

Dear Colleagues

The Digital Britain Interim report is a welcome move in maintaining the UK's position as a leading digital economy. The rapid changes in technology and infrastructure have revolutionised the way that we communicate, and if the UK is to remain a leader in digital adoption, we need to continue to challenge and adapt the way we use these new tools to engage with one another more effectively.

Public relations has a crucial role to play in ensuring that this happens. The industry exists to improve communications between organisations, businesses and individuals. It is hugely innovative, and members of the Public Relations Consultants Association (PRCA) have been quick to integrate digital technology into their services generating growth for those clients and innovation that benefits us all.

The rapid pace of change in this area means that there is a constant need for education and training to ensure skills remain up to date. The PRCA Digital Group, made up of many of the UK's leading PR agencies, develops and shares communications best practice with those interested in the area. The Group will be opened in the next two months to other communications teams from both the private and public sectors with the objective of helping organisations understand how to communicate as effectively as possible in the modern world. The PRCA is further taking a lead through training courses and other educational events that provide those in the communications sector with the knowledge and skills to keep up with this fast moving area.

The PRCA would welcome the opportunity to represent PR consultancies in future discussions about Digital Britain, reinforcing the need for this adoption, extending the PR industry's remit, and protecting our interests against new kinds of competition that we must inevitably meet.

Yours sincerely
Francis Ingham

PRCA Communications Manager

T: 020 7233 6026

F: 020 7828 4797

W: www.prca.org.uk

Willow House, Willow Place, London, SW1P 1JH

Reg No. 965517

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