



**Public Relations
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Dear Minister,

I write on behalf of the Public Relations Consultants Association (PRCA) –the professional body which represents around 300 organisations working in the public relations and public affairs industry.

The PRCA is a founder member of UKPAC –the UK Public Affairs Council, an umbrella body comprising ourselves, the Chartered Institute of Public Relations, and the Association of Professional Political Consultants.

Over the past 18 months, UKPAC has attempted to create a comprehensive register of all those who work in public affairs, a process of which you will be aware.

As one of UKPAC's three members, we have supported that aim. But we have come to the reluctant conclusion that UKPAC is simply not the right vehicle to deliver the statutory register which is the Government's aim. Its register has proved incomplete, inaccurate and unreliable.

As a consequence of that conclusion, we have today withdrawn from UKPAC. The organisation simply lacks any credibility.

We believe that self-regulation, via the existing Codes of Conducts and Professional Charter that we enforce, and the similar codes of other membership bodies, is the most effective and proportionate form of regulation.

We are also clear however that there needs to be a statutory register covering all who work in public affairs, whether they are employed in multi-client consultancies, in-house communications teams, think tanks, trade unions, or business lobby groups.

That register must be held by an independent body, credible with the industry, Government and public alike.

Finally, we would urge you now to publish your long-awaited consultation paper on regulation and registration, so that the process of reform which the Prime Minister spoke of some time ago can take its next step forward.

Yours sincerely

A handwritten signature in blue ink, appearing to read "Francis Ingham". The signature is stylized and fluid.

Francis Ingham
Chief Executive