

From the office of the Minister for Infrastructure
LIZ KIMMINS MLA

Colin McGrath MLA
Room 310
Parliament Buildings
Stormont
Belfast
BT4 3XX

Private Office, 3rd Floor,
James House, Gasworks Site,
2 - 4 Cromac Avenue,
Belfast, BT7 2JA
Telephone: (028) 9054 0540
Email: Private.office@infrastructure-ni.gov.uk

Your reference: AQW 27787 22-27
Our reference: AQW 27787 22-27
27 June 2025

Email: colin.mcgrath@mla.niassembly.gov.uk

Colin, a chara,

AQW 27787 22-27

I wrote to you on 11 June 2025 in response to the above Assembly Question. Upon reviewing Road Safety expenditure, it has been identified that the figures previously provided were reported on a cash basis, rather than the standard accruals basis used for financial reporting.

The corrected figures have now been updated on AQW 27787 22-27. A copy of this updated response will be sent to you and will be placed in the Assembly Library.

If you have any further queries, please do not hesitate to contact my Road Safety Advertising officials via email at Marianne.bradley@infrastructure-ni.gov.uk.

I apologise for any inconvenience this may have caused and appreciate your understanding.

Is mise le meas,



LIZ KIMMINS MLA
Minister for Infrastructure

AQW 27787 22-27

DATE FOR ANSWER: WEDNESDAY 4 JUNE 2025

Colin McGrath MLA (South Down)

To ask the Minister for Infrastructure (i) to detail the annual expenditure on road safety education and awareness campaigns, in each of the last five years; and (ii) to outline how such campaigns are assessed for effectiveness in reaching all categories of road users.

ANSWER

(i) The expenditure on Road Safety Campaigns reported on an accruals basis, consistent with annual accounts and outturn is as follows:

- 2020/21 £1,279k
- 2021/22 £1,375k
- 2022/23 £209k
- 2023/24 £478k
- 2024/25* £842k

*remains subject to audit finalisation.

(ii) Evaluation of Campaign Effectiveness:

My Department's road safety initiatives are designed to reduce fatalities and serious injuries on our roads. All campaigns are grounded in evidence-based research, focusing on road safety challenges, public attitudes, and strategies to influence unsafe behaviours

My officials identify the most cost-effective ways of promoting road safety and improving road user attitudes and behaviours. My Department's road safety campaigns are data-led, research-led and psychology-led to target the most at-risk cohorts and address the most dangerous behaviours.

My Department continually adapts its communication strategies, using a mix of traditional and digital platforms, including, streaming services like Netflix, to reach a broader and younger audience.

PSNI road traffic collision data is used to identify the key road safety issues and identify the main road user groups by age and gender who are responsible. This information is used to identify target audiences for campaigns. My Department has engaged a professional advertising agency, who use specialised tools to identify what groups by age and gender are watching or listening to which programmes on which platform. This enables us to ensure campaigns reach the people they are designed to influence.

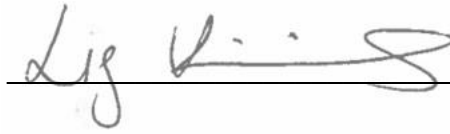
Campaign effectiveness is measured through awareness and influence metrics. Campaigns have achieved awareness levels above 90%, compared to an industry average of 50% for TV advertising. Influence levels have ranged from 72% to 93%, higher than the industry norm of 30% for being ‘fairly influenced’. This gives us some confidence that the campaigns are effective.

While it is difficult to measure the sole or unique contribution that any specific area of road safety initiative makes towards reducing casualties, the combined effect of education, enforcement, penalties, and engineering is recognised worldwide as collectively contributing to improved road safety outcomes.

Monthly Breakdown of Road Fatalities

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	Year to 9 June 25
2023	4	5	4	6	14	2	5	6	3	3	9	10	71	33
2024	2	7	6	6	6	7	3	3	8	5	6	10	69	29
2025	5	3	2	4	4	2	0	0	0	0	9	0	20	20

Signed:

A handwritten signature in black ink, appearing to read 'Liz Kimmins', is written over a horizontal line.

LIZ KIMMINS MLA
Minister for Infrastructure

Date:

22/07/2025