

Plain English

Action for plain English

December 2011

Our guest speaker

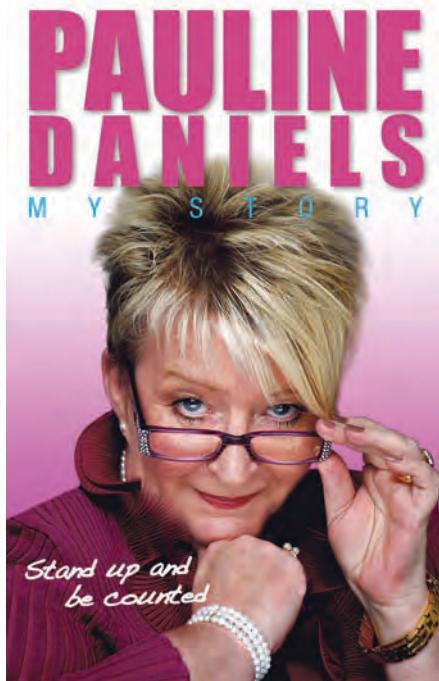
Birkenhead-born Pauline Daniels made her name as Britain's best female stand-up comedian, noted for her spot-on comic timing.

Peter Grant, Liverpool journalist and writer of Pauline's biography, marvels at her effortless communication with her audience.

Pauline is frequently involved in raising funds for worthy causes, on several occasions playing Shirley Valentine in aid of charities.

She proudly pronounced during last year's Capital of Culture celebrations, "Look out World, we are on the up. We are brimming with culture, but we have something no other city has ... Scousers". Scousers she describes as "friendly, helpful, funny – and bloody good at football".

Plain English Campaign are honoured that Pauline has given her time to support us at this year's awards and share her love of plain talking with our audience.



Pauline's biography available now.

100,000 plain English names for action

UK Plain Language Act

The Campaign has recently launched an 'e-petition' to persuade the Government to pass a Plain Language Act for the UK.

If passed into law, this would make public bodies use language in their documents which the public can understand and use.

This would be a great leap forward and shows, once again, that the Campaign is at the forefront of demands for crystal-clear communication of public information.

Be an important one in 100,000 – add your name to the e-petition at <http://epetitions.direct.gov.uk/petitions/17809>



Addressing down

A letter correctly addressed to the Plain English Campaign office was wrongly delivered. It eventually arrived at its intended destination with this message on the back of the envelope.

"Notwithstanding his usual exemplary service, the deliverer of Her Majesty's mail has seen fit to insert said envelope into my portal opening constructed for this purpose, albeit the obvious misrepresentation of residence. Felicitations of a personal nature. In other words, "not known here".

Sent to the Manchester Evening News and published in Readers' Digest August 1999

Plain English Campaign - working for clearer communication

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Peter's perfectly plain training

Peter Rodney (pictured right) is the legislative draftsman for and legal adviser to the Government of Gibraltar, and a plain English trainer for legal professionals

Peter is an English barrister by accident. He wanted to read English at University but there was only room for him to read law.

After a while in private practice he developed a wife and a mortgage and so, seeking a more regular income, joined the Lord Chancellor's Department (now the Ministry of Justice).

Because he speaks French and German he was put in the international job and soon learned that you can be regarded as an expert on EU law if you speak the correct jargon. It was while at the EFTA Court, which operates entirely in English but without any native English speakers, that he first got involved with Plain English Campaign (PEC).

Keen to discover whether the Campaign could help the Court in its use of English, he cold-called from Geneva and received the ultimate accolade from Chrissie to the effect that he spoke very good English.

One thing led to another and he has been associated with Plain English Campaign for nearly twenty years. Among his achievements are:

- Providing the first major legal editing done on a British Aerospace asset management lease. This resulted in a rise in sales for the organization because of the clarity of language for businesses with English as a second language.
- Negotiating the acceptance of our Plain English courses as part of the Law Society approved courses for continuing professional development.
- Acting as a leading force in the establishing of a US office for PEC in Miami.
- Creating a training course for court staff.
- Providing intense legal advice for the edit of the Nat West Memorandum of association.



Lady Justice Hallett calls for plain evidence

Supporters of plain English have noted that the ability of people caught up in traumatic events to understand the response of government and the law, and to feel fairly treated, is seriously affected by the success, or failure, of plain English.

Lady Justice Hallett (pictured right) came in for high praise from many sources for the way she conducted, and managed, communication during the inquest into the 7/7 bombings, concluded earlier this year.

In addition to successfully resisting the Home Secretary's attempts to have some evidence heard in private, thereby allowing the bereaved and survivors to hear the fullest possible explanation of the tragedy, she



ensured, as one Guardian editorial noted, that survivors, 'often helped by their lawyers... described their devastating experiences, often revealing a quite indomitable human spirit'. Hallett's own use of plain language played a strong supporting

role and is widely credited with lending both dignity and humanity to the proceedings.

'You are amazing, you sound amazing, you look amazing,' was one typical comment.

'What has turned this from a moving but potentially voyeuristic experience has been the humanity of the response of Lady Justice Hallett,' the editorial continued.

In fact, type 'Lady Justice Hallett praise' in to Google's search engine, and 6,390 hits come up.

That should be a striking statistic for any professional wondering what the principles of plain English might deliver for lawyers and the law.

Taken from The Law Society Gazette article, 'Plain English and legal advice are essential bedfellows' - June 2011. By kind permission of Eduardo Reyes

The fog of weatherese

Reproduced courtesy of Paul Danon, Plain English Campaign's very own weatherman.

Critique of a written forecast

Extracts from his Weatherese blog – <https://sites.google.com/site/weatherese/critique-of-a-written-forecast> – in which Paul aims to:

- point out to forecasters that their work is largely wasted because we can't understand them; and
- show them how to get it right.

On Tuesday 1 March 2011 the Met Office website carried a forecast for the UK for the following day. It was captioned "Updated: 1729 on Tue 1 Mar 2011" and it read as follows: "Wednesday: Generally cloudy, with outbreaks of rain spreading across northwestern Scotland. However some sunshine may develop particularly across southern England. Remaining windy in the far southeast but easing in the northwest." These 31 words strike me as typical of forecasting language and I expect that most readers would not find them out of the ordinary or objectionable. On examination, though, they prove to be unsatisfactory.

Generally cloudy

"Generally", along with "mainly", is widely used in forecasting and, while appearing meaningful, it is quite opaque. In this case, it is unclear whether "generally" means "in most places" or "for most of the time" or both of those. I have a hunch, however, about this word. It is not being used in an idiomatic way but in a weatherese way to mean "in those areas which I am not going to mention in the rest of this forecast". If it does, it could be very helpful. The trouble is that, to most people, saying "generally" equates to saying "I cannot or will not be precise". If, as I suspect, "generally" means "in all regions except those which I shall mention", then the forecast is much better than one might think. The forecast might actually be saying that it will be cloudy throughout Wales, southern Scotland, northern England and the Midlands. It could further mean that it will not rain in any of those areas, which, for most people, is the key information they want. I wish I knew, though. "Generally cloudy" is about as informative and interesting as saying "British

weather" to someone, yet it could speak volumes.

Conclusion

These apparently innocuous and seemingly explicit 31 words pose more questions than they answer. People in Wales, Yorkshire, Belfast and Birmingham will have received no information which seems to relate to them, except perhaps for the "generally cloudy" at the beginning, which can easily pass them by. It is, after all, generally cloudy on many if not most winter-days in the UK. It's as striking and meaningful as saying in August that it will be generally warm. That is scarcely a forecast but more of a description of the British climate."

With more nominations received this year for the Met Office, Plain English Campaign agrees with Paul that weather forecasts can, and should, be written more clearly. But that doesn't mean to say that we want to be overloaded with more detailed, technical information. As Paul suggests, let's start with losing the 'weatherese' (like "across", "outbreaks" and "easing").

Crystal-clear Crockart rises to the challenge

Mike Crockart Liberal Democrat MP for Edinburgh West talks about the need for clarity

All too often people forget that effective communication is about getting to the point. In politics we are guilty of slipping into jargon or tip-toeing around a subject so that we say a lot whilst actually communicating nothing at all.

But relationships depend on communication, and unclear writing creates a barrier. This is true in our personal lives, in business and in government. In government the potential for confusion and

misunderstanding is enormous because the audience is so large. But we must remember that even the most complicated policies or the toughest decisions can be explained in a few straightforward words.

Simplicity and clarity should not be overlooked in favour of big words and people need to be clear about the decisions they are making which is why English, whether on government forms or bank statements, should be functional, not flowery.
yours plainly

Mike Crockart



Welcome to you

Now you all know that Winston Churchill and I both prefer the short words to the long ones. But today the word 'welcome' just isn't big enough to express how I feel to be here in my home town of Liverpool.

The love I feel for this city and all the people who have supported our campaigning, has been a big help

keeping me going all these years

I am so proud of all that we have overcome and achieved, knowing that our friends have been with us every step of the way. I cannot thank you all enough, but I say 'welcome' with the warmest hug I can.

Love Chrissie



Pause for plain poets

It's the same old me you know! by Jeanette Dooley, Woolton

Since I got the cancer, everyone has changed

I'm spoken to in quiet tones, and worse, when out of earshot, whispers I hear about me!

How is she?

How's she coping?

What do the doctors think?

Look, you reader, it's still the same old me,

The me who sat you on my knee,

The me you worked with all those years,

The me the professional with a degree, The me who went on holiday

The me who even learned to ski

Yes that me, I am still here,

This cancer, it does not define me,

Don't look at me with those worried sad eyes, yes I can still laugh, share a joke

Yes I can talk on every topic, we used to argue my husband and me, about everything on the news on TV

We used to put the world to rights,

Now, all he can say is, "would you like a cup of tea."

My friends when they visit, bring me fruit ,and invalid food, I hate it you know, but I don't like to be rude.

They look at me different, like as if I'm already wearing a shroud,

Speaking so softly, like I would just die if they spoke too loud,

Ohh, for the chance to go out for a dance,

To meet up in town, ooh just go on, just ask, please give me that chance.

The chance to be me, to wear my best clothes,

The chance to share our worries and fears,

The chance to laugh out loud, till we are both in tears.

The chance to just be us me and you as we always were,

Just like the cancer was never ever there.

The time may come, as this illness goes on,

When I can't do these things

Because I'm too far gone,

But until that day comes,

Be the same old you, the us, the we,

Don't let the cancer control you, I am still the same old girl,

Eyes like diamonds, lips like pearls, I can still wear my hair in curls,

So, listen, don't let the cancer define me,

Let us carry on, in defiance, let us carry on as always.

The Pause for Hope Poetry competition, now in its second year, goes from strength to strength.

Liverpool Echo Editor Alastair Machray says, "We have received many moving entries from people who have been touched by cancer.

"Last year the range and scope of poems written by Liverpool Echo readers said it all. This year the entries have reflected it all again."

Chrissie says, "At times of crisis or great emotion, the words that make the most impact are usually those familiar plain English words, whether we need clear information or comfort."

Liverpool Echo has been awarded Plain English Campaign's Business Communicator Award 2011.



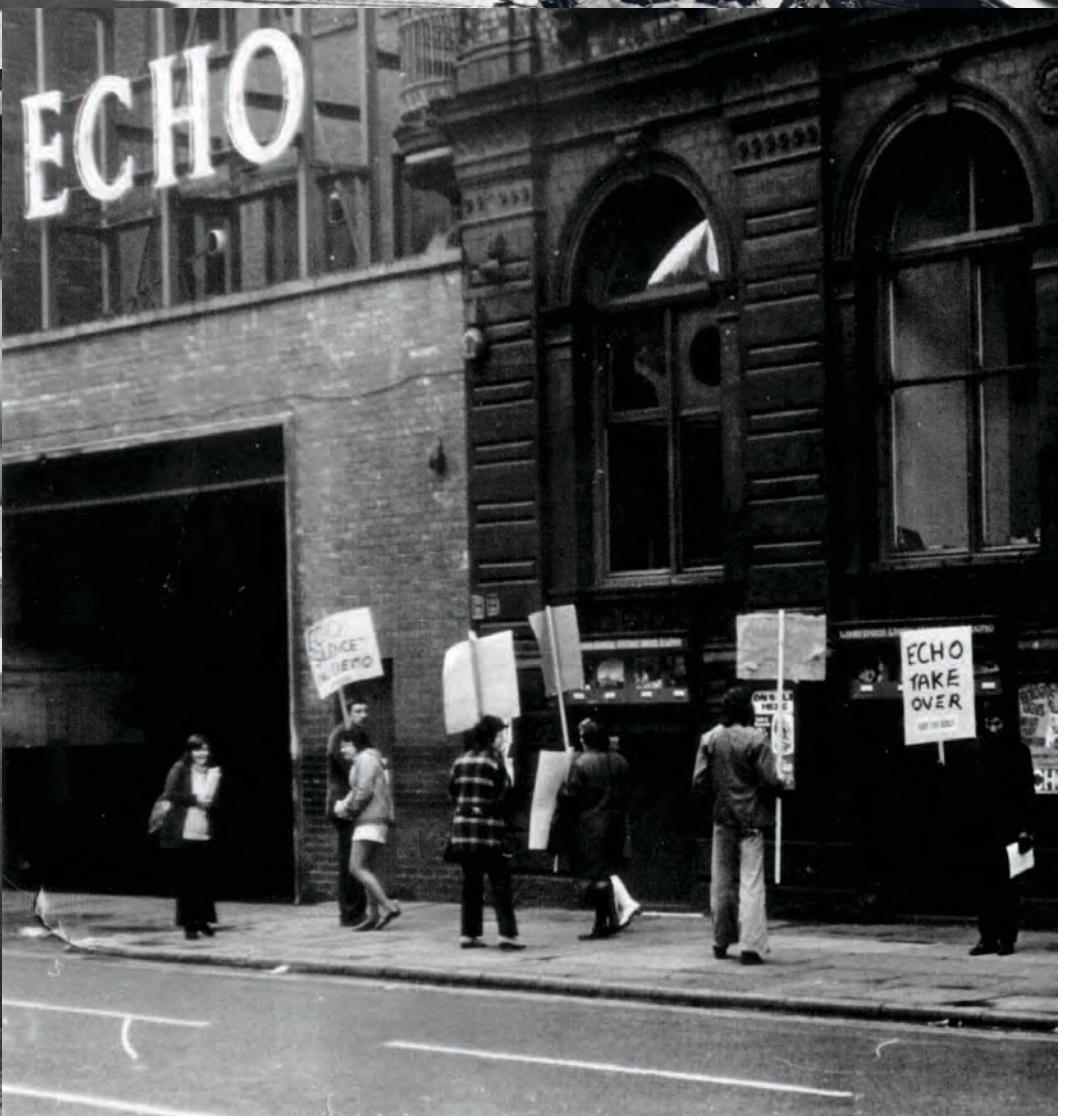
Poetry competition winners Joe Kelsall and Jeanette Dooley

Read More <http://www.liverpoolecho.co.uk/liverpool-news/in-the-mix/2011/09/20/pause-for-hope-poetry-competition-the-shortlist-and-winners-100252-29450371/#ixzz1ei8hS8Sf>

Plain English Campaign

32nd annual awards

Liverpool -
the roots of plain
English!



Annual award winners 2011

The awards ceremony promises to be a memorable event, with Chrissie returning to her hometown to celebrate the 32nd National Plain English Day at the invitation of venue manager, Jon Keats, at The Cavern in Liverpool.

Our guest speaker, Pauline Daniels is known to most as Britain's No1 stand-up comedienne with spot-on comic timing but she is also an ardent supporter of Liverpool and all things 'Scouse'.

That's good news for Plain English Campaign which like, Pauline, has

made a life of communicating with the public in a way that gets to the point, and to the heart of the matter – with a good laugh along the way.

We are honoured to have Pauline and Chrissie present the awards to these worthy winners, nominated by the people. We are honoured to have Pauline and Chrissie present the awards to these worthy winners, nominated by the people.

As two women who found the confidence to stand up in front of many, they applaud those individuals who



speak out against poor communications. These awards would not exist without the voice of everyone who supports plain English.

Plain English Diploma

Janet Graham-Russell
Newcastle City Council

Sarah Parker
Chichester District Council

Andrew Butterfield
West Yorkshire Pension Fund

Wendy Clayton
Cabinet Office

Elaine Park
Criminal Injuries
Compensation Authority

Gillian Allan
Audit Scotland

Rachel McNulty
Islington Council

Thomas Atkinson
Formerly of Hackney Council

Plain English Media

Best National Newspaper
First News Children's
Newspaper

Best Regional Newspaper
Scottie Press

Best National Television
BBC One Show – Gyles
Brandreth

Best Regional Television
ITV Signpost – Tyne Tees

Best National Radio
Talksport – Keys and Gray

Best Regional Radio
BBC Radio Scotland – 'Call
Kaye'

International Award
China Daily – business news

Plain English Russell Hobbs

Vacuum cleaner instructions

Nominated by: Tina Bicat

Life in Palestine

Children of War – guide for carers

Nominated by: Rachael Milling

Breakthrough Breast Cancer

Touch Look Check leaflet

Nominated by: anonymous.

NHS Bowel Cancer Screening Programme

Bowel Screening test kit instructions

Nominated by: Malcolm Mercer

Lynn Dainton

Australian Centrelink benefit form edit

Nominated by: Lynn Dainton.

Pendle Council

Range of council communications

Nominated by: Claire Tulloch

Oakam retail financial services

Customer Charter

Nominated by: Melissa Donnelly

The Prostate Cancer Charity

Information booklets

Nominated by: Debbie Clayton

Liverpool Housing Trust 'Hat Trick'

Rent and services charges explained

Nominated by: Nicole Williams

Joint partnership – Radical Services, Partners-in-care,

Peebles Care

Young people's handbook

Nominated by: Olivia Doherty

The Campaign celebrates 40 years of plain English at The Cavern

The Campaign's Roots

Forty years ago, in 1971, Chrissie Maher was frustrated by bureaucracy. She was a mother of four children and had to complete forms from Liverpool City Council which were much too complicated and difficult to understand. Those forms were full of jargon, legalese and gobbledegook and were misleading in many ways. As a result many families were denied welfare benefits they were entitled to. So Chrissie decided to do something. She founded the "Tuebrook Bugle", the UK's first community newspaper.

The Bugle was written in plain English and gave advice about completing benefit forms. In the Bugle, Chrissie campaigned for the use of plain English by Liverpool City Council. Eventually the Council gave in and Chrissie worked with them to simplify the forms so that she and other people could understand the information more easily.

The seeds of the Plain English Campaign were sown at this time. Little did Chrissie know that her actions would eventually lead to a revolution.

Back then, the public were expected to understand complicated information, often written in jargon understood only by insiders. As a result of the revolution led by Chrissie, many public bodies now make information for the public as clear as possible. Their lead has also been followed by thousands of commercial organisations. They have realized that they can not only save money but make even more money by simplifying the complicated jargon they used previously.

Web Award

Mike Crockart MP Edinburgh West

www.mike.crockart.mp.com
Plain English information for constituents of Edinburgh West.

Web Award runners up

Channel 4 Fact Check blog

<http://blogs.channel4.com/factcheck/>
For plain English summaries and investigations of politicians' claims.
Nominated by: anonymous

Jo's Cervical Cancer Trust

www.jostrust.org.uk
For information for patients and carers.
Nominated by: Nadine Howlett

The Cochrane Plain Language Review

www2.cochrane.org/reviews/index.htm
For plain English summaries of healthcare information.
Nominated by: Liz Lesquereux

Web Award runners up *continued*

Traffic Signs and Meanings

www.trafficsignsandmeanings.co.uk
For information about traffic signs in the UK.
Nominated by: anonymous

People's voices

www.peoplesvoices.org.uk
For information about free services for people with disabilities.
Nominated by: Anne Inglis

Plain English Communicator

Sport - Bobby Williamson Manager of Uganda Football Club

For relearning how to speak clear English for the team.

Arts - Gyles Brandreth Presenter and actor

For his ongoing support and promotion of clear communications.

Business - Liverpool Echo newspaper

For their heritage publications and the 'Pause for Hope' reader's poetry competition.

Osborne Memorial

Lady Justice Hallett

For her public outrage at the obstructive language used in court evidence during the 7/7 hearings, and her support for the use of plain English.

Every Body Matters EBM

Sarah Chandler

Who independently took on the Department of Work and Pensions and succeeded in questioning their interpretation of the word 'generally'.

Chrissie Maher Award

Peter Rodney

For his legal expertise and ongoing support to the Campaign.

Pat on the Back

Scottish Government

For their revitalising of plain English in government communications.

A blast of our Golden Bull winners for 2011

Houses of Parliament

Nominated by: Mike Crockett MP.
Edinburgh West.
For their archaic and hampering
parliamentary language.

Met Office

Nominated by: anonymous.
For empowering people to make their
own decisions' by using the technical
systems for the 'probabilities of
precipitation'.

Harrow Council

Nominated by: Barbara Winston.
For their mysterious 'Personalisation
Implementation Team'

British Fencing Association

Nominated by: anonymous.
For their general use of jargon and
governance strategy that 'will innovate
to ensure that we are successful on the
piste'.

Microsoft Azure

Nominated by: Chris Pursey.
For their technical pricing language of
'small hours' and 'extra small hours'
that just does not compute.

JFT Wholesale

Nominated by: Bob Redwood.
For the expressive instructions for their
garden lawn sprinkler that states ' The
spraying of water area is big and even,
also, graceful helicopter sprinkler has
strong ornamental and funny.'

Kick in the Pants Award

Her Majesty's Revenue and Customs (HMRC)

For an unacceptable amount of public
complaints received at Plain English
Campaign.



Bishop of Blackburn

Nominated by: Ken Pocock.
For the Episcopal legalese in a letter
that tells parishioners that their parish
priest in charge may now become
Vicar.

"...AND WHEREAS We have
consented to the said period being so
brought to an end and to the exercise
of such right of presentation NOW
WE HEREBY DECLARE that the said
period shall come to an end on the date
hereof and that the said vacancy in the
said Benefice of Ansdell and Fairhaven
Saint Paul in Our said Diocese of
Blackburn may thereupon be filled..."

Directgov Motoring Website

Nominated by: John Barker-Hahlo.
For this explanation for the upgrading
entitlement for trailers.

"...This means that passing a test for
subcategory C1+E or D1+E upgrades
category B entitlement to B+E. A test
pass for subcategory C1+E upgrades
subcategory D1, if held, to D1+E. But
a test pass for subcategory D1+E
does not upgrade subcategory C1
to C1+E because the trailer size
required for a subcategory D1+E test
is smaller than that required for a
subcategory C1+E test.

Passing a test for category C+E
upgrades category B entitlement to
B+E and also confers entitlement
to subcategory C1 and C1+E and,
if category D or subcategory D1 is
held, these are upgraded to category
D+E or subcategory D1+E. A test
passed for category D+E upgrades
category B and subcategory D1
to category B+E and subcategory
D1+E respectively. But it does not
upgrade category C or subcategory
C1 entitlements because the trailer
size required for a category D+E test
is smaller than that required for a
category C+E or subcategory."



University of Kent

Nominated by: anonymous.
For the first year drama essay
question.

"...there was an early crisis within
the chosen form of modernist
Naturalism... [which] was at once
physically convincing and intellectually
insufficient... [T]here were, in opposite
directions, crucial areas of experience
which the language and behaviour of
the living room could not articulate or
fully interpret.' (Williams, 1989:85)
Analyse why and how ONE of the
following modernist practitioners,
Meyerhold, Artaud or Brecht decided
to address the limitations of Naturalist
theatre.

Office of National Statistics

Nominated by: anonymous.
For the listing of Standard Industrial
Classifications that businesses must
identify on the Companies House
website. For example, 'Activities of
extraterritorial organisations'.

Foot in Mouth Award

Silvio Berlusconi

Former Italian President for almost
unbearable public gaffes such as :
on fidelity in 2006 – "I am pretty
often faithful".
on Obama's election as US
President in 2008 - "Handsome,
young and also suntanned".



A plain English thank you to all our friends

The awards ceremony of 2011 would not have happened without the help of our Plain English supporters. We would particularly like to thank you all.



CIR Gold Splitter vans - courtesy of Rollie, transporter of the stars.



Peter Grant, journalist and writer



Professor Chucklebuty of the Plain English School of Happiness

Our thanks also to:

John Keats - John Lennon tribute act

Garsten Events catering

Tim Hensel photography

Knockout trophies



The Cavern Club, Liverpool

For your reading pleasure during this holiday season . . . : MERRY CHRISTMAS (In Legalese):

Please accept without obligation, express or implied, these best wishes for an environmentally safe, socially responsible, low stress, non-addictive, and gender-neutral celebration of the winter solstice holiday as practiced within the most enjoyable traditions of the religious persuasion of your choice (but with respect for the religious or secular persuasions and/or traditions of others, or for their choice not to practice religious or secular traditions at all) and further for a fiscally successful, personally fulfilling, and medically uncomplicated onset of the generally accepted calendar year (including, but not limited to, the Christian calendar, but not without due respect for the calendars of choice of other cultures). The preceding wishes are extended without regard to the race, creed, age, physical ability, religious faith or lack thereof, choice of computer platform, or sexual preference of the wishee(s).

From Pringle Street to BBC Media City

It's just another day for this grandmother living in the Derbyshire hills. Check the grocery delivery, wave the grandchildren off to school and then a swift trek up the hill to get the blood pumping before setting off for BBC Media City studios. "It's not what I would call retirement by any means, but then I don't recall that ever being mentioned when I started the campaign!"



So what did Plain English get up to in just one year?

2011 started with grey skies for most people and as a self-funded organisation, Plain English Campaign had to weather the storms of the recession along with many other businesses and people. Through the years, Chrissie has stood by her decision to remain independent of any charity or government funding so that any criticism could be made freely.

"This will be the third recession that the campaign has weathered", says the self-sufficient scouser, "and we have no intention of letting frugality get in the way of clarity – something that our public sector needs to note."

Nevertheless, the campaign's survival is boosted by the support of friends who have often given without being asked. There are too many to name over the past four decades, but we hope they are in no doubt of our appreciation.

"Right from those earliest days when I started ranting about our rights to clear information, there have been people at my elbow, echoing my words and adding to the power of our fight" says Chrissie. "Me mam making endless cups of tea, John Moores donating equipment and premises, friends and neighbours standing frozen in the streets to protest – they all did another important bit.

Here are just some of the things that we have worked on with other supporters of plain English.

January: We work with Uswitch and Which? magazine to campaign for clearer comparison information from energy suppliers.

February: Royal Society of Chemistry: RSC NEWS February 2011 page four headline reads:

The RSC has female chemists for breakfast

Prof.M.A.(Tony)Whitehead, Honorary Life President. McGill-Montreal Chapter of Sigma Xi asks "How did they cook them, and how did they taste? And surely they meant '....to breakfast?'

March: The Sunday Times reporter, Oliver Stone, joins the class to report on one of our Plain English Courses.

April: Halfords Autocentres distribute booklets to their garage employees and customers to help with jargon busting motoring language. The Campaign's Press Officer, Marie Clair, joins Mike Rutherford, motor journalist for national radio coverage and BBC Breakfast.

May: Elle Levenson, author, names Plain English Campaign as one of the top 50 campaigns in her book.

June: OCBC Bank in Singapore applaud the arrival of plain English training for their employees with wide media coverage throughout Asia.

July: US based Unum Insurance makes headlines in the UK with their plain English guide to income protection. CEO Jack Murray is filmed with Marie Clair, Press officer for the campaign, outside Liverpool Street

Station in London, urging for clearer insurance information.

August: Korean Cultural Minister continues the launch of the National Korean Plain Language Network in new locations throughout S Korea.

September: Annuity Direct pension specialists launch the Plain English Guide to Pensions as a joint campaign to help people understand the basic language of their financial advisers.

October: Royal College of Speech and Language Therapists invite Plain English Campaign to attend the launch of a Young Offenders' online communication course.

Research shows that poor communication skills are a major contributor for reoffending.

November: BBC's The One Show and SKY Arts Book Show screen Chrissie and Marie Clair talking about jargon

December: One of the best ever nominations for a Golden Bull arrives from a Member of Parliament, Mike Crockart MP for Edinburgh West.



Photo courtesy of: National Korean Plain Language Network, Seoul.

Quality healthcare communications mark

DNV Healthcare, a worldwide organisation who assess risks in the healthcare sector, and Plain English Campaign are launching a new partnership to provide an accreditation mark for healthcare information that will help patients make the right choices about their treatment.

This new accreditation will be known as the Quality Healthcare Communication Mark (QHCM).

To achieve the QHCM, organisation who provide healthcare information must go through a review process to make sure their documents are written by healthcare experts with the intended audience in mind.

The QHCM builds on the experience from:

- DNV's expertise in managing risk in the healthcare sector, to review how documents are developed, and
- Plain English Campaign's recognition of the need for crystal-clear language in healthcare communications.

- This partnership of expertise will contribute to increased patient safety.

Patients will feel assured that documents bearing the QHCM :

- have been through a rigorous process to make sure they are accurate,
- contain the main risks, benefits and alternatives so that patients can easily identify them,
- have content that is clear and based on widely accepted facts, and
- provide information that is easily understood and written in plain English.

We are looking for healthcare organisations to take part in a pilot of this review process.

This will begin during late 2011.

To find out how you can be a part of the pilot review process for the QHCM and help improve standards of healthcare information, please contact info@plainenglish.co.uk.



New Year resolutions

A new start in 2012 doesn't mean losing the foundations for clear communications.

Trends in the use of our language evolve to reflect our society and the creativity of individuals. But there needs to be a solid reference point so that the meanings of our communications aren't lost in the winds of change!

Make a solid start in 2012 with one of our training courses.

The price for up to 15 delegates is £795 + VAT.

(We may charge travelling expenses if our trainer has to travel more than 50 miles.)

For more details, or for details about any of our other courses, contact Terri Schabel on 01663 744409.



Plain English books make their mark

Throughout 2011, Plain English Campaign has received numerous requests for reviews, approvals and even edits, of copy from independent authors, as well as publishers.

We felt it was time to give a sensitive acknowledgement to clear writing for non-fiction, with an accreditation that would acknowledge the clarity without unduly hampering the writer.

The value of the membership fee is soon experienced when taking the allocated training courses for any membership level.

And remember that if you choose to upgrade to a higher membership level, we will deduct any previous membership fees already paid in previous years.

Despite the recession, we are pleased that there has been little change in the membership applications from private organisations. And joining fees are unchanged from the 1998 price. Also our editing and training charges have seen only minimal increases.

Crystal-clear words that get you noticed

We will edit and Crystal Mark several documents of up to 4500 words in total for £995. As an indication of savings, editing and Crystal Marking three documents of up to 4500 words would normally cost £1995. The savings would be even greater if you send us four or more short documents with a word count of up to 4500.

Open course training dates

Plain English courses

Thistle Euston Hotel - London

Thursday 19 January
Thursday 9 February
Friday 16 March
Thursday 19 April
Wednesday 16 May
Thursday 21 June
Thursday 12 July
Thursday 13 September
Thursday 11 October
Friday 9 November
Wednesday 5 December

Thistle Hotel - Manchester

Thursday 9 February
Thursday 12 April
Thursday 7 June
Thursday 9 August
Thursday 18 October
Thursday 6 December

Thistle Hotel - Birmingham

Wednesday 15 March
Thursday 13 September

Grammarcheck courses

Thistle Euston, London
Wednesday 18 January
Wednesday 18 April
Wednesday 11 July
Wednesday 10 October

Writing for websites

Thistle Euston, London
Wednesday 26 January
Tuesday 17 May
Thursday 27 September

Advanced Grammar

Thursday 16 February - Thistle Manchester
Thursday 14 June - Thistle Euston, London
Thursday 25 October - Thistle Euston, London

Report writing

Thursday 20 September - Thistle Euston, London

Plain English and forms design

Thistle Euston, London
Tuesday 12 April
Thursday 4 October

Plain English for medical writers

Wednesday 7 November - Thistle Euston, London

Open courses

We hold these courses regularly at various hotels around the country.

Plain English Diploma

This is a course that you take over a period of a year.

If you have any questions about our range of courses, please phone us on 01663 744409 and ask for Terri Schabel, our training administrator.

About our courses

We offer a range of training courses to teach you how to write in plain English.

In-house courses

Our trainers will come to your organisation's offices where your staff can take the course.

Online courses

We offer some of our training, including our business-writing course, online.

Online and in line for an Internet Crystal Mark

More than 20,000 documents now carry our Crystal Mark as a sign of clarity.

We will not allow the Crystal Mark to appear on any document unless our testing shows that the intended audience understand and can act on it.

If you have a document you would like us to look at, and would like a quote for the work, please e-mail info@plainenglish.co.uk, or phone Tony Maher on 01663 744409.

