

**Chris Martin MPRCA**  
**Director & Head of Public Affairs**  
**Ketchum**

I am a Board Director and Head of Public Affairs at global communications consultancy Ketchum and have worked in the industry for more than 15 years. I previously served on the Executive Committee of the Public Affairs Board (PAB) in 2019/20 and am seeking election for the 2021/22 term.

I believe the PAB should be a vehicle for confidently promoting the value and legitimacy of public affairs as a communications discipline, and build consensus across the industry, from large network agencies to independents, on how we uphold the highest ethical standards. The PAB should represent and support its members, rather than actively seeking to police them or focus on inward looking processes such as endless consultations on the wording of the Code.

We should take great pride in our industry and the PAB should be its biggest champion. If elected I will seek to prioritise:

**1. Championing our industry**

The public affairs industry is and can be a force for good and the PAB must confidently speak up on behalf of those it represents.

**2. Diversity and inclusion**

We must do more to encourage and support greater diversity and inclusion and meaningfully engage with member organisations who have led the way on this to share best practice with others.

**3. Training and networking**

The Covid pandemic has slowed learning and networking opportunities for many, especially those beginning their public affairs careers. The PAB can play a role in facilitating industry-wide training and networking opportunities open to all members.

**John Rowland MPRCA**  
**Managing Director**  
**Cicero/amo**

*Why I am standing*

Our industry is at a critical point and I'd like to be part of the team that helps steer it through the challenges – and opportunities – ahead. I am a political consultant of 15 years standing, having joined Cicero as an account exec straight out of university. It was a small independent, based in a loft in Soho back then. Now, it is one of the biggest and most respected in the country sitting within a huge multinational. That journey gives me an appreciation of how exciting it can be to work in public affairs. I love what I do, and I want to do my best to ensure that this remains a dynamic and interesting industry for those entering it. However, I am clear eyed about the personal demands it can make on people starting out in their careers. The pandemic has made it even more challenging, and I think this is something we need to focus on more. I have three areas of interest:

- *Supporting the next generation*

I was a founder-member of the APPC Young Consultants' Committee over 10 years ago. Many of us have been lucky enough to build rewarding, senior careers running large teams or even entire agencies since then. This experience always reminds me that the AMs, ADs or in house-public affairs managers of today are the industry leaders of tomorrow and we should always be listening carefully to their voices. They have been at the coalface of managing remote teams and workloads and we should be thinking about how we can equip them – as well as ourselves - better to work in what increasingly looks like a long-term hybrid home/office working environment. We as an industry should be doing all we can to share experiences and best practices too.

- *Standards and reputation*

While we can be proud of the generally high standards of professionalism and ethics that we have built as an industry, there is a lot of unfinished business. Too many people who conduct public affairs services professionally stand outside the standards of ethics and transparency demanded by the PRCA public affairs code.

While it is easy – and true - for us to say that recent lobbying scandals featured no professional lobbyists, we cannot use this as a comfort blanket. Whether we like it or not, our social 'license to operate' is once again in question because we are part of the world of advocacy also occupied by former ministers, MPs and officials who often operate *sub rosa*. We need to continue to ask ourselves as professionals tough questions about our standards, while being robust about advocating higher and more consistent standards for all.

- *Widening access to our profession*

We can do more to find the best talent in places we don't usually look for it. I believe that too little attention is paid to the fact that a disproportionate number of public affairs consultants come from the same kind of educational backgrounds. We need to think about new pathways to enter our industry that do not involve a good (often independent) school and an elite university. More formalised work experience programmes and even apprenticeships could help people find a career.

**Tiffany Burrows MPRCA**  
**Account Director**  
**SEC Newgate**

The past 16 months have been incredibly tough for everyone, and our industry is no exception.

We still don't know the long-term impact of the pandemic on public affairs, but as we move out of restrictions and into a new normal, I'd like to continue to play my part in promoting and championing the sector as a respectable profession. In particular, I think it's important to increase outreach across the whole country to showcase the value of public affairs to those who may not have considered it as a career choice. The Public Affairs Board (PAB) Executive Committee, as experienced practitioners, can lead this charge. It also has a role to play in ensuring those beginning their public affairs careers understand the importance of good practice and can take up the baton as future advocates for high ethical standards.

The industry has also received a lot of attention over the past few months, and I have been proud of the PAB Exec Committee's response of calling out untransparent practices and campaigning for appropriate lobbying regulation reform by publishing a six-point plan to restore public confidence. However, we need to maintain this momentum and I am keen to continue supporting Liam if I am fortunate enough to be re-elected as Vice Chair.

As Vice Chair of the PAB Exec Committee, I have been working with colleagues on an issue extremely close to my heart – the need to increase the diversity of our industry and striving to make it more inclusive. As part of this, I joined the PRCA's new Equity and Advisory Inclusion Council (EIAC), to ensure that public affairs is represented within initiatives of the wider communications industry. The EIAC's work to move the dial is in full swing and I'm proud of the work it is undertaking.

If I am re-elected to the Committee, I'd like to see us engage more, and support organisations and groups who share similar values and a commitment to being more representative. Women in Public Affairs' survey of women in the industry at the end of 2020 revealed some shocking truths. It found that the over half of respondents said the public affairs sector as a whole has not dealt with racial discrimination, a quarter of women the industry is poor at helping women progress, and a staggering 93% of women saying the industry is not good at protecting and helping women when it comes to sexual harassment. We should and must do more.

**Emily Fermor MPRCA**  
**Director**  
**Hanbury Strategy**

Over the last four years, I have built the public affairs practice at Hanbury Strategy which I now jointly lead. I'm fortunate enough to work with a fantastic team on exciting and varied briefs, including advising start-ups, big tech and cultural institutions on UK political strategy and engagement.

Alongside building the public affairs practice at Hanbury, I was a councillor for five years and have taken time out to support the Liberal Democrats: jointly managing the media campaign for Jo Swinson's successful bid for the leadership; working as an aide on the Leader's Tour in the most recent general election; and running as a candidate in 2017.

It is with this experience that I am seeking re-election to the Public Affairs Board Executive Committee for a second term.

My priorities on the committee are threefold:

1. To uphold the highest ethical standards fairly and transparently;
2. A commitment to a more inclusive and representative industry;
3. To bring a fresh perspective from a newly established public affairs consultancy.

What does this mean in practice?

First, I will uphold the highest ethical standards fairly and transparently. In the last year the lobbying industry has been placed under scrutiny. It can be too easy under this pressure to throw stones in glass houses, point blame and scapegoat. But as the largest member body for lobbyists, the PRCA must continue to highlight good practice in our industry and put the majority of members - who work hard and are passionate about what they do - first in all decision-making.

Second, I will bring a commitment to a more inclusive and representative industry. We must do more to widen access to our industry to diverse talent, and promote diversity of thought within it. From ensuring our leadership bodies better reflect our society as a whole, to committing time and energy to opening up the industry to people from a range of socio-economic backgrounds, I will work with others to prioritise inclusivity and diversity.

Third, I will bring a fresh perspective. As a practice leader in a newer and smaller agency, I bring a different perspective, helping to make sure the executive committee better represents our industry as a whole.

**Gavin Devine MPRCA**  
**Director**  
**Park Street Partners**

I have put myself forward to continue to serve on the Executive Committee of the Public Affairs Board because the past 12 months have once again shown how our industry is under continuous scrutiny. Over that period, I have worked closely with the Chair of the Public Affairs Board and the Director General of the PRCA to support them in ensuring that we have taken a robust line, making clear that what we do is a vital part of democracy whilst challenging the poor behaviour of people who do not follow our code and standards.

During the next year this scrutiny will be kept up. I believe my experience of working in Parliament for more than a decade followed by long periods in leading positions in big public affairs agencies and stints on the APPC Committee, Public Affairs Board and PRCA Board put me in a strong position to continue to contribute positively. As a Public Affairs Board we have to be strong advocates for our industry and be ready to put forward legislative, regulatory and other changes needed to ensure we can continue to do what we do. I will do everything I can to help.

Alongside defending our industry we must also be positive and proactive about speaking up for public affairs and improving standards in our sector. I am really keen that in the year ahead the PAB starts to explore ways of sharing best practice and demanding more from us all in terms of greater degrees of professionalism across the board. I am fiercely proud of what we do, and want to work with the rest of the PAB to promote what we do to the widest possible audience.

**Fran O’Leary MPRCA**  
**Director of Client Services**  
**Lodestone**

Public affairs plays such a crucial role in making politics, and society, better for all. Having been a civil servant and a journalist prior to becoming a public affairs consultant, and with over 10 years agency experience, I believe public affairs can be a true force for good. As a sector, we help amplify the voices of those who have not been heard, fix problems and translate complex issues into clear messages. We have the power to help change the world for the better, working to ethical principles, and this has been brought into sharp focus during the challenges posed by the pandemic.

I have a huge amount of respect for the work of the PRCA Public Affairs Board to date and I am standing to focus on 3 areas:

1. Diversity & Inclusion

We must continue to champion diversity. Our sector is not yet reflective of society and that makes us weaker. We should amplify the voices of those in under-represented groups and challenge ourselves to do more to drive real change. We can only do this through collaboration and action. As our industry reflects on resilience through COVID, we have the opportunity to build back better, as a sector, and as employers. Diversity and inclusion should be at the heart of our plan for the future.

2. Promote ethical public affairs as a force for good

We should build on the great work of the PRCA and the PRCA Public Affairs Board on developing clear codes of conduct and promoting transparency, and all be strong advocates for our sector. Ethical public affairs can be positive for democracy and all citizens, ensuring all voices are heard. To stand out from those who don’t follow the same ethical guidelines, we must be better at making the case for our contribution. I want to help promote public affairs as playing a positive and crucial part in politics, the economy and society.

3. Strengthening the profile of PRCA code as marker of ethical conduct

I believe we can build on recent work to give members a USP in proving their ethical credentials – helping to give all members an edge over the competition in pitches, when hiring and building networks.

As way of background, I was on the Public Affairs Board Diversity and Inclusion committee in the past and contributed to a strategy paper that went to the board, I have been involved in the PRCA’s LGBTQ+ group, I co-founded the global Institute of AI, I have judged PRCA awards and been a mentor via the Taylor Bennet Foundation, a charity that exists to encourage black, Asian and minority ethnic (BAME) graduates to pursue a career in communications. I am one of the co-founders and a Director of Lodestone Communications, a purpose-led agency which was amongst the winners at the 2020 PRCA Public Affairs Awards.

**Pete Digger MPRCA**  
**Managing Director**  
**Engine MHP**

Pete has a wealth of experience to bring to the public affairs board, as well as good knowledge of the history of the regulation of the sector over the past 25 years.

He is passionate about presenting the industry in the most positive light. We need to be on the front foot, positive, proactive and excited about the essential role the industry plays in representing clients and causes but also, crucially, in informing public debate, the advancement of policy interventions, and the routine amendment of legislation in a way that improves the policy and decision making process.

Today, the majority of his work is in health, where clear advances for patients and their families have been made as a result of establishing and improving regulatory and treatment pathways, building partnerships and driving reform.

Occasionally the sector can sound defensive or embarrassed about the work that we do, accepting arbitrary and ill thought through recommendations because we feel we lack the agency to articulate our case positively and enthusiastically. Continuing and building upon the excellent work that current Board Members have done to turn this around will be central to the sector's success in the coming years.

We need to drive even harder the progress that has been made to deepen understanding of the work we do, positively, and create the reputational headroom to argue for sensible reform where required, and resist tokenistic interventions when we know they will make no difference.

Pete started his career as a researcher in the House of Commons in 1995. Since then he has worked in a number of consultancies and across multiple sectors. He has been a Managing Director at ENGINE MHP since 2013, where he specialises in healthcare public affairs and communications.

**Melissa Barnett MPRCA**  
**Deputy Managing Director**  
**Healthcomms Consulting**

Public affairs is an industry that everyone who works in should be proud of. I have seen first hand as I have progressed through my career that all too often the value of public affairs fails to be acknowledged outside our industry. Lobbying is deemed unethical and the actions of a few impact the reputation of everyone. I am standing for the Public Affairs Board as I believe that we need to do more as individuals and as an industry to champion public affairs and stand for ethical lobbying.

As someone who has worked at a smaller agency, and has experienced public affairs agency at all levels, from intern right through to Deputy Managing Director, I have a lot to contribute to a strong and active Public Affairs Board.

I have worked within agency for the whole of my career, and I was elected as Chair of the Young Consultants Committee for the APPC where I worked to engage those within our industry who are starting out. I feel passionately about the value of public affairs. I believe there is a role on the Public Affairs Board for established consultants, and also the need to listen and engage with those just entering the industry.

If elected I would work with colleagues on the Public Affairs Board to:

- Engage with those in the industry at all levels, not just those who are historically involved in the PRCA and APPC
- Champion the highest ethical standards
- Develop the wider understanding of the value of public affairs

Finally, I would be a good representative on the Public Affairs Board as I have the passion and commitment to work with others to successfully champion the value of what we all do daily.



**Leon Cook MPRCA**  
**Founder**  
**Atticus Communications**

Having worked in public affairs for over twenty years in numerous political capitals, the global big three agencies, as well in-house, I have seen much of what the industry has to offer, learned from it, and contributed meaningfully. I have worked on lobbying, diplomacy and impactful government to government campaigns across the globe and worked across every crisis imaginable. Notwithstanding my professional work experiences, I have consistently over many years made myself available and assisted those looking to enter the public affairs industry or seeking advice on career next steps and how to navigate it. Having now set-up my own agency, I have enshrined this ethos into our working set-up and routinely provide paid internships to those wishing to gain a foothold in the industry.

As a former Vice-Chair of the CIPR Public Affairs Committee, I understand the role and importance of an active membership body as a voice for the industry – especially in light of many of the issues witnessed in the last year and future challenges around lobbying and its governance. These are ongoing substantial issues that I am keen to participate in having worked within almost every context and facet of the industry.

The agency I founded, Atticus Communications, is built around my passion and what I believe should be the cornerstone for any communications operator – politics. I believe in equal opportunity and diversity in the workplace and giving something back. During the pandemic I have personally and through my team assisted a number of companies and entities in a pro-bono capacity as we sought to do whatever we could at a time of national crisis. The Public Affairs Board would further enable me to make a contribution and use my wide and varied experiences to help those wanting to follow suit and broaden the understanding of how the industry can be a vehicle for change.

The public affairs industry is living history through the pandemic, a changing national political configuration, the use of the workplace, and understanding around the UK's place in the world. Never before has there been a greater need for the voice of the very people connecting industry, campaigns and wider society to policymakers. I believe that through my network and multi-geographical experiences, I can play a positive role in the development of the industry that I have for the last twenty years made a career and called home.

**Mark MacGregor MPRCA**  
**Senior Adviser**  
**Hume Brophy**

I am asking for your support for Executive Committee of the Public Affairs Board for two reasons.

First, I believe that political decisions can have a hugely beneficial impact on peoples' lives. Good public affairs can help ensure that Governments – at national, regional and local level - are better informed about the contribution that business and organisations can make. That is why the recent media coverage about the Greensill affair is so damaging; not just for the reputation of our industry, but also in how it affects our collective ability to ensure business' voice is heard by Parliamentarians, officials and advisers alike. It is vital that the PRCA acts as a strong advocate for our industry in general and for reform of the rules around lobbying transparency in particular. We also have to ensure that those who have served in Parliament or in Government are held to the same standards that we have in place for agencies. The PRCA Director General has been an important voice in criticising wrong doing as well as arguing for changes that would increase transparency. I will want to play my part in supporting those changes in future.

Second, we need much greater diversity within our industry to ensure that the people who represent clients to the Government look and sound like modern Britain. But that must also include encouraging diversity of background and opinion. During the Brexit referendum for example, there were too many voices advising business leaders to support one side of the debate and to portray the outcome in a very partial way. That does not serve the best interests of the businesses we advise. We need to ensure not just that our industry has a better balance in terms of ethnicity and gender but that we have people from less privileged backgrounds and holding a range of views.

I hope I have the experience to make an important contribution to the future of the PRCA. I have been involved in politics and communications for 30 years, having worked for a range of agencies and in-house teams as well as directly for think tanks and a political party. More recently, I have advised corporates on how best to tackle often very serious reputational challenges – and I want to bring my understanding of how to effect reputational change for the benefit our own industry.

**Alan Boyd-Hall MPRCA**  
**Head of Public Affairs**  
**Grayling UK**

I have been working in politics and public affairs for over twenty years and currently lead Grayling's public affairs offer in the UK. Over this time, working in Parliament, in-house and agency, I have seen the tremendous value that "good" public affairs can offer. Done well, with integrity and transparency, lobbying provides an essential service to often time poor decision makers in raising issues of vital importance.

I have never had the pleasure of sitting on the Executive Committee of the PRCA Board, but I would love to work together with other members to ensure that the credibility of our industry remains upheld, working in tandem with others from across our industry, to uphold standards.

Alongside this, I want to see what more we can do to drive diversity and inclusion within our sector. It is an age-old problem for our industry – and while it's much discussed, I don't believe we've seen the sort of large-scale change yet that is required. That is not to say that there is an easy answer to this. The CVs that I am sure we all regularly receive do not reflect the diversity of our society. Public affairs, and communications more broadly, is not seen as a viable or even recognised career path for many and as practitioners it is incumbent upon us, the industry, to do more to spread the message, open doors and force change.

I also believe there is more that we can do to reflect the industry that is growing outside of Westminster and Whitehall. With a network encompassing London, Edinburgh and Cardiff, as well as within many of the devolved city regions of the UK, I will aim to bring perspectives and ideas to the Executive Committee from across the regions.

As tomorrow's decision-makers, consultants and executives, it is essential that we continue to be outward-facing, open to fresh perspectives and that we work hard for a more inclusive, representative workforce within our sector.

**Paul Church CMPRCA**  
**Associate Director**  
**Connect**

I am seeking election to the Public Affairs Board, with a pledge to:

- Advocate public affairs and champion our industry as both a force for good and a catalyst for excellent and fair legislation across the United Kingdom.
- Promote diversity, transparency and high ethical standards across our industry.
- Ensure good value for agencies and in house teams from their Public Affairs Board membership, via more career development, mentoring, training and support.
- Work in partnership with the Chair and Board to promote public affairs within schools as a great career choice, within the UK as an industry which spans beyond Westminster, and within politics as an essential component for democracy and good policy-making.

**My Experience:**

- Associate Director and Team Leader at one of the UK's largest independent public affairs agencies, Connect, leading a team of consultants working on education, health and third sector clients.
- Understand our industry holistically, having worked for both large and small agencies, as well as experience in in-house and political adviser roles.
- Vice Chair of the inaugural Public Affairs Board, who worked on its formation, and attended every Board meeting during my last tenure.
- Chair of the public affairs industry's PRCA Education Group.
- Passionate about diversity and social mobility across our industry, including actively working on initiatives to increase industry representation of consultants from BME and LGBTQ+ communities, and poorer socio-economic backgrounds.
- Former Code of Conduct Sub-Committee Member, who worked on drafting the industry's Code of Practice.

Above all, I pride myself on being an advocate for our industry, a voice for all of the professionals within it, and a fair arbiter on any cases which come to the Board's attention.

Listening, representing and being your voice is very important to me, and I will make myself available to hear from any industry practitioner who wants their Board to be responsive to their concerns.

I very much hope to be able to count on your support and please do feel free to contact me any time should you wish to discuss any aspect of this at: [paul@paulchurch.org.uk](mailto:paul@paulchurch.org.uk)

**Jessica Goodrum MPRCA**  
**Head of Public Affairs**  
**Hanover Communications**

I have been delighted to service on the Public Affairs Board Executive Committee this year and would be thrilled to be re-elected in 2021/22. Implementing and maintaining high standards across the sector is important to ensure that the image of the Public Affairs industry improves and appeals to future talent. I want to continue my work with the Executive Committee to ensure that the reputation of the sector is upheld, and that members and their employees are working in an ethical manner. Those of us who work within the industry should be proud of our wider profession and trust in the ability of our counterparts to build and enhance the wider reputation of the sector.

Bringing fresh and diverse talent into the industry is incredibly important, and I'm proud to advocate and promote Public Affairs as a viable career route for those who may have typically felt excluded. Alongside my day-to-day work, I have mentored two students with an interest in politics but who hadn't realised that Public Affairs was a potential career path. As a member of the Executive Committee, we should seek to do more alongside the NextGen Committee to advocate on behalf of our industry, as well as encouraging all members to ensure that professional development needs are addressed and encourage to retain younger talent in the sector.

I am currently Head of Public Affairs at Hanover Communications, and have worked within the Public Affairs industry for over 6 years.

**Tim Snowball**  
**Partner and the Public Affairs Practice Lead**  
**FleishmanHillard**

After 15 years in politics and public affairs, I am currently a Partner and the Public Affairs Practice Lead at FleishmanHillard. Under my leadership we've grown in revenue and market share, and championed a modern, integrated approach. I am very proud of what we do and the service that we provide, but most of all I'm proud to be a consistent champion of change and innovation within the industry.

I am passionate about our profession, but worry about how easily the reputation of Public Affairs can be tarnished by the bad behaviour of a small minority, whether ex-PMs or non-PRCA members. If elected to the Public Affairs Board, I will therefore seek to strongly represent the vast majority of us, who work hard to operate ethically in all we do.

I will be a vocal champion for our industry. Throughout the pandemic, public affairs in-house leaders and consultants have had a unique opportunity to prove our true value in boardrooms across the country. But it's been harder, and not necessarily the right moment, to promote this good work more widely. As we return to a new normal, there is a real opportunity to champion the positive role and status of public affairs, and, if elected, this will be my priority for the Public Affairs Board in the year ahead.

I support taking a robust, fair and transparent approach to complaint investigation and adjudication. I recognise the value of this process in not just upholding but also clarifying our Code of Conduct, promoting and raising standards for all. The Board must not be afraid to call out unethical practice, wherever it occurs (member or not). We should also always stand for greater transparency and effective self-regulation.

I will support the PRCA's initiatives to promote greater diversity in our industry. This is one area where there is no room for Public Affairs exceptionalism versus the wider PR industry, and where we all need to do more to fully reflect the country we operate in.

Finally I'd like to see the PRCA continue an increasingly hybrid approach to member engagement beyond the pandemic, to reflect the adapted working patterns many of us will now be embracing for the long term, as well as the increasing geographic spread of our profession. I'd like to see the Board increase communications around its activities and to champion industry networking in all its forms.

**Robert Khan FPRCA**  
**General Medical Council**

I'm re-standing to be a member of the PRCA Public Affairs Board Executive Committee because I want to continue to provide a strong voice on behalf of the in-house public affairs community. I've been working in public affairs, on an in-house basis, for over twenty years. My previous roles include running the public affairs function for London Councils, for the Commission for Social Care Inspection, for the Care Quality Commission and for the Law Society (where I also served as the executive director for external affairs). After ten years in the legal sector I recently moved back to the healthcare world where I now lead the public affairs, stakeholder engagement and national office functions of the General Medical Council across the UK.

I've also always been a strong contributor to the wider public affairs community, serving on a number of committees including the original UK Public Affairs Committee as a founder member and as a current member of the PRCA professional practices committee. My focus - if re-elected to the public affairs board committee - would be to focus on more in-house public affairs recruitment.

While I have worked closely with many good friends from the consultancy side of the public affairs world, I think we can do even more to enhance and improve the PRCA's offer to the world of in-house. I would also like to focus on building more events that are focused on attracting leading politicians and players. From 2004 until 2008 I was Secretary then Chair of the CIPR public affairs group organising events and chairing speaker meetings with among others Theresa May, Michael Gove, David Cameron, Lord Ashdown, Nick Brown, Nick Clegg, Bob Worcester, Armando Iannucci, Andrew Pierce and David Dimbleby.

It would be great to bring a focus to bringing us all together to hear and physically meet with leading political figures once again, as soon as we can, as well as bring an impetus to the work of our in-house community, and that would be my focus. As part of that work I would also want us to help the industry get back to what we all might consider a more normal life, post pandemic, while not forgetting some of the lessons we have learned over the last sixteen months and applying them to the future

**Georgina Chapman MPRCA**  
**Regional lead for London and the South of England**  
**Grasshopper Communications**

I would like to join the Public Affairs Board Executive Committee as I believe I have the experience, skills and knowledge to make a positive contribution to the Board.

I work for Grasshopper Communications Limited working across both England and Wales and my interests span both countries. Our projects and therefore my experience covers a range of different areas including residential development, renewables and infrastructure.

I have experience as a member of a board and delivering the strategic oversight and engagement this requires. I am currently a Non-Exec Director of a housing association, West Herts Homes and also Chairman of Felbridge Parish Council where I live. I am keen to encourage greater consideration of equality, diversity and inclusion in the workplace and I recently led on the publication of a guide called *"Equality, diversity and inclusion, A checklist of high quality communication and engagement practice."*

I believe that everyone deserves to have their voice and opinion heard and I would look to take an active role on the board helping to encourage debate and facilitate consensus and decision making. Across all industries Covid has marked a period of change, and for our industry represents great opportunity as well as a challenge and I would relish the chance to bring my enthusiasm and experience to the board at this time.

I strongly believe that our industry has an important role to play in the future of Government both at a national and local level. I consider that adhering to a strict standard in how we act as advisers and consultants is of paramount importance. I believe that the Public Affairs Board is doing great work within our industry, and I am keen to support and develop this further. I am especially interested in the ethos that we instil in new members to our industry, both young and old and that we continue to challenge historic perceptions of what we are trying to achieve and the value that we can add. I am genuinely interested in how we can better ourselves as an industry to provide the very best service to our clients.

During my career I have worked with a focus on National Government representing national organisations such as SSL International (owners of Durex and Scholl brands) alongside organisations such as the Historic Houses Association. I currently work at both National and Local Government level with national companies in both England and Wales, such as Taylor Wimpey, Barton Willmore and Lendlease on development projects. I believe I have a good understanding of our industry and the challenges it faces, but I strongly believe that you never stop learning and I am always keen to hear from others and discuss and understand their needs and desires.

I excited about this opportunity and, if elected, am committed to dedicating the time and energy required. It is important to me that as the UK public affairs industry that we continue to hold ourselves to account, acting in a moral and transparent way.



**Chris Madel MPRCA  
Board Director and Partner  
London Communications Agency**

I have been proud to work in public relations and public affairs for nearly 20 years, most of which has been spent at London Communications Agency (LCA), a 60-strong consultancy where I am now an equity partner and board director.

My time at LCA has taken me on a wide-ranging public affairs journey across all political levels; getting to grips with hyper-local ward level politics, working with and for many of London's local authorities and understanding and engaging with the machinations of London's City Hall as well as Whitehall. Through all of this I have seen first-hand how valuable the role of our industry is in helping to inform constructive and positive decision making.

As an agency leader I see public affairs both in terms of serving my clients (developing and delivering effective strategies and keeping them informed of anticipated policy or political changes) but also as a business issue that affects my organisation directly (for example as a result of the regulatory environment we operate in, or the lack of it as the case may be).

If elected I would be the first LCA representative on the PRCA PA Executive Committee and believe I can provide some fresh thinking and guidance, particularly on the role of public affairs in development and infrastructure, sectors that are LCA specialisms but where the role of the PA practitioner is often misunderstood and shrouded in suspicion.

The Government's planning and growth agenda has led to a significant increase in new PR/PA agencies working in these sectors in recent years. These range from quite traditional 'lobbying' firms to agencies who take a much more holistic approach to stakeholder engagement and public affairs.

The role of engaging politicians and the public in planning and infrastructure is vital in ensuring that proposed developments can address national, regional, and local issues whilst providing lasting benefits for the people who will be affected. The vast majority of our industry undertake this role in an ethical manner and in compliance with the PRCA code, however, there have been several occasions where a PR professional has a perceived conflict between his/her/their consultancy role – where they are likely to be promoting a proposed development – and position as an elected politician – where they have been trusted to honestly represent the views of constituents who may be affected by the proposals. Situations like this undermine both the development sector and our own industry, depleting trust and creating a vicious circle that can be difficult to break.

If elected to the committee I will use my experience to generate more awareness of the positive role public affairs can play in development and infrastructure, as well as all other sectors of public life, whilst working with fellow members to strive for greater transparency and trust across the industry.

I would also like to work with fellow members and the PRCA to embrace and advocate newer, more inclusive methods of political and public engagement that have been accelerated over the past 16 months via the pandemic. I believe that these are key to delivering more diversity and quality to the public affairs industry in the coming years.