



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

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**BUSINESS APPOINTMENT APPLICATION: Lee Cain, commission with the Premier League under your Independent Consultancy.**

1. You sought advice from the Advisory Committee on Business Appointments (the Committee) under the government's Business Appointments Rules for former Crown servants (the Rules) on taking up a role with the Premier League under your independent consultancy (Charlesbye). The material information taken into consideration by the Committee is set out in the annex.
2. The purpose of the Rules is to protect the integrity of the government. Under the Rules, the Committee's remit is to consider the risks associated with the actions and decisions made during your time in office, alongside the information and influence you may offer the Premier League.
3. The Committee has advised that a number of conditions be imposed to mitigate the potential risks government associated with this work under the Rules; this does not imply the Committee has taken a view on the appropriateness of this appointment in any other respect.
4. The Rules<sup>1</sup> set out that Crown servants must abide by the Committee's advice. It is an applicant's personal responsibility to manage the propriety of any appointment. Former Crown servants are expected to uphold the highest standards of propriety and act in accordance with the 7 Principles of Public Life.

The Committee's consideration of the risk presented

5. The Committee<sup>2</sup> considered this commission to be consistent with the description of your consultancy which you described as offering '*strategic*

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<sup>1</sup> Which apply by virtue of the Civil Service Management Code, The Code of Conduct for Special Advisers, The Queen's Regulations and the Diplomatic Service Code

<sup>2</sup> This application for advice was considered by Jonathan Baume; Andrew Cumpsty; Isabel Doverty; Sarah de Gay; The Rt Hon Lord Pickles; Dr Susan Liautaud; Richard Thomas; Mike Weir; and Lord Larry Whitty.

*counsel to CEOs and senior executives - giving advice on corporate strategy, crisis management, reputational safeguarding and effective communication campaigns’.*

6. When considering this application, the Committee noted there is a stakeholder relationship between the Premier League and the government. However this relationship sits with the Department for Digital, Culture, Media and Sport, outside of your area of work. You did not meet with, nor make any decisions specific to, the Premier League whilst you were in office. Therefore, the Committee considered there is no reason it might be perceived this appointment is a reward for decisions made or actions taken from your time in government service.
7. As the former Director of Communications at No. 10, the Committee noted you would have had access to privileged information which may be seen to benefit any company you choose to join. The Committee recognised any company operating in the UK and internationally may be considered to be gaining from your insight at the centre of government that is unavailable to its competitors. However, the Committee considered it significant that:
  - a. this is a general risk, you had no specific responsibilities for this sector in office as confirmed by No.10;
  - b. almost 10 months have passed since you had access to information in office;
  - c. you have an ongoing duty of confidentiality.
8. Additionally, the Committee noted due to your seniority and influence at the centre of the government, there is a risk your network and influence might be perceived to assist the Premier League unfairly.

#### The Committee's advice

9. The Committee determined the risks above can be appropriately mitigated by the conditions that apply to your consultancy, below. Further, given the stakeholder relationship with government, the Committee wishes to make it explicit that it would be inappropriate for you to use contacts gained in office (directly or indirectly) to the advantage of the Premier League. However, the Committee noted this is in keeping with your role as described.
10. The Committee advises, under the Government's Business Appointment Rules, that your role with **the Premier League** should be subject to the same conditions which were previously applied to your independent consultancy:
  - You should not draw on (disclose or use for the benefit of yourself or the persons or organisations to which this advice refers) any privileged information available to you from your time in Crown service. In the context of this general provision, the Committee considers you should specifically avoid giving your independent consultancy or its clients, privileged insight based on information from your time in Crown service into Brexit related issues, insofar as it as it pertains to UK's negotiating strategy post its departure from the EU;

- for two years from your last day in Crown service, you should not become personally involved in lobbying the UK government or any of its Arm's Length Bodies on behalf of those you advise under your independent consultancy (including parent companies, subsidiaries, partners and clients); nor should you make use, directly or indirectly, of your contacts in the government and/or Crown service to influence policy, secure business/funding or otherwise unfairly advantage those you advise under your independent consultancy (including parent companies, subsidiaries, partners and clients);
  - for two years from your last day in Crown service you should not provide advice to any company or organisation on the terms of, or with regard to the subject matter of, a bid or contract with, or relating directly to the work of the UK government or any of its Arm's Length Bodies; and
  - for two years from your last day in Crown service, before accepting any commissions for your independent consultancy and or/before extending or otherwise changing the nature of your commissions, you should seek advice from the Committee. The Committee will decide whether each commission is consistent with the terms of the consultancy and consider any relevant factors under the Business Appointment Rules.
11. By 'privileged information' we mean official information to which a Minister or Crown servant has had access as a consequence of his or her office or employment and which has not been made publicly available. Applicants are also reminded that they may be subject to other duties of confidentiality, whether under the Official Secrets Act, the Civil Service Code or otherwise.
  12. The Business Appointment Rules explain that the restriction on lobbying means that the former Crown servant/Minister *"should not engage in communication with Government (Ministers, civil servants, including special advisers, and other relevant officials/public office holders) – wherever it takes place - with a view to influencing a Government decision, policy or contract award/grant in relation to their own interests or the interests of the organisation by which they are employed, or to whom they are contracted or with which they hold office."*
  13. As with all Special Advisers, the Committee makes this recommendation on the understanding that, if you have not already done so, you must confirm in writing to your department that you recognise that you continue to be bound by the provisions of the criminal law (including the Official Secrets Act) which protect certain categories of information, and by your duty of confidentiality owed to the Crown.
  14. You must inform us as soon as you take up this work, or it is announced you will do so.
  15. Please also inform us if you propose to extend or otherwise change the nature of your role as, depending on the circumstances, it may be necessary for you to make a fresh application.

16. Once the appointment has been publicly announced or taken up, we will publish this letter on the Committee's website.

Yours Sincerely,

Isabella Wynn  
**Committee Secretariat**

## **Annex - Material information**

### The role

1. The Premier League is the organising body of the Premier League football league in England with responsibility for the competition, its Rule Book and the centralised broadcast and other commercial rights. It is a private company wholly owned by its 20 Member Clubs who make up the League at any one time (these clubs are therefore the shareholders). It's website notes that it also works with its Member Clubs and the other football authorities to improve the quality of football in England and across the world.
2. You seek to take up a paid, part-time role providing senior strategic communications advice. This includes providing media and communications support - from ad hoc advice on how to respond to particular twitter traffic to planning more strategic communications around messaging. You do not expect your role to involve contact with government.

### Dealings in office

3. Like other sports, the Premier League is a stakeholder of the Department for Digital, Culture, Media and Sport (DCMS). You told the Committee you did not meet with the Premier League while in office and said there is no known relationship between Cabinet Office and the Premier League. Further, you said you did not have any involvement in any relevant policy development or decisions that would have affected the Premier League; and no commercial or contractual responsibilities relating to the Premier League; nor did you meet with or have access to sensitive information regarding competitors.

### Department Assessment

4. The Cabinet Office and No.10 confirmed you had no official dealings with the Premier League; nor any access to information that could provide an unfair advantage. No.10 noted that almost a year had passed since your time in government service and that the policy landscape has changed.
5. The Cabinet Office recommended the same conditions should be applied as were previously applied to your consultancy.

