

Lead Team update for Paula's CEO Report to the Board

Strategy and narrative (Richard Walden)

- Comms strategy and stakeholder handling approach presented to ExCo on 12 September

Business Transformation (Richard Walden)

- Cost reduction comms - SLT call, SLT brief and follow up comms across the business
- Pulling together the comms approach for Wave 1 and understanding the transition states
- Completing the next phase of Crowd Sourcing - reviewing the 100 ideas received with SMEs

148 Move (Richard Walden)

- The next phase of the comms which includes following up with SLT following ways of working challenge
- Functional trial to reduce desks at 148

HR (Richard Walden)

- Pilot of electronic payslips
- Pulse survey comms ahead of launch 22 Sep
- Communicate ExCo commitments from engagement survey
- Mid-year PDR comms support

Future High St Forum (Alana)

- Key partner for Great British High St awards alongside Boots, Costa, M&S and BIRA
- 134 entries being judged through October. Post Office to be allocated a category to judge three finalists. Winner announced in November event (possibly Downing St).
- Alana and Alan representing Post Office on judging panel which will be chaired by the Minister and Simon Roberts CEO of Boots.
- Long term proposal being developed by the Forum's Core Communications Group (Post Office is on it) to develop "Change for life" type movement.
- All FHSF members will be asked to increase their support (Post Office recognised as a core contributor already by Co-Chairs).

BBC Children In Need (Alana)

- Post Office # 1 corporate partner last year. Key objectives this year: Drive footfall (through exclusive products); deliver positive brand benefits of Children in Need association; raise £2 million.
- Post Office is the exclusive partner for Children in Need's 2014 fundraising theme of 'Be A Hero'. Planned activity:
- Two exclusive 'Be A Hero' badges in branch from 25 September backed by celebrity media launch. For the first time BBC TV and Radio trails for Children in Need will reference Post Office as the exclusive retailer of these products.
- A 1 minute Post Office Thank you film will broadcast prime time on BBC1 on appeal night (14 November).

- We have worked with Commercial to deliver an extensive digital and social media campaign as well as a visual presence in branch (Pudsey in a Box) in the run up to the appeal.

Your Charity (Alana)

- Recently rolled out to the Network following colleague launch last year. Branches can choose a charity or community cause to support. 80% of registrations to date are for local causes.

Digital Inclusion (Alana)

- Digital Skills. Training programme progressing (Crowns and Supply Chain colleagues) to ensure all colleagues have basic online skills. Aim to complete by end 2014.
- SME digital skills. Scoping a plan to encourage Agents to improve their digital skills for commercial benefit. Many are missing out on digital channels and social media as a means of growing business and connecting with their communities. Supporting and expanding on the excellent work Troy Garner and team are running.

Public Affairs (Jane)

- Manifesto influencing: we are talking to Labour, Conservative and Lib Dem teams to ensure a favourable policy environment post 2015 as far as possible (one that provides flexibility and freedom to pursue commercial strategy)
- Design Lab: stakeholder engagement includes Labour and Conservative policy teams as well as GDS.
- Post Office Advisory Council: third meeting on 12th November. Council members are now sufficiently immersed in the Post Office to begin to add value. Individual members are now working with parts of the business, contribution their experience and a fresh perspective.

New approach to mapping external stakeholder interactions (Hazel)

- With a range of issues carrying significant reputational risk facing us there is a pressing need to manage our key stakeholder contact with greater discipline, so we have formulated an enhanced approach to overseeing contacts with them. Our aim is to ensure that all involved in stakeholder management are sighted on any and all significant policy level engagements, that there is an appropriate level of high level co-ordination given the range and complexity of stakeholders and issues, and that ExCo is able to review the meetings landscape on a weekly basis. Having a view of the high level stakeholder engagement landscape in this way will help to minimise risk whilst supporting our strategic communications planning approach.

PR - Sparrow (Nina)

- Now that Part Two report has been covered, main imminent communications issues we are prepared for are POL's position on not mediating criminal cases (which will become clear to the Working Group on September 16) and a number of high profile, high claim cases which are now approaching potential mediation/outcome. In parallel we are working on next stage of our communications approach re James Arbuthnot and MPs re these issues.

Policy and Briefing (Mike)

- Restrictions: Linked into Network, Commercial and Legal on the State Aid and Paypoint issues (also with reference to network extension). Helping steer strategic response
- Valuation Office Agency (Business Rates on ATMs): Potential that we might get a decision on whether VOA are likely to proceed on this issue later in September. Liaising with BIS and internally with Finance/Financial Services on contingency
- BIS: Wide range of engagement on issues (NT, Crowns, PQs, briefings, Scottish Referendum etc) - liaising with POL Directors/ExCo members as necessary
- Consumer Futures: Relationship is being held in a positive place - however there are signs that as CF has become more established within Citizens Advice, it is seeking to expand its role (for example - increasing the number of escalations in NT) and taking a more scrutinising/quasi regulatory role. Whilst this is being managed it is becoming more resource hungry for POL. We are increasingly 'pushing back' (and are on the threshold of a review of our Code of Practice liaison with them on NT and CTP). We are proceeding carefully - as CF may well react adversely to a shift in stance and we need to be aware of the PR/political consequences of this.
- Freedom of Information/Executive Correspondence: Continuing high volumes being managed. With FOI in particular there are an increasing number of time hungry cases being escalated by correspondents as we take a firm line in the Business' interest (examples include the recent Section 36 issue that Paula will be aware of, and cases where the correspondent has raised the issue to the ICO so that we have to provide very detailed justifications of our approach to the ICO).

Network Comms update (Richard Weaver)

- Carefully monitoring the situation with the initial group of 48 Transitional local branches in terms of internal, stakeholder and media reaction - with no significant issues to date.
- Close involvement with Ivy/Network Development programme, with reactive lines in place and communication plans developing in line with programme.
- Colleague letter and subsequent phone-in evenings explaining the Supply Chain and admin pay proposals this week, and communications to support preference exercise in place for next week.
- Middle managers pay agreement communicated this week.
- Internal and external plans in place to celebrate 3000 NT conversions next week, with regional press releases and a photo-shoot at Finchingfield in Essex.
- Network press team overseeing the filming arrangements for a Mary Portas programme featuring a newly converted main branch in Slough.
- Finalising Subspace to go to press next week (including features on mails sales coaches and community branches)
- Finalising Wow to go to press next week (including features on click and drop and a colleagues securing new business customers).

12 September 2014