



Llywodraeth Cymru
Welsh Government

Our ref: ATISN 10920

Date: 3 January 2017

Dear ,

Request for Information – ATISN 10920

Thank you for your request which was received by the Welsh Government on 15 November 2016.

I have set out at Annex 1 to this letter, my response to the questions you submitted.

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

Annex 1



BUDDSODDWYR | INVESTORS
MEWN POBL | IN PEOPLE

Parc Cathays • Cathays Park
Caerdydd • Cardiff
CF10 3NQ

CentralDepartments-FOI/DP@wales.gsi.gov.uk
Gwefan • website: www.cymru.gov.uk

Q1: The total spend by the Welsh Government on public relations/media/press/communication in 2013-14; 2014-15; and 2015-16

Q4: The amount spent by the Welsh Government in each of the above years on external public relations/media/press/communications agencies, broken down by agency name.

With regard to part 1 and 4 of your request, I have determined that to provide the information requested would 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.

In each of these financial years there are in the region of 3,000 transactions/entries against the nominal codes (description of expenditure) on the Welsh Government finance system which could contain an element of expenditure on public relations, media and/or communication work.

I estimate it would take on an average, a minimum of 3 minutes to review each transaction to establish if the information therein is within the scope of your request. The limit has therefore been exceeded (9,000 transactions x 3 minutes/24 = 450 hours).

Q2: The number of staff employed by the Welsh Government in the public relations/media/press/communication department in each of the above years.

The number of staff in Central Communications Department (taken at a point in time during these years 2013-14, 2014-15, 2015-16):

October 2014:	90
December 2015:	84
November 2016:	83

Q3: The salary of the highest individual earner in the public relations/media/press/communication department in the Welsh Government and his or her job title

Job title:	Head of Strategic Communications.
Pay scale:	£68,000 – £117,000