



Ein cyf/Our ref ATISN 18870

Dear ,

28 September 2023

**Request for Information – ATISN 18870**

Thank you for your request for information dated 23 August.

**Information requested**

1. How many 30mph road signs in Wales are to be replaced with new 20mph road signs before, during and after 17th September 2023 as initiated by the Welsh Government's new policy of down grading the speed limit in Wales?
2. What is the company name and address of the business or businesses who were awarded the contract or contracts to produce the new 20mph road signs and what is the Welsh Government's financial expenditure on the contracts awarded for the production of the new 20mph road signs?
3. What contract or contracts and have been awarded by the Welsh Government or sponsored bodies to the company Lynn Global Limited company number 14182109?
4. What is the total value of each contract or contracts that have been awarded by the Welsh Government or sponsored bodies to the company Lynn Global Limited company number 14182109?
5. What contract or contracts and have been awarded by the Welsh Government and sponsored bodies to the company Lynn Group Limited (formerly known as Lynn PR Ltd) company number 12247299?
6. What is the total value of each contract or contracts that have been awarded by the Welsh Government and sponsored bodies to the company Lynn Group Limited (formerly known as Lynn PR Ltd) company number 12247299?

**Our response**



**BUDDSODDWYR** | **INVESTORS**  
**MEWN POBL** | **IN PEOPLE**

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Rydym yn croesawu derbyn gohebiaeth yn Gymraeg. Byddwn yn ateb gohebiaeth a dderbynnir yn Gymraeg yn Gymraeg ac ni fydd gohebu yn Gymraeg yn arwain at oedi.

We welcome receiving correspondence in Welsh. Any correspondence received in Welsh will be answered in Welsh and corresponding in Welsh will not lead to a delay in responding .

1. We do not hold the information about the number of signs replaced on county roads. This is a matter for the local authorities. However, on the trunk roads in Wales, 180 30mph signs have been replaced with 20mph signs. The estimated cost for changes to traffic signs and road markings is £26.7 million.

The estimates are published here:

[Explanatory Memorandum and Regulatory Impact Assessment – Restricted Roads \(20 mph Speed Limit\) \(senedd.wales\)](#)

2. Each local highway authority will have followed their own procurement exercise to select suppliers for to provide the traffic signs. You will need to contact each local highway authority individually for this information.

The North and Mind Wales Trunk Road Agents (NWTRA) contract which included the manufacture of the 20mph signs was awarded to Standard Signs, Olympic House, Herbert Rd, Newport NP19 7BH.

The South Wales Trunk Road Agents (SWTRA) contract which included the manufacture of the signs, was awarded to Centregreat Limited, 11-12 Wyndham Close, Brackla Industrial Estate, Brackla, Bridgend, CF31 2AD.

The contracts issued by the Trunk Road Agents were made up of more than just the 20mph signs. As such, we do not hold information for Welsh Government's financial expenditure on the contracts awarded specifically for the production for the new 20mph road signs.

3. Following formal competitive tender exercise undertaken in 2022, the Welsh Government appointed Lynn Global to deliver an integrated communications, marketing and public information campaign.
4. The total value of the contract to date is £503,519.96, which has been spent on the aforementioned national communications campaign.
5. Already answered please see question 4.
6. Already answered please see question 4.

## **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

**Ian Bradfield**  
**Principal Policy Lead - Roads**