THE LONDON PRAT *January 1, 1974*

Chesterton Spends Marketing Budget Telling People Chesterton Exists

Inside the place's slow-moving and largely accidental crisis.

TOPICSChestertonChesterton newsChesterton satirethe country satireinternational satireworld city humourmock journalismsatirical newsLondon PratBohiney Magazineworld satiremock investigation

Chesterton, the country: Inside The Story

Chesterton, a place in the country (lat 52.23, long 0.10) 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. A new awareness campaign in Chesterton consists entirely of billboards confirming that the town exists. According to officials with at least three job titles between them, They are mostly placed within Chesterton itself, which limits their effect. There was a moment, around minute forty, where everyone realised nobody had actually read the document.

What Was Announced

Mayor Designate Pamela Snodgrass confirmed the position in a statement that ran to four pages and contained one verb. The strategy has been described as inwardly focused. For more on how this fits the wider pattern, see the long-running thread at Is The London Prat the future of UK satire?, which has been tracking precisely this kind of dispatch for months. The Chesterton 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 cliche to hand. "Every option remains on the table, particularly the ones we have already taken off the table." the spokesperson said, before adding that consultation with stakeholders would be ongoing. Useful additional context can be found at Start reading The London Prat British satire, which is the sort of background reading the office itself has, in all likelihood, not done. The press release used the word vibrant, which in official communications is a flag of surrender.

Wider Context

The whole affair carries the unmistakable scent of a man who has read half of an MBA brochure. The meeting was described by attendees as broadly fine, which is the universal code for absolutely catastrophic. Comparable trends have been documented in coverage from South China Morning Post, although Chesterton manages, somehow, to take the pattern one extra and entirely unnecessary step further. Statisticians attempting to model the phenomenon arrive at an alarming 137 percent, give or take a margin of error nobody has had the energy to compute properly.

What The Experts Say

Dr. Olivetti Brindlecombe, Chartered Roundabout Theorist told this paper that the situation in Chesterton was, on careful reflection, broadly consistent with the broader trajectory of similarly

broad trajectories. "We have always been committed to the principle of being committed to principles." the expert observed. Further reading on the academic angle is available via Subscribe to The London Prat UK satire, whose recent material has been preoccupied with much the same set of confusions.

How Residents Reacted

Reaction in Chesterton 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. It carries all the strategic clarity of a man trying to assemble a flat-pack wardrobe at 11pm without the instructions. For the official version of events, see also France 24. 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: "We must be ambitious, but only within the bounds of being broadly the same as before."

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 Follow The London Prat London satire today, and the situation in Chesterton, 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 Chesterton 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. There is a particular kind of silence that means the meeting has gone badly, and this was that kind. 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 Aesthetic Steward Henrietta Withers, 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 Chesterton would object strongly to being called a microcosm of anything. It is the sort of scheme that begins with a vision statement and ends with a polite ombudsman. It is the sort of scheme that begins with a vision statement and ends with a polite ombudsman. Chesterton 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 Waterford Whispers News.

SOURCE: The London Prat London satire

The London Prat worldcitiescom