 

**AUTHORITY FACT SHEET**

**PUBLIC RELATIONS AGENCY FOR UK GOVERNMENT INVESTMENTS LTD**

**REFERENCE NUMBER**

**RM6015**

**ATTACHMENT 2**

# introduction

## The purpose of this document is to provide:

### relevant information about the Authority with whom the successful Supplier will be forming a Contract following end of the Procurement; and

### background to this current requirement

## Potential Providers are reminded to ask clarification questions and conduct their own research as required to ensure they have all the information they feel is required to enable them to bid for this opportunity.

# THE AUTHORITY

## The Authority (the customer) is UK Government Investments (UKGI), part of the HM Treasury departmental family.

## UKGI will, in March 2018, absorb UK Financial Investments Ltd (UKFI). The latter’s work and responsibilities will continue to be met by the Authority.

# BACKGROUND TO THE CONTRACTING AUTHORITY

## The Authority is a limited company wholly owned by Her Majesty’s Treasury (HMT). It was formed in April 2016 from the former Shareholder Executive and UKFI, which is now a subsidiary of UKGI – until March 2018. The Authority brings together the government’s holdings in a range of investments under a single asset management company. Its overarching objective is to be the UK government’s centre of excellence for corporate finance and governance. Its’ policy aim is to maximise taxpayer value by providing good governance of UK government assets and providing commercial guidance. Including, where appropriate, managing asset disposals on behalf of government.

## The Authority carries out a wide range of work for government, its objectives are:

## prepare and execute all significant corporate asset sales by the UK Government; and

## advise on other major corporate finance matters, including all major UK Government financial interventions into corporate structures and on major UK government corporate finance negotiations; and

## act as shareholder for, and lead establishment of, UK Government arm’s-length bodies, as required and in line with HMT priorities.

## The Authority is responsible for 22 portfolio companies, (see Appendix 1 of Attachment 3 Service Requirements for a list of these companies). From March 2018 it will also be responsible for Royal Bank of Scotland (RBS) and UK Asset Resolution Ltd (UKAR) which have been managed by UKFI. Therefore it is likely to generate significant amounts of media interest and work. Please note that UKAR has a current contract for PR advice and any contract arising from this opportunity shall not include UKAR PR activity

# Background to requirement

## As a wholly owned HMT company the Authority does not have capacity to handle its external affairs.

## The Authority has a small in house team which comprises a Head of Communications and a Head of Strategic Communications. Between them they are responsible for all external and internal communications. A new Authority website should be launched early 2018.

## The Authority has working relationships with press offices at other government departments and agencies where it is responsible for the various assets it manages on behalf of those departments/agencies. For example it works closely with the Department for Business Energy and Industrial Strategy (the former BIS and DECC) in relation to the Post Office and the Green Investment Bank.

## From April 2018 the Authority will take over responsibility for the functions of UKFI. A new group will be formed within UKGI to carry out this work. UKFI was formed in November 2008 and was responsible for managing the government’s shareholding in RBS and is also responsible for managing the government’s 100% shareholding of UK UKAR. UKAR has its own contract for public relations advisors.

## The Authority is independent of government and therefore part of the responsibilities of the successful Supplier will be to maintain and earn that independence in the eyes of the media, general public and parliamentarians.

## The Authority will be advising on large transactions and asset disposals, which the successful Supplier may be required to manage the public relations (PR) aspects of.

## Given the Authority’s objectives as set out in paragraph 2.2, its communications strategy should aim to:

### Ensure target audiences and those that have influence on the target audiences understand the Authority’s corporate narrative;

### Support, at a minimum, an accurate and balanced view of the government and the Authority’s role, principally through media and commentary;

### Support the Authority in delivering a clear, simple, multi-channel communications plan.

### Create, build interest in and excitement around, asset disposals; and

### Safeguard the reputations of the Authority and professionals involved, at any level, with the Authority.

## The Authority has a diverse set of audiences, and these differ depending on which specific assets the PR activity is supporting. At a corporate level, the general audience for the Authority can be broken down into the following:

### Potential investors in the Authority’s assets

### Trade associations in this finance and public relations sector and business representative groups. List of main groups the Authority is aware of is at Appendix 2 of Attachment 3 (a copy of Annex 3 of the Agreement).

### Parliamentarians – MP’s and Lords

### Business and financial media

### Other Government departments and agencies

The Authority has no direct responsibility or influence over organisations within the list above.