
From: Mark R Davies[**GRO**]
Sent: Fri 16/08/2013 6:40:25 PM (UTC)
To: Alana Renner[**GRO**]; Alana Renner[**GRO**]
Subject: Fwd: Update

Hi Alana

Just to say I hope you are feeling ok. If you need more time please take it - the team are across things. Do give me a shout if you would like to chat things through over the weekend (we leave on Sunday morning)

All best wishes
Mark

Sent from my iPad

Begin forwarded message:

From: <mark.r.davies[**GRO**]
Date: 16 August 2013 17:47:48 BST
To: Paula Vennells <[**GRO**]
Cc: Alana Renner <[**GRO**], Nina Arnott
[**GRO**], Mike Granville <[**GRO**], Richard
Walden <[**GRO**], Hazel Hudgell <[**GRO**],
Martin Edwards <[**GRO**], Sophie Bialaszewski
[**GRO**], Martin Humphreys
[**GRO**]
Subject: Update

Paula

I am on leave as of this evening until Sept 4 so I wanted to give you an update on where things are. I have copied the comms lead team, and Sophie for public affairs (and any queries anyone copied has, please do follow up with me tonight/tomorrow).

CWU: I met Tom and Martin E this week to feed in my thoughts ahead of the Board session. I think there will be great value in this session - a chance to reflect on why we are where we are and deep dive all options for next steps.

Following the announcement of the latest ballot result, I have written to the CWU comms team - in a conciliatory fashion - to highlight the risks to customers from their public messaging. Nina's team are across preparations for potential strike action. Superbriefers will be in the 70 franchise branches on Tuesday to update on process (comms to announce this have gone out this week).

I believe some members of Exco believe we are not being sufficiently forthright in the dispute. I tend to disagree - it is generating limited coverage in media terms and I am not sure an aggressive stance would be of benefit. I know this will be discussed next week so please do call if you would like to discuss further.

Additionally, Richard has been working with Fay on comms on the CMA ballot which has gone

out to middle managers.

Horizon: we are preparing to next week make a proactive announcement on re creation of the mediation panel. This will be targeted at media which have previously covered the issue with a view to taking control of the communications. Ruth will work up a statement. This will also trigger approaches to MPs to invite them to discuss the process with Angela, again with the aim of taking control of the issue.

We are getting media calls about the cases which have been dropped, and this points to the need to get the mediation panel story out there.

RMG prospectus: We are working with legal on this. The section on risks is very problematic for PO. The PR team are across it and I have asked Mike to also work on it from his perspective.

Public purpose engagement: Working towards announcing engagement process on 30th August working with the Public Engagement Working Group. Comms will be through our BAU channels and information about how to get involved will be on our website.

Corporate Brand: Met with Stewart around potential advertising our corporate message, and now working on a combined Brief which defines objectives, in advance of a workshop to discuss channels, messages, positioning and KPIs.

Strategy: the team are well prepared for the strategy announcement and have been working on narrative with Sue's team. The top lines we would push when announcement comes are:

- acceleration of NTP
- protection for community offices
- expansion of network
- focus on customer benefits

The priorities for the next two weeks, in parallel with the negotiations, will be to continue work on the public/internal narrative, the announcement action plan and the Q&A which will sit behind the announcement.

We must be realistic - the proposals at present, even if agrees with NFSP, will not prevent noise. But I do feel we are developing a strong story to support them.

Interim results: work is now underway for the half year results, with finance. From a comms perspective, this will be led by RZW team for design and production (online only) and Mike's policy team for content. Nina and the team will recommend the media approach closer to the time depending on the media and political environment. On the ARA, we've been getting copies out to stakeholders and MPs, and I'm sending a copy to each member of SLT.

Cost reduction: we are planning a scene setting piece of comms from Chris for today, to be followed by a programme of weekly/fortnightly updates. RZW is also working on a plan for leadership behaviours comms/engagement. In terms of comms and cost reduction I have asked RZW, Nina and Hazel to work with marketing and digital to seek ways to cut duplication and also improve engagement with SPMRs by streamlining and quality controlling the way we communicate with the network. We need a gating process which will quality control and plan network communications more effectively - and I think this has potential to reduce costs.

I hope this helps.

Cheers
Mark

Sent from my iPhone

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