



Llywodraeth Cymru
Welsh Government

Frank Seymour

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7th December 2022

Dear Mr Seymour

ATISN 16850 – Request for Information

Information requested

Thank you for your request which I received on 9 November 2022. You asked for:

1. How much money has been spent on advertising with WalesOnline specifically to promote Business Wales since May 2021?
2. Was it Welsh Government, Business Wales or WalesOnline who made the decision to feature Vaughan Gethin MS with a red rosette in the Business Wales piece on the 31 October 2022?

Our response

The information you requested is as follows:

- 1. How much money has been spent on advertising with WalesOnline specifically to promote Business Wales since May 2021?**

Business Wales – is a comprehensive service that offers business support across a range of areas including: Start-up, Growth, Export, Innovation and Skills. Each of these areas would use the Business Wales brand and website to promote the support available.

WalesOnline spend:

Start-up Campaign	£4000.00
Export Campaign	£7,452.57
Skills	£8500.00
Total	£19,952.57

2. Was it Welsh Government, Business Wales or WalesOnline who made the decision to feature Vaughan Gethin MS with a red rosette in the Business Wales piece on the 31 October 2022?

I can confirm this was a decision made by WalesOnline.

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
Paul Landricombe
Head of Business Marketing
07792 619139

Welsh Government Offices
Cathays Park
King Edward VII Avenue
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