



Llywodraeth Cymru
Welsh Government

ATISN 14974

19 March 2021

Dear,

ATISN 14974 – COVID-19 Advert

Thank you for your request to the Welsh Government for information under the Freedom of Information Act (2000) received on 07 March.

You requested the following information:

- *Who is responsible for placing Welsh covid adverts on English TV channels.*
- *The cost of these adverts.*

The Welsh Government's Health and Social Services Group has delivered public information campaigns during the Covid-19 pandemic, including TV advertising.

I have interpreted your request as requiring the cost of placing Welsh language COVID-19 related TV advertising on English language channels. The advertising I have included covers public health messaging on COVID-19 which among others includes 'Stay Home' and 'Test Trace Protect' advertising.

The total spend for all TV advertising spots on English language channels was £613,472.44.

This figure includes the cost for the COVID-19 public information films aired on ITV Wales; ITV on demand; Channel 4 on demand; Sky Regional and cover the period end of March 2020 and March 2021. This figure is for airtime only and does not include production costs.

We are unable to break this down further according to which language version of the ads were played out as the bookings are made for specific time periods rather than language.

Under the Welsh Language Standards, Welsh Government has a duty to ensure all communications in Wales are bilingual and to ensure the Welsh language is not treated less favourably than the English Language. Our guidance requires us to ensure Welsh language TV adverts are aired on English language channels and that these are subtitled in English. The English language only adverts and the Welsh language with English subtitles are aired on an approximate ratio of 70:30. This means 70% of the TV ads are broadcast in English

language and 30% of the TV ads will be in the Welsh language with English language subtitles.

This approach is also used by UK Government and the ONS (e.g. Census) who advertise in Welsh language on English language channels, to a similar ratio of approximately 70:30 English:Welsh.

If you have any queries about this request, please do not hesitate to contact me at the address below. Please remember to quote the reference number above in any future correspondence.

Please note: the Welsh Government is facing unprecedented challenges during the coronavirus (COVID-19) pandemic.

As a result resources, both finances and people, are being diverted away from many of our usual activities to deal with the pandemic. This will undoubtedly impact on our ability to comply with the normal requirements for information rights work and as a result you may experience delays when making information rights requests during the pandemic. We thank you for your understanding during this time.

The following is a link to the blog page of the Information Commissioner's web site where you can find an article entitled "FOI and the coronavirus: a measured approach"

<https://ico.org.uk/about-the-ico/news-and-events/icos-blog-on-its-information-rights-work/>

The request you sent me contains personal information about you - for example, your name and address. The Welsh Government will be the controller for this information and, in accordance with the General Data Protection Regulation, it will be processed in order to fulfil our public task and meet our legal obligations under the Act to provide you with a response. We will only use this personal information to deal with your request and any matters which arise as a result of it. We will keep your personal information and all other information relating to your request for three years from the date on which your request is finally closed. Your personal information will then be disposed of securely.

Under data protection legislation, you have the right:

- to be informed of the personal data we hold about you and to access it
- require us to rectify inaccuracies in that data
- to (in certain circumstances) object to or restrict processing
- for (in certain circumstances) your data to be 'erased'
- to (in certain circumstances) data portability
- to lodge a complaint with the Information Commissioner's Office (ICO) who is our independent regulator for data protection

For further information about the information which the Welsh Government holds and its use, or if you wish to exercise your rights under the GDPR, please see contact details below:

Data Protection Officer
Welsh Government

Cathays Park
CARDIFF
CF10 3NQ
Email: DataProtectionOfficer@gov.wales

The contact details for the Information Commissioner's Office are:

Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Telephone: 01625 545 745 or 0303 123 1113
Website: www.ico.org.uk

Any information released under the Freedom of Information Act 2000 or Environmental Information Regulations 2004 will be listed in the Welsh Government's Disclosure Log (at <https://gov.wales/freedom-of-information-responses>).

Yours sincerely,