

## Message

**From:** Mark R Davies; [GRO]  
**on behalf of** Mark R Davies; [GRO] [GRO]  
**Sent:** 09/12/2014 16:25:37  
**To:** Alwen Lyons [GRO]; Paula Vennells [GRO]; Kevin Gilliland [GRO]; Lesley J Sewell [GRO]; Neil Hayward [GRO]; Chris Aujard [GRO]; David Ryan1 [GRO]; Gavin Lambert [GRO]; Martin George [GRO]; Nicholas Kennett [GRO]; [GRO]  
**CC:** Mark R Davies; [GRO]  
**Subject:** Sparrow update

All

I promised an update on Sparrow and the media interest following the decision by MPs yesterday to withdraw their support for the mediation scheme.

I am glad to say that after an initial flurry of interest, so far only from the BBC, the news story is currently out of the main broadcast and online headlines. This could change this evening and I will update you if so. This is the story posted on the BBC website <http://www.bbc.co.uk/news/business-30387973>

We chose to give an interview with the Today Programme this morning (transcript attached and link here <http://broadcastdownload.precise.co.uk/fetchbroadcast.aspx?agrID=110418>)

James Arbuthnot MP also appeared. BBC Five Live also covered the issue mid-morning and there was a small item on the BBC lunchtime news.

Our statement and lines have been used throughout while our legal team are challenging inaccuracies. We expect further coverage on the BBC One Show tomorrow evening. Newspapers may cover the issue tomorrow although we have had few calls.

The team is working through options for next steps following the intervention by MPs and their letter to Paula.

Cheers

Mark

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