

**Post Office Advisory Council
Inaugural Meeting, 18th and 19th March 2014**

Tuesday 18th March: POAC Members' Dinner

7.30pm for 8pm: The Modern Pantry, 47-48 St John's Square, London

Wednesday 19th March: POAC Inaugural Meeting

Post Office Headquarters, 148 Old Street, London EC1V 9HQ

8.30am – 9.00am: Arrival, Registration and Breakfast (*Ground floor café area*)

Paula, Tim and ExCo directors to meet and greet

9.00am: Welcome from Paula Vennells, Chief Executive, Post Office Limited

9.20am: Member group photo (Following this, members will move to the Boardroom)

Inaugural Meeting of the Post Office Advisory Council (*Boardroom*)

9.30am: Introduction

Tim Franklin: Chair, Post Office Advisory Council (ways of working, term length)

Focus on the functional aspects and responsibilities of the Council and Tim's role as Chair, e.g. ways of working; its role working alongside the Board and ExCo; member confidentiality issues; length of individual terms; etc. ~~Tim to discuss content with Mark/Alwen?~~

9.45am: The role of the Advisory Council Members (*allow 15 min for each presentation*)

Mark Davies, Director of Communications and Corporate Affairs

Mark could talk about the context – why POAC has been set up, then focus on the members as individuals: why they have been chosen (-experience, skills, perspectives, etc) and what we want from them: their role in helping influence PO plans and products. Keeping it real: we will work to ensure POAC is not a talking shop and will demonstrate its influence over time and being honest about what we can do, and what we can't, and why.

Q & A ~~(allow 10 min)~~

10.10am: Transforming our Business

Martin George, Chief Marketing and Commercial Officer

An overview of how we are working to deliver commercial sustainability and how we are working to leverage our brand and consumer trust; talk about our advertising. Other key suggested elements: growing new Financial Services- see NK slides; developing our existing Government Services (IDA, etc) and the opportunities of new technology (mention investment in Digital PO – will organise a visit for members in due course). (Jane to discuss content with MG)

Q & A

10.35: Transforming our Network

Kevin Gilliland, Network and Sales Director

An overview of how we're modernising the physical network (working closely with SPMs and local stakeholders) to enable transformation of our business and drive sales. (Neil and Tom's slides provide some great content for this) –plus a great case study in Neil's deck on how we worked with

Hillingdon council & SPM to relocate the branch as part of High St regeneration plans to bring banking services to local people.)

Our unique structure (staff to agent ratio and challenges of that eg. Size and complexity, ensuring effective two way communication, challenges of managing brand and reputation) and opportunities (eg. Agents as independent SMEs, supporting local communities)

Q & A

11.00am: Refreshments (Members will return to the Café. Refreshments will be available)

11.10am: Squaring the circle - A Commercial Business with a Public Purpose

(The intro will help to provide context for the discussion session)

Neil Hayward, People and Engagement Director

Neil has a useful perspective as a new director – could talk about why he decided to join Post Office; what is unique about the business and its people – i.e. staff to agent ratio and the challenges of that (e.g. size and complexity and ensuring effective two-way communications; means managing our brand and reputation is harder than for other companies) and the opportunities (e.g. agents as independent SMEs, supporting their local communities and local economies)

Mark Davies, Director of Communications and Corporate Affairs

Mark could introduce our Public Purpose, show the RSA film here, and talk about how we have been working with them to explore the role of PO in the community (may want to invite Ben to say a few words at this point?) and how it can support local enterprise (e.g. CE Fund); also talk about our work with the Plunkett Foundation for example to support those areas which are keen to run their own local shop and PO. Conclude by reviewing the RSA's recommendations and how we want to identify what we can realistically implement.

Then ask how can we achieve our Public Purpose while becoming commercially successful and less dependent on subsidy? (this leads into the next session)

11.30am: Table discussions

Members are asked to explore the following questions:

(Mark and Neil will ask Members will work in groups to discuss these. Suggest we bring in 3 larger round tables for up to 10 and each table has a facilitator and member spokesperson to feedback)

- The Post Office has recently defined its Public Purpose. How can the Post Office retain this purpose, whilst ensuring it remains on the path to achieving commercial sustainability?
- The RSA recently published its report on Post Offices as Community Hubs. What are your views on its recommendations and which of these should the business take forward considering the need to balance the issues above?

12.00noon: Feedback from tables and discussion

12.45pm: Summary and Conclusions

Tim Franklin: Chair, Post Office Advisory Council

1.00pm: Close and Lunch

1.45pm: Optional Branch Visits (will conclude no later than 2.30pm)

Suggest we provide taxis – should arrive about 2pm which will also help to avoid the lunchtime queues in branch. Estimated to last no more than 30 minutes. Offer to drop members off at mainline stations if required as they'll have luggage?