

Proposal: Structure

1. Title Introduction The aims of this proposal are to...	
2. Main content Subheading Paragraph 1: Describe the current situation	1
Subheading Paragraph 2: Describe the current situation	2
2. Final Recommendations Make your recommendations /persuade the reader <u>Write at least 2-3 sentences</u>	
https://engxam.com/handbook/how-to-write-a-proposal-ca-advanced-cae/#c1-advanced-cae-proposal-structure	

A proposal is a **document** that is designed to be **evaluated**. It sets out- and **justifies** - a particular course of action in response to a particular situation or context. It is **forward-looking** in orientation and contains clear **recommendations**. Its purpose is to **convince**, therefore both the **language** used and the ordering of **points** are persuasive throughout, reflecting the **convictions** behind the proposal. It starts with an introduction, appropriately **formal/neutral** in tone and concludes with a suitable ending.

Layout

A proposal has a similar layout to a report, but is a recommendation for the future, while a report is about something that has happened. The text is divided in paragraphs, each of which has a subheading, which is usually written in bold letters or underlined.

Examples of subheadings:

Introduction
Current situation
Recommendations
Conclusion

Introduction
Main problems
Recommendations
Conclusion

USEFUL PHRASES

INTRODUCTION

As requested, I am submitting the following proposal (in order to)...

The main purpose / aim of (this proposal) is to outline / present / discuss / examine / evaluate...

This proposal outlines / looks at / is based on...

This proposal contains the relevant information concerning ..., which you requested / asked for ...

MAIN PROBLEMS / CURRENT SITUATION

It is a fact that..., which means that...

It is clear from the citizens' / inhabitants' / customers' / students' feedback that...

In the light of (this year's experience),...

With regard to..., the general view seems to be...

RECOMMENDATIONS

(describing your ideas, justifying them and listing the benefits)

We suggest / propose that... / -ing. We would then be able to...

If the centre / school / organisation is to attract more customers / students..., it is vital that...

I (therefore) recommend that we should... / -ing

It is strongly advised to...

We / I feel certain that... / believe that... / I feel strongly that we should ...

I propose that radical changes should be made to...

We should / could also...

It is (therefore) believed / obvious that...would be ideal for...

It is vital/essential...

It would be a good idea to...

It would seem sensible to...

To improve the situation, we recommend opting for the following course of action: ...

It would (not) be advisable / practical to...

If we were to..., we could... / it would...

In the short / long term, we suggest you should consider...-ing

My recommendations are as follows: ...

This idea is feasible because...

In the first instance, this would mean...

The short term / long term benefits include...

The advantages of the approach proposed would be that ...

This course of action would be beneficial since...

This would be of considerable benefit to...

A (more spacious area) would be the solution.../ an effective way of...

Perhaps the most effective way of...

We hope to develop...

It is recommended that...

CONCLUSION

To sum up / To conclude/ In summary/ All in all/ In conclusion, our intention is to...

The advantages of the approach proposed would be that...

The best solution seems to be...

The evidence (undoubtedly) points towards...

In light of the above, we believe the following measures should be adopted: ...

There appears to be no alternative but to...

I trust these recommendations... / these proposals will be given due consideration...

I trust you will give my proposal your full consideration.

I hope that the plan / recommendations outlined / presented in this proposal meets /meet with your approval... / will receive your serious consideration.

I feel certain / believe that the course of action proposed above will achieve... / answer the needs of...

In the short/long term, we suggest you should consider...

<https://englishadvanced2.blogspot.com/2021/07/open-world-p-191-examples-of-proposal.html>

Writing a Proposal

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

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.

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.

<https://timjulian.wordpress.com/wp-content/uploads/2011/04/cpe-writing-a-proposal-2.pdf>