Anna Semlyen
Campaign Manager
20's Plenty for Us

#20mphconf
Empowering Campaigners

Anna Semlyen National Campaign Manager, 20’s Plenty for Us

Pls tweet #20mphconf
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@AnnaSemlyen1   @20splentyforus
Please tweet this if you’d like to #20splenty
What does 20’s Plenty do?

Help politicians do the right thing
20mph wide area eg Edinburgh
What do I do As National Campaign Manager?

ENTHUSE ABOUT 20mph!

Love others who do too!
Share our 20mph joy together
I...

- Recruit & train volunteers – to feel supported/educated – eg with newsletters, videos, photos

- Enable campaigners to get what they want

- Help them effectively demonstrate 20mph is popular to local decision makers / influencers

- Praise & love them to keep them going & change tactics through setbacks!
And Yes - We Often Win!
Many UK places have wide area 20mph

28 million people in the UK
Volunteers want help with

- Tactics / Action planning
- Understanding council politics / procedures
- Zoom links
- Presentations
- Technical aspects
- Not to feel alone

They want to be heard
Tactic 1 – County team

- Invite a group of actual or potential campaigners across a county together on zoom, to play as a team for a cross county 20mph --- not just their home town/village first.
- Agree a leader or joint leads/ priorities
- Regular zooms to progress
Tactic 2 – Parishes Campaign

https://www.20splenty.org/parish_council_motion

Ideally with the Local Govt Association’s support, run zoom presentations to Parish Councillors to pass 20mph motions. Aim: County Councillors see 20mph is popular
Tactic 3 – Presentations to Councillors

Ideally, when requested to, eg in Cornwall to the Conservative group re discussing manifesto promises.

Leading group are the top targets, usually done by political party
Tactic 4 - Scrutiny

Apply for a LA 20mph scrutiny / task and finish report - takes time! Research on 20mph

(I’m a former elected Councillor & Scrutiny Chair of City of York Council)
Tactic 5 - Expert Advice

Rod King & I jointly present to the Local Authority technical team about how to do 20mph expertly – the blueprint
https://www.20splenty.org/20mph_a_blueprint

Rod often presents & I answer chat text questions with evidenced, referenced briefings

E.g. Hereford, Durham,
Thank you & Questions?
(activist get together on 20th of the month zooms)
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