

31 March 2023

Dear

ATISN 17251

Thank you for your request which I received on 8 March 2023. You asked for release of the media buying financial report.

I have concluded that the information requested is exempt from disclosure under Section 43(2) of the Freedom of Information Act 2000 – Commercial interests. This exemption is subject to the public interest test, further detail is provided at Annex 1.

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 e-mail: 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

Telephone: 0303 123 1113

Website: www.ico.org.uk

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

Section 43 – Commercial interests

Section 43(2) exempts information where disclosure would, or would be likely to, prejudice the commercial interests of any legal person (an individual, a company, the public authority itself or any other legal entity).

Public interest arguments in favour of release

There is a public interest in openness and transparency within government, particularly in terms of ensuring transparent and accountable government by disclosing the considerations given by the Welsh Government with regards to spending public money and that the money is spent wisely.

Public interest arguments in favour of withholding

The Welsh Government is of the view that disclosure of the information at this time would be likely to prejudice Golley Slater's commercial relationships with its agreement holders. Releasing the information to the world at large would not be in the public interest.

In light of the current contract in place between the Welsh Government and Golley Slater, the confidential nature of the withheld information is due to the mutual understanding that the information provided by Golley Slater remains commercially sensitive.

In conclusion, I believe that the balance of the public interest therefore falls in favour of withholding the information.