Focus on a single category of document (e.g. commissioned research only, or correspondence with a named organisation)
3. There is no information held.

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