

Message

From: Alana Renner [/O=MMS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=ALANA.RENNER58F41D2E-1224-4EAA-9EC5-1B807E2C2F5A]
Sent: 19/08/2013 17:33:18
To: Paula Vennells [/O=MMS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Paula.vennells8c63d283-a511-46c3-a93e-dc6f2ae7a78d]
CC: Richard R Weaver [/O=MMS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Richard.r.weavera846593c-a07d-4b13-8932-97068f08411d]
Subject: PRINTED: RE: Update
Attachments: Superbriefer briefing 20 August 2013 - this financial year.doc

Hi Paula, we will follow up on all your comments and requests but as super briefers are out tomorrow I have attached the brief as requested. There is also a Q&A document if you want it.

The last of the training session is taking place today with 70 going out into branches tomorrow.

In a nutshell the branches are being told our expectation on timing (either this financial year or next), an update on the consultation process, reminder of employee options and a wider transformation update.

The plan is to get super briefers out across the entire Crown network through September to coincide with the launch of the new magazine, conference calls, helpline open and roll-out of noticeboards.

Alana

Alana Renner | Deputy Communications Director

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From: Paula Vennells
Sent: 18 August 2013 17:09
To: Mark R Davies
Cc: Alana Renner; Nina Arnott; Mike Granville; Richard Z Walden; Hazel Hudgell; Martin Edwards; Sophie Bialaszewski; Martin Humphreys
Subject: Re: Update

Mark, thank you this is very helpful. I have made some comments below in CAPS (nb., if someone can show me how to change the colour - that would be far more effective - please!).

Most important is that you have a truly great break - it is well deserved! I shall not disturb you unless really urgent and then I'll text first. You have a great team who know they have my confidence.

Please can the appropriate individuals respond to my queries. I haven't put names, as I assume you know who you are :)

Thanks

Paula

Sent from my iPad

On 16 Aug 2013, at 17:47, "Mark R Davies" <GRO> wrote:

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). CAN I HAVE A COPY OF WHAT THE SUPERBRIEFERS ARE BRIEFING PLS?

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. I AGREE COMPLETELY. THIS MAY CHANGE IF WE SEE IA GOING INTO PEAK SEASON - THE PUBLIC PRESSURE AND THEREFORE STORY MAY NEED TO BE DIFFERENT THEN. (I WILL FORWARD A SEPARATE NOTE ON THIS.)

Additionally, Richard has been working with Fay on comms on the CMA ballot which has gone out to middle managers. THX - GOOD THEY MISSED BANK HOL!

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. NEED TO CHECK THIS WEEKEND'S COVERAGE, AS IT MIGHT BE HELPFUL IN GIVING STEERS AS TO WHERE WE CAN FOCUS THE MESSAGE TO CORRECT ANY MISINFO PUBLISHED YESTERDAY AND TODAY. I WOULD LIKE TO SEE OUR ANNOUNCEMENT BUT.. NOT UNTIL IT HAS BEEN SIGNED OFF BY SUSAN AND ANGELA. AND IF I AM NOT AVAILABLE, PLS DON'T HOLD UP FOR ME.

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. AM AWARE THX.

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. COULD DO WITH A ONE PAGE (IE., V BRIEF) UPDATE ON WHAT IS HAPPENING - AM OUT OF TOUCH. THX

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. SO DOES THIS AFFECT THIS AUTUMN'S ADVERTISING? BE GOOD IF IT DID - THOUGH THE TIME SEEMS A BIT TIGHT?

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. NOT CONVINCED WE WILL EXPAND V MUCH - NEED TO CHECK THIS WITH SUE B - LATEST THINKING IS WE MAY NOT NEED BASICS. BUT IT DOES MOVE IN AND OUT :) !!

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. HAD NO FEEDBACK ON ARA - HAVE WE HAD ANY?

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. GOOD - THIS WILL BE VERY IMPORTANT. KEEP CHRIS' FEET TO THE FIRE ON IT!! (TELL HIM I SAID SO :)

I hope this helps.

Cheers
Mark

Sent from my iPhone