

A GREAT IDEA!

Dear Head Teacher,

Can you imagine a school with no smiles? A school where happiness has all but disappeared? A school where pupils are not performing to their best of their abilities? I'm sure you will agree that exercise is the key to academic success, but Primary 7 have decided that a more impactful change is needed to not only improve pupils learning but to also enhance our mental wellbeing. Our solution is a social enterprise called, 'Walk & Talk'. It will transform our sleepy students into positive pupils. We propose that every Wednesday lunchtime, pupils can pay to go for a walk around the local area, this, while providing exercise and fresh air will also encourage people to talk as they walk. Talk about their thoughts, their problems and their worries. Put simply, it's a great opportunity for a natter away from the restraints of the school environment.

Sapped of energy, drained and tired, many pupils feel dreadful by lunchtime because they are practically chained to their desks, working in total silence and stressed beyond belief. It is therefore imperative that we have this one hour's physical activity to de-stress and unwind. Once back in the classroom, pupils will feel like a weight has been lifted off their shoulders and be ready and raring like a sprinter off the starting block to get back to work. I know that after gym on a Monday, I'm ready to do my best work.

We have no doubt you should support us with our social enterprise, considering that 60% of the whole nation is deemed obese, therefore it is likely around 150 pupils in our very school statistically should be obese, which gives us huge cause for concern. Perhaps even more concerning, however, is that for every 10 children in Scotland, one will suffer from a mental illness. Shocking! What can we do to help?

We are asking you for an investment to enable us to get our social enterprise off the ground and running. As part of our Risk Assessment we have identified that we require high visibility jackets for everyone who takes part. At a cost of £2 per jacket, we would require an initial investment of £100 to purchase 50 jackets. A small price to pay for such a great enterprise, we hope you agree. We plan to use our profit to pay back your investment and further develop our social enterprise.

Yours sincerely,

Josh Littlewood
Managing Director at Walk & Talk

Power of 3

Emotive language

Rhetorical question

Statistics

Use real life examples

Alliteration and other descriptive techniques

Details, details, details

Exaggeration