

Geography

Write a letter with recommendations for greater sustainability to my local MP.

Lesson 10 of 10

Miss Reid



What are the features of a persuasive letter?

13 May Lane,
Wandsworth,
SE10 1PQ
9th July 2020

| Organisational Features | Persuasive language |
|---------------------------------------|---|
| Your address | <p>I am writing to... In my opinion...</p> <p>Did you know...? Were you aware that? I am sure that... It is widely agreed that... Surely you agree that...</p> <p>As you can see... Without a doubt...</p> |
| Recipient's address | |
| Dear... | |
| Paragraphs (Introduction/ Conclusion) | |
| Yours sincerely, | |

4 Beachy Way,
Dorset,
D5 4RF

Dear Mr Haynes,

I am writing to inform you that I will not be attending this year's annual beach olympics celebration, because I do not believe that dogs without leads should be allowed on the beach.

I am sure that you will agree that while most dogs are well trained and perfectly friendly, there are some dogs that cannot be trusted when small children are around. In fact, just last year, at the same event, a small child was bitten by a dog, which was off of its lead. Do you think that this is acceptable?

In addition, there will be many people enjoying picnic lunches on the beach this year and it is not hygienic to have dogs off of their leads while people are eating. What if a dog were to lick someone's lunch while they were not looking?

For these reasons, I hope you will reconsider allowing dog owners to let their dogs off of their leads during this event.

Yours sincerely,

Jimmy Rhodes



Introduction

| Paragraph | Notes | Key questions |
|--------------|--|--|
| Introduction | <ul style="list-style-type: none">- Want to live in a more sustainable community- Sustainability is using resources that are good for people, the environment and the economy both in the present and the future- MPs have the power to make changes | <p>What is the purpose of this letter?</p> <p>What does sustainability mean and why is this such an important issue?</p> <p>Why are you writing to your MP specifically?</p> |



Case Study 1 - Curitiba

| Paragraph | Key points | Key questions |
|-------------------------|---|---|
| Case Study 1 - Curitiba | <p>Bi-articulated buses</p> <ul style="list-style-type: none">- 270 people per bus- cheap- Dedicated bus lanes <p>Pedestrianised street</p> <ul style="list-style-type: none">- Reduced traffic- Safer roads | <p>What measures has Curitiba taken to become a more sustainable city? What can your MP learn from this city's practices?</p> |



Case Study 2 - Freiburg

| Paragraph | Key points | Key questions |
|-------------------------|--|---|
| Case Study 2 - Freiburg | <ul style="list-style-type: none">- Food waste is recycled and used to make more energy- People use items that are better for the environment, such as disposable nappies- Trams create less pollution and are a cheap way to travel- Lots of vegetation and trees: good for health | <p>What measures have Freiburg taken to become a more sustainable city?</p> <p>What can your MP learn from this city's practices?</p> |



Recommendation for your local MP

| Paragraph | Notes | Key questions |
|----------------------------------|--|---|
| Recommendation for your local MP | <ul style="list-style-type: none">- Trains, buses, overground, bicycle, car, taxi- Lots of small greens, a common and a park- Mixed recycling, food waste and household waste- More vegetation, such as green roofs on houses/flats | <p>What public transport links do you have access to?</p> <p>What green spaces do you have access to?</p> <p>What waste can currently be recycled in your area?</p> <p>What recommendation will you give your MP?</p> |



Conclusion

- a. Now you have listened to my suggestion, it is time for you to take action and help to make our area more sustainable.
- b. As you can see, the time has come to take action and make sustainable choices for our local environment and the community as a whole.
- c. Without a doubt there is no time to waste. We need to make more sustainable choices, starting now.

