

14 May 2025

Dear

ATISN 24698 – Help Us Help You

Thank you for your request to Welsh Government for information under the Freedom of Information Act (2000) received on 8 May 2025 relating to the Help Us Help You Scheme. You have requested the following:

- *How much did you spend in the last financial year on commissioning advertising/PR work for the Help Us to Help You scheme?*
- *How much are you budgeted to spend on advertising/PR work for the Help Us to Help You scheme this financial year?*
- *When commissioning PR work for the Help Us to Help You scheme, have you at any point requested that actors appearing in video and image content be specific race/ethnicities/have certain disabilities?*

Our Response

- In financial year 2024/25, £299,695 (excluding VAT) was spent on the *Help Us Help You* campaign. This includes campaign development, production, media buying and research and evaluation.
- Whilst planning is in place for the *Help Us Help You* campaign for 2025/26, budget for financial year 2025/26 is yet to be approved.
- The *Help Us Help You* campaign aims to reach and target all adults in Wales. As a result, we aim to represent the population of Wales within our video and image content. Contracted agencies are briefed accordingly to ensure representation, guided by the 2021 census data for Wales.

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

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.

Yours sincerely,