

# How to lobby your councillors.

End of the Road Campaign  
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1. **Find out who your councillors are** by going to <https://www.leicester.gov.uk/your-council/councillors-and-wards/your-ward> and typing in your postcode.
2. **Think about why you don't want this road to be built.** Are you worried about its impact on Aylestone Meadows? Or that it would increase deprivation in Leicester? Or the effects of additional air pollution on local school children? Or that it would add to Leicester's traffic problems? Read our "Briefing against an East-West link road".
3. **Which issues in our briefing do you think your councillors might be interested in?** If you don't know what your councillors are interested in then ask around, do a google search or use our table of councillors interests.
4. **Write to them.** It can be the same letter to each of them, or you can personalise it.
  - **If it would help, there is a template letter on the next page which you could use for ideas. This is also available on the website under briefings.**
  - Things you could say in your letter:
    - Ask them to read and think about the briefing against another road across the River Soar.
    - Ask them to speak out against the road at the debate.
    - Make it clear that we are asking the council to remove the road from the Leicester local plan, remove the line on the map which is currently land reserved in case they want to build the road, and consult with Leicester about how they could positively use the land instead of building a road. We want the council to do this because it would show that this road won't reappear again in the future.
    - Explain why you think the road is something they might be interested in and how it would impact on their wards and Leicester city as a whole.
    - Ask them to reply to your letter.

## You can write to your councillors at:

Member and Civic Support  
City Hall  
115 Charles Street  
Leicester  
LE1 1FZ

**If you would rather email them,** you can find their email address by going to <https://www.leicester.gov.uk/your-council/councillors-and-wards/your-ward>, typing in your postcode and scrolling down to and clicking on the relevant councillor and scrolling down to contact details.

**If you want to lobby them in person,** then you can see where and when they have their drop in surgeries by using the above web address and scrolling down to surgery details.

5. **Please post or email us a copy of your letters, and any replies** you receive. We want to find out which councillors would reward more active lobbying and their replies to you will tell us this. We also want to know which councillors have been contacted and by how many people.
6. **Go and talk to them.** If you are willing to, after writing to them, it would be even more effective to go and see one or more of your councillors in person. If you would like to practice this first then contact us as we hope to run a couple of short lobbying workshops, where you can try out your lines, meet other lobbyists and become more confident—and have fun!

**We emailed the full briefing against another road across the River Soar to all the city councillors in July, and will post them a paper version in September. It can also be downloaded from:**  
[www.endoftheroad.org.uk](http://www.endoftheroad.org.uk)

## Letter template.

YOUR ADDRESS AND POSTCODE

Dear Councillor (insert their name),

I am contacting you as one of your constituents to ask you to speak in favour of the removal of the Evesham Road/Aylestone Road link road from the Leicester Local Plan at the council debate to be held on 4th October 2018.

I am opposed to the road because (say a few things which will feel relevant to your ward or councillor, or choose and adapt from below)

I am concerned about the impact of the road on Aylestone Meadows and the river corridor next to it because (insert details of what is important to you about wildlife and greenspace).

I am concerned about the impact of traffic pollution on health in Leicester (insert details of why health is important to you, e.g. someone you know affected by heart disease or a lung condition) and believe that this road would be likely to increase car travel and its associated air pollution in Leicester.

I am concerned that the road would take the air pollution above the level set as a legal limit in the area of the St Marys Fields Primary school. (Add any personal details about the importance of children or their health to you)

I am concerned that building more roads is not a good way for the council to manage the difficulties of traffic in Leicester. I am in favour of (better cycling infrastructure / more investment in bus services / increasing parking charges to fund public transport / insert your own idea) instead and believe that the council should invest in this.

I am concerned about the impact of building this road would be to induce traffic and reducing the already limited public transportation available in Leicester as more people turn to car use. (Insert why this concerns you e.g. the impacts of poor public transportation on less well-off members of society who rely on public transportation to get to work, services and family / climate change / health effects in already deprived communities.)

there are real solutions available to Leicester's air pollution and congestions, and if used systematically, they could result in a healthier, cleaner and happier city. Leicester and its people need us to prioritise people over cars and this road would do the opposite. (Add some examples of what could be done instead.)

For more detailed information on (name a topic) please read the End of the Road briefing page (say which page of the briefing you think they should read which is relevant to their interests) at <http://www.endoftheroad.org.uk/index.php/briefings-and-research/42-combined-briefing> .

I believe we share a concern for (insert the issue which you both care about) and so I hope you will support my views by speaking out at the upcoming debate and help to get this plan off the map once and for all with a firm commitment by the council to consult with Leicester residents on what should be done with the land and property protected for possible road development.

Please reply to me with your thoughts on this matter.

Yours sincerely,

YOUR NAME