**Date issued:** 28 June 2022

**Freedom of Information Request**

We are writing in response to your Freedom of Information request. Your request has been considered in accordance with the requirements of the Freedom of Information Act and our Data and Information Management Policy.

**Your Questions Answered**

1. **How many 20mph signs have been purchased and the total cost of purchasing those signs**

TfW does not hold this information. The Welsh Government provides grant funding directly to Highway Authorities to undertake this activity. TfW does not have visibility of this commercial information.

1. **The total spend on associated advertising including television and radio adverts, online advertising spend, and roadside banners**

TfW has spent £45,018.52 on advertising to date.

1. **The cost of labour to install new 20mph signs and road adaptations**

TfW does not hold this information. The Welsh Government provides grant funding directly to Highway Authorities to undertake this activity. TfW does not have visibility of this commercial information.

1. **The total budget assigned to the 20mph task force**

The 20mph Task Force Group was assembled and funded directly by the Welsh Government. TfW does not have visibility of this commercial information.

1. **Any spend on 3rd party consultancies during the formulation and implementation of the plan**

Spend on third party consultancies by TfW to date is £243,559, including the advertising costs identified above.

We hope this information is of use to you.

Yours sincerely,

**Transport for Wales**

**Appeal Rights**

If you are unhappy with the way your request has been handled and wish to make a complaint or request a review of our decision, please write to the Head of Freedom of Information at either Transport for Wales, 3 Llys Cdwyn, Pontypridd, CF37 4TH or freedomofinformation@tfw.wales. Your request must be submitted within 40 working days of receipt of this letter. If you are not content with the outcome of the internal review, you have the right to apply directly to the Information Commissioner for a decision.

The Information Commissioner (ICO) can be contacted at Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF or you can contact the ICO through the 'Make a Complaint' section of their website on this link: <https://ico.org.uk/make-a-complaint/>

The relevant section to select will be "Official or Public Information".