

Eastern Daily Press

SERVING THE COMMUNITY
SINCE 1870

Suggestions to help start-ups to flourish must be considered

The founders of what are now some of the most successful companies in the world often tell of their early struggles and the huge burdens they faced in getting off the ground.

There is often a fine line between survival and failure for a start-up business.

Norfolk MP George Freeman's proposals could make a huge difference to those starting out in business, and could also give a boost to the Norwich Research Park which has the potential to create thousands of jobs in the area.

Of course, any tax cut must be very carefully thought out and our already stretched Treasury coffers must not be adversely affected.

Businesses must contribute their fair share to the Inland Revenue.

But if such a move has the potential to speed up the creation of jobs and the growth in turnover and profits of new businesses, it must be considered.

Others must play their part too.

Banks must be willing to support new enterprises and lend, and mentoring and support are also important.

There are businesses that are unviable and doomed to fail, but there are many others which have the potential to be successful enterprises given the right support and environment.

Our region has such a strong culture of enterprise and great potential to expand.

Anything more that can be done to help small businesses to flourish and grow should be warmly welcomed.

Pirate boat welcomed

It's time to break open the rum and toast hire boat firm Richardson's for its imaginative new way of wooing families to the Broads.

Dressing up one of its cruisers as the Jolly Richie pirate ship, complete with pirate-themed cushions and bedding, the firm hopes to develop its market for families with young children.

As Richardson's chief executive Greg Munford acknowledges, it is time the hire boat industry moved forward in the way holiday parks have done.

It is a small beginning, but if the Jolly Richie proves a hit, the Stalham firm is already planning to give other boats a pirate makeover and even develop new themes in consultation with its customers.

Who knows, the Broads could soon be an even more colourful place.

Happy birthday UEA

The University of East Anglia has helped nurture some of the brightest and most creative minds in Britain over the last half century.

And local children were welcomed at the university with open arms at the weekend to inspire the next generation of students.

The university celebrated its 50th anniversary in style on Saturday with a packed programme of events for children. The UEA makes an important contribution to the Norfolk economy and the celebrations at the weekend really helped to boost its links with the local community.

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A large forest can be set on fire by a little flame.
James 3:5

tlc
tlcnorwich.com

READER'S PICTURE OF THE DAY

iwitness24



■ A male marmalade hover fly (*episyrphus balteatus*) hovering in sunbeams under a tree in Buckenham churchyard. Picture by David Brooker. If you would like to submit a picture for possible publication in the EDP, visit www.iwitness24.co.uk

Norfolk dialect could make English grammar clearer

Peter
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Mr Gove wants all civil servants to read what a certain Mr Gwynne – the Telegraph calls him a “a self-taught schoolteacher” – has to say about grammar, in his book *Gwynne's Grammar*.

I quite agree that there is a deficiency of knowledge about grammar in this country. We should all know what nouns, verbs, and adjectives are. We should know about subjects and objects. We should even know what adverbs are, although they are rather difficult to define. And everybody, including Mr Gove, should know what complements, aspects, copulas, and conjuncts are too. I wonder if he actually does.

Mr Gwynne – I heard him on the radio – wants people to be able to write clearly. Of course we have to agree. But knowing what a noun is won't actually help you with that very much. Knowing about grammar is important; and writing coherently is important. But they are very different things, and the one won't assist you much with the other.

Mr Gwynne is one of those people who link what they call “good grammar” to “clear thinking”. I heard him say that



■ Education secretary Michael Gove wants civil servants to improve their grammar.

unless you get your grammar right and make the right grammatical distinctions, you won't be able to think straight, you won't make the right decisions, and you will end up being, er, unhappy. (I've probably omitted some stages in his argument, but not many.)

So I have a proposal to make to the two Mr Gs. In English there is an important difference between subject pronouns such as ‘I, he, she, we, they’; and object pronouns such as ‘me, him, her, us, them’. We say “I like him, he likes me, we like them, they like us”. But most English speakers have a problem here. They – carelessly, it could be argued – don't bother to

make this subject-object distinction with the third-person singular neuter pronoun. They say “I like it – it tastes good”. Two ‘its’! No distinction! Is there some potential unhappiness lurking here?

In Norfolk we are given to thinking much more clearly than that. We say “I like it”, but “that taste good”. What a superb, elegant and very precise grammatical distinction between the subject ‘that’ and the object ‘it’! So here's how Mr Gove could achieve greater happiness. Next time he looks out of the window and sees a little precipitation, he could try saying, as we do in this part of the world: “That's raining!”