Send letters and emails to promote the need for Bridleways in Essex

Here is an outline for a letter: Please put similar points **in your own words**, otherwise your letters might get blocked and the EBA will be blacklilsted!

See the terms and conditions for using ‘**WriteToThem.com’. They apply to any letter you write to a representative: MP or Councillor.**

**If writing direct you could include other literature, but make it clear that it is information that has been provided by EBA as part of our campaign**

*Your Address*

 *Date*

*Dear \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

**State who you are**

 **Eg:**

*I am an Essex horse rider. I ride in \_\_\_(area)\_\_\_ I get healthy exercise by riding my horse outside. I regularly use public roads and bridleways.*

**State why you are writing. Eg:**

*.*

*I am very concerned over the increasing danger riding on the road represents in Essex, and the increasing problems the local authority is facing maintaining and improving bridleways in the current financial situation.*

**State how you believe your council is responding to an issue if concern re bridleways. Choose one that is relevant to you. Eg:**

*I feel there is a lack of joined up thinking about the use and creation of bridleways in the county (or Area) especially when thinking about:*

*Local Development Plans,*

*large building developments,*

*transport,*

*PRoWs*

*Give a specific example if possible*

**State what you want your councilor or MP to do. Eg:**

*I would like you (as my representative) to promote PRoWs and especially bridleways as economically effective multi-user routes as a matter of urgency. Essex is a county with the one of the most horse owners of any county in England, but has one of the lowest % of bridleways.*

**Include reasons why bridleways can be thought of positively. Eg:**

*I would like to bring to your attention some positive reasons to promote bridleways:*

*\* They are multiusers routes open to riders, cyclists, ramblers and the disabled. They take vulnerable road users off of dangerous roads: most accidents involving vulnerable road users happen on country roads*

*\* Users improve their health through using them. Many riders are women and children a group who specifically need to improve their activity.*

*\* Riders who use them are part of a multi-million pound equine industry: Each horse kept in Essex on average contributes £3,300pa to the local economy (BETA)*

*\* Bridleways that form part of a joined up or circular route can improve tourism in the area and bring sustainable economic growth to the county.*

**End on a positive note. Eg:**

*Thank you for giving me the opportunity to raise this issue with you/*

*Please think of your many bridleway users when planning in future/*

*Please help promote bridleways now!*

*Yours sincerely*

**Please consider these points when writing to your representative**

 **From WriteToThem.com**

**Campaigning: terms and conditions**

If you’re encouraging people to use WriteToThem.com to talk to their representatives about a particular issue, you must adhere to the following terms and conditions.

Note that wilfully ignoring these terms constitutes an abuse of our service, and will automatically trigger filters which will ‘freeze’ your supporters’ messages.

These terms exist for a reason. If you didn’t adhere to them, the only effect it’d have on representatives is annoying them - and that won’t do your campaign any good.

1. **Do not give people text to paste into their messages.**

Spamming lots of representatives with near-identical messages is definitely bad behaviour in our book.

Please be aware that if you do this, most of the duplicate messages will be filtered out automatically and will never get to the representatives.

We will let all the people who sent identikit messages know that their messages have been blocked, and we will tell them that it is because you broke our terms and conditions. All you will achieve is irritation amongst your own supporters ([here’s more information about why we do that](https://www.writetothem.com/about-qa#formletters)) .

It’s better to provide a short list of points which people can then make in their own words. Messages written by individuals will never be blocked by our systems unless they are clearly abusive or break our conditions of use.

1. **Don’t spam people either.**

If you’re gathering the troops by email, only gather those who have already committed to your cause.

In the past, we’ve seen people using professional spammers (sorry, "email marketers") to get the word out. Once again, this kind of practice is only going to irritate people. We don’t want to be associated with that kind of behaviour, thankyouverymuch.

1. **If you’re talking to a *very* large audience, please try to** [**let us know**](https://www.writetothem.com/about-contact) **in advance.**

If you’re going to mention WriteToThem.com in a campaign which reaches tens of thousands of people at once, *please* tell us first!

If our servers can’t cope, it breaks your campaign. With a few days notice, we can make this much less likely.

1. **Don’t supply people with a postcode to use.**

People should be writing to their *own* representatives, not anyone else’s.

Otherwise one poor representative will end up with a whole load of messages and the others, who may have been able to help, will get none. [Read more about that here](https://www.writetothem.com/about-qa#onlyrep).

1. **If you’re talking to an international audience, stress that only people living in the UK should use our service.**

We’ve seen too many large campaigns that have inadvertently encouraged non-UK residents to dig up a UK address to use as their own when contacting a representative.

1. **Be considerate.**

By now, the common pattern to the above guidelines should be clear: if you irritate representatives, users or us, you’re not helping anyone.

1. **When linking to us**, either link to our [front page](https://www.writetothem.com/) or use our [handy linking form](https://www.writetothem.com/about-linktous).

You can also use the WriteToMP tool described in [WriteToThem for your website](https://www.writetothem.com/about-branded).

1. **If in doubt,** [**ask us first**](https://www.writetothem.com/about-contact)**.**

**Go to WriteToThem.com for more information**