



Llywodraeth Cymru
Welsh Government

Our ref: ATISN 11450
Date: 29 August 2017

Dear ,

Request for Information – ATISN reference 11450

Thank you for your request which was received by the Welsh Government on 3 August 2017. You asked for the following information:

I would like to submit an FOI to ask for the total pay bill for Welsh Government press and communications staff in 2007/8, 2011/12 and 2016/17. The number of FTE staff in press and communications roles for the previously mentioned years and spending on social media advertising for the same years.

We have interpreted 'press and communications staff' to mean the Welsh Government's central communication division.

Year	Costs*	Total number of staff (FTE)
2007/08	figures not available	
2011/12	£4,571,227.89	100
2016/17	£3,734,789.95	77.5

* These are total costs to the organisation and include salaries, pensions and National Insurance.

Spending on Social media advertising:

I have concluded 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 is £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 locate, retrieve and extract it. If these tasks are estimated to take more than 24 hours of working time, the limit will have been exceeded.

In the financial year 2016/17 alone, there were over 421 transactions against the nominal codes on our finance system that could contain an element of expenditure on social media advertising. Based on a minimum time of 10 minutes per transaction, it would take 70 hours to identify which of these transactions for the financial year 2016/17 related to social media advertising spend (421 transactions x 10 minutes = 70hours).

The time it would take to locate, extract and retrieve from our finance system the individual purchase orders, and to determine from the commissioning teams which, if any of the costs related to social media spend, would therefore exceed the specified limit.

For the years 2007-2008 and 2011-2012 the Welsh Government had different frameworks in place and also used the Central Office of Information (COI) contracts to deliver campaigns. The COI information is no longer available to us and locating information on the older frameworks adds additional time to that calculated above.

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