



# Cycle to School Week

## Letter writing

### Objective

Use persuasive writing to design and write a letter to the Prime Minister highlighting the importance of being able to cycle to school.

### Activity outline

Pupils discuss the key topics that could be included in the letter.  
For example:

- Cycling is good for the environment
- To encourage as many pupils to cycle to school, for daily journeys, or for leisure with their family
- Cycle storage in school would encourage more pupils to cycle to school
- Hold a 'Cycling day at school' to share how important cycling is for our environment & health

Encourage pupils to use the persuasive writing checklist to help them write their letter to the Prime Minister.

Please send your pupils letters to  
[cycletoschoolweek@gmail.com](mailto:cycletoschoolweek@gmail.com)

### Extension

Get pupils to fill out the 'If I were Prime Minister' activity.

### Inspired by:

This learning resource is brought to you by the Bikeability Trust. If you're taking part in Cycle to School Week from 25 to 29 September 2023, don't forget to make a pledge with them for your chance to win! Visit [www.bikeability.org.uk/cycletoschoolweek](http://www.bikeability.org.uk/cycletoschoolweek) to find out more.



**Time needed:**  
30 minutes



**Resources needed:**  
Persuasive writing checklist  
(1 per pupil)



**Solo/group activity:**  
Solo



### Curriculum links

English: persuasive language (Eng)

Language and literacy. Communication (NI)

English literacy (Scot)

Welsh Curriculum Areas of Learning and Experience: Languages, literacy and communication





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## Persuasive writing checklist

- Is it clear who your audience is?
- Does your title have a strong message? You need to hook the reader in! Maybe choose your title once you have written your piece – something great may come up as you write.
- Have you included reasons for the reader to support your viewpoint?
- Have you researched and shared facts and evidence to support your reasons?
- You may want to use some rhetorical questions towards the end of your writing.
- Use a strong closing statement to summarise your argument.



*If I were Prime Minister I would...*