

11 October 2023

Dear

ATISN 18981

Thank you for your request which we received on 14 September. I have provided my response to each of the questions you submitted, as follows.

Information on the amount of spending that the Welsh Government contracts with external PR companies for the period 2020/21, 2021/22 and 2022/23:

1. *Does the Welsh Government have or had a contract with Lynn Global? (or associated names or previous names)*

Yes

2. *If yes, was this negotiated by NHS Shared Services?*

No

3. *What are the names of any other business that have been contracted to provide PR support to the WG?*

The current Integrated Marketing Campaigns & PR Framework has been in place since 15 Dec 2021. The companies on there are:

The Folk Group (formerly Brand Content)

Cowshed

Equinox Communications

Four Communications

Freshwater

Golley Slater

Jamjar

Lynn Global

Orchard Media & Events

SBW Advertising

Ubiquity Group

Working Word

4. *For what purpose are PR contracts in place?*

To assist the Welsh Government in engaging with the people of Wales on Welsh Government policies.

5. *On what occasions have the Welsh Government brought in a PR company to develop messages following a failure in the delivery of a service that resulted in the death of a patient?*

None

6. *How many managers have undergone PR training to deal with the media on negative Health issues?*

None

7. *What is the total spend on contracts with PR companies split between a retainer contract and those for specific issues?*

2020-21 – £1,328,704.00

2021-22- £276,684.89

2022-23 - £2,606,008.77

This is total spend from the current Integrated Marketing Campaigns & PR Framework for 2021-2023 with some overlap/duplication to the old framework that covers 2020-21, and not PR specific.

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

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.

The request you sent me contains personal information about you - for example, your name and address. The Welsh Government will be the controller 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
- to 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 see contact details below:

Data Protection Officer
Welsh Government
Cathays Park
CARDIFF
CF10 3NQ

Email: DataProtectionOfficer@gov.wales

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/freedom-of-information-responses>).

Yours sincerely