



PRIVY COUNCIL OFFICE
WHITEHALL, LONDON SW1A 2AT

16 December 1986

Dear Quintin

USE OF PR CONSULTANTS

Recent experience of the lobbying tactics of the Public Relations Consultants Association and of individual PR companies suggests that some may have wrongly assumed that there has been a change of policy in their employment by Government.

As you may have noticed, a Parliamentary answer (Hansard 19 November attached) most recently stated the Government's position. That policy remains and I do not see any need to change it. I thought you should know this in the event that you or your Department were approached by public relations firms searching for Government business.

You will, of course, appreciate that the position in regard to public relations consultants is distinct from that on the use of advertising agencies. All Government publicity campaigns involving the purchase of paid media are implemented by using commercial advertising agencies who are contracted through COI and with the advice of the independent Advisory Committee on Advertising.

I am sending a copy of this letter to all Ministers in charge of Departments.

A handwritten signature in dark ink, appearing to be 'John Hailsham', written in a cursive style.

The Rt Hon Lord Hailsham of St Marylebone CH

Local Gov't: Planning PTS

