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To: IT Strategy Project Team
Subject: Citizen Centred Government

The Transformational Government report focuses almost entirely on new technology as a delivery mechanism. However, delivery is just one link in the communication chain between Government and citizens. Even the most easily accessible services and information are of little value to people if they can't understand them or absorb what they mean.

The vision of how Government can put citizens at the centre should also include use of technology to ensure on-line services use the same language as ordinary people. In particular, action to transform government should include evaluation of new research and software development allowing written information to be benchmarked against the language used everyday throughout Britain. For more information see www.optimum-uk.com

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