

Message

From: Mark R Davies [GRO]
on behalf of Mark R Davies [GRO]
Sent: 18/01/2015 14:42:02
To: Mark R Davies [GRO]
CC: Neil Hayward [GRO]; Alwen Lyons [GRO]; Lesley J Sewell
 [GRO]; Martin George [GRO]; Paula Vennells
 [GRO]; Nicholas Kennett [GRO]; Gavin Lambert
 [GRO]; Kevin Gilliland [GRO]; Alisdair Cameron
 [GRO]; Chris Aujard [GRO]; Peter Markey
Subject: Re: Sparrow

Dear all

I'm glad to report that, at time of writing, we have succeeded in persuading the BBC to drop the report planned for tomorrow morning on BBC Breakfast.

The inside out programme will go ahead in the evening, but if this position remains, it is a big win for us: by pushing the BBC relentlessly this weekend we have sewed enough doubt in their minds, at present at least. It could change but even to have got to this place is very welcome.

Great team work by the Sparrow and communications teams.

Mark

Mark Davies
 Communications and Corporate Affairs Director
 Mobile: [GRO]

Sent from my iPhone

On 16 Jan 2015, at 18:23, "Mark R Davies" <[GRO]> wrote:

> Dear all

>

> Just to update you, we expect BBC Breakfast to broadcast a piece on Sparrow on Monday morning. They have called us within the last 30 minutes to ask for a statement. This is generated by the same journalist covering the story for the BBC Inside Out programme.

>

> We will be engaging with them at length over the weekend to try to manage this, but I wanted to alert you now.

>

> Best wishes

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> Mark

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> Mark Davies

> Communications and Corporate Affairs Director

> Mobile: [GRO]

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> Sent from my iPad

>

> On 14 Jan 2015, at 15:36, "Mark R Davies" [GRO] wrote:

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>> All

>> As promised, here is our over-arching position on Sparrow, which I will also circulate to the Board.

>> Best wishes

>> Mark

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>> <Mediation Scheme (Dossier Highlights) final - 0950 - 140115.docx>

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>> Mark Davies

>> Communications and Corporate Affairs Director

>> Mobile: [GRO]

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>> Sent from my iPhone

