



**OFFICE OF THE ADVISORY COMMITTEE ON BUSINESS APPOINTMENTS**

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Sir Nicholas Macpherson  
HM Treasury  
1 Horse Guards Road  
London  
SW1A 2HQ

15 June 2015

Dear Sir Nicholas

**Business Appointments Application: Mr William de Peyer**

The Advisory Committee on Business Appointments has considered an application from William de Peyer, the former Special Adviser to the Chief Secretary. Mr de Peyer has applied to establish a consultancy service, Tendo, providing general consultancy on how to communicate with government and how to deliver public affairs and public engagement strategies. He also hopes to accept a commission for the Road Haulage Association.

The Committee took into account that Mr de Peyer intends to provide general consultancy but noted that he does not intend to lobby government or civil servants directly. Mr de Peyer has had no access to commercially sensitive information about competitors that would be of use to his new clients nor has he been involved in any regulatory work, or the award of grants which could have affected his prospective employers or its competitors.

The Committee noted that HMT supports Mr de Peyer's appointment and does not consider that there are any conflicts of interest or commercially sensitive issues to consider. The Committee's advice that the application be approved subject to the following conditions:

- he should not draw on privileged information available to him as a Crown servant;
- for two years from his last day of service, he should not become personally involved in lobbying the UK Government on behalf of his new company or its clients;

- once Mr de Peyer has received approval to set up as an independent consultant, for two years from his last day of service he must seek confirmation from the **Committee directly** that each individual commission is permissible under the terms of his consultancy before taking it up. If, after enquiry, the Committee takes the view that a commission is, or may be, outside the terms of the consultancy he will be expected to submit a fresh application.

The Business Appointment Rules define lobbying in the following way: "Lobbying in this context means that the former civil servant should not engage in communication with Government - including Ministers, special advisers and officials - with a view to influencing a Government decision or policy in relation to their own interests, or the interests of the organisation by which they are employed, or to whom they are contracted".

I should be grateful if you could inform us of your final decision and send us a copy of your letter to Mr de Peyer informing him of the outcome of his application. Please also ensure that we are told when Mr de Peyer takes up this post or, if earlier, when it is announced that he will do so. We shall otherwise not be able to deal with any enquiries, since we do not release information about appointments that have not been taken up or announced, and this could lead to a false assumption being made about whether he complied with the Rules. In line with our usual practice, we will then publish brief details on our website (<http://acoba.independent.gov.uk>) including, with your agreement, a copy of your letter.

**Dean Ponder**