

Reference: 01406139

Eleanor Scott  
Information Rights Advisor  
[Information.requests@ofcom.org.uk](mailto:Information.requests@ofcom.org.uk)  
9 March 2022

## Freedom of Information: Right to know request

Thank you for your request for information in relation to inclusive language guides. We received this request on 7 January 2022, and received further clarification regarding your request on 7 February 2022, and have considered it under the Freedom of Information Act 2000.

You asked:

*This is an information request relating to the publication of inclusive language guides at Ofcom.*

*Please include the following information:*

*Whether or not an inclusive language guide has been published in any of the past three calendar years, 2019, 2020 and 2021*

*A copy of any such guide*

*The estimated cost in staffing hours and finances to prepare such a guide*

*By "Inclusive Language Guide" I am referring to any publication or manual, whether for internal or external use, which advises or instructs staff, stakeholders, end-users or any other party related to Ofcom as to what Ofcom considers hurtful, offensive or non-inclusive language.*

## Our response

Ofcom does not have an inclusive language guide for staff that outlines what Ofcom considers hurtful, offensive or non-inclusive language.

We have published [offensive language research](#) which outlines public attitudes to offensive language on television and radio to help us understand and take account of audience's views when making complex and nuanced decisions about potentially offensive content on television and radio, while having full regard to freedom of expression. We do not hold estimate information on staff costs. Ipsos Mori were commissioned to conduct the research on Ofcom's behalf.

If you have any queries, then please contact [information.requests@ofcom.org.uk](mailto:information.requests@ofcom.org.uk). Please remember to quote the reference number above in any future communications.

Yours sincerely,

Eleanor Scott

If you are unhappy with the response you have received in relation to your request for information and/or consider that your request was refused without a reason valid under the law you may ask for an internal review. If you ask us for an internal review of our decision, it will be subject to an independent review within Ofcom.

The following outcomes are possible:

- the original decision is upheld; or
- the original decision is reversed or modified.

**Timing**

If you wish to exercise your right to an internal review **you should contact us within two months of the date of this letter**. There is no statutory deadline for responding to internal reviews and it will depend upon the complexity of the case. However, we aim to conclude all such reviews within 20 working days, and up to 40 working days in exceptional cases. We will keep you informed of the progress of any such review. If you wish to request an internal review, you should contact [information.requests@ofcom.org.uk](mailto:information.requests@ofcom.org.uk).

If you are not content with the outcome of the internal review, you have the right to apply directly to the Information Commissioner for a decision. Further information about this, and the internal review process can be found on the Information Commissioner's Office [here](#). Alternatively, the Information Commissioner can be contacted at:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire

SK9 5AF