

HOW TO USE THESE LETTERS

These letters are tools to help you voice s for the campaign to save the Salvation Army Church on Southchurch Road, Southend-on-Sea. By sending one of these letters to your local councillor, you can help the community's collective desire to protect and transform this vital building into a hub for local engagement and opportunity.

1. Choose Your Letter

Letter 1 (Community Focused): Soft approach to highlights the shared benefits of the project.

Letter 2 (Balanced Approach): Balance community benefits with a strong emphasis on action.

Letter 3 (Activist Focused): Deliver a strong urgent call for action with a firm tone.

2. Customise the Letter

- Add your **name, address** and **contact details**.
- Address the letter to your local councillor by inserting their name and official address ([council's website](#)).
- Personalise the letter by adding examples of why this building matters to you or your family.

3. Find Your Councillor

Visit your local council's website to find the name and contact details of the [councillor who represents your ward](#).

4. Send the Letter

- By Email: Copy and paste the letter into an email and send it to your councillor's email.
- By Post: Print the letter, sign and send to your councillor's office address.

5. Follow Up

After sending the letter follow up with your councillor to ask if they have received it and the actions they plan to take. This can be done via email, phone or during a councillor's surgery

6. Encourage Others to Send Letters

- Share the letters with friends, family and neighbours who will support the campaign.
- Use meetings, social media, local events, etc to encourage others to get involved.

7. Tips for Success

- **Be polite but firm:** Regardless of the tone of the letter, always remain respectful and professional in your communication.
- **Strength in numbers:** The more people who send letters, the stronger this campaign shows widespread support.
- **Stay informed:** Keep up to date with campaign progress and any council responses, so you can continue to advocate successfully.

LETTER 1

[Councillor's Name]

[Councillor's Address] [City, Postcode]

Dear Councillor [Name],

Subject: Save the Salvation Army Church A Vital Community Asset in Southchurch

I want to express my support for the campaign to save the Salvation Army Church, 767 Southchurch Road, Southend-On-Sea SS1 2PP and urge you to take action to help protect and preserve this community asset.

For decades, this building has provided invaluable services to the local community in the most deprived areas of Southend. It has served as a hub for support, education and social activities for people of all ages and backgrounds creating a sense of belonging and opportunities. With the high unemployment, economic inactivity and access to resources in our area, losing this historic site to private buyers would be a devastating blow to our community.

Through community shares, we have an opportunity to collectively purchase, renovate transforming the building into a vibrant community hub. [This new space would offer education, heritage crafts, skills training and support](#) for those most in need so its legacy of service continues for generations.

As my elected representative, I ask for your support in

- **Backing this campaign at council meetings and advocating for its approval.**
- **Encouraging the council to recognise this building as an Asset of Community Value (ACV).**
- **Exploring resources to assist with the community purchase and renovation.**

This project has the potential to transform lives, strengthen community bonds and create pride in Southend. Please support and help us ensure the Salvation Army building remains in our community.

I look forward to hearing about your actions to support this campaign.

Yours sincerely,

[Your Name]

[Email Address]

[Phone Number]

LETTER 2

[Councillor's Name]

[Councillor's Address] [City, Postcode]

Dear Councillor [Name],

Subject: Protect the Salvation Army Church, Support Our Community Campaign

I am writing as a concerned resident to urge you to support the community campaign to save the Salvation Army Church, 767 Southchurch Road, Southend-On-Sea SS1 2PP. This building has been a part of our community for generations, providing vital support, services and spaces for people from all walks of life.

Located in one of the most deprived areas of Southend, this building is more than just bricks and mortar, it is a support network for residents who need it most. If sold to private buyers, the local community stands to lose a critical resource that has been instrumental in addressing social isolation, economic challenges and unemployment.

This campaign to secure the building through **community shares** is one of the first grassroots campaign to impact accessibility and benefits the people of Southend. We aim to transform it into a hub [for skills training and educational opportunities](#), creating a sustainable future for generations to come.

Your support is vital to the success of this campaign, I ask you, as my councillor to:

- **Advocate for the protection of this building at council meetings.**
- **Support its recognition as an Asset of Community Value (ACV) to ensure it remains in public service.**
- **Assist in identifying resources to help our community achieve its goal.**

With your support, the community can safeguard this building and its future while addressing the underserved needs of our community.

Thank you for your time and commitment to making Southend a better place for everyone.

I look forward to hearing about your support to this important initiative.

Yours sincerely,

[Your Name]

[Email Address]

[Phone Number]

LETTER 3

[Councillor's Name]

[Councillor's Address] [City, Postcode]

Dear Councillor [Name],

Subject: Take Action Now, Save the Salvation Army Church for Our Community

As a member of your constituency, I am calling on you to take immediate and decisive action to save the Salvation Army Church, 767 Southchurch Road, Southend-On-Sea SS1 2PP. This building is the heart of a community struggling with poverty, unemployment and social isolation. To let it fall into private hands would be a betrayal of the very people it was built to serve.

This is not just a campaign to preserve a historic church building, it is a fight for diversity, equity and inclusion for the future of Southend's most deprived wards. Kursaal, Milton, Southchurch and Victoria are among the **10% most disadvantaged areas in the UK** lacking resources and opportunities that support people's health and wellbeing which influence people's physical and mental health like those who live in most affluent in Southend.

community shares, will provide ownership of our future by raising the funds needed to purchase and renovate the building to create a hub for [heritage crafts, education and skills training](#) to tackling the root causes of deprivation to create opportunities for residents.

I demand your support for this campaign by:

- **Backing the application for Asset of Community Value (ACV) status to prevent the building's loss to private buyers.**
- **Championing our cause in council discussions and ensuring it is prioritised in local planning.**
- **Advocating for council resources to be directed towards this project, which directly benefits Southend's most disadvantaged residents.**

This campaign will stand against systemic neglect for the people of Southend.

Your leadership is needed now more than ever. Show us that you stand with your community.

[Your Name]

[Email Address]

[Phone Number]