

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



Llywodraeth Cymru
Welsh Government

Ein cyf/Our ref WQ88727

Russell George MS
Member of the Senedd for Montgomeryshire

russell.george@senedd.wales

Dear Russell,

Further to WQ88727 tabled on the 26 July regarding How much money has been spent advertising for the 20mph roads campaign via 'hyperlocal' media outlets, please see the following response.

Given the magnitude of changing the national default speed limit to 20mph a national communications and behaviour change campaign is required. This is being delivered through a range of different communications, including local digital advertising.

No funding has been allocated towards advertising with 'hyperlocal' media as part of the 20mph campaign to date. We are currently exploring opportunities in this area.

We have been working closely with stakeholders across Wales on a local level. This includes supporting local authorities with their own communications through our toolkit, which is available on our website [20mph campaign: promotional material | GOV.WALES](#).

We will continue to review where we need to invest our targeted communications moving forward.

Yours Sincerely

Lee Waters AS/MS
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Deputy Minister for Climate Change

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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.