

Our Services

Brexit does not change the basic premise of UK Public Affairs, namely the understanding and influencing of political power, however it has altered many of the underlying dynamics and with them the timing, targets and content of an organisation's political communications.

The services we provide reflect this. They are standard PA tools adapted to the unique circumstances of Brexit as follows:

- Messaging and Narrative: We help clients to communicate to government hard facts about the impact Brexit will have on their operations and the measures required to manage and mitigate it. Central to this is a process of constructive engagement, of providing policy solutions that the UK government can take into its negotiations with Brussels and the other Member States.
- Stakeholder mapping: We identify the key players in the evolving policy-making landscape and priority targets for client engagement. This includes the critical dynamic between DexEU and other government departments as well as the new roles and responsibilities of Parliamentary committees in both Houses in scrutinising both the Brexit process and the legislative review that will follow.
- Regulatory analysis: We analyse the manner with which EU legislation will be reviewed and reformed in the run-up to the 2019 Great repeal Bill and beyond. We identify the policies in most urgent need of attention, the parliamentary procedures that will achieve this and the implications for both the devolved assemblies and new and existing UK agencies as EU competences are repatriated.
- Reputation management: We advise companies about the impact Brexit will have on their reputation with government in the context of Brexit, specifically around planned investment and employment decisions. We help them benchmark their communications against those of their competitors, and indeed those of equivalent players in other sectors.
- Monitoring and analysis: We advise clients on the drumbeat of news coming from Westminster, Brussels and other Member State capitals – as well as the community of relevant industry and NGO campaigners. We help distinguish between the sabre-rattling and the substance to provide a clear and accurate picture of the developments that matter – and how.

Our services are lean, efficient and highly competitive. They can be packaged as either an ongoing retainer, project or a series of one-off tools, such as:

- Internal presentations, training and analysis
- Speechwriting
- Regulatory scoping – Brussels law-making and its impact
- Articles and thought leadership
- Consultation responses

As the services above demonstrate, our focus is Public Affairs, however where a client requires additional support, we can call upon the expertise of like-minded specialists in digital, traditional and crisis media as necessary.

