From:	Communications Team[GRO		
Sent:	Mon 24/08/2015 7:19:26 A				
Го:	Communications Team[GRO		
Bcc:	'			ori GRO	
occ.	Adam France Adrian Wales Lucia	GRO	Aiay Pateli	GRO	:i; Alan
	Lucia GRO		Iberto Zanattal	GRO	; Alison
	Bolsover GF	10	; Alistair Price	GRO]
	Amanda K Stevens	G	iRO ; Ar	melia	
	Weber[GRO		; Andrea Harwood	GRO	j.
	Andrew J Masson[GRO	D	ew	
	Andrew J Masson Kingham GR Jacques[0	; Andrew P		
	Jacquest G	RO,	j; Andy Garner	GRO	لل
	Antonio Jamasb[Passmore[; Ben	f	
	Carl C Nielsen	GRO	; Cath Oglesh	GRO GRO	
	Charles Brown	GRO	; Chinh Di <u>nh</u>	GRO	; Chris
	Barretto GRO		; Chris N Howard	GRO	
	Christian Muir	GRO	; Christopher		
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	Colin Stretch	GRO	j; Craig Elmer-W	hite GRO	
	i GRO (C	Craid Luthill	gRO GRO	j; Daniel	
	Farber[GRO		; Dave M King David Atkins	GRO	; Dave
	Pearson gro)		GRO	; David
	Hale GRO	;, U	avid vynitiord <u>i</u>	GRO	; Davyd
	Nash GRO		Dawn Brooks	GRO GRO	; Deana
	– – i		: Debbie G Jones	GRO GRO	
	Eddie Bowden	GRO		stor GR	Ω
	Gabriella Driver	GRO	; Gabriella	, , , , , , , , , , , , , , , , , , ,	
	Neudecker	GRO			
	Hooton[gro_]; Gary Groogan[GRO GRO	Gayle A
	Peacock GI	२०	; Georgina Blair	GRO	,
	Gill Broderick[GRO	j; Gillian Joyce	GRO	<u></u>
	Gleffi Amscough	GRU	j, Gorgo	II A	
	Rose GRO		; Graham W Brown	GRO	
	Grant Sinclaire[;; Gregg		
	Hutchinson	GRO]; Hardeep	GRO	·····i
	Chana GRO Hugh Stacey[GRO	; Harpreet Singh ; Iain Gilbert	GRO]; lain
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	Barnes GRO		; lan Trundell	GRO	; Jacqueline
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	Souza GRO		; James Scutt	GRO	; Jayan
	Taank gro		Jayne Savage	GRO	; Jayshree
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	Lockwood[G	२०	; John Bigley	GRO	; John
	Breeden GRC		; John Dineen	GRO	j; John G
		RO	; John H Jones	GRO	
		RO	; John U Taylor	GRO	
	Jonathan E Hill	GRO	; Julia	000	
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	Dassia[]; Karl Oliver	~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~	Kathleen
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	Brothwood	GRO	: Kevin Leniha	·····	
	Kim A Lindsay	GRO	; Kim Thomso	•	
	Kjetil Fuglestad	GRO	; Layla Wild)
	Lillian Moshel	GRO	: Lin Norbury	GRO	Liz J

Louise Hairhurst GRO	-	CDO		600	
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Mario Schoeman GRO Maria Chorgt GRO Mario Michael GRO Maria Chorgt GRO Mario Michael GRO Mark D Lawrence GRO Mark Mark S Wright GRO Mark M Davies GRO Mark S Wright GRO Martin Box GRO Martin Brown GRO Martin Box GRO Martin Brown GRO Michael A Brown GRO Paul Martin Brown GRO Paul Martin Brown GRO Paul Martin Brown GRO Paul N Miratin Brown GRO Radha Davies GRO Ra		GRO	j, Louise Clar	Kį GRO	<u>_</u> _
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Martyn Alford	Armstrong	GRO	; Martin Box	GRO	<u>_</u>
Matt Downey	Martin Brown	GRO	; Martin Hulks	GRO	
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Michael A Petersen	Matt Downey	GRO	; Matt Sadler	GRO	Ì
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Taylor GRO Sue M Harding GRO; Sue Stewart GRO; Sue Stewart GRO; Suzanne Richardson GRO; Suzanne Richardson GRO; Tim Dance GRO Timothy Noble GRO Tom Basquille GRO; Tom Basquille GRO; Tom Fitzgerald GRO Tom Pegler GRO; Tom Young GRO; Tracy Marshall GRO; Troy Gardner GRO; Victoria Moss GRO; Victoria Moss GRO; Will Russell GRO; Willie Hughes GRO; Alan D Smith GRO; Alan Renner GRO; Alisdair Cameron GRO; Alan Renner GRO; Alison Thompson GRO; Ann Miller GRO; Alwen Lyons GRO; Angela Van-Den-Bogerd GRO; Andrew J Thompson GRO; Ann Miller GRO; Ann Miller GRO; Ben Foat GRO; Charles Colquhoun GRO; Dave					······). O44
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Foat GRO Charles Colquhoun GRO Colin Pletts GRO Colin Stuart GRO ; Dave	Gardner Russell Smith Cameron Thompson	GRO GRO GRO GRO	Alana Renner[]; Alison ; Alwen Lyons[GRO	
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Hall GRO : sarah.malone GRO ; Sean
Leahy GRO Sharon Bull GRO Sharon
Gilkes GRO ; Steve Miller GRO ; Thomas P
Morani GRO (10m yyechsien) GRO (
Amanda A Brown! GRO !: Avana
O'Farrell! GRO ! Carol Fairbairn! GRO !
Diane Blanchard GRO Gina Gould GRO Glenda C Hansen GRO Jackie
Meylak! GRO !: Louise Chatfield! GRO :
Paula Reed GRO ; Ruth Phillips GRO ; Sarah
Paddison[GRO ; Tracy Cox[GRO

Subject:

in the loop - Verdict delivered on BBC coverage



GRO

Hello

At teamtalk extra last Monday, I promised to let you know the feedback we've had.

The BBC's Signed, Sealed, Delivered: Inside the Post Office documentary put us firmly in the spotlight.

Mark Davies

More than 98% of colleagues polled watched at least one episode, and

Communications & Corporate Affairs Director

most watched all three. Nearly two-thirds said we made the right decision to work with the BBC to show the challenges we face. Many colleagues did, however, say they felt some concern after watching the programmes and felt we were portrayed negatively.

There were 1,156 posts on social media during the three episodes, with the highest number in episode one. Perhaps understandably, across the three weeks negative sentiment on social media was considerably higher than usual. However, most of the negative posts during the shows were from a handful of people.

Our Insight research showed a more positive impact on customers' views, with 43% saying they felt a lot or a little more positive about Post Office and less than a third saying the programme made them feel more negative.

The series was certainly a success in raising public awareness of our modernisation programme and the challenges we face.

More than three in five customers said they were more willing to bear with us while we make the changes. They also said the message that Post Office is trying hard to become less reliant on government subsidies definitely came across.

More than half of customers strongly agreed Post Office is trying to change for the better, and they were more aware of the challenges we face as a result of the documentary. Similarly, a YouGov poll showed that 8% more people were aware of our modernisation programme at the end of the series.

We should be incredibly proud that our people and the public feel so passionately about the Post Office. That really came across throughout the series, with show-stealers like the Sadanas and Elliot Jacobs, among many others, bringing their dedication and determination to succeed into the nation's living rooms.

Hot on its heels, of course, came Monday's Panorama, and its unsubstantiated allegations about the business.

A YouGov poll showed a slight drop in people's trust – 71% agreed the Post Office is a responsible and trusted organisation, down from 79% before the programme.

On the day, the number of brand mentions on social media was about the same as during the three-part series. We saw 978 posts on the night specifically related to Panorama, but less than 250 of these were negative, and there were more than 80 positive posts.

The programme was one-sided and would have come across as very emotive to those not close to the issue. It did not produce anything we weren't already familiar with, but there is, of course, so much more to it that went unreported.

