

Regulatory Issues and Engagement with Government

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Governments rarely listen to individuals; they rarely listen to individual companies; but when an entire industry sector speaks with one voice the voting landscape can be influenced and governments pay attention.

A fundamental obligation of trade associations is to provide that single voice and represent their members in the corridors of Government. The PPMA is actively working to meet this objective, under the guidance of a new chief executive who previously spent two years in the UK cabinet office working on a PM – sponsored project specifically designed to reduce the burden of regulation on British industry.

Regular meetings with Regulators and leading political influencers

Regular meetings are secured with ministers and their senior decision makers, providing members of the association with an opportunity to influence the future course of legislation. The primary aim of the PPMA is to reduce the burden of legislation on its members – an objective which is directly in-line with the stated aspirations of the government in the 2006/7 budget. The core tenets of the Governments' simplification agenda were De-regulation, Consolidation and Rationalisation of the legislative process. The PPMA is actively working to both further this agenda and help the government meet its stated objectives.

EAMA – an alliance of Trade Associations working in the Engineering sector

In recognition of the need to speak with one industry voice, the PPMA has garnered the support of several engineering sector associations and is now an active member of what has become the **Engineering and Machinery Alliance**, (EAMA). Comprising of nine leading associations, the sole purpose of this Alliance was to form an effective lobbying and communication body for engaging with government, NGOs and other industrial organizations such as the CBI. With its inception, EAMA became involved with a major research project which produced a comprehensive report on the Two Tier Economy and helped to organise a conference where a government minister (Jacqui Smith) and senior civil servants were subject to direct questioning from SME company directors/owners.

European influence



With the growth of the EU community, the majority of regulation impacting upon the UK industrial sector, although transposed into UK legislation by UK officials, is spawned from the

European parliament in Brussels. Whilst it is important for the PPMA to seek to influence the transposition process, it is often easier to tackle the problem at

source, that is; during its conception. Accordingly, the PPMA, through EAMA, is a **member of Orgalime**, a major central European lobbying organization well recognized by government and non-governments alike, as a credible and professional lobbying organization whose primary purpose is to remain abreast of and where possible influence the content and flow of European legislation. It is a very vociferous organisation and battles very hard against the tide of proposals which seem to come in never ending waves from the EU Commission and/or Parliament.

Success has been realised on many fronts i.e. delaying the revision of the Machinery Directive, diluting the impact of the 'REACH' regulations on the use of industrial chemicals and helping to get capital equipment such as processing and packaging machinery excluded from the first implementation of the WEEE Directive (Waste Electronic and Electrical Equipment).

Did U Know?
"In 2005, Whitehall estimated that the annual cost to British industry of complying with the information requirements of British legislation was between 20 and 40 Billion pounds!"



Chris Buxton



Regulatory Issues and Engagement with Government *continued*

Taking account of all of these issues, broadly speaking, the PPMA's approach to regulatory issues has four main facets:-

Monitoring and influencing new legislation

The PPMA monitors all new legislation likely to affect members while it is being drafted or at the consultation stage, either in Westminster or more usually in Brussels. We actively pursue the case for changes in any proposals with a negative impact on members.

This involves either lobbying the UK Government department concerned or, as in the case of the Measuring Instruments Directive, by representations to the European Commission and the European Parliament as well.

Depending on the issue, the PPMA will lobby either independently or, as in the case of the WEEE Directive, through work with other UK or European trade associations with a common interest.

Reviewing and seeking change to existing legislation

Once legislation is agreed the PPMA's role is to ensure that members are informed, initially through PPMA News and the website, but then through seminars and training courses and in booklets such as the PPMA Guide to the RoHS and WEEE Directives. Another major area of concern and activity is the implementation of 'family-friendly' employment law where there are serious problems of disproportionate regulatory burden upon SME's and micro-businesses in the Processing & Packaging Machinery sector.

With some legislation, such as the RoHS and WEEE Directives, the precise scope and requirements as applied to processing and packaging machinery was not made clear before publication. The PPMA continues to lobby either the UK Government or the EU Commission to try and resolve these outstanding issues. Occasionally lobbying by the PPMA and other trade



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associations will result in legislation being amended, but this is usually a lengthy task. Writing an industry specific guide, Code of Practice or a European Standard may be a quicker and more effective solution to the problem.

Writing Codes of Practice for the industry

When the Electromagnetic Compatibility (EMC) Directive was first published in 1989 the PPMA and its members were concerned that the cost of compliance would be prohibitive. To address the problem the PPMA set up an EMC Club of informed members, to write the PPMA EMC Code of Practice. The document describes without the use of legal jargon, ways in which members can comply with the legislation without incurring excessive costs.

Working to establish appropriate industry standards

Standards are another way to help clarify how a new piece of legislation should apply to specific types of machinery. The PPMA has been deeply involved in the process of writing European safety standards for packaging machines and food processing machinery to clarify the Machinery Directive.

*The PPMA is the voice of the **Processing & Packaging Machinery industry**. Make your voice heard and call Chris Buxton today on +44(0)20 8773 8111 or ask to speak with one of our support staff.*