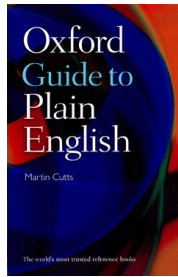


Norwood's Annual Review showcased in Oxford Guide to Plain English

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Norwood has been recognised for its use of plain English by being featured in the latest edition of Oxford Guide to Plain English. The Charity supports people with learning disabilities and children and families in need, and its most recent Annual Review is showcased as a model for best practice for its use of Plain English throughout.

Norwood previously published both a standard version of its Annual Review and one that was written in Plain English. However, the Charity decided last year to only produce the review in Plain English in order to acknowledge the people who use its services.

This progressive move was hailed by industry experts and the review was awarded the Clear English Standard after passing a rigorous check for clarity, grammar and layout. The publication, which was illustrated with symbols, also received praise from Plain Language Commission.

Norma Brier, Norwood's Chief Executive, said: "We were very proud of our latest Annual Review and are delighted that it has been featured in the Oxford Guide to Plain English. Norwood is committed to meeting the individual needs of the people who use our services and the decision to produce the review is one way of helping us to fulfil this commitment. In the end, the review proved to be very popular with our supporters as well and will be published in the same format again this year."

The Oxford Guide includes a page from the review and praises its use of short sentences, active-voice verbs, personal words and complementary illustrations. Author Martin Cutts said: "Plain language means pitching the writing at the right level. Norwood has done a superb job in meeting its readers' needs."

