



**CAMBRIDGESHIRE
& PETERBOROUGH**
COMBINED AUTHORITY

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OFFICER DECISION TITLE:
Plain English Campaign: Review of four year plan
NAME OF OFFICER EXERCISING DELEGATED POWERS:
Martin Whiteley, Chief Executive
DATE OF OFFICER DECISION: 1/5/18

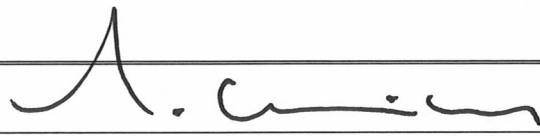
Responsible Director:	<i>Pearl Roberts, Strategy and Planning Lead</i>
Is this a public report? If a key decision, it will be a public report and will be published on the CA website.	No
Does the report have any annex that contains exempt information?	No

Decision taken	To commission the Plain English Society to review and Crystal Mark the four year plan document up to a cost of £2,000 + VAT.
Authorisation (<i>delete as appropriate</i>)	This decision has been taken under delegated authority of the Chief Executive. The Chief Executive is delegated authority to take decisions up to £500K subject to any such decisions being reported to the next Board meeting of the Combined Authority.
Background Information	<p>The Combined Authority's Four Year Plan is a critical document that sets out the detailed plans for the next four years.</p> <p>Ensuring the document is easy to read and understand, and meets the benchmark level of readability set by the Plain English Campaign – known as a Crystal Mark and used by many public sector organisations as their required standard – is a priority for our organisation.</p> <p>We want people to clearly understand our goals and planned activities, and this will ensure we meet the highest possible standards. We can then take this learning forward into future documents as well, to reduce the need of Plain English Campaign proofing in the future.</p>
Alternative options	The Plain English Campaign and Crystal Mark are industry



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considered.	leaders in this field, and the standard many public sector organisations set for their leaflets and publications. Therefore, they are considered the best possible option for this work.
Consultation	None
Declarations / Conflicts of Interests (only if the decision falls under the 'Express Authorisation' category)	None
Supporting documentation	Quotes and background information from the Plain English Campaign attached below:  crystal mark  26301  26301 conditions of use.doc Cambridgeshire and F Cambridgeshire and F Cambridgeshire and F

Officer signature		Date 1/5/18
<i>Once signed please file in the electronic file Documents/Governance/ office decision notice and enter details in the register. If a public report, pass to Democratic Services and we will arrange publication.</i>		