

# Bell Pottinger Communications

## Contact Report

**Client** Nuclear Decommissioning Authority

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**Date** 20 July 2002

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**At** Old Queen Street

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**Present for client**

Sir Anthony Cleaver (AC)  
Jon Phillips (JP)  
Bill Hamilton (BH)

**Present for consultancy**

Kevin Murray (KM)  
Mark Herbert (MH)  
Tim Walker (TW)  
Kevin Read (KR)

**Distribution**

All present  
David Sowell (DS)  
Matthew Lister (ML)  
Giles Broom (GB)

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**1. Administration**

Contractual arrangements and fee invoicing to be finalised.

**Action**

TW

Ian Roxburgh, Richard Mrowicki and Bill Hamilton to be added to weekly monitoring list circulation.

ML/GB

Service Level Agreement to be finalised after Strategy launch.

JP/TW

Agreed that regular attendance at meetings would be NDA: AC, JP, BH and BP: TW (with DS deputising), MH (with KR deputising) and KM as required.

**2. Strategic planning**

Bell Pottinger to forward to JP "Compass Calendar", "Communications Process" tool and message matrix.

KM/TW

Bell Pottinger to supply monthly forward look of relevant events with monitoring note.

ML/GB

JP working on issues briefs (eg ILW/CoRWM) and will forward to Bell Pottinger for comment.

JP

JP considering scope and timetable of stakeholder research. Bell Pottinger to advise as required.

JP

JP/BH working on message matrix which will be forwarded to Bell Pottinger for comment.

JP/BH

**3. Stakeholder**

Stakeholder programme to be split into two: local/regional and high level

TW/JP

# Bell Pottinger Communications

	Action
(for AC and Ian Roxburgh). Local and regional to be coordinated by Richard Mrowicki and team, high-level to be coordinated by JP. Agreed to have a more detailed discussion between TW and JP on the high level programme.	
<b>4. Media</b>	
JP requested input from Bell Pottinger on a key journalist contact programme. Bell Pottinger to provide analysis of key players and their positions in relation to the industry.	MH
<b>5. Strategy launch</b>	
It was agreed that, subject to the Board's approval of the Strategy, the launch activity would be:	JP/BH
<ul style="list-style-type: none"> <li>• Media briefing am 11 August suggested venue QEII Centre</li> <li>• Dial-in listening facility to be provided for regional media</li> <li>• Presentation to be filmed for web site streaming and regional use</li> <li>• Follow-up media activity to be carried out by regional directors with consideration of Chairman and Chief Executive briefings in Cumbria and Edinburgh</li> <li>• Basic VNR to be produced highlighting decommissioning activities</li> <li>• Today Programme to be targeted for AC interview</li> <li>• Corporate messages to be feature strongly in regional media briefings</li> </ul>	
Bell Pottinger to advise on invitations to media launch.	MH/KR
Bell Pottinger to provide "Agenda Grid"	KM/TW
Follow-up planning meeting to take place on 25 July. KR to attend.	JP/BH/KR
Bell Pottinger advised that at this point a City briefing would not be appropriate.	
London stakeholder event to be planned after the launch.	JP/TW
<b>6. AOB</b>	
Bell Pottinger to advise on Annual report distribution list.	TW
Bell Pottinger to advise on changed arrangements for Spending Review	TW