



Llywodraeth Cymru
Welsh Government

11 March 2021

Dear,

ATISN 14881 Advert in South Wales Evening Post

Information requested

Thank you for your request which I received on 15 February 2021. You asked for information on the cost of an advert placed by the Welsh Government in the South Wales Evening Post on Friday 12 February 2021, promoting the regeneration of Swansea, and the rationale for placing this.

Our response

The information you requested is enclosed.

The cost of the two page, bilingual article amounted to £2,000. As required by the Welsh Language Standards (No.1) Regulations 2015, all publicity and advertising material must be issued in Welsh and English and at the same time.

Knowing that our towns and cities are facing unprecedented challenges as a result of the coronavirus pandemic, the article was placed to highlight the economic and social benefits of recent significant regeneration investment in Swansea city centre to the wider community. Such promotion assists in restoring confidence to residents, businesses and the wider community in the city centre and raises awareness of new local opportunities - despite the challenging times. It is also hoped that the article will assist in encouraging active support from the public for the city's recovery and regeneration plans.

As one of the sectors strongly impacted by the pandemic, the Welsh Government has highlighted the importance of continued support of local and regional newspapers, hence the selection of the South Wales Evening Post to run the article.

Rydym yn croesawu derbyn gohebiaeth yn Gymraeg. Byddwn yn ateb gohebiaeth a dderbynnir yn Gymraeg yn Gymraeg ac ni fydd gohebu yn Gymraeg yn arwain at oedi.

We welcome receiving correspondence in Welsh. Any correspondence received in Welsh will be answered in Welsh and corresponding in Welsh will not lead to a delay in responding.

Sarn Mynach,
Cyffordd Llandudno/Llandudno Junction
LL31 9RZ

Parc Cathays / Cathays Park
Caerdydd / Cardiff CF10 3NQ

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: Freedom.ofinformation@gov.wales

Please remember to quote the ATISN reference numbers 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