

## Global Policy Advocacy London

### A UNIQUELY HOLISTIC APPROACH

Our London Global Policy Advocacy team offers our clients a uniquely holistic approach to securing robust and effective policy, regulatory, and legislative decision-making.

Recommended in the legal directories for both public and parliamentary affairs and administrative and public law, we bring together substantial experience of administrative and public law litigation, public and parliamentary affairs, and freedom of information capabilities, and draw on the firm's in depth legal and sectoral knowledge and strong Brussels presence.

**"Our first port of call for smart business-minded lawyers', say clients of this well-regarded commercial firm."**  
*Chambers UK*

We act for clients in both the commercial and public sectors, including central government departments and regulators, from policy inception through to implementation and any subsequent legal challenge.

In an increasingly dynamic and complex policy environment, we help businesses and trade associations to identify and analyze at an early stage the risks and opportunities associated with policy proposals at a domestic and EU level. We advise them on how best to engage with decision-makers and to affect the development of such proposals, deploying the full range of legal and policy arguments and strategies throughout, and laying the groundwork for any subsequent legal challenge.

Our work includes:

- identifying and analysing policy, legislative, and regulatory proposals.
- advising on and representing clients through engagement with regulators, government departments, and legislators in relation to such proposals, including:
  - engagement strategy;
  - public consultation processes and regulatory impact assessments and drafting submissions in response;
  - formal and informal oral and written advocacy;

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"Hogan Lovells" or the "firm" is an international legal practice that includes Hogan Lovells International LLP, Hogan Lovells US LLP and their affiliated businesses.

The word "partner" is used to describe a partner or member of Hogan Lovells International LLP, Hogan Lovells US LLP or any of their affiliated entities or any employee or consultant with equivalent standing. Certain individuals, who are designated as partners, but who are not members of Hogan Lovells International LLP, do not hold qualifications equivalent to members.

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Where case studies are included, results achieved do not guarantee similar outcomes for other clients. Attorney Advertising.

- deploying legal arguments and tactics and laying the foundations for legal challenges, including advising on legal arguments and grounds for challenge;
- using freedom of information requests; and
- EU and UK legislative procedures.
- advising on Parliamentary proceedings, including Select Committees and Parliamentary Ombudsman investigations.
- legislative interpretation and drafting.

### AREAS OF FOCUS

We work across all industry sectors, with a particular focus on heavily regulated industries. Areas of focus include:

- Energy
- Environment and Climate Change
- Financial Services
- Food, Drink, and Tobacco
- Healthcare and Life Sciences
- Public Infrastructure Projects
- Telecoms, Broadcasting, and Media
- Transport

**"Clients commend the lawyers here for their 'terrific bedside manner' and value-added service that combines their extensive legal knowledge and litigation expertise"**  
*Chambers UK*

### RELEVANT EXPERIENCE

#### Financial Services

- Helping the **Libyan National Transitional Council** to secure the release of Libyan assets frozen in the UK under the UN sanctions regime.
- Advising the **Government of Iceland** on its formal and informal engagement with the UK Government, regulators, parliamentary authorities and international bodies in connection with the banking crisis including potential and actual challenges in the UK.
- Acting for the **Managed Funds Association** in engagement with EU and national regulatory authorities and policymakers regarding national and EU-wide initiatives concerning short selling.

- Advising the **Investment Management Association** on engagement with the Financial Services Compensation Scheme, HM Treasury and the FSA regarding the imposition by the FSCS of very substantial levies on the investment management industry to cover compensation costs relating to other industry sectors and on the future reform of the funding regime for the FSCS.
- Advising the **BT Pension Scheme** on formal and informal engagement with the government, the Pension Protection Fund, the Pensions Regulator and the European Commission regarding various issues relating to the government-backed guarantee of BT's pensions liabilities.
- Advising **major retail banks** on the UK implementation of the Payment Services Directive.
- Advising a **major institutional investor** in connection with the introduction of bank stabilization (including nationalization) powers through the 2009 Banking Bill.

#### Consumer and Leisure

- Advising **British American Tobacco** (as its global regulatory counsel) on domestic, EU and international regulatory and policy initiatives and the implementation of the WHO Framework Convention on Tobacco Control. This included strategic analysis of key issues including most recently, proposals to introduce further point of sale display restrictions and plain packaging.
- Advising **SABMiller** in relation to various proposals to restrict alcohol promotion, including minimum pricing and promotion regulations.
- Advising the **Tobacco Manufacturers' Association** on proposed new legislation relating to tobacco smuggling, including leading negotiations with HMRC and drafting detailed submissions on, and amendments to, the proposed legislation.
- Advising the **British Casino Association** on its engagement with the Gambling Commission and government departments on a range of issues from the licensing regime for casinos (including the introduction of "super-casinos") to fiscal policy.

#### Healthcare and Life Sciences

- Advising the **British Healthcare Trades Association** in relation to UK and Scottish legislative proposals regulating the supply and pricing of healthcare products, including negotiations with governmental and parliamentary authorities, formal consultation and impact assessment submissions and possible grounds for legal challenge.

- Advising **Hollister Group** on an ongoing basis on engagement with the Department of Health and NHS bodies, successfully resisting various national and local initiatives relating to the procurement of and remuneration for medical devices and related services.

#### Telecoms, Broadcasting, and Media

- Acting for **T-Mobile** in relation to Ofcom's proposals for the auction of 4G mobile spectrum and related matters, including advising on the drafting of consultation responses and acting in substantial related litigation.
- Advising an international media group on engagement with Ofcom in relation to digital switchover.

#### Transport, Infrastructure, and Environment

- Advising **NATS**, the UK national air traffic service provider, on engagement with, and potential legal challenges to, the CAA in respect of various regulatory decisions regarding the charging regime, the interpretation and application of NATS' statutory licence and reform of the complex regulatory regime for airspace design decisions.
- Advising the **Port of London Authority** on the interpretation and drafting of secondary legislation in relation to environmental matters.

#### Parliamentary

- Advising and acting for numerous clients, including the **Government of Iceland, Sport England, Post Office Limited**, and **Equitable Life**, in relation to Select Committee, Parliamentary Ombudsman and other domestic and EU Parliamentary proceedings.
- Advising clients called to give evidence to select committees on issues concerning confidentiality, legal and parliamentary privilege and official secrets.

#### CONTACTS

If you would like to discuss how we can assist you, please contact:

Paul Dacam, Partner  
[paul.dacam@hoganlovells.com](mailto:paul.dacam@hoganlovells.com)  
 T +44 (20) 7296 2615

Charles Brasted, of Counsel  
[charles.brasted@hoganlovells.com](mailto:charles.brasted@hoganlovells.com)  
 T +44 (20) 7296 5025