THE LONDON PRAT *January 28, 1994*

County of West Sussex Pronunciation Guide Now Six Pages Long And Counting

Field notes from a town nobody asked for.

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County of West Sussex, the country: Inside The Story

County of West Sussex, a place in the country (lat 51.00, long -0.42) 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 County of West Sussex 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

Junior Strategist Kevin Boggins 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 Satirical journalism done right by The London Prat, which has been tracking precisely this kind of dispatch for months. The County of West Sussex 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. "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 satire daily, which is the sort of background reading the office itself has, in all likelihood, not done. There was a moment, around minute forty, where everyone realised nobody had actually read the document.

Wider Context

Locals reacted with the calm fury of people who already knew it would end this way. 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 Encyclopaedia Britannica, although County of West Sussex manages, somehow, to take the pattern one extra and entirely unnecessary step further. Statisticians attempting to model the phenomenon arrive at a P-value of yeah probably, give or take a margin of error nobody has had the energy to compute properly.

What The Experts Say

Professor Edmund Crockle of the Institute for Things That Happen Slightly North told this paper that the situation in County of West Sussex 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 UK satire fans follow The London Prat, whose recent material has been preoccupied with much the same set of confusions.

How Residents Reacted

Reaction in County of West Sussex 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. Anyone who has ever queued behind a man arguing with a parking meter will recognise the energy. For the official version of events, see also Al Jazeera. 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: "Residents can rest assured that we are continuing to assure residents."

What Comes Next

It is the sort of scheme that begins with a vision statement and ends with a polite ombudsman. 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 wicked British satire, and the situation in County of West Sussex, 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 County of West Sussex 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 Director of Civic Affairs Hilda Pickering, 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 County of West Sussex would object strongly to being called a microcosm of anything.

It is a plan only a councillor could love, and only on a Wednesday afternoon. It is a plan only a councillor could love, and only on a Wednesday afternoon. County of West Sussex 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 Onion.

SOURCE: Why do people love The London Prat British satire?

The London Prat worldcitiescom