

Article & Report Writing Frame

English **Level 2 Writing** Structure templates · planning grids · two exam-style tasks · self-marking checklist

Article vs report – the difference examiners look for

	Article	Report
Purpose	Inform, entertain or persuade a general readership	Inform a specific person or group so they can make a decision
Format	Headline, optional strapline, byline, opening hook, paragraphs, possible subheadings, strong closing line	Title, To / From / Date, Introduction, subheadings (findings), Conclusion, Recommendations
Tone	Lively, can use direct address, rhetorical questions, humour	Neutral, factual, impersonal ("It was found that...")
Common mistake	Writing a report with a headline stuck on top	Giving opinions in the findings instead of saving them for the recommendations

Article template

Catchy headline – alliteration, a question or a pun

Strapline: one sentence that sums up the angle

By [your name]

Para 1 – hook the reader: a surprising fact, a question or a short scene. Say what the article is about.

Para 2 – first main point + example or detail.

Para 3 – second main point + example. Consider a subheading here.

Para 4 – a different view, or the "but" – then answer it.

Para 5 – closing: return to the hook, give a call to action or a memorable final line.

Report template

Report on [subject]

To: [name/role] From: [your name/role] Date: [date]

Introduction – *why the report was written and how the information was gathered.*

Findings – [subheading 1] – *facts, figures, what people said.*

Findings – [subheading 2]

Conclusion – *what the findings add up to, in two or three sentences.*

Recommendations – *numbered, specific, realistic actions.*

Task A – Article

Your local community centre publishes a monthly newsletter. The editor has asked for articles on the theme "Why I'm glad I gave it a go".

Write an article for the newsletter about an activity, course or hobby you tried and why others should try it too. Suggested word count: 250–300 words. **(27 marks)**

Headline + strapline

Hook (para 1)

Point 1 + example

Point 2 + example

The "but" + answer

Closing line / call to action

Task B – Report

You work at a supermarket. Your manager has noticed more customer complaints in the last month and has asked you to look into it. You have spoken to colleagues and checked the complaints book. You found: long queues at the self-service tills between 5 and 7 p.m.; the bakery section is often empty by 6 p.m.; two complaints about staff being unable to answer questions about the loyalty app.

Write a report for your manager. Describe what you found and recommend what should be done. **(27 marks)**

Title / To / From / Date

Introduction – why + how

Finding 1 (queues)

Finding 2 (bakery)

Finding 3 (app)

Conclusion + 3
recommendations

Self-marking checklist

- | | |
|---|---|
| <ul style="list-style-type: none"> ☐ Article: headline, strapline/byline, hook, 4–5 paragraphs, strong ending ☐ Article: at least two language features (rhetorical question, triple, direct address...) ☐ Report: title, To/From/Date, Introduction, subheadings, Conclusion, Recommendations ☐ Report: findings are facts; opinions only in recommendations ☐ Every bullet in the task is covered | <ul style="list-style-type: none"> ☐ Specific details invented where needed (names, times, numbers) – examiners reward detail ☐ Paragraphs each have one clear job ☐ Connectives: firstly, in addition, however, as a result, finally ☐ Within the suggested word count ☐ Final SPaG check: apostrophes, capitals, full stops, homophones |
|---|---|

Write your answer here (choose Task A or Task B)

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.

Model answer – Task B report

Written at a secure Level 2 pass standard – 262 words

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Report on the increase in customer complaints – Brookford Store

To: Sandra Lewis, Store Manager From: Tomasz Nowak, Customer Service Assistant Date: 19 September 2026

Introduction

This report examines why customer complaints rose during August. I reviewed all 31 entries in the complaints book and spoke to nine colleagues across the tills, bakery and customer service desk.

Findings: self-service tills

Fourteen of the complaints concerned queues at the self-service tills between 5 p.m. and 7 p.m. Colleagues confirmed that only one member of staff supervises eight machines at this time, so customers wait for help with age checks and unexpected-item errors.

Findings: bakery

Eleven complaints stated that bread and rolls had sold out by 6 p.m. The bakery currently finishes its final bake at 2 p.m., although evening footfall has increased since the new housing estate opened.

Findings: loyalty app

Two customers complained that staff could not explain how to link a receipt to the app. Colleagues told me they have not received any training on the app since it launched in June.

Conclusion

Most complaints are caused by staffing and stock decisions that no longer match the store's busier evening trade, rather than by individual staff behaviour.

Recommendations

1. Add a second supervisor to the self-service tills from 5 p.m. to 7 p.m.
2. Move the final bakery bake to 4 p.m. on weekdays for a four-week trial.
3. Provide a 20-minute loyalty-app briefing for all front-line staff before the end of October.

Why this scores well

- **Format:** every expected section is present and labelled; To/From/Date included.
- **Communication:** each finding uses a number and explains the *cause*, not just the complaint; recommendations are specific, numbered and realistic.
- **Tone:** impersonal and factual ("Colleagues confirmed", "Eleven complaints stated") – no "I think".
- **SPaG:** consistent past tense in findings, present tense in recommendations; correct capital letters for names and months.