INSTITUTE OF PUBLIC RELATIONS PROFESSIONAL PRACTICE

Supplementary Code of Practice and Register for Institute Members Engaged in Lobbying Activities

introduction

1. This Code is supplementary to the Institute’s main Code of Professional Conduct. Members engaged in lobbying activities, whether as consultants or as employees, are strongly urged to subscribe to the Code on an annual basis. The subscription will be by way of a form issued to all members annually, and obtainable on request from the IPR. [The form can also be returned electronically].

2. The Code is designed to ensure that Institute members adhere to the highest standards of integrity in dealing with the Institutions of Government, in line with the attitude to public service applied by the Committee on Standards in Public Life.

3. The Code has been drawn up taking into account similar codes adopted by the Association of Professional Consultants and the Public Relations Consultants Association, with the explicit aim of ensuring that clients, employers, those operating in the public service, or other members of the public have a clear understanding of the duties and obligations of those engaged in lobbying and understand the standards by which they wish to be judged. The communality of key features of the Code will also ensure that any complaints can dealt with on an even-handed basis.

4. The route for complaints against members of the Institute of Public Relations remains as described in the Institute’s Code of Professional Conduct.

5. The Code

i) Lobbyists undertake to act with honesty towards clients and the institutions of Government - institutions including all local, central and international public bodies.

ii) Lobbyists have a positive duty at all times to establish the truth and accuracy of all statements made for information provided in the course of their work.

iii) In making representations to the institutions of Government, lobbyists should be open in disclosing the identity of their clients and other information, subject to the normal requirements of commercial confidentiality.
iv) Lobbyists must advise their employers or clients where their objectives may be illegal, unethical or contrary to professional practice, and must refuse to act in pursuance of any such objectives.

v) Lobbyists should not make misleading, exaggerated or extravagant claims or otherwise misrepresent the nature and extent of their access to institutions of Government or to persons in those institutions.

vi) Any act of bribery is a criminal offence. However innocently intended lobbyists should not give any cause for belief that they have engaged in such an activity. Thus, save for modest entertainment and token business mementos, lobbyists should not offer to give, or cause an employer or client to offer or give any financial or other incentive to a member of any Governmental institution or any officer of a political party or other lobbying group, nor accept any financial or other incentive from whatever source that could be construed to act as a bribe or improper solicitation of favour.

vii) Lobbyists should always have regard to any circumstances which might arise which might appear to produce a conflict of interest and should draw appropriate attention, where necessary, to employers or clients where such a conflict may become apparent.

viii) Lobbyists must comply with the requirements of their employers and/or of their clients in relation to their own membership of and active involvement in political parties or other political causes and should ensure that their own party or party-political activities are kept strictly separate from their duties and activities as lobbyists.

ix) Lobbyists must abide by the rules and conventions for the obtaining, distribution and release of parliamentary and governmental document.

x) Save in exceptional circumstances, lobbyists should not seek to obtain passes or other privileges conferring entitlement to access to governmental buildings on a permanent or semi-permanent basis.
Annexe 2

PUBLIC RELATIONS CONSULTANTS ASSOCIATION

CODE OF CONDUCT

This Code of Conduct covers the activities of regulated political consultants in relation to all United Kingdom, English, Welsh, Scottish and Northern Ireland central and local government institutions. It is a condition of membership of the PRCA that the member firm, its staff and non-executive consultants should accept and agree to abide by this Code for itself and that members will be liable for the actions of their staff in relation to the Code. Political consultants are required to endorse the Code and to adopt and observe the principles and duties set out in it in relation to their business dealings with clients and with institutions of government.

Professional political consultants stand upon the bridge between their client and departments and agencies of Government. If they are to retain the confidence of their clients and of the institutions of government with whom they have dealings, they must conduct, and be seen to conduct, their activities with the highest standards of integrity towards both, and in such a manner as to respect and not to impair, or to give the appearance of impairing, the integrity of his company, of his clients, or of the institutions concerned (hereinafter "institutions of government" should be taken to include "public body").

The duty of political consultants is to monitor the activities of the institutions of government and to enable their clients to present a proposal or a case in the most effective way to the relevant institution. This will involve consultants in providing factual and other information to their client, analysing both the client's proposal and case and the political and policy environment in which it is to be put forward, assisting clients in preparing and advocating their case and to direct it efficiently and appropriately. This code applies to all clients, whether or not fee-paying.

1. In pursuance of the principles in this Code, political consultants are required not to act or engage in any practice or conduct in any manner detrimental to the reputation of the Association or the profession of political consultancy in general.

2. Political consultants must act with honesty towards clients and the institutions of government.

3. Political consultants must use reasonable endeavours to satisfy themselves of the truth and accuracy of all statements made or information provided to clients or by or on behalf of clients to institutions of government.

4. In making representations to the institutions of government, political consultants should be open in disclosing the identity of their clients, subject always to the requirements of commercial confidentiality.

5. Political consultants must advise clients where their objectives may be illegal, unethical or contrary to professional practice, and to refuse to act for a client in pursuance of any such objective.

6. Political consultants should not make misleading, exaggerated or extravagant claims to clients about, or otherwise misrepresent, the nature or extent of their access to institutions of government or to persons in those institutions.

7. Save for entertainment and token business mementoes, political consultants should not offer or give to a client any financial inducement to secure or retain that client's business; not to offer or give, or cause a client to offer or give, any financial or other incentive to a Member of either House of Parliament, the Scottish Parliament, Welsh Assembly or Northern Ireland Assembly or Greater London Assembly, to any aide or assistant of any such Member, to any member of the staff of either House of Parliament, the Scottish Parliament, Welsh Assembly or Northern Ireland Assembly or Greater London
Standards Committee, 1st Report 2002 - Annex D

Assembly, or to any Minister or official in any institution of government; not to accept any financial or other incentive, from whatever source, that could be construed in any way as a bribe or solicitation of favour.

8. Political consultants should not place themselves in a position of potential conflict of interest, for example by:

- acting for any client ("Client A") where, in the view of another client ("Client B") to do so would conflict with duties to Client B;
- appointing to their main or subsidiary board, or to the board of any body corporate in which they have a majority interest, or causing to be appointed to any parent or associated company board, any MP, MEP, sitting Peer or any member of the Scottish Parliament or the Welsh Assembly or the Northern Ireland Assembly or the Greater London Assembly;
- making any award of, or allowing the holding of equity in, any Member firm; or payment in money or in kind to any MP, MEP, sitting Peer or to any member of the Scottish Parliament or the Welsh Assembly or the Northern Ireland Assembly or the Greater London Assembly, or to connected persons or persons acting on their account directly or through third parties;
- failing to comply with any statute. Westminster or Scottish parliamentary or Welsh or Northern Ireland Assembly or Greater London Assembly resolution and adopted recommendation of the Committee on Standards in Public Life in relation to payments to a political party in any part of the United Kingdom.

9. Political consultants who are also local authority councillors are prohibited from working on a client assignment of which the objective is to influence a decision of the local authority on which they serve.

10. Political consultants must keep strictly separate from their duties and activities as political consultants any personal activity or involvement on behalf of a political party. Where any conflict may arise between consultants' professional duties and their personal political activity, the former must have precedence.

11. Political consultants must abide by the rules and conventions for the obtaining, distribution and release of parliamentary and governmental documents set out by the institutions of government.

12. Political consultants must not hold, or permit any staff member to hold, any pass conferring entitlement to access to the Palace of Westminster, to the premises of the Scottish Parliament or the Welsh Assembly or the Northern Ireland Assembly or the Greater London Assembly or any department or agency of government.

13. Political consultants must conduct themselves in accordance with the rules of the Palace of Westminster, Scottish Parliament, Welsh Assembly, Northern Ireland Assembly or Greater London Assembly or any department or agency of government while within their precincts, and with the rules, conventions and procedures of all institutions of government.

14. Political consultants must always abide by internal rules on declaration and handling of interests laid down by any public body on which they serve.

15. Political consultants must not exploit public servants or abuse the facilities or institutions of central or local government within the United Kingdom.
In all their activities and dealings, political consultants should be at all times aware of the importance of their observance of the principles and duties set out in this Code for the protection and maintenance of their own reputation, the good name and success of their company, and the standing of the profession as a whole.

Signed ___________________________  Date ___________________________

Company ___________________________
CODE OF CONDUCT FOR MEMBERS

The following Code contains a statement of the basic values and principles which form the foundation of the business of members of the Association for Scottish Public Affairs in the Scottish Parliament. Members of the Association are expected to act with integrity and the Association will regulate the essential relationship of trust between the member and the client, between the member and the Scottish Parliament, and between members and their professional colleagues.

Members shall:

a) be bound to abide by any rules of the Scottish Parliament designed to regulate their activities and to provide any information required by the Parliament as a condition of their obtaining access to Parliament.

b) state the interest or interests they represent when in contact with members of the Scottish Parliament, their staff or officials of Parliament.

c) refrain from any action designed to obtain information dishonestly and act at all time in such a way as to put their political integrity beyond question

d) neither incorrectly claim nor conceal any formal relationship with the Scottish Parliament in any dealings with third parties

e) not circulate for profit to third parties copies of documents obtained from the Scottish Parliament

f) not employ any officials of the Scottish Parliament and shall comply, when recruiting former officials of the Scottish Parliament with any relevant provisions of the Parliament relating hereto

g) not knowingly mislead Members of the Scottish Parliament, their staff or officials of Parliament

h) not knowingly or recklessly disseminate false or misleading information and shall exercise reasonable care to avoid doing so inadvertently

i) avoid any professional conflicts of interest

j) save for reasonable hospitality, as defined by the Scottish Parliament, neither directly nor indirectly offer or give any financial or other inducement to any Member of the Scottish Parliament, any official of the Parliament or their staff. Members shall be willing participants in reminding the MSP if he or she has to declare an interest to the Scottish Parliament.

k) honour confidences given in the course of their professional activity

l) shall take reasonable steps to safeguard any pass issued to them for the purposes of gaining access to the Scottish Parliament and shall not give any such pass to any member of their staff or any third party

m) when required by the appropriate authorities of the Scottish Parliament surrender any pass issued to them

n) not employ or offer any board appointment or pay any retainer or commission to any member of the Scottish Parliament, except that corporate members of the Association which are voluntary, charitable or non-profit-making bodies may offer an unpaid appointment to a Member of the Scottish Parliament provided that:

the offer of such appointment does not contravene any rule, order or regulation of the Scottish Parliament

any conflict of interest of either a pecuniary or non-pecuniary nature is declared by or on behalf of the member of the Association whenever it arises

ASPA, 1 October 1998
ASSOCIATION OF PROFESSIONAL POLITICAL CONSULTANTS

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ASSOCIATION OF PROFESSIONAL POLITICAL CONSULTANTS

CODE OF CONDUCT

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Professional political consultants stand upon the bridge between their clients and departments and agencies of Government. If they are to retain the confidence of their clients and of the institutions of government with whom they have dealings, they must conduct and be seen to conduct, their activities with the highest standards of integrity towards both, and in such a manner as to respect and not to impair, or to give the appearance of impairing, the integrity of his company, of his clients, or of the institutions concerned (hereafter "institutions of government" should be taken to include "public body").

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4. In making representations to the institutions of government, political consultants should be open in disclosing the identity of their clients and other information, subject always to the requirements of commercial confidentiality.

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- making any award of, or allowing the holding of equity in, any Member firm, or payment in money or in kind to any MP, MEP, sitting Peer or to any member of the Scottish Parliament or the Welsh Assembly or the Northern Ireland Assembly, or to connected persons or persons acting on their account directly or through third parties;
- failing to comply with any statute, Westminster or Scottish parliamentary or Welsh or Northern Ireland Assembly resolution and adopted recommendation of the Committee on Standards in Public Life in relation to payments to a political party in any part of the United Kingdom.

9. Political consultants must keep strictly separate from their duties and activities as political consultants any personal activity or involvement on behalf of a political party. Where any conflict may arise between consultants' professional duties and their personal political activity, the former must have precedence.

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