

Plain English Campaign Award Winners

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For immediate release

Steve McClaren scores another own goal with Foot in Mouth award

Unemployed Steve McClaren has received another blow while he counts his two million pound payoff. The ex-England boss has won the Plain English Campaign's Foot in Mouth Award for this piece of footballing wisdom:

'He (Wayne Rooney) is inexperienced, but he's experienced in terms of what he's been through.'

He wins the award despite strong entries from George Bush and Jeremy Kyle. Last year Naomi Campbell joined previous winners Donald Rumsfeld, Richard Gere and Tracey Emin as the public figure who had made the most baffling comment.

Seven Golden Bulls have been awarded this year, including one to Richard Branson's Virgin Trains for a response from the company about problems booking online. UKTV have won one for an extremely enthusiastic press release about their new channel, 'Dave'. In a year where silly signs seem to have dominated the news, BAA at Gatwick Airport have won a Golden Bull for a fine example.

Top comedian and TV personality Lenny Henry will present the awards at the Brewery, Chiswell Street, London EC1Y 4SD on 11 December 2007. It will be the 28th annual Plain English awards ceremony.

Winners of Plain English Awards include Liverpool Housing Trust for their 'Pictorial Tenancy Agreement' and Alistair Macintosh for his 'Guide to surveyors' jargon.' Stockport Women's Aid will also pick up a Plain English Award for an advice booklet.

The National School of Government and the Forestry Commission are amongst the winners for the Inside Write Awards. These are given to government departments for clear internal communication.

Media winners include the first International Media award winner, Bruce Hill from the Australian Broadcasting Company, and BBC Five Live's Midday News which scooped 'Best National Radio programme'. Teletext has won the Osborne Award for their contribution to plain English.

Ends

Note to all Editors;

Plain English Campaign Award winners 2007

'Plain English' category (for the year's clearest documents)

- Liverpool Housing Trust for their 'Pictorial Tenancy Agreement'
- Stockport Women's Aid for their 'Advice booklet'
- CO-Awareness for their 'Carbon Monoxide Poisoning' leaflet
- The Prostate Cancer Charity for two information booklets
- Alistair Macintosh for 'A guide to surveyors' jargon'
- Chancery Group for the 'Cephalon employee benefits' booklet

Inside Write category (for clear internal government documents)

- Defence, Science and Technology Laboratory (MOD) for the 'Distil' newspaper
- Department for Children, Schools and Families for 'feedback' magazine
- National School of Government for their 'Joining the Civil Service' handbook
- Forestry Commission for the 'Operational Guidance Booklets'
- DVLA for 'Licence' magazine
- Driving Standards Agency for the 'Make a difference conferences 2007' booklet

Media Awards

- **Best National Newspaper:** The Sun
- **Best Regional Newspaper:** Western Morning News
- **Best National Radio Programme:** The Midday News on Radio 5 Live with Aasmah Mir
- **Best Regional Radio Station:** BBC Radio Devon

- **Best National TV programme:** Panorama
- **Best Regional TV programme:** Anglia TV Local News West
- **International Media Award:** Bruce Hill, 'Pacific Beat', Australian Broadcasting Corporation

Web Award: beat for b-eat.co.uk

Osborne Award: Teletext

Foot in Mouth Award: Steve McClaren

Golden Bull winners:

- **Virgin Trains**

'Moving forwards, we as Virgin Trains are looking to take ownership of the flow in question to apply our pricing structure, thus resulting in this journey search appearing in the new category-matrix format. The pricing of this particular flow is an issue going back to 1996 and it is not something that we can change until 2008 at the earliest. I hope this makes the situation clear.'

(response to Web User magazine about problems booking online)

- **UKTV – Dave**

'With a brief to establish Dave as the home of witty banter and as a refuge from the everyday, the award-winning Red Bee's innovative and original creative juxtaposes traditional weekend retreat imagery with contemporary talent from the channel's key content in a humorous and irreverent way to represent the channel's key brand values'

(Extract from a press release about the launch of new channel 'Dave'.)

- **BAA**

'Passenger shoe repatriation area only'

(Sign in Gatwick Airport)

- **Fastway Couriers**

'The Carrier shall not be liable for injury or damage to or destruction or loss of the Goods or any other property arising out of or incidental to or in connection with or occurring during the provision of the Services or for the mis-delivery or nondelivery of the Goods and whether or not caused or contributed to by the

default (including negligence) of the Carrier or any agent, servant or officer of the Carrier or any other person entitled to the benefit of these conditions.'

(terms and conditions on their website)

- **Nestlé**

“Green Sauces” are an important product group for Buitoni Pesto Basilico. Their quality and flavour profile are enhanced by the basil used in production. However, Buitoni faced sensory profile reproducibility problems due to heterogeneous raw material, challenging the production of uniform quality.’

(Nestlé project news report)

- **Translink (NI Railways)**

‘Every Autumn a combination of leaves on the line, atmospheric conditions and prevailing damp conditions lead to a low adhesion between the rail head and the wheel which causes services to be delayed or even cancelled. NI Railways are committed to minimising service delays, where we can, by implementing a comprehensive low adhesion action programme.’

(Translink sign at Coleraine railway station)

- **Warwickshire Children, Young People and Families Division**

‘Geoff flagged up that changes will be made to the ways in which the partnerships are assessed this year. The APA will assess all partnership arrangements affecting children, young people and families. In the past the APA was not as important as the JAR but this will be reversed. The JAR is no longer being scored: the scores for the CPA will be the APA score so the score we are given as a result of the APA this year will count to the JAR next year so we need to ensure the best possible APA.’

This year’s APA will focus on a review of our CYPP. All current forms of assessment will disappear in 2009 when the CAA (Comprehensive Area Assessment) will be introduced.’

(from the minutes of the Warwickshire Children, Young People and Families Division)

Plain English Campaign is an independent, self – funding pressure group based in New Mills, High Peak. Since its humble beginnings it has grown to become the biggest plain language group in the world with over 40 full-time staff. It has had incredible success in persuading many UK and worldwide organisations to communicate with the public in plain language.

It takes up grievances of people who have been baffled by bureaucratic language, small print and legalese of official information. It promotes the use of plain language by presenting awards, hosting international conferences and funding research projects.

Each year, we present awards to those organisations who we judge to have produced the best and worst examples of English. The infamous ‘Golden Bull’ and ‘Foot in Mouth’ awards inject a sense of mischief and humour into the proceedings. We accept entries from any individual or organisation. However, for obvious reasons we can’t give awards to documents or websites that our staff have worked on or edited.

The campaign is able to fund its activities by offering a variety of commercial services such as training and editing.

This e-mail has been sent to you by Plain English Campaign press office. We have several people who can provide interviews or quotes for you to use.

For more information please contact pecpressoffice@aol.com or call our Press Officer, Steve Jenner, on 01298 815118. He is available all-day Monday, Tuesday and Wednesday and Thursday morning and by phone on Friday 07963 361 311. Our studio ISDN line number is 01298 812326. Our postal address is Press Office, Hillside Farm (Thorny Lee Farm), Combs, High Peak SK23 9UT.

For more details about this organisation please visit www.plainenglish.co.uk