

# STANDARDS, PROCEDURES AND PUBLIC APPOINTMENTS COMMITTEE

## INQUIRY INTO LOBBYING

### SUPPLEMENTARY EVIDENCE FROM CIPR SCOTLAND, APPC SCOTLAND AND ASPA

#### Cost of Maintaining Registers

##### CIPR Scotland

The Chartered Institute of Public Relations (CIPR) maintains a PR Register of all members which is publicly available on our website – [www.cipr.co.uk](http://www.cipr.co.uk). This is a list of all CIPR members and does not distinguish between those members which provide public affairs services and those who are employed in wider Public Relations or communications roles. To capture this information all CIPR members who engage in public affairs activity are required to register information on the UK Public Affairs Council (UKPAC) Register.

The UKPAC Register serves as a platform for members of the CIPR and the Association of Professional Political Consultants (APPC) to register the employer or client(s) they represent on an ongoing basis. Other organisations and individuals involved in public affairs may also register. The UKPAC Register is available at [www.publicaffairscouncil.org.uk/en/search-the-register/](http://www.publicaffairscouncil.org.uk/en/search-the-register/).

The information on the Register includes contact details, membership(s) of professional bodies and the name of the employer or client(s) for in-house and consultant public affairs practitioners. The Register is openly accessible to the public, regularly updated, and is fully searchable. Registration on the UKPAC Register is mandatory for all CIPR and APPC members carrying out public affairs activity on behalf of their employer or client(s).

UKPAC does not routinely publish its running costs, but we understand that the costs of maintaining the Register totals approximately £35,000 per annum. This reflects on-going annual costs – the capital costs of establishing the Register in 2010 would have been significantly higher.

It is worth noting that the information contained in the UKPAC Register relates to public affairs practitioners and not specifically to lobbying activity. In addition it is worth reflecting that the UKPAC Register serves as a *disclosure* register rather than an *access* register. That is, the Register discloses information about which employer or client(s) the public affairs practitioner is working on behalf of, rather than determining which practitioners are authorised to practice because their name is contained on a Register. Whilst the CIPR strongly supports the role disclosure registers can play in improving transparency, we do not support 'access' type registers which we believe would effectively create a "licence to lobby".

## **APPC Scotland**

The register of the Association of Professional Political Consultants provides detailed information on our member consultants and consultancies. The information includes:

- Company contact information in the UK
- Other countries of operation
- List of consultants (both directly employed and sub-contracted) who conduct public affairs activities
- List of clients paying for public affairs services
- List of clients paying for monitoring services only
- List of pro bono clients

The register is updated on a quarterly basis and is publicly available on our website <http://www.appc.org.uk/members/register/>

**The information on the register is inputted directly by members. The process is managed by the APPC secretary, and time spent on this process, along with proportion of website hosting costs and occasional software upgrades provide an indicative cost of c.£10,000 per annum for the management and maintenance of the APPC register.**

The information on the APPC register also forms the basis of the information on the UKPAC register relating to APPC members. The UKPAC register is not as detailed (in that it doesn't differentiate between 'types' of client), but it is searchable.

It is important to recognise that the APPC register is not a register of lobbyists, but a register of professional political consultants and consultancies who provide public affairs services and who are subject to our Code of Conduct. Public Affairs services includes lobbying services, but in any given quarter covered by each edition of the register, the registrants may or may not have provided such services, and the clients listed may or may not have received such services.

We have recently opened up membership of the APPC to in-house teams and individuals who conduct public affairs activities. Accepting and abiding by the Code of Conduct is the principal condition of membership of the APPC and is a condition of employment for any person directly employed or sub-contracted to provide public affairs service support.

## **ASPA**

ASPA publishes a list of all its members on its website <http://www.scottishpublicaffairs.org.uk/> - this lists organisations or individuals depending on the basis they have applied for membership of ASPA, and is accessible to any member of the public. In the event a member of the public does not have internet access then a copy of the membership list can be provided on request. Each member listed is required to adhere to the ASPA

code of conduct which is also published on this website Membership applications are considered by the ASPA committee on a quarterly basis and the membership list is updated after the Committee has approved any applications at its meetings. ASPA is not a member of the UK Public Affairs Council and so does not participate in its register or benefit from any sharing of administration and costs.

ASPA does not employ any staff, and so the Committee is responsible for maintaining the membership list. This includes reviewing membership applications for suitability, the publication of the membership list on the website, the costs of maintaining this list on the website, invoicing members for their subscriptions and processing their payments.

The estimated cost of the work incurred by the Committee required to maintain the ASPA membership list is £10,000. This does not reflect the equivalent cost of employing a person to carry out this work which would incur salary, benefits, accommodation, equipment, expenses, and other employment costs which would be incurred if an independent regulatory body was established.

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