

## 200 BANNED WORDS AND THEIR ALTERNATIVES

- Across-the-piece** – everyone working together  
**Actioned** – do  
**Advocate** - support  
**Agencies** - groups  
**Ambassador** - leader  
**Area based** – in an area  
**Area focused** – concentrating on the area  
**Autonomous** - independent  
**Baseline** – starting point  
**Beacon** – leading light  
**Benchmarking** - measuring  
**Best Practice** – best way  
**Blue sky thinking** – thinking up ideas  
**Bottom-Up** – listening to people  
**CAAs** - why use at all?  
**Can do culture** - get the job done  
**Capabilities** -  
**Capacity** - ability  
**Capacity building** - enough room in the system  
**Cascading** - why use at all?  
**Cautiously welcome** – devil in the detail  
**Challenge** - problem  
**Champion** – best  
**Citizen empowerment** – people power  
**Client** - person  
**Cohesive communities** – why use at all?  
**Cohesiveness** - together  
**Collaboration** – working together  
**Commissioning** - buy  
**Community engagement** – getting people involved  
**Compact** - why use at all?  
**Conditionality** - why use at all?  
**Consensual** - everyone agrees  
**Contestability** - Why use at all?  
**Contextual** - background  
**Core developments** – main things that are happening  
**Core Message** – main point  
**Core principles** - beliefs  
**Core Value** – belief  
**Coterminosity** – all singing from the same hymn sheet  
**Coterminous** – all singing from the same hymn sheet  
**Cross-cutting** – everyone working together  
**Cross-fertilisation** – spreading ideas  
**Customer** – people/person  
**Democratic legitimacy** – voted in  
**Democratic mandate** – elected to put people first  
**Dialogue** – talk/discuss  
**Direction of travel** – way forward  
**Distorts spending priorities** – ignores people’s needs  
**Double devolution** - Why use at all?  
**Downstream** - Why use at all?  
**Early Win** – success  
**Edge-fit** - Why use at all?  
**Embedded** – set in  
**Empowerment** – people power  
**Enabler** - helps  
**Engagement** – working with people  
**Engaging users** – getting people involved  
**Enhance** – improve  
**Evidence Base** – research shows  
**Exemplar** – example  
**External challenge** – outside pressures  
**Facilitate** – help  
**Fast-Track** – speed up  
**Flex** - Why use at all?  
**Flexibilities and Freedoms** - more power to do the right thing  
**Framework** – guide  
**Fulcrum** – pivot  
**Functionality** - use  
**Funding Streams** - money  
**Gateway review** - Why use at all?  
**Going forward** – in the future  
**Good Practice** – best way  
**Governance** - Why use at all?  
**Guidelines** – guide  
**Holistic** – taken in the round  
**Holistic governance** - Why use at all?  
**Horizon scanning** - Why use at all?  
**Improvement levers** – using the tools to get the job done  
**Incentivising** – incentive  
**Income Streams** – money/cash  
**Indicators** - measurements  
**Initiative** – idea  
**Innovative capacity** - Why use at all?  
**Inspectorates** – monitoring bodies  
**Interdepartmental** – working together  
**Interface** – talking to each other  
**Iteration** - version  
**Joined up** – working together  
**Joint working** – working together  
**LAAs** - Why use at all?  
**Level playing field** – everyone equal  
**Lever** - Why use at all?  
**Leverage** - influence  
**Localities** – places/town/city/village  
**Lowlights** – worst bits  
**MAAs** - Why use at all?  
**Mainstreaming** - Why use at all?  
**Management capacity** - Why use at all?  
**Meaningful consultation**– talking to people  
**Meaningful dialogue** – talking to people

**Mechanisms** - methods  
**Menu of Options** – choices  
**Multi-agency** – many groups  
**Multidisciplinary** – many  
**Municipalities** – towns/cities/areas  
**Network model** - Why use at all?  
**Normalising** – make normal  
**Outcomes** – results  
**Outcomes** - focused  
**Output** - results  
**Outsourced** - privatised  
**Overarching** - Why use at all?  
**Paradigm** - Why use at all?  
**Parameter** - limits  
**Participatory** – joining in  
**Partnership working** – working together  
**Partnerships** – working together  
**Pathfinder** – Why use at all?  
**Peer challenge** - Why use at all?  
**Performance Network** - Why use at all?  
**Place shaping** – creating places where people can thrive  
**Pooled budgets** - money  
**Pooled resources** – time and money  
**Pooled risk** - Why use at all?  
**Populace** - people  
**Potentialities** - chances  
**Practitioners** - experts  
**Predictors of Beaconicity** – Why use at all?  
**Preventative services** – protecting the most vulnerable  
**Prioritization** – most important  
**Priority** – most important  
**Proactive** - Why use at all?  
**Process driven** – shouldn't everything be people driven?  
**Procure** - buy  
**Procurement** - buying  
**Promulgate** - spread  
**Proportionality** - in proportion  
**Protocol** - guidance  
**Provider vehicles** - Why use at all?  
**Quantum** - Why use at all?  
**Quick Hit** – success  
**Quick Win** – success  
**Rationalisation** - cut  
**Rebaselining** - Why use at all?  
**Reconfigured** - reform  
**Resource allocation** – money going to the right place  
**Revenue Streams** - money  
**Risk based** – safest way  
**Robust** - tough  
**Scaled-back** – cut/reduce  
**Scoping** – work out  
**Sector wise** - Why use at all?  
**Seedbed** – idea  
**Self-aggrandizement** - Why use at all?  
**Service users** – people  
**Shared priority** – all working together  
**Shell developments** - Why use at all?  
**Signpost** – point in the direction of  
**Single conversations** – talking to  
**Single Point of Contact** – everything under one roof  
**Situational** - situation  
**Slippage** – delay  
**Social contracts** - deal  
**Social exclusion** – poverty  
**Spatial** - Why use at all?  
**Stakeholder** – other organisations  
**Step Change** – improve  
**Strategic** - planned  
**Strategic priorities** - planned  
**Streamlined** – efficient  
**Sub-regional** – work between councils  
**Subsidiarity** – Why use at all?  
**Sustainable** – long term  
**Sustainable communities** – environmentally friendly  
**Symposium** – meeting  
**Synergies** – what use at all?  
**Systematics** - Why use at all?  
**Taxonomy** - Why use at all?  
**Tested for Soundness** – what works  
**Thematic** - theme  
**Thinking outside of the box** - Why use at all?  
**Third sector** – charities and voluntary organisations  
**Toolkit** - guidance  
**Top-Down** – ignores people  
**Trajectory** - route  
**Tranche** - slice  
**Transactional** - Why use at all?  
**Transformational** – change  
**Transparency** - clear  
**Upstream** - Why use at all?  
**Upward trend** – getting better  
**Utilise** - use  
**Value-added** – extra  
**Vision** – ideal/dream/belief  
**Visionary** – ideal/dream/belief  
**Welcome** – necessary and needed/step in the right direction  
**Wellbeing** - healthy  
**Worklessness** - unemployed