



Press Recognition Panel
4 Winsley St
London
W1W 8HF

21 January 2016

IMPRESS
83 Victoria Street
London
SW1H 0HW

By Email Only

Dear Jonathan

Application for recognition

Thank you for submitting your application for recognition by the Press Recognition Panel (PRP), which we received on 20 January 2016. I know that you will have taken the time to read through the guidance for applicants in advance of making this submission, but I thought it would be helpful to summarise some of the key stages below, and discuss how we will communicate the application process both with you and to others.

Initial review of your application

My team will now undertake an initial check of IMPRESS's application in order to assess whether or not it is complete. This review is to confirm that you have provided everything needed to ensure that the call for information is meaningful and that the application process is robust.

If we require further clarification or documentation, I will contact you direct as you are named on the application form as the person responsible for administering IMPRESS's application. If you are then able to provide the details requested, I will agree with you a timetable for its provision to the PRP. If you are unable to provide the information requested within an acceptable time-frame, you may wish to withdraw your application and resubmit later or the PRP will consider whether or not it is possible to progress your application.

If you have not already done so in your application, please let me know by 25 January 2016 if any of the documents you have submitted contain confidential information that you would like redacted before the documents are made public, along with your reasons why. Information in your application can only be redacted if you satisfy us that it is genuinely confidential and your private interest in keeping it confidential is not outweighed by the public interest in it being

public as part of the application process. We will review any information that you would like redacted on that basis.

If you have any additional information to add to your application at any stage, please send it to me. Please note that if we receive such significant amounts of additional information from IMPRESS once the public call for information has opened that it significantly changes your application, we will consider re-opening the call for information.

Communications

We will put an announcement on the PRP's website today that we have received your application, and we will outline the next steps. We will not comment on the content or quality of your application.

Any response to media questions will be limited to clarifying any questions about the recognition process, rather than the substance of the application.

As a matter of courtesy, I would ask that you give us prior notice of the content and timing of any public statement that you issue at any stage of the application process. Please feel free to direct people to the PRP's website for information about the PRP and our processes.

The public call for information

I will write to you when we consider your application is complete and before we announce the call for information, which will last for twenty working days.

We will announce the call for information through a notification to stakeholders on our contacts list and we will also issue a press release, which we will publish on our website. IMPRESS too may encourage participation in the call for information, if you wish.

At the end of the call for information, we will collate and share any responses with you and you will have 15 working days to make any response you deem appropriate. In some instances we may wish to share responses before the closure of the call and we will exercise our discretion when doing so.

Assessment of your application

Following the call for information, the PRP executive team will undertake a full assessment of your application and information submitted by third parties. In order to complete this work, we may request further information from you, or ask to meet with you to discuss the application. We will let you know in advance of such requests and ensure you have reasonable time to prepare. If you are unable to provide the information requested or attend the meeting within a reasonable time-frame, the PRP will consider whether to continue with the application process or terminate the process.

If the PRP has all the information needed to complete our assessment, we will do so and we will share our draft assessment and recommendation with you for comment. It is important that the assessment we share with you is kept confidential. The PRP Board will not view the

assessment before it is finalised, which could impact on their decision, or allow third parties to comment on the assessment. If the assessment is shared, the process may be brought into disrepute.

After receiving your comments, my team will consider whether or not any of our assessment needs amending. Regardless of whether or not the assessment is amended, we will include your full comment in the final assessment submitted to the Board.

Final decision by the Board

The final decision of whether to grant recognition rests solely with the PRP Board. The Board will review, discuss and decide on your application at a Board meeting (which would be open to the public). I will write to give you prior notice by the Board meeting.

You may be asked to attend the PRP Board's decision meeting in person, or asked to be available by phone or video conference should the PRP Board have any questions that my team cannot answer or if the PRP Board would like to discuss with you any aspect of your application.

There are two possible decisions following the assessment of the Board: a) that your application meets the recognition criteria, or b) your application does not meet the recognition criteria.

The PRP Board may consider that they do not have enough information to make an informed decision at this stage. If this happens the Board may defer its decision for a later date to allow for more information to be presented.

Next steps following the Board meeting

If you are not in attendance at the meeting, I will notify you of the decision after the meeting. Once the minutes of the meeting are approved, we will issue an outcome report, detailing the discussion and decision of the Board.

Following the PRP Board's decision we will meet with you at a pre-arranged time to discuss the outcome. If the Board decides that your application meets the recognition criteria, this meeting will cover communication, the use of our recognition mark and award of the certificate of recognition.

If the Board decides that your application does not meet the recognition criteria, this meeting could discuss possible re-submission of your application or any other matters arising from the process.

As you will be aware, we have previously set out to consult on our approach to undertaking ad hoc and cyclical reviews, and on our fee charging structure in the first half of 2016.

At its January 2016 meeting, the PRP Board agreed that the public consultation on ad hoc and cyclical reviews will start in February 2016. If IMPRESS is recognised before the outcome of the consultation is known, we will put interim arrangements in place.

At this meeting, the Board took the decision to postpone the consultation on the PRP's fee charging structure.

If IMPRESS is recognised as complying with the criteria, it will be your responsibility to ensure that you maintain compliance with the Royal Charter criteria. This will be covered more fully in the policies we are developing about our approach to cyclical and ad-hoc reviews, but at this stage it is important to stress that if you propose a change to your regulatory arrangements, we would ask you to inform us. This informal communication would assist IMPRESS to ensure it continues to meet its obligations under the criteria when making necessary changes.

Following the Board meeting the PRP will issue a press release announcing the Board's decision. We will also notify stakeholders on our contact list.

Timescales

It is not possible for me to say at this stage how long the application process will take to complete. Our main priority is to ensure that our assessment is robust and thorough and I will update you at key stages as outlined above.

I hope this is a helpful summary. Please do not hesitate to contact me if you have any questions.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Susie Uppal', with a double underline at the end.

Susie Uppal
Chief Executive, Press Recognition Panel
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