



COMMUNICATIONS

INTRODUCTION

1. MLC Corporate Communications delivers services to support BPEX strategic objectives by
2. Providing a BPEX press office to ensure good stakeholder media communications and industry defence
3. Providing a range of effective stakeholder communication tools (print, media, shows, websites, press briefings) in support of all BPEX functions to help maximise dissemination of core messages and uptake of the strategy

Progress on the 2007-08 Plan

4. Performance measurement in the seven months point up to end of October 2007 shows the Comms team is ahead of target for its key measurement criteria. The average monthly media coverage at 95 items per month is 24% ahead of target. The average monthly equivalent advertising value of £122K is 67% ahead of the target to deliver a cost:value ratio of 1:2.

Summary of delivery of the 2008-09 Plan

5. At the heart of effective communications is the people and that is the predominant cost factor in delivery of press office, web, shows and print support services. At the core is the press office team where an additional individual has been brought in on a 12 month fixed-term contract to work alongside Jon Bullock to enable greater focus and output in support of the KT and farmgate price workstreams.

Key Activities for 2008-09

- Provision of a press office service to include media intelligence and industry defence
- Web management and support. The website will be redesigned and will include a substantial "members only" section for the exclusive use of registered English levy payers
- Organisation of a major presence at the Pig & Poultry Fair in May 08
- Print tendering and audit trail service

Outcomes and Targets

6. The outcome will be effective communication as measured by monthly media monitoring and a successful Pig & Poultry Fair as measured by customer survey.
7. Departmental outcomes, targets and measurement will be presented in an updated 'performance wheel' once the plan is agreed. Individual targets will be set for individual projects.

Risks

The three principal risks in the delivery of this business plan are:

Risk	Probability (low, medium, high)	Control
Negative media messages around health, environment and food safety	Medium	Media monitoring – challenge factual inaccuracies and ensure balance is put into the debate about role of red meat in the diet
Disruption from AHDB transition process and loss of key delivery staff	High	Good line management and BPEX executive to manage disruption as part its transition process
Failure to deliver services on time and on budget	Low	Experienced team along with good communication planning and project management

Budget

Proposed budget for 08/09, inclusive of staff costs, is £290k.

Budget Summary

8. The Business Plan requires commitment from the whole of BPEX – the Board, its executive staff and its delivery team to all play their part in the stakeholder communications process.

BPEX Group	Stakeholder Communications
Levy spend of which	
- Projects	£50,000
- People and Overheads	£240,000
% of net levy spend	3%
Total levy spend	£290,000
Non levy spending	-
Total spending	£290,000