

27 April 2023

Dear

Request for information - ATISN 17320

I wrote to you on 30 March regarding your request for information.

Your request

You asked for the following information regarding the 20mph Promo Campaign
<https://www.gov.wales/safer-20mph-lets-look-out-each-other>

1. I would like to request any current known promotional budget on that policy campaign, and the timeframe that budget covers.
2. I would also like to request the name/entity name of any external agencies involved in delivery and what role they play e.g. ad buy, advisor, creative etc.
3. If there is any related promotional communications plan/document or something that could be similarly described I would like to request a copy to be made public via this request.

Our Response

I can confirm that the Welsh Government holds the information you have requested.

For question one, the current estimated cost of the public information campaign to support the change of the default speed limit on restricted roads to 20mph is £810,690. This cost is incurred across the financial years of 2022/23 and 2023/24.

For question two, following a competitive process, under the terms and conditions of the Welsh Government's Integrated Campaigns and PR Framework, the communications consultancy Lynn was awarded the contract to deliver an integrated marketing campaign to support introduction of a default speed limit of 20mph on restricted roads in Wales. The role of Lynn is to provide an integrated communications campaign. This work involves contributing behavioural insight expertise, an approach to handling misinformation, development of creatives, and delivery of marketing and communications activity, including, but not limited to, purchasing of media advertising

We have interpreted your final question for 'related promotional communications plan/document or something that could be similarly described' as a request for a document which describes what the agency is delivering for the 20mph communications campaign. Please find attached two documents held that fit this description:

- The specification for the contract
- A delivery timeline from the agency

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: Freedomofinformation@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