

Message

**From:** Mark R Davies [GRO]  
**on behalf of** Mark R Davies [GRO]  
**Sent:** 14/01/2015 08:41:29  
**To:** Paula Vennells [GRO]; 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 Ryan [GRO]; Chris Aujard [GRO]  
**CC:** Belinda Crowe [GRO]; Melanie Corfield [GRO]; Jane Hill [GRO]  
**Subject:** Sparrow

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