



# Plain English Campaign



**Plain English Campaign**

**Press Release Wednesday 13 April 2011**

**Immediate release**

## **Switched on to plain English**

Plain English Campaign are proud to announce that uSwitch.com is the first comparison website to achieve our Internet Crystal Mark. The Internet Crystal Mark is recognised worldwide as a standard that a website has clear language, is accessible and easy to use, and has been tested on a sample of its users.

Plain English Campaign have been fighting for over 30 years against the use of unnecessary jargon and gobbledegook in communications. With a growing trend for public information to be presented through globally accessible online services, using clear language becomes even more important.

Comparison websites draw information from numerous sources in the hope of providing consumers with consistent and accurate facts that can be easily understood, and helps them make the right choices. During a period of recession, best value becomes a major consideration when switching between providers, but poor language can often obscure the true facts of a tariff or service.

Marie Clair, spokesperson for Plain English Campaign says, "Comparison sites can provide a valuable public service, making sense of the complex technical information from energy suppliers, insurance companies and mobile phone providers. But I sometimes wonder with all the jargon if we will end up with explanation websites for the comparison websites! Marketing gimmicks are great fun, but real value comes from information that is reliable and clear."

When comparing services for energy, communications and insurance, the challenge is to present the information in a way that the consumer can understand, so that they can come to an independent decision.

Chrissie Maher OBE, founder of Plain English Campaign says, “The industry sectors of energy, communications and insurance always feature at the top of the jargon charts. With over 300 energy tariffs alone to be accurately translated into plain English, this is a mammoth task for any comparison site, but uSwitch has risen to that challenge with crystal-clear success.”

Ann Robinson, Director of Consumer Policy at uSwitch.com, says, “We are here to make it simpler, clearer and easier for consumers to choose the best services, providers and deals for their needs. Household bills can be complex and confusing – we make them easy for consumers to understand and to therefore see how they can cut back and save money. Being the first price comparison site to achieve the Internet Crystal Mark from Plain English Campaign is a great endorsement for our service – we’re delighted that our efforts have been recognised in this way.”

## **Ends**

### **uSwitch media contact details**

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### **Plain English Campaign media contact details**

Note to all editors - it would be helpful if you could advise listeners, viewers or readers that we welcome nominations for Plain English Awards or Golden Bulls. Please send them to [info@plainenglish.co.uk](mailto:info@plainenglish.co.uk)

Plain English Campaign are an independent, self-funding pressure group based in New Mills, High Peak. Since our humble beginnings, we have grown to become the biggest plain language group in the world with over 30 staff. We have continuing success in persuading many UK and worldwide organisations to communicate with the public in plain language.

We take up grievances of people who have been baffled by bureaucratic language, small print and legalese or official information. We promote 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.

We fund our 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 [pecpressooffice@aol.com](mailto:pecpressooffice@aol.com) or call our Press Officer, Marie Clair who is available Monday – Friday during office hours 0900 – 1700 on 01663 744409 or on mobile 07875 000175 at any other time.

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For more details about this organisation please visit [www.plainenglish.co.uk](http://www.plainenglish.co.uk)