

**Embargo: 22nd October 2007**

## **Press Release**

### **Public Affairs Bodies Join Forces and Launch Guiding Principles for All**

The Association of Professional Political Consultants (APPC), CIPR Government Affairs Group (GAG) and Public Relations Consultants Association (PRCA) have today jointly unveiled a new set of guiding principles for **all** those who interact with the UK's political institutions. Reflecting the diversity of organisations and individuals who now engage with government – from charities, trade bodies, public sector bodies, NGOs and pressure groups to law firms, management consultancies, investment banks and corporations – the new initiative forms the bedrock to promote the principles of openness, honesty, integrity and propriety.

The three industry bodies are now embarking on a process of consultation with a wide range of organisations who represent or regulate those involved in interacting with government, Parliament and the broader public policy community. Approaches have already been made to the Charity Commission, CBI, Local Government Association, TUC, Law Society and Management Consultancies Association to gather support for the principles and their broader adoption.

The three organisations who have developed the new guiding principles sit at the heart of the important debate about the future of lobbying. They already self-regulate and have their own detailed Codes of Conduct.

However, they believe it is vital that all those who engage with the institutions of government should also adhere to a clear set of principles. They will be pressing other representative organisations to translate the principles into more detailed codes of conduct embodying the guiding principles and appropriate to their respective sectors.

**Gill Morris, Chair of the APPC** said, *"Our aspiration is to see the guiding principles being adopted by representative organisations (and their members) as the basis of more specific codes of conduct akin to those already operated by the APPC, PRCA and CIPR."*

**Rod Cartwright, Chair of the PRCA's Public Affairs Committee** said, *"The guiding principles reflect the realities of 2007 and the fact that public affairs consultants are by no means the only people who interact with the institutions of government. We hope that this initiative will help to create a more balanced debate about lobbying and perhaps play some role in helping to improve the standing of politics overall."*

**Robert Khan, Chair of the CIPR Government Affairs Group** said, *"I hope that the guiding principles will transform the public affairs industry and ensure that standards are*

*raised. It's fantastic that the principles can now be adopted by everyone who interacts with government. The Government Affairs Group intends to advocate and promote these principles across the industry."*

**Lionel Zetter, President of the CIPR said,** *"Lobbying is by its very nature is at the heart of the democratic process. Those working in the field therefore have a duty to establish and maintain the very highest standards of behaviour. This set of guiding principles represents a big step forward, and it demonstrates the determination of the three largest bodies representing the public affairs industry to work together to drive up standards."*

## **Ends**

### **For further information contact:**

Gill Morris: Chair, APPC – [g.morris@connectpa.co.uk](mailto:g.morris@connectpa.co.uk) / 020 7222 3533

Rod Cartwright: Chair, PRCA Public Affairs Committee – [rcartwright@hillandknowlton.com](mailto:rcartwright@hillandknowlton.com) / 020 7413 3787

Lionel Zetter: President, CIPR – [lionel.zetter@dods.co.uk](mailto:lionel.zetter@dods.co.uk) / 020 7091 7500

### **Notes for Editors:**

1. The Guiding Principles are attached