

2 February 2024

Dear

ATISN 20054 & 20055

Thank you for your requests which were received on 4 January 2024. You asked for the following information:

ATISN 20054

- *Titles and/or urls promoted by the Welsh Government via any form of paid promotion.*
- *All campaigns that have been active from 1 April 2023 to date, supplied in any format that is most convenient - however if it could be supplied as the following then even better:
"Get Ready for 20MPH" <https://www.gov.wales/safer-20mph-lets-look-out-each-other?>*
- *If there is no URL, then just the title of the campaign.*
- *The agency name e.g. Cowshed / Golley Slater / Lynn if there is one involved in any way with the campaign.*

The information requested is provided at Annex 1.

ATISN 20055

- *Total cost of paid advertisements (Statutory, promotional, job, social media, or other) by the Welsh Government (either placed direct or via agency) for 2022-23.*
- *Total cost of paid advertisements (Statutory, promotional, job, social media, social media or other) by the Welsh Government (either placed direct or via agency) for 2022-23 in or on Welsh independent media titles.*

The information requested is provided at Annex 2.

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

Telephone: 0303 123 1113

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

Annex 1

ATISN 20054

Below is a list of 'campaigns' that were live on GOV.WALES, at any stage from 1 April 2023 to date. There are some within the list that are no longer live, but they were all live at some point during the period requested.

The list also includes the name of any agency involved in any way with the campaign.

Campaign	Agency
30th Anniversary of the UNCRC	
A More Equal Wales: The Socio-economic Duty	
Apprenticeships	
Childcare Offer for Wales Help With Childcare Costs Wales	SBW Advertising
Children's rights: Information for children	
Climate Action Wales	SBW Advertising
Cymraeg for kids	
Cymraeg: education	
Digital, Data and Technology careers	
Don't make your organ donation decision a guessing game campaign	
Education is changing	
Ending physical punishment of children	SBW Advertising
Get help with school costs	
Hate hurts Wales	SBW Advertising
Help Us to Help You	Golley Slater
Here to help with the cost of living	Golley Slater /SBW Advertising
Housing and regeneration careers	Golley Slater
Housing law is changing: Renting Homes Wales	SBW Advertising
Live Fear Free helpline	Cowshed
Living donation campaign	
National Forest for Wales	
National Survey for Wales	
Net zero skills Wales	
NHS 111 Press 2	Golley Slater
Our Valleys, Our Future	
Parenting. Give it time.	SBW Advertising
Pay less Council Tax	
Period Proud Wales	
Power up wales	
Safer at 20mph: Let's look out for each other	Lynn Group
Securing Wales' Future	
Sound	Cowshed
Superfast broadband	
Talk with me	
Talk with me: guidance for practitioners	SBW Advertising
The Well-being of Future Generations	SBW Advertising

Together we'll keep Wales safe	
Welsh Government Apprentices	
Welsh Language Music Day	
Working together for a better Wales	
Workplace recycling	
Workplace safety	SBW Advertising
Your Home in Wales	

Annex 2

ATISN 20055

- *Total cost of paid advertisements (Statutory, promotional, job, social media, or other) by the Welsh Government (either placed direct or via agency) for 2022-23.*

£4,757,851.80

- *Total cost of paid advertisements (Statutory, promotional, job, social media, social media or other) by the Welsh Government (either placed direct or via agency) for 2022-23 in or on Welsh independent media titles.*

£260,563.00

(NB we have interpreted *Welsh independent media titles* to include Community Radio, ICNN members and those sponsored by the Welsh Book Council and Welsh suppliers who do not operate as part of a national group).