

## Email request

18/02/2020

Dear ,

### **ATISN 13727 Contracts with PR agencies with regards to the Welsh Language**

Thank you for your request which I received on **Monday 27 January 2020**. You asked for :

- The value of contracts given to external PR Agencies / Media Companies to prepare research / video / campaigns by the Welsh Language Unit.
- A break by financial year from 2016 to 2020.
- Costs for projects run by other agencies on behalf of the Welsh Government eg Mentrau Iaith Cymru and Cymraeg Byd Busnes.

Here's the information for the financial break down of budget spent on PR between 2016 and 2020.

<b>2016/17</b>	<b>2017/18</b>	<b>2018/19</b>	<b>2019/20</b>
£45,424.66	£94,424.71	£221,030.70	£503,602.42

As a result of the budget agreement with Plaid Cymru, since 2017-18 an addition £2m has been allocated each year to support activities to promote the language in order to help achieve the target of reaching 1 million Welsh speakers by 2050 as set out in *Cymraeg 2050*.

Following a search of our paper and electronic records, I have established that the information you require regarding 'costs for projects run by other agencies on behalf of the Welsh Government' is not held by the Welsh Government.

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](mailto: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