

UKPAC: Definition of Lobbying and Related Matters

Lobbying means, in a professional capacity, attempting to influence, or advising those who wish to influence, the UK Government, Parliament, the devolved legislatures or administrations, regional or local government or other public bodies on any matter within their competence.

Lobbyists are those who, in a professional capacity, work to influence, or advise those who wish to influence, the institutions of government in the UK, in respect to:

- (i) the formulation, modification or adoption of any legislative measure (including the development of proposals for legislation);
- (ii) the formulation, modification or adoption of a rule, regulation or any other programme, policy or position;
- (iii) the administration or execution of a governmental or other public programme or policy within the UK (including the negotiation, award or administration of a public contract, grant, loan, permit or licence).

Institutions of government means the UK Government, Parliament, the devolved legislatures or administrations, regional or local government or other public bodies

Public Affairs services means the provision of:

- (i) lobbying or advice on lobbying as defined above;
- (ii) services with intent to assist lobbying, including the provision of monitoring, public affairs and programme support, strategic communications advice, profile raising, decision-making analyses and perception auditing services¹.

Public Affairs practitioner means any individual who, in a professional capacity, provides, as a substantive and sustained part of their responsibilities, public affairs services as defined above.

Supplementary Guidance

As the words “in a professional capacity” indicate, private individuals seeking to influence public office-holders are intended to be excluded from the ambit of UKPAC and the requirement to register. So too are those who are not providing public affairs services but who (for example, as heads of not-for-profit organisations or Board members of commercial companies) engage occasionally with the institutions of government as a purely incidental part of their role. Nonetheless UKPAC would hope that both they and private individuals

¹ Guidance on what constitutes monitoring, etc. is given in Annex 1 to this paper. A more detailed list of the activities embraced is given in Annex 2.

engaged in lobbying would observe the Guiding Principles designed to encourage good conduct by all who seek to influence the institutions of government.

ANNEX 1: Guidance on definition of services

Monitoring means providing both advice and analysis of activities in Parliament and Whitehall, in the political parties, local government, public bodies, pressure groups, think tanks and EU institutions, including debates, questions, committee inquiries, statements, reports, legislation and regulation

Public affairs and programme support means, for example, assistance with political research, with drafting written submissions to Government consultations and select committee inquiries, and with the administration of programmes of meetings with target audiences.

Profile raising means supporting organisations wanting to be better known and understood by political stakeholders as they engage with Government, Parliament and other key influencers.

Decision making analysis means helping individuals organisations wanting policy, legislative or regulatory change to understand who the key decision makers are, when to approach them and how best to make the individual's or organisation's case.

Strategic communications advice means full campaigns in the political arenas to achieve particular objectives, often within a framework of wider internal communications and public relations work.

Audit means testing the perceptions held of organisations by political and other stakeholders, and auditing the effectiveness of previous political engagement.

ANNEX 2: List of Public Affairs Services

- Political Monitoring
- Intelligence gathering
- Perceptions auditing
- Policy research
- Policy and risk analysis
- Stakeholder and issues mapping/analysis
- Legislative and regulatory tracking
- Horizon scanning
- Strategy development
- Campaign planning
- Issues and crisis management
- Message and narrative development
- Message training and rehearsal
- Training
- Audience research and polling
- Strategic advice and counsel
- Stakeholder contact management
- Written submissions and briefings
- Event creation and management
- Issue seminars and roundtables
- Strategic sponsorship
- Political media relations
- Coalition building
- Grass-roots campaigning
- Reputation management