

Date issued: 29 November 2021

Freedom of Information Request

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:

“Please can you tell me how much money has been spent on advertising by Transport for Wales in every financial year since 2018?”

Please can you break spending down into categories such as TV adverts, radio adverts, leaflets etc etc.”

Having reviewed your questions, we are able to provide the following information:

Our total spend on advertising for each financial year since 2018 is outlined in the table below.

Please note that we are unable to breakdown spending into the categories requested (such as TV adverts, radio adverts, leaflets etc). When advertising services are employed, a complete ‘advertising plan’ is agreed. This plan will cover a variety of different advertising mediums. A single purchase order is raised to cover the entire plan, and as such, our financial records do not reflect a breakdown of the different media utilised for each campaign, only the total cost.

To retrieve every purchase order issued for the stated timeframe and manually extract the information requested by marrying up each purchase order to its advertising plan would be a complex and significantly time-consuming task, which would require us to bring in a temporary admin resource just to complete. As such, providing a breakdown of advertising spend into the categories requested would exceed the time and cost limit for processing a request of £600, on the basis that it takes 24 hours of staff time at a standard rate of £25 per hour. The calculation of this cost can include:

- a) determining whether the requested information is held;
- b) determining whether the information is subject to an exemption;
- c) locating and retrieving the information;
- d) extracting the information.

Public authorities can refuse a request based on their own estimations and there is no official requirement for public authorities to include a breakdown of estimated costs. More information can be found [here](#).

Our total advertising spend since 2018 is outlined in the table below:

	FY2018/19	FY2019/20	FY2020/21	FY2021/22
Total Marketing Spend	190,797	717,346	225,174	108,576

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".