



Llywodraeth Cymru
Welsh Government

Ein cyf/Our ref: ATISN 19631

21 June 2024

Dear ,

ATISN 19631

I wrote to you on 30 May regarding your request for information.

Information requested

For the 'non contracted' Business Wales online and telephone enquiry service the latest annual usage figures for:

1. The number of individual users of the Website – (if possible, counting a repeat user as one user)
2. The number of telephone enquiries received from trading businesses – either direct 'calls in' or 'calls out' in response to online forms
3. The number of enquiries from trading businesses received through the online social media platforms

If it is not possible to identify trading business activity, please can you provide the total annual level of activity against the 3 points.

Our response

1. Between 1 April 2023 and 31 March 2024, there were 394k new users* on the Business Wales website
*new users are the number of first-time users during the selected date range. Users having cookies disabled may result in not all activity being tracked.
2. Between 1 April 2023 and 30 September 2024, in total the Business Wales Helpline responded to 4,710 inbound and outbound telephone calls. Following a change to

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.

Llywodraeth Cymru / Welsh Government
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the telephone system, between 1 October 2023 to 31 March 2024 out of 6,257 telephone calls 623 were outbound and 5,634 were inbound.

3. Between 1 April 2023 and 31 March 2024, in total there were 7,161 direct messages received through Business Wales social media channels.

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 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