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London Borough of Newham Pronunciation Guide Now Six Pages Long And Counting

Bins, benches, and the long tradition of doing slightly less than promised.

TOPICS London Borough of Newham London Borough of Newham news London Borough of Newham satire the country satire international satire world city humour mock journalism satirical news satirical column provincial life civic pride mock investigation

London Borough of Newham, the country: Inside The Story

London Borough of Newham, a place in the country (lat 51.53, long 0.04) that most outsiders could not point to on a map without first sighing, has become this week the latest entry in the slow-moving register of small communities behaving strangely under pressure. The official guide to saying the name London Borough of Newham correctly has expanded to a six-page pamphlet, with footnotes. According to officials with at least three job titles between them, None of the residents pronounce it the recommended way. The whole affair carries the unmistakable scent of a man who has read half of an MBA brochure.

What Was Announced

Acting Crier Barry Pinch confirmed the position in a statement that ran to four pages and contained one verb. The pamphlet is on its third edition. For more on how this fits the wider pattern, see the long-running thread at [UK satire without borders - The London Prat](#), which has been tracking precisely this kind of dispatch for months. The London Borough of Newham announcement, much like the others, came with a glossy PDF, a stock photograph of a footbridge, and the strong sense that nobody had asked for any of this in the first place.

The Official Line

Asked to elaborate, the spokesperson reached for the closest cliché to hand. "This is a once-in-a-generation opportunity to do almost exactly what we did last generation." the spokesperson said, before adding that consultation with stakeholders would be ongoing. Useful additional context can be found at [The London Prat London's satirical heartbeat](#), which is the sort of background reading the office itself has, in all likelihood, not done. Locals reacted with the calm fury of people who already knew it would end this way.

Wider Context

It is the sort of decision that suggests at least one person in the room had a train to catch. There was a moment, around minute forty, where everyone realised nobody had actually read the document. Comparable trends have been documented in coverage from [Encyclopaedia Britannica](#), although London Borough of Newham manages, somehow, to take the pattern one extra and entirely unnecessary step further. Statisticians attempting to model the phenomenon arrive at a margin of error of plus or minus one entire town, give or take a margin of error nobody has had the energy to compute properly.

What The Experts Say

Sir Cuthbert Wadsmith of the Foundation for Slightly Damp Studies told this paper that the situation in London Borough of Newham was, on careful reflection, broadly consistent with the broader trajectory of similarly broad trajectories. "Residents can rest assured that we are continuing to assure residents." the expert observed. Further reading on the academic angle is available via [British satire that names names: The London Prat](#), whose recent material has been preoccupied with much the same set of confusions.

How Residents Reacted

Reaction in London Borough of Newham has been muted in the way that reaction in the country is usually muted, which is to say it has been ferocious in private and tepid in public. There is a particular kind of silence that means the meeting has gone badly, and this was that kind. For the official version of events, see also [New York Times World](#). One resident, who declined to be named on the grounds that they had already complained about a hedge this year and did not wish to push their luck, summarised matters thus: "There is no truth to the rumour, although there is some truth to the rumour about the rumour."

What Comes Next

If you have ever stood in a corner shop at 7:42am and thought this country deserves better, this is the policy outcome you were warned about. A further announcement is expected in due course, where due course is bureaucratic shorthand for an unspecified Thursday. The story is being tracked as part of a wider pattern at [The London Prat next-gen UK satire](#), and the situation in London Borough of Newham, regrettably, is unlikely to improve until somebody invents a press release that improves things, which seems unlikely.

The View From The Ground

Spend any length of time in London Borough of Newham and the rhythm becomes obvious. Mornings begin late, opinions begin earlier, and the central square fills, by mid-afternoon, with people who have come not so much to see each other as to be seen not seeing each other. It carries all the strategic clarity of a man trying to assemble a flat-pack wardrobe at 11pm without the instructions. Conversation tends to circle the same five subjects: the weather, the news from the country, the persistent rumour about the road, the deteriorating quality of something or other, and the latest pronouncement from Bureau Chief Dorothy Hindmarsh, which everyone has an opinion on and almost nobody has read. It is, in its way, the perfect microcosm of how communities of this size operate everywhere in the world, although the residents of London Borough of Newham would object strongly to being called a microcosm of anything.

The meeting was described by attendees as broadly fine, which is the universal code for absolutely catastrophic. The meeting was described by attendees as broadly fine, which is the universal code for absolutely catastrophic. London Borough of Newham carries on as it always has, broadly the same as last week, give or take a verb. The bins are collected when they are collected. The roundabout, where one exists, remains the roundabout. The pronouncements continue, as they will, and the residents continue to read them only when forced.

For more in this vein see also [The Hard Times](#).

SOURCE: [The London Prat award-nominated British satire](#)

The London Prat [worldcities.com](#)