



CPE Writing

Writing a Proposal (2)

Here is a question from a past CPE paper.

An area in the centre of your town is to be redeveloped. The Town Council has published the following suggestions and asked for proposals from residents. You decide to write a proposal addressed to the Town Council in which you discuss the advantages of **each** suggestion and justify your choice of **one** of the options.

Town Redevelopment

- a leisure centre, which will not only update the existing sports facilities, but also include new cinemas and restaurants
- a hotel and conference centre designed to attract visitors and increase opportunities for employment locally
- a supermarket with a multi-story car park and some new homes for local people

Write your **proposal**

If you are to do this task well, it is essential to spend some minutes *thinking* and *planning*. Begin by deciding which alternative you are going to support. Let's imagine you choose the first. The question asks you to discuss each suggestion, so you need to think of some arguments for all of them, and some counter-arguments for the second and third. Make notes of your ideas.

- The leisure centre (young people need things to do, importance of sport to health, provide entertainment for all citizens, provide employment)
- The hotel/conference centre (attract visitors, provide jobs, but otherwise not valuable for the community)
- car park needed, also homes, but we have plenty of supermarkets.

Remember that a proposal should be organised with a title, subheadings and a conclusion. The style should be neutral to formal.

Here is an example answer.

A Proposal for the Town Development Project

Introduction

This is a proposal for the upcoming development of the Newlands area of our town. I will discuss each of the three options in turn, and conclude by giving my recommendation.

The leisure centre

A new leisure centre, including sports facilities, cinemas and restaurants would be a great asset to our community. It would provide young people with the opportunity to take up a variety of different sporting activities facilities, and serve as a focus for a campaign to



encourage healthy lifestyle choices. The inclusion of cinemas and restaurants means that the development would not be confined to just one section of the community, but would serve as a meeting point for the generations. It would also provide much-needed employment in the town.

The hotel and conference centre

There is something to be said for this proposal. It would certainly provide a certain number of jobs, and it is certainly true that more visitors would raise the town's profile. However, our geographical position and lack of transport links makes the success of this venture far from certain. It runs the risk of turning out to be a “white elephant”, and a valuable opportunity for the town's regeneration will have been wasted.

The supermarket

While new homes are certainly needed, I consider that this is the least attractive of the three options. We already have several supermarkets, and local shopkeepers are unlikely to welcome yet another. The area is not conducive to residential buildings, and the proposed houses are unlikely to be sold quickly in the current economic climate. The car park too is likely to be reserved for patrons of the supermarket for the duration of their shopping trip.

Recommendation

In conclusion. I would like to recommend the first of the three competing solutions. I am sure that a new leisure centre will be welcomed by all sections of the community. I hope that the Council will take my arguments into consideration when coming to their decision.