

A PROPOSAL

1 Read the statements about proposals and reports and decide if they are T (True) or F (False).

- 1 Proposals and reports usually have similar structures.
- 2 For both, the target audience is always a superior, such as a teacher or a manager at work.
- 3 Both may require the candidate to evaluate something and make suggestions.
- 4 A key difference is that a report focuses on a future event/situation whereas a proposal focuses on a past one.

2 Read the exam task. What three points should you include in your proposal?

Your town has a swimming pool which closed down a few years ago. You would like to see the pool restored for the people of the town.

Write a proposal to the Town Council, saying why you think the swimming pool should be re-opened, how it would benefit the town, and suggesting ways to cover the costs.

Write your **proposal**.

3 Study the model answer. How many benefits does the writer mention in the proposal?

4 Find three more examples of the passive in the proposal.

5 Which sentences can be changed into the passive? Rewrite the sentences you choose.

- 1 We can reduce costs by using local volunteers.
Costs can be reduced by using local volunteers.
- 2 The pool was a wonderful place to get fresh air.
- 3 Public transport issues make it difficult for people on low incomes to get to other pools in the area.
- 4 Local people have requested the reopening of the pool.
- 5 Local businesses will share the profits from the pool.
- 6 We should give free swimming lessons to children under the age of ten.
- 7 Older members of the community will benefit from doing more exercise in a safe environment.
- 8 We can organise a charity event to raise money for the renovations.

MODEL ANSWER

¹Divide your proposal into sections with appropriate headings that summarise the section content.

¹Background

The Black Rock Lido was an important outdoor recreational facility for the town of Chester Bridge. ²The pool was closed down in 2005 and residents who wish to go swimming now need to travel six miles to the nearest pool in Brightsea. However, a recent survey has shown that the majority of local people would like to see the renovation and reopening of our pool.

Benefits

³Swimming is a healthy activity for people of all ages. It is also important for all adults and children to have this vital life skill for their own safety. The pool was a wonderful place to get fresh air and spend time with friends and family. Those who don't have cars will find it particularly useful, as public transport to Brightsea is quite infrequent.

The cost of the pool

⁴I suggest that half the cost of the redevelopment of the pool is paid by the Town Council, with the rest of the money coming from fundraising activities. ⁴A committee should be appointed to oversee this, which should include representatives from the Town Council as well as members of the public. ²Local businesses can be asked for contributions in exchange for a share of the profits that the pool will make in the future, or to advertise there.

Conclusion

⁵The reopening of the Black Rock Lido will benefit both local residents and visitors to the town. The costs of the redevelopment will be recuperated from admission fees once the pool is open.

³In the 'body' paragraphs, address the three aspects you are asked to discuss in the task.

⁴Use language of suggestion and persuasion.

²Use the passive where appropriate to give a more formal, objective tone.

⁵Don't include new ideas in the conclusion. Use it to sum up the ideas already presented.

6 Read the task. Then choose the four most suitable sentences to include in the proposal.

Your school library has a large number of unused books. You don't want them to go to waste.

Write a proposal to your school principal, suggesting what could be done with the books. Give reasons for your proposed course of action, suggesting how it would benefit the school. Provide some practical suggestions as to how it could be achieved.

Write your **proposal**.

- 1 As we all know, the school library moved to its present location in 2010, because the book collection had grown too large for the original site.
- 2 The books need to be delivered to the charity's headquarters, which parents and teachers have volunteered to do.
- 3 The school will gain good publicity from the event, which we will share on our website, social media and the local newspaper.
- 4 Most of our classes now use e-books, which is much easier for students as they no longer have to carry heavy text books around.
- 5 The charity we are donating to, Books for Friends, was established in 1989 by Linda Warren, a former politician and government minister who spent a lot of time working with poorer communities.
- 6 Books which are out of date can still be used by children who may not have access to any books at all.
- 7 Library staff have identified a total of 364 books which are soon to be removed from circulation.
- 8 Our school library has spent a similar amount on resources in the last five years, but a higher proportion is now spent on e-books.

7 Match the correct sentences from Exercise 6 with the sections of a proposal (a–e). There is one section you do not need.

- a Introduction d Practical suggestions
b Reasons for your proposal e Conclusion
c Benefits to the school

8 Study the words and expressions in the Key language box.

KEY LANGUAGE FOR PROPOSALS

Making suggestions: *I suggest/propose/recommend (that) ..., It would be advisable to ..., one idea/suggestion/possibility would be to ..., It's worth considering ..., one option might be to ...*

Justifying/explaining: *the reason/rationale/justification for this is ..., for this reason ..., on the grounds that ..., with the purpose of ..., due to ...*

Discussing consequences: *as a result, this would allow us to ..., the benefit of this would be ..., This will/would result in ..., If we do not ..., the consequences will/could/may be ..., the problem with this is ...*

Concluding/summarising: *in summary/conclusion, to sum up, overall*

9 Complete the proposal extracts with one word in each space.

Donation to charity

At present we have a large number of books which are no longer used by pupils. The student's association feels that they are going to waste and we (1) donating these books to a local charity on the (2) that they could still be put to good use.

Organising the donation

(3) idea would be to ask students and staff for donations of their own to increase the overall donation. We (4) bring them to school and deliver them to the charity at the same time. What is (5) , it will benefit the school if we take photos of the event and send them to the local newspapers. This will (6) in good publicity for the school. We (7) even feature the event on the school's website for extra publicity.

10 Read the exam task and use the table to plan your proposal.

You belong to a sports club and would like to propose the introduction of more sports and activities.

Write a proposal for the club manager, explaining why you feel change is needed. Suggest which sports and activities should be added, explaining how they will benefit the members and the club in general.

Write your **proposal**.

SECTION	IDEAS	USEFUL LANGUAGE
Introduction – purpose of the proposal		
Why change is needed		
Proposed sports		
Benefits		
Conclusion		

11 Write your article. Write between 220 and 260 words.

12 Check your proposal and make changes if necessary.

- Have you used headings to organise your answer?
- Does your introduction explain the context for the proposal?
- Have you covered the three points in the task?
- Have you used language for recommendations?
- Have you divided your proposal into sections with appropriate headings?
- Have you used a formal or neutral tone?
- Have I written between 220 and 260 words?