

Lee Waters AS/MS
Y Dirprwy Gweinidog Newid Hinsawdd
Deputy Minister for Climate Change



Llywodraeth Cymru
Welsh Government

Ein cyf/Our ref WQ90397

Andrew R T Davies MS

AndrewRT.Davies@senedd.wales

19 March 2024

Dear Andrew

I am writing in response to your written questions reference, WQ90397: What plans does the Welsh Government have to reduce any confusion caused by the rollout of it's 20mph speed limit? I apologise for the delay due to an administrative error.

The national marketing campaign for the 20mph change ran from March 2023, with most of the advertising budget focused around the coming into force date of 17 September 2023 to support the public to be aware of the change.

Of 1,000 adults in Wales questioned in a [YouGov Survey](#) in Sept 2023, 97% said they had heard about the speed limit being lowered. We have also continued to update the public on key milestones and progress in relation to the change. This includes publicising pre-liminary speed data from the national roll out; as well as an update on the exceptions review, just last month (Feb 2024).

We continue to work with key stakeholders and public representative groups to share information. Earlier in 2024 we undertook social media advertising to coincide with the launch of engagement with motorists through Operation Ugain with GoSafe and policing partners. GoSafe intend to further amplify these roadside engagement sessions with paid advertising and earned media work in the coming months.

We know from data published by [GoSafe](#) that around 97% of drivers, observed through Operation Ugain during the past two months, are complying with the enforcement threshold

Canolfan Cyswllt Cyntaf / First Point of Contact Centre:
0300 0604400

Bae Caerdydd • Cardiff Bay
Caerdydd • Cardiff
CF99 1SN

Gohebiaeth.Lee.Waters@llyw.cymru
Correspondence.Lee.Waters@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.

for the slower speed limit - behaviours and attitudes towards 20mph are beginning to change.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Lee', is centered within a light gray rectangular box.

Lee Waters AS/MS

Y Dirprwy Weinidog Newid Hinsawdd
Deputy Minister for Climate Change