

Strictly Confidential - Mediation Scheme Communications Plan**Objective**

All cases through the mediation scheme, stakeholders are satisfied the process was robust and media coverage neutralised (at a minimum).

Strategy

- Neutralise adverse media coverage
- Update MPs who have a constituent with a case
- Manage expectations of key stakeholders and applicants
- Update key internal audiences
- Inform other stakeholders where appropriate

Audiences and Tactics

| Audience | Tactics |
|----------|---|
| Media | <p>Past:</p> <p>Reactive media position. Press releases issued on the Post Office website (the 2nd and 3rd release were also sent to those covering the story – BBC, Computer Weekly etc):</p> <ul style="list-style-type: none"> - Horizon Report and Findings (8th July) - Launch of the Mediation Scheme (27th August) - Appointment of Sir Anthony Hooper (24th October) <p>Future:</p> <ul style="list-style-type: none"> - Monitor where high profile cases are in the process - Reactive lines for high profile cases, likely to draw attention (regional coverage most likely) - Press statement when 90% of cases are through the mediation scheme, business improvement update against original initiative announced in July (national) <ul style="list-style-type: none"> o Majority of cases through the mediation scheme o Case outcomes remain confidential o Business User Forum operating efficiently o Business Improvements have been successfully implemented or planned (update on these) o <<Possible outline of new scheme/independence in process moving forward if appropriate with endorsement from Sir Anthony Hooper>> - Press statement when 100% of cases are through the mediation scheme (closing of scheme) – September (national) <p>To consider</p> <ul style="list-style-type: none"> - Proactive briefing of journalists that covered the case originally – Matt Prodger (BBC) and XXX Computer Weekly |
| MPs | <p>Past:</p> <ul style="list-style-type: none"> - Launch of the Mediation Scheme update to MPs with a case (27th August) including call to offices and offer of a face to face meeting. - Appointment of Sir Anthony Hooper update to MPs with a case (24th October) |

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| | <p>Future:</p> <ul style="list-style-type: none"> - Update meeting with James Arbuthnot in January to set tone of MP engagement (including possible event) - Monitor where high profile cases are in the process (approach MP on case by case basis) - Proactive comms when statements issued by Post Office (July and September) |
| Key Stakeholders | <ul style="list-style-type: none"> - Manage expectations (picked up as part of the management of the Working Group and in the 'Managing Expectations' paper) |
| Other Stakeholders | <ul style="list-style-type: none"> - Consumer Futures – heads up on public statements, view from legal on regulatory relationship - NFSP – head up on public statements, part of the business improvement programme (out of scope of project sparrow) |
| Subpostmasters | <ul style="list-style-type: none"> - Scheme open to all subpostmasters (former and existing) with financial support for professional advice - Version of press statements to be available on subspace online (as an article) with link to article included in subspace news |
| Applicants | <ul style="list-style-type: none"> - Manage expectations by explaining mediation process (CEDR mediation pack to go to applicants and professional advisors) |
| Internal | <ul style="list-style-type: none"> - Statements to be included in comms update to all employees - Investigations, FSAs and SSMs to be kept updated, have reactive lines to take and heads up on press statements |

Mediation Scheme Narrative (key messages to be agreed)

- Post Office is committed to addressing concerns raised by subpostmasters
- Post Office is determined to ensure that Horizon and any associated processes are fair, effective and reliable, and the subpostmasters can have confidence in the system.
- A report into the Horizon system produced in July 2013 found there were no systemic issues with the Horizon system. However, it found that improvements could be made in the training and support processes provided to subpostmasters.
- The Mediation Scheme was established to help resolve the concerns raised by some subpostmasters regarding the Post Office's Horizon computer system and other associated issues
- The Scheme is being overseen by a Working Group, chaired by Sir Anthony Hooper, comprising representatives from Post Office, Second Sight and JFSA.
- The application process for the Initial Mediation Scheme opened on the 27th August and closed on the 18th November 2013
- All matters discussed in mediation will be strictly confidential and subject to 'without prejudice' privilege which means that matters discussed in mediation cannot be disclosed to any third party or any Civil Court.
- Where common ground cannot be reached, the mediator will help the parties identify their differences and then try to find a resolution to those differences.
- The mediation itself will be administered by an independent mediation body and the mediator will be selected by parties from a panel of mediators.
- The Post Office will produce a statement at the end of the mediation scheme.

Communication Plan

| Date | Action | Target Group |
|------------------------------------|--|--|
| 8th July | Press statement issued about Horizon report | Media |
| 9th July | Statement in Parliament | MPs |
| 27th August | Press Statement issued to announce mediation scheme Email to all MPs engaged with Horizon to provide mediation scheme details | Media and MPs |
| 29th October | Press Statement issued to announce appointment of Sir Anthony Hooper | Media |
| November 18th | All initial application form needs to be submitted by the 18th November to be part of the Initial Mediation Scheme | Individuals with a case |
| | POL will analyse MPs involved and develop an engagement plan for additional MPs | POL/MPs |
| November – End of Process | Working Group meetings Meetings with Sir Anthony Hooper Case Submission Calls | POL/Stakeholders |
| November | JFSA issue statement on their website to close application process for mediation Scheme | subpostmasters |
| 19th December – 6th January | Parliament in recess | MPs |
| 6th January | Media reactive lines agreed Final media Q&A | Media |
| January 28th | Alice Perkins meeting with James Arbuthnot MP | MPs |
| 13th – 24th February | Parliament in recess | MPs |
| December – End of Process | Monitor the media reaction as cases go through mediation – reactive media position. MPs may need to be contacted but this will occur on a case by case basis. Work with the Working Group to manage media engagement or at a minimum get to a position where stakeholders inform each other of who they spoke to and what about. | Media / MPs |
| 10th – 28th April | Parliament in recess | MPs |
| 1st – 6th May | Parliament in recess | MPs |
| 8th May | State opening | MPs |
| 22nd May -2nd June | Parliament in recess | MPs |
| Mid July | 90% and Business Update Statement | Media (also send to MPs and heads up to key stakeholders as well as NFSP and Consumer Futures) |

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| 22nd July – 1st September | Parliament in recess | MPs |
| End of Mediation Process (September - TBC) | Issue press release to close mediation scheme (100% of cases through the mediation Process) | Media (also send to MPs and heads up to key stakeholders as well as NFSP and Consumer Futures) |
| 11th September – 13th October | Party Conferences | MPs |

Annex A: MPs with an applicant in their constituency

The table below will be updated as cases go through the scheme.

| MP Name | Number of applications |
|-----------------------|------------------------|
| Alan Belth | |
| Alan Duncan | |
| Alan Meale | 2 |
| Alasdair Allan | |
| Albert Owen | 3 |
| Alec Shelbrooke | |
| Andrew Bridgen | 2 |
| Andrew George | |
| Andrew Griffiths | |
| Andrew Gwynne | |
| Andrew Tyrie | 2 |
| Anne Clwyd | |
| Anne Cofrey | |
| Ben Wallace | |
| Brian Binley | |
| Catherine Spellman | |
| Chris Ruane | |
| Clive Betts | |
| Dai Havard | |
| Dame Angela Watkinson | |
| Damien Hines | |
| Dan Jarvis | |
| Daniel Kawczynski | |
| David Crausby | |
| David Evenett | |
| David Havard | |
| David Jones | |
| David Rulley | |

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| David Treddenick | |
| David Willetts | |
| Diana Johnson | |
| Edward Davey | |
| Edward Garnier | 2 |
| Edward Leigh | |
| Emma Lewell Buck | 2 |
| Eric Ollerenshaw | |
| Gary Streeter | |
| George Freeman | |
| George Gollingbery | |
| George Osborne | |
| George Young | |
| Gisela Stuart | |
| Glenda Jackson | |
| Graham Allen | |
| Greg Clark | |
| Greg Knight | |
| Hazel Bleaks | |
| Henry Bellingham | |
| Hugo Swirke | |
| Huw Irraca-Davies | 2 |
| I.Liddle Grainger | |
| Iain Stewart | |
| Iain Wright | |
| James Arbuthnot | 2 |
| Jason McCartney | |
| Jim Cunningham | |
| Joe Benton | |
| John Howell | |
| John Pugh | |
| John Redwood | |
| Jonathon Djanogly | |
| Jonathon Lord | |
| Karen Lumley | |
| Keith Simpson | |
| Keith Wright | |
| Kevan Jones | 2 |
| Kevin Barrow | |
| Kris Hopkins | |
| Laura Sandys | |
| Louise Ellman | |

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| M Clapham | |
| Margaret Ritchie | |
| Mark Lazarowicz | |
| Mark Prisk | |
| Mark Reckless | |
| Mark Williams | |
| Martin Horwood | |
| Martin Vickers | |
| Mary Glendon | |
| Matthew Hancock | |
| Meg Munn | |
| Mel Stride | |
| Michael Garyon | |
| Michael Grove | |
| Michael Meecher | |
| Mike Wood | |
| Nick Boles | |
| Nick Brown | 2 |
| Nick Harvey | |
| Nick Hurd | |
| NK | |
| Norman Lamb | |
| Oliver Letwin | |
| Pat Glass | |
| Pat McFadden | |
| Paul Murphy | |
| Peter Tapsell | |
| Phil Wilson sedgefield | |
| Priti Patel | |
| Robert goodwill | |
| Robert Syms | |
| Roberta Blackman Woods | |
| Roger Williams | |
| Ronnie Campbell | |
| Sharon Hodgson | |
| Sherly Murray | |
| Simon Burns | 2 |
| Siobhan McDonogh | |
| Stephen Crabb | |
| Stephen Hepburn | |
| Stephen Ladyman | |

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|-----------------|---|
| Steve Baker | |
| Steven Mosley | |
| Stewart Jackson | |
| Tessa Munt | 3 |
| Valerie Vaz | 3 |
| Wayne David | |
| William Hague | 2 |
| Yasmin Qureshi | |

MP Awareness prior to mediation scheme

MPs who raised a case as part of the Initial Second Sight Review

| MP Name, Constituency, Party | SPMR Cases |
|--|---|
| 1. James Arbuthnot (2), North East Hampshire, Conservative | Jo Hamilton Paul Popov |
| 2. Stephen Crabb, Preseli Pembrokeshire, Conservative | Tim Brentnall |
| 3. Jonathan Djanogly, Huntingdon, Conservative | Jenny O'Dell |
| 4. Alan Duncan, Rutland and Melton, Conservative | Caroline Jack (now Welton) |
| 5. George Freeman, Mid Norfolk, Conservative | Ian Warren |
| 6. Dai Havard (2), Merthyr Tydfil & Rhymney, Labour | Tracy Etheridge Lynn Prosser |
| 7. Oliver Letwin, West Dorset, Conservative | Tracey Ann Merritt |
| 8. Jonathan Lord, Woking, Conservative | Seema Misra |
| 9. Alan Meale, Mansfield, Labour | John Dickson |
| 10. George Osborne, Tatton, Conservative | Terence Walters |
| 11. Mike Wood, Batley and Spen, Labour | Alison Hall |
| 12. Andrew Tyrie, Chichester, Conservative | Nirmale Fatania |
| 13. Mark Lazarowicz, Edinburgh North and Leith, Labour (co-op) | Philip Cowan |
| 14. Greg Knight (2), East Yorkshire, Conservative | Pauline Thomson Lee Castleton |
| 15. John Woodcock, Barrow and Furness, Labour (co-op) | Isabella Wall |
| 16. Priti Patel, Witham, Conservative | Graham Ward |
| 17. Edward Leigh, Gainsborough, Conservative | Shirley Rayner |
| 18. Damien Hinds, East Hampshire, Conservative | Pauline Coates |
| 19. Kevin Barron, Rother Valley, Labour | Susan Michelle Watson |
| 20. Andrew Bridgen, North West Leicestershire, Conservative | Michael Rudkin |
| 21. David Jones, Clwyd West, Conservative | Alan Bates |
| 22. Ronnie Campbell, Blyth Valley, Labour | Sarah Burgess-Boyde (also Ray Clarence) |

Cases raised by BIS

| MP | Post Office Branch |
|-----------------------|---|
| Stephen Phillips MP | Navenby (SPRM, Paul Sanderson) |
| Zac Goldsmith MP | Kings Road Post Office, Brentwood (SPRM, Mr B Sethi) |
| Huw Irranca-Davies MP | North Cornelly Post Office (SPMR, Philip Dauncey) Pontycymmer Post Office (SPMR, Dixie Davies) |
| Jim Sheridan MP | Bishopton Post Office (SPMR, David Woodrow) |
| Noman Lamb MP | Worstead Post Office (Allison Henderson) |
| Ian Stewart MP | Rupesh Lakhani (JFSA member) |

MPs who commented /engaged with Horizon Issue when second Sight report was published.

James Arbuthnot Meeting on the 9th July attendees:

- James Arbuthnot (2 cases), North East Hampshire, Conservative
- Oliver Letwin, West Dorset, Conservative
- Tessa Munt (not included elsewhere), Wells, Lib Dems
- Researchers were present for:
 - Jonathan Djangoly
 - Jonathan Lord
 - John Woodcock
 - Mark Prisk

Jo Swinson statement in Parliament

Government: Jo Swinson, Postal Affairs Minister, East Dunbartonshire, Lib dem

Shadow: Ian Murray, Edinburgh South, Labour

Questions were asked by a number of MPs who have not referred cases:

- Kevan Jones, North Durham, Labour
- Robin Walker, Worcester, Conservative (positive comment)
- Mike Weir, Angus, SNP
- Russell Brown, Dumfries and Galloway, Labour
- Huw Irranca-davies, Ogmore, Labour
- David Mowat, Warrington South, Conservative
- Cathy Jamieson, Kilmarnock and Loudoun, Labour
- Philip Hollobone, Ketley, Conservative
- David Simpson, Upper Bann, Democratic Unionist
- Peter Bone, Wellingborough, Conservative
- Jim Shannon, Strongford, Democratic Unionist
- Christopher Chope, Christchurch, Conservative

MPs who have commented or corresponded with Post Office following the statement:

1. Graham Stuart MP

2. Louise Ellman MP
3. Brian Binley MP
4. Christopher Chope OBE MP
5. David Mowat MP
6. David Simpson MP
7. Huw Irranca-Davies MP
8. Jim Shannon MP
9. Mike Weir MP
10. Peter Bone MP
11. Philip Hollobone MP
12. Stewart Jackson MP
13. Cathy Jamieson MP

Correspondence into Paula's office

14. Rt Hon Nick Brown MP (asking for an ex-subpostmistress case to be included in the review) - Angela aware
15. Stella Creasy MP – Ex Subpostmaster case, now with the contract team -Angela aware
16. Keith Jones MP – current/suspended SPMR highlighting concerns on Horizon in an email to Paula - Angela aware
17. Andrew George MP – This is a case where it went to court and no evidence from POL and the MP wants to know about reinstatement and compensation
18. Theresa Villers MP – SPMR Peter Lambri
19. Nick Boles MP – Mrs Glenys Eastman used to be the SPMR at Stirling Road Post Office in Stamford