



Llywodraeth Cymru
Welsh Government

Our ref: ATISN 10089
Date: 15 February 2016

Dear

Request for Information – ATISN reference 10089

Thank you for your request which was received by the Welsh Government on 8 January 2016. With regard to the cost of newspaper advertisements aimed specifically at promoting the use of the Welsh Language, you asked for:

- direct expenditure, as well as expenditure by other institutions affiliated with Welsh Government for the past 5 years (or 3 years should 5 be problematic); and
- projections for the next 3 years.

Welsh language marketing campaigns are utilised through a range of different communication channels and platforms. Specific platforms are chosen to target specific audiences, this is to maximise high impact and value for money

For 2014 onwards, the cost of advertising in newspapers to promote the Welsh Language is £11,551.50

Information is not held centrally prior to 2014 (the commencement of our current contract). I have estimated that it will cost more than the appropriate limit established in the Freedom of Information and Data Protection (Appropriate Limit and Fees) Regulations 2004 to consider your request and because of this the regulations allow me to refuse to deal with it. The appropriate limit specified for central government in £600.

When calculating whether or not your request exceeds the appropriate limit, I am allowed to consider the time it is likely to take to establish if we hold the information, locate the information, retrieve the information and extract it. If these tasks are estimated to take more than 24 hours of working time, the limit will have been exceeded.

To locate, extract and retrieve information would required the following steps to be completed:

- collating and reviewing all communications and marketing plans across Welsh Government to identify whether they recommended Welsh language advertising. As this information is not held centrally, this would require a trawl across departments for their information.
- a review of the communications and marketing approvals given during this period to find out whether approval had been given to undertake Welsh language advertising for a specific



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campaign (approximately 3403 requests each year). Approvals are required for external communications activity ranging from publication of documents to advertising.

- a manual check of the Welsh Government's e-finance system to find purchase orders and invoices to confirm that the advertising did take place.

I have estimated that for just the review of the 3403 requests (on average in a given year) would take 4 minutes per request. The limit is exceeded before any reconcile to financial information on purchase orders ($3403 * 4 / 60 = 226$ hours).

Decisions on future campaigns will be made by the Welsh Government later in Spring.

Regrettably I am unable to provide you with an Organisation Chart of Business Directory. You can contact us by telephone on **0300 0603300** and, dependant on the nature of your query, you will be put through to the appropriate department.

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: FreedomOfInformationOfficer@wales.gsi.gov.uk

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

Business Management Team