

## Reasons to Respond to this consultation:

1. The more responses and comments made the greater the impact.
2. Make both the council and the planning inspector aware of the impact that the local plan will have on Billericay - you live in the town and so have valuable real life experience and local knowledge that the planning officers and planning inspector may not.
3. Make your voice heard - let the council and planning inspector know what you think of the plan and most importantly let them know if there are any aspects that you disagree with or would like to see changed.
4. Engage with the democratic process and demonstrate your interest in what happens locally - your councillors are elected by you, to represent you and by engaging it can increase their sense of accountability.
- 5.

## How:

The local plan is a lengthy document but do not feel put off - you live in the town and your real life experience and local knowledge counts - particularly for the planning inspector who probably doesn't live here.

In a large consultation like this, you want to ensure that your comments have the maximum impact - **what** you say and **how** you say it can help this.

1. Focus on what is important to you.
2. Local knowledge and life experience is valuable.
2. Provide evidence where possible - research, letters, photographs - to back up your argument and add credibility to your response.
3. If possible have the relevant documents handy and when responding to particular policies/sites state the policy numbers.
4. Try to avoid a NIMBY response, for example: "I disagree because I would lose my view..." would be better phrased "I have concerns about the detrimental impact on the landscape....."