

*From the Permanent Secretary*

**Chief Executives**

16 February 2010

Dear Chief Executives,

I am writing to remind you of your obligations when appointing public relations or other consultants.

It may be appropriate, in some circumstances, for NDPBs to employ public relations or other consultants in developing public representation of their work. Any tasks for which PR consultants are engaged need to be closely defined and controlled, and adequate arrangements should be put in place to keep the consultancy to its brief. It will always be an improper use of public funds for NDPBs to employ PR or other consultants to lobby parliament or government departments in an attempt to influence government policy or obtain higher funding.

**NDPBs should seek further advice from its sponsor department where the use of publicity and advertising might be regarded as novel or contentious, and in all cases before employing PR consultants.**

Can you please ensure your staff are aware of the above guidance.



**PETER HOUSDEN**

*Department for Communities and  
Local Government*  
Eland House  
Bressenden Place  
London  
SW1E 5DU

Tel 030-3444-2785

[pspeterhousden@communities.gsi.gov.uk](mailto:pspeterhousden@communities.gsi.gov.uk)