



Media Scenario Planning

Initial Complaint Review and
Mediation Scheme

Scenarios

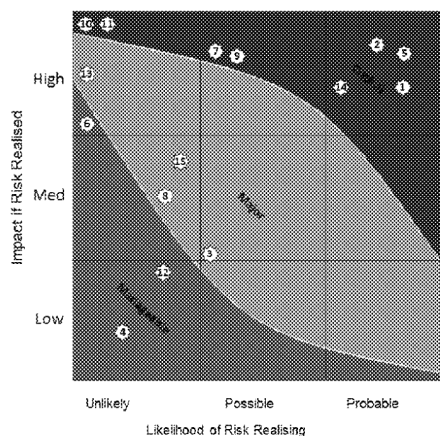
There are a number of scenarios that could impact the success of the programme and have implications for communications:

1. JFSA disengage from Working Group
2. Second Sight disengage from Working Group
3. Second Sight additional support needed
4. Applicant(s)/MP talks to the press about the outcome of mediation (satisfied)
5. Applicant(s)/MP talks to the press about the outcome of mediation (dis-satisfied)
6. Investigation findings
7. MP / Stakeholder / James Arbuthnot raise concerns with the Press or Parliament (e.g. question in Parliament)
8. Arbuthnot meeting MPs (likely to be February 2014)
9. Mediation outcome communication to WG made public
10. Network issues (increased number of concerns citing Horizon, separate 'Horizon' issue raised)
11. Post Office Legal Issue (sued) / Prosecution(s) and Policy
12. Consumer futures involvement
13. NFSP move position of satisfaction to dissatisfaction
14. Interested journalist contacts us proactively (e.g. Matt Prodger, BBC or Karl Flinders, Computer Weekly)
15. The Impact of external non-Horizon engagement on the Scheme



Media Scenario Risk Map

Media Scenario Planning Overview Slide



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Media Scenario Risk Assessment

Media Scenario (High)	Media Scenario (Medium)	Media Scenario (Low)
1. JFSA disengage from Working Group	3. Second Sight additional support needed	4. Applicant(s)/MP talks to the press about the outcome of mediation (satisfied)
2. Second Sight disengage from Working Group	8. James Arbuthnot meeting with MPs	6. Investigation findings
5. Applicant(s)/MP talks to the press about the outcome of mediation (dis-satisfied)	13. NFSP move position of satisfaction to dissatisfaction	12. Consumer futures involvement
7. MP / Stakeholder / James Arbuthnot raise concerns with the Press or Parliament (e.g. question in Parliament)	15. The Impact of external non-Horizon engagement on the Scheme	
9. Mediation outcome communication to WG made public		
10. Network issues (increased number of concerns citing Horizon, separate 'Horizon' issue raised)		
11. Post Office Legal Issue (sued) / Prosecution(s) and Policy		
14. Interested journalist contacts us proactively (e.g. Matt Prodger, BBC or Karl Flinders, Computer Weekly)		

High Impact

Media Scenario (High Impact)	Position and Key Message	Action to be taken
1. JFSA disengage from Working Group	- Position: Remain Reactive - Q&A (disappointment but carrying on as WG to support SPMRs)	- Syeda to develop reactive lines - We may need to engage James Arbuthnot to reassure MPs
2. Second Sight disengage from Working Group	- Position: Remain Reactive - Q&A (disappointment but carrying on as WG to support SPMRs)	- Syeda to develop reactive lines - We may need to engage James Arbuthnot to reassure MPs
5. Applicant(s)/MP talks to the press about the outcome of mediation (dis-satisfied)	- Position: Remain Reactive - Q&A (outcomes are confidential, re-iterate process and have lines for high profile cases – if pushed)	- Legal to send lines to Press - Lines developed on high profile cases - Contact and Arrange meeting with MP
7. MP / Stakeholder / James Arbuthnot raise concerns with the Press or Parliament (e.g. question in Parliament)	- Position: Remain Reactive - Q&A (Re-iterate process, WG, SAH, outcomes confidential) - Monitor MP Questions / Liaise with BIS for answer	- Syeda to develop reactive lines - We may need to engage James Arbuthnot to reassure MPs - Re-assure stakeholders - Contact MP who asked question in Parliament
9. Mediation outcome communication to WG made public	- Position: Remain Reactive - Q&A (Papers for first case to be sent to press to develop generic reactive lines)	- Monitor Case Tracker - Sparrow team to send papers to press team
10. Network issues (increased number of concerns citing Horizon, separate 'Horizon' issue raised)	- Position: Remain Reactive with media but proactive with the network - Q&A :No systemic issues with Horizon, Business Improvements.	- Comms to the network team and network (subspace online) - Business Improvements communicated - We would need to counter any cross reference to the Mediation Scheme for 'other' Horizon issues and ensure it was an integral part of pre-planning for comms.
11. Post Office Legal Issue (sued) / Prosecution(s) and Policy	Work with legal team to establish position..	Prosecution Policy Overview from Legal (Chris A / Andy Parsons)
14. Interested journalist contacts us proactively (e.g. Matt Prodger, BBC or Karl Flinders, Computer Weekly)	- Reactive Position initially, providing journalist with a holding statement - Depending on media environment, pick-up and investigation we may need to issue a public statement	- Draft Holding Statement - Statement may be needed earlier than the one needed at the end of the scheme.

High Profile Media Cases

Case Ref	MP	Party	Status
M001	Greg Knight	Conservative	Accepted
M005	Jonathon Djanogly	Conservative	Accepted
M006	George Osborne	Conservative	Accepted
M012	Jonathon Lord	Conservative	Accepted
M019	Kevan Jones	Labour	Accepted
M029	Albert owen	Labour	Accepted
M030	Applicant said - Ben Wallace (however applicant lives in USA)	Conservative	Accepted
M035	James Arbuthnot	Conservative	Accepted
M039	Karen Lumley	Conservative	Accepted
M040	Ronnie Campbell	Labour	Accepted
M045	Andrew Tyrie	Conservative	Accepted
M054	Oliver Letwin	Conservative	Accepted
M058	Andrew George	Lib dem	Accepted
M080	RH David Havard	Labour	Accepted
M084	Mike Wood	Labour	Accepted
M086	Steven Mosley	Conservative	Accepted
M137	David Jones	Conservative	Accepted



Medium

Media Scenario (High Impact)	Position and Key Message	Action to be taken
3. Second Sight additional support needed	- Position: Remain Reactive - Q&A (SS still part of the WG, additional support to ensure we can address concerns of SPRMs)	- Syeda to develop reactive lines - We may need to engage James Arbuthnot to reassure MPs
8. James Arbuthnot meeting with MPs	- Position: Remain Reactive - Q&A (Generic Lines about the Scheme)	- Generic reactive lines developed - Follow-up to meeting email sent to MPs with a case offering a face to face meeting
13. NFSP move position of satisfaction to dissatisfaction	- Position: Remain Reactive - Q&A (Re-iterate no systemic issues with Horizon, Process, WG)	- Include NFSP in SOTS development - Update at regular comms meetings with the NFSP
15. The Impact of external non-Horizon engagement on the Scheme	Evaluate impact of external engagement on the scheme and take a cautious approach	Evaluate impact of external engagement on the scheme and take a cautious approach

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Low

Media Scenario (High Impact)	Position and Key Message	Action to be taken
4. Applicant(s)/MP talks to the press about the outcome of mediation (satisfied)	- Position: Remain Reactive - Q&A (we are supporting SPMRs. Scheme working)	Syeda to develop reactive lines
6. Investigation findings	- Position: Proactive? - Q&A (based on investigation findings – reiterate business improvement plans)	- Findings to be highlighted to the comms team - Reactive lines to be drafted - Network and Internal Comms may be needed to reassure
12. Consumer futures involvement	- Position: Remain Reactive - Q&A (no consumer angle)	Mike to continue to monitor Consumer Futures interested and update sparrow team when necessary



Summary of Materials Needed

Impact	Questions / Communications needed now	Questions / Communications needed with a dependency
High	- Reactive line for JFSA disengaging with the WG - Reactive line for SS disengaging with the WG - Generic lines about the Business Improvements Programme (including the Branch User Forum) - Holding Statement - Prosecution Policy Overview from Legal (Chris A / Andy Parsons) Monitor: case tracker for high profile cases Monitor: Questions in Parliament / Liaise with BIS re answers	- Reassurance email to MPs / James Arbuthnot - Meet with individual MPs where necessary - Generic Lines on case outcomes (specific lines will be needed for high profile cases) - Generic Lines based on first case papers (specific lines will be needed for high profile cases) - Letter/email/Subspace to the network based on Business Improvement Programme - Public statement before end of the Scheme if necessary
Medium	- Reactive line for SS needing additional support - Support James Arbuthnot to host MP evening including emails, briefs and agenda for meeting - Engage NFSP early on the future of the Scheme - Reactive line if NFSP were to come out in press against Scheme Evaluate impact of all external engagement on the Scheme	Engage James Arbuthnot re additional support
Low	Generic Q&A for mediation outcomes	- Q&A for findings (will need to assess whether we go proactive with the network and how we engage with the media) - Internal and Network comms may be needed if investigation findings leaked / issue found