

Plain English Campaign

Fighting for crystal-clear communication since 1979

Factsheet

We fight for public information to be written so that its intended audience can read, understand and act upon it straight away.

The campaign was officially founded in 1979 by Chrissie Maher OBE.

The campaign's funding comes entirely from its commercial services, which include editing and training. This allows it to remain independent.

The Crystal Mark, which was launched in 1990 as a mark of clarity, can be seen on more than 14,000 documents.

The Plain English Campaign awards are held in December every year. 2005 was the 26th year that the campaign has given awards to both the saints and sinners of public communication. The awards feature the 'Goldenbull' (for gobbledegook) and 'Foot in Mouth' (for a baffling comment) booby prizes. The 2006 awards ceremony will be held in London on 12 December 2006.

We have worked and run training courses in the following countries.

Australia	Ireland
Denmark	Russia
Finland	South Africa
Ghana	South America
Hong Kong	Switzerland
India	United States

With the our help, British Aerospace redrafted a 150-page international leasing agreement, reducing it to just 50 pages. The first time the new document was used, a £120 million deal took just three and a half weeks to complete, instead of the previous average of six months.

Plain English Campaign is based in New Mills, near Manchester. It employs over 40 people.

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