

STRICT EMBARGO: WEDS 26/09/07

CHARITIES MUST WOO PEERS FACE-TO-FACE OR VIA *THE GUARDIAN* (OR TRY *HELLO!* MAGAZINE)

Three quarters (76%) of Peers cite face-to-face meetings in Westminster as a charity's most influential form of direct contact with them - according to a poll out today. Failing which, *The Guardian* is now the most commonly (59%) regularly-read newspaper amongst Their Lordships, with almost one in ten (8%) seemingly addicted to *OK!* and *Hello!* magazines; and almost all shunning *The Sun*.

Leading not for profit sector think tank and research consultancy nfpSynergy's latest Charity Parliamentary Monitor surveyed a representative sample of almost a hundred Peers, asking how charities have managed to contact them over the last six months, and with what effect; plus which newspapers and magazines they read.

4 in 5 (79%) Peers cite "correspondence (letter, email, fax etc) at Westminster" as the *most frequent* way they come directly into contact with charities, followed by "parliamentary receptions" (68%), "personal briefings or face-to-face meetings at Westminster" (48%) and "party conference fringe meetings" (28%). However, three quarters (76%) cite "personal briefings or face-to-face meetings at Westminster" as the *most influential* form of direct contact, followed by "correspondence at Westminster" (64%), "parliamentary receptions" (36%) and "party conference fringe meetings" (27%).

6 in 7 (85%) Peers recall attending at least one parliamentary reception held by a charity in the last 6 months.

A sign of the evolving political landscape, even in the Upper House: 3 in 5 (59%) Peers now claim to read *The Guardian* on a regular basis, trailed by *The Times* (56%), *Daily Telegraph* (40%), *Financial Times* (29%) and *The Independent* (25%). *The Sunday Times* (23%) is still the most popular weekend choice, followed by *The Observer* (17%). None admit to regularly reading the *Daily Express* or - unlike millions of the Great British Public - *The Sun*.

Over 1 in 5 (22%) Peers claim to read *The Economist* on a regular basis, trailed by *The Week* (12%), followed by *The Tablet*, *New Statesman*, *New Scientist* and *Spectator*, all on 10%. Interestingly, 8% of Peers claim to read *Hello!* magazine regularly. Ditto *OK!* and *Community Care*. 4% cite *Private Eye* and only 2% *Country Life*.

nfpSynergy's Joe Saxton said:

"This poll shows Their Lordships are human after all, and like little more than a good one-on-one briefing with relevant contacts, in between serious work around the House - and flicking through celebrity magazines! Failing which, if you can't quite fix a date in their diaries, Peers might well spot any coverage you can garner in *The Guardian*. *The Times* and *The Sunday Times* should also do the trick."

For a range of free surveys of, and reports about, the not for profit sector in the UK, visit www.nfpsynergy.net

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MEDIA INTERVIEWS: To discuss the survey with nfpSynergy's Joe Saxton, please contact: Adrian Gillan, T: 0207 6 22 99 11; M: 0774 086 7215; E: adrian@gillanmedia.com

Notes to editors:

- **nfpSynergy**

nfpSynergy (www.nfpsynergy.net) is the UK's *only* think-tank and research consultancy dedicated to the charity sector and not for profit issues. It provides ideas, insights and information to help voluntary and community organisations thrive in an ever-changing world. Regularly harvesting the social and charity-related views of public and parliament, media and business - not to mention not for profit organisations themselves - nfpSynergy has a vast and ever-growing knowledge pool from which to extract and deliver insights.

- **Joe Saxton, Driver of Ideas, nfpSynergy**

Joe Saxton co-founded *nfpSynergy* in 2002 after fifteen years experience in the voluntary sector, including as a director of the RNID (Britain's largest charity for deaf and hard of hearing people) and as a trustee of the RSPCA.

Joe is Chair of the Trustees of the Institute of Fundraising (www.institute-of-fundraising.org.uk) - the professional body for fundraising and the largest individual representative body in the voluntary sector, with 4000 individual members and 200 organisational members. He was recently named one of the hundred most influential people in UK social policy by *The Guardian* and has been voted the most influential person in UK fundraising by *Professional Fundraising* for the last three years. Joe was named one of the *Ten People of Tomorrow* by public affairs agency, AS Biss, in 2006.

A well-known and respected voice within the charity world and frequent face at sector conferences, Joe has contributed - via original research, opinion pieces and interviews - to a wide range of specialist and mainstream media, both print and broadcast, from *Third Sector* and *The Guardian* to *BBC Breakfast* and *BBC Radio 4*.