

NEW-BIZ ROUND-UP

Your essential monthly digest of organisations appointing or changing consultancies

MET OFFICE • CARBON TRUST • ST MUNGO'S • GERMAN LOTTO ASSOCIATION • RAYTHEON • ALLIANCE OF SECTOR SKILLS COUNCILS

German Lotto Association – Alber & Geiger

EU lobbying law firm Alber & Geiger is representing the interests of the German Lotto Association. The appointment comes amid EU plans to liberalise the gambling market. See p24-25 for a profile of Alber & Geiger's Prof Dr Rolf Wägenbauer

YouGov – Fourth Day Public Relations

The market research group is using the London-based agency to promote its 'sector experience', particularly in financial



ST MUNGO'S STEPS UP WORK OVER CHRISTMAS

Homelessness charity St Mungo's is using InHouse PR – the London agency that handled media relations for Boris Johnson's mayoral campaign – to handle a brief that includes lobbying. The appointment, timed to create maximum impact in the run-up to Christmas, sees InHouse PR asking MPs to sign up to five pledges, such as 'nobody with mental illness on the streets'. Johnson is scheduled to take part in a phonecall on 15 December, while InHouse is also aiming to get an MP to spend a day with St Mungo's and write about their experience.

services, tech and telecoms, as well as the media and public sectors. The appointment followed a competitive pitch.

Raytheon – Good Relations

US firm Raytheon has handed the Chime-owned agency a retained PA brief aimed at bolstering its national security credentials in the UK. Good Relations has worked with the firm on a project in the past, advising it on its successful 'eBorders' procurement tender last year.

Kuwait National Petroleum Company – Sovereign Strategy

The agency has landed a broad-ranging comms brief. Staff including Kuwait-based Jolyon Kimble, director – Middle East and Africa for the agency, are working on the account.

Alliance of Sector Skills Councils – Fleishman-Hillard

The new organisation comprising all 25 licensed UK Sector Skills Councils (SSCs) has handed its first public affairs remit to the Omnicom-owned agency after a competitive pitch. F-H director Oliver Pauley leads the account, which includes public relations.

Helveta – Open Road

Helveta, an Oxfordshire-based software company behind technology that helps to combat illegal deforestation, has brought in London-based Open Road after a competitive pitch. It is campaigning to 'ensure Helveta's voice is heard on major policy issues on reducing deforestation'.

Carbon Trust – TLG, Edelman, Lexington, Freuds

The Carbon Trust's pitch for PA support (*PAN*, Aug) – aimed at 'saving money and improving co-ordination' – has ended with

MET OFFICE'S CONTROVERSIAL TENDER FINALLY ENDS

The Met Office's pitch for a PA agency has finally concluded, with the appointment of Gavendish Place Communications. The tender process, revealed in *PAN* eight months ago (April), attracted controversy after the Met Office said only APPC-member agencies stood a chance of winning. A Tory MP, Peter Luff, waded into the row, concerned that the Met Office's action could set a precedent across the public sector (*PAN*, Aug).



the appointment of TLG (formerly Ledbury Group) as lead agency on a newly created roster. The other rostered agencies are Edelman and a joint Lexington Communications/Freud Communications team. The Carbon Trust previously used Weber Shandwick for PA and Fishburn Hedges for stakeholder relations.

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