

13 October 2023

Dear

## **ATISN 19020 – Request for Information**

### **Information requested**

Thank you for your request which I received on [insert date]. You asked for:

1. It is being stated 6-10 lives will be saved a year. Who calculated this? Where does this figure come from? What research?
2. If six to ten lives are saved how does this equate to saving £92 million for the NHS in Wales?
3. It has been stated the scheme is costing £32 million to set up. Where did this money come from?
4. How much does each 20 mph sign cost and how many have been put up across Wales?
5. How much did each leaflet advertising the scheme cost and how many were printed?
6. Beaufort Research carried out a study for the Welsh government. How much did this cost?
7. How did it manage to do this during a pandemic and how were the 1,000 people selected?
8. Was the research skewed as it only asked 1,000 adults which is not a true reflection of the 3.1 million people in Wales.
9. Was the research bought in the sense the Welsh govt paid for it so got the result it wanted?
10. I have seen a lot of talk about Spain having a similar scheme. Did any Senedd Members elected or officers go to Spain? How many? What are their names and titles?
11. If they did, where did they go? How much were the flights per person and the cost of each night in a hotel?
12. Why was no consultation held with the people of Wales about this 20 mph scheme?
13. Why on the leaflet (mentioned above) does it say 63 per cent support a lower speed limit when only 1,000 people were asked. Is this not a lie? Why does it not state 1,000 people were contacted?
14. Did Beaufort Research compete in a tender process for this job? Why has it has so much work from the Welsh Government when other agencies are on the market?

### **Our response**

1. It is being stated 6-10 lives will be saved a year. Who calculated this? Where does this figure come from? What research?

The information you require is published here:

[Twenty miles per hour speed limits: a sustainable solution to public health problems in Wales - PubMed \(nih.gov\)](#)

2. If six to ten lives are saved how does this equate to saving £92 million for the NHS in Wales?

The information you require is published here: [TRI-Technical-Paper-101.The-value-of-Prevention.AD .pdf \(napier.ac.uk\)](#)

3. It has been stated the scheme is costing £32 million to set up. Where did this money come from?

Funding has come from Welsh Government grant funding and Local Authority funding, and is detailed in this previous FOI response:

[ATISN 18939 \(gov.wales\)](#)

4. How much does each 20 mph sign cost and how many have been put up across Wales?

Estimated costs are here:

[Explanatory Memorandum to the Traffic Signs \(Amendment\) \(Wales\) \(senedd.wales\)](#)

5. How much did each leaflet advertising the scheme cost and how many were printed?

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

6. Beaufort Research carried out a study for the Welsh government. How much did this cost?

Beaufort Research were commissioned by the Welsh Government to assess public attitudes towards a default 20mph speed limit on restricted roads in 2020 in two surveys costing under £5,000 each.

7. How did it manage to do this during a pandemic and how were the 1,000 people selected?

The methodology is described in the [20mph public attitudes survey: further research \(gov.wales\)](#).

8. Was the research skewed as it only asked 1,000 adults which is not a true reflection of the 3.1 million people in Wales.

The sample was selected to be statistically representative of the Welsh population.

9. Was the research bought in the sense the Welsh govt paid for it so got the result it wanted?

No.

10. I have seen a lot of talk about Spain having a similar scheme. Did any Senedd Members elected or officers go to Spain? How many? What are their names and titles?

No.

11. If they did, where did they go? How much were the flights per person and the cost of each night in a hotel?

N/A

12. Why was no consultation held with the people of Wales about this 20 mph scheme?

A 12 week public consultation was undertaken between July in October 2021. 5,607 responses were recorded.

You may read the consultation summary here:

[Proposal to reduce speed limit to 20mph on residential streets: summary of responses \[HTML\] | GOV.WALES](#). The original consultation can be seen at [Proposal to reduce speed limit to 20mph on residential streets | GOV.WALES](#)

13. Why on the leaflet (mentioned above) does it say 63 per cent support a lower speed limit when only 1,000 people were asked. Why does it not state 1,000 people were contacted?

The methodology is described in the [20mph public attitudes survey: further research \(gov.wales\)](#).

14. Did Beaufort Research compete in a tender process for this job? Why has it has so much work from the Welsh Government when other agencies are on the market?

Beaufort Research undertake Wales Omnibus Surveys five times a year and include subject area questions from various organisations. The Welsh Government adding questions to be asked to an existing survey which offered good value for money. The value of this contract was under £5,000 meaning that a formal tender process was not required.

### **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