

Golden Bull Awards

Scottish Life for a letter

'The growth of the policy is calculated through more than one area of the plan, the annual reversionary bonus is only one area of this growth, the part of the growth rate of this policy is the increased rates of the terminal bonus rate for a policy with a term of 24 years is currently 24% of the basic sum assured and the total bonuses attaching. The terminal bonus is only applied at the end of the plan and is not known to ourselves until this is applied.'

HM Revenue and Customs for a letter

'Thank you for your Tax Returns ended 5th April 2006 & 2007 which we received on 20th December. I will treat your Tax Return for all purposes as though you sent it in response to a notice from us which required you to deliver it to us by the day we received it.'

The Co-operative 'Ecotown' website

'The flexibility of the eco-town enables the densification of residential plots that occur at an individual level, with the opportunity to create the value (rather than incur the cost) that this implies.'

VCA Midlands Centre for a letter

'The requirement on each member State under Article 2 of the Directive to minimise the disposal of WEEE as unsorted municipal waste and to achieve a high level of collection of WEEE for treatment, recovery and environmentally sound disposal.'

Balfour Beatty for its 'Half-Year Update'

'Our goal at Balfour Beatty is to deliver consistent, long-term growth to our shareholders. We do this by striving to remain or become the leading provider of high-quality, customer critical infrastructure in each of our markets. By becoming the partner of choice to sophisticated owners in our chosen disciplines and geographies, we believe we will achieve secure, industry best margins in our contracting activities and substantial, sustainable equity returns from our long-term investment portfolio.'

The Met Office website

'Seasonal forecasts indicate how slowly-varying large-scale climate influences make particular seasonal conditions more likely than others. Random, unpredictable factors ('chaos') also partly determine year-to-year variations, and these will sometimes override large-scale influences. Such uncertainties make a probabilistic format, as used here, advisable for seasonal forecasts.'

DC Site Services for a response to a question on its website

'Many of you often ask for more information - specific rates for specific events. It would of course take some time to here detail the full financial logistics of running a company, especially one as modular as DC Site Services. What we mean by this is that we don't sell oranges.'

The selling of oranges, one would assume is fairly straight forward. You buy your oranges, you place your oranges in a cart, you pull your cart to your preferred orange retail outlet, or if going for the maximum profit - your preferred spot in the sun, you sell your oranges on.

As you may have guessed - our oranges are fairly involved, many have personal issues, many are in the midst of education - here trying to better their colour, many have families often requiring attention with little notice. All this and more we attempt to work with and sometimes even help with.

As with our oranges themselves both our carts and retail outlets (or your and our preferred spots in the sun) are also fairly involved - the latter often chopping and changing with regard to both location and size up to the last minute.

We always try to get the best deal for our standard oranges, and it has also been known for us to give bonuses to our really fruity oranges. Although, with such a volatile market - with so many competitors quoting to the same grocers; from time to time we have to lower our prices to keep our juices flowing.

Please keep in mind our oranges are well treated, stored in secure areas, fed (contextually) well, adorned with pretty passes allowing access to peachy areas often out of reach to the average veg...'

Financial Services team at McGill University, Canada for a letter

'Our collective success rests with our commitment to service excellence and on-going process improvement. As such, there will be an increased focus in two pivotal areas, namely: Systems Infrastructure & Communications and Controls & Compliance. This new structure will positively impact the delivery of day-to-day functions for our students and professors thanks to the continuous improvement cycle that will be generated by the new structure. This cycle will inherently deliver an incessant flow of process and systems assessment, improvement, and communication with the related development, distribution, and implementation of necessary tools, education, and support. This will in turn maximize user comprehension and increase overall efficiency.'

Plain English Campaign Awards 2008

Programme

Tuesday 9 December 2008

The Brewery, London

Plain English Award winners 2008

Welcome to the 29th Plain English Awards. Each year we present awards for the best and worst examples of English. The main awards recognise organisations and individuals that have genuinely made an effort to present themselves using clear and concise English.

Plain English Awards

For the clearest documents

The Child Death Helpline for 'A Freephone service for all those affected by the death of a child' leaflet

Hearing Concern Link for 'Lipreading - an aid to communication' leaflet

Independent Age for 'The help I need without the fuss' leaflet

Cancer Research UK for 'Preventing cervical cancer - why screening is important' leaflet

Wellbeing of Women for 'Discovering more to life' leaflet

Help The Aged for 'Preventing accidents in your home - Advice for older people' leaflet

Inside Write Awards

For internal civil service documents

Veterinary Laboratories Agency (Defra) for 'Weybourne Building User's Guide'

Forestry Commission for 'Lyme disease - information and advice on protection for Forestry Commission staff'

Navy News for the 2008 editions of its newspaper 'Navy News'

Media Awards

For clear journalism

Daily Mirror (Best National Newspaper)

Salford Star (Best Regional Newspaper)

BBC 2 'Newsnight' (Best National Television)

ITV 'London Tonight' (Best Regional Television)

BBC Radio 4 'The World at One' (Best National Radio)

Swansea Sound (Best Regional Radio)

The Times of India (International Award)

Web Award

For the clearest website

BBC for bbc.co.uk

Order of ceremony

- 11.30am Registration begins
- 12.15pm Lunch served in the main hall
- 1.45pm Awards presentations
- 3.45pm Ceremony finishes

Osborne Award

For a contribution to plain English

Baroness Thatcher

Plain English Diploma

Emma Dempsey

Kelly Doonan

Rona Eade

Colin Gibson

Bernadette Hayes

James Hole

Christine Hughes

Margaret O'Gorman

Carolyn Peacock

Lynda Pugh

Vijay Solanki

Martin Thomas

Margaret Watson

Oliver Williams

Our presenter: Rory Bremner



Twenty-five years ago, Rory Bremner performed his first public impression. Nine years later, he starred in his first BBC series "Now For Something Else". Today, he is widely rated as Britain's sharpest impressionist - a one-man opposition party - with his weekly Channel Four show "Bremner, Bird & Fortune" (Vera Productions) and seasonal 'specials', regularly winning awards as the best satire on television. He 'does' over 100 people, from Tony Blair to Mohamed al Fayed.

Rory's appeared in countless comedy shows from "Have I Got News For You" (Hat Trick Productions for BBC TV) to "Whose Line Is It Anyway?" and has been interviewed more than any other performer by

both "Wogan" and "Parkinson". Rory has recently lent his voice to "This is Craig Brown" for Radio 4 and tested his driving prowess on BBC2's "Top Gear".

Rory appears regularly on "Breakfast With Frost" (BBC TV) and writes articles and diaries for numerous publications.

He has also translated two operas: Kurt Weill's "Der Silbersee" and George Bizet's "Carmen", the latter for a cast recruited from South African townships who promptly translated the dialogue into Xhosa so Rory can no longer understand it! Rory continues to be in great demand for corporate cabaret and awards ceremonies.

Master of ceremonies: John Wild

Our master of ceremonies has worked for Plain English Campaign for over twelve years, and has hosted the Awards Ceremony for the last few years. In his day job, John runs training courses and gives presentations on plain English in the UK and abroad. Before working for the campaign he managed quality assurance in the chemical industry, where he was responsible for drafting ISO 9000 quality manuals (not always in plain English!).