

- **Authentic purpose and audience – leading to a motivation to talk/write**
- **Clear outcomes**
- **Clear pedagogy**
- **Creating opportunities to open up different genres/text types from the one experience**
- **Active engagement from the learner**
- **Talk for writing is extremely important throughout**
- **Immersing them in the experience/transforming the environment**
- **Involve outside services where possible**
- **Modelled writing process**
- **Supported by Head/senior managers**
- **Begin with good teachers with strong subject knowledge – who can launch it strongly in school**
- **Link to VAK**
- **Robust method of capturing ideas – linked to pedagogy**
- **Drama and speaking and listening activities**
- **Clear understanding of the writing process/understanding of teaching and learning**
- **Sensitivity to children's fears and emotional literacy – don't go over the top**
- **It's not about lying – it's suspending belief**
- **Look for opportunities to make strong cross-curricular links**
- **Teachers can create 'experiences' in their broadest sense – can also be real i.e. could be based on a real school need...design a new playground**