

13 December 2022

Dear

Complaint in respect of ATISN 16807 – Talk Radio Adverts

I am responding to your email which was received on 21 November 2022 in which you asked us to review the response issued to your request for information under the Freedom of Information Act 2000 (FOIA). This letter is to inform you of the outcome.

In your original request dated 27 October, you requested the following:

- How many Welsh speaking listeners do you understand Talk Radio to have in Wales? i.e. how many Welsh speakers are you aiming to reach with these Talk Radio adverts?
- How much is the Welsh Government (including Transport for Wales) spending on Welsh language advertising on Talk Radio?

In our response dated 15 November, we stated that Welsh Government did not hold the information requested and advised to you to redirect your request to Transport of Wales.

Unfortunately your original request was not shared with the Health and Social Services Team, who are currently running advertising for the [Help Us Help You](#) and the [Keep Wales Safe](#) campaigns. This has now been rectified and we are able to provide you with the information below.

In your email dated 21 November, you had been in contact with Talk Radio who confirmed that the only Welsh Language adverts that were currently playing on Talk Radio were from Welsh Government relating to accessing medical care. You clarified in your email that you now wished to know how much Welsh Government are spending on Welsh language radio adverts on Talk Radio and how many Welsh listeners we expected to reach.

I am able to confirm that the Welsh Government Health and Social Services spend on Welsh language advertising on Talk Radio for the current campaign period is **£340.97**, broken down as follows:

- Help Us Help You campaign (current burst of activity 03 Oct – 30 Nov 2022) **£202.67**
- Keep Wales Safe campaign (current burst of activity 17 Oct 2022 – 01 Jan 2023) **£138.30**

Figures provided by RAJAR (Radio Joint Agency Research) confirm that the number of Talk Radio listeners in Wales is **21,400** adults (15+). The number of listeners who also understand Welsh is **2,250** (adults 15+).

The Welsh Government and its Ministers work in line with the Welsh Language Standards to promote the Welsh language and to ensure the Welsh language is not treated less favourably than the English in all Welsh Government communications and marketing activity. For radio adverts specifically the minimum playout for English: Welsh adverts is 80:20 per station, although it may vary according to area and the nature of the campaign. This includes stations that only use English language programming.

Our full guidance on the use of Welsh language for all Welsh Government communications can be accessed here: [Welsh Language Standards: communication and marketing guidelines \[HTML\] | GOV.WALES](#)

I have considered your complaint in accordance with the procedure outlined in the [Welsh Government's Practical Guide for Making Requests for Information](#) which is available by post on request or via the internet.

If you remain dissatisfied with this response you 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.

Your sincerely

Rebekah Tune
Head of Strategic Communications & Marketing