



PRESS RELEASE: July 2010

New Guildford PR & marketing agency, The View achieves PR industry standard in record time

The Public Relations Consultants Association (PRCA) has awarded The View its Consultancy Management Standard – the gold standard of service for the PR industry. It is the youngest agency in the UK to do so this year.

The internationally recognised Consultancy Management Standard (CMS) is the industry's quality certification system for public relations firms, and only about 140 of the UK's 2,000+ PR consultancies have passed the rigorous independent audit required. The standard is an assurance to clients that The View adheres to strict quality standards in management, communication and service delivery.

Sue Skeats, managing partner of The View commented: "We are thrilled with this accolade. As a new agency, that only started out at the end of last year, we have had a flying start. We offer consumer PR & marketing coupled with strategic planning consultancy, a unique and compelling offer in this industry.

"Our clients already include Pernod Ricard UK, part of the Pernod Ricard Group - co-leader in the global wines and spirits industry - and Berkeley Group, one of Britain's most admired companies and parent to a portfolio of home-building and development brands. So this seal of approval is the icing on the cake – and reflects our robust approach to business."

The CMS is an independently-audited set of eight tests which a consultancy must pass as a member of the Public Relations Consultants Association. It combines elements of ISO 9000 and Investors in People with criteria specific to the public relations industry.

Francis Ingham, director-general PRCA says: 'CMS is the global stamp of PR professionalism. Very few agencies meet its stringent requirements, so it is a mark of genuine excellence that The View has been awarded this prestigious standard. It marks them out as one of the very best PR agencies'.

The View is one of over 160 PRCA members based throughout the UK. These consultancies are of all sizes, working for clients in all business sectors. Together they employ around 5,000 people and generate more than £400 million in each year in fees from clients.

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Notes to editors:

About the PRCA

- The Public Relations Consultants Association (PRCA) is the trade association for the UK PR consultancy industry.
- The Association exists to raise standards in PR and to help members be better organisations.
- The Association has grown by over 30% since the start of 2008
- Founded in 1969 the PRCA promotes all aspects of public relations consultancy.
- PRCA members differentiate themselves from other PR consultancies by achieving the Consultancy Management Standard (CMS), a professional accreditation that has been adopted by PR agencies in more than 11 countries around the world.
- All PRCA member organisations are bound by a Professional Charter and Codes of Conduct.

As part of its commitment to excellence in PR, the PRCA carries out a number of functions:

- **PR training and qualification:** the PRCA organises a range of bespoke, inhouse & online courses as well as general training and qualifications. Course subjects range from: how to write a press release: to how to manage your agency.
- **Find A PR Agency:** this free service helps clients find a reputable PR consultancy for their brief.
- **Industry surveys:** the PRCA undertakes a number of surveys every year including the most comprehensive benchmark of industry performance.
- **Networking and best practice groups:** the PRCA organises a number of groups to help members stay ahead of industry trends and raise general industry issues.
- **Promotes the value of PR and the need for standards:** the PRCA provides a strong voice on a range of issues relating to PR.
- **Lobbies government on key issues:** the Association represents members interests in areas with Government and other relevant organisations such as the FSA.

For more information please contact:

Sue Skeats, The View
sue.skeats@theviewcommunications.com
01252 706877 / 07976 522671

See more of The View at: www.theviewcommunications.com