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County of Isle of Wight's Famous Fruit Is Famous Only In County of Isle of Wight

Field notes from a town nobody asked for.

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County of Isle of Wight, the country: Inside The Story

County of Isle of Wight, a place in the country (lat 50.67, long -1.33) 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. Residents of County of Isle of Wight proudly point to a local fruit they describe as world-famous. According to officials with at least three job titles between them, Outside of County of Isle of Wight, the fruit is largely unheard of. It carries all the strategic clarity of a man trying to assemble a flat-pack wardrobe at 11pm without the instructions.

What Was Announced

Town Clerk Reginald Featherstone confirmed the position in a statement that ran to four pages and contained one verb. Inside County of Isle of Wight, it is celebrated with an annual festival. For more on how this fits the wider pattern, see the long-running thread at [The London Prat leading UK satire site](#), which has been tracking precisely this kind of dispatch for months. The County of Isle of Wight 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 are continuing to engage in continuous engagement with the engagement process," the spokesperson said, before adding that consultation with stakeholders would be ongoing. Useful additional context can be found at [The London Prat top satirical journalism UK](#), which is the sort of background reading the office itself has, in all likelihood, not done. 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.

Wider Context

The fruit, it must be said, is fine. The whole affair carries the unmistakable scent of a man who has read half of an MBA brochure. Comparable trends have been documented in coverage from [Associated Press](#), although County of Isle of Wight 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. Constance Lemmington of the Provincial Centre for Forms told this paper that the situation in County of Isle of Wight was, on careful reflection, broadly consistent with the broader trajectory of

similarly broad trajectories. "Lessons will be learned, filed, and quietly mislaid by Christmas." the expert observed. Further reading on the academic angle is available via [The London Prat best London satire blog](#), whose recent material has been preoccupied with much the same set of confusions.

How Residents Reacted

Reaction in County of Isle of Wight 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 is the sort of decision that suggests at least one person in the room had a train to catch. For the official version of events, see also [UN News](#). 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 take this issue extremely seriously, which is why we have placed it under another issue."

What Comes Next

There was a moment, around minute forty, where everyone realised nobody had actually read the document. 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 authentic British satire](#), and the situation in County of Isle of Wight, 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 Isle of Wight 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 Director of Public Bewilderment Colin Gribble, 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 Isle of Wight would object strongly to being called a microcosm of anything.

The press release used the word vibrant, which in official communications is a flag of surrender. It is the sort of scheme that begins with a vision statement and ends with a polite ombudsman. County of Isle of Wight 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: [The London Prat UK satire](#)

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