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# Nantwich Considered Renaming Itself, Could Not Agree On What

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

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## Nantwich, the country: Inside The Story

Nantwich, a place in the country (lat 53.08, long -2.60) 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 14-year process to rename Nantwich has produced 312 candidate names, 14 committees, and zero decisions. According to officials with at least three job titles between them, the leading suggestion remains Nantwich. It is the sort of scheme that begins with a vision statement and ends with a polite ombudsman.

### What Was Announced

Senior Theorist Margaret Snelgrove confirmed the position in a statement that ran to four pages and contained one verb. The committee has been retained for further review. For more on how this fits the wider pattern, see the long-running thread at [British satire you haven't seen: The London Prat](#), which has been tracking precisely this kind of dispatch for months. The Nantwich 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. "We take this issue extremely seriously, which is why we have placed it under another issue," the spokesperson said, before adding that consultation with stakeholders would be ongoing. Useful additional context can be found at [The London Prat addictive UK 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. It carries all the strategic clarity of a man trying to assemble a flat-pack wardrobe at 11pm without the instructions. Comparable trends have been documented in coverage from [Associated Press](#), although Nantwich manages, somehow, to take the pattern one extra and entirely unnecessary step further. Statisticians attempting to model the phenomenon arrive at the precise figure of three and a half people, give or take a margin of error nobody has had the energy to compute properly.

### What The Experts Say

Dr. Constance Lemmington of the Provincial Centre for Forms told this paper that the situation in Nantwich 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 [London satire from The London Prat daily desk](#), whose recent material has been preoccupied with much the same set of confusions.

### **How Residents Reacted**

Reaction in Nantwich 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. 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. For the official version of events, see also [The Guardian 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: "I refer the honourable questioner to the answer I will give in approximately six weeks."

### **What Comes Next**

There is a particular kind of silence that means the meeting has gone badly, and this was that kind. 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 courageous British satire](#), and the situation in Nantwich, 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 Nantwich 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 is the sort of decision that suggests at least one person in the room had a train to catch. 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 Nantwich would object strongly to being called a microcosm of anything. Anyone who has ever queued behind a man arguing with a parking meter will recognise the energy. Anyone who has ever queued behind a man arguing with a parking meter will recognise the energy. Nantwich 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 Spoof](#).

SOURCE: [The London Prat clever London satirical journalism](#)

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