



Ein cyf/Our ref: ATISN 26270

Llywodraeth Cymru
Welsh Government

13 November 2025

Dear ,

Request for Information - ATISN 26270

Thank you for your request for information of 18 October. You asked for information regarding the traffic counters on the length of the A458 starting at the Raven Square Roundabout, Welshpool and the roundabout where the A458 meets the roundabout junction with the A470 at the Mallwyd, Machynlleth. I have listed your questions 1-4 with our reply to them below the question.

Our Response

1 What is the principal reason for so many Traffic Counters to have been laid?

Welsh Government undertake traffic counts for several different reasons, e.g.

- for Police / GoSafe to determine if enforcement is required
- following complaints of speeding from members of the public or elected members
- to inform WG of the need for safety schemes
- to monitor effectiveness of safety measures.

Counts need to be carried out in “neutral months” such as September and October – i.e. months which are not impacted by seasonal variation in traffic flows, therefore we will programme several counts to be undertaken at the same time – this also reduces the costs involved.



Llywodraeth Cymru /
Welsh Government
Parc Cathays / Cathays
Park
CF10 3NQ

FOI.ETCC@gov.wales

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.

2 What are you trying to Prove/Disprove by laying so many?

See answer to Q1

3 What is the typical cost of deploying these counters, which I assume will be for a 7-day period?

Welsh Government does not hold this information for individual schemes, but a typical cost can range between £200 and £400. This is subject to the location of the counters, project management activities associated with the surveys, procuring the survey contractor, liaison, streetworks notifications and data handling.

The cost of deploying the traffic counters in North and Mid Wales is annually tendered through the GoSafe Framework by our North and Mid Wales Trunk Road agents.

4 Is the Welsh Government looking to deploy the knowledge gained from these Traffic Counts to implement any speed reduction strategy within the next five years and if so when is this likely to occur?

As stated above counts are undertaken for numerous reasons; we are not currently considering any speed reductions on the A458 but we are in the process of updating the guidance to reflect current Welsh Government policy including the national roll-out of [20mph speed limits](#) and to meet the ambitions highlighted in [Llwybr Newydd: the Wales Transport Strategy 2021](#). Unfortunately, this work is taking longer than expected, and we don't currently have a programme for publishing the guidance. Following its release, Welsh Government will review the speed limits across our Trunk Road Network.

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.

Please remember to quote the ATISN reference number above.

You also have the right to complain to the Information Commissioner.

The contact details for the Information Commissioner's Office are:

Wycliffe House

Water Lane

Wilmslow

Cheshire

SK9 5AF

Telephone: 0303 123 1113

Website: www.ico.org.uk

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

Yours sincerely