



Public Administration Select Committee Inquiry

We understand that the Report, which has been finalised, will be published "at the beginning of January".

As our next Members' Meeting is on **26 January** the meeting will discuss in detail the Report's recommendations.

Member Engagement

As discussed in the previous newsletter the Management Committee agreed at its Strategy Day that members of the Management Committee should become designated points of contact for each member firm. You will be contacted shortly by your designated Management Committee member but please see overleaf a list of the proposed relationships.

The purpose of the scheme is to improve communications between the Management Committee and the membership. So specifics could include:

1. Informing Members of decisions taken by the Management Committee, rather than simply circulating minutes
2. Encouraging Members to disseminate information amongst staff, such as the Chair's Newsletter, and ask for input into the Newsletter
3. Talk Members through the Communications Strategy for the APPC Management Committee
4. Discuss issues such as the Disciplinary Procedures, Guiding Principles, current issues affecting the industry, etc
5. Ask what we could be doing better, what we are doing wrong, what we are doing well
6. Encourage participation in the training sessions, and talk Members through how they operate
7. Monitor compliance with completion of the Register

"Government lobbying Government"

You will have seen the Report published by Nick Hurd MP, Shadow Minister for the Cabinet Office, which was previewed by the press

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release "Scandal of Government spending millions lobbying the Government".

I have written to Nick Hurd requesting a meeting and await a reply. I will report back in due course.

APPC Members Meetings

Members' Meeting 8 December

At the last Members' Meeting the guest speaker was **Philippa Foster Back, Chief Executive of the Institute of Business Ethics.**

The IBE was set up in 1986 to promote the application of ethical practices to business behaviours; the IBE is concerned not with what business an organisation is engaged in (provided it is legal) but how it carries out that business, and the values and behaviour it exhibits in doing so.

Members were particularly interested in Ms Foster Back's views on how an organisation can embed ethical, responsible behaviour into its core business practices. Employee surveys is one quick and easy way of "testing the temperature" of an organisation and the IBE has produced a simple guide to enable subscribers to survey their staff.

Embedding ethical behaviour is, of course, an important and evolving issue for the APPC, where we have often discussed the need to move beyond the annual checklist and find ways to further engender a culture of compliance within member firms. The practical difficulties inherent in establishing such a culture were also discussed.

The meeting also discussed the difference between "compliance" and "ethics"; Ms Foster Back was keen to point out that the difference between the two words is more substantive than semantic. She urged organisations to aspire to move from a culture of compliance towards a culture of responsible, ethical values underpinning organisational behaviour and very much commended the APPC Code of Conduct in this respect.

Compliance Officers' Meeting 15 December

Warwick Smith chaired the meeting and updated members on the **revised complaints and disciplinary procedures**, which Warwick is completing the drafting of. We will then take legal advice and the proposed procedures will then be circulated for final agreement by all member companies early in the New Year.

The meeting also discussed **Code and Register Issues**. The main issues were:

1. The position of Prospective Parliamentary Candidates and whether, under the Code, they should be treated in the same way as local Councillors. The consensus was that they were covered by Clause 12 but that the clause could be amended to add "such as an office holder or candidate for office"
2. It was agreed that training clients should be included in the Register
3. The consensus was that pro bono clients should be allowed (but not required) to be declared in the Register, but in a separate section, subject to notifying the client to ensure that the charity did indeed regard itself as a client

All of these matters will be discussed by the Management Committee at the next meeting on 2 February, but members comments in advance to Mary are welcome.

Future Meetings

Please see below dates of the Members' Meetings for 2009:

- 26 January
- 16 March
- 11 May
- 27 July
- 7 September
- 7 December

Membership Changes and Statistics

Bellenden is the newest member to join and Morgan Allen Moore is no longer a member.

Latest membership statistics are:

Members	61
Consultants	824
Clients	c1,750

Profiling Events

1. I spoke at the Electus-APPC Fringe Meeting at Labour Party Conference on 23 September
2. I spoke at a meeting in the House of Commons on 5 November organised by the Alliance on Lobbying Transparency
3. I have written an article "Is Lobbying Transparent in the UK?" for Total Politics magazine with a counter-comment written by David Hencke, which will be published soon

Proposed Designated Point of Contact for Each Member Firm

Advocate	<i>Martin LeJeune</i>
APCO UK	<i>Lucy Burns</i>
Atherton Associates	<i>Helen Johnson</i>
B2L Public Affairs	<i>Robbie MacDuff</i>
Bellenden	<i>Lucy Burns</i>
Blue Rubicon	<i>John Mills</i>
Burson Marsteller	<i>Gidon Freeman</i>
Butler Kelly	<i>Mark Adams</i>
Cavendish Comms	<i>Michael Burrell</i>
Chambre PA LLP	<i>Warwick Smith</i>
Champollion	<i>Warwick Smith</i>
Cherton Enterprise	<i>Gill Morris</i>
Cicero Consulting	<i>Gavin Devine</i>
Citigate DR	<i>Mark Adams</i>
Cogitamus	<i>Ross Laird</i>
College Public Policy	<i>Robbie MacDuff</i>
Connect PA	<i>Robbie MacDuff</i>
I Costain McCade	<i>Ross Laird</i>
DJH Associates	<i>Martin LeJeune</i>
Edelman	<i>Robbie MacDuff</i>
EPPA	<i>Lucy Burns</i>
EUK Consulting	<i>Helen Johnson</i>
Euro RSCG Apex	<i>John Mills</i>
FD PA	<i>Gidon Freeman</i>
Fishburn Hedges	<i>Robbie MacDuff</i>
Fleishman-Hillard	<i>Mark Adams</i>
Foresight Consulting	<i>Robbie MacDuff</i>
Four Comms	<i>Michael Burrell</i>
Gardant	<i>Warwick Smith</i>
Golden Arrow	<i>Darren Caplan</i>
Grayling	<i>Robbie MacDuff</i>
Green Issues	<i>Gavin Devine</i>
Greenhaus Comms	<i>Ross Laird</i>
Hanover Comms	<i>John Mills</i>
Helen Johnson PA	<i>Robbie MacDuff</i>
Hill & Knowlton	<i>Helen Johnson</i>
Insight	<i>Darren Caplan</i>
JMC	<i>Warwick Smith</i>
Lansons PA	<i>Michael Burrell</i>
Lexington Comms	<i>Robbie MacDuff</i>
Mandate	<i>Robbie MacDuff</i>
Munro & Forster	<i>Martin LeJeune</i>
New Consensus	<i>Ross Laird</i>
Open Road	<i>Robbie MacDuff</i>
PLMR	<i>Mark Adams</i>
Political Developments	<i>Gidon Freeman</i>
Political Dimenson	<i>Gill Morris</i>
Political Intelligence	<i>Gavin Devine</i>
Politics Direct	<i>John Mills</i>
Politics International	<i>Helen Johnson</i>
Portland PR	<i>Darren Caplan</i>
Positif Politics	<i>Darren Caplan</i>
PPS Group Ltd	<i>Robbie MacDuff</i>
Precise PA	<i>Robbie MacDuff</i>
Quintus PA	<i>Michael Burrell</i>
Sovereign Strategy	<i>Lucy Burns</i>
Stratagem	<i>Martin LeJeune</i>
Tetra Strategy	<i>Gill Morris</i>
Waterfront	<i>Gidon Freeman</i>
Weber Shandwick	<i>Gill Morris</i>
Whitehouse	