

Agenda

- ① x Re-scope of Roles & Scope.

Agenda Clarify

- ① Formally clarify Prog Director Role
- confirm resource & budget for Sparrow confirm

- ② Timeline (fuyusu data requests)

- ③ Budget man SS invoices

- ④ Marketing expectations opportunities (re-visit opportunities set out in Marketing expectations paper).

- ⑤ How do cereals get used on in the public domain (media).

Updates

- Working Group Meeting.
- Chris A conversations with Tony

- ① Update ~~on~~ following WG on Friday 22nd November

- ② Formally clarify Prog Director role

- ③ Confirm budget & resource for Sparrow
Lucas SS user.

- ④ Timeline risks (including fuyusu data request).

- ⑤ Marketing expectations & core audience publication.

Sophie Bialaszewski

From: Belinda Crowe
Sent: 15 November 2013 17:13
To: Sophie Bialaszewski
Cc: Belinda Crowe
Subject: Re: Sparrow Comms

Follow Up Flag: Follow up
Flag Status: Flagged

Thanks Sophie
The only other though I have just had is a core brief which we update weekly and we can then use it to cut and paste into various Board papers etc. And have one version of the truth.

Probably just for limited circulation among the core team.
Thanks so much for being ever willing and able.

Best wishes
Belinda

On 14 Nov 2013, at 15:24, "Sophie Bialaszewski" <[redacted] GRO > wrote:

Hi Belinda,

In terms of comms I wanted to let you know what I'm working on and make sure I've included everything.

- Mediation Scheme closed message + channel / audience it will go to (I'll get this drafted and sort tomorrow).
 - o FCA, ASMs and field team
 - o SSMs
 - o Intranet
 - o Subspace

*+ hyn some cases .
+ Alice Brey .
+ Case brief that case
updated weekly.*

- Full Q&A (I'll have a version I can send to you tomorrow)
- Narrative: why we are where we are, what's happened so far
- Audience evaluation (what do they believe and understand now, what do we want them to believe and understand, how do we bridge the gap)
- Handling Plan for the James Arbuthnot update meeting with MPs in January (follow on from original gathering)

• *Post closing date holiday we - existing & ex - SSMs.*

We can speak tomorrow about what I can help with whilst you're away next week but I think the main thing was the briefings (exco and for Alice).

I will also have a go at setting out a bit of a project outline for when you're back as well.

List more for me but thought I'd share ☺

Soph

Sophie Bialaszewski | Public Affairs Manager

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Sophie Bialaszewski

From: Suzie MacGregor
Sent: 20 November 2013 15:29
To: Angela Van-Den-Bogerd
Cc: Sophie Bialaszewski; Andy Holt
Subject: Mediation numbers
Attachments: 191113pipeline.ppt

Hi - updated.

I have attached the up to date Pipeline which shows the following:

We have received – **145 Applications** – (51 this week so still to be decided by the WG)

- 1 - Withdrawn
 - 1 – Rejected
 - 6 – Deferred to BAU processes – (Not exhausted internal processes)
 - 3 – Deferred for further information.
 - 1 – Needs to be reconsidered.
-
- **82** – Applications accepted by WG
 - **38** – Applicants still to submit their Full funding agreements – (6 applicants we have waited 3 weeks +, I am chasing these)
 - **34** – Post office are processing funding and applicant has 4 weeks to complete CQ – (**28** PO numbers confirmed)

 - We have only received **10** Case Questionnaires **8** are accepted, **2** returned as not sufficient. (I expect we will get a lot more in the next week as was a slow start due to the confusion with the funding agreements).

Thanks

Suzie



Sophie Bialaszewski

From: Mark R Davies
Sent: 12 November 2013 13:10
To: Sophie Bialaszewski
Cc: Mark R Davies; Jane Hill
Subject: Re: Sparrow Steering Group

Incredibly helpful note thank you

Sent from my iPad

On 12 Nov 2013, at 11:03, "Sophie Bialaszewski" <[redacted] GRO > wrote:

Hi Mark (Jane, copying you in for information),

I know you have the steering group at 1pm -- below is a short update on comms that might be useful.

- I worked with Andy P to create the 'Managing Expectations Gap' document (attached)
 - There is a big expectation gap and we need to manage MP expectations.
 - By the 18th November my guesstimate is that at least 100 MPs will have a constituent involved in the process (including the likes of Oliver Letwin, Michael Gove, George Osborne, Tessa Munt).
 - In terms of managing expectations I think we need an outline of what the different audiences (JFSA, SS, James Arbuthnot, MPs, SPMRS) think now, what we want them to think at the end of this and how we can address it (happy to draft and get to you and Jane for sign-off by the end of the week)
- Precise are creating a report for us on all media coverage of Horizon (sparrow team paying ☺)
- We need to work on a handling plan for the James Arbuthnot meeting with MPs in January (happy to draft and get a version to you and Jane for sign-off by the end of this week)
- I'm working on a bumper Q&A document to help with lines to take (based on what we have so far, mediation pack and questions I think might come up when the mediation starts from MPs) – I'll liaise with Simon to get a briefing document for the mediation stage of this project.

Anything else you need let me know.

Sophie

Sophie Bialaszewski | Public Affairs Manager

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*- her
- Internal comms done
- was re Post 18m Applications
- Bora paper / Brief for Au.*

