

PLAIN ENGLISH TRANSLATIONS

Here are some examples of how to use fewer words to express ideas, instead of “waffling”

BRITISH AIRWAYS SIGN AT GATWICK AIRPORT

Original: Passenger shoe repatriation area only

Translation: Get your shoes back here.

TERMS AND CONDITIONS ON FASTWAY COURIER WEBSITE

Original: The carrier shall not be liable for injury or damage to or destruction or loss of the Goods or any other property arising out of or incidental to or in connection with the provision of the Services or for the mis-delivery or non-delivery of the Goods and whether or not caused or contributed to by the default (including negligence) of the carrier or any agent, servant or officer of the carrier or any other person entitled to the benefit of these conditions.

Translation: If anything happens, it's not our fault.

TRANSLINK (NI RAILWAYS) SIGN AT COLERAINE STATION

Original: Every Autumn a combination of leaves on the line, atmospheric conditions and prevailing damp conditions lead to a low adhesion between the rail head and the wheel which causes services to be delayed or even cancelled. NI Railways are committed to minimising service delays, where we can, by implementing a comprehensive low adhesion action programme.

Translation: We'll really try not to cancel any more trains.

NOTE: the above original quotations all won a Golden Bull Award in 2007. This is an annual award given by the Plain English Campaign, for the best examples of written gobbledegook!