

Leaflet – Exam-Style Writing Tasks

English

Level 2 Writing

Two exam-style tasks · planning grid · mark scheme · model answer with examiner notes

Know the format: a leaflet or information sheet

Layout: a main heading (the event or topic) → a strapline (one line that sums up the appeal) → short introductory paragraph → **subheadings** for each type of information (What's on · When and where · Cost · How to book · Contact) → **bullet points** under them → a text box or 'Did you know?' fact → a clear call to action at the end.

Tone: depends on the audience – warm and persuasive for a community leaflet, clear and neutral for a workplace information sheet. Direct address ('you', 'your') works in both.

You cannot draw pictures in the exam – but you can write *[Photo: children at last year's fun day]* to show where an image would go, and it counts as a layout feature.

Useful phrases

- Looking for...? Join...
- What's on · How much? · Getting here · How to book
- Did you know...?
- Every pound goes straight to...
- Bring the family, bring..., bring...
- [Photo: ...]
- Want to help? Email... or drop in to...
- Places are limited – book by...

Task 1 – exam-style (Pearson layout)

Task 1

21 marks · about 35 minutes

Information

Your community centre is holding a **Family Fun Day** on Saturday 18 October from 11 am to 4 pm to raise money for a new playground. There will be stalls, games, food, live music and a raffle. Entry is £2 for adults and free for children. The organisers want a leaflet to deliver to every house in the area.

Writing task

Write a leaflet to advertise the Family Fun Day.

In your writing, you should:

- give information about what is happening, when and where
- persuade people to come
- explain how the money raised will be used

You should aim to write about **250 to 300** words.

(21 marks)

Plan first (5 minutes)

Heading + strapline

Intro: what, when, where in 2 sentences

Subheading: What's on (bullets)

Subheading: Cost / how to get there

Text box: where the money goes

Call to action

Write your answer

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

Task 2 – exam-style (Highfield layout)

Task 2

27 marks · about 30 minutes

Information

Your employer is introducing a new recycling system in the office next month. The facilities manager has asked you to write an information sheet for staff explaining the new system.

You make these notes: 4 bins – paper, plastics/cans, food, general · colours: blue, green, brown, black · starts Monday 6 October · no bins under desks any more · why: cut waste costs £4,000/yr, council target · questions to facilities desk

Writing task

Write an information sheet for staff about the new recycling system.

In your writing, you should:

- explain what the new system is and when it starts
- explain why it is being introduced
- tell staff what they need to do

You should aim to write about **200 to 250** words.

(27 marks)

Write your answer

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

Leaflet – Exam-Style Writing Tasks – Mark Scheme and Model Answer

How the examiner marks it, what a full-marks answer must include, and a model answer at a secure Level 2 pass standard.

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How writing tasks are marked

Marks	Composition (what the examiner looks for) – Grid A	Spelling, punctuation and grammar – Grid B
Top band 9–12 (Task 1) 7–9 (Task 2)	Ideas are consistently clear, with detail used <i>effectively</i> for the purpose and audience, at the right length. Format and structure are right for the text type; paragraphs are used effectively and the writing is held together with organisational markers. A range of sentence types, including complex sentences, used accurately. Language and register suit the audience, with a wide, well-chosen vocabulary.	Top: spelling of everyday and specialist words is accurate; a range of punctuation is used correctly and for effect; grammar is consistently accurate, including tense and subject–verb agreement.
Middle band 5–8 / 4–6	Ideas are reasonably clear with an appropriate level of detail. Format and structure are appropriate; paragraphs generally accurate; cohesion mostly maintained. Range of sentences with general accuracy. Wide vocabulary appropriate to purpose and audience.	Middle: mostly accurate spelling with some errors in harder words; sentence punctuation mostly accurate; grammar generally correct.
Lower band 1–4 / 1–3	Straightforward ideas with some clarity. Some use of appropriate format, paragraphs and cohesion. Some range of sentences with some accuracy. Some appropriate vocabulary.	Lower: errors in spelling and punctuation that sometimes affect clarity; limited or inconsistent grammatical control.

Based on the published Pearson Edexcel Level 2 writing grids (Task 1 = 21 marks: 12 composition + 9 SPaG; Task 2 = 15 marks: 9 + 6). Highfield, City & Guilds and NCFE mark the same strands with different totals (e.g. 27 per task).

Indicative content – what a full answer to Task 1 must cover

- Key information clearly presented: date, time, place, what is on, cost, how to get there or contact details
- Persuasive language aimed at families: direct address, rule of three, rhetorical question, an appealing description of the activities
- A clear explanation of the cause: what the playground will provide, how much is needed, what has been raised so far

- Leaflet conventions: heading, strapline, subheadings, bullet points, a text box or fact, a call to action, indicated images

The examiner's list is "not prescriptive" – any relevant, developed ideas score – but every bullet point in the task must be addressed.

Model answer – Task 1 (296 words)

Brookford Family Fun Day

Games, music and food – and every pound builds our new playground [heading + strapline]

Saturday 18 October · 11 am – 4 pm · Brookford Community Centre, Mill Lane [key facts up front, bold]

Looking for something to do with the children this half-term that will not cost a fortune? Join hundreds of your neighbours for a day of old-fashioned fun – and help us replace the playground that has been closed since March. [rhetorical question + direct address; purpose stated]

What's on

- Over 30 stalls: crafts, cakes, books, plants and a bric-a-brac sale
- Games for all ages – tombola, hook-a-duck, penalty shoot-out, tug of war at 2 pm
- Live music from local bands all afternoon
- Hot food, ice cream and a tea tent run by the Women's Institute
- Grand raffle at 3.30 pm – first prize a family weekend break

[subheading + bullets: scannable, specific]

How much?

- Adults £2 · Children FREE
- Most games 50p – £1
- Raffle tickets £1 each or six for £5

Getting here

- Number 14 and 22 buses stop outside
- Free parking at the primary school (two minutes' walk)
- Step-free access throughout

Where your money goes. The old playground was closed in March after a safety inspection. A new one – with a toddler zone, a climbing frame and an accessible roundabout – will cost £28,000. We have raised £11,400 so far. Every pound from the Fun Day goes straight to the playground fund, and the council will match the first £15,000 we raise. [text box; bullet 3 with figures]

[Photo: children on the climbing frame at the 2023 Fun Day] [indicated image]

Bring the family, bring your neighbours, bring your change – and help us build it.

Want to run a stall or volunteer for an hour? Email the community centre or drop in to reception.

[call to action: rule of three + how to get involved]

Why this scores in the top band

- The layout does the work: heading, strapline, bold key facts, three subheadings with bullet points, a text box and an indicated photo – every organisational feature the examiner is looking for.

- It still contains real sentences and persuasive language – the rhetorical question, direct address, 'old-fashioned fun', the rule-of-three close – so the language strand scores too.
- Bullet 3 is handled in the text box with specific figures (£28,000, £11,400, match-funding), which turns a vague 'good cause' into a reason to come.
- Information is complete: date, time, venue, cost, transport, access, how to volunteer.
- Nothing is over-written – bullet points are short, and the word count is spent on the persuasive parts.

Where Level 2 students lose marks on this text type

- Writing three paragraphs with no headings, bullets or boxes – it will be marked as an article, not a leaflet.
- Leaving out basic information (the date, the venue, the cost) because it feels obvious.
- All bullet points and no sentences – a leaflet still needs persuasive writing for the language marks.
- Forgetting the call to action. A leaflet exists to make the reader do something.