

From: Paula Vennells[/O=MMS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=PAULA.VENNELLS8C63D283-A511-46C3-A93E-DC6F2AE7A78D]
Sent: Wed 14/01/2015 8:51:58 AM (UTC)
To: Mark R Davies[GRO]
Cc: Neil Hayward[GRO]; Martin George[GRO]; Gavin Lambert[GRO]; Alwen Lyons[GRO]; Kevin Gilliland[GRO]; Nicholas Kennett[GRO]; Alisdair Cameron[GRO]; Lesley J Sewell[GRO]; Peter Markey[GRO]; David Ryan1[GRO]; Chris Aujard[GRO]; Belinda Crowe[GRO]; Melanie Corfield[GRO]; Jane Hill[GRO]
Subject: Re: Sparrow

Mark thanks for this.

I think it would be helpful for the Exec to have a copy of the positive lines, which reinforce everything we have done. Could you circulate when ready. Possibly the SLT as well? (Your call.)

I know that from time to time I am asked by friends (and strangers!) about it and whilst I'm quite close and know the lines, I expect Exec and SLT colleagues are no so well briefed.

I agree our brief is to contain and respond and we should not be provoking discussion, to minimise the attention. But when asked it would be good to know we all have the same answer that you'd like us to give.

Thanks, Paula

Paula Vennells
Chief Executive
Post Office Ltd

T: [GRO]
[GRO]

Sent from my iPad

> On 14 Jan 2015, at 08:41, Mark R Davies <[GRO]> wrote:

>
> All
>
> There is the likelihood of further media activity in the coming days on Sparrow.
>
> The BBC campaigning journalist who has made this a personal mission plans to run a piece on the BBC's Inside Out programme on Monday. This is a regional programme. This will follow a meeting, this Sunday, of the JFSA at which they are considering whether to take a legal route. The journalist and the JFSA are very close.
>
> We have a structured and proactive media and public affairs strategy in the face of this.
>
> We are writing to MPs offering 121 meetings to go through each case as relevant to their constituency. At the same time we are engaging with relevant journalists to put our side of the story with a proactive statement.
>
> There is a balance to be struck between addressing the issue head on where it is raised in public arenas and fanning the flames when the approach the team is taking is working in relation to containing coverage. But I am firmly of the view that we have got the balance right.
>
> Happy to discuss, of course.
>
> All best wishes
> Mark
>
> Mark Davies

- > Communications and Corporate Affairs Director
- > Mobile: GRO
- >
- > Sent from my iPhone