

23 April 2024

Dear

**ATISN 19471**

Thank you for your request which I received on 12 April 2024.

**You asked for:**

Further to [https://www.gov.wales/sites/default/files/publications/2024-04/atish20417\\_0.pdf](https://www.gov.wales/sites/default/files/publications/2024-04/atish20417_0.pdf) FOI response, not placed by me, that states "The Welsh Government has spent £512,027.68 excluding VAT in the 2023/24 financial year on national advertising to inform and prepare workplaces about the new law requiring them to separate their waste for recycling from 6 April."

*I would like to request how much of that advertising was spent with independent media titles that are eligible for the Welsh Public Interest News Accelerator grant scheme.*

*I would also like to request the name of the agency or agencies that provided the advertising, or associated advice, to Welsh Government on where to place the adverts.*

**Our response**

The Welsh Government did not advertise with the independent media titles that are eligible for the Welsh Public Interest News Accelerator grant scheme. The titles advertised in are either Reach or Newsquest owned and publications with an annual turnover of over £1m were not eligible to apply for the grant scheme.

SBW Advertising are the agency who provided advice to the Welsh Government on the workplace recycling campaign advertising.

**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 e-mail: [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

Telephone: 0303 123 1113

Website: [www.ico.org.uk](http://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