

9 October 2023

Dear

ATISN 18959 – Request for Information

Information requested

Thank you for your request which I received on 12 September. You asked for:

1. The final monetary cost to print, ship and deliver the 'Get ready for 20mph' fliers.
2. The full data/report proving the claim of '*Most people in Wales (63%) support a lower speed limit where they live*'

Our response

1. The overall anticipated costs of the 20mph leaflet, inclusive of applicable VAT and covering design, production, delivery, and translation into accessible and alternative language versions, is estimated at £134,900. This is included within the overall costs of the policy change, currently estimated at £32m.

The estimated costs, are broken down as follows:

Design - £1,500

Print - £40,453

Delivery - £88,884

Easy Read - £600

BSL - £1,170

Audio and braille - £147

Alternative languages £2,112

2. The report and data you are referring to is the Traffic Orders & 20mph Public Attitudes Survey, which is available in full on our website here:

[20mph public attitudes research | GOV.WALES](#)

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 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