



The All-Party Parliamentary Group on a Fit and Healthy Childhood

Chair: Steve McCabe MP Co-Chair: Baroness Floella Benjamin OBE Vice-Chairs: Julie Elliott MP, Diana Johnson MP, Lord McColl of Dulwich, Adam Holloway MP.

Formal details of the Group on the Parliamentary website are available at:
<https://publications.parliament.uk/pa/cm/cmallparty/190327/fit-and-healthy-childhood.htm>

Sponsorship of Reports and Working Groups – Notes for Sponsors

Background

The purpose of the APPG is to promote evidence-based discussion and produce reports on all aspects of child health and wellbeing; to inform policy decisions and public debate relating to childhood; and to enable communications between interested parties and relevant parliamentarians.

To this end, the APPG has published many Reports covering many aspects of the brief. They are all available [here](#). Sponsors are strongly encouraged to take a look at the most recent two or three to get an indication of structure and appearance.

The Process

Upon confirmation of sponsorship, exact Terms of Reference will be agreed between the Secretariat and the Sponsor before setting up a Working Group including the Sponsor to produce the Report.

Standard elements of the ToR include:

METHOD AND PURPOSE

As a sub-group of the All-Party Parliamentary Group on a Fit and Healthy Childhood, the Working Group will have an independent Chair and be comprised of volunteers from the APPG and others with a substantial contribution to make at the discretion of the Secretariat. The Chair of the Working Group and the Lead Author of the Report will be Helen Clark, a former MP who has acted in this capacity for all previous Reports. The administrator of the Working Group will be Helen West.

The role of the Chair and the administrator is to:

- *Administer the Working Group*
- *Ensure that a productive and collegiate approach is facilitated*
- *Draft the Report*
- *Ensure that the content of the Report meets the required standards for quality and objectivity*
- *Inform and liaise with the Officers of the All-Party Parliamentary Group on A Fit and Healthy Childhood to ensure timely publication of, and publicity for, the Report.*

The purpose of the Working Group (WG) is to produce a Report that will assist and guide policy-makers to take decisions based upon the best available evidence. To achieve the required credibility, the Report will need to be:

- *Robust, objective and comprehensive*
- *Sufficiently detailed to win the trust of officials*
- *Sufficiently clear to enable politicians to deploy the main findings with confidence*
- *Compelling in dealing with predicted objections and alternative viewpoints.*

Producing the Report

Members of the Working Group will be invited to submit contributions for inclusion in the Report at the absolute discretion of the Lead Author, who may also undertake personal research if required to ensure the Report reaches the necessary level of credibility.

Upon production of a draft Report, the Sponsor will be invited to comment following which the Report will be circulated to the Working Group for comment. Once the draft is agreed, the Report will be submitted to the Chair of the APPG for comment and sign-off.

Once the Chair of the APPG has agreed the Report, it will be formally adopted as the position of the APPG.

Timing

Reports take 3-4 months to complete once the ToR is agreed. The publication date will be agreed between the Secretariat and the Sponsor, taking into account prevailing circumstances.

PR and Lobbying

Upon publication, the APPG and the Sponsor will make every effort to attract media attention.

The Report will be sent to all relevant Ministers and Members of both Houses of Parliament. Every effort will be made to secure a meeting with a relevant Minister and to encourage politicians to engage in appropriate Parliamentary activity such as tabling Parliamentary Questions.

The Lead Author and Chair of the Working Group is responsible for writing a press release and sending it out under embargo on a chosen day.

We have an extensive list of media and press contacts but in the past it has been most effective when the sponsor has sent us their own list of contacts in advance, having pre-prepared the contact to expect a press release from the APPG on the subject of the forthcoming sponsored APPG report.

After the initial press release run, APPG Working Group members will be free to obtain as much publicity as they can for the report, using their own contacts. We would ask that they respect the initial embargo and then use our official APPG press release as a central base, but of course this may be tailored to suit individual involvement and purposes.

We would also ask that WG members contact us with a link to whatever they achieve in terms of coverage due to their own efforts, to include broadcast work, Face book and Twitter threads and other social media.

The Cost

The sponsorship required is £12,000 per Report. We are advised that this is about half of the normal commercial cost of a comparable report.

Phil Royal
Head of Secretariat