Dear Oliver Dowden, Jo Stevens and INSERT LOCAL MP NAME,

I write to you as a parent, as my child is a member of the INSERT CLUB NAME sports club, based in the INSERT CONSTITUENCY HERE constituency. The purpose of the email is to ask for the Department for Digital, Culture, Media and Sport (DCMS) to take action regarding the sport of cheerleading.

As with all sports, our child’s training was suspended in March due to the Covid-19 outbreak. The National Governing Body (SportCheer England) subsequently submitted a Return to Play Guidance Document. We understand this document was sent to DCMS on 19th July. The governing body are still awaiting approval of this document and I would therefore ask that this is actioned more quickly.

As a parent, the sport is very important to my child as INSERT/DELETE/EDIT AS APPROPRIATE

1. working within a team and learning new skills has completely changed his/her attitude. I genuinely feel this gives him/her critical social skills needed.
2. cheer training helps with building team work, trust and collaboration amongst peers.
3. working towards a cheer routine is great for his/her mental wellbeing. The focus that cheer provides has been a huge factor for gaining confidence, self-belief and pride, especially when walking on to the mat to perform at competition with his/her team.
4. it is his/her main form of exercise. Exercise amongst young people should be actively encouraged, to reduce childhood obesity and reduce the strain on the NHS. It is hard to fathom how adults can visit a pub in a group of six whilst children cannot participate in their sport, even in small groups.

Prior to my child starting this sport, I had very little knowledge of cheerleading and I would assume this is the case for many Members of Parliament. However, having learned so much about its importance to my child and other young people, I would ask you to act now.

2020 has been a year unlike any other. It has challenged us, and it has robbed our children of the moments, memories and milestones they have looked forward to since joining their sport.

But it also revealed the true character and spirit of the cheer industry.  It brought us together. Cheerleading kept smiles on my child’s face. Teams supported one other through disappointment and fear. Parents leaned on each other to support our children and navigate this new normal. It showed how their teams and programs are vital to the youth.

If I ever had any doubt of the role sport plays in young people's lives or the significance of cheerleading to their well being - I now know just how important it is for my child and others. I urge the DCMS to restore privileges to our sport in line with other traditional athletic activities.

Yours sincerely,

YOUR NAME HERE