



Ein cyf/Our ref ATISN 16931

22 December 2022

Dear ,

### **Request for Information – ATISN 16931**

Thank you for your request for information which I received on 5 December.

### **Your Request**

You have asked for the following information:

1. How much money has the Welsh Government spent on advertising the use of public transport during 2021/22?
2. How much money has the Welsh Government spent on advertising the use of public transport since 2018?
3. How much money has the Welsh Government spent on advertising active travel during 2021/22?
4. How much money has the Welsh Government spent on advertising active travel since 2018?

### **Our response**

I can confirm that we hold information captured by your request. Please see answers below:

For question one, no money was spent on advertising the use of public transport during 2021/22.

For question two, since 2018 the Welsh Government has spent £24,475 on My Travel Pass.



For questions three and four, the Welsh Government has not spent any money on advertising Active Travel since 2018.

Transport for Wales undertake marketing activity covering the Welsh Public Transport and Active Travel systems. For further information on this, you may wish to contact TfW directly.

### **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](mailto: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.

The request you sent me contains personal information about you - for example, your name. The Welsh Government will be the data processor for this information and, in accordance with the General Data Protection Regulation, it will be processed in order to fulfil our public task and meet our legal obligations under the Act to provide you with a response. We will only use this personal information to deal with your request and any matters which arise as a result of it. We will keep your personal information and all other information relating to your request for three years from the date on which your request is finally closed. Your personal information will then be disposed of securely.

Under data protection legislation, you have the right:

- to be informed of the personal data we hold about you and to access it
- require us to rectify inaccuracies in that data
- to (in certain circumstances) object to or restrict processing
- for (in certain circumstances) your data to be 'erased'
- to (in certain circumstances) data portability

- to lodge a complaint with the Information Commissioner's Office (ICO) who is our independent regulator for data protection

For further information about the information which the Welsh Government holds and its use, or if you wish to exercise your rights under the GDPR, please contact: Data Protection Officer, Welsh Government, Cathays Park, CARDIFF, CF10 3NQ or e-mail [DataProtectionOfficer@gov.wales](mailto:DataProtectionOfficer@gov.wales).

The address for the Information Commissioner's Office is: Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF. Phone numbers are 01625 545 745 or 0303 123 1113. Electronic contact details are at <https://ico.org.uk/global/contact-us/email/>.

Any information released under the Freedom of Information Act 2000 or Environmental Information Regulations 2004 will be listed in the Welsh Government's Disclosure Log (at <https://gov.wales/about/open-government/freedom-of-information/responses/?lang=en>

Yours sincerely