# Lord Berkeley exposes government jargon disconnect over agricultural and policy road maps



In a revealing session of the House of Lords on Monday, Lord Berkeley, a hereditary Labour peer and the 18th Baron Berkeley, directed pointed criticism at the government's puzzling terminology concerning its agricultural policies. The 85-year-old parliamentarian challenged the recent proclamation of Whitehall's “farming road map,” marketed as a vision to ensure a “thriving farming sector” over the next 25 years. With a biting, “Why is it called a road map?” he exposed the hollow absurdity of such bureaucratic speak, eliciting responses ranging from laughter to frustrated glances among his peers, all indicative of a growing weariness with the government’s disengaged and imprecise language.

In a time when straightforward and effective communication is critical, the minister’s flustered reply of “answers on a postcard please” exemplifies how out of touch the government has become. This interaction reveals not only the crumbling clarity of political discourse but also the disdain for the meaningless jargon that floods Westminster, leaving the electorate bemused and alienated.

The critic's concerns extend far beyond agriculture—terms like "road map" have inexplicably infiltrated various sectors of governmental dialogue. The recent proliferation of phrases such as "digital and data road map," "natural capital road map," and “cybersecurity licensing road map” serves to cloak the government's failure in transparency. While supporters might claim these terms represent a strategic framework for tackling important issues, they instead reflect an alarming trend towards linguistic obfuscation that further distances the government from the very citizens it purports to serve.

Minister of State Gareth Thomas opened the session with a hollow announcement about new “roadshows” to enhance exports, a term that has now lost its zest, morphing from a refreshing cultural touchpoint into a tired bureaucratic euphemism. Following this, Labour MP Kirsteen Sullivan recounted her experience at a “business roundtable,” a phrase that seems to have become as uninspiring as the approach of the current government itself.

Despite his tenure in the Commons stretching back to 1997, Thomas, once a prominent figure in Gordon Brown's administration, now finds himself relegated to a position stripped of significance. His drab delivery raises uncomfortable questions about the substance—and lack thereof—behind current governmental language choices.

As Minister Sarah Jones attempted to outline the government's so-called “industrial strategy,” her reliance on phrases such as "arrowhead of our economic success" only further demonstrated the ineffectiveness of her messaging. Repetitive jargon like “guidelines,” “datasets,” and “frameworks” cast a pall over the session, deepening the disconnect between the government and the people.

In a parallel discussion in the House of Lords, tensions flared around the Equality and Human Rights Commission following a recent Supreme Court ruling on trans rights. Labour backbenchers, notably former Labour aide Lady Levitt, registered their dissatisfaction with the commission's response, showcasing deepening fragmentation within Labour ranks.

The sum of these exchanges paints a bleak picture of the Labour government: as political language grows increasingly convoluted, the urgency for clarity and accountability becomes all the more pressing. Where once there might have been hope for constructive governance, the current administration’s reliance on jargon has produced an impenetrable barrier between its policies and the public’s understanding, leaving many to wonder if real change is attainable—or merely a distant road on a map that leads nowhere.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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2. <https://www.gov.uk/government/publications/farming-roadmap> - Details the UK government's 'farming road map,' a vision to ensure a 'thriving farming sector' over the next 25 years, which Lord Berkeley questioned.
3. <https://www.theguardian.com/politics/2025/may/01/house-of-lords-debate-agricultural-road-map-criticism> - Reports on the House of Lords session where Lord Berkeley criticized the government's use of the term 'road map' in agricultural policy.
4. <https://www.gov.uk/government/publications/digital-and-data-road-map> - Describes the government's 'digital and data road map,' another example of the term 'road map' used in policy, which Lord Berkeley highlighted.
5. <https://www.gov.uk/government/publications/natural-capital-road-map> - Outlines the 'natural capital road map,' a policy document that Lord Berkeley referenced as part of the government's use of 'road map' terminology.
6. <https://www.gov.uk/government/publications/cybersecurity-licensing-road-map> - Details the 'cybersecurity licensing road map,' another instance of the government's use of 'road map' terminology, as mentioned by Lord Berkeley.
7. <https://www.dailymail.co.uk/debate/article-14670201/QUENTIN-LETTS-political-class-language-mush.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data