

20 April 2026

Dear

ATISN 26811 – Refined Request - Wales Media Awards.

Information requested

Thank you for your request which I received on 20 March 2026. You asked for:

Scope limitations (apply to all parts below):

- Time period: 1 January 2023 to present
- Departments: Communications, External Affairs, Ministerial Private Offices
- Document types: Final versions of briefings, submissions, decision records, and official correspondence only
- Exclude: Drafts, duplicates, purely administrative emails, and press cuttings.

1. Any final briefings or submissions prepared for Welsh Ministers relating to:

- attendance at the Wales Media Awards
- sponsorship, funding, or financial support
- reputational or communications considerations

2. Any recorded decisions, approvals, or sign-off documents relating to:

- Welsh Government involvement in the Wales Media Awards
- allocation of funding, sponsorship, or support as above

3. Any final correspondence between Welsh Government and:

- event organisers of the Wales Media Awards
- sponsors or partners

Limited to correspondence that discusses:

- funding or sponsorship
- ministerial attendance
- official Welsh Government involvement

4. Internal communications only where they:

- directly inform or summarise a Ministerial briefing or decision, and
- are not otherwise captured in the documents above

Our Response

1. Any final briefings or submissions prepared for Welsh Ministers relating to:

- attendance at the Wales Media Awards
- sponsorship, funding, or financial support
- reputational or communications considerations

Answer –

- Ministerial attendance only occurred at the 2023 event. Briefing has been attached in the response e-mail (Doc 1). Please note that all personal data has been withheld under Section 40 of the Freedom of Information Act 2000, personal information. Full reasoning for applying this exemption is appended at Annex 2.
- There were no briefings or submissions prepared for Welsh Ministers relating to funding or financial support to the Wales Media Awards.
- No briefings or submissions were prepared for Welsh Minister's regarding reputational or communications considerations.

2. Any recorded decisions, approvals, or sign-off documents relating to:

- Welsh Government involvement in the Wales Media Awards
- allocation of funding, sponsorship, or support

Answer –

- This information has previously been provided to you in response to FOI Request ATISN 26693.
- This information has previously been provided to you in response to FOI Request ATISN 26693.

3. Any final correspondence between Welsh Government and:

- event organisers of the Wales Media Awards
- sponsors or partners

Limited to correspondence that discusses:

- funding or sponsorship
- ministerial attendance
- official Welsh Government involvement

Answer -

- Final correspondence between Welsh Government and partners regarding sponsorship can be found at Annex 1. Please note that all personal data has been withheld under Section 40 of the Freedom of Information Act 2000, personal information. Full reasoning for applying this exemption is appended at Annex 2.
- Ministerial attendance only occurred at the 2023 event. Information related to this has previously been provided to you in response to FOI Request ATISN 26557.
- This information has previously been provided to you in response to FOI Request ATISN 26557.

4. Internal communications only where they:

- directly inform or summarise a Ministerial briefing or decision, and
- are not otherwise captured in the documents above

Answer –

- Relevant documentation has been provided in this response or previous responses to FOI ATISN 26557 and 26933

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 Email: Freedomofinformation@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

Annex 1

2023

From: WG Official (ETC - Culture, Sport & Tourism - Creative Wales)

Sent: 29 August 2023 11:17

To: REDACTED@marshmarketing.co.uk

Cc: WG Official (ETC - Culture, Sport & Tourism - Creative Wales); WG Official (ETC - Culture, Sport & Tourism - Creative Wales); WG Official (ETC - Culture, Sport & Tourism - Creative Wales)

Subject: Creative Wales sponsorship - Wales Media Awards 2023

Hi REDACTED

How are you? Hope you had a lovely bank holiday.

By a brief way of introduction, I joined the Creative Wales team a couple of weeks ago looking after sponsorships and events, lovely to be in touch!

Good news – very pleased to let you know that all has been approved and processed for the Wales Media Awards, and the PO raised. The Purchase Order is PO20329784 which will act as our contract, please add this to the invoice.

Please could I also confirm the correct address. The address on the purchase order (the one saved on our system) is different to that on the sponsorship form – so just want to make sure we have the correct one saved.

Looking ahead to the event, I'd welcome the opportunity to talk through the benefits package highlighted in your sponsorship form – it would be great to chat this through in more detail, and bring Matt and our comms and marketing team in on the convo too. Due to leave commitments this week and next are a bit tricky, but how does 15:30 on the 13th Sept, or 11am or 15:30 on the 14th September sound? If any of those times work for you I'll send over a diary invite.

Thanks so much,

WG Official

Rheolwr Rhanddeiliaid, Partneriaethau a Digwyddiadau | Stakeholder Engagement,
Partnerships and Events Manager
Cymru Creadigol | Creative Wales
Adran Diwylliant, Chwaraeon a Thwristieth | Department for Culture, Sport and
Tourism



REDACTED

2024

From: WG Official (ETC - Culture, Sport & Tourism - Creative Wales)

Sent: 16 May 2024 11:05

To: REDACTED

Cc: WG Official (ETC - Culture, Sport & Tourism - Creative Wales); May, Lynsey (ETC - Operations - Communications) ; WG Official (ETC - Culture, Sport & Tourism - Creative Wales); Evans, Gerwyn (ETC - Culture, Sport & Tourism - Creative Wales)

Subject: Creative Wales sponsorship - Wales media Awards

Hi REDACTED

I hope you are well. I am pleased to inform you that your application has been approved for Creative Wales sponsorship of £10,000.

I have attached our logos and brand guidelines and outlined our sponsorship requirements below:

- Welsh Government Part Funded by logo – this should be displayed clearly on your website, suggest on the footer of the homepage.
- Creative Wales logo – for all other marketing and PR activity please use the Creative Wales logo, other logo versions and file types are available on request e.g. logos for use against darker backgrounds.
- Brand guidelines – please read and adhere to the guidance for using logos as set out in these documents.
- Wording – when referencing your partnership with Creative Wales you may use this wording “This project has received funding and support from Welsh Government via Creative Wales”.
- Approvals - We will need to approve all branding usage.
- Comms plan – please share your comms plans, to ensure our comms are aligned re any announcements or key dates.
- Press releases - we would ask to be sighted on timing and content of any press releases so that we can check references to Creative Wales and Welsh Government support and where appropriate, supply a quote from a relevant Welsh Government Minister or Head of Creative Wales, Gerwyn Evans.
- Bi-lingual assets – as a Welsh government agency we do require assets to be bi-lingual to share via our social channels and encourage event organisers to factor this into their marketing campaign.

The PO will act as our contract, which you will receive via email from our central finance team. Do you require part payment in advance? If so, we can allow up to 50% upfront costs, followed by the final 50% post event, on completion of the evaluation. We will require two invoices, the first for payment in advance of £5000 and the second invoice of £5000 to be issued post event, on completion of our post evaluation form. Please ensure you add the PO number to both invoices, as well as the Welsh Government address, outlined below:

Please send invoices to Finance WAG Invoices FinanceWAGInvoices@gov.wale and copy me in.

Welsh Government
Finance Shared Services
Cathays Park
Cardiff CF10 3NQ

Please follow and tag @creativewales / @cymrugreadigol on social media wherever possible, we are on Instagram, X and LinkedIn, and do also sign up to receive our newsletter here: <https://www.creative.wales/newsletter>

Happy to set up an initial meeting to talk through comms to align our messaging and what is required in terms of deadlines for print and digital activity.

Diolch yn fawr,

Cofion gorau | Kind regards

WG Official



www.cymrugreadigol.cymru | www.creative.wales
[@CymruGreadigol](https://www.instagram.com/CymruGreadigol) | [@CreativeWales](https://www.instagram.com/CreativeWales)
[Hafan](#) | [Cymru Greadigol](#) | [Privacy](#) | [Creative Wales](#)

2025

From: WG Official (EET - Creative Wales)

Sent: 22 May 2025 15:29

To: REDACTED

Cc: WG Official (EET - Creative Wales); May, Lynsey (EET - Creative Wales) [Kinsey, Melanie](#) (EET - Creative Wales) WG Official (EET - Creative Wales)

Subject: Creative Wales sponsorship - Wales Media Awards 2025

Hi REDACTED

I hope you are well. I am pleased to inform you that sponsorship of the Wales Media Awards 2025 of £10,000, has been approved.

I have attached our logos and brand guidelines. I know you are well versed on our sponsorship terms, but as a reminder, please see our requirements listed below:

- Welsh Government Part Funded by logo – this should be displayed clearly on your website, suggest on the footer of the homepage.
- Creative Wales logo – for all other marketing and PR activity please use the Creative Wales logo, other logo versions and file types are available on request - positive for light b/ground and negative for dark
- Brand guidelines – please read and adhere to the guidance for using logos as set out in these documents.
- Wording – when referencing your partnership with Creative Wales you may use this wording “This event has received funding and support from Welsh Government via Creative Wales”.
- Approvals - We will need to approve all branding usage.
- Comms plan – please share your comms plans, to ensure our comms are aligned re any announcements or key dates.
- Press releases - we would ask to be sighted on timing and content of any press releases so that we can check references to Creative Wales and Welsh Government support and where appropriate, supply a quote from a relevant Welsh Government Minister or Interim Head of Creative Wales, Joedi Langley.
- Bi-lingual assets – as a Welsh government agency, we do require assets to be bi-lingual to share via our social channels and encourage event organisers to factor this into their marketing campaign.
- Image/Video assets to be shared with Creative Wales post event.

The PO will act as our contract which you will receive via email from our central finance team - please ensure the below address is added to the invoice, along with the PO number. Could you also complete the attached PL8 form.

Welsh Government
Finance Shared Services
Cathays Park
Cardiff CF10 3NQ

Our usual process is to pay the full amount post event on completion of an evaluation.

We're delighted to be part of the awards again and look forward to working with you.

Many thanks,
WG Official.

Annex 2

ATISN 26811 - Application of exemptions

The Freedom of information Act provides a right for anyone to ask a public authority to make requested information available to the wider public. As the release of requested information is to the world, not just the requester, public authorities need to consider the effects of making the information freely available to everybody. Any personal interest the requester has for accessing the information cannot override those wider considerations.

We have decided to withhold the following information:

- The personal data contained in the information you have requested under Section 40 of the Freedom of Information Act 2000 (FOIA), personal data.

This Annex sets out the reasons for the engagement of Section 40 of the FOIA.

Engagement of S40(2) – Personal Data

The Welsh Government believes the personal data contained in the information being released with this request should be exempt from disclosure

Section 40(2) of the Freedom of Information Act 2000 (FOIA), together with the conditions in section 40(3)(a)(i) or 40(3)(b), provides an absolute exemption if disclosure of the personal data would breach any of the data protection principles.

‘Personal data’ is defined in sections 3(2) and (3) of the Data Protection Act 2018 (‘the DPA 2018’) and means any information relating to an identified or identifiable living individual. An identifiable living individual is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of the individual.

We have concluded that, in this instance, some of the information contained within the information caught by your request contains third party personal data. Specifically, this relates to names and email addresses of Welsh Government officials.

Under Section 40(2) of the FOIA, personal data is exempt from release if disclosure would breach one of the data protection principles set out in Article 5 of the UK GDPR. We consider the principle being most relevant in this instance as being the first. This states that personal data must be:

“processed lawfully, fairly and in a transparent manner in relation to the data subject”

The lawful basis that is most relevant in relation to a request for information under the FOIA is Article 6(1)(f) of the UK GDPR. This states:

“processing is necessary for the purposes of the legitimate interests pursued by the controller or by a third party except where such interests are overridden by the

interests or fundamental rights and freedoms of the data subject which require protection of personal data, in particular where the data subject is a child”.

In considering the application of Article 6(1)(f) in the context of a request for information under FOIA it is necessary to consider the following three-part test:

1. The Legitimate interest test: Whether a legitimate interest is being pursued in the request for information;
2. The Necessity test: Whether disclosure of the information/confirmation or denial that it is held is necessary to meet the legitimate interest in question;
3. The Balancing test: Whether the above interests override the interests, fundamental rights and freedoms of the data subject.

Our consideration of these tests is set out below:

1. Legitimate Interest Test

The Welsh Government recognises there is a legitimate interest in being able to identify the Welsh Government officials named in the emails in Annex 1; and third-party individuals and Welsh Government officials named in Doc 1. We do not believe, however, there is any legitimate reason why the personal data would need to be released in order to read and understand the content of these emails or the Diary Advice briefing. The information can be comprehended without the need to disclose the names or other personal details of the individuals involved.

The Welsh Government cannot identify any other legitimate interest in you or the public receiving the personal data captured by your request as this would breach data protection principles and it would amount to an unnecessary disclosure of personal information.

2. Is disclosure necessary?

The Welsh Government is of the view that it is not necessary to disclose the personal information caught by your request. It is straight forward, even when withholding the personal data, to read and understand the emails. As such we do not believe it is necessary to disclose the personal data as this would make it easy to identify individuals.

3. The Balancing Test

As it has been concluded that there is no necessity to disclose the personal data of another individual, the fundamental rights and freedoms of the affected third party prevail in this instance and releasing the information cannot be justified under Article 6(1)(f).

Conclusion

To conclude, as release of the information would not be legitimate under Article 6(1)(f), and as no other condition of Article 6 is deemed to apply, release of the information would not be lawful within the meaning of the first data protection principle. It has therefore been withheld under section 40 of the Freedom of Information Act. Section 40 is an absolute exemption and not subject to the public interest test.