

Postcode Lottery Group



Code of Conduct for Public Affairs

Postcode Lottery Group conducts public affairs to ensure the best possible regulatory and legal environment for the charity fundraising undertaken by the Postcode Lotteries and to ensure that Governments and Parliaments are kept informed of our work.

Postcode Lottery Group's Code of Conduct for Public Affairs sets out how our senior management, public affairs staff, and any contracted public affairs professionals, conduct public affairs engagement on behalf of Postcode Lottery Group and our individual country lotteries.

This code of conduct contains a statement of the basic values and principles which form the basis of our public affairs work.

1. We will act with honesty, integrity, and respect in all public affairs engagement. and will always seek to uphold the essential relationship of trust between the organisation and all levels of national and devolved governments or parliaments, and between the organisation and the public affairs staff of our charity partners, trade bodies and professional associations.
2. We will abide by the public affairs rules of all governments or parliaments we engage with.
3. In jurisdictions where there is a legal duty to register public affairs activity and to make submissions of public affairs engagement undertaken, we will comply in full with the law and regulations in this area in a timely and comprehensive manner.
4. We will not employ any officials of any national and devolved governments or parliaments and shall comply, when recruiting former officials of those bodies, with any relevant regulatory provisions.
5. We will not knowingly provide incorrect or misleading information to Members of Parliaments, their staff or officials.
6. We will take an evidence-based approach to our public policy positions.
7. We will avoid any professional conflicts of interest.
8. Except for reasonable hospitality, we will not give any financial inducement to any member of any local, national or devolved government or parliament, or any official or staff of those bodies.
9. We will conduct public affairs on the basis of a cross-party approach, not solely engaging political parties who are in Government, but also engaging with opposition parties.
10. If our staff are members of associations of Public Affairs professionals, they will also adhere to the code of conduct of such organisations.

11. Where appropriate we will partner with other organisations who seek to increase the fundraising by charity lotteries – including trade bodies. Our staff may undertake Public Affairs work on behalf of the wider sector in this way, and will adhere to this Code of Conduct whilst doing so. This collegiate approach relates to our belief in increasing the overall market for lottery fundraising, our belief that different lotteries can complement charity fundraising in this way.

Signed:



Sigrid van Aken
CEO Novamedia

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