Proposal writing practice

A fresh exam-style task to practise clear, convincing recommendations.

Your goal: Write a proposal of **220–260 words** in a style suitable for the reader. Allow roughly **45 minutes** for practice, including time to plan and check.

YOUR EXAM-STYLE TASK

You are a member of a community arts centre which offers evening courses and workshops. Recently, fewer young adults have been attending. The centre manager has asked members for suggestions.

Write a proposal for the centre manager in which you:

- describe possible reasons for the drop in attendance;
- recommend two practical ways to attract more young adults;
- explain the benefits of your ideas and say which to introduce first.

Write your proposal in 220–260 words.

BEFORE YOU START

Underline the **reader**, **purpose** and **three things** you must cover. Then make a plan on page 2 before writing the full proposal.

Who will read your proposal? _____

What do you want the reader to do? _____

Exam reminder: In the real C1 Advanced Writing Part 2 exam, a proposal is one possible task type. You choose one task from three options.

Plan your proposal

Think about the reader, practical recommendations and convincing benefits.

A. ANALYSE THE SITUATION

Who is your target reader? _____

Which problem needs solving? _____

One possible reason for low attendance: _____

Proposal rule: Each recommendation should answer three questions: **What should change? Why would it help? What result could it produce?**

B. DEVELOP TWO RECOMMENDATIONS

RECOMMENDATION 1

What should change?

Why is it practical?

Expected benefit

RECOMMENDATION 2

What should change?

Why is it practical?

Expected benefit

C. PRIORITISE AND ORGANISE

Which change should be introduced first, and why?

Suggested headings: Introduction / Current Situation / Recommendations / Expected Benefits

Write your proposal

Aim for 220–260 words. Use headings where they help your reader.

Suggested timing: Plan for 5 minutes, write for about 35 and check for 5. Both parts share the 90-minute Writing paper; there is no separate limit for Part 2.

Your proposal

Word count: **Time taken:**

Check and improve

Use four assessment areas to review your own writing.

CONTENT

- [ ] I addressed all three points in the task.
- [ ] My suggestions are relevant and the proposal is 220–260 words.

COMMUNICATIVE ACHIEVEMENT

- [ ] My tone suits the centre manager and my purpose is persuasive.
- [ ] I explain why each suggestion is realistic and worthwhile.

ORGANISATION

- [ ] My title, headings and paragraphs make the proposal easy to follow.
- [ ] I link problems, recommendations and expected benefits clearly.

LANGUAGE

- [ ] I use varied, accurate grammar and appropriate formal vocabulary.
- [ ] I have checked prepositions, articles, verb forms and punctuation.

USEFUL PHRASES

Purpose: The aim of this proposal is to...
Recommendation: I would recommend introducing...
Reason: This would enable... / One advantage would be...
Priority: I suggest prioritising... because...

MY NEXT IMPROVEMENT

Choose one sentence that could be more specific or persuasive. Rewrite it here.

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