



**GPC International**  
Public Affairs & Communications

14 Charlotte Square  
Edinburgh  
Scotland  
EH2 4DJ

Tel: +44 (0)131 226 2102  
Fax: +44 (0)131 225 9859  
[www.gpcinternational.com](http://www.gpcinternational.com)

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Alan Sutherland  
Water Industry Commissioner for Scotland  
Ochil House  
Springkerse Business Park  
Stirling  
FK7 7XE

7 August 2003

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Dear Alan,

### **Media Training Follow-up**

It was good to meet you last week in Glasgow. I hope you found the half-day media training session useful and that it gave you some tips for your future dealings with the media – both print and broadcast. Paul and I certainly enjoyed playing our part in the day and its always fascinating to hear people's experience of the media from a different perspective.

I have enclosed the videotape of your sessions, which I hope will also prove a useful tool for you. If you would like any further feedback on how the day went, please don't hesitate to contact either Paul or myself.

During the day we discussed your relationship with the Scottish Parliament and your feeling that you need to develop relationships with politicians in Scotland. I have set out our suggestions for an initial piece of work that could support you in kick-starting this process.

### **Political Audit**

We would recommend that in the first instance, you commission a discreet, political perceptions audit from GPC International. The intention of the audit would be to provide qualitative information on how the Water Industry Commissioner's office is perceived as an organisation. This will enable you to gauge the feelings people have about you, the role you have and how you perform that role, before you begin any programme of interaction with the Parliament. This information will of course also give you a feeling for the kind of reception you can expect from decision makers about the industry and your role within it.

The audit would involve gathering perceptions about you and the role the organisation plays from amongst a group of key stakeholders including parliamentarians, senior support staff and other members of the Scottish political community and civic society.

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Our research would include informal interviews with a cross-section of individuals across these stakeholder groups on the following areas:

- Familiarity with the Scottish Water Industry Commissioner as a body
- What key players see as the role of the Commissioner and how that is delivered
- How key players view the relationship between the Commissioner and the water industry

From this GPC would develop a report to give you an overview on:

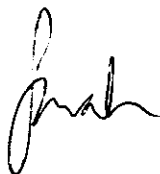
- Any positive or negative attitudes
- Individuals, groups or organisations that may assist or be problematic in the future
- A focused analysis of strengths, weaknesses, opportunities and threats arising from our initial research and the perceptions audit
- Recommendations on future positioning and messages
- Suggestions for a contact programme with key political players with an interest in the water industry

As you would expect, all audits undertaken by GPC are carried out with the utmost discretion and professionalism. Sometimes it may be necessary to protect the anonymity of some of the comments received, although we will always supply you with a full list of those spoken to.

The cost of this would be £2,500 + VAT and costs. This would include the audit itself, the analysis document and a meeting with you to discuss the initial findings.

We believe that the next 12 months will be critical to both the industry and to your organisation. Scottish Parliamentary scrutiny of the industry will never be more intense and excellent government relations can only add strength to your role and enable you to do your job more effectively. We can offer you a value for money programme of support to include political intelligence and analysis, a comprehensive contacts programme, regular strategy meetings, advice on briefing material, preparation for key meetings and access to GPC team members whenever required. I would be delighted to talk you through how this would work when we next meet.

Yours sincerely



Sarah Chisnall  
Senior Consultant Scotland

[sarah.chisnall@gpcinternational.com](mailto:sarah.chisnall@gpcinternational.com)  
+44 (0) 131 226 2162