**Date issued:** 17th of February 2023

**Freedom of Information Request** 18/23

We are writing in response to your Freedom of Information request. Your request has been considered in accordance with the requirements of the Freedom of Information Act and our Data and Information Management Policy.

**You asked for the following information:**

**1) Did trips to, specifically Wrexham, get advertised by TfW in Chester.**

**2) What was the cost of TfW advertising of Chester markets as displayed in Wrexham?**

**3) Additional promotion of Chester in Wrexham (outside of the train station):**

**RESPONSE**

**Question 1**

No trips to Wrexham were advertised by TfW in Chester.

**Question 2**

Please see the breakdown below;

Cost for the graphic design development of this TfW campaign advertisement = £150

Cost for the TfW owned media placements used in Wrexham rail station for this TfW campaign advertisement = £25 (Print and distribution costs only)

Total: £175

**Question 3**

Cost for the TfW purchased commercial media placements located in Wrexham used for this TfW campaign advertisement = £3,400

We hope this information is of use to you.

Yours sincerely,

**Transport for Wales**

**Appeal Rights**

If you are unhappy with the way your request has been handled and wish to make a complaint or request a review of our decision, please write to the Head of Freedom of Information at either Transport for Wales, 3 Llys Cdwyn, Pontypridd, CF37 4TH or freedomofinformation@tfw.wales. Your request must be submitted within 40 working days of receipt of this letter. If you are not content with the outcome of the internal review, you have the right to apply directly to the Information Commissioner for a decision.

The Information Commissioner (ICO) can be contacted at Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF or you can contact the ICO through the 'Make a Complaint' section of their website on this link: <https://ico.org.uk/make-a-complaint/>

The relevant section to select will be "Official or Public Information".