

8 June 2023

Dear

## **ATISN 17408 – Request for Information**

### **Information requested**

Thank you for your request which I received on 17 April 2023. You asked for:

The amount of money spent on the safer a 20mph campaign, to include:

- Planning
- Advertising
- Staff hours
- Banners for lampposts
- New Road signage
- New Road markings.

### **Our response**

We do not hold the information for total spend that you have requested, because staff hours in Welsh Government are not recorded against specific activities. Nevertheless, the direct financial cost of implementing the policy change to default speed limits on restricted roads in Wales from 30mph to 20mph is estimated to be around £32 million.

Further details in relation to the impact of the policy can be found at the following link:

[Explanatory Memorandum to the Restricted Roads \(20 mph Speed Limit\) \(Wales\) Order 2022](#)

We do hold figures for some of the breakdown you have requested.

### **Planning and advertising**

The Welsh Government has commissioned a contract for the 20mph public information, communications and marketing campaign, incurred across the financial years of 2022-23 and 2023-24, for a total value of £810,690. The spend against this to date is £342,346.64.

### **Signage and markings**

The total cost for changes to traffic signs and road markings to date is £3,502,362.

### **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](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.

However, please note that the Commissioner will not normally investigate a complaint until it has been through our own internal review process.

Yours sincerely