

Credentials from

 **EURO RSCG APEX COMMUNICATIONS**

2009

Foreword



I am delighted to introduce Apex Communications, the communications and public affairs consultancy with a difference. Innovative and fast-growing, we provide a personalised service from senior consultants with unrivalled experience. And, as part of the Euro RSCG global network, we offer added reach and scale.

I do hope you will take time to read our credentials and we very much look forward to hearing from you.

A handwritten signature in black ink that reads "Robin Young". The signature is written in a cursive, flowing style.

Sir Robin Young
Chairman
Euro RSCG Apex Communications

i. Our Credentials

Apex Communications is an innovative political consultancy with a different approach to public affairs and strategic communications. We do not rely on middle-ranking executives to service clients. We only offer high level strategic advice from senior consultants who have real experience at the highest levels of government, the media and business.

- **Real insight into political decision-making**

Few other agencies can boast our first hand experience of government decision-making and political communications at the highest level. We do not need to rely on inflated claims about who we know. Our expertise is assured.

- **Direct access to senior advisers**

All our people are drawn from the highest level of politics and business. With Apex Communications you will receive top-level advice from our senior consultants who will remain with you as long as you remain with us.

- **Straightforward, frank advice**

We bring more than expertise. We bring a different style too. As serious, credible and authoritative professionals, our advice is frank and straightforward and, where possible, we encourage performance-related work, putting our money where our mouth is.

Our Offer

In a fiercely competitive corporate environment, the ability of organisations to shape the formulation, development and implementation of public policy is vital. Yet, the process of political decision-making is changing rapidly. A General Election is barely a year away and a genuinely competitive environment places a premium on those who can provide quality political advice based on experience of the political process.

Our experience of government, the media and business at senior levels, combined with a deep understanding of its relationship with business and the media allows us to offer companies a range of services, including ongoing strategic political advice, specific project work and crisis management support.

We provide:

- decades of experience of working at the highest levels within key Whitehall departments;
- extensive expertise of the regional, national and international media;
- long experience of orchestrating integrated campaigns, involving media, political and digital to mobilise opinion among key stakeholders and the wider public;
- understanding of corporate decision-making;
- expert knowledge of Parliament and the main political parties, including the Conservative Party;
- hands-on experience of local government, the public and voluntary sectors;

Our services

Our extensive experience of government, Parliament and political communications means we can offer top-level public affairs advice and support on a wide range of related services including:

- government and stakeholder relations
- integrated campaigns
- communications and media strategies
- crisis/issues management
- parliamentary affairs and political intelligence

We can also draw on a wide range of policy specialists and, as part of Euro RSCG, one of the world's leading public relations, marketing and advertising groups, we can provide clients with a comprehensive and high quality service across all aspects of communications.

Success Fees

We are keen to encourage success fees and put our money where our mouth is. Success fees ensure that your monthly payments are kept low, helps to maintain our incentives, and directly rewards us for achieving your objectives.

To calculate success fees, we would offer a further discount off the standard retainer which would go into a 'success fee pot' payable on us achieving your objectives which we would agree with you in advance of the programme starting.

NOTE ON THIRD PARTY COSTS

Unlike most other public affairs agencies, we do not charge any hidden extra costs in the form of 'office costs' of up to 10% or 'handling charges' of up to 20%. The price you see, is the price you pay.

ii. Our Team

We hand pick our teams to suit the particular needs of our clients. Listed below are the biographical details of our senior consulting team.



Sir Robin Young
Chairman

Sir Robin spent 31 years as a civil servant across Whitehall, culminating in seven years as a permanent secretary at the Department of Trade and Industry (2001-2005) and at the Department of Culture, Media & Sport (1998-2001).



Ed Owen
Executive Director

Ed worked at the heart of the British government for eight years until May 2005. As the senior political and communications adviser to Rt Hon Jack Straw MP in the Home Office (1997-2002) and the Foreign Office (2001-2005).



Pete Bowyer
Executive Director

Founder of Apex Communications, Pete was a senior director of Weber Shandwick Public Affairs for five years. An elected councillor in the London Borough of Lambeth for the past six years, he chairs the Council's Scrutiny Committee on Housing



Abigail Melville
Senior Consultant

Abigail has over 20 years experience in politics, public affairs and public sector management with a particular expertise in local government and local public services. Abigail was the Labour's Party Head of Local Government between 1994 and 1998 and she was Assistant Director for knowledge and innovation at the national Improvement and Development Agency for Local Government from 1999.



Stephen Day
Associate Director

Stephen joined Apex Communications in 2007 after five years working in public and corporate affairs for major US agencies Weber Shandwick and Fleishman-Hillard. Before that he was senior adviser to the then Shadow Secretary of State for Trade & Industry Rt Hon David Heathcoat-Amory MP and Alan Duncan MP.



Branimira Radoslavova
Senior Consultant

Branimira has been with Apex since 2006 and has developed and executed communications strategies for Alliance & Leicester, A4E, the British Council, Lawn Tennis Association, Nuffield Foundation, and Stanleybet International. She has an MA (Distinction) in European Union Politics, an MSc (Merit) in Research Methods and a BA (Hons) in International Relations.



Carlo Gibbs
Consultant

Carlo joined Apex as Head of Research in September 2007, and is currently a consultant, working on a range of public sector and corporate clients. He worked as researcher to DWP Minister James Plaskitt MP (2006) and in the Mayor's Office in Hackney Council (2007).



Fiona Melville
Consultant

Fiona worked inside Conservative Central Headquarters, including as the party's Head of External Affairs. Before that she was Political Content Manager and was a key adviser to David Cameron's leadership campaign.

iii. Our Experience

Listed below are some case studies of the work we have undertaken for our clients:



Advising on curriculum issues

Apex assisted the Nuffield Curriculum Centre on developing and defending the reputation of its Twenty First Century Science GCSE courses in the face of criticism, from within Parliament and the scientific community, of a "dumbing down" of science education in English schools.

We developed key messages and professional communication material, and designed and implemented a targeted programme of stakeholder engagement with key influencers and decision-makers, including meetings with Lord Adonis, then schools Minister, and Nick Gibb, then Conservative spokesman.

The programme also included organising a meeting in Parliament with MPs from the Science and Technology Select Committee, and with the Chair of the Education Select Committee.

The work also included identifying potential advocates of the C21 courses from within the scientific community, including drafting articles and statements for public use, as well as media coaching and advice when the Centre faced criticism in the press.



Working with a public service provider

A4e is the UK's largest provider under the New Deal brand, which is the programme to assist unemployed people back into sustainable employment. In the UK alone, A4E deliver employment training to over 60,000 people every year. Last year they helped 11,000 unemployed people get a new job.

Apex has assisted A4e across its wide range of public service activities from welfare to work to education/skills to legal advice.

This has included:

- engagement with key stakeholders right across Government, opposition, Parliament, and the wider political world.
- policy work such as the development of proposals presented to the Ministry of Justice to provide greater employment opportunities for offenders on release from prison;
- thought leadership by working with think tanks and groups, as well as policy-makers and media commentators.



Public sector campaigning for fair and local housing finance

Apex was taken on to help a group of councils lobby for changes to the system of housing finance being reviewed by Government.

Apex's strategy was based on four key strands: first, creating and delivering a campaign with a clear and powerful message; second, mobilising a wider coalition for change by activating the councils in the campaign and attracting new supporters; third, building high level political support, across all three parties, through direct engagement; and four, demonstrating how the campaign's objectives would make a positive contribution to economic concerns and stimulate investment in house-building.

Apex created a clear campaign identity and core message which was communicated to 200 MPs and 20 national organisations. Member councils were briefed regularly and equipped with material to use with their local MPs and tenants. Meetings were held with a range of MPs, support of the Lib Dem front bench was secured and two debates held in Parliament. The campaign met with advisers in Number 10 and developed briefings on the economic benefits of change, and a policy roundtable organised with the New Local Government Network. The political composition of the campaign has been broadened to include Labour councils, and organisations like Shelter engaged.

As a result of the increased profile and activity the Local Government Association adopted the Campaign's position and the campaign invited to a round-table meeting with the Minister responsible for the review.



Integrated campaigning to mobilise grass roots support

The British Beer and Pub Association represents 58,000 pubs across Great Britain and its members account for 98% of all beer brewed in the UK. But by 2007, the British beer industry was facing an unprecedented set of challenges including a 17% tax hike; a £300 million bill for additional regulations and reputational attacks blaming it for a rise in binge drinking and poor health outcomes. The result was a record number of pub closures and the lowest level of beer sales since the great depression.

In response, Apex Communications created the 'Axe the Beer Tax - Save the Pub' campaign working with the industry and bringing in the beer consumer champion, CAMRA (Campaign for Real Ale). This is a populist, national campaign with a unified identity to enable us to go on the offensive, create momentum and integrate all of our activity for BBPA over the next year. The campaign was hubbed out of a micro-site (www.axethebeertax.com), designed by Apex Communications, to co-ordinate all of the media, government and other stakeholder activity.

Specifically the integrated campaign was designed to mobilise:

- The industry in the form of brewers, pub companies, landlords and staff

- The public in the form of consumers, pub goers and as voters
- The media at national, local and regional level
- MPs and opinion formers including the commentariat
- Government and Opposition in terms of policy towards pubs

Launched in November 2008, the campaign achieved huge momentum with a focus of persuading the Chancellor not to impose further promised tax increases on beer in next month's budget. In the first three months, the campaign generated the support of 56,000 signed up supporters, and over 20,000 emails sent to MPs from constituents lobbying for change.

The campaign received the supported by MPs of all major parties with more than 190 signed up to a Parliamentary Motion to Save the Pub, the third most popular motion in the current Parliament [as of March 2009]. The Liberal Democrats fully supported the campaign aims, and David Cameron launched the Conservatives' own 'Save the Pub' campaign, closely modelled on the BBPA's. Meetings were secured with key Government and opposition Ministers and advisers, and this coming Monday, campaign leaders are meeting the Chancellor, Alistair Darling and the Business Secretary, Lord Mandelson.

It has also generated enormous media coverage, equivalent to several million pounds in advertising cost. The campaign, supported by celebrities including Ricky Hatton, Kym Marsh and Neil Morrissey, featured on the Today Programme, the Politics Show, Channel 4 News, Daily Politics, ITN News.



Engaging in faith matters with university students

Campusalam is a programme by the Lokahi Foundation that provides university students with a wide range of knowledge, skills and advice to support activities and engagement on campus in matters of their faith.

Apex was taken on initially to help develop their messaging and deliver a political stakeholder engagement programme. Since then, Apex has been retained to work on their political stakeholder engagement programme on an ongoing basis.

This work has involved working with a diverse range of stakeholders in the politically sensitive area of "Counter Radicalisation" and "Preventing Extremism". Apex has supported the Foundation's engagement with key stakeholders in a variety of areas including leaders from Muslim and other faith communities, Government Ministers and civil servants as well as the Conservative Party as the official opposition.

Apex has also facilitated discussions with potentially hostile stakeholders and worked limit the potential for criticism. By being proactive, open, honest and transparent the Foundation was able to win over potential critics and reduce the suspicion that can exist around organisations that operate in the Preventing Extremism agenda.

Apex also provides support to Lokahi on their dealing with hostile areas of the media. Recently, this has involved working with Lokahi to minimise negative press coverage received by the Foundation. This was achieved by working to Foundation on their messaging and helping them to clearly and effectively communicate with the national and regional press.

Apex has advised Lokahi on new methods of online engagement drawing from our expertise in Web 2.0 and the use of social networking. This has involved helping develop web based tools that form the basis of the Foundation's latest project and training the Foundation's staff on how to effectively promote the project through social networking and viral marketing.

iv. Our Clients

Companies and organisations that Apex Communications has advised include:

