

Approval



- **The Crystal Mark**

The Crystal Mark is the most widely recognised mark of clarity in the world. It has been granted on well over 19,000 documents, and appears on hundreds of millions of items worldwide.

There is a fee for the Crystal Mark unless you are one of our corporate members. But sending us several related documents at the same time will cut our administration costs so we may be able to offer you a discount.

- **The 'Approved by Plain English Campaign' logo**

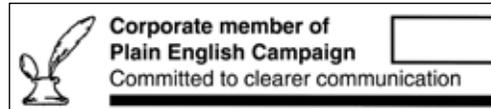
This logo is suitable for magazines, newsletters, software and so on. We make a small charge to assess them. We will refund this charge if they pass the assessment and you take out a subscription.

- **The Internet Crystal Mark**

We will review your website for £200 + VAT. If it reaches our standards, you can apply to put the Internet Crystal Mark logo on your website. There is a charge each year for displaying this logo. If we don't think your website is suitable for this logo, we will offer you suggestions on how to improve it.

For more information, please phone Barry Soames or Tony Maher on 01663 744409, send an email to info@plainenglish.co.uk, or visit www.plainenglish.co.uk.

Corporate membership



Getting the Crystal Mark on all your documents can take time. But if you become a corporate member, you can put our corporate membership logo on all your documents straight away.

Being 'committed to clearer communication' doesn't mean that everything you produce becomes clear overnight. But, by using our logo, you are showing your customers that you understand the need for plain English and that you are improving your documents.

If your organisation is a corporate member, you can also significantly reduce the costs of our services.

- You will get up to 25% off any editing charges.
- You will get free Crystal Marks for all your documents that reach Crystal Mark standard.
- You will get a free training course each year, and reduced prices for the rest of your training courses.

We have various corporate membership schemes to suit different sizes of organisation.

For more information, please phone Tony Maher or Margaret Griffiths on 01663 744409, send an email to info@plainenglish.co.uk, or visit www.plainenglish.co.uk.

Plain English Campaign

Services and prices 2010

This leaflet contains details of the services we offer.

If you want more information, please visit our website at www.plainenglish.co.uk. If you have any questions, please contact us.

- **By post**
PO Box 3
New Mills
High Peak
SK22 4QP
- **By phone**
01663 744409
- **By fax**
01663 747038
- **By email**
info@plainenglish.co.uk

Training

Our training courses cover writing in plain English or the basics of English grammar.

Our Plain English course teaches the principles of plain English. It then shows you how to apply these principles to letters, forms and reports.

Our Grammarcheck course teaches, in a straightforward, step-by-step way, the basics of grammar, punctuation, spelling, sentence construction and more.

For either course you can choose to attend an open course, held at various venues throughout the UK, or have an in-house course, which can be tailored to suit your staff.

- **In-house course**

The cost is £1425 + VAT a day for up to 10 people. The cost for each extra delegate is £75 + VAT a day. If the trainer has to stay in a hotel the night before the course, we ask you to book and pay for this.

We can change the content of this course to suit your needs if, for example, you would like to spend more time working on your own documents.

- **Open course**

The cost for each delegate is £260 + VAT.

For more information, please phone Terri Schabel on 01663 744409, send an email to info@plainenglish.co.uk, or visit www.plainenglishtraining.com.

Online training

Our courses are available online so you can learn the basics of plain English, English grammar, business writing and design in the comfort of your own home or office.

- **The Plain English course**

The online version is similar to the popular open courses we run all over the country. It teaches the principles of plain English and shows you how to apply them. You can choose from letter-writing, report-writing, design, business writing, and writing for websites and email.

- **The Grammarcheck course**

This course covers grammar, punctuation, spelling, sentence construction and more.

The courses are on a password-protected website. Your fee gives you unlimited access to the course for two weeks. If you ask us to, we will send you a certificate when you have successfully finished the course.

The courses cost £100 + VAT for each of the first five places you book. The price then drops to £50 + VAT for each extra person. You can pay by credit card at www.plainenglishtraining.com or ask us for a booking form.

For more information, please phone Terri Schabel on 01663 744409, send an email to info@plainenglish.co.uk or visit www.plainenglishtraining.co.uk.

Editing

Our editing service can transform your documents so that people can easily read, understand and act on them.

Our editing charge depends on the length and complexity of the document. For example, a document with a high legal content will be more expensive to edit than a marketing brochure. Because of this, we can only give a guideline price of about £63 + VAT for each A4 page of about 500 words, with a minimum charge of £150 + VAT.

When you send us a document, we will give you a firm price within one working day, and you can then decide whether or not to go ahead.

Because of our minimum charge, it will be cheaper if you send us a series of documents, rather than having them edited one by one.

We can edit your document electronically using 'Word', so you can see the tracked changes we have made.

We can normally complete the first edit of a document in five working days, depending on its length and complexity. If you want a faster turnaround, there may be an extra charge.

For more information, or to get an estimate for editing your documents, phone Tony Maher or Sylvia Woodall on 01663 744409, send an email to info@plainenglish.co.uk, or visit www.plainenglish.co.uk.