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Sent: Mon 30/01/2017 9:23:50 AM (UTC)

To: Alisdair Cameron[GRO]; Alwen Lyons[GRO]; Darren Jones1[GRO]; David Hussey[GRO]; Henk Van Hulle[GRO]; Jane MacLeod[GRO]; John G Whitefoot[GRO]; Jonathan Cormack[GRO]; Keith Gulliver[GRO]; Kevin Gilliland[GRO]; Martin Edwards[GRO]; Martin Kirke[GRO]; Natasha Wilson[GRO]; Nicholas Kennett[GRO]; Nick Beal[GRO]; Owen Woodley[GRO]; Paula Vennells[GRO]; Rob Houghton[GRO]; Thomas P Moran[GRO]; Tom Wechsler[GRO]

Cc: Jane Hill[GRO]; Mike Granville[GRO]; Natalie Whitty[GRO]; Patrick Bourke[GRO]; Paul Swanton[GRO]; Ruth X Barker[GRO]

Bcc: Louise Chatfield[GRO]

Subject: Communications weekly update

Attachment: Key messages.pptx

Attachment: 27 Jan Public Affairs report.docx

Dear all

My weekly communications update begins with the media team successfully launching Post Office's banking services arrangements with partner banks last week. An integrated online, print and broadcast campaign attracted a high level of interest in the media, helping to raise the profile of a key business opportunity. This was supported by an internal campaign including an email from Nick, a case study of Ashburton branch on One, and sharing key facts and stats on screens across FD. The internal campaign will continue for the next few weeks. Follow up briefing notes were sent to all MPs, devolved Governments and regional stakeholders.

The first Court hearing in relation to the Postmaster litigation took place last week. This was a preliminary hearing to deal with procedural matters. Communications have been prepared to ensure that internal stakeholders are equipped for any resulting enquiries and reactive lines are ready for external use. The issue was covered with a small item on the BBC One Show but no other media coverage.

Following the Project Finch announcement, the team are preparing messaging for branch colleagues at DMBs with financial specialists, in case of customer enquiries once the FS has left. We are also identifying DMBs that will be getting tablets over the next month or so, as well as a number of CRMs, with a view to featuring them in One magazine and other communications. Finally we are preparing an article with Owen Woodley for the next issue of One magazine to explain the changes.

The switch from weekly to monthly pay takes effect on 3 February, and a direct mailing has been sent to 800 Supply Chain and directly managed branch employees. The mailing includes details of an improved

loan offer, with greater flexibility over repayment terms.

As Royal London prepares to become our new life assurance provider, an internal campaign has been running throughout January, to ensure branches and FS colleagues are aware of the change.

Forty-two postmasters in remote branches have been contacted to outline how we will be switching them to our new IT network provider. The process involves installing new satellite dishes and routers, and the project is targeted for completion by March.

Interest remains high in franchise and hosted proposals and the Public Affairs Team continue to work closely with MPs and local politicians to manage stakeholder reaction. Today, Jane Hill will be meeting Ian Murray MP regarding the Morningside franchise which has attracted press and stakeholder interest.

Also, the temporary closure of Epsom Post Office has attracted interest from Chris Grayling MP and local press – we are currently exploring the feasibility of a temporary location to restore service. Plans are now underway for the Public Affairs Team to hold an MP drop in event for the Scottish Parliament, scheduled for 7 March.

In relation to other issues:

- The media team is responding to a query from BBC One Show regarding Ofcom's upcoming review of the home phone sector for elderly and vulnerable customers
- The Network Transformation team are finalising communications for the second round of individual consultations meetings, including meeting scripts to cover the range of outcomes.

I hope this is helpful and as ever please do let me know any questions. I attach the key media messages and public affairs report.

Cheers,

Mark



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