Kaarina Ruta
20’s Plenty for Sully
Campaign Leader
20s Plenty for Sully

Insights from a local campaign
Presentation by Kaarina Ruta
Sully

Southwest of Cardiff, between Penarth and Barry

approx. 3000 residents

2 main roads:
South Road
Cog Road

Concerns about road safety and speed, lost sense of Community

Concerns about planned new housing development

Biggest community in Vale of Glamorgan without train line
No active travel plan
How it all started

- Shared concern about road safety in Sully
- A group of interested people get together in Nov 2017
- Different options discussed - 20mph identified as best one
- Attempt to involve our Community Council fails
- Decision to officially affiliate with 20s Plenty in April 2018
Our vision of 20mph in Sully

- Safer roads
- Active Travel
- Healthier lifestyles
- Less pollution
- More Community cohesion
- Less congestion - modal shift
- Positioning Sully as a leader in Wales
Official launch of the campaign

- Official launch on 1 May 2018 with Rod Thomas visiting Sully

- Online petition goes live

- Social media set up and article in the local press

- Leaflet about our campaign distributed to nearly all households in Sully
Engagement with the community

- Public Information Meeting on 13 June 2018
- Information stand at Sully Primary School Summer Fete on 7 July 2018
- Social media
- Banner at entrance of village
- Engagement with businesses, GP, School, etc
- Engagement with decision makers
Petitioning

- 718 signatures in 11 weeks
- Online petition at www.change.org (318 signatures)
- Door-to-door petitioning and petition folders in strategic locations (400 signatures)
- Door calling at nearly 200 properties particularly focusing on two main roads (85% positive response)
- Petition presented to the Vale of Glamorgan Council on 18 July 2018
Findings and challenges

- Direct contact essential to engage with the community, but time-consuming
- Social media useful, but risk of limited reach with ‘loud’ opposers
- Limited support from Community Council and local VoG Councillors (tools to consult community?)
- Large majority of people positive and supportive!
What comes next?

- A possible further consultation with the Community
- Joining forces - setting up a campaign for the Vale of Glamorgan
- Petitioning the National Assembly for Wales
- Keeping up pressure on elected Councillors