

Appendix 3 - Plain English Campaign feedback

Extracts from recent reports

Summer 2008

Once again you have met your very high standards for writing and design. The magazine is bright and attractive and contains information which is written in an informative, non-threatening style.

The front cover is very eye-catching and the editorial is well written. As well as welcoming the readers, it contains an overview of some of the contents.

The tone is friendly because you use personal pronouns ('we' and 'you') rather than the more bureaucratic 'the council'. Overall the language is appropriate for a publication of this type.

The consumer advice about holiday insurance is very well written. Insurance is a complicated subject but this article explains its importance and gets the message over very clearly without being 'heavy handed'.

The images and captions really enhance the pages. The quality of the photographs is very high and the captions are well written. You use colour well to distinguish between different articles and the highlight information.

The magazine continues to be an excellent example of its type, reaching very high plain English standards. We received four copies of this issue so, with your permission, I would like to use the two spare copies as examples of what we are looking for when other organisations approach us. We are sometimes asked for good examples, and yours would be ideal.

Autumn 2008

The magazine is an excellent source of information for your residents. It is well written, well designed and has a 'newsy' feel.

Although it is difficult to avoid jargon in a council publication, you largely manage to do so. Examples that did slip into this issue include 'cultural tourism', 'dignitaries', and 'post primary schools', but just three examples in a whole magazine reflects your efforts to write as clearly as possible for your audience.

Overall all the content is interesting, readable and entertaining. The images are excellent and, along with the clean design, help to make the magazine inviting. This is very important because, however much work you put into writing 'city matters', your residents don't have to read it. Because you make it look so good, you are increasing the likelihood of your residents picking it up and browsing through it.

I think your policy of giving just basic information and then providing details of sources for more information works really well. It allows easy access to those who want to know more without overwhelming those who want only background information.