

PANORAMA – COMMUNICATIONS PLANNING GRID					
This grid sets out plans for informing colleagues of the forthcoming Panorama programme on Horizon and external communications tactics. It sets out roles and responsibilities and a timeline. All named below should please check their responsibility and raise any queries with Mark R Davies or Melanie Corfield.					
Business area/channel	Who?	How?	When?	Materials	Business lead contact
Crown/WHSmith	BMs, AM, CMs and RMs plus WH Smith BDMs	Conference call plus lines to take	June 23	Note and lines to take	Roger Gale
Agency	NT, Network, FCA teams	Conference call plus lines to take	June 23	Note and lines to take	Kevin Seller/Michael Larkin/Drew McBride
Multiples	Lillian Moshe and team	Conference call plus lines to take	June 23	Note and lines to take	Kevin Seller
Supply Chain	Mark Ellis/senior managers	Email update	June 24	Note and lines to take	Mark Ellis
FS community	FS/MS via FS Focus	Email update	June 29	Note and lines to take	Nick Kennett/Kevin Cooper/Carmel McCarthy/Jeremy Law

Service centres, customer complaints	NBSC/POEX/FSC/HRSC/complaints teams/social media teams	Conference call plus lines to take	June 24	Note and lines to take	Amanda Stevens/Joe Connor/Rod Ismay
Contract teams	John Breeden, Lin Norbury, Paul Inwood , Contract Advisors	Angela to brief	w/c June 22	Lines to take	Angela VDB
Social media [strategy]	Darren Jones/MD	Meet/email	w/c/ June 22	Standard Twitter response/lines to take/Angela film/statement	Darren Jones
Advertising plan [contingency]	National media	Full page advert	w/c June 29	Copy	Pete Markey/Mark Davies/Mel Corfield/Keith Gulliver
Public statement	Press Association/BBC	Press notice	June 25 (TBC)	Statement (proactive)	Mark Davies/Mel Corfield
Commercial stakeholders	• BoI • RMG • DWP • DVLA • Home Office • POMS • FRES • Suppliers • Other [Colleagues to advise]	Email	w/c/ June 22	Note: level of contact to be determined by business owner	Martin George Nick Kennett
People stakeholders	• CMA • CWU • NFSP	Call/email	June 25	Speaking note	Nick Beal/Tom Moran
Other stakeholders		Call/email	June 25	Speaking note/email	Mark Davies (Go

	- Go On UK - POAC - Children in Need [OTHER?]				OnUK) POAC (Jane Hill) Children in Need (Alan Taylor)
BIS	Richard Callard/ministers	Call/email	Daily	Materials for minister	Mark Davies/Patrick Bourke/Tom Weschler
MPs	MPs - BIS select committee - Tier 1 MPs - Sparrow MPs	Email	June 29	Note	Jane Hill
Central teams	All central team colleagues	Email	June 25	Statement/lines to take	Mark Davies/Paul Swanton/Mel Corfield
GE/ET	Group Executive/Executive Team	Email	June 18 June 22 June 25 June 29 June 30	Overall plan/updates	Mark Davies/Jane Mc
Board	PO Board	Email	June 25 June 29 June 30	Overall plan/updates	Paula Vennells/Mark Davies/Tom Weschler/Jane Mc/Alwen Lyons
Senior leaders	SLT/Band 4s	Email	June 25 June 29	Update/lines to take	Mark Davies
ALL	All colleagues (PO)	All channels	June 25	Message from Paula/Angela film	Mark Davies/Paul Swanton
Subspace Online/News	Subspace	Subspace News	June 26	Message from Paula/Angela film	Mark Davies/Richard Weaver/Paul Swanton

TIMETABLE		
Tuesday, June 16	Email to Panorama editor	Mark Davies [DONE]
Wednesday, June 17	Brunswick check step BIS check step BIS select committee chairman elected	Melanie Corfield [DONE] Mark Davies [DONE] Jane Hill [DONE]
Thursday, June 18	Contact new BIS chairman (if not AB)	Jane Hill [DONE]
Friday, June 19	Update for Group Executive [BF to June 18] Legal letter to Panorama re SS	Mark Davies [DONE] Susan Barty [TO BE SENT FRIDAY PM]
Monday, June 22	Meeting with Panorama Contact with Panorama re interview Provide GE/ET with core materials for commercial stakeholders for ongoing briefing (based on core note)	Mark Davies Mark Davies/Melanie Corfield Mark Davies
Tuesday, June 23	Briefing with Crown/Agency/Multiples teams	Mark Davies/Patrick Bourke/Melanie Corfield

	Email to BBC Executives	
Wednesday, June 24	Legal letter Briefing with service centres/customer complaints/supply chain	Susan Barty [MAY MOVE FORWARD] Mark Davies/Patrick Bourke/Melanie Corfield
Thursday, June 25	Board update note Email to SLT/Band 4s Issue Press Association statement GE Update Stakeholder contact (unions/NFSP) Other stakeholder contact Record AVDB interview for internal/social media MD media training (for possible pre-Panorama media)	Mark Davies/Alwen Lyons Mark Davies Melanie Corfield/Ruth Barker (TBC) Mark Davies Tom Moran/Nick Beal Various as plan
Friday, June 26	Subspace News Communications Conference call (timing TBC)	Richard Weaver On call rota/Mark Davies/Melanie Corfield
Saturday, June 27	Monitoring Communications conference call (timing TBC)	On call rota/Mark Davies/Melanie Corfield
Sunday, June 28	Monitoring Communications Conference Call (evening)	On call rota/Mark Davies/Melanie Corfield
Monday, June 29 – PANORAMA DUE TO BROADCAST PLUS HOUSE OF COMMONS ADJOURNMENT DEBATE	CEO email to business (inc AVDB video) MP email Memoview Proactive media bid approach Live Twitter rebuttal/response from @postofficenews National advertising? [TBC]	Mark Davies Jane Hill Jonathan Knox Melanie Corfield Mark Davies/team Mark Davies
Tuesday, June 30	GE/Board update	Mark Davies

	SLT/Band 4 update National advertising?	Mark Davies
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MATERIALS REQUIRED [All to be cleared with Mark Davies and Sparrow team]	
Panorama emails	Team
Core note for internal teams	Mark Davies/Melanie Corfield [Version done and to be cleared]
Lines to take for customers	Mark Davies/Melanie Corfield
Lines to take for postmasters/colleagues	Mark Davies/Melanie Corfield
Social media copy	Mark Davies/Darren Jones Fix meeting

Advertising copy	Melanie Corfield
Public statement/lines to take	Mark Davies/Melanie Corfield/Ruth Barker
MP note	Jane Hill
Paula note	Mark Davies
Angela film	Melanie Corfield [Thurs]
Board/GE/SLT/Band 4 notes	Mark Davies
Subspace copy	Melanie Corfield/Richard Weaver
Legal letter (s)	Susan Barty
Media training	Brunswick/Mark Davies
BBC Execs letter	All - Ready
Letter to minister from PV	MD/Jane/Patrick

